

A Quarterly Newsletter of

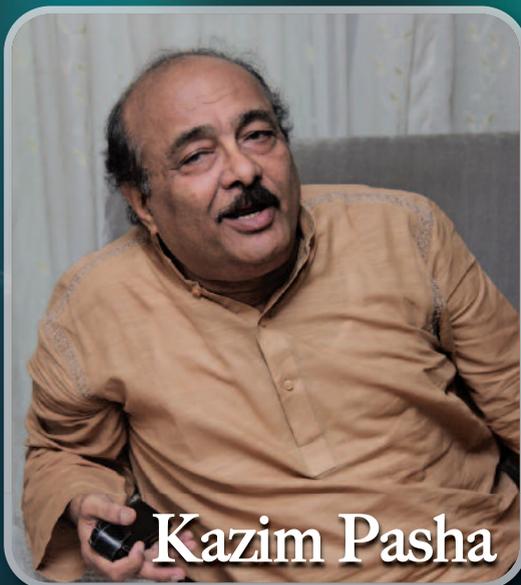
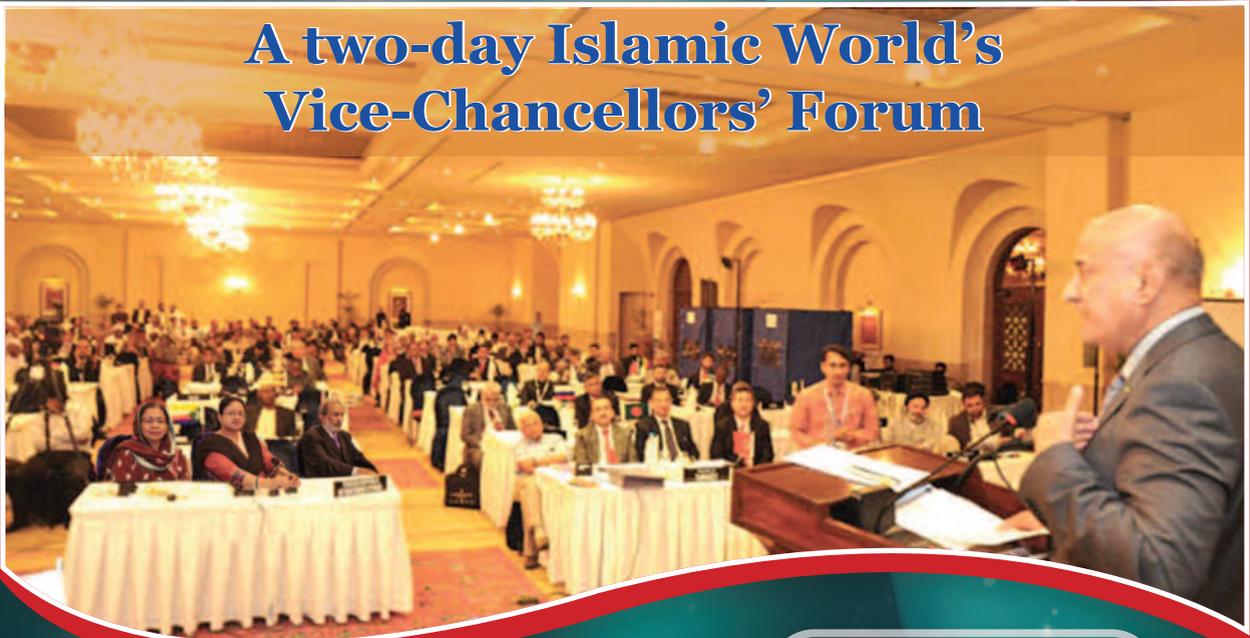


G_Wision



2012- Silver Jubilee Year

A two-day Islamic World's Vice-Chancellors' Forum



Kazim Pasha

Veteran director treads down memory lane



Armena Khan

*All the colors of rainbow....
and more — Greenwich Alumna*

Editor's Note

Life makes sense when we think, speak and behave rationally otherwise to put it in Shakespeare's words: 'Life is a tale told by an idiot signifying nothing'. Unfortunately, our society signifies little as our heart rules our brain, not sometime but all the time. We break, burn and abuse more than we construct, care and use. In this sinking state of chaos, we must look at ourselves rather than at each other and try to correct our own follies doubting our beliefs and language that govern our behavior. The remedy is not money, arms or ultra modern gadgets but education that helps to recreate one's self which is meaningful and essentially human.

In this direction, Greenwich University has moved forward for 25 years making careers, caring for less privileged by using the talented pool of human resource of the country. The milestone of Greenwich Silver Jubilee is only one step towards our objective and we are committed to lighting the way behind and exploring the way forward. We admit that we need to do more and constantly, if we want to set the wheels of change in motion.

To bring change in society we must change ourselves first. Now Greenwich University has been running departments of Humanities, Mass Communication and Media Studies besides Business Administration. We believe in what Heraclitus said, 'You can't step twice in the same water'. Times are changing, so are we. We are expanding steadily and making headway against odds because progress is synonymous with education.

This issue of GVision unveils what we achieved in the last three months from sports grounds to higher education in the Islamic world. The Vice-Chancellor represented Greenwich University in a two-day Islamic world's Vice Chancellor's forum held in Islambad to establish and strengthen liaison among universities of the Islamic world. Acknowledging the crucial role of higher education, the forum focused on science, technology, innovation, knowledge management, quality assurance and university governance.

Corporate social responsibility is part and parcel of Greenwich University. The campaign for collecting funds for SSWAB trust, visits of Greenwich faculty, staff and students to SOS villages, polio workshop, car wash for a cause, etc. are special features of this issue of GVision. Hopefully, our selfless efforts will bear fruit by encouraging you too, to join hands with us in future for fulfilling our moral obligation.

The issue also covers guest speaker sessions held on campus on various topics such as art therapy, importance of clean environment and who moved my cheese. The readers too will hopefully find them interesting and informative as the speakers shared their knowledge derived from their work and experience.

This issue is a blend of academic and extra-curricular activities that symbolize our commitment to positive thinking, progress and earnestness for the implementation of ideas.

In the end, I would like to express my gratitude specially to Ms Parveen Arshad, Head, Department of English and Mr Abid Ali Syed, Assistant Professor, Department of Mass Communication and Media Studies among others whose editorial assistance was of great help to me in bringing out this issue of GVision.

Salman Altaf



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Shazia Anwar

Photography

Muhammad Taqi

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Higher Education in the Islamic World

Top scholars from 35 nations deliberate challenges, & opportunities in a two-day Vice-Chancellors' Forum

Over 200 vice-chancellors, rectors and university presidents from 35 countries gathered in Islamabad on June 11-12, 2012, to ponder over the challenges faced, and opportunities available in the realm of higher education in the Islamic world. Vice-Chancellor Seema Mughal represented Greenwich University in the forum.

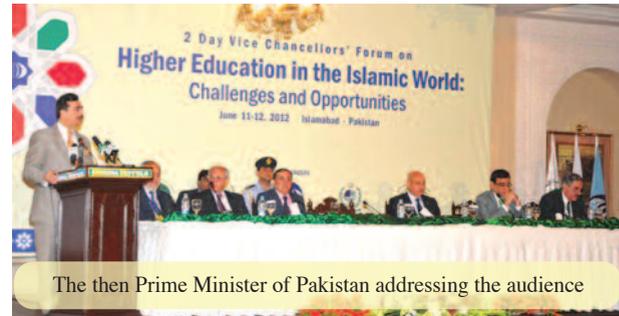
The two-day Vice-Chancellors' Forum – the first of its kind event in Pakistan, where these academicians shared their views and presented their latest inventions and educational achievements, was organized by COMSATS Institute of Information Technology (CIIT) in collaboration with the Higher Education Commission (HEC), the Ministry of Science & Technology, the Islamic Scientific & Cultural Organization (ISESCO) and the Federation of Universities of the Islamic World (FUIW).

The Forum was inaugurated by then Prime Minister Syed Yusuf Raza Gilani with the objective to: establish and strengthen linkages among universities in the Islamic World; promote pooling of human and technological resources; and increase the opportunities for scholarships, as well as exchange of students and faculty among the institutions of higher learning.

The forum focused on four key themes: (a) Science, Technology and Innovation, (b) Knowledge Management, (c) Quality Assurance, and (d) University Governance.

In his inaugural address, ISESCO Director General Dr. Abdulaziz Othman Altwajiri highlighted the important role of higher education in socio-economic development of the Islamic world.

In this regard, Dr. Altwajiri informed the gathering that ac-



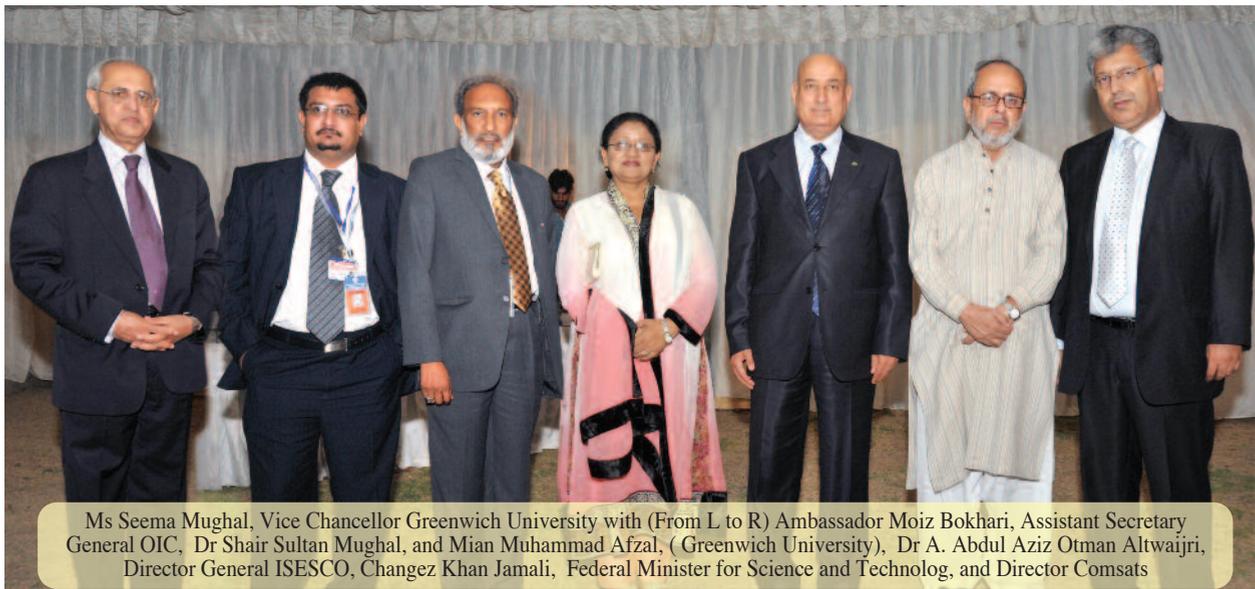
The then Prime Minister of Pakistan addressing the audience

knowledging higher education's crucial role in the promotion of scientific research, knowledge production, economic progress, social stability and cohesion, and provision of decent living conditions, ISESCO has prepared a strategy for the development of university education in the Islamic world, which has been paid careful attention under its Medium-Term Plan for 2010-2018 and its three-year Action Plan for 2010-2012.

