

Quarterly Periodical

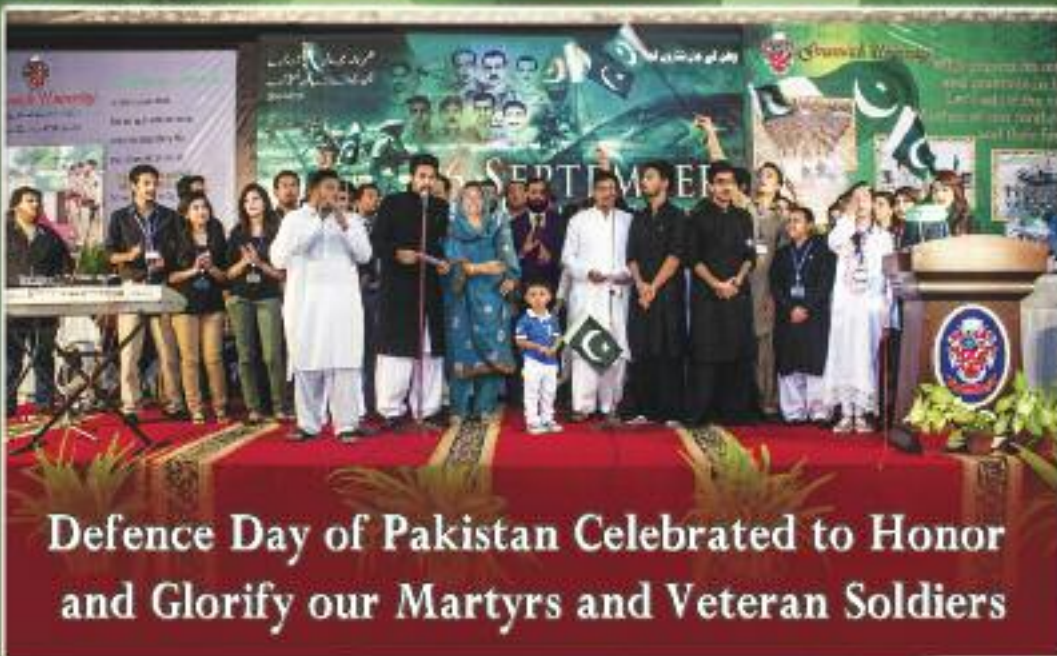


Greenwich University

Grvision



Independence Day Celebrated with Stunning Zeal and Fervor



Defence Day of Pakistan Celebrated to Honor and Glorify our Martyrs and Veteran Soldiers

Sound Banking Sector
Essential for Financial
Stability and
Economic Growth
International Conference
on Modern Banking



Media is a
Double Edged Weapon
Greenwich hosts two day
Media Conference



"Reading brings out the
creative side in you"

Sarmad A. Ali

Managing Director, Jang Group



Ali Nasir

TV Anchor

Greenwich Alumnus

The Life Line we Cherish



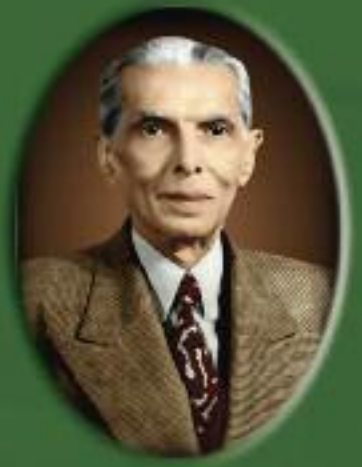
سو جاؤ عزیزو! کہ فضیلوں پر ہر ایک سمت
ہم لوگ، ابھی زندہ و بیدار کھڑے ہیں

