

A Quarterly Newsletter of



Greenwich University

# Gvision



2012- Silver Jubilee Year



## Go Green Conference



I am very optimistic that Pakistan's economy will fare well in the current fiscal year — AKD



**Leading from the front**

**Fouad Husain**  
Managing Director  
MindShare Pakistan  
(our proud Alumnus)



# Celebrating Silver Jubilee

April 16, to April 21, 2012

To pay tribute and thank every individual, organization, alumni or institution who have contributed to the development of Greenwich University



2012-SILVER JUBILEE YEAR

Greenwich is not a destination,  
but the beginning of a journey  
– journey of knowledge, of self-discovery,  
and indeed, of life itself.

Since 1987, thousands of graduates from Greenwich University have built successful careers and emerged as a community. To pay tribute to our Alumni and their Alma Mater, a week-long **Silver Jubilee Celebrations** will be held from April 16 to April 21, 2012.



# Silver Jubilee Celebrations

The salient features of the celebrations include national & international conferences, workshops and seminars, declamation, cooking and sports competitions, documentary competitions, quiz competitions, Walk for a Cause & Basant Bahar, Mehfil-e-Sama, rock concert and many more.

**Join us and prove your mettle.**

The students of universities, colleges and 'A' level schools are welcome to join us on this momentous occasion of our Silver Jubilee Celebrations.

*Fabulous prizes  
for the winners*



For Registration: [www.greenwichuniversity.edu.pk](http://www.greenwichuniversity.edu.pk)



For more information: Silver Jubilee Secretariate.

*Greenwich University*

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**T**HERE are vibrations of change all around us. It seems that our slumbering nation is shaking off its apathy and waking up to its rights. One can see it in TV talk shows, in rallies, in the discussions that take place in small teashops and wayside eating places. The key words that we hear these days are justice and rights. It is, however, all very well to become aware of rights but to talk of rights alone can become a form of aggression when we ignore the responsibilities that must go hand in hand with rights.

The nagging question that keeps worrying one is: "Are we really becoming responsible to claim our rights?"

In this issue of GVision, some articles are on themes which should awaken us to issues related to our social and moral obligations. The Go green conference at Greenwich University was a concerted and valiant effort to remind us of the critical problems of global depletion of resources and the corrective measures that ought to be taken by us collectively and individually.

The lecture by Mr Zia Ahmed Awan on the plight of women and children put behind bars without any clear charges or procedure is a painful account of violation of human rights and social injustice. It tells us how insensitive we have become to human suffering and how irresponsible the law givers are.

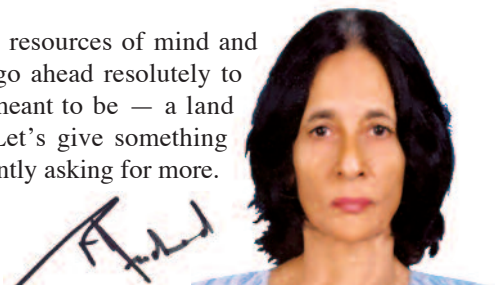
The article about the anti-corruption day is also an eye-opener. But the sad part is that Transparency International has come to be treated by some of us as a meddlesome mother-in-law who is constantly impinging on our comfort zone and exposing our supposedly legitimate irregularities to the world. The speeches by the students, however, show that awareness about corruption is gradually seeping into the psyche of our youth.

There are a number of NGO's and organizations which are showing concern and working on various issues to make our world a better place to live in. But are social and moral issues only the responsibility of institutions?

What we really need to do is to become individually conscious of our commitments so that each one of us can make a difference.

Our young people, especially our students, are full of potential. All they need to do is to engage in self-analysis, discipline their thinking and seriously take on the task of improving the moral fiber of our people.

Let's thank ALLAH for the resources of mind and body He has given us and go ahead resolutely to make Pakistan what it was meant to be — a land of peace and prosperity. Let's give something back to life instead of constantly asking for more.





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## Go Green Movement

# Corporate Social Responsibility and Solutions

Greenwich believes that to research is academic and to implement is corporate



Experts sharing their views on energy crisis: From (L to R): Mirza Arshad Ali Baig, Dr Arif Zuberi, Dr Moazzam Ali Khan, Mr Waqar Ahmed & Dr Badar Ghauri

**T**HE Go Green concept is about recycling and conscious awakening of the conscience about how to preserve valuable resources our planet earth has to offer us. Most resources like water, electricity, recycling products, landfills, composite waste and many more are the basics to improve human existence.

All this can be a combined effort when we make it a priority to reach out to as many individuals as possible to make them aware of a rapid depletion of our natural resources if we do not take heed.

There are, however, many countries of the world that are environmentally conscious and have devised ways and means to conserve these precious dwindling resources.

Greenwich University being one of the leading institutions in Pakistan took the initiative of inviting scholars, researchers, writers, civil and government administrators as well as students and faculty from all over the globe for this on-line conference, which was the highlight of the academic session on Saturday, December 03, 2011.

There were two sessions: the first session started at 10:00 am with a number of speakers covering topics like Global Warming and Fossil Fuel. Abis Hussain,

Climate Change and Water Resources; Dr. Badar Ghauri, Director SUPARCO, Environmental Pollution and Solid Waste Management; Shakeel Ahmed, Health Officer, City District Government, Karachi, Indo-Pak Relations on Water Resources and its Environmental Impact in Pakistan; Dr. Arif Zubair, Federal Urdu University of Arts Science and Technology, Corporate Social Responsibility; Dr. Asma Noman, MBA in CSR, Research Faculty of Indus Institute of Higher Education, Karachi.

The second session started at 2:15 pm with a follow-on of such topics as Going Green, Environmental Problems of Karachi. Dr. Moazzam Ali Khan, Director Institute of Environmental Studies, Karachi University, Tailing Management, Hazards and Solutions as Implications for the City of Karachi; Ms Tahira Ahmed Khan, Assistant Professor, Greenwich University, Go Green Marketing Solutions. Other notable speakers who spoke on the topic of Go Green were Ms Maria Aslam Hyder, Principal Architect Arch Works and Founder Editor ADA Magazine; Mr Waqar Ahmed General Manager, Human Resources, Training and Organizational Development former Head CSR committee, PSO; Mr Rizwan Tanveer Malik, Team Leader Planning and Marketing Procurement & Services, PSO; Prof. Dr. S. M. Makhdumi and Mr Khawaja Sheeraz,



Guest speakers, Faculty & students reading their papers





Guest speakers (from L to R) Ms Maria Aslam, Mr Abis Hussain, Mr Khawaja Sheeraz, Mr Shakeel Ahmed and Mr Rizawan Tanveer Malik

lecturer, Sir Syed University of Engineering and Technology; Research Students Greenwich University, Abeer Ali Ansari, and Fahad Zafar Sobhani.

**Key note speaker:** Dr. Mirza Arshad Ali Beg, Former Director General, PCSIR.

There were many solutions people came up with which Pakistan could use to spread this awareness by starting with the platform of the mosque where people from all walks of life come and congregate five times a day. The shareholdership of the moazzan of the respective area over which he has jurisdiction is a place where information can be shared with people covering the length and breadth of the nation to advocate socio-moral and political uplift of the community. People can be made aware of the 'Carbon Footprint' which is the sum of all emissions of green house gases (like CO<sub>2</sub>), caused by organizations, events, products and people

One of the examples is Masdar City, Abu Dhabi's carbon neutral city by British architect, Lord Norman Foster. Use of natural gas, carpooling, following the law enacted, solar architecture, solar cooking and water heating and the proper disposal and tailings, also called mine dumps, slimes of materials left over after the process of separating the valuable fraction from the uneconomical fraction of an ore could lead to reduction in green house gases.

**Water resource:** 70% of the earth's surface is water. Humans, animals, and plants need clean water to stay

healthy. Water conservation is necessary because of limited amount of fresh water, inefficiency in water use, and the need for water in almost every human process.

Some examples are water uses, water promoting inequity, economics and environmental impacts meeting the world's demands. Though water use varies from country to country, the world uses most of its water for irrigation. Within the categories of residential, industrial, and irrigation use, fresh water goes to drinking, agricultural processes, and power production.

**Drinking water:** Most people can live only a week without water. Out of all earth's water, 97% of it is salty, ocean water. People get drinking water from wells (groundwater) or surface water (lakes & rivers). In the U.S. only about 11% of usable water is used for public consumption. The water is then treated or stored in reservoirs or storage tanks. Some people get water from the sea. This is extracting water from the ocean below.

Green marketing can be a very powerful marketing strategy when it's done right

- 1) Being genuine is one of them which means
  - a) that you are actually doing what you claim to be doing in your green marketing campaign and
  - b) that the rest of your business policies are consistent with whatever you are doing that's environmentally friendly. Both these conditions have to be met for your business to establish the kind of environmental



Audience





credentials that will allow a green marketing campaign to succeed.

- 2) Educating your customers isn't just a matter of letting people know what you're doing to protect the environment, but also a matter of letting them know why it matters. Otherwise, for a significant portion of your target market, it's a case of "So what?" and your green marketing campaign goes nowhere.
- 3) Giving your customers an opportunity to participate means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take part in positive environmental action.

There are three essential elements of a successful green marketing campaign which when put together by looking at this example can translate into a better world.

Suppose that you have decided that your business will no longer use plastic bags to wrap customer purchases. You know that the traditional plastic bag takes about one thousand years to decompose (cbc.ca) and you want to do your part to stop the proliferation of plastic bags in landfills. You feel that this is the kind of environmental action that will be popular with potential customers and a good opportunity to do some green marketing.

To be genuine, you have to ensure that none of your business practices contradict your decision not to use plastic bags. What if customers who happen to walk behind your store see an overflowing trash bin filled with paper, cardboard and plastic bottles? Obviously, he or she will decide that you don't care as much about recycling as you say you do in your green marketing.



Guest speaker presenting his paper online

Not using plastic bags appears to be environmental no-brainer, but you will still need to educate your target market. I didn't know facts about the decomposition of plastic bags until I researched this article and probably a fair number of otherwise environmentally conscious people don't either. This one little fact about plastic bags could be used as part of your green marketing campaign - all by itself it lets the public know why single use plastic bags are environmentally disastrous and that you and your business care about the environment.

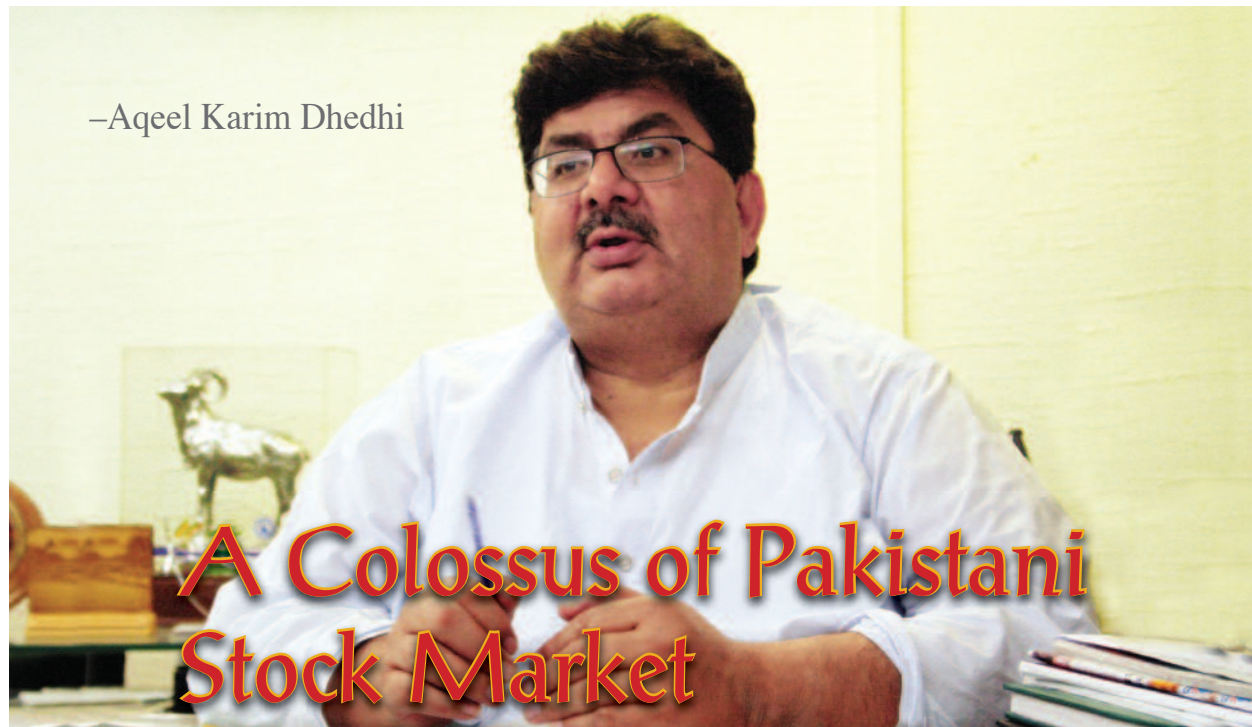
However, if proactive decisions are not taken by us the ignorance of this explosive human race will become a quicksand consuming everything that comes within its boundaries. The information and knowledge of 'how to care and conserve' is the key to these problems, expressed by most of the speakers. The conference was a welcome stand on the Greenwich University platform.