Other speakers at the opening session were Federal Minister for Science and Technology Changez Khan Jamali, HEC Chairperson Dr. Javaid Laghari and Ambassador Moiz Bokhari, Assistant Secretary General of the Organization of Islamic Cooperation (OIC).

The inaugural ceremony was also attended by a host of ambassadors, representatives of international organizations and university professors.

The technical proceedings of the event were spread over four technical sessions, including 20 invited talks. During these, speakers from the Islamic world highlighted the



Ms Seema Mughal, Vice Chancellor Greenwich University with (From L to R) Ambassador Moiz Bokhari, Assistant Secretary General OIC, Dr Shair Sultan Mughal, and Mian Muhammad Afzal, (Greenwich University), Dr A. Abdul Aziz Otman Altwajiri, Director General ISESCO, Changez Khan Jamali, Federal Minister for Science and Technolog, and Director Comsats



Rectors of African Universities also attended the forum

challenges and available opportunities in the areas related to the event's theme, which led to fruitful discussions and knowledge sharing.

The event also served as a platform to initiate collaboration among the participating universities, whereby 27 Memoranda of Understanding (MoUs) were signed for future academic and research cooperation.

The resolution adopted at the conclusion of the technical sessions of the Forum, inter alia, called for research findings of the scholars to be widely disseminated and published in important journals world-wide. Vice-Chancellor Seema Mughal strongly endorsed the resolution. Some specific points of the resolution called for:

1. Institutionalizing the Forum of Vice Chancellors by convening it annually or biannually;
2. Publication of a journal for disseminating research and innovation results among the scientists and scholars of the Islamic countries and important international institutes of learning and higher education, and a directory of Islamic universities;
3. Promoting intellectual harmony among the universities of the Islamic world for advancement of knowledge and developing understanding among scholars of all nationalities and disciplines irrespective of religion, cast or creed;
4. Enhancing efforts for capacity building, exchange of scholars, academicians and researchers among these universities; creating opportunities of scholarships to students and researchers in the Universities of the Islamic World; and collaboration for undertaking joint research in areas of common interest.



Musicians, who performed after the conference, with guests

On the sidelines of the conference, Vice Chancellor Seema Mughal briefed participants from Arab and far-east regions about Greenwich University's aims towards excellence of education in Pakistan and the Islamic world and emphasized going beyond borders through distant learning and modern techniques and ICTs to. She further stated that this could lead to a central repository of Islamic world's education where knowledge, course-material and research could save universities of the growing Islamic nations from re-inventing the wheel.

She appreciated the highlights of Dr. Abdulaziz Othaman Altwaijri as he talked about important role of higher education in socio-economic development of the Islamic world while promoting scientific research, knowledge production, economic progress, social stability and cohesion and provision of decent living conditions.



Dr Rana Masood, Ms Seema Mughal and Mian Muhammad Afzal during the session

The Vice-Chancellor further appreciated Mr. Changez Khan Jamali, Federal Minister for Science and Technology, Government of Pakistan; Dr. Javaid Laghari, Chairperson of HEC, Pakistan; and Ambassador Moiz Bokhari, Assistant Secretary General of the Organization of Islamic Cooperation (OIC) as well as speakers from the Islamic world highlighting the challenges and available opportunities in the areas related to the event's theme, as it led to fruitful discussions and knowledge sharing.

Around 100 stalls were set up by different universities in a side-exhibition throughout the event. At the Greenwich University stall, Dr Sultan Mughal, Acting Dean, Faculty of Management Science & Information Technology, and Mian Muhammad Afzal, Head, Department of Corporate Services & Placement, briefed the visiting Forum guests about the research and innovations at Greenwich University highlighting the ERM (Entity Research Model) and ATMS (Automated Test Management System) featuring psycho-analysis. The visitors were presented CDs, books and gifts.

On June 12, 2012, the vice-chancellor attended a dinner at the Presidency hosted by President Asif Ali Zardari where all the participants from the Islamic world and local academic institutions were present.

Mian Muhammad Afzal
Head, Deptt. of Corporate Services and Placement

Corporate Social Responsibility

Another selfless effort by Greenwich Students, faculty & staff donated funds to Sswab Trust



Members/Trustees of Sswab Trust Dr K.A. Pervez Razvey (first L) Hakim Abdul Ghaffar Agha (2nd R) and Dr Sarah Abdul Rehman receive the funds collected at Greenwich University from Mian Muhammad Afzal (2nd L)

SSWAB Trust. SSWAB Trust Dialysis Centre is a charitable organization whose primary aim is to create awareness among people in our country so that they can prevent chronic diseases particularly chronic Kidney Disease (Kidney Failure), Tuberculosis, and Hepatitis. It was arranged in collaboration with PSO (Pakistan State Oil). The walk started from Greenwich University and ended at Farhan Shaheed Park, Sea View. At the end of Walk, Basant was enjoyed by the students, staff and faculty in the park. Refreshments were served to the participants.

On July 11, 2012, Greenwich University handed over Rs 344,000/- to the members/trustees of SSWAB Trust . They thanked the Management, Faculty and Students for generating funds for this great cause.

Rub Nawaz
Assistant to Vice Chancellor

Greenwich University celebrations started with a noble cause, which was a walk to raise funds generated for

Mr Abdul Majeed donates books to Greenwich University

Greenwich University Management Staff and Faculty are extremely grateful to Mr Abdul Majeed, Managing Editor, Air World Publications, for providing Greenwich University the following worthy research books made by himself with a lot of hard work, on Mass Communication & Media Studies:

- Advertising in Pakistan (English / Urdu)
- The Classic Ads – Ad Vision
- Print Media and Press Freedom in Pakistan (English / Urdu)

The books are research-based and are highly valuable. Which have been placed in the Central Library for the benefit of our faculty, students, and staff.



Mr Zafar Iqbal Saifi (2nd L) receives books from Mr Abdul Majeed (2nd R). Mr Iqbal Jamil and Dr Sultan Mughal are also seen.

Cross-Cultural Interaction

A group of students from Bangladesh visits Greenwich University



Head of Bangladeshi delegation (2nd L) and Vice Chancellor Greenwich University (2nd R) present a certificate to a student from Bangladesh

Pakistan and Bangladesh have always had brotherly relations with each other even after the separation of the two countries since the love-ties continued. It was very exciting for everyone at Greenwich University when they received the news that there will be a delegation of students visiting from Bangladesh.

At once everyone started making plans as to how to welcome the group and show them the brotherly love we felt for them. On 9th June, 2012 there was a buzz in the air as all our student ambassadors stood outside the main gate anxiously waiting for the Bangladeshi delegation to arrive. The university was decorated with welcome posters and flags of Pakistan and Bangladesh. The welcome party included Ms. Seema Mughal, Vice Chancellor, Greenwich University along with faculty members and student ambassadors of Greenwich University.

An enthusiastic Media Science student, Hafsa Qadeer, was dressed up in Bangladeshi attire which included a gorgeous sari which she carried very elegantly and was loved by the Bangladeshis. The students from Bangladesh turned out to be really humble and a down to earth group. They were all very polite and generous with their praises for the university and its students.

Hafsa Qadeer started the program with a welcome note which she prepared in Bengali. The students were served with ice-chilled cocktails once recitation from the Holy Quran and the National Anthem were over. After that Major (R) Muhammad Akarma sang his special song and gave a speech about his life in Bangladesh. Later on the students were shown the Greenwich Documentary to show them a glimpse of life at Greenwich. To keep things interesting, an informative and fun-filled video, made by Maria Jafery, depicting the different colors and culture of Pakistan, was shown to them and later they were asked to mark out questions on a quiz sheet. The purpose was to give them information about Pakistan while making it entertaining as well.

The highlight of the day was the special song prepared by Salar Khoso, a Media Science Student, on Pak-Bangla friendship and ties. Although the Bangladeshi students

were not really good at Urdu, they still loved the song and understood the gestures and there was a big round of applause that followed which showed how much they appreciated it.

There were different speeches made by the head of the delegation and Ms. Seema Mughal which portrayed how everyone wanted to unite and give the students a chance to experience the different cultures both countries offer. The students were given certificates for their participation in different activities with a group photograph which was taken as they entered the foyer.



Salar Khoso sings a song to Bangladeshi students

After that Greenwich Ambassadors accompanied groups of Bangladeshi students around our university, which was then followed by Hi-Tea that was arranged for them in our cafeteria. This gave everyone a chance to mingle and make friendly talk.

The Bangladeshi students were one big happy and bubbly lot. Everyone made new friends, exchanged emails and numbers, with promises to keep in touch. All of them were happy with big smiles on their faces. The students left waving till they were out of sight. It surely was a day filled with a lot of love and hopefully we will continue to have such fun-filled visits in the future.

Maria Batool Jafry
BS35 2930



Students from Bangladesh with Greenwich faculty, staff & students



Greenwichians gather to welcome Ramadan



Greenwich University organized a program “Istaqbal-e-Ramadan”, on July 11, 2012 on its campus to welcome the Holy Month of Ramadan for its students, faculty and staff members.

Speaker, Hafiz Engineer Naveed Ahmed, enlightened the audience on how we could purify our souls and derive blessings of Almighty Allah in the month of fasting.

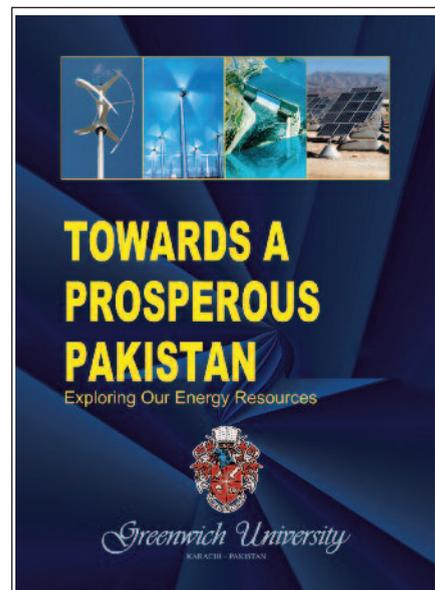
A large number of students with faculty members and staff attended the program that was intended to prepare them spiritually for the holy month.

Rub Nawaz
Assistant to the Vice-Chancellor

POST CONFERENCE BOOK

Greenwich University has published a post conference research book entitled “Towards a Prosperous Pakistan”. The two-day International Conference on Energy Crisis Management was held on June 7-8, 2011. This included International Research Scholars from all over the world who presented their research papers on efficient usage of energy, and new techniques of generating this energy to cover the acute crisis. Students of the University also presented their research papers at the conference.

The purpose of the International Conference on Energy Crisis Management was to realize our problems, suggest solutions and implement ideas to explore and promote alternative and renewable technologies in Pakistan on a fast-track basis. The country needs an integrated energy policy encompassing development of local electricity, gas, coal, etc. prepared with meaningful participation of government which would be restricted to policy making while the rest would may be left to the private sector.



Kazim Pasha

Veteran director & producer treads down memory lane

In today's world, electronic media has become the main source of entertainment for viewers of all tastes. The media has not only provided entertainment to viewers but has become a forum for some of the best talents to exhibit their creativity and imagination. Mr Kazim Pasha's name stands out as a beacon of light in the media industry for being the pioneer of TV dramas.

A remarkably dynamic and versatile director, Mr Pasha has 300 serials to his credit. In recognition of his creative endeavours and pioneering work, he has been awarded Tamga-e-Imtiaz, an honour people crave for. Here is what he has to say about his eventful career and the media industry.