Greenwich University

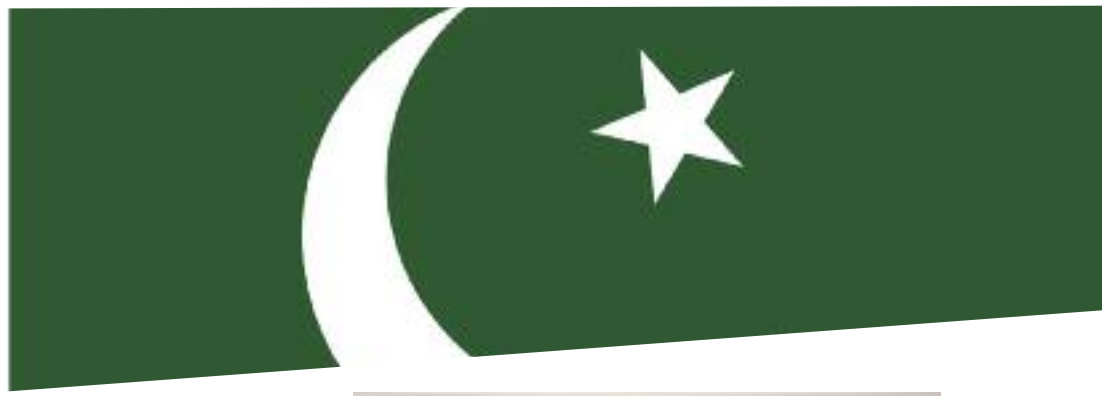


Defence Day of Pakistan Celebrated to
Honor and Glorify our Martyrs and Veteran Soldiers

یوں دی ہمیں آزادی کہ دُنیا ہوئی حیران
اے قائدِ اعظم تیرا احسان ہے، احسان



**Independence Day Celebrated
with stunning Zeal and Fervor**



Hark, ye Youth, For the Country Calls!



Seema Mughal, Vice-Chancellor

By involving our young generation in celebrations of our historical achievements and national heroes, we instill in them patriotism and a sense of dedication towards Pakistan, for we cannot always build the future of our youth but we can build the youth for our future. It is our hope that the youth will develop a stronger sense of themselves, their community and their nation. Let our younger generation know that patriotism is not a short and frenzied outburst of emotion but the tranquil and steady dedication of a lifetime.

Let us together give thanks to the Almighty for His infinite mercy and blessings for our independent homeland. It was with this feeling of supplication that Greenwich University celebrated 14th of August and 6th of September, 2013, also attended by civil dignitaries and those of armed forces, to convey the message, particularly to our youth, that freedom and honour we enjoy today did not appear by chance or was handed to us for free. On the contrary it had to be fought for and safeguarded. Lest we forget, our country's independence was achieved and the soil of the motherland preserved because it was a gallant struggle by our people and the armed forces who made great sacrifices involving great loss of lives and property.

We are all too aware that the major challenges confronting any nation which has gained independence is how to unleash the potential power of freedom through nurturing of its national soul and mindset after its own mould. Although we have been an independent nation for 67 years, we are saddened to note that the meaning of our nation's independence seems to have been lost on us and especially our younger generation. By involving themselves in the national events the younger generation would learn the full truth and increase their sense of attachment to the nation because it's so important to have a sense of obligation to try and understand and be interested in the lives of those around us. As such, we aim for patriotic feelings in our youth to lead to

increased civic engagement and act as an antidote to the disenchantment and cynicism rampant among the young.

I feel truly proud of the brilliant performance of students who put in all their hard work and dedication in both the events to prove to themselves and everyone what they are capable of. Keep up the good work, you surely deserve this recognition!

I also take this opportunity to congratulate my faculty, staff and administration for doing all that extra work while continuing in their full time position. It must have been extremely ambitious requiring a lot of effort, enthusiasm and insight to perform the best possible as I intently wished it to happen.

It gives me immense pleasure to note that response to the University journal has all through been overwhelming. The wide spectrum of articles gives a sense of pride that our students possess creative potential and original thinking in ample measures. Each article is entertaining, interesting and absorbing. I applaud the contributors for their stimulated thoughts and varied hues in articles contributed by them.

Commendable job has also been done by the editorial board in planning and producing the magazine. My congratulations to the entire team who took the responsibility for the arduous task most effectively. ■

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We value your feedback and welcome your comments, although we may need to edit them for style and length. Email or write to us at:

fsaleem@greenwich.edu.pk.

Dear Readers,

You must be waiting for this issue of the G-Vision for some time longer than usual. You must be knowing that we had national events of great import.. Independence Day and Defence Day, for which our students made gorgeous preparations, invited a whole lot of dignitaries, and with all fun and fare, hosted them on campus. We, therefore, made it a point to include them in this issue for our readers.

G-Vision serves the institution best by practicing what Greenwich as country's flagship university exemplifies: unfettered inquiry, judicious skepticism, and the free presentation of contending ideas. To do so respects the intelligence of a sophisticated, well-educated audience and the principle that honesty is the base on which meaningful bonds are built.

Our paramount concern is to engage the reader, always keeping in mind the ways the subject and the reader might connect. As the voice of the university, G-Vision creates a provocative, stimulating, and thoughtful dialogue with the reader; and provides a variety of perspectives and voices that reflects the dynamism and diversity of the university community.