**Tahira A Khan**  
Assistant Professor



Guest speakers along with faculty & participants





–Aqeel Karim Dhedhi

## A Colossus of Pakistani Stock Market

“I am very optimistic that Pakistan’s economy will fare well in the current fiscal year”.

AKD talks to Greenwich Panel

**Greenwich University(GU): Who are your role models, both in your professional and personal life?**

**Aqeel Karim Dhedhi (AKD):** My father Haji Abdul Karim Dhedhi has always been my role model. He was a very successful businessman with a vision backed by unrelenting determination and pure hard work. My passion for philanthropy has also been inspired by my father who was a much respected philanthropic member of the community.

**GU: It is widely regarded that you have been extremely successful as a business group. What do you think has been the secret of your success?**

**AKD:** “Whichever business you are in, you have to know it inside out”. That is one of the keys to success in my view. Hardwork, diligence, integrity, patience and maintaining a close relationship with my employees have always been a top priority. I do not believe in shortcuts in life and expect to lead the team at AKD group by setting an example.

**A leading businessman, investor, the most enterprising entrepreneur, a business tycoon, a figure that overshadows the equity cult in Pakistan, a name that leaves everyone spell bound**  
–Aqeel Karim Dhedhi.



Born and brought up in Karachi, Aqeel Karim Dhedhi spent his initial years in Saudi Arabia, Beirut and Damascus.

The king of the stock market, Aqeel Karim Dhedhi, since his early childhood, was business-oriented. He showed great interest in real estate, followed by stock-brokerage. The first time he invested money in business was at an early age of 12 years with a meager amount. He sustained a loss but that did not deter him from moving on. His initiative and drive have made him achieve the position of an exceptional businessman whose business acumen is the envy of many.

He is a man of principles and enduring beliefs. His values exert a major influence on his behavior. His father Haji Abdul Karim Dhedhi has been an inspirational figure in his life and has been a motivating force for him. His father always made it possible to spend time with him and didn't put work first. He played an active role in encouraging him to do his best. AKD said that he had lived his life seeing his father live within the parameters of values he had made for his life. Mr Dhedhi has learnt from his father the value of giving without expecting.

## *Daughter, thy name is strength*



Anum Dhedhi

I am a proud daughter of my father who takes pride in being a Pakistani and who has instilled in me love for our beloved country and its people. His love for our nation is so deep-rooted that despite many lucrative business opportunities abroad, he has preferred to live and invest in Pakistan.

Although my father is usually busy, he finds time for us whenever he can. I am fortunate enough to spend more time with him since I am working with him (at AKD Securities) as an economist. After doing my bachelors in Financial Economics from UK, I joined AKD Research. Here my responsibilities include preparing economic forecasts and reports on the outlook of Pakistan economy.

**At work he is my boss.** My father is my inspiration in all aspects of life and has had deep influence over me in building my personality. My father, in short, is a good human being, which is the essence of our existence. I wish to follow him and carry on his legacy of integrity, honesty and patriotism.



GVision Interview panel with Mr Naveed Vakil (Head Researcher) and Ms Anum Dhedhi (Economist) in their Research Center.

**GU:** What qualities do you feel are essential to be an effective stock broker? Is speculation or security analysis the driving force?

**AKD:** Building relationships and having people skills are very important. However the foremost is an understanding of pure fundamentals and the driving force behind any company's performance. If you believe and follow fundamental analysis, you will rarely ever go wrong in stock market investing. It is when people unknowingly speculate that they incur losses.

**GU:** How did AKD securities as a firm and Mr. AKD as a broker cope up with the stock market crash of 2005 and 2008?

**AKD:** The stock market crash of 2005 and 2008 were very challenging times for the brokerage community as well as for AKD Securities. However, determination and trust in the employees ensured that we survived through such difficult times. We took various measures such as reducing unnecessary costs and improving savings. At AKD Securities we ensured that we retain all of our staff which in my view is one of the keys to our success.

**GU:** Do you personally think that the national inquiry for the March 2005 stock market crash should have been carried on?

**AKD:** Yes, definitely the inquiry should have been carried out. A task force was set up to investigate its causes and recommend market reforms. It did identify the 'badla' or 'carry over trade' as one of the root causes of the crisis but I personally believe that badla phase out and imposition of margin financing was the overwhelming cause of the crash. Margin financing was imposed at a time when there was little awareness about the financing product and was forcefully introduced by SECP and SBP at the time.

**GU:** What prospects do you see for the Mutual Fund market in the coming years?

**AKD:** The Mutual Fund industry has come a long way and is continuing to develop into a robust market. Similar to the brokerage Industry, the Mutual Fund industry has also faced a challenging time since 2008. However, we have seen that with pure determination and integrity, the industry has survived and has recently shown signs of expansion as investors have come to realize the benefits of investing with professional money managers.

**GU:** What are your views on Pakistan's economy, particularly given the current state of affairs and the precarious economic situation?

**AKD:** I think our macroeconomic situation has considerably improved. With inflationary pressures moderating recently, it entered single digits in Dec'11. The robust trend in remittances is continuing while tax collection target for FY12 looks likely to be



achieved while the government continues to work on imposing the necessary reforms to reduce wasteful subsidies bringing down our fiscal imbalances. I am very optimistic that the economy will fare well in the current fiscal year. Monetary easing has had a positive impact on the economy with a 200 bps cut in interest rate in the current fiscal year. Also the government is planning to auction 3G licenses which in my view will support the balance of payments' position. I do believe there are risks in the near future to medium term and more needs to be done in the way of required reforms by the Government to keep Pakistan on a sustained economic improvement trajectory leading to higher levels of growth in the future.

**GU: What do you see as the key drivers of growth and what sectors do you feel have the most potential in Pakistan?**

**AKD:** In my view Pakistan has tremendous economic potential. Pakistan is endowed with significant mineral resources and is emerging as a very promising area for prospecting / exploration for mineral deposits and has attracted major international investments. Pakistan has a large base for industrial minerals. The discovery of coal deposits having over 175 billion tonnes of reserves at Thar in the Sindh province has given an impetus to develop it as an alternate source of energy. There is vast potential for precious and dimension stones. Also with a 170mn population of the country, relatively few resources in the past have been devoted to socio-economic development or infrastructure projects. I believe the real estate sector has great potential and with upcoming projects, it will be a major driver of economic growth supporting the cement sector. As Pakistan's economy grows, improvement in per capita incomes will likely underpin exponential growth for various sectors



AKD answering a question

such as FMCGS and Consumer durables like automobiles and electronics/telecommunications.

**GU: It is observed that the Asian economic super-power, China, has not been an active foreign investment player in the capital markets of Pakistan. With its financial magnitude and its long standing economic and social compatibility with Pakistan, don't you think this prospect is untapped from both sides?**

Yes certainly I do believe there is more potential to work with China and we have started to tap the potential of this relationship. China has and can continue to play a significant role in investment for Pakistan's infrastructural expansion. As China continues to become a dominant force globally, they have strategically moved to improve relationships within the region to cooperate on various

business ventures. We have recently signed a currency swap agreement to enhance and strengthen trade ties with China. Additionally, China has provided finance for the Gwadar Port project in Pakistan's Baluchistan province and have promised to feature the construction of several additional berths and terminals. I believe a strong Pak-China relationship is very important for Pakistan's economic growth leading to mutual

trade related benefits. China has also expressed interest in assisting in energy, education, environment, culture, sports, climate change, poverty alleviation, good governance and other challenges faced by the country.

**GU: How important is social responsibility for the business community? Please tell us about the steps you have taken in this regard.**

**AKD:** In my view social responsibility is very important. I have been active in a large number of social projects, including health services, women



I believe a strong Pak-China relationship is very important for Pakistan's economic growth to go forward leading to mutual trade related benefits. China has also expressed interest in assisting in energy, education, environment, culture, sports, climate change, poverty alleviation, good governance and any other challenges faced by the country.

empowerment, community-based assistance and leadership development of the deserving younger generation. I have contributed to many not-for-profit institutions as Trustee and Member of the Board of Directors like the Shaukat Khanum Cancer Hospital, The Indus Hospital, World Memon Organization, the Resource Development Committee of the Aga Khan University Hospital, etc. I was awarded "Sitara-e-Esaar" by the President of Pakistan for my services during the devastating earthquake that hit the northern areas of Pakistan in October 2005. I have also been awarded honorary PhD (Honoris Causa) degrees by Biztek Institute of Higher Education and the Indus Institute of Higher Education. I strongly believe a lot more needs to be done by the business community in these areas.

**GU:** Can you tell us about any prospects of liaising with Greenwich University as we also look for opportunities to collaborate with the corporate sector?

**AKD:** We are always looking forward to increasing our engagement with leading local universities to provide students support in better understanding the ongoing developments across the real sectors of the economy. We provide our economic and equity research to most universities to serve as case studies as well as provide additional insights into the current state of the economy and sectors with leading outlook. The idea is to increase awareness and provide improved detailed information to make for more meaningful analysis and understanding. We look forward to increasing our relationship with Greenwich University.

**GU:** What is the role of political stability in the economic growth of our country and what is the business community doing for this purpose?

**AKD:** Political instability adversely affects growth by lowering the rates of productivity and is likely to shorten policymaker's horizons leading to suboptimal short-term macroeconomic policies. It also leads to a more frequent switch of policies, creating volatility and, thus, negatively affecting macroeconomic performance. Compounded with domestic security challenges, one of the reasons for declining FDI/FPI in Pakistan, in my view, is political instability. The business community is in close touch with the politicians to provide them with all our support and ways to improve various policy responses.

Interview by: Amna Abbas (BS29 2415)  
Haleema Memon (BS38 32271)  
Omair Abbas (MS38 3293)

Photography by: Muhammad Talha Qureshi  
(BS35 3032)



AKD with GVision Interview panel



## Celebrations of 88th National day of Turkey

**G**REENWICH University held a reception to celebrate the 88th national day of Turkey on Friday, October 28, 2011. The ceremony was organized in accordance with the 88th anniversary of the Republic of Turkey's proclamation.

Mr. Muhammad Muneer Khan recited the holy Quran to begin the ceremony. After that condolences were offered for the lives lost in the recent earthquake in Turkey on behalf of Greenwich University.

To lighten up the mood, I shared my own personal experience about visiting Turkey around 8 years back with my parents and how I managed to survive on just one sentence:

**"Efendim! Turk cheey bill mee yur omm"  
which meant: " Sorry! I can't speak Turkish."**

After that Mr.Salman Altaf, Assistant Professor and member of the faculty, Greenwich University, gave a warm welcome address.

Next, a video compiled by Zaheer Ahmed Dada and Amber Arshad of Mass Communication and Media Studies was shown which was on the life and thoughts of Mustafa Kamal Ataturk. It was an incredible video, consisting of still and live shots of Ataturk, who is the founder of modern Turkey.