Greenwich University (GU): How did you start your career and how long have you been directing TV plays?

Kazim Pasha (K P): Well, I started my career with Radio Pakistan around 1960. Television had not been introduced at that time so radio was the only electronic medium available. I was a student of Law when television came to Pakistan. I joined the law college because I needed to be a student to participate in student programs. I performed as a reporter in Mirza Ghalib's press conference. I was also a compere for religious programs. Acting and compering, however, were not my forte. My inclination was towards directing. When in 1975, I joined PTV as a director, I felt I was on home ground. I realized that directing was what I was born to do. I have continued to direct plays since then.

Direction is my passion, my lifeline.

(GU): Tell us about your children. Did you groom them to enter the media industry?

(K P): I have three daughters—Nida, Sina, Sawera and a son, Talha. All my daughters are a part of the media industry. My wife was also a producer. My daughters have had the good luck of having been brought up in an environment which was fertile as far as grooming in the field of media was concerned. Getting into the industry was no hassle for them either. But I would like to add here that entering the media field was not made possible for them

*We need to keep in mind
that only those can
survive in the media
industry who are imbued
with creativity and
passion to achieve results.*

Kazim Pasha's work at a glance



Value time and maintain your standard. If you have talent, nobody can stop you from achieving results.

- Kazim pasha

because of me. It was their own talent which acted as a catalyst. We need to keep in mind that only those can survive in the media industry who are imbued with creativity and passion to achieve results.

(GU): Is there a particular drama directed by you that you would call your favorite?

(K P): I have produced and directed 300 serials so far. For me all of them are like my children so it is difficult for me to say that I prefer one particular one over the others. If you ask me which ones I enjoyed directing, I would name Jangloos, Seeriyaaan, and Kashkoal.

(GU): Do you think that the scripts and themes of old plays had more depth than the scripts of present day dramas? Would you say that old plays showed more insight into human affairs and better themes?

(K P): The script is the backbone of any serial, drama or film. In the 90s, the viewer was a simple person, His exposure to TV plays was limited and so were his options. The advantage today's viewer has is that he has a wide choice. All the channels are available in a single remote control device with each channel showing 50 dramas serials a day. It is not the quality of the script that makes a serial run, Ratings are what matter. We need to keep in mind that there is a lot of audience fragmentation. Preferences have changed due to social, racial and cultural differences. Moreover, the themes of plays have diversified. One cannot say that scriptwriting has deteriorated. Changes in presentation of play, however, have occurred due to improved camera techniques which have enhanced the quality of presentations thus making some plays into hits.

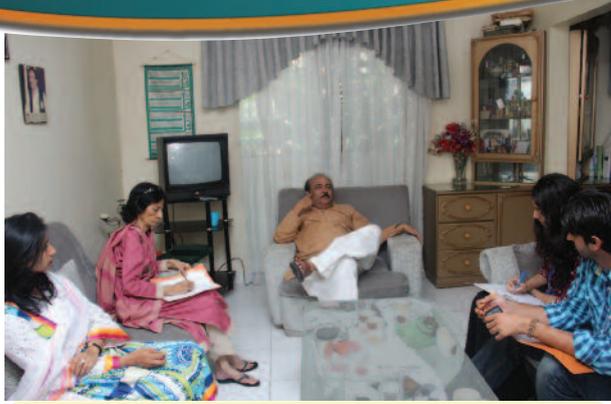
(GU): What are some bad habits that actors have developed which you find hard to deal with?

(K P): There are a lot of bad habits that can become a nuisance for a director but the worst one is lack of value for time. I remember a very good friend and a fine actor who would call a crew member and ask if the producer and director had made their appearance. He would come when these two arrived. In this scenario, those who suffer the most are the producer and director who are the main stakeholders.

Indian actors, on the other hand, are very punctual. Some people have weird habits. They say they just can't get up before 2pm. To accommodate such an artist can play who havoc with the schedule of shooting. Then there are



Kazim Pasha, a veteran director & producer, who began his career in 1960 at Radio Pakistan. He joined PTV in 1975 as a director where he has produced and directed over 300 serials since then. Many of his serials were super hits and have been retelecast on public demand. For his outstanding work in media, Kazim Pasha was awarded Tamgh-e-Imtiaz. Kazim Pasha's name stands out as a beacon of light in the media industry for being the pioneer of TV dramas.



Interview panel take notes during the interview

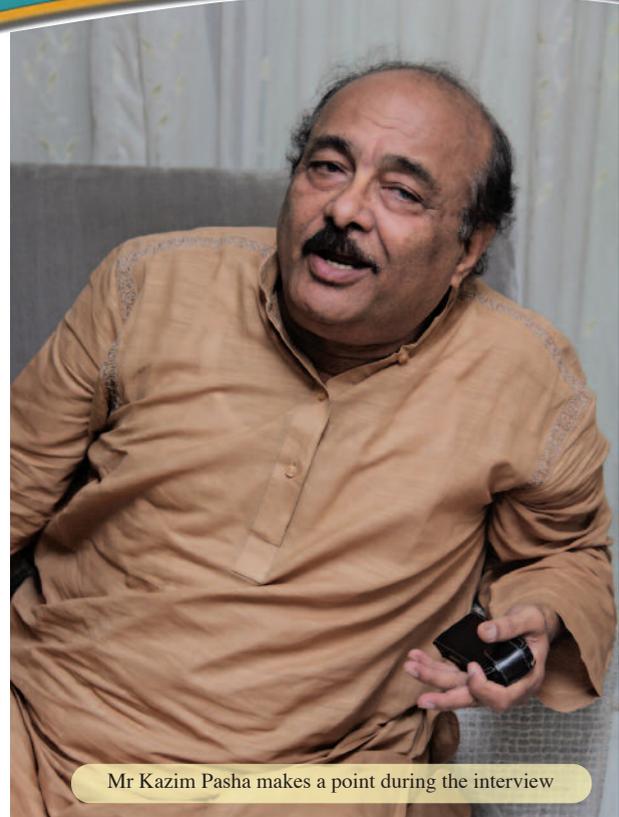
some actors who won't read the script before the shoot. In the past there were actors who would read the entire script and not just their part. We also have actors who pretend to have read the script but ask for briefing before the shoot. This obviously wastes a lot of time. Actors in the past were more serious and sincere.

(GU): Have you ever directed a play in which you found that you had miscast an actor for a particular role?

(K P): This has happened but it was a rare occasion. I remember an artist bringing in a young lady to do a role in one of my plays. When I saw her, I was amazed to see how closely she resembled Salma Agha. I gave her a few scenes and she did them very well at the rehearsals. But when the final shoot started at 11:30 pm she could not perform in a single scene. At 3:30 am, I wound up the shoot. That was a bad experience.

(GU): Do you think media has become a profession?

(K P): Of course! media has become a very lucrative profession! Actors are earning five to six lakhs a month. An editor, who is just a matriculate, is earning around 40,000



Mr Kazim Pasha makes a point during the interview

per month, which is more than the salary of an MBA. A camera man is earning 70,000 to 80,000 a month.

(GU): What message would you like to give our media students?

(K P): Value time and maintain your standard. If you have talent, nobody can stop you from achieving results.

Interview by: Ariba Ashfaq Ali (MS38 3235)

Umair Hassan (MS37 3195)

Photography by: Muhammad Taqi (BS 37 3211)



Mr Kazim Pasha with interview panel

VISIT TO SIRAT-UL-JANNAH

“Charity sees the need not the cause”

Greenwich faculty, staff and students with Mrs Ghufuran Qureshi at Sirat-ul-Jannah

A group of seven Sociology students visited a local orphanage run by Sirat-ul-Jannah Trust, a welfare organization working for orphans and widows in five major Pakistani cities.

Established by a British woman Mrs. Ghufuran Qureshi (Tamgha-e-Imtiaz) with an orphanage in Company Bagh, Murree, the Trust now has branches in Islamabad, Khanewal, Kabirwala and Karachi. The organization also runs free medical centres at its Khanewal and Kabirwala branches and started ambulance service in Lahore, Khanewal and Kabirwala.

This visit was related to our “Sociology” project and while planning it we were well aware of the fact that time management would be an essential part as it was to happen during Ramazan when everyone was fasting,



A dweller of Sirat-ul-Jannah delighted with a gift

busy in prayers, busy in shopping. This was looking tough and hectic.

We started with planning different games and activities. We planned activities like Qirat, Quiz, Face Painting, Passing the Ball and lastly but not the least most favorite among today's youth, Music. We gave each activity 10 to 15 minutes.

On Thursday, while on our way to Sirat-ul-Jannah we felt excited, confused and nervous. But once we reached there, we experienced unexpected things. We found kids welcoming us in a manner I will never forget. I think I was never welcomed like this.

We were, however, able to do only three or four of the activities we had so carefully planned because of insufficient space. Moreover, there were too many kids and too much noise. There were children from various age groups and different classes.

We spent an hour with the children and were given a lot of love and respect.

This was a life changing experience. We learned many things, like being thankful for all the luxuries we have. Apart from everything we have got parents who are always there to help and support us.

Mustafa Nadeem
BS40 3518



What you paint is the reflection of your personality.

A lecture on Art Therapy by Shazia Mohammad

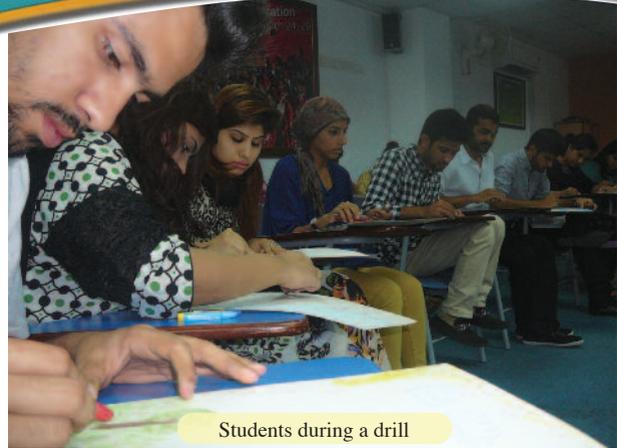
If someone asks you to paint something, despite the fact that you are not an artist, and you paint flowers on the canvas, it indicates that you are a kind hearted person and you have a special love for nature.”

This was stated by Ms Shazia Mohammad, a Canada-trained psychotherapist, while addressing the student of Greenwich University on `Art Therapy`.

She said that the feelings, emotions and all the behavior of humans can be judged by the lines one draws on canvas.



Shazia Mohammad speaks to the students



Students during a drill

Ms Shazia said that there are many who cannot communicate properly but can be very easily understood by their drawings.

Art therapy is a discipline through which a psychotherapist can diagnose and treat human weaknesses, remove deficiencies and can bring positive changes among the people.

A drill was conducted by her during the lecture in which the students were asked to paint whatever they wished. The psychotherapist then analysed each one of them and told the students what was the psychology behind their paintings.

The lecture was followed by a lively question-answer session.

Iqbal Jamil
Head, Department of Mass Communication
and Media Studies.

Safai Mein Kamai

A lecture on the importance of clean environment

Gul Bahao is an NGO working for the better environment in the country. The managing trustee of Gul Bahao, Nargis Latif, delivered a lecture on the importance of `Clean and Better Environment` to the students of Greenwich University. She said that to be a prosperous nation, first we should counter the pollution in our environment. Nargis Latif said that we do not have proper facilities to dump our waste and garbage due to which our environment is getting from bad to worse. She said we can make our environment much better by utilizing our untapped resource.