It is with that and the promise I made to you in the last issue in mind that we embarked on a full top-to-bottom analysis of the magazine. We discussed its audience, its purpose, its costs and its process of creation with an eye toward a fresh new layout and streamlined production. We talked with our development colleagues, invited comment and got feedback on the present design and layout.

About 70 percent of readers say they prefer to see the magazine in print rather than online; however, 15 percent were interested in seeing both print and online versions. In terms of topics you deem important, we gleaned a lot of information, too. Sports, projects and institutional traditions received the strongest response of all, at 85 percent of respondents, but campus growth and facilities, events and national and international tours received strong interest as well.

Our thanks are due to all those who have assisted us in producing this magazine and we particularly express our heartfelt gratitude for the messages of goodwill received from eminent personages. These good wishes will continue to give us hope and courage.

Now, it is your turn to talk. Just click on one of the interactive links on our website and you can give us the news about you and your friends and surroundings. Send us your photos. Send us video files. We love to hear from all our alumni and friends, and this is a great way to create a dialogue.

But then, that's what Greenwich University has been all about through the years, and that's why we think you're going to like this issue of the G-Vision. So, look around, enjoy reading about what's happening today at Greenwich, send me your thoughts and ideas, and then keep checking back with me.

Happy reading,

Farhat Saleem
Editor



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Rejuvenating the Spirit of National Independence at Greenwich University

Greenwich University celebrated 67th Independence Day of our beloved homeland Pakistan with zeal and zest. All the students, faculty and management attended the event marking the independence of Pakistan on the historic day of 14 August, 1947 after a lot of struggles through history.

The atmosphere was filled with joy. Colourful balloons and fresh, fragrant flowers added to the gaiety of the spacious courtyard where the event was celebrated.



The Vice Chancellor and Registrar flanked by faculty, management and students unfurled the national flag



Mr Amed Kamran offering Na'at

Mr Mian Muhammad Afzal offering dua

Hosting the ceremony Zara Sethi Masters student

Pakistani spirit wears no political label. In service to others and yes, in sacrifice for our country, there are no sects, castes and group, they are only Pakistanis, imbued with the lofty spirit of patriotism and a longing for an ideological objective, for the restoration of national identity that, in our eyes, has fallen into decline, for freedom cannot be bestowed, it can be achieved. Patriotically chanting 'Pak ser zameen shad baad.....' we are not talking about the government, or foreign policy, or economic power, we are embracing freedom, freedom to choose destiny. If not for patriotism, we would not have broken from India and we would not have our own constitution that makes us free.

The Greenwich family donned bright patriotic colours as we celebrated the eventful Day with a line-up of activities. The celebrations started with the unfurling of the na-

tional flag by the Vice Chancellor and Registrar with a large gathering of faculty, staff and students. The event formally took off with the recitation of the Holy Quran by Mr Imtiaz Ali, student of Bachelor of Science in Business Administration. Hamd was presented by Mr Syed Absar Hussain. Naat was presented by Mr Ahmed Kamran, In-charge Student Affairs. It was followed by the recital of the national anthem.

Patriotic national songs rendered by energetic students dressed in green and white touched the sentimental chords of every one present.

- Group of students from 1st semester, Bachelors of Science in Business Administration: 'dil dil Pakistan.....'



Group of students chanting National song

Dressed in twin colours of the national flag, Umer Khan (L) Naveedullah (R) performing National songs



Freedom brings Enthusiasm!
From (L to R) Imtiaz Ali, Marium Zara, Absar Hussain, and Suleman Farooq

- Naveed Ullah (Bachelor of Science in Business Administration): ‘hai juzba junoon’.....
- Suleman Farooq (Bachelor of Science in Business Administration) ‘Junoon say aur ishq say milti hai azadi
- Maryam Zara (Bachelor of Science in Business Administration): ‘teri wadi wadi ghumoon’... ..
- Umer Khan (Master of Science in Business Administration): ‘teray bina dil na lagay.....’
- Syed Absar Hussain (Master of Science in Business Administration): ay watan pyare watan & ay raah e haq ke shaheedo....

Pakistan is our country. Let’s cherish these natural wonders, cherish the history as a sacred heritage, for our children and for our children’s children. Let us not allow selfish men or greedy interests skin our country of its beauty, its riches or its history.



Patriotic Exultation

At the end of the ceremony solemn prayers for Pakistan were offered by Mr Mian Muhamamad Afzal, head, Department of Corporate Services and Placement. He paid tribute to those who sacrificed their lives during the freedom struggle. To celebrate 14 August in its true spirit, he said, we need to look at the dream of our forefathers and carry on the hard work where they left it, to fulfill their dream.