As we all know, a Greenwich University delegation comprising students, faculty members, and staff recently visited Turkey for a socio-cultural and educational tour. They visited Ankara University, Anadolu University, Fatih University and Bashechir University for academic collaboration. To refresh the cherished memories of those who had visited Turkey, Mr. Mohib Billo and Mr. Muhammad Ather Owais were invited to share their views and experiences in Turkey.



Dr. Ihsan Yilmaaz, with faculty, staff and students



Dr. Ihsan Yilmaaz, the Guest of Honor

Their views and the things they said made one feel like going back to Turkey again. The culture, the language and most importantly, the details of the markets further lured one to pay another visit to Turkey.

Dr. Ihsan Yilmaaz was asked to give a lecture on Contemporary Turkish politics in the light of state law relations.

**'For a nation, losing its arts means losing one of its vital blood vessels'**

—Mustafa Kamal Ataturk

The lecture was interesting and to the surprise of the audience, Dr. Ihsan Yilmaaz spoke on the Kurdish issue very comfortably although it is a very sensitive issue in Turkey. He had excellent views and his perception of looking at politics was very liberal. A question and answer session was held after the lecture and various

questions were raised by students on the politics of Pakistan and Turkey.

After the end of the question and answer session, Ms. Tahira Khan, Coordinator, Greenwich University gave a vote of thanks on behalf of the Vice-Chancellor, Ms. Seema Mughal.

Mr. Iqbal Jamil, Head of the Media Department handed out the Greenwich University Shield to Dr. Ihsan Yilmaaz. Later a photo session was held and a song composed by Salaar Khoso and sung by him added to the enjoyment of the evening.

After that all the guests and faculty went for refreshments. The visitors' book was signed by Dr. Ihsan Yilmaaz and a few words in Urdu were exchanged in random conversations.

The Greenwich University faculty saw the guests off around 1:00 pm and a fabulous fun celebration came to an end.

**Ariba Ashfaq Ali**  
MS38 3235



# Media Workshop



Mr Munawar Mirza addressing a question from the audience

**G**REENWICH University is one of the institutions which has shared corporate social responsibility time and again for the benefit of the society. Greenwich would like the Media to play a positive role and highlight the issues of the society for community development. The University organized a two-day media workshop for the training of the reporters and cameramen (video journalists) on December 26 and 27, 2011, on the campus. The aim of the conference was to have expert opinions which could be beneficial for the reporters and cameramen of the electronic media in performing their professional duties.

The two-day conference was attended by students, 32 TV reporters and cameramen, from almost all the leading TV channels of the country.

There were four sessions during the conference in which lectures on diverse topics were given by experienced media people belonging to the broadcasting and print media.

The two-day conference was inaugurated by General Manager, PTV, Karachi center, Mr Mustafa Mandokhel. In his inaugural address, he appreciated the efforts of Greenwich University in organizing the conference. He also pointed out that the training session conducted by

Greenwich was a significant milestone in the training of the media people.

He further said that PTV has played a major role in the promotion of the electronic media and now it faces challenges from the private sector.

PTV being a state organization is obliged to fulfill certain requirements which it is doing to the best of its ability.

The chief guest for the closing session was Mr Tahir A. Khan, CEO Interflow Communication, and Chairman Interflow group.

Addressing the closing session of the media workshop, Mr Tahir A. Khan called upon the participants to follow media ethics while reporting events. He said that the media people should use the latest technology for their TV productions.



Questions from the audience

During the two day media workshop, Mr Munawar Mirza, Mr Saleem Mughal, Mr Faheem Siddiqui, Mr Imran Sherwani, Mr Tariq Lodhi, Mr Shabhir -Ibne-Adil, Mr Faisal Ahmed, Mr Faizan Lakhani and Mr Shahid Hashim spoke on various topics relating to the media. They said that our media has become more vibrant but it also needs to be accurate and factual instead of being subjective and emotional.

Greenwich Shields were presented to Mr Mustafa Mandokhel and Mr Tahir A Khan. Certificates were given to all the participants of the Media Workshop.

**Iqbal Jamil**  
Head, Department of Mass Communication  
& Media Studies



Mr Tahir A. Khan, Chairman Interflow group giving certificates to the participants





# LEADING FROM THE FRONT

**FOUAD HUSAIN**  
— **Managing Director**  
**MINDSHARE PAKISTAN**

Mindshare is a global media and marketing services company. Mindshare Worldwide was created in 1997 as the first global full-service media company according to RECMA. The Mindshare global network consists of approximately 6,000 employees across 113 offices in 82 countries throughout North America, Latin America, Europe, the Middle East, Africa and Asia Pacific. Mindshare is a member of the WPP Group, one of the world's largest communication services groups, and is part of its GroupM Media Company along with MEC, MediaCom, Maxus, Outrider, Kinetic and IEG. Mindshare works closely with several creative agencies under the WPP banner including Grey, Ogilvy & Mather, JWT and Young & Rubicam

**Greenwich University (GU):** Could you please tell us a bit more about your business and what you do?

**Fouad Husain (FH):** Well, we started out as Mindshare in Nov 1999 and our first business operation was media buying and planning for Unilever Pakistan.

Fouad Husain completed his BBA with major in Marketing from Southeastern University, Pakistan Campus at Greenwich Institute in 1996-97. He was an intelligent and a talented young man with a natural aptitude for media.

He specializes in Brand Marketing and Media 7 advertising by gaining a lot of experience with cartoon Network, and MindShare Pakistan. At Cartoon Network Mr Hussain helped launch the channels the Director Marketing in 2004.

Today, he enjoys the highest position of Managing Director, MindShare Pakistan, one of the largest media buying houses in Pakistan with an operational network in 97 global cities



A light moment during the interview

We used to buy ATL (above the line) media for them. We started expanding slowly, and our second client was Continental biscuits. Then we established liaison with Pepsi, Gillette and National Foods. For the first three years, we had a steady growth in terms of how the operations were being managed. Historically, Mindshare globally was born in 1997, as a company serving the marketing needs of various businesses, and was a merger of the media departments of JWT and O&M, hence our purple colored logo. Because JWT is red and O&M is blue, if you mix them together, you get the color purple. Also, people working for MindShare are known as Purple people.

In 2005, as WPP was consolidating globally, and we had this parent company called GroupM which stands for Group Media which is basically a holding company under which we have four other agencies which are Mindshare, Maxus, MediaCom, and

MEC. First, GroupM was launched in Pakistan, and then under the GroupM banner we launched Maxus in 2007, and then MEC in 2008-09. Today as GroupM in Pakistan, we have a billing of around Rs.9 and a half billion this year and we have a 46% stake in the media market. So, we have had steady progress.

**GU:** Are you as a group thinking of diversifying, for example, into internet marketing as there may be good money in that?

**FH:** Well, I still have to see the money on my balance sheet. The point of order here is translating our global philosophy locally and any ambit of communication planning where we can leverage brand communication, is something that we focus on. And as we are living in a digital age, things are moving fast, so obviously that becomes a very important dynamic of the business we operate in and the one that our clients operate in, but we can't be going digital if our clients don't want it.

**GU:** Would you like to share any memories from Greenwich?

**FH:** Well, I graduated from Greenwich in 1997, majoring in Marketing. I remember we used to have a teacher called Col. Faiz who I did three humanities courses with. I remember the first course because it was in my first or second semester, and I used to be a very quiet kid at that time. And then like any other student, the more you start getting to know the place, the teachers, the more expressive you get. And I remember my last humanities course which was the seven religions of the world in my last semester, which was a huge class of 60-70 students. I think I asked a question which then turned into a debate which lasted the whole session, at the end of which the teacher finally gave in, smiled and said that "I can't satisfy you, there is no answer which I give that can satisfy your questions. I think we were talking about the spread







of Islam. He was of the view that it was knowledge and wisdom through which it spread, and I differed in opinion and said it was the sword.

I also remember we used to have a public speaking course. That was fun class which taught me a lot in terms of confidence building, because no matter how well we talk in front of our peer groups, when it comes to talking in front of the audience, it's a completely different story. Then there was running to this canteen called Tikala with friends, not a lot of money, but still, very good and memorable times.

**GU: And do you believe you can increase MindShare's contribution to the society and do more...?**

**FH:** Everyone wants to do more but I believe it becomes a question of the amount of resources you have and the amount of resources you can put forward. So although we believe ethically that the societies that we work in, we should benefit them by giving back to them in some way. Any company will be able to do as much as it can do based on whatever is planned or targeted and most importantly, the availability of resources.

**GU: What is the one principle that you have followed throughout your life?**

**FH:** Self-Discipline-in every aspect of life and I find the younger generation completely out of it. Self-discipline is something which is hard to maintain consistently, and to be very honest I am a human being so I must have lacked in it somewhere, but fortunately I had bosses who would kick by backside and put me back into place. Self-discipline to commit to a time, and then to be there on that time, to come to work irrespective of anything, the discipline to be able to achieve things within the given time frame, the ability to commit when it is possible to deliver.

**GU: How was your first job? And how did you progress from there?**

**FH:** I started as an assistant media partner at Lowe and Rauf which was my first job. Then I joined Habib oil mills as a project manager for Banaspati. Then Mindshare came into being and I joined here from the research side, and then from research I moved into strategic planning and in 2004 I was heading MindShare's non-lever business. Then I left Mindshare in 2004, and I launched cartoon network in Pakistan.

**GU: Sir, tell us how launching cartoon network came along?**

**FH:** It was challenging because in those days the Pakistani media consisted of PTV. This was the first time a channel was being launched which was solely for kids, and it was challenging to convince the advertisers that kids are an important spending power of the country. It was a demanding task to take out money for a niche channel which obviously doesn't have a very broad audience compared to other channels like Geo, etc. and then to put a premium price to it because in our world content is king and we had content which was unparalleled to what any other local channel could give. We knew that we could have a very dedicated kid audience at the moment that we started airing because there were 5 other illegal beams of cartoon network in Pakistan, then the challenge of getting rid of those beams so that the Pakistani beam could take focus and then premium pricing-it was a good challenge. I was basically hired as a sales and marketing head by Turner to launch the channel in Pakistan as I came from a media house background and we had a very successful launch

So for me the two biggest challenges are to grow profitably by looking at new ventures, new possibilities, new ideas, and also to retain the human capital because at the end of the day, it's the people who have made the company what it is today. I alone can't do it, my boss alone can't do it; instead, there is a contribution from each one of us.

Self-discipline is something which is hard to maintain consistently. Self-discipline to commit to a time, and then to be there on that time, to come to work irrespective of anything, the discipline to be able to achieve things within the given timeframe, the ability to commit when it is possible to deliver.

here in Pakistan. So, after a year I got a call from my boss, who still happens to be my boss, asking me to rejoin, but I declined.

**GU:** Tell us how you have managed to sustain the growth of Mindshare, and plans for the future.

**FH:** Mindshare is roughly nine and a half billion in billings this year, so obviously one of the long-term priorities is to maintain this lead. Also, there is the fact that by virtue of the clients that we have on board, we become restricted in getting new clients because things start to go in a conflict zone. So then to still grow as an agency is a big achievement but Alhamdulillah for the past 5 years we have had double digit growth and have been the fastest growing ad agency in the country compared to other companies who have not been able to even achieve substantial single digit

growth on board. But it gets tougher each year at the same time. There is a lot of focus today on value added services just because the traditional style of business is not making us as much revenue. Another factor is the responsibility of the people that you have with you. There are around 70 people that work at MindShare currently. It takes a lot of mental pressure. One stupid decision and those 70 people will suffer. And ultimately, if MindShare suffers, GroupM suffers. It's challenging, but fun at the same time. I'm not saying it's child's play, but then I have some of the best people in the country, and then to be able to retain these people, that's the next biggest challenge. So for me the two biggest challenges are to grow profitably by looking at new ventures, new possibilities, new ideas, and also to retain the human capital because at the end of the day, it's the people who have made the company what it is today. I alone can't do it, my boss alone can't do it; instead, there is a contribution from each one of us.