Nargis latif said that we can earn lot of money by establishing a bank where we can deposit things like broken glasses, waste paper, garbage, polythene bags and wastage of vegetables and fruits. She said that all these things can be re-cycled and can be used to make houses. She said that her organization had made houses for flood victims from garbage successfully. She called upon the students to establish a bank, where all wastage



Ms Lubna Ahsan (GU) presents shield to Nargis Latif

of daily items can be deposited and can be sold to industries and factories. Nargis Latif said that `Safai Mei Kamai` is the slogan which can be tool for generating income among the students.

Iqbal Jamil
Head, Department of Mass Communication
and Media Studies.

All the colors of rainbow..... and more

Director, Actor and Producer

Amena Khan

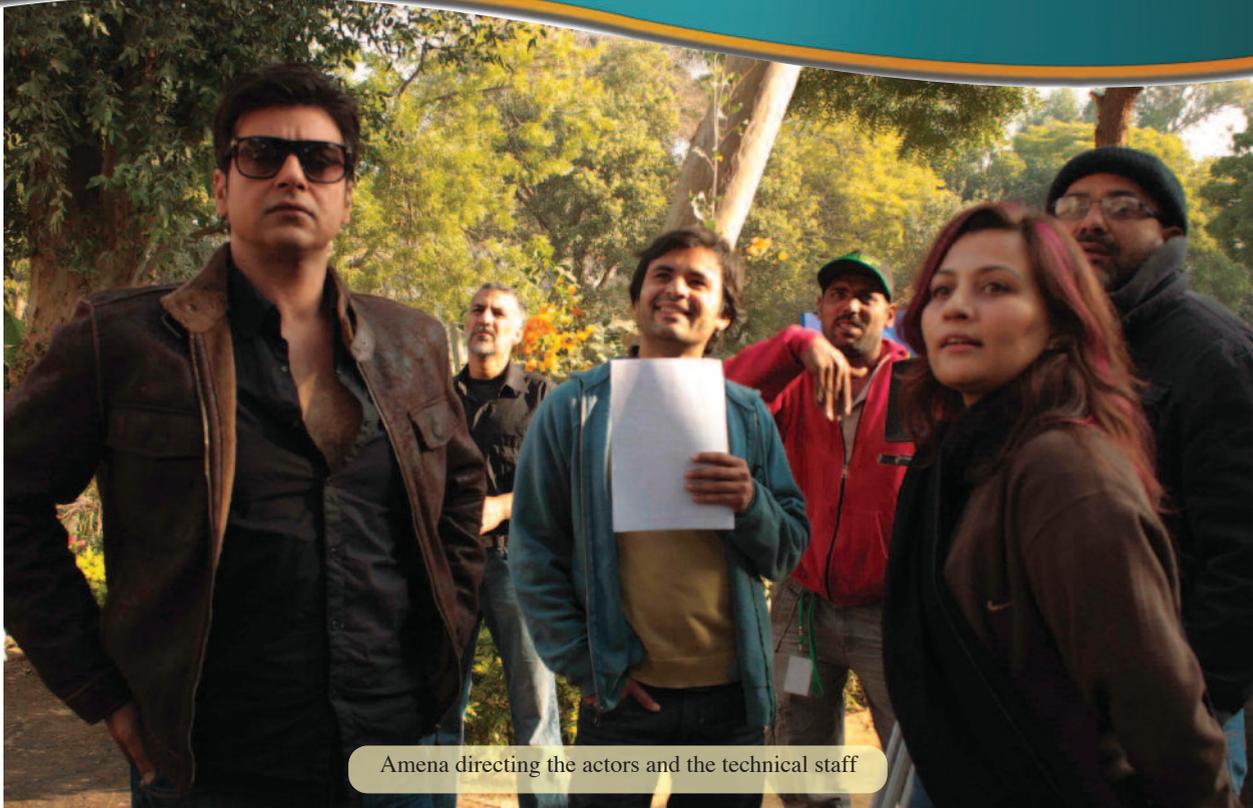
Greenwich University (GU): Please tell us about your work; how you started and struggled to succeed.

Amena Khan (A K): Back when I was a student at Greenwich University, we used to plan a lot of events. That made me realize what I am good at and I decided to pursue a career in the same field. I was also a member of the English and Urdu Societies, as well as the Debating Society. Besides, I was into sports as well, playing an active role in the softball team. I have also done a lot of theater with groups like 'Katha,' which was the brainchild of Sania Saeed, and 'Unplugged,' which belonged to an ex-IBA group. It was a Lahore-based group and my involvement with them was at such an extreme that I was mostly mistaken as an NCA student. After that, I also had the great experience of working in the Music Channel Charts, where I was a VJ. It was there that I learned how to edit videos, gaining much valuable experience that would help me later on. Soon I started making videos. This seemed really exciting to me, since it involved a lot of creativity and innovation in ideas, which was always something I craved for. From there on, it was one step after another and here I am today.

(GU): What is that one feature that sets Indian ads apart from Pakistan's ads? How can we improve and compete with them?

(A K): There is no comparison. India, I would say, has invested a lot of money in their media, as well as the technological side, and is way ahead of us. The basic problem is that we don't have the right equipment and are far outdated in that aspect. Our technicians still use the same lighting techniques that were used decades back, and we record videos on the same cameras. The biggest problem, however, is that we don't have dedicated writers, be it for ads or films. We need to bring in better equipment, such as the 35mm cameras that I use to shoot ads with, and attract investment in this sector in order to set up post-production facilities. For instance, when the ads are done with the 35mm camera, there is no facility here that can develop them, and we have to

Greenwich Alumna



Amena directing the actors and the technical staff

send them all the way to Malaysia for development and finishing. A lot of effects that I use in my ads also involve sending the reel abroad to have them added, such as the matrix time slowdown effect, etc. If somehow we can bridge this technological gap, and encourage creativity in production and content, then I can positively say that we will be second to none.

(GU): You have a degree in business administration, but you chose to work in media Industry. How do you justify it?

(A K): I am a director who did her graduation in marketing and masters in finance. Although I hate accounts and I was no good at it, eventually I managed to pass after putting in a lot of hard work and burning the midnight oil. I am scared of heights but I went bungee jumping. I do things which I hate, or I am scared of, in order to challenge myself and put my limits to the test. As far as the degrees are concerned I am totally happy with my choice because all this diversity helps me out. For example, through my MBA I have considerable knowledge of how to handle my finances and manage the accounts, how best to market our services, handle and manage a team of diverse individuals, and cater to the distinct needs of every client. Also, like I have mentioned earlier, working for a channel was really beneficial, as well as the organizing of events, since that is a large part of what I do now to make a living. As it turned out, directing is the best choice I have made and I greatly enjoy every moment that I am working, even though it can get very hectic at times. It is very true when they say that it's not work when you love it.

(GU): What are you working on these days? What are your future plans?

(A K): We are doing everything from making ads to music

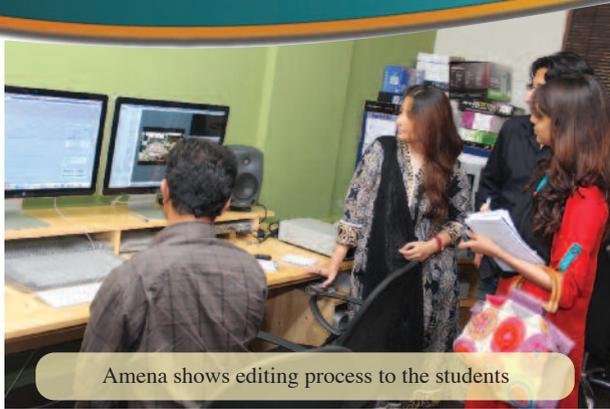
videos. Some of our biggest clients are Telenor, Tapal, Zong, Nestle juices, Safeguard, etc. So far we have done around 30 different ads for different FMCGs. As far as the future is concerned, my plan is to make a feature film, but nothing depressing. I am a fan of action and comedy and in my opinion that is what the public needs, some good quality stuff. There are enough films that are always portraying the negative side of Pakistan, it's time we do something positive.

(GU): Do women have a space for career development and entrepreneurship in media field?

(A K): First of all we need to forget all this men and women talk. The difference will only be there if we keep playing that card. All those girls who sit and feel sorry about themselves because they think that they will be mistreated then that is their choice. As long as you are strong no one can bring you down. At times it also goes in your favor when there are five guys and you are the only girl competing. So it's high time we forget about the society and its labels and



Amena talks to the interview panel.



Amena shows editing process to the students

Our proud Alumna

Amena Khan Film-Director / Actor

- Owner of a leading production house and post-production studio in Pakistan, Director of TV Commercials, Music Videos, Films and Programs (on formats: 35mm, Alexa, Red, HD, Canon, Digibeta, Betacam, DVcam) for both local and international Brands, Pop-Stars and Channels, Ameena Khan during her stay at Greenwich from 1995 to 1999, did her BBA & MBA in Marketing & Finance respectively.

She has done voluntary work for:

- Managing Trustee of Inclusive Society, Pakistan a non-profit that works for the inclusion, rights and capacity building of people with disabilities. www.inclusivesociety.org.
- Collect funds to SIUT (Sindh Institute of Urology Transplantation).
- Worked for the relief and rehabilitation of the earthquake victims of Pakistan's northern region (October 8th, 2005, 7.6 rector scale), in collaboration with Zindagi Trust, Rotary Club of Pakistan, United Nations and the Pakistan Army.
- Marketing Consultant for Zindagi Trust (honorary position). Organised the Bryan Adams concert 2006 in Karachi, to benefit Zindagi Trust schools.
- Collect donations for Dar-ul-Sukun (home for hand-capped children) and Jinnah Hospital's children's ward.
- Collected donations for children with blood cancer who needed to be taken to Canada for a blood transfusion.
- Young Friend of the Kidney Center. Media Village, Singapore.
- ICA Certification for DaVinci Resolve (Beginners, Advanced, Master class) Oct. 2007
- Diploma Certification (Direction, Cinematography, Acting, Script) from London Film Academy, UK. July 2006
- Participated in working in London Film School, UK.
- Workshops Mar. 2006
- Film Training Courses from NYFA faculty, Dubai.

stand up for ourselves. Women have equal, if not more, opportunities but for that they need to reach out and avail of them. As a working woman I will totally disagree on the point that this field does not provide equal opportunity.

(GU): Would you give any message to the students at Greenwich University as to what they should essentially be equipped with before they step into the practical world?

(A K): When you step into practical life that is when your life really begins. You should be ready to accept the challenges that come your way no matter what field you are opting for. There are times when I stay in my office for days and my sofa turns into my make-shift bed because there is too much work with deadlines to be met, and I know that it is a responsibility that I have been given that I must deliver on. Don't think anything is easy. You have days when you want to pull your hair out but then there are days when the sun is shining and things turn out better than expected. You need to have a lot of stamina and patience to deal with situations if you want to survive.

(GU): What achievement are you proud of?

(A K): We made a video called "Dosti" for the army which we worked hard for, and the results paid off as it was highly acclaimed and won the award for the best video.

(GU): Tell us about the most interesting experience of your career.