The Event was very hosted by Ms Zara Sethi, Student of Master of Science in Applied Linguistics

At the end of the event there was a close session of group photo. Delectable breakfast was served to participants of the programme. ■



The audience facing the stage



GREENWICH UNIVERSITY COMMEMORATES DEFENCE DAY OF PAKISTAN

*Defence Day Martyrs
For Whom the Bell Tolls!
Great heroes, you laid your lives for the country
And left footprints on the sands of eternity
To be followed with honour by posterity*

Stunning arrangements were made on 6 September, 2013, to commemorate the Defence Day of Pakistan at Greenwich University campus in which, apart from students, staff and administration, most distinguished speakers from the armed forces and their closest relatives paid profound homage to the martyrs who laid down their lives during Sept 1965 Indo-Pak War defending the borders of our motherland.

Administrator DHA Brig Muhammad Abdullah was the chief guest of the ceremony while a war veteran of 1965 war Lt. Gen (R) Jahanzeb Arbab was the guest of honour.



Romana Ansari, daughter of flt. Lt. Waseem Ansari Shaheed (T.P)

Khalida Saadat, Sister of Maj Shabbir Shaheed (N.I)

The students of the University presented a very inspirational and emotionally moving programme on the occasion in which innovative documentaries prepared by them



Vice Chancellor addressing the mammoth gathering

on our war heroes were also played while the university band presented patriotic national songs. The speakers stressed the need to rekindle the patriotic fervour of September 1965 war in the nation and especially the youth of today for confronting the new and far more serious challenges posed to the country from the militants, extremists, fanatics and other unscrupulous forces. Just like armed forces, they said, the youth are an asset for the nation and, in the face of impossible odds, since they love this country, they can change it. Brig Abdullah paid tremendous tribute to the armed forces and the people of Pakistan who vanquished a many times larger enemy and tarnished their image in the 1965 war. He said our armed forces imbued with lofty patriotic spirit rendered supreme sacrifices and laid down their lives for us to live in safety and honour today. He added that the examples of valour and courage set up by the armed forces were unparalleled.



Chief Guest: Brig. Muhammad Abdullah, Administrator D.H.A

Guest of Honor: Lt. Gen. (R) Jahanzeb Arbab



Dr Zubair Alam, Brother of M.M. Alam

Maj (R) Saadat Ali Khan, brother in-law of Maj Shabbir Shaheed (N.H)

Wing Cmdr. Hassan Pervez brother of Maj Aale Ahmed Shaheed

Col (R) Nasraullah Khan, Father of Capt. Farhan Ali Shaheed

Lt. Gen (R) Jahanzeb Arbab pointed out that our valiant Defence Forces not only gallantly fought against the enemy ten times the size but also thwarted their plans, foiled conspiracies and gave them an exemplary defeat. He poignantly recounted the courageous deeds of his infantry battalion which he was then commanding at Sulemanki sector and described how his regiment penetrated deep into the Indian territory with remarkable confidence and success capturing a sizeable area of India.

an ideological objective for the restoration of national identity.



Students presenting National Songs



Salman Aziz, student of BS-BA program Master of Ceremony

Mian Muhammad Afzal, Head Corporate Services and Placement Host of the ceremony



Tahira Khan, Asst Prof. Dept. of Humanities

Aqeel Ahmed, Asst Prof. Dept. of Business Administration

Sister of Major Shabbir Shareef Shaheed (Nishan Haider), Dr Zubair Alam brother of late Air Commodore M.M. Alam who shot down five Indian Hunter planes in a minute on 7 Sept 1965 at Sargodha and created a world record, Wing Commander Hassan Pervez brother of Maj Aale Ahmed Shaheed, Ms Romana Ansari, daughter of Flt. Lt. Waseem Ansari Shaheed and parents of Capt. Farhan Shaheed also spoke on the occasion. Poignantly moving sights were witnessed when the relatives of the honoured martyrs stepped up on the stage to express their feelings for their loved ones and thoughts and longing for

Ms Seema Mughal, Vice Chancellor, Greenwich at the University especially as part of a deliberate and thoughtful programme with a guided mission to systematically groom students so they could get inspiration and motivation from the glorious deeds and superior thoughts of our heroes and ancestors. She maintained that our country will, forever remain the land of the free for the fact that it



From (L to R) Kunzul Akhter Channer, Areesha Irfan, Samir Ansari, Hafsa Qadeer, Umair Ahmed Khan and Marium Zara presenting National Songs



The family members of the martyrs and other guests watching the proceeding of the event intently



Chief Guest Brig. Mohammad Abdullah signing the visitor's book

is the home of the brave. There's no greater love for a man than to lay down his life for his country. We are living testimony to their courage and willingness to risk their life for their countrymen. There is no greater act of patriotism than that.

a generous amount to the University for the noble cause of education and towards crusade against illiteracy.