**GU:** Is Mindshare involved in any socially responsible activities?

**FH:** At an International level, Mindshare is involved in a water project in Africa. As GroupM in Pakistan, we support two schools for the disabled. One of the M schools is Maji School, which is close to Paharganj. With it is a small clinic with a dispensary as well. Most of the children studying in that school are getting completely subsidized education. At present, there are around 120 in number and growing by the day.

Interview by: Haleema Memon (BS38 3271)  
Momal Sara (BS30 2479)  
Omair Abbas (MS38 3293)  
Shaiban Haq (BS33 2784)

Edited by: Omair Abbas (MS38 3293)

Photography by: Zaheer Ahmed Dada (MS37 3194)



Foad Husain with the GVision Interview Panel



## GREENWICH WINS P&G BATTLE OF THE BANDS



Umair Khan giving captivating performance

**P**ERFORMING against the finest bands from five renowned universities of Sindh without showing any hint of intimidation was no easy feat for Horizon, a Musical band from Greenwich University, with Samir Ansari (keyboard player), Umair Khan (lead vocalist and rhythm guitars) and Salar Khoso (vocalist) Azmerae Adam Khan (drummer) as they took part in a very prestigious 'Battle of the Bands Competition' organized by Procter and Gamble Pakistan (P&G).

The event was organized by P&G at South End Club on November 21, 2011 which was specially lit up and brought forth talented youth from across Pakistan to highlight their veiled vocal and musical abilities. All the participants were expected to recreate the magic of the original compositions of popular musical bands in one cover but were encouraged to bring their original compositions to the fore as well.

The crowd stood under the red hue and smoky ambience to listen to renditions of their favorite songs. According to



Judges, Bilal Maqsood and Faisal Kapadia

Salar Khoso, the lead vocalist for the original composition, the squeals of excitement from the crowd not only created a sense of exhilaration and urgency amongst the participants to outdo each other but the deafening roar confirmed to Horizon that it had only one chance of spotlight, with no room for any slipups.

Umair Khan the lead vocalist of the band who covered 'mera mahi' by JUNOON and 'anjanay kyun' by STRINGS for Horizon recalls it as 'a moment when my mind had clear and lucid thoughts even when surrounded by intense pressure, I never doubted my band even for a second, we all had sworn we were winning it for Greenwich University, and win we did!'

The competition was tough as the participating bands shortlisted for the event were bands from IBA, MAJU, IQRA and FAST and to top it all, the event was judged by members of the internationally renowned band STRINGS, namely Bilal Maqsood and Faisal Kapadia, who critically analyzed each performance of the contestants. By the end of all the acts, it was clear from their beaming faces that both the judges were completely smitten by the original composition of Greenwich University band Horizon 'tera mein deewana' much to the displeasure of other bands.

Strings finally made its way amongst the deafening roar of the crowd to the stage and announced Horizon from Greenwich University as the competition winning band while Iqra University ended up being the runner up. Soon after, the event was followed by live performances by the Strings band which made the crowd go raving mad as they belted out one hit after another.

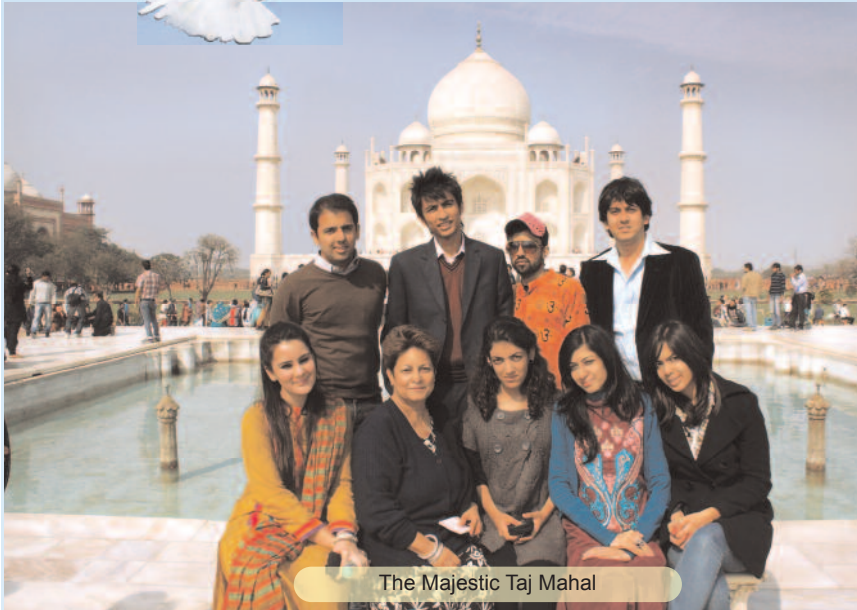
Once again the commendable efforts of Greenwich students have brought victory to Greenwich University. Horizon succeeded in not only exceeding the expectations of the judges with their work, but also managed to bring back a certificate, a shield and Rs. 25000 award back with them. This feat has displayed the talents of the student body at Greenwich and given fellow Greenwichians innumerable reasons to celebrate.

Best of luck to Horizon for its future!

**Shazre Bukhari**  
BS29 22308



Greenwich University team receiving the cash prize and the shield



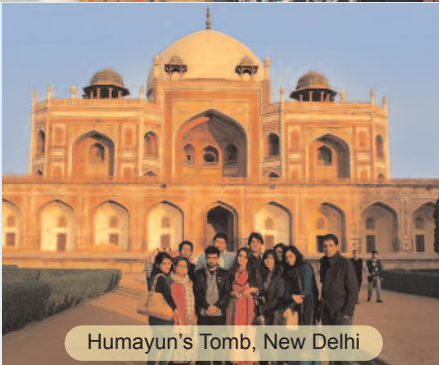
The Majestic Taj Mahal



The India Gate, New Delhi



Central Park, Connaught Place, New Delhi



Humayun's Tomb, New Delhi



With the staff of Pakistan, High Commission in New Delhi



A visit to the Qutub-Minar, Delhi

## Indo-Pak Youth Peace Process – The Greenwich Involvement 2011-2012

**T**HIS mission of love and warmth, Aman Ki Asha, began in December 2011 when a group of students, from India, visited Pakistan on a goodwill tour. Greenwich University, under the supervision of Ms Tahira Khan, played host and made their trip as enjoyable as possible. There was effort put in to go beyond self so that the youth from India and their leader have a comfortable stay in Pakistan. Everyone involved went beyond all possible ways to prepare programs scheduled for the entertainment of the Indian delegation. All the sweat and tears were highly appreciated. The result: The Indian students fell in love with Pakistan and student rotractors from Greenwich University who entertained them with specially prepared songs at their last dinner meet. No wonder their going away was full of tearful hugs and promises and a vow to meet again.

Soon to come was the meeting with GEO Pakistan and the leaders of Rotary Youth Exchange who decided to reciprocate the Indian visit. Selection from various institutions was based on the dedication of students who had been working for social causes over the past couple of years. The selection was vital as these students were representing Pakistan. They were selected on the basis of talent and their work

for national causes, one of which being the spreading of awareness about the eradication of polio for which "Do Boond" song was written, composed and sung by Mir Salar Khoso in Urdu, Sindhi and Baluchi. Shazare Bukhari was another student who has been working in the field with Teach for Pakistan and is involved in every kind of social work also has a good academic record. The poet and singer of sorts is Absaar Hussain, who at the most appropriate times, narrated verses meant for the occasion. He was a hit with all as he has the talent to network and befriend people very quickly.

There was a lot of excitement in the air prior to our departure. However, during the last week in Pakistan, the group had their diaries full of appointments for meetings and conferences. On special request, Salar Khoso also prepared a song called Muhabaton Kay Safeer, indicating Indo-Pak friendship. Apart from the Rotary and University meetings, they also had meetings with Jang/Geo officials (who are also the initiators of this venture along with Times of India). An interactive question/answer session took place between the officials and students which concluded with the students giving their opinions about Indo-Pak friendship.



The purpose of this trip was to spread peace and create bonding full of love between India and Pakistan. The vacuum which was created because of years of lack of communication between the two nations, was now being filled with love and affection. Finally on February 2, 2012 the group left for India with their hearts full of hopes that they will accomplish the mission to build bridges.

The welcome and response they got in India was overwhelming. They were treated like stars but only better because the love and affection they received from the locals was genuine. The Indian Rotary members accepted the students with open arms, giving them a place not only in their homes but in their hearts as well.

A lot of significant events took place in India during this 12-day trip. Few of the vital ones included the Rotary International 3-day Conference. It gave everyone the chance to interact with fellow Rotary members. However, the key point was the presentations given by the youth from Pakistan when Ms Tahira Khan introduced the youth and their cause for being in India. After which the Polio song was viewed by the audience of over 2000 guests. All the Pakistani youth opened up their heart on stage. Absaar Hussain sang the signature title of Aman Ki Asha. Then there was the very proud moment when Salar Khoso received a standing ovation after he performed his specially prepared peace song 'Muhabatoon Kay Safeer Hai Hum, Chahutu kay Amir hai Hum'. That moment overwhelmed many to the verge of tears and they couldn't help but recall the time of the bitter separation. It made them remember the love they shared. Soon after everyone came off stage there was a dash by the media and they were clicking two to the dozen and conducting of individual interviews. Then there were hugs for all the young people who spoke on stage and special praise for Salar Khoso's sentiments and Absaar Hussain's couplets. Shazare was commended on her detection of commonalities between the people, just as Hira and Mujtaba from Le'cole, Sara and Amina from Lyceum School were highly praised for the warmth they bubbled with.

Every single day, three Indian Youth Rotract Leaders from different universities would host the day with the Pakistani youth. Other than this the students made a trip to Rotary Blood Bank and Rotary School. The trip to Agra, seeing the Taj Mahal, and the invitation to dinner by a rotaract friend at a -Mughali restaurant was a great treat There were two highlights-one was the invitation by the Pakistan High Commissioner, the official representative of Pakistan in India, located at Chanakyapuri, the diplomatic enclave of New Delhi, to high-tea at the Embassy. Many opinions and feeling were exchanged and the students were highly praised and appreciated by the High Commissioner, His Excellency, Shahid Malik for the great task they were trying to accomplish. The second was the meeting at Times of India, where students from both sides of the border cross-fired and table talked their minds, freely, giving suggestions for the betterment of relations between Indo-Pak and also how to tackle the complaints they had. The students were heard and appreciated for the sentiments they

expressed. The media on both sides of the border constantly covered the issues throughout the thirteen-day stay and all through the month of February 2012. Mir Salar Khoso has since been nominated for a national AZM Award 2012 to be announced soon.

The trip, however, did not comprise all work and sober meetings. It was full of entertainment as well as great Indian food. The students totally enjoyed the Karaoke night and the Musical nights which proved to be a great way to exchange culture, with different forms of music. Everyone (both Indians and the group from Pakistan) were exhibiting their own talent and it was pleasant to notice that there were a lot of similarities. There was an evening of live talent with the Bollywood stars when the youth leaders from Pakistan took photo galore, chatted and exchanged pleasantries with them.

One of the positive points of high priority was that the students visited all the religious places including a Hindu Temple called Akshar Daam, Gurdwara called Bangla Sahib (Sikh Temple) and the Jama Mosque. Every one keenly watch the Mandir and Gurdwara following the rituals but that's not all, it was a lovely surprise to see a Hindu boy praying with a lot of enthusiasm at the Jama Masjid (Mosque) with one of us. This was the whole purpose of the trip-to end the differences and witness these situations; one can say that the aspiration was all apparent.

It was a very fruitful trip. The Hindus and Muslim would sit down together to eat conveniently putting all the differences behind them. The trip evoked sentiment on both sides and it was proven at departure when arms stretched out with hugs and kisses and eyes were all moist. There were goodbyes and bon voyages with "We shall meet again". The Pakistanis were not ready to come back and the Indians were not ready to let go. They etched a bond which is more important than the barbed borders between them.

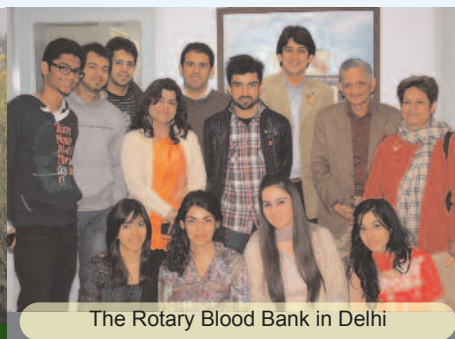
The members of the group quote: "We are proud to be ambassadors of eradication of polio and have now been elevated to be peace makers between India and Pakistan, hurray!"