(A K): The most memorable experience of my career was when I was making an ad for Zong which was to be shot on the China-Pakistan border. There is another area nearby where the apricot trees blossom close to the Rakaposhi mountain. It is huge as well as a breathtaking sight. The time of the year that we were there, apricots were blossoming, and since it is a sacred event for the Japanese, all the hotels were packed full. Then out of nowhere there was news that some Shias had been killed. There were riots of sorts and the ensuing violence and panic, and the army came in to evacuate all the Japanese out of the area to safety. That was pretty memorable.

Interview by: Maria Batool Jafry (BS35 2930)
Omair Abbas (MS38 3293)

Photography by: Muhammad Taqi (BS 37 3211)



Amena with Greenwich faculty and students

International Youth Day



Mr Salman Rabbani



Participants

International Youth Day is celebrated all around the world on August 12, every year. It is the best time to appreciate the efforts and highlight the aspirations of the youth around the globe.

In this context, I organized a small group discussion/debate on our campus. The session was moderated by Mr. Salman Rabbani and Ms. Tahira Khan.

The topic discussion was "The Youth of today owe a different perspective towards their culture, religion and leaders".

Students from our university actively participated in the discussion and added to the topic by saying that the youth of today have adopted western culture in such a way that they have become more independent in terms of their lifestyle, thinking, etc. Awareness and exposure to different cultures has created both positive and negative impact on them. Family values have declined; technology

has become their right which is off course challenging them to break the barriers and to move forward to bring a change however at the same time they are making them a bit too conscious about their status.

Students highlighted the need of a good leader by saying that "we all need a leader who can lead us to a better future and who can unite everyone" and every individual has the duty to change the condition of Pakistan, we are done with blaming others therefore we should stand up and fight against corruption and raise our voice.

The young generation has the power to change the world and being an integral part of the youth I believe that we all can rule the world.



Hafsa Qadeer
BS35 2945

Coordinator for Arts and Creativity Club

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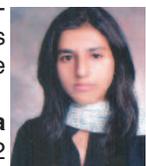
Ibrahim Sethi
BS31 2575

Organizing Committee Vice President Recruitment (AIESEC)



GREENWICHIANs visit SOS Village

ence of visiting SOS was really good. It made me realize how much better my life was. I realized the value of life and people around me . The children who are living at SOS are very well looked after. They have all the resources and their needs are fulfilled. Their daily routine is fixed: wakeup timings, school, food, entertainment, exercises, sports everything is well organized and this makes these kids learn the value of time and how to use it. They also become punctual and responsible. The girls who are grown up are married off nicely followed by all the traditional norms and keeping in mind cultural values. It felt great being part of such a trip as the visit made us aware of why we should be thankful to ALLAH for blessing us with so much that we don't even deserve. This visit made all of us believe in ourselves, and to be thankful for whatever we have. I don't have words to explain my feelings and what I learnt from those loving kids who had great smile on their faces every time we looked at them.



Ume Farwa
BS36 3132

Greenwich University students participated in the event to make children feel good about life and make them believe that they are not alone. Greenwich volunteers aim is to bring positive changes in PAKISTAN and Greenwich students had a vital role in making the event a success and it wouldn't have been possible without their efforts. I'm an active member of Greenwich volunteer team who organized events at Greenwich University. My personal experi-



Shafay Thobani

The World's Youngest Microsoft Certified Technology Specialist (MCTS)

Today's kids have grown up in the age of online communication, networking, the internet, cell phones, digital music and cable tv. They have had different childhood experiences compared with earlier generations. This makes them more likely to react differently than their older counterparts to technology and learning initiatives.

Qualifying to be a "Microsoft Certified Technology Specialist" is an impressive achievement regardless of one's age, but Shafay Thobani, can boast having checked it off his to-do list at the tender age of 8.

Born on March 13, 2004, in Texas, USA, Shafay Thobani is a young IT prodigy from Pakistan who started learning computers at the age of 4. His father, Dr Shah Thobani, is the CEO of Thobson Technologies – Pakistan's largest managed infrastructure and solutions provider – and has served industry for over 25 years now.

Recent research has suggested that a blood flow to the part of the brain responsible for mathematical calculations of six to seven times the normal rate is one of the factors that enable mental calculators to work out math much faster than the average person

This little child performs complex mental calculation techniques of numbers in his head faster than the other counterparts. Keeping all the logical, mathematical and technology interest in mind, the family decided to provide all possible technology at home to encourage the child's interest.

At the age of 7, Shafay started training to pass the exams necessary to become a Microsoft expert. Doing so meant 13 months on a strict schedule that involved attending school from 7:30 in the morning to 1:30 in the afternoon, followed by computer classes at his father's office from 2:30 to 8:30 p.m.

Despite all those hours of work, Shafay's father and the staff who trained him didn't lose track of the fact that the boy is only 8. There was a dedicated area for chess, darts and arcade games. All that rigorous studying appears to have paid off though, with Shafay reportedly achieving a score of 91 percent.

"I feel like the luckiest parent because at the end of each

day, I receive very positive feedback from Shafay's teachers. Every year I give Shafay a new challenge to try and encourage him."

However, teaching the kid about the TCP/IP, the Subnet Mask, the Protocols, VPN, Tunneling, Direct-X, Branch-Cache, Bit-Locker, App-Locker, File System and Encryption with concepts like the Binary System and Wireless Technologies and all that was a big challenge for the entire team.

On April 9, 2012, Shafay Thobani appeared in the Prometric Tests and has secured 910 Marks out of 1000 (91% Percent). He came to prominence by becoming The World's Youngest Microsoft Certified Technology Specialist in the world at the age of 8 years and 24 Days.



As bright as the morning star

An Inspiring Corporate Leader from India in a guest speaker session



Ms Noor gives presentation on Who Moved My Cheese?

Ms Atia Noor, CEO, Vision Unlimited, Chandigarh, India, visited Greenwich University on Saturday, August 11, 2012, as a guest speaker and spoke to the Class of Marketing Management on *Who Moved My Cheese?* – a motivational book by Spencer Johnson.

Written in the style of a parable or business fable, the book describes change in one's work and life, and four typical reactions to this change by two mice and two "litlepeople", during their hunt for cheese.

A New York Times business bestseller since release in

1998, *Who Moved My Cheese?* remained on the list for almost five years and spent over 200 weeks on Publishers Weekly's hardcover nonfiction list. It has sold more than 26 million copies worldwide in 37 languages.

Delivered in style by the corporate leader from neighbouring India, the lecture proved to be an informative, memorable experience for the students.

Concluding the session, our course teacher Mr Shoiab Shamsi thanked the speaker for her inspiring talk and presented her the Greenwich University shield.

*Leadership to me means duty,
honor, country. It means character,
and it means listening from time
to time.*

— George W. Bush

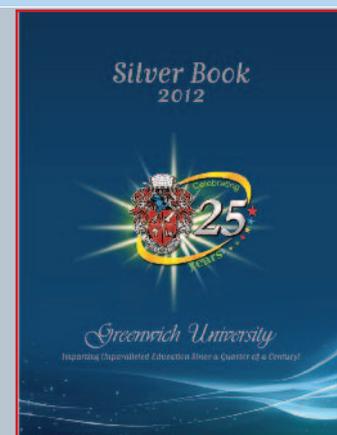
SILVER BOOK 2012 SILVER JUBILEE PUBLICATION

Our Silver Jubilee Celebrations saw a combination of programs, events in the form of competitions, entertainment, and dexterity sport all during the month of April 2012. Every member of the administration, faculty and staff was involved in coordinating the program which continued from April 9 to April 20, 2012.

A book – recording the celebrations in one volume -- has now been compiled. This volume covers messages of the Vice Chancellor and the Director Administration, with glimpses and write-ups on the Silver Jubilee events.

The book was compiled and edited by Ms Farhat Saleem and Mr Salman Altaf, both Assistant Professors of the Department of Humanities.

Rub Nawaz
Assistant to Vice Chancellor





A EUROPEAN TOUR

Komal's tour in her own words

In my recent trip to Europe I was delighted to see many historical places and meet different people in different countries. It was a memorable experience for me which I will never forget. The most amazing experience was my visit to the Schwerin Castle which now is the seat of parliament of the State Mecklenburg-Vorpommern, Germany. There I met Parliament President Ms. Sylvia Bretschneider who was a very impressive lady. She told me about the castle as well as the current political situation there.

Furthermore I had a chance to see their live parliament in session. The castle where it was, is no less than a fairytale palace. The architecture is spectacular and enchanting as it is surrounded by beautiful lakes and gardens. There are all together seven lakes in this city where the northern skies add beauty to the wonderful grounds.



The castle building is historical, dating back to the 10th century and has undergone many changes in its structure as per the commands of the Dukes who owned the castle then. It's a perfect combination of art, architecture, nature and an 850 year old history.

Parts of the castle were burnt during the war in 1160 and immense work is being done on the building to preserve its heritage. Around 20 million Euros are to be spent on its renovation.

I asked when the renovation would be completed and got an answer "by the year 2020"! No wonder, there are 600 rooms in the castle and just 22 restored.

The government has asked for sufficient funds from the UNESCO and several other organizations since the amount of money needed is huge.

All in all it was an enjoyable trip. The people were very nice and friendly who respected me so much that I felt honored to meet them.

Komal Qureshi
BS33 2791





Walk a Pet

Having animals can be a wonderful experience, especially if we choose to learn the valuable lessons animals teach through their natural enthusiasm, grace, resourcefulness, affection and forgiveness.

— Richard H. Pitcairn



This must be very true as Greenwich University went barking mad this Fall semester as the University's Annual Walk a Pet Show attracted a large number of Pet Owners & visitors, many of whom also brought humans with them. With an aim to provide more exposure to those who are currently engaged in utilizing unprecedented talent of animals for various purposes.

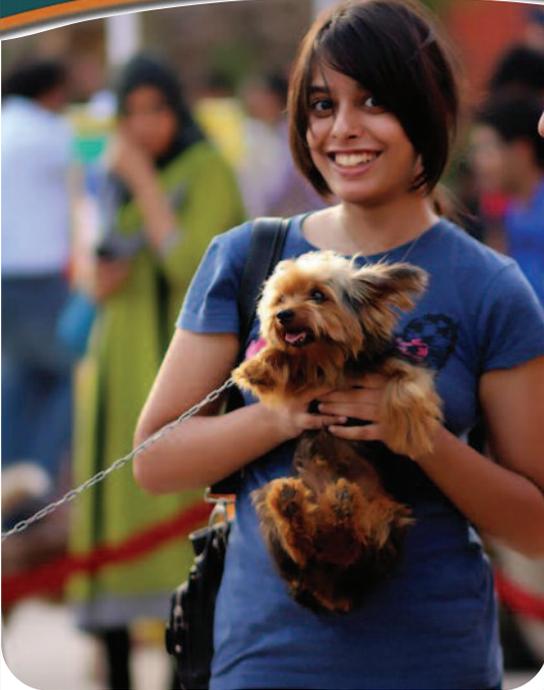
hibited was beyond imagination, like the Kookaburra, African grey, Parquets, etc.

In all, 70 pets had been registered by the students for the show organized here by the Entertainment Committee of Greenwich University. All sorts of animals and birds and reptiles were brought to the show starting from Turtles, Lizards, Scorpions, Snakes & Pythons of all shapes & sizes. The color and grace that birds ex-

Horses were another great addition to the show from one of our students which the attendees enjoyed posing with and on them. Cats & Dogs of all Breeds were brought by students & outsiders to be judged and have a shot at winning the Awards.