Ms Seema Mughal presented the University Crest to Brig. Mohammad Abdullah, Administrator, DHA. He donated

The programme ended with enthusiastic chanting of the national song 'Hum sub ki hai pehchaan Pakistan.....' by all those present, with the Vice Chancellor and the Administrator DHA leading the front. After it was over, scrumptious dinner was served to the participants. ■



Soul-Stirring National Song in Chorus



Ms Seema Mughal presenting the University Crest to the Chief Guest Brig. Mohammad Abdullah



Salute to a Martyr

Let us all be brave to die the death of a martyr because martyrdom does not end something, it's only a beginning of an unending life.

Impression by:
 Sapna Jatoi - MA44 4001
 Student of M.A English





Sound Banking Sector Essential for Financial Stability and Economic Growth

— Sirajuddin Aziz, President, Habib Metro Bank

Greenwich University organized an International Conference on Trends in Modern Banking on Saturday, April 27, 2013 from 10: 00 am – 05:30 pm at the University campus. Scholars and professionals from Germany, USA, Canada and Pakistan participated in the conference.

The Conference aimed towards developing an understanding of the paradigm shift which has taken place in the banking sector in the 21st century as a result of globalization, deregulation and technical advance, to develop an understanding of the paradigm shift in the trends and practices in the Banking sector, which has magnified the element of risk in banking. The conference was attended by a large number of bankers, faculty and students and dignitaries related to finance and banking field.

It was emphasized by the speakers that a vibrant banking sector is vital for the development of economy. Indeed, as pointed out by Maria Sanchez Financial Consultant, Consumer Banking, Frankfurt Germany, “The economy can be divided in the entire spectrum of economic activity into the real and monetary sectors; the real sector where production takes place while the monetary sector supports this production and in a way is the means to the end”. The recent turmoil in the European Union has once again highlighted the critical role of a sound banking sector for financial stability and economic growth. While it is indeed the nation’s economic engine which provides support to the real sector, it is also at the same time a part of the wider system with close interdependence be-

tween the two. It is, therefore, susceptible to systemic risk. Consequently, turmoil in one has spill-over effect on the other.

The Banking sector has immensely benefited from the implementation of superior technology during the recent past almost in every nation. Productivity enhancement, innovative products, speedy transactions, seamless transfer of funds, real time information system, and efficient risk management are some of the advantages derived through technology.

The banks have been forced to rebrand their approaches. In addition Islamic banking has taken roots and is attracting more and more people. In the changed scenario, the banks are engaged in identifying new business niches, developing customized services, implementing innovative strategies and capturing new opportunities. There is a clear trend towards relationship banking, that



Greenwich faculty with students



Banking and financial experts addressing the conference
From (L to R) Saleem Zamindar, Muhammad Ali Saeed, Ahmed Ali Siddiqui, Naila Sajjad, Syed Jahangir Shah, Raees Uddin

is a bank packaging several financial services to make them all more appealing to customers and keep them from opening a checking account alone.

Pakistan presently has 86% unbaked population indicating that the average Pakistani household remains outside the formal financial system. However, efforts are being made to reduce financial exclusion in the country through branchless banking and extension of micro finance facilities.

While innovation is essential to maintain competitive edge, it needs to be recognized that the inherent nature of banks makes them vulnerable and they face myriads of risk. Hence prudence demands that they carefully balance risk appetite and risk strategy. They must always keep a watchful eye on their capital, liquidity and leverage as well as cost effectiveness. Adherence to regulatory and compliance requirements is obviously essential. Even more important is the building of a strong credit culture within the organization and training of the staff.