It is indeed a very major achievement, one that will bring a lot of changes in future. This is a step carved in the history of the sub-continent. There might not be immediate results but the students and their leader, Ms Tahira Khan, did manage to inspire a lot of brains and hearts. Nevertheless, this journey does not end here. They have big plans for the future as well. A senior influential Rotary Leader Mr. Deepak Talwar said: 'The next link to this chain of peace is being initiated to hold a blood donation camp at the Wagah Border'. The people from both the sides will come forward to donate blood thus helping all brothers out. This will hopefully be another step towards friendship between Indo-Pak which everyone is very eager to witness.

**Tahira A. Khan**  
Assistant Professor



Singing in the masterfields on the way to Agra



The Rotary Blood Bank in Delhi



Riding a horse carriage to the Taj Mahal

## Access to Ombudsman's office for redressal of complaints a Seminar at Greenwich University

A modern and computerized public grievance redress mechanism is available in the offices of the Wafaqi Mohtasib (Ombudsman) Secretariat but there is need to create awareness among people about the use of this system for redressal of grievances against government departments and organisations.

This was stated by A.R Abid, Additional Secretary Wafaqi Mohtasib Secretariat while speaking at an awareness raising seminar on the Grievance Redressal Mechanism of Wafaqi Mohtasib's Secretariat with relevant departments and stakeholders.

The seminar was organized in collaboration with UNDP, Greenwich University, Lawyers for Human Rights and Legal Aid (LHRLA) and Wafaqi Mohtasib (Ombudsman Secretariat).

He said there are several grievance redressal mechanisms available in the country, particularly, in the Ombudsman's offices but due to lack of awareness, many people simply do not know about them.

Raising awareness among people about access to these justice platforms would greatly help to solve a lot of problems of citizens besides strengthening the society.

He said the Ombudsman's office does not charge a penny for registering complaints and their redressal.

He said people could get their complaints registered by visiting the offices of the Wafaqi Mohtasib or simply writing a letter, SMS or email to them, or, through telephone or fax.

He said anonymous complaints, however, are not entertained.

Syed Bachal Shah MPA, speaking as chief guest, said incidents of human rights violations are on the rise in our country.

He said complaints about bribery and nepotism in the Government departments are rampant and the Wafaqi Mohtasib's Secretariat could play a major role in improving the situation.

Vice-Chancellor, Greenwich University, Ms Seema Mughal, said that the education department has a major role to play in raising awareness about social issues.

She said that the Wafaqi Mohtasib's Secretariat is playing a great role in solving the problems faced by people regarding different departments. She said that the students will know through this seminar about the functions of the Ombudsman

LHRLA President, Zia Ahmed Awan, said the Wafaqi Mohtasib is playing a laudable role in getting public grievances against the federal government departments and agencies resolved swiftly.

He said people should fully utilize the facilities being provided free of cost by the Wafaqi Mohtasib institution.

He stressed upon the youth to use the services of the Wafaqi Mohtasib for solving their problems.

**Iqbal Jamil**

Head, Department of Mass Communication & Media Studies



(L to R) Zia Ahmed Awan, Mr Syed Bachal Shah, Mr A. R Abid



Audience



Vice Chancellor, Greenwich University, Ms Seema Mughal presenting shield to Mr Zia Awan



A group photo



# Talent Show



Students showing their singing talent in the Talent Show

**Everyone has talent. What is rare is the courage to follow the talent to the dark place where it leads — Erica Jong**

**E**XPLORING talent in a university is always a major step and students in collaboration with the teachers of Greenwich University held a talent show to discover new talent. The aim of this show was to boost the confidence of the students.

The jury of the show comprised the senior faculty members including Ms Tahira Khan, Ms Lubna Ahsan and Mr Iqbal Jamil.

The highlights of the show were: Mimickery by Muhammad Ali Asif who imitated characters from the block buster movie “Transformer III” and also characters from Walt Disney like Daffy Doll, Donald Duck, Tweety, and others. Salman Aziz imitated General Pervaiz Musharaf and one of the faculty members, Mr Asif Qureshi, which was hilarious.

Beat Boxing: Bilal Rehman’s performance as beat boxer was outstanding

Hafsa Qadeer, Furqan Ahmed, Umair Khanzada and Salar Khoso sang melodious songs.

Live jamming session: Salaar Khoso, Shahal Khoso and Umair,  
Dance by Saqib Zahid Munir

The show was hosted by Mr Ahmed Kamran, Incharge Student Affairs, who invited the participants on the stage to display their talent in front of the audience.

The participants were awarded cash prizes and certificates. Umair Ahmed Khan BS33 2760 walked away with the First prize; Shahal Khoso VS38 3315 got the Second prize; Third prize was won by Salman Aziz BS27 2131 and Muhammad Ali Asif BS29 2316.

The sole purpose of the show was to promote the talent of the students and encourage them to come forward and showcase their art. Such competitions should take place more frequently in the future.

**Hafsa Qadeer**  
BS 35 2945



Glimpses of the singing competition



# Cosmo Wheel of Karachi

## An Entrepreneurial Conference and Stage Play



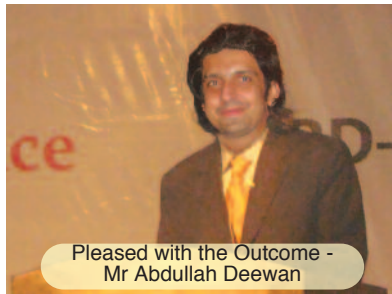
Ms Rumana Hussain, Mr S.M. Farhad and Mr Munawar Saeed addressing the audience

**T**HE class of Consumer Behavior and Creativity and Innovation taught by Mr. Abdullah Dewan organized the much anticipated event at Greenwich University on December 17, 2011.

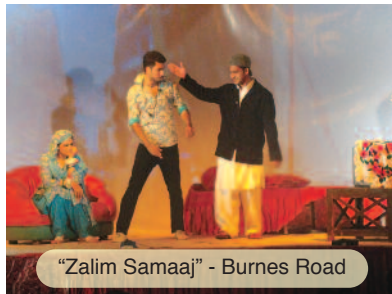
The event was called 'Cosmo Wheel of Karachi'. It was an entrepreneurial conference cum stage plays which were later followed by food. The entire event was hosted by Amna Abbas and Hassan Khan. The conference was aimed at providing vast information regarding the city and covered various fields and aspects of it. For the purpose of this enlightenment, the students of the Consumer Behavior class had invited four guest speakers from different walks of life. The highly influential speakers consisted of S.M. Farhad, Rumana Hussain, Munawar Saeed and Zubaida Tariq. The speeches by all the guest speakers were very informative and extremely motivating for all those who were present. The conference came to an end with a shield presentation by Mr. Abdullah Dewan.

Next in line after the conference were the stage plays. There were three groups from the class of Consumer Behavior who performed individual plays which focused on different areas of Karachi. The main idea of these plays was to educate the people about the various communities and social classes that are present in Karachi.

The first group to perform was given the area of Defence and Nazimabad.



Pleased with the Outcome - Mr Abdullah Deewan



"Zalim Samaaj" - Burnes Road



Nagging Mother-in-Law - Kharadar



Streetside gossip - Kharadar

The story was centered around two families belonging to different communities and social status and the conflict between them. The protagonists of the play were Hassan Khan and Natasha Khoso, Both of them did a wonderful job and performed their roles to their full potential. Other characters of the play did an equally commendable job and without each and everyone of them it would have been impossible to win the hearts of the audience. The other characters were played by Raza Shahid, Badar Khalid, Imran Shah, Samar Atif, Ume Farwa, Saif Bin Saeed, Amna Abbas, Saman Usmani and Nasir Ali Skeikh.

The next group to perform had its theme based upon the Memon community and they portrayed the area of Kharadar. The protagonist of the play was Hassan Rauf and he did an excellent job. His acting was commendable and it surely overtook the audience. The entire Kharadar play was done perfectly and much enjoyed by those who were present.

Last but not the least, was the group that represented Burnes road. The performance by the lead actress Samiya Mahmood was no less than perfect. It was a role that not any Tom, Dick and Harry could do. She moulded herself in the role with great beauty and the result was exceptional.

Overall, all the groups gave a great performance providing the audience entertainment and satisfaction of having well spent their money on the tickets they bought.





Wedding celebrations - Union of Defence and Nazimabad

The class of Creativity and Innovation organized the food stalls, each representing the four provinces of Pakistan. The stalls were opened after the plays came to an end. The stalls were named according to the provinces they represented. The food at each stall was mouth watering and delicious. The ambience created by each stall was a beauty in its own right.

The stall representing Khyber Pakhtoon Khwa was titled "Haseena Item Bomb"; their traditional food was a complete delight with the Pushto folk music and hot kahva.

Similarly "Maula Jutt" was the stall name assigned to the group representing Punjabi food. Their stall had a great Punjabi setup.

"Saeen Maru" was the stall representing the province of Sindh, and the first thing that hit our mind was the name of ..... Sindhi Biryani, and this stall had the best ever along with other mouth watering delicacies.

The province Baluchistan was represented by the group in a perfect manner, giving the traditional original feel to their food stall called "Bolan Mail".

The humours and flavors of these stalls were truly tantalizing.

Cosmo Wheel of Karachi will be a much- remembered event by those who were present there.

We would like to thank Greenwich University for providing us with such a great platform to present ourselves



Full to capacity - Audience enjoying themselves

and prove that we can do what we put our minds to. We would also like to thank our Vice-Chancellor, Ms. Seema Mughal for giving us this opportunity and last but not the least Sir Abdullah Dewan. Without him all of this would have been impossible, and without him, we, as students, would have never explored our potential. Most importantly,



Relieved Organizers - A job well done

without him our minds would be limited to the boundaries we have created on our own. He helped us to see different aspects of life and view the world in a more creative way than we would ever have. Thank you Sir Deewan, for being there and providing us with your constant support and motivation and believing in us.

**Amna Abbas**  
BS29 2415



Happy performers in a memorable group with Mr Abdullah Deewan



Zia Ahmed Awan

# Woes of Women

## A Seminar on Women's Condition in Jails

**T**HE President of "Lawyers for Human Rights and Legal Aid", Zia Ahmed Awan, addressing the students of Greenwich university said that the civil society should rise to solve the problems of women and children who were languishing in jails without any legal aid. Most of the women and children, due to lack of awareness, did not know why they had been put behind bars. He said that this was a serious violation of human rights. Cases of child abuse and violence against women were not being properly addressed.

Mr Awan said that "LHRLA" along with MADADGHAR, an NGO, had been created to serve as the first point of contact for victims of violence, abuse and exploitation for guidance and referrals in all 18 towns of Karachi. Madadgar supported children and women with immediate assistance in pre, during and post crisis situations.

He said that MADADGAAR is Pakistan's first help line for children and women. It responded to distress calls by offering immediate assistance and providing

opportunities for long-term rehabilitation.

Mr Awan said that lawyers for human rights and legal aid come forward to help women and children. Their philosophy is that all human beings are created equal and have certain inherent rights violation of which cannot be justified in any context. He said LHRLA is a non-partisan, non-profitable and non-government organization.

It consists of a dedicated group of lawyers, professionals and activists who are available round the clock to give assistance to women and children who are victims of abuse.

He said that there should be someone to stand against injustice.

The Guest Speaker session was followed by questions and answers.

**Iqbal Jamil**

*Head, Department of Mass Communication & Media Studies*



Faculty, students and members of the administrative staff with Mr Zia Ahmed Awan





*Saturday November 19, 2011*

It was a cool evening with the advent of winter around the corner when always alive to something new there was tattoo designing (mehndi / henna) at the beauty mark Greenwich Tattoo Studio Custom Tattooing. All morning interested students were getting themselves tattooed. Most were showing them off all day.