As many animals were seen and admired that day the showstoppers were undoubtedly the Champion Rotweiler, a very rare breed of Canine in Karachi the Cane Corso & the highlight of the show a Siberian Husky sled dog from Alaska never seen before in Pakistan, which





did coup the Award for Best in Dog Category. The judge's panel comprising one expert each from the field of Veterinary and an Animal Rights Organization & Member of the Kennel Club of Pakistan would decide winners in four categories Best Dog, Best Cat, Best Bird & Best Reptile. The judges would evaluate all pets registered for the show in terms of their abilities to respond in different situations and then announce winners at the concluding ceremony of the show.

People belonging to all age groups especially children and youth thronged the venue of the event with their pets, flaunting off their talents and loving the admiration their pets were getting from the spectators.

The show was a great success and it would have been impossible without the participation and wholehearted support of all the stakeholders who worked as a team with zeal, enthusiasm and dedication. The faculty & administration declared the event a howling success and plans to hold another, "bigger and better" next year.

The following students were members of the organizers team under the leadership of Mr Ibrahim Sethi Shayan Maniya, Hammad Rafiq, Fahad Bhatti, Ume Farwa, Furqan Thepdawala, Muhammad Taqy, and Syed Zohaib Uddin

Ibrahim Sethi
BS 31 2575



Effective Presentation Skills

“Effective Speaking... is the revealing expression of a human personality”

– Dale Carnegie.

Let's face it! We all have at some point in our lives experienced the undue stress, nervousness, stage-fright and wobbly legs; yet giving presentations happens to be the worst nightmare for some professionals as is for students. Clearly, as graduates, it is imperative for students to learn this trait because failing to do so can lead to dire consequences because most businesses, if not all, require employees and especially the new hires to have a combination of personality and confidence to befit their organization's image and values. It is almost uncertain for one may never know when they are asked to present in front of the managers, delegates, co-workers and department members.

Sounds grueling! Beyond a shadow of a doubt, presenting in front of unknown faces is a daunting task for anyone but once practiced and learnt the basics, it becomes a piece of cake. When I see professionals in the industry and students experiencing pro-

jector failures or immobilized computers and laptops or even data drive failures, it goes to show how unprofessional and weak the presenter really is. In fact, to make it worse, presenters' use micro-sized fonts, fail to maintain eye-contact, and try to memorize or read directly from the screen when the audience can actually read faster and make headway. We all know there is no one presentation that is perfect but it is their willingness and fortitude to work hard by carefully planning, practicing and delivering an effective presentation to the best of their ability. The following steps would give you some tips on how to control anxiety and to master this art:

- **Prepare – the Mind and the Body**

Accept the fact that you are going to present. Do thorough research and develop a mindset to prepare both the mind and the body – you can deliver the presentation. You must enlighten the audience with information and something extra to talk about, which would happen regardless of whether or not you do a good job at presenting. You are bound to make mistakes as is everyone else but at the end, it all depends on how well you present, and not on how focused and enthusiastic you are. Ask yourself what is the real objective – to add to the audience's knowledge by sharing new and valuable information or do you really want to kill them with utter boredom and information that they already know. Once you find the answer, you can begin preparing your slideshow presentation.

- **Know your Venue**

Time management is the key to delivering an effective presentation. Arrive early and get yourself familiarized with the venue or the room, the setup, fixtures, walking space, visual aids to be utilized when presenting and any distractions that can be done away with to cause hindrance when presenting. Walk around the room and especially the front where the dice or microphone is placed or where the presentation will kick-off. This will allow you to find the comfort level you need to present in front of the audience who may not be your well-wishers always as they would either want you to succeed or not.

- **Know your Audience**

Beyond the fears of the room and the material prepared, it is the audience who decides how well you



do. It is always easy to present in front of friends and familiar faces, but presenting in front of an unknown audience is what proves your mettle. Remember, if it is difficult to present in front of an audience, it is more difficult to sit and listen to a dry and boring presentation. The key is to get used to them and to try and control them and their emotions. Initially, it may be hard but you will see overtime how easy it becomes when the presentation is dynamic and packed with information that is new. Try to be presentable and arrive early, greet some of the audience who walk into the classroom or the entrance of the venue. This will allow you to get familiarized with a few faces, if not the personalities, egos and attitudes present in the room.

- **Know your Material**

If your delivery is natural and you have put in your hard work, it will pay off. Make sure you not only know but also revise your material to achieve mastery. If you are not well-prepared and are not confident with your material, it is almost a guarantee that your nervousness will increase. Practice again and again and plan how you are going to deliver each part of the material and not bore the audience. Another important piece of this puzzle is the question and answer session that follows after the presentation. If you are knowledgeable and have genuinely prepared the content you are presenting, not only will you end up delivering a powerful presentation that is natural but will also emerge as a good speaker.

- **Relax and Visualize**

Visualization is the key! Relaxation usually comes after all is said and done but if you visualize yourself as giving presentation, you will notice that your tension is eased. First imagine yourself as the audience and what you would like to hear. Once you have envisaged this, try to visualize yourself speaking to the audience. Think about common failures that you may experience and what you would do if you were experiencing difficulty connecting with the audience and any other shortcomings that you can think of. Then, visualize how you can avoid all those failures and be successful – if you can imagine yourself as successful, there is nothing stopping you from being successful.

- **Never Apologize**

Whatever you do, do not ever apologize! This is the only time in your life when you can remain silent about it. Even after making an error or for any problems you think you have encountered, do not apologize! Should you choose to be innocent or try to play

smart, be ready for the audience to run you down because you are inviting trouble. The audience may or may not have noticed the mistake or problem but if you give them a chance to doubt you, you are doomed. It is only in the cases of power failures that one cannot control and should apologize; but if you are prepared and there is no power issues, your equipment and presentation should be nothing short of “flawless.”

- **Message vs. Medium**

Without a strong medium, no message can effectively be delivered. However, when delivering presentations, if you know your strengths and weaknesses, you can be a better judge of yourself. Do not think about or focus on your weaknesses and negative energy. Instead, pay more attention to the message and content you are trying to convey, not the medium. Soon you will notice that all the pieces of the puzzle are working in your favour and your nervousness and anxieties are beginning to disappear.

- **Be Positive**

The negative energy from nervousness and procrastination can gradually be turned into positive energy if the above steps are well-aligned and incorporated into every presentation. If you can transform the negativity arising from your weakness and dig deep into your hearts and minds to make a lasting impression and giving the audience something positive to talk about, you have begun your journey to success where no presentation will ever give you a fret.

That is my take on giving effective presentations as practiced by a guy who has been leading by example when it comes to delivering a perfect presentation because excellence lasts a lifetime. Truth is that nobody remembers second-best and in the context of professionalism, it is important to always be well prepared and give your absolute best, even if it does not win you any accolades or awards. At the end, what matters is that you should be content with giving your 100%, and the rest will all fall in its place. My message to you all is to learn to always believe in yourself and to never give up! Try to harness strength and you shall witness how the impossible becomes possible in anything and everything you do. Good Luck!

Moez Allidina
Member, American Society for Training
and Development.
Alumnus Greenwich University

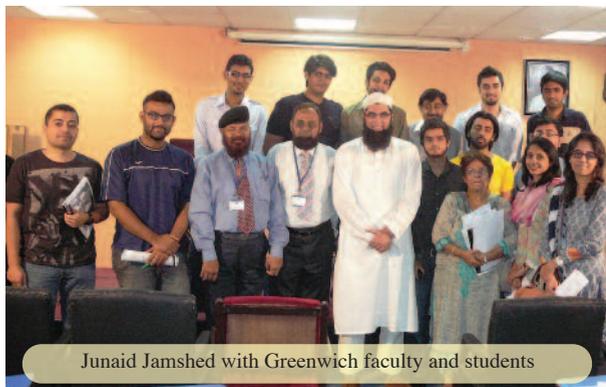


'PURPOSE OF LIFE'

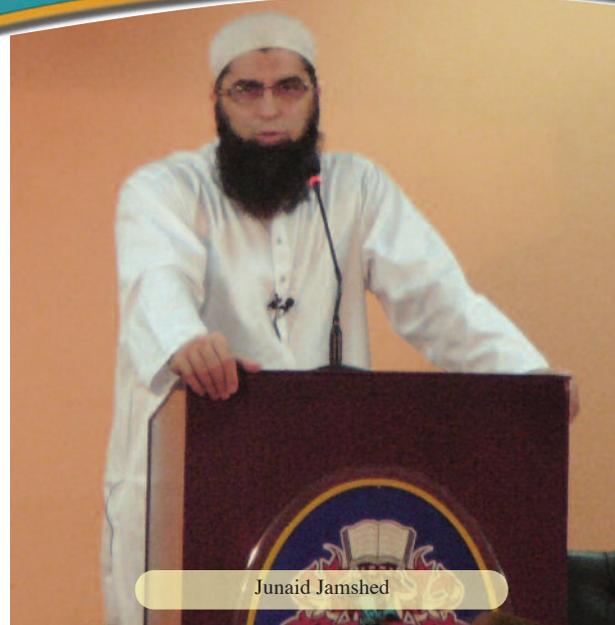
An interactive session with Junaid Jamshed

Mr Junaid Jamshed, a renowned religious scholar and fashion designer, addressed Greenwich University students, staff and faculty on "Purpose of Life". The session was held on September 24, 2012. Mr Jamshed covered all the aspects of a purposeful and meaningful life with his personal life experience. He also shared his experience of transformation from his media life and his current life.

Junaid Jamshed was a Pop Icon of Pakistan who gained fame as the frontman of the pop group, Vital Signs in 1987 with the hit song, "Dil Dil Pakistan", and remained in de-



Junaid Jamshed with Greenwich faculty and students



Junaid Jamshed

mand throughout the 1990s. In 1994, he released his debut solo album, Junaid of Vital Signs, which also quickly became a national hit, followed by Us Rah Par in 1999 and Dil Ki Baat in 2000

Since then, he has focused on Islam and concentrated on reciting nasheeds. His debut religious album, Jalwa-e-Janan was released in 2005 and was followed by Mehboob-e-Yazdaan in 2006, Badr-ud-Duja in 2008, and Badee-uz-Zaman in 2009. He also runs a boutique with the name "J.", read as "Jay Dot", which has several outlets all over Pakistan

Say No to plastic shopping bags

Ecobags – A substitute

"Ecobages Pakistan" is a story about an average guy Umer Naeem hailing from Karachi, Pakistan. Two years ago he started to boycott the usage of plastic bags first individually, and now institutionally introduced a noble and unique cause to save the environment and make our country Eco friendly by using recycled bags.

Plastic bags are the biggest cause of environment damage as they take thousands of years to decompose, hundreds of thousands of whales, dolphins, sea turtles and other marine mammals die every year of ingesting these discarded plastic bags which they mistake for food. Umer decided to spread the awareness amongst people to stop them from using plastic bags.

Today, every five minutes 80,000 new plastic bags are being used in Pakistan, and they are disposed of immediately after single usage without any real concern for the environment. These bags then later on are dumped into the ground and sea which harm human and marine life.

Ecobags are producing bags with the recycled material. These bags can be used at grocery stores, departmental

stores, shopping malls etc, and these bags don't need to be disposed of but they can be used for a very long period of time.