The scholars and professionals who presented their research articles and addressed the conference were Mr Moez Allidina, an Alumnus, & Research Associate Greenwich University, who is pursuing higher studies in Canada, as well as working in Canadian Bank. The 2nd scholar was Ms Naela Sajjad, Head, Resourcing & Compensation, HBL; Mr Muhammad Ali Saeed, Faculty, Department of Economics and Finance; Ms Maria Sanchez, Financial Consultant, Consumer Banking, Frankfurt, Germany; Mr Raeesuddin Khan, Director, R&D Training, Institute of Securities, Management & Research; Ms Mehrun Nisa Wassan, Alumna Greenwich University, & Economic Officer, Royal Thailand Consulate General;



Chief guest Mr Sirajuddin Aziz, President of Habib Metropolitan Bank along with faculty and students

Mr Hameeduddin Ahmed, Head of Internal Audit, Pak Oman Microfinance Bank; Mr M.A Khan, Freelance Trainer, Content Writer & Senior Consultant of Banking; Mr Saleem Zamindar, Member, Board of Directors, Pak Kuwait Investment Co. Ltd; Mr Mustafa Ramzan, Business Head, Branchless Banking, United Bank Ltd; Mr Ahmed Ali Siddiqui, Head of Product Development & Sharia Compliance, Meezan Bank Ltd; Mr Babar Yousuf, Alumnus Greenwich University, Consultant World Bank (CGAP); Mr Najeeb Ashraf, Head of Specialized Functions, The Bank of Punjab, and Syed Jahangir Shah, Banking Success Department, State Bank of Pakistan.

A wide range of Banking aspects was covered by the participants, such as Recent Trends and IT Innovations in Banking Sector, Branchless Banking in Pakistan-its challenges and applications, Risk Capital Management, Bank Capital Award, Banks and Capital Markets, enhancing Customer Service in Retail Banking, an Analysis of TD Canada Trust, Risk Management in Banking, Microfinance Banking etc.

Mr Sirajuddin Aziz, President & CEO, Habib Metropolitan Bank Ltd was the chief guest of the conference. During his address to the youth of Greenwich University, Mr Aziz advised the students to concentrate single-mindedly on their studies and with the aim to achieve the highest and best. His words of wisdom and the way they were put forth will continue guiding the students throughout their lives. During his address, he also advised the students never to take things for granted, and adopt a probing approach to achieve the best for others to emulate.

In his vote of thanks Dr Shair Sultan Mughal, Dean Faculty of Management Sciences, expressed his thanks to all the distinguished guests, Conference participants from Pakistan, Germany, USA and Canada, students, the partners in the conference i.e., Habib Metropolitan Bank, Jehan-e-Pakistan, CNBC, Samaa TV, Samaa FM and Aaj TV, Faculty, and the organizing committee, on organizing this prestigious International Conference on trends in Modern banking. ■

Zafar Iqbal Saifi
Asst Prof. and Head, Department of
Economics & Finance

Entrepreneurship Is An Attitude of Mind

Kara Babrowaski, Economic Advisor at the US Consulate Karachi motivated the students to become entrepreneurs.

Starting off a business seems like an ordeal, involving a lot of finance, and a massive know-how, but at times it can be just the right moment and efficient guidance from someone's experience. It is a process through which individuals identify opportunities, allocate resources, and create value. This creation of value is often through the identification of unmet needs or through the identification of opportunities for change.

Kara Babrowaski, Economic Advisor at the US Consulate Karachi addressed students and faculty at Greenwich University. She showed photographs unfolding her life story as growing with her siblings and parents around. She narrated how the instinct for entrepreneurship was born into her when she walked neighborhood dogs, set up a lemonade stand and other such jobs with the initial finance given by her parents. Kara and her sister were the resource at work.

So it is from within that the inner self is guided by the outer needs as per say, she explained. Also she spoke of how soft loans are given to young entrepreneurs by financial institutions in most parts of the world. The exceptional development in the world we are witnessing today is merely because of human hard work, time dedication and risk management. So there is no question of sitting idle and waiting for opportunities, as they will never knock on your door, you yourself have to create them.

One major hindrance in the way of transforming ideas to realities is behavioral instincts like shyness, lack of courage, hesitation and lack of initiation etc. Remember one thing in your life... when you are heading in right direction never think what people will say, just do it with absolute determination. This will surely make you suc-



Kara Babrowaski addressing the audience

cessful as what we persist in doing becomes easier for us to do, not because the nature of job has changed but power to do it has increased.

Entrepreneurs can play a very effective role in the economic prosperity of a country. We just need to revamp our strengths, put together all innovative ideas, plan our actions bravely, and trust in their finality. Resource creation is more important than efficient utilization of available resources. It is very important to work out mind blowing ideas and shape them into mundane utilities. We just need to develop a habit of thinking outside the canvas and focus on our surroundings to stimulate our intuition.

The most important reason why entrepreneurs help the economy is due to the creation of new jobs. Another way that they have helped the economy is by innovation and research and development. New inventions can improve the economy because they can provide better ways of doing tasks, and can also lead to new businesses that contribute to the economy. Entrepreneurism also helps the economy by creating wealth for many individuals seek-



The guest along with the faculty



ing business opportunities. Both the new business and the wealth the owner can obtain will help boost the economy by providing new products as well as the spending power created for the entrepreneur.