In the evening there was music and rhythm by students around a bonfire which was out of the ordinary. The bonfire of the season was fun for all who attended as they were prodding the bonfire, adding logs to the flames.

Once the fire burst into flames there were students doing traditional dances, from Pakhtun to Balochi to



'Yes, we can do it', they seem to be saying.



An evening with friends is a joy forever

Sindhi and Punjabi, all to the tune of the organ, piano, guitar and vocalists doing their duets.

Some students danced till exhaustion to the tunes of famous Indian songs showing off their style and stamina. The vigor got all the audience clapping to the beat, tapping their feet and swaying to the aroma of the swirls of smoke blowing in the night air.

The detoxification that this program projected was a positive sign for all who attended. The program carried on until after 9:30 pm when most could not boogie or holler anymore and were just able to lug themselves back home.

**Tahira A Khan**  
Assistant Professor

# Sandwich Competition



Participating Students

**S**ANDWICH Competition Winning Recipes was a delight for the students who have culinary skills. They were seen arranging and making sandwiches of all sorts with stuff prepared in the cafeteria with a time limit specified.

They were invited to make sandwiches as a wholesome savory meal with a drink and a salad on Wednesday, October 05, 2011 in the cafeteria at 3:00 pm.

For the winners there were cash prizes which were awarded by faculty who were the tasting judges as well.

The rules for the competition were as follows:

1. Preparation to be done in front of the audience
2. Student groups of two (1 male, 1 female)
3. Time limit 30 minutes
4. All ingredients to be displayed before starting
5. Raw ingredients to be precooked.
6. Recipe to be displayed
7. Table to be decorated
8. Best presentation items to be brought

#### Evaluation Criteria

1. Price economy
2. Management Skills
3. Time Management
4. Presentation (innovation and creativity)
5. Nutritional value
6. Easy availability of items in local markets
7. Taste and flavor
8. Trimmings
9. Original drink
10. Salad accompaniment

The salad and drinks turned out to be amazing concoctions. It was an activity which brought out the best in students' culinary craft. Even the cafeteria staff was amazed at the creations and accomplishment displayed with such speed and finesse. Hurray! for the chef in the making.

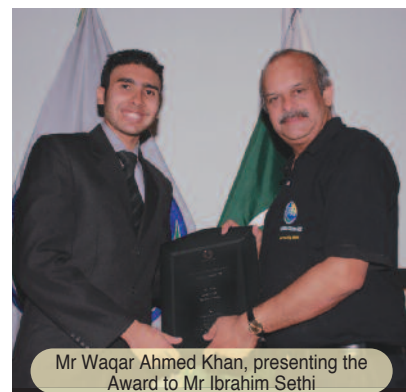
**Tahira A Khan**  
Assistant Professor

## Ibrahim Sethi's 'Outstanding Achievement Award'

**P**AKISTAN State Oil (PSO) Summer Internship program started on June 15, 2011, Conducted by Mr Waqar Ahmed Khan, General Manager, Training and Organizational Development.

With over 2700 applicants for the Internship program only 370 were selected, making the PSO Summer internship of 2011 the biggest Internship in Pakistan and maybe in South Asia as well. Credible students from universities from all over Pakistan applied which included LUMS, IBA, SZABIST, LSE, Le'cole, CBM, Iqra, Bharia, Greenwich, ISRA, MAJU including some other universities.

Ibrahim Sethi, (BS31 2575) a student of Greenwich University pursuing his bachelor's degree in Business Administration applied for a position in the marketing department and got selected in Brand Marketing. In this 6-week corporate journey, he was given the task of creating television commercials for various brands of PSO like DEO (Diesel Engine Oil, Carient 7 loyalty Card), and to use his knowledge and talents in event management to organize events within the PSO House. He engaged in CSR projects like fundraiser and petrol pump charity collections. He also took part in team building exercises, public speaking and contributed to the fullest to show his talents in the marketing department and



Mr Waqar Ahmed Khan, presenting the Award to Mr Ibrahim Sethi

became one of the 10 best interns out of 370 to be bestowed with the excellence shield given for outstanding performance making his University proud as he was representing Greenwich University in competition with renowned universities.

We congratulate Ibrahim Sethi for winning the '**Outstanding Achievement Award**' of PSO Summer Internship 2011.



# In-House Debate Competition

## Classes of Communication Skills challenge each other

were awarded cash prizes and certificates, and their names were sent to HEC for the second round. Students discussed current environ-

The competition was judged by the professors of the University including Ms Lubna Ahsan, Ms Farhat Saleem, and Mr Iqbal Jameel. The following



Ms Farhat Dairkee

**Satra Crore Insano,  
Zindagi se begano,  
Sirf chand logon ne  
haq tumhara cheena hai,  
Khaaq aisey jeenay pay,  
Yeh bhi koi jeena hai!!**

It was during the debate competition that these unforgettable lines were said by the best Urdu speaker of Greenwich University, Malik Umair. The first round of the 14th All Pakistan Inter-University Debate Contest for Al-lama Iqbal Shield Award was held at Greenwich University on Tuesday, October 18, 2011 at 02:00 pm. The three members who qualified the first round were Malik Umair, Shahal Khoso and Haleema Memon. They



Winners receiving prizes from faculty members

mental and political affairs. Topics such as global warming, impact of media on the human mind and nuclear power became the focus of the debate. During the session, a lot of research was done by the students, which brought forth many new ideas and facts. The students showed a lot of enthusiasm and patriotism during the debate.

One of the most memorable speeches was delivered by Malik Umair, in which the students and the judges could not resist giving him a standing ovation. He not only highlighted the current situation of Pakistan, but also awakened the youth to step forward to make Pakistan a prosperous country.

aspects were considered while evaluating the students: articulation, time management, presentation and body language, supporting evidence and content, intonation and style. The debate also consisted of some entertainment such as the performance by Salar Khoso, who added more color to the competition by his melodious singing.

Another academic effort made by Greenwich University came to an end. The debate competition helped in exploring new talent, something that Greenwich has been doing for the past so many years.

**Haleema Memon**  
BS38 3271



Students of Communication Skills classes debating

## Seminar on Khawateen Ka Urdu Adab me Kirdar

Dr Uzma Farman Fateh Puri, a Renowned Urdu Scholar, on the role of Women in Urdu Literature.

A lecture was conducted under the aegis of Department of Humanities delivered by Dr Uzma Farman Farooqui, Chairperson, Department of Urdu, University of Karachi. Mr Ahmed Kamran recited the Holy Quran on the occasion. Dr. Uzma was welcome by Dr Syed Wasim Uddin, course in-charge of Functional Urdu at Greenwich University.

Dr Uzma highlighted in detail the significant role of women in the promotion of Urdu literature with particular reference to the sub-continent. Dr Uzma mentioned the role of the women Urdu prose writers and poets who had motivated readers on a large scale. Talking about Urdu literature, she gave the examples of Parveen Shakir, Ada Jafri, Kishwar Nahid, Fahmida Riaz, Shahida Hasan, Fatima Hasan, who have performed an important role throughout Pakistan.

She forcefully mentioned the role of Quratul-Ain Haider, Asmat Chughtai,



Dr Uzma Farman Fateh Puri

Prof Waheeda Nasim, Hajra Masroor, Wajida Tabbasum, Khadija Masroor Jillani Bano, and Bano Qudsiya in promoting Urdu fiction and other forms of Urdu literature.

Answering a question, she said khawateen had performed a big role with particular reference to Mazahya Adab. Satire is to be found in their writing of poetry as well.

Answering another question, she clarified that women's role had been

remarkable not only in Pakistan but throughout the subcontinent and in the world so far. In Europe the expansion of Urdu lovers has gone beyond expectations which is one of the symbols of the Urdu community.

She answered the question of a student regarding the present role of women in the subcontinent. She replied that women are performing a big role. Haseena Moin has made a lot of contribution in the field of Drama, and Fatima Surriya Bajja has played a creative and important role through Mass Media.

Jilani Bano and Wajida Tabbasum performed a big role through their novels and articles in news papers, and magazines.

Many faculty members and students attended the ceremony. In the end Dr Wasim Uddin thanked the guest speaker, faculty members, students and the audience.

**Dr Syed Wasim Uddin**  
Head, Department of Humanities

## RUNG!! Everywhere

THE events at Greenwich University are always successful in offering students chances to participate and enjoy their time with their friends. This time RUNG was another event of this university which was arranged by the students and was held on Friday, November 25, 2011.

The University campus had a lot of colors with a whole spectrum of blooming flowers. No one had any doubts that the rung celebration with red, purple, green, yellow, magenta and clouds of blue was of the best and spread happiness among the students.

Students enjoyed every moment of RUNG. Everything was planned and decided in such a way as to make this event successful. White dress code was decided upon because white enhances every color and makes it look beautiful.

All the students were very excited and participated in this event to make it successful, memorable and enjoyable for



everyone. Each of them was looking so colorful after the rung activity that it made them resemble gola gandas and made them laugh at each other and enjoy themselves!!

There's no doubt that this event was outstanding and one of the best events of Greenwich University which added lots of happiness to the students' memories and it all happened because of the efforts of students and faculty members.

**Ayesha Ashraf**  
BS38 32247





# OBITUARY

## Prof. Dr. Muneer Ali Shah Rizvi Passes Away



Prof. Dr. Muneer Ali Shah Rizvi, Dean, Faculty of Management Sciences and Information Studies breathed his last in Karachi on Wednesday, December 08, 2011 after a protracted illness. Dr Rizvi, a banker by profession, had vast experience in administration and academics at various government and private banks, companies and universities.

Dr Rizvi, after M.A. (Economics), L.L.B and M.Ed, went to the UK where he did Ph.D. in Marketing from Queens University, Belfast. Whether at a bank or a university, he was mainly involved in research and development that gave him diverse exposure to the areas that needed attention, especially the agricultural sector. He authored more than 50 research papers which were published in national and international journals.

Dr Rizvi served the Sindh Education Department for 23 years and IBA Sukkur as Deputy Director and Director for two years before he joined Greenwich University.

At the State Bank of Pakistan he worked as Joint Director and Divisional Head. He supervised ACD–Planning and Development Unit, Strategic Management Unit, Training & Development Unit, etc. He made various policies for the growth and development of the agricultural sector and developed forward & backward linkages for credit expansion. Also, he prepared the ACD five-year plan (2005-10) for catering to the required credit to agricultural sector.

Dr Rizvi laid the foundation of Greenwich Research journals. To day new Horizon and Journal of Business Strategies are recognized by HEC and placed in “Z” Category.

Dr. Rizvi devoted his life to research and education especially to the development of the agricultural sector of Pakistan. He would deplore the negligence of the sector, which he considered the backbone of the economy of Pakistan. Nevertheless, he was always enthusiastic and hopeful that reforms in the agricultural sector would have a lion’s share in contributing to the economic stability in Pakistan. We all pray that his dreams come true as it is in the interest of Pakistan.

May Allah rest his soul in eternal peace. (Ameen)

**Salman Altaf**  
Assistant Professor

## Greenwich University Staffers Grieved



### Khurram..... For others

There are many who live for themselves, there are many who live for their own wishes, but there are a few who live for others. Khurram Hassan, (brother of Ms Ayla Hassan, lecturer, Mass Communication & Media Studies), born on May 14, 1974, was a true fighter and a true man. An

agriculturist by profession, he worked for the welfare of his farmers. Khurram’s passion was to improve the living conditions of all those who were around him. He left us on November 24, 2011 in an accident at the age of 37.

Khurram Hassan used to give free consultation through his NGO — Dharti Singhar on new agricultural perspectives about how to grow seeds without fertilizers and how to utilize the land wisely for agricultural purposes. There are many positive stories and kind words for Choudry Khurram Hassan.

May Allah rest his soul in peace (Ameen)

### Zubaida Begum

The Greenwich family feels deeply sorry to hear about the death of Ms Zubaida Begum, sister of Mr Afsar Ali, Supervisor Electric Department, who died on November 23, 2011 after a prolonged illness and kidney failure. Although no words can

really help to ease the loss you bear, may the peace that comes from the memories of love shared comfort you now and in the days ahead. Accept our heartfelt sympathies over your loss. Our thoughts are with you and your family during this difficult time.