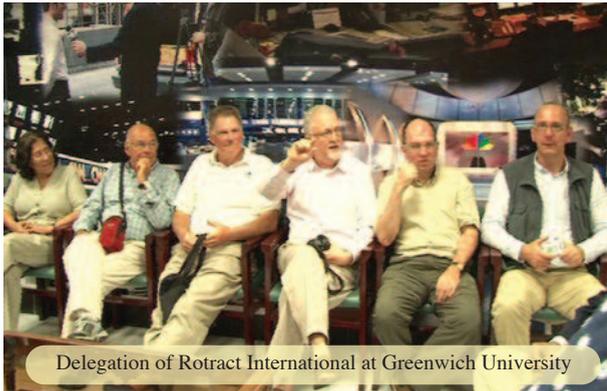
He went to a grocery store and an employee of the store told him that the store required about 4,000 plastic bags each weekend. Multiply that by all the grocery stores in the country and you get an idea of how many of these boys can harm the environment and harm our wildlife.

After two years of hard work and plenty of research he started manufacturing recycled bags in 2009 and he took initiative to protect the environment of Pakistan. Umer targeted all the departmental and grocery stores and educated them about their reusable nonwoven bags. He convinced them to use these recycled bags instead of using plastic bags.

Today, if not all, many people including commercial outlets are using ecobags and Umer hopes that one day plastic bags will be completely eliminated and that will lead to a cleaner and safer environment.



Committed to Conquer



Delegation of Rotract International at Greenwich University

There was a team of dedicated Rotarians from the United States and Canada and who visited Pakistan during July 14-20 and participated in the July 2012 NIDS. The team was specified home-hospitality and put up at residences of different Rotary members. They were out by 7:30, would mobilize at Polio headquarters with WHO, UNICEF and Govt of Pakistan health workers, be on the roads, house-to-house, cleaning up in Gadap area, Korangi orphanage, Afghan settlements in Sorhab Goath. All this was administering polio drops or spreading awareness, getting access to more and more underprivileged individuals. They met with opposition, were shot at, got sick, dehydrated, exhausted but still carried their flag of determination. They'd return home as late as 11:00pm or midnight and begin again early.

The team visited Greenwich University to meet with Rotractors on July 14th, 2012 who at the time were doing a car-wash, bake sale and a movie show, The Artist, as charity for polio. They appreciated the DO Boondh song and took CDs back. They suggested introducing community service as a discipline and appreciated the involvement of youth in volunteer service for the nation.

Greenwich University Rotract Club had arranged a Car



Rotractors, Greenwich faculty and staff prepare for a car wash

CAR WASH FOR A CAUSE



Wash for a Cause on July 14, 2012, for which Students has washed a large of cars of faculty, staff and students. The purpose of the event was to collect the fund for campaign against polio in Pakistan.

Rotractors at SOS Village



Greenwichians at SOS

The Rotract Club Of Greenwich Creek visited the SOS Village on September 2 to entertain and be entertained by the students there. They played the Dandia with them sang songs and our singer Absar Hussain sang for them.

Rotractors Qutub uddin Sheikh, Absar Hussain, Amer Hamza Asfand Yar, Vigha, Ms Tahira Khan and Ms. Roohi Ferooze distributed gifts and gave them a donation of Rs 3000/- from our Rotractors.

Then they were taken around their accomodation and showed around the amaculate conditions that are maintained.

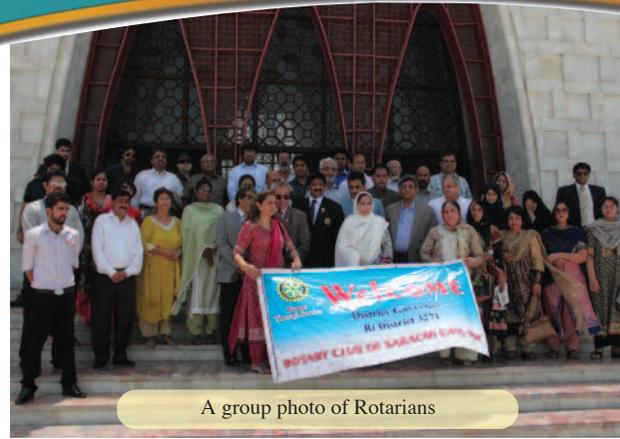
The evening ended with a treat to a lovely meal which everyone enjoyed

Instillation Ceremony

The new year July 1, begins with the instillation of new office bearer leaders down the triangle of hierarchy for Rotary (25 years upwards), Rotaract (18-30) and Interacts (10 -17).

As per tradition in Rotary district 3271, Southern Pakistan, we culminate at the Quaid's Mazar., which we did early in the morning with all our rotactors on Monday July 02,2012. There was the national anthem by Navy Bugle Blowers and a wreath laying ceremony by all new presidents and board members.

In the end the Governor thanked the Rotary Club of Korea



A group photo of Rotarians

that had sent a large consignment of rice for people in Sindh.



Members of Greenwich Rotract club at Quaid's mausoleum



Polio Workshop

A Polio workshop was held on July 28, 2012 at Sheraton Hotel Karachi. Presidents and President Elect of Rotary Clubs in Karachi were invited to attend the workshop, in a bid to enlighten them on the current polio status and the challenges faced by Pakistan.

The workshop was initiated with Tilawat followed by the polio jingle Do Boondh. The Polio District Chair DGE Dr. Pir Ebrahim Shah in his welcome address said 'we will work hard to towards polio eradication' and said we have appointed 'polio coordinators' of whom Ms Tahira A Khan from Greenwich is one, and she is also assistant governor, to enhance polio monitoring and surveillance. Dr. Andro Shilakadze, Chief Field Office UNICEF spoke on advocacy and creating public awareness, while Dr. Salah Tumsah, Sindh Team Leader WHO focused on the high risk districts and statistics of polio cases in Pakistan, the vulnerable areas and the obstacles we are faced with in recent times.

Cricket Celebrity Shahid Afridi met with the two polio survivors from FATA. He greeted them warmly and shook hands with the boys and their father.



Shahid Afridi participates in anti-polio campaign

Committed to Conquer SNIDs September

The hype that built up among students after a group of youth had a meeting to volunteer time and energy for the social responsibility cause of Create Awareness was amazing. Many joined the group even though their names were not designated to be there. It was those who wanted to see that every citizen they made contact with, on the streets, learns about the polio immunization drive, obeys rules while driving and also walking.

Their cause was launched as a three day campaign in collaboration with the Sindh Traffic Police, Rotary International and Greenwich University during September 10, 11 & 12, 2012. The three day campaign saw about 150 young leaders holding banners every time traffic stopped at the signal, with the message 'Say No to Breaking Rules Say No to Polio.' They made sure no one crossed the stop-



Students of Greenwich during "Say No to Polio & Say Yes to Rules" at Teen Talwar

line and then rushed to give the polio immunization message and badge. Accompanying children were given pencils and badges. The literature on polio in Urdu and English was cautiously given to appropriate members in cars and busses.

There was a constant powerful holler which went "Free Us from Polio, take your 2 Drops" and the whole group would break into the repetition. Every one on the street was ears and eyes for us. The round-about from two swords to three swords through to the intersection of Club Road, Sindh Club and the Metropole Hotel triangle saw three days of beautiful young Pakistani youth so full of energy telling people on the streets to stir up to their responsibility.

The entire campaign was covered by the print media, The Express Tribune, Pakistan Observer, Nawaaii Wakhat(Urdu), The Frontier Post, The News as well as the electronic media Health TV aired the campaign three to four times a day. The news websites of Pakistan also has the entire coverage. Nonetheless some students were also seen taking photographs among themselves. The third and final day culminated with the traffic police guiding the youth on how to go about getting driving licenses and there was an agreement worked out to train some youth in delivering lectures to school children on traffic safety and

polio immunization at regular intervals.

The day ended with tea and certificates of appreciation for voluntary service.

Rtn Tahira Ahmed Khan PP
Polio Coordinator Dist 3271 RCK Creek
Assistant Professor, Greenwich University



GREENWICH STAFFER GRIEVED

Data Entry operator Mr Abrar Hussain's father Syed Azam Shah passed away on July 10, 2012 at the age of 48. According to Abrar his father was a loving and a caring person who always protected him and his siblings from worries.

The management and faculty participated in his Namaz-e-Janaza held in a mosque near his residence in Shadman Town and offered condolences to the bereaved family.

May Allah rest his soul in eternal peace.

Sports

AZADI FUTSUL TOURNAMENT



Greenwich Futsal team with Ms Sadia Shaikh, Sports Manager (2nd R), Greenwich University

The Greenwich University participated in Azadi Futsal Tournament 2012 held at Education Bay from 14th to 16th July. Our team reached the semi-final of the event out of 36 teams which belong to clubs ours was the only university team.

The result of the matches were:-

Greenwich vs. Blitz club 4-1

Greenwich vs. Transworld club 2-1

Greenwich vs. Kanyans club 3-2

Greenwich vs. Asfans Club 5-2

Pre Quarter Final

Greenwich vs. Free Stylers Club 3-1

Quarter Final

Greenwich vs. Dawood Club 2-1

Semi Final

Greenwich vs. Abdullah Club 4-2

The Greenwich University futsal team comprised the following:

Abbas Lone (Cap)

Emad Mujeeb

Uzair Bakhrani (V.Cap)

Shifa Rehman

Haseeb Nadim

Omer Murtaza

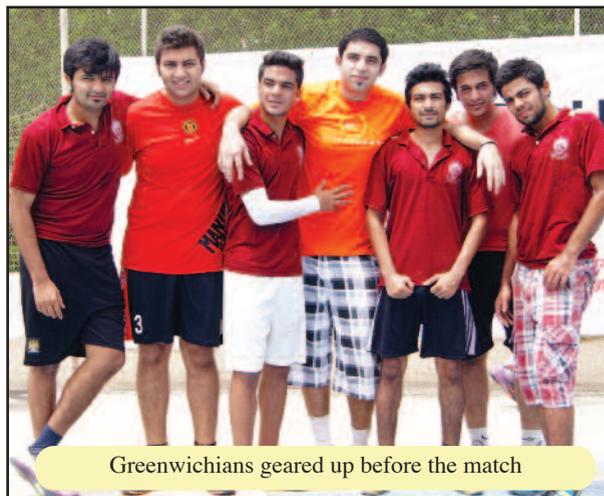
Salman Marfani (G.k)

Mubin Ejaz

Haris Almagir

Sadia Sheikh
Manager Sports

FUTSUL TOURNAMENT at Greenwich



Greenwichians geared up before the match

A "Futsal" tournament was organized at Greenwich University from 26th to 29th July 2012. The format of the tournament was "Inter Club" and ours was the only University participating in this event. Around 44 club teams participated in this event. Our team lost in the "Quarter Final".

Greenwich lost this match on penalty shootout against Baloch United on 29th July 2012. First the match was equal with 2 goals each and the result was same in extra time as well.

Salman Marfani did wonders at Goal keeping. Haseeb Nadeem played well as a striker.