It also provides a way for you to become self-sufficient. The rewards to starting a business can be great. If you can uncover the right opportunity, you know that business will come from the independence, financial rewards, and job satisfaction that will follow the entrepreneurial activity. The new challenges can become very rewarding as one works through them, not only financially, but on a personal level as well. It is very rewarding to accomplish something that others do not, and entrepreneurship can

provide this chance. This job-satisfaction is important to your self-worth. **“Promoting entrepreneurship and enhancing the entrepreneurial dynamic of each country should be an integral element of any government’s commitment to boosting economic wellbeing,” Kautz.**

Denmark leads the world, with Sweden, USA second and third respectively where economies are being fuelled by entrepreneurs. Denmark with high levels of innovation (it’s number 2 in Prosperity Index), with the seventh best R&D levels, business startup costs are the lowest in the world.

She concluded by saying that starting a business sometimes may sound very easy but the fact that she stressed on was the need to look for the opportunity yourself in your own environment. Looking into the future to discover the dynamics of need is the key factor which one can only tap if he or she has a creative, innovative mind for market essentials.

As a memento of thanks Greenwich shield was presented to the speaker. ■

MS, Ph.D Open House

Greenwich University has successfully established itself as a centre of excellence for decades, striving for better and more innovative ways to provide the best education to its students. The persistent pursuit for the highest level of education to the students has resulted in a number of breath taking accomplishments from having highly experienced faculty and PhDs to a separate and independent Greenwich Research and Development Centre (GRDC). Having a solid research foundation in terms of faculty and facility, Greenwich University plans to launch its MS and PhD programs. These programs would not only offer the top of the line most modern courses in line with the required standards, but would be further complemented with the extensive individual attention which Greenwich is famous for, which is vital of researchers at this level.

Greenwich University conducted an open house session for the MS and PHD program on 15 May 2013 when students and professionals interested in MS or PhD programme were invited. Two such sessions were conducted one after the other to accommodate the interested candidates of which most were enthusiastic professionals. The open house session started with a small presentation about Greenwich University and later by the MS and PhD program details which were essential for those interested. The presentation was carried out by Dr. Sultan and included the duration, cost and courses for each program.

During this time a number of participants registered for the MS and PhD programs scheduled to start in July 2013. After the presentation, participants keenly asked a number

of different questions related to the programs, eligibility and other relevant issues. The pre-requisite for the MS and PhD program are the GAT general and GAT subject tests respectively which elicited the most number of questions, showing the level of interest by the participants. The discussion made it clear the GAT general (for the MS program) is a test of general knowledge relating to subjects like logic, math and English. GAT Subject (for PhD program) on the other hand relates itself to specific field such as management sciences, literature, or computer sciences. The matter of concern to the students was that the GAT Subject is offered for 42 subjects for which only one official book is available in one subject, that is, Agriculture in Pakistan.

The participants met the PhD faculty and eagerly registered for the programs they were interested in. Most of the participants have taken their admission test the results of which are being processed. More admission tests are under way for both the programs for which interested individuals are submitting their applications in considerable numbers. It is worth noting that the participants were from both, private and public sector, showing keen interest in the programs, and appearing in the admission test. All the participants were provided with the syllabus, brochure and outlines which are available to all and any interested individual at the university. ■

Muhammad Abu Bakar Awan
BS37 3171



Media Is a Double Edged Weapon

Greenwich hosts two day Media Conference

There can be no denying the fact that the progress and development of a nation depends on the communication facilities it evolves and implements. Communication is a vital component of democracy and the existence of a powerful and effective communications system symbolized by the press, TV and social media is one of the reasons why democracy has thrived in different countries for more than 100 years and is held up as an example for others.

However, with the growth of technology and the introduction of new varieties of media-- television, 24-hour news channels, the internet and the speed became the major emphasis for the news media. Now developed a keen competition among the media channels to be the first to present the news.

Nevertheless, many traditional countries had never depended on the press for information dissemination. There



Munawwar Mirza

The aim of the Media Conference at Greenwich University was to discuss issues, scope and challenges faced by the media in the contemporary world. Journalists from diversified field were present at the two day Media Conference, organized by the department of Mass Communication & Media Studies of Greenwich University Karachi. The Topic of the two day Conference was "Media Today"

The Conference was held on June 10th and 11th, 2013.