### Safiya Mohammad

It was very sad to hear that Mr Saifuddin from the Account Department lost his mother, Mrs Safiya Mohammad, on November 13, 2011 due to cardiac arrest.

Like all mothers she had always been beside her family in every aspect of the word. She devoted much of her time and energy as a caregiver to the family members.

She is survived by two sons and two daughters, all of whom brought great joy to her later years.

May Allah shower His blessings on her (Ameen)

### Shehla Mehmood

Niece of Mr Muhammad Ahmed, Office Assistant, passed away on November 23, 2011. Her final days were spent surrounded by family and friends. Her life many seem too short to many, but each day that she lived is an unforgettable memory now. Her gentle smile and overwhelming love for her family brought so much joy to them.

We offer our deep sympathies to the bereaved family.



Participants of the competition along with members of faculty

## TRANSPARENCY INTERNATIONAL PAKISTAN-UN ANTI-CORRUPTION DAY Speech, Art and Essay Writing Competitions

**T**HE General Assembly designated December 9, as International Anti-Corruption Day which saw an interesting event held at Greenwich University in order to raise awareness of sleaze and of the role of the United Nations Convention against corruption in combating and preventing it.

Students from different disciplines were motivated to integrate ideas, research and write on topics against corruption and suggest solutions to reduce the immorality of rampant corruption in civil society and governance. This exercise ensured awareness among young innovative minds. Everyone got themselves photographed and enjoyed a hearty treat after the program.

All of us took on the responsibility to take action against corruption so we had a competition for which all participants got certificates and the winners for the best three in each category got prizes as well. The grouping was as follows:

### Essay Writing Competition

- 1st prize:** Mina Fatima (BS 38 3256)  
**2nd prize:** Tanya Caroline Massey (BS 38 2958)  
**3rd prize:** Hadia Rais (VS 38 3250)

### Poster Competition Group

- 1st prize:**  
 Tooba Ali Hassan (BS 39 3386)  
 Saba Akhtar (BS 39 3388)  
 Fatima Nadir (BS 39 3411) and  
 Sara Shaukat Khan (BS 39 3424)  
**2nd prize:**  
 Danish Saleem Jan (BS 39 3408)

- Osama Ahmed (BS 39 3475)  
 Omer Fayyez Paracha (BS 39 3487)

### 3rd prize:

- Syed Hussam Ali Abbas (VS 39 3489)  
 Shaharyar Ahmed Khan (BS 39 3490)  
 Adeel Usman (BS 39 3383)  
 Barriya Ansari (BS 39 3401)

### Speech Competition

- 1st prize:** Fatima Nadir (BS 39 3411)  
**2nd prize:** Danish Saleem (BS 39 3408)  
**3rd prize:** Qirat Babar (BS 39 3380)

The faculty members who participated in the event were Ms Lubna Ahsan and Ms Tahira A Khan. The event was coordinated by Mr Ahmed Kamran and supported by Transparency International Pakistan, US AID, Swiss Agency for Development and Cooperation SDC.

**Tahira A Khan**  
 Assistant Professor



Ms Lubna Ahsan and Ms Tahira Khan during session





## *Pakistani Child Icon*

**A** 14 year old Swat girl was nominated for the international peace prize for children in South Africa by Nobel laureate Archbishop Desmond Tuto, but a South African handicapped girl won the prize.

Despite losing the dream prize Malala Yousafzai, a student of grade 8 from Gulkada, Mingora, is determined to fight for girls' education and fulfil the noble cause for which she raised her voice.

Malala was one of the five nominees chosen out of 98 children whose names were put forth by organizations and individuals from 42 different countries. Archbishop Desmond Tutu, Nobel Peace Laureate, announced the name of the five nominees for the International Children's Peace Prize 2011 in Cape Town. The prize is an initiative of the Dutch organisation Kids Rights and was launched by Kids Rights during 2005 Nobel Peace Laureates' Summit chaired by Mikhail Gorbachev.

The International Children's Peace Prize is presented annually to a child, whose courageous or otherwise remarkable acts have made a difference in countering problems which affect children around the world.

Malala who had focused on the right to education, in particular for girls, which was banned during the Talibanisation in Pakistan dared to stand up for herself and other girls and used national and international media to let the world know that girls should

also have the right to go to school.

Swarmed by reporters and press photographers, she said, "I had realized the importance of education during the period when the militants had taken hold of the less developed area of Swat and destroyed most of the girls' schools and colleges." She added that it was then that she made the commitment of raising a voice for the education of girls.

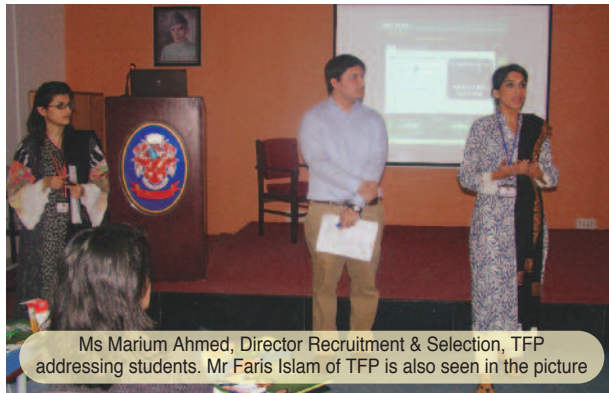
"My aim is actually not only to promote girls' education but also to establish a forum where kids who work as domestic servants can get education as I have come across many children who do want to go to school but their families' financial constraints have deprived them," Malala said.

To a query she said, "I believe that education is a must for men and women both as it was the outcome of ignorance on the part of the people that our native town Swat was destroyed." Malala also conveyed a message to those parents through the media who are reluctant to get their children educated out of fear of social taboos of the Pakhtun culture. "To me education is the only tool that makes a man civilized, and a good citizen can help to develop the Pakhtun society," she opined.

The little but bold and confident Malala urged the government to re-establish the schools and colleges as early as it could in the area.

**Farhat Saleem**  
Assistant Professor

## Teach for Pakistan Greenwich University student contributes to social responsibility program



Ms Mariam Ahmed, Director Recruitment & Selection, TFP addressing students. Mr Faris Islam of TFP is also seen in the picture

**'S**OMETIMES it falls upon a generation to be great; we don't mind starting small as long as we are dreaming big'.

I just stared at those words and watched them seep deeper into my thoughts until they soaked my conscience. I was asked to attend a meeting with Mr. Faris, the recruitment head at TFP who had come especially to Greenwich University to lecture to the chosen candidates for their ambassadorship as well as the mission and vision of his organization. His optimism and expectations regarding the program and the zeal with which he explained things created ripples of positivity in the room and compelled me to Google their website and learn more about them. That is the moment when I came across those big bold words on the top. I contemplated no longer, sent my resume and an essay on why I wanted to try for Teach for Pakistan's campus ambassadorship, and waited impatiently for a response.

My reason was that I wanted to be a part of their movement, try to help them in whatever way I could, I wanted to be a catalyst in shaping up our society for the better. I guess that is why within a span of 2 weeks I went from going through their highly selective and nerve racking interview process to becoming a TFP ambassador at Greenwich University, and frankly it was all worth it.

Teach for Pakistan is a partner of Teach for all foundation spread across 22 nations committed to the cause of enriching the education sector of various developed and underdeveloped nations with quality education and to bring about a balance in the level of education provided to the low socio-economic areas within these countries. They hire recent graduates from universities across many countries on a paid fellowship program which makes superior education more accessible to those children who are deprived of a certain standard

that needs to be maintained to broaden their career opportunities. Teach for Pakistan plans on recruiting 120 fellows in 2012 from various universities to work with students from 4th till 7th grade and aid them in their learning process. The efforts of these ambassadors spread over a period of two years are also going to be recognized as work experience by universities and corporations. TFP is partnered with corporations like Unilever, UBL and Citibank and others. What Teach for Pakistan is doing is affecting the education sector in Pakistan right now, and they are making a difference.

Currently I am representing Teach For Pakistan, a nonprofit organization, at Greenwich university as a campus ambassador and my responsibilities vary from creating awareness about their organization and fellowship program to referring potential candidates to their recruitment team. I also help students from this



Audience

university to try for the highly prestigious and selective recruitment process which starts in February 2012 by recommending the students' credentials to TFP by an online portal. I believe it is a very marketing and HR based job and I am enjoying every bit of it. Recently I helped organize a seminar in room H to let the graduating students know of great employment opportunities they have with Teach for Pakistan which is tied in with a social cause too. From putting up posters to going to random students and discussing TFP with them, this university has been incredibly supportive throughout the whole course of my journey as an ambassador. This experience has helped me in learning more about myself and the student body at this university. I have made more friends in the process, learned about how to realize my true potential while also emerging as a leader in my own right.

**Shazre Bukhari**  
BS29 22308





# The scale of life is unfair

More than 7 billion people are on our planet. This mother earth can't handle all of them. She only has so much love to give. But her love is limited, depleting..... as we consume it. So is it because of her favoritism that some of her children are born in valleys that can pass off as heavens, while others are born in the filth and gutters of a polluted urban jungle? No, she is not to be blamed. Is it because of her that some of her children are born on lands that sit atop vast reserves of rich minerals and resources, while others only get barren, dead lands to live on? It is not her. It is life. He is a cruel master, and he is very unfair.

All of us only get one chance at life, and are dealt a set of cards at birth, which determine us and what we are born with. Or is it that we are gifted life, and the end result is only the sum of our actions throughout our existence? I believe it to be a combination of both. Some of us are born to wealth, our every need and want taken care of, yet most of us are born into poverty, leading a life of misery and struggle. Some of us are born with beauty, and the ability to use it to get what we desire, to make our own what even wealth cannot buy, sometimes manipulate and deceive to our liking and get away with it, yet some of us are born and grow to be so plain that trying to get someone to love us can become so draining. Some of us get a healthy body, devoid of serious illness, and we grow to a ripe age, while some of us are born with defects, or come into this world with a serious risk of a major hereditary illness. Some of us are born with incredible minds, yet some of us are born retarded. So many of us are born with natural talents, but due to circumstances, they are never realized or nurtured. Yet kings have become beggars, and beggars kings...and this is a result of how well or how badly we have played out our cards. This is another truth about life. Nothing is constant, and every status is subject to change.

We all get to live only once..... so why is life so unfair? Why do some people seem to have everything? Why can't all of us get all of that that we wish for? We are only born once, so why can't we spend this life with all those people that we truly love? Why can't we live in that house that we all dream about? Why can't we drive that car or live in that city or do anything that pleases us? Why are we bound by so many people and customs and traditions and values and duties? Why can't we ever truly be free? We only have so much time here!

Is it just our nature to be discontent? And is self actualization merely a state where one resigns to the belief that he can't have all that he wishes for and seeks contentment from what he actually possesses?

The scale of life is unfair.

We can't have all that we wish for. For a few, it is possible, and they have proven it. So many of those famous peo-

ple, the legends, amazing how a majority of them start from very humble beginnings, but end up with all their dreams fulfilled through a lot of hard work and some luck. For yet others, not everything that they wish for can be achieved, but somewhere close to it; men born into poverty, yet able to move up the class ladder through sheer will and the determination to succeed. A compromise and a realization that not all that we see can belong to us is the first and a very important step. How we go about doing it is a different thing and varies with each individual. The next is struggle. When the truth is realized and accepted, a struggle for betterment should be initiated, a struggle to shun the status quo and fight for a higher place. And the belief that it is possible. A belief that if we work hard enough, and we have patience, then with God's help our time will come, that luck will one day shine upon us, that by intricately weaving the fabric of our own life, we can achieve our dreams, that it can be done.

We cannot make the scale of life our own, but the scales can be tipped in our favour.