The players who participated in this event are:-

Abbas Lone (cap)

Emad Mujeeb

Salman Marfani (G.K)

Haris Alamgir

Mubin Ejaz

Haseeb Nadeem

Sufiyan Mir

Uzair Bhakrani

Mehtab Hassan

Sadia Sheikh
Manager Sports

Greenwich Students and Faculty Participated In the PTV Morning Talk Show on The New Generation vs Old Generation

On June 13, 2012, Greenwich University students Ariba Shah, Absar Hussain, and Ms Kunzul Athar Channer alongwith Greenwich University Assistant Professor, Department of Humanities Ms Tahira Khan participated in the morning talk show New Generation vs Old Generation. It was a very interesting talk show where students defended the new generation and the faculty members presented the point of view of the old generation

Tahira A. Khan
Assistant Professor

Rebirth – Part III

(fiction)

A dangerous liaison

For a moment, my mind was blank, except for the fear that death would come any second. All it would take was a gentle pull of the trigger by this person and then there would only be darkness; But for the next five or so seconds, nothing happened. And then the stranger pulled away the gun, and put out his hand, helping me on my feet. He took off the scarf around his face, and his hat, and suddenly, I was thrown into a void of confusion and bewilderment once again. It was a woman. Well-built and tall, probably from the mountain climbing I figured, but with soft features.

At first there was silence, but I couldn't hold back the questions flooding my mind so I started asking her about what was going on, what this place was, who she was and what she was doing here all armed and attacking me. From the way she started, I felt like she knew this was coming. She told me that her name was Allison Shaw, and that she worked as an assistant to the Head of the Bio Mechanical Engineering Department at Meridian. She told me that she had heard about me through my late wife, who had become a close friend of hers over a period of time, more so in the last four or five months before her death. She told me about the day of her death, about how she was supposed to meet her for their weekly hiking sessions, but didn't show up. It was only around a week later that they found the body, and her worst fears came true. She subtly hinted that it might not have been an accident and there may have been foul play involved, but quickly moved on to how her life had changed after her death, and how it felt like a sister had been taken away from her.

I wanted to mention the secret files and the Project R plans that I had come across, feeling that if she was so close to her she would definitely know about them, but thought better off not discussing it at that point. Felt that it would be better suited at a different time and place. So I instead asked what she was doing here all armed and ambushing other hikers like me. I sensed she felt a tad uncomfortable answering, but mentioned again how she thought my wife's accident might not have been that, and that it made her feel more secure in the knowledge that she was could defend herself. She told me that she had become a little paranoid as a result too. There was a moment of silence. I had a million questions waiting to burst forth, but I controlled myself, knowing this was not the right time.

I decided that it would be better if we could meet again to discuss more about the past and so asked her if that was possible. She told me that she thought it was a good

idea, and we decided to meet up at Jameson Inn over the weekend, which was a nice seafood restaurant located near the island port.

It was time for me to head back. I said my good bye and asked her if she wanted to accompany me on the way down, to which she politely refused, saying she needed some more time to herself and would like to stay a while more. I made my way down, and got into my car. There was a lot of information floating in my head, but a lot of it was still missing. Three more days, I told myself, and then I will do my best to uncover the truth to everything that was eating away at my peace of mind. I also felt some relief, knowing that now I had that opportunity.

I started the engine, and decided to head over to the local pizzeria first, since all the climbing had left me feeling very hungry. It was going to be pizza and beer for dinner over a movie. I felt I deserved to give a treat to myself, after all the misery of the past months.

Throwing the bait

It was 8:30 pm on Saturday as I sat at one of the tables at the Jameson Inn, waiting for her. It was a nice, secluded place, with a lovely view of the surrounding sea. I sat on the first floor, which seemed the most private, with the staircase on the far side, a window to my right, wherefrom I could see everyone coming in, and the beautiful sea in the distance, the full moon lighting it up in the evening.

I was feeling nervous and jittery from all the anticipation. However, I did not have to wait long. Soon enough, a silver SUV made its way to the front. I could see her in the dim lights as she made her way inside the restaurant. I heard footsteps coming up, and then saw her as she made her way to the table. I got up to greet her. We shook hands and she sat down. The black dress she wore complemented her frame perfectly, and I couldn't stop looking at the beautiful waves in her darkish blond hair. The waiter, however, managed to grab my attention when he handed us the menus. We both placed our orders, and then it was finally me and her. We began with idle chit chat first, talking about work, about the day, anything to break the ice. As the conversation progressed, I started to ask her about how she started her work at Meridian, her progress, etc, in order to make her comfortable and ease out. Our dinner came, but our conversation kept flowing. Once again, I felt like the timing was wrong, but the need to ask her about my wife and her death weighed heavily on me. I started off by asking her how they had met, and how their friendship

progressed from there. I noticed her face taking a sad expression, moistness in her eyes as she went about telling me about her. All though this, there was no mention of any conspiracy or anything out of the ordinary. It felt like I was a fisherman throwing the bait, but the fish was maneuvering very smartly around it. I went a step further to try and get something out of her by telling her how our relationship had taken a nosedive a few months before her death, and if she knew what might have caused that. She was quiet for a moment, but then proceeded to tell me that she had no idea about that part of our relationship. She stuttered in her reply, and her eyes had lost contact with mine. This was enough to tell me that it was only her that could bring light to the darkness of the unknown in my life. But she was refusing to open up.

I knew the reason had to be Project R, and that she being so close to my wife, was surely a part of the inner circle that secretly wanted to see the shutting down of the project. She was treading the line very carefully, knowing full well that a slight slip up might give away a hint. I was doing the same, subtly keeping the topic alive but doing my best not to give away the fact that I knew anything. After we had finished our dinner, I settled the bill, and we made our way outside. I knew I had to do something. We were silent as I walked her to her car. She gave me a quick hug, thanked me, and got inside. As she was about to close the door, my desperation got the better of me. I wanted the truth at any cost, and I couldn't bear not knowing any longer. It had to be tonight, or never.

I asked her if she would like to meet me back at my place for a cup of coffee. That caught her a bit off guard; she looked me in the eyes, with an expression that was part blank, part quizzical, with a mixture of surprise and alarm. However, she quickly put her mask back on, gave a little smile, and said she was feeling tired and needed to catch up on some sleep. What was confusing me now was why she came to meet me in the first place, when she didn't want to suggest or hint at a conspiracy behind my wife's murder, the rebellion, or the project...anything to get me started. Didn't she want to know if I knew anything? Didn't she want to know who I was putting the blame on? Didn't she want to find out if I blamed their group for her death?

I figured subtlety wouldn't get me anywhere. I held the door open, looked her in the eyes, and told her that there was something that I wanted to show her, something that was very important and couldn't wait. The expression on her face turned serious, her jaw dropping just a little, eyes staring back at me, which told me that she had figured out now that I knew something. But once again, she regained her composure and with a straight face, asked me what it was. I did not want to give too much away at this point, but wanted to keep her curious and guessing as well, so I told her it was about my wife, and not something that could be discussed here. She paused a moment, and then finally agreed to come over. I told her to tail my car, and closed her door.

As I was driving over to my place, I kept looking in the rear view mirror to see if she was following. I had the fish in the net, but now I wasn't sure if I wanted it any longer. There was a slight doubt that kept playing at the back of my mind. I wondered what would become of it if she really didn't know anything about the project and was never a part of the inner circle.

When we reached my place, I unlocked the door and gestured her to go inside. She gave me a friendly smile, and went in. I noticed the neighborhood seemed eerily quiet, even though it wasn't that late, more so for a Saturday night. I took her coat, and asked her to make herself comfortable. She sat on the couch in the living room with her arms crossed. I switched on the lamp on one of the side tables and asked her if she'd like me to make her a drink, or whether she wanted to have coffee.

The rabbit hole goes deep.....

Omar Abbas
MS38 3293



Honor for Sadia Sheikh



Sadia Sheikh, Manager Sports Greenwich University has been nominated for PFF Futsul Committee.

The management of Greenwich University congratulates Sadia Sheikh for her achievement and hopes that she will do her best for the promotion of futsul in Pakistan.

**ALL PAKISTAN VIDEO/POSTER
COMPETITION ON ENERGY
CONSERVATION TO HELP
INDUSTRY**

Held by Government of Pakistan (Ministry of Industries)

Ministry of Industries is interacting with various stakeholders to promote efficient use of energy and to also go for 'off-grid' solutions using renewable energy so that energy on grid can be spared for industry. Commercialization/marketing of such concepts or products will raise awareness among people to adopt off-grid solutions.

In this back drop, Ministry of Industries Pakistan intends to hold an all Pakistan 'Video Competition' and 'Poster Competition' as part of an awareness raising campaign to disseminate the above mentioned information across the country through the electronic media in a creative way.

I participated in this Competition with keen interest and made a Poster on ZERO WASTE CONCEPT/ RUBBISH CAN GENERATE MONEY. I gave the concept through my creative designing TURN TRASH INTO CASH & BUILD A ZERO WASTE SOCIETY. A bin full of garbage is actually full of dollars if we make the best use of it by recycling it to new products, It's about rethinking waste as a resource. For example Aluminium cans can be easily recycled into new aluminum products, saving 95% of the energy to make cans from virgin ore and preventing the associated environmental devastation from mining. Similarly Scrap Iron extracted from garbage can be used in making steel bars which can be used for construction. According to garbage material research report there is 33.7% Plastic, 15.9% Paper, 13.2% Metal, 11.7% Glass, 5.2% Polystyrene, 2.1% Wood, 1.8% Rubber and 16.4% Misc items in it.

DEAN'S LIST

Undergraduate – Spring 2012

BS36 3141	Sidra Anwar	4.00
BS35 2944	Hira Altaf	4.00
BS33 2785	Lareb Jaffer	3.80
BS32 2657	Javairiya Abbas	3.60
BS35 2961	Sameen Abid Qureshi	3.60
BS33 2808	Kumail Soomro	3.50
BS37 3174	Umair Zia	3.50
BS33 276	Moeen Nawaz	3.40
BS35 2953	Janam Abid	3.40
BS38 3271	Haleema Memon	3.40
BS40 3520	Omer Khalid Khattak	3.40

Graduate – Winter 2011-2012

MS34 2859	Mirza Mustafa Baig	4.00
MS40 3566	Khawaja Arsalan Arif	4.00
MS30 2513	Anum Khan Niazi	3.75
MS38 3349	Amber Arshad	3.75
ME35 3012	Mohammad Mansoor Khan	3.60

We offer our heartiest feliciation to all the distinguished students who made it to the Dean's List.
WELL DONE !

**TURN TRASH INTO CASH
BUILD A ZERO WASTE SOCIETY**
For **CLEAN & GREEN** Future

Economic Development
Employment, Business
New Products, Resources

GARBAGE MATERIAL RESEARCH REPORT

Plastic	33.7%
Paper	15.9%
Metal	13.2%
Misc	16.4%
Glass	11.7%
Wood	2.1%
Rubber	1.8%

It's not WASTE until it's WASTED!

Designed By:
Muhammad Furqan Thepdawala (BS38-3343)
Student of Mass Communication & Media Studies
Contact: 0333-2219638

It's not WASTE until It's WASTED!

If this idea is perceived on a large scale, there will be many benefits to the society such as getting new products, resources and the opportunity of employment for hundreds of people. This will result in the overall economic development of the state as many developed states are doing.

I was awarded a Shield and Certificate by Deputy Prime Minister Pakistan/ Senior Minister for Industries

Muhammad Furqan Thepdawala
BS38 3343



Experience Enriches Learning



DK-10, 38th Street, Darakshan, Phase VI, DHA, Karachi-75500.
Tel:92-21-3584 0397-98, 3584-7662, 35847664 UAN: 111 202 303, Fax: 92 21 358 1910
Email:gu@greenwichuniversity.edu.pk URL: www.greenwichuniversity.edu.pk