**Omair Abbas**  
MS38 3293



## DEAN'S LIST

### Undergraduate—Fall 2011

### G.P.A

1.	BS35 2965	Sharon Braganza	3.83
2.	BS30 2488	Samar Fatima Rashid	3.80
3.	BS36 3141	Sidra Anwar	3.80
4.	BS32 2670	Madiha Jaffery	3.67
5.	BS32 2658	Mehak Sohail	3.60
6.	BS36 3087	Fahad Farooqi	3.60
7.	BS35 2958	Tanya Caroline Massey	3.50
8.	BS29 2317	Muzzamil Aftab	3.40
9.	BS30 2476	Khawaja Arsalan Arif	3.40
10.	BS32 2650	Shahzaib Durrani	3.40
11.	BS33 2764	Najwa Majeed Paracha	3.40
12.	BS35 2936	Mohiuddin Abro	3.40
13.	BS37 3184	Maham Taseer	3.40

### Graduate—Fall 2011

### G.P.A

1.	MS38 3380	Kamran Sabir	3.75
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We offer our heartiest felicitations to all the distinguished students who made it to the Dean's List:

**WELL DONE!**

# Rebirth —Part II

(fiction)

## Russian roulette

I want to scream. In your face. At the great, empty space that divides us. But then it won't reach you, my scream. Because now the distance between us is so vast. Yet at times I still feel that even with all the distance, I could just whisper and you would hear me. Those times are rare, and I am growing pessimistic. It's been too long. Deep down I know it's not like that. The simple truth to this dilemma is that I am aware of the fact that no matter how hard I try, there is no going back to how it once was. I know that I am just a little boy lost in his own dreams. I wonder now if there is any part of you that still allows you to think of us, of me, of you, of anything at all. There is but a single bullet in one of the chambers. I put the cold steel of the gun on my temple...and pull the trigger.

Nothing. Just a loud click that breaks the deafening silence in my room. I pull it again. The hammer presses down on another empty chamber with a dull click. And then I hesitated. I did not want to live, but I did not want to die either. I pointed the gun at the roof and started firing. Click, click, Bang!!! The explosion of the hammer finally hitting home shook me to my senses, only a little disoriented with a loud ringing in my ears from the shot. I was alive, and the adrenaline pumping in my veins now was testament to that fact. I put the gun down and went to the washroom. A splash of cold water on my face made me feel better.

I hadn't been more clueless in my life. I wanted to live, I wanted to die. I wanted to be with her again, but I couldn't be with her again. I wanted to give life another chance without her, and I wanted to sacrifice my life to avenge hers. I wanted to take Meridian Corp down, only with a plan that was full of loopholes and which was bound to fail from the word go. I did not know where to start or what to do, there were so many conflicting, contrasting choices in my head that an abstract painting probably would have made more sense than the thoughts in my head.

I sat down on my laptop, and started browsing about Meridian to get to grips with whatever they were up to, and to see if I could find anything else. Soon enough, exhaustion had the better of me, and I dozed off. It was around mid-day that I woke up, with the sun high up. I took out a glass of juice, lit up a cigarette, and sat in my balcony to relax my nerves. The sea was a brilliant light blue color at this time of the day, with the reflection of the sun on the waves, and the noise of the seagulls in the distance giving the scene the look of a perfect tropical paradise. For a while, the serenity of it all made me feel like I was floating in heaven, and slowly my mind started to drift to thoughts of the near past. Slowly yet

steadily, as if by a magical force working towards solving a puzzle, my mind started to focus and soon enough, the seed of an idea sprang up in my mind, and I knew what I had to do.

## Rising up from the ashes...

The ultimate goal was to take Meridian down. I did not yet know how. The security was unmatched and the facility was on such a large scale that only nuking it would have sufficed. What I did know however, was that in my present state, I was incapable of doing even mediocre tasks properly let alone plan to take on and destroy such an entity. I decided that it had to start with me. I had to make myself stronger, physically and mentally, I had to gain as much intelligence about Meridian as I could to help in achieving my goal, and I had to gain allies on the inside, with similar goals, to help me with my task. I knew it wouldn't be easy going, but this goal at the very least gave me a purpose to go on. It gave me something to live for, even though I figured that it would probably end up killing me in the end, I was willing to take my chances.

The next few months were painful. Living alone, leading an unhealthy lifestyle, and the depressing state of mind had taken a toll on my physical capabilities and I was a mess. I started with walking in the park after I came home from work. It was tiring and painful the first week, but gradually I began to ease out in the routine until it became comfortable, after which I increased the duration, and started to jog a little in between. After a month, my diet, and my stamina had both increased, and I was starting to feel much better, but knew there was still a long way to go. By the end of the second month, I was able to jog three to four kilometers, and would sprint a couple of hundred meters in between every kilometer of jogging. I decided to join a gym after that, and would alternate every day between weight training and running. Within the next six months, I felt like I could take on anyone at the island by myself.





During this time, I had begun to survey the facility and tried to gather everything and anything I could about how things work over there. Out of a total of twelve main buildings that the Meridian facility housed, I had access to five of them; the admin building, the recreational center, the pharmaceutical R&D building, the testing and research facility, and the bio-mechanical R&D building.

I had also been inside the secret Project R facility, but only once. I had the floor plans of each of these buildings memorized in my head, including the entry and exit points, the security plans like the positioning of cameras, motion detection and other scanning hardware, the communication systems for security, the access points inside each buildings that led to more sensitive areas within them, and the guards positioned and patrolling inside and outside the buildings that I had access to. I had started talking to a diverse mix of people, exploiting them for more knowledge about Meridian while they were being sympathetic towards me for my loss, which I found was a very rewarding tactic.

I had prepared myself well, but I lacked the most important element to have my plan succeed; a group of allies to help me...a group with who I could share the knowledge and information that I had labored for, and with who I could work with to take Meridian down. I tried to find the man my wife was in contact with before she died, but despite all my efforts, could not find him anywhere in the facility where I worked. I also knew that I wouldn't be able to recognize him even when I saw him because of the fact that the one time I had looked at him, it was from a distance and in fading light.

It felt like Meridian was standing in front of me, and I was pointing a gun to its head, only that the bullet was missing.

#### **Risk and reward**

I figured the only way I could get any attention from people like me was to gain their attention in a manner that would suggest that I am on their side. To do something like that, however, meant that I'd be putting my life, or mission, at stake, and if things go awry, risk losing out before anything even gets in motion. However, I also knew at the same time that those who take a risk are the ones who are rewarded.

This is where I hit a blank. I was clueless and did not know where to start. I thought about killing someone from the facility and make it look like an accident, but knew that I couldn't do something like that. So I began to think again, and wondered how my wife got in on the inside where on the other hand I was finding it so difficult. Was it by coincidence that she made contact with those people? And over a period of time, when they got more comfortable with each other, they decided to let her in on their secret? It was possible...

I had been going to jog in the same park that I saw my wife when she met that guy, but had never seen him there after that. There was one place that was left for me to visit, and that was the hiking place where her body was found. I did not know how that would help me



in any way, but I decided to check it out nevertheless. I packed my gear, and drove off to the cliff just on the outskirts of the town. They were a beautiful sight in the evening sky, standing tall and proud, yet a certain kind of sadness filled me, for this is where the body of my wife had been found. I slowly made my way up. The climb may have been a technical challenge, but physically I was strong enough to climb something ten times bigger. After an hour of effort, I finally reached the summit. The top of the cliff was pretty big, covered with a lot of trees in the middle, and bushes and rocks on the edges. When I turned around, I felt breathless at the majestic sight before me. I could see the whole city just a few hundred meters in the distance, and the beautiful sea and other islands beyond that. I stood there for a few minutes entranced by the sight, and then made my way to the right side of the cliff. What I saw next astonished me even more. Not too far away was the Meridian facility. The place where I was standing was the perfect spot to recon the facility, as all the buildings, vehicles and people were in view, and the bushes on the cliff gave the best cover and camouflage. I figured a pair of binoculars would have been ideal in such a situation.

Just then, I felt a strong tug from behind and was pulled down to the ground. The next thing I knew was a gun pointing straight at my face.

**Omair Abbas**  
MS38 3293

#### **Words of Wisdom**

**Beware of entrance to a  
quarrel, but, being in,  
bear't that the opposed  
may beware of thee,  
give every man thine  
ear, but few thy voice,  
Talk each man's censure,  
but reserve thy  
judgement**

(Hamlet)

# Sports

## Greenwich University Domination Prevailed Greenwich University lifts HEC Basketball trophy



The HEC Zone (G) Inter University Basketball Tournament was organized by Greenwich University in their court from January 20—23, 2012. On January 19, 2012, a meeting was arranged in the Board Room for the participating teams. Around twelve universities participated in this event:-

Aga Khan University, Biztek University, Dawood Engineering College, Dow Medical University, Greenwich University, IoBM, Iqra University, Karachi University, NED University, PAF Kiet, Sir Syed University, and Ziauddin Medical University.

The four semi finalists of the Championship were Greenwich University, Ned University, Karachi University and IQRA University.



The finalists were Greenwich University and NED University. Greenwich University won the Final with 55-51. The Most Valuable Player of the Tournament title was given to Raja Zahid of Greenwich University for his tremendous strike rate.

## GREENWICH UNIVERSITY CRICKET

Our Cricket team reached the Semi Final of HEC Zone “G” Cricket Tournament, organized by Iqra University.

The University is proud of the two batsmen, Hassan Zaidi (MS34 2854) and Asadullah Rogatia (VS32 2646), for making a new record in Greenwich University Cricket history with a partnership of 190 runs. Hassan Zaidi scored a brilliant 75 and Asad Rogatia a marvelous 89.



Greenwich Cricket Team along with Coaches

## BEACH CRICKET

Our cricket team participated in the 2nd Knock out Beach Cricket Tournament on November 19 - 20, 2011 at Manora Beach. This tournament



was organized by Head & Shoulders and Geo Super. They lost in the Semi Final against Baharia University by 5 runs.



## GREENWICH LUMS TOUR JANUARY 12 — 17, 2012

The Greenwich University (GU) went to LUMS Sports Fest '12 which took place in Lahore from January 14 to 17, 2012 with 800 participants from all over Pakistan participating in this event. Around 21 players left for different sports on January 12, 2012 by Night Coach with the following officials:-

Ms.Sadia Sheikh, Manager Sports, Mr. Fakhruddin Baloch, Cricket Coach and Mr. Vijay Rattan, Admin Assistant.

The students who went and the sports they participated in are as follows:



### VOLLEYBALL:

G.U vs. NCA –G.U lost 2-1 set  
G.U vs. LSE- G.U lost 2-0 set  
G.U vs. Club 43-G.U lost 3-1 set

### SQUASH:

Jazib Jamal went to the semi final by defeating ROC and Roots Dha 1.

### FUTSUL:

G.U lost their first match to Sharks FC -1-2  
G.U drew against PACIANS -1-1  
G.U lost their Quarter Final against Khan FC by 3-1

### TABLE TENNIS:

Moeen Nawaz and Hassan Sami lost their respective matches in their Quarter Finals against NCA and LSE.



### CRICKET:

G.U won their match against UCL3 by 6 wkts.  
G.U lost their match by 10 runs by CBMerz  
G.U lost their match against PACIANS by 4 wkts  
G.U lost their match against Fast NU by 16 runs



The following students participated in LUMS sports fest: Abbas Lone, Ali Shoib Hussein, Badar Khalid, Bilal Niazi, Emad Mujeeb, Fahad Noor, Furqan Ahmed, Haseeb Qureshi, Hassan Sami, Jawad Lakhani, Jazib Ahmed, Moeen Nawaz, Pir Moeed, S.M Talha, Saddam Niazi, Subhan Mir, Sufiyan Mir, Taha Kamran, Umair Ahmed Khan, Umair Arshad, Uzair Bakhrani, and Yasir Khan

We came back on January 18, 2012 by PIA. The students tried their level best, especially Abbas Lone, Hassan Sami, Jawad Lakhani and Moin Nawaz, and gave their 100% percent in the entire trip.

**Sadia Sheikh**  
Manager Sports

## Greenwich Staffer Marries



Muhammad Zeeshan, Network Administrator at Greenwich University, got married on September 21, 2011 in Karachi. Vice-Chancellor, Ms Seema Mughal, Director Administration, Mr Saeed Mughal, members of faculty and staff attended the Valima Reception. We all wish the couple a very happy life.

Greenwich University  
Ranked among top universities by HEC & CIEC



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