Educationists, print and broadcast journalists sharing their views
From (L to R) Prof Dr Muhammad Ali Qadri, Zaheer Khan, Tabaan Zafar, Prof. Shahida Qazi, Mifrah Haq

were a lot of local, traditional methods, which now seem to be falling by the wayside. The beating of the drums to announce the ruler's proclamations was probably the first communication tool of mankind. Plays, puppet shows, dance and music, were all communication tools. Some have gained popularity some are waning.

During the four sessions of the two day Media Conference as many as twenty one speakers addressed the students and the faculty members. Galaxy of Journalists from print, electronic, social media and film and documentary makers shared their rich experience with the faculty and the students of Greenwich University.



Group photograph with students

Former Chairperson of department of Mass communication of University of Karachi and IOBM and Ex News Editor of PTV, Professor Shahida Qazi, addressing the conference as chief guest said that English language journalism follows ethics in a better way and focuses on authenticity rather than sensationalizing the news. The truth, however, is relative. One man's truth is another man's distortion. People differentiate between truth and falsity through a certain sieve they adhere to. And in today's world where there is a cocktail of ideologies and philosophies, figuring out the truth is at best an educated guess—



From (L to R) Faiza Siddiqui, Ovais Ahmed Mangalwala, Uzma Ejaz and Kashif Ali Hashmi making their points

unless of course the whole world starts seeing things through a single lens.

Professor Dr. Muhammad Ali Qadri, Chairman department of Political Science of University of Karachi and Host of various TV Programmes on ARY, speaking on the occasion said that there are issues which are unnecessarily highlighted in the media creating confusion in the minds of the common man. Major part of media is absolutely non-objective, complete lies, omission of fact, neglect to report on real news. The pressure to produce constant unimportant news, all day, every day, on single issue results in overrepresentation of that news. For example, when there is even a minor blast, most of the news channels report almost exclusively on this topic for hours and ignore news with more significance to people's lives. He said that our media should gear up to meet the challenges of the western media.

Chief Operating Officer of Indus TV Network and Former Director of PTV, Mr Zaheer Khan, was of the view that Today's Media is not mature. He said that it seems that there is dearth of ideas and creativity in the domain of drama and entertainment.

The Head of the department of Mass Communication & Media Studies of Bahria University and Columnist and Analyst, Mr Munawwar Mirza, addressing the conference said that there is room to improve the contents of news. He maintained that the present day news bulletin is more fun than information and therefore needs to be improved. Some of the channels and media anchors are working for political parties. For instance, the real issues in Pakistan are socio-economic; the terrible poverty in which about 80% of our people are living, the massive unemployment, unbearable load shedding, the abnormal price rise, lack of medical care, education, the ruin of institutions, breakage of fibre of the society, unaffordable higher education, backward social practices like honour killing and caste oppression, religious fundamentalism and so on. Instead of devoting most of its coverage to these vital issues, the media focuses on non-issues like individual rape and killing cases, repeated entertainment programmes and talk shows etc.

Secretary General of Karachi Press Club, Mr Amir Latif said that the present Media is controlled by the corporate world. Qualitative, independent media reporting can play an important role in pressuring the government to act in the public interest. It can change opinions because it has access to people and this gives it a lot of strength. Power of media can transform the whole society or it can be used as a **'weapon of mass destruction.'** However, he added, that there are many journalists who are strictly following the ethics of journalism and are excelling due to professional approach. But they are always under multiple threats.

“Qualitative, independent media reporting can play an important role in pressuring the government to act in the public interest. It can change opinions because it has access to people and this gives it a lot of strength. Power of media can transform the whole society or it can be used as a ‘weapon of mass destruction.’”

Sub Editor, magazine section, Express Tribune, Mifrah Haq, a young, bright & brimming graduate from Boston University, U.S., said that the print media has progressed manifold. She praised the role of media in highlighting various social issues particularly pertaining to women. She was of the opinion, however, that media can play public accountability role by monitoring and investigating the actions of those who are granted public trust and who may be tempted to abuse their office for private gain. The media should work to educate the people, to help the people and to liberate and empower. There are times when they should put their personal interests at the back of their mind and show things that could be beneficial for the country and its people and stop this race of breaking first news.

Anchor of Express TV, Mr Ovais Ahmed Mangalwala



From (L to R) Hamid Saeed Rajput, Faisal Siraj, Taban Zafar, Abdul Wali, Zaheer Khan, Amir Latif and Ali Nasir, with Greenwich memento

said that Media is like an institution, it teaches you how to style yourself and more over it influences the masses to create a political stance. He was of the view that just to increase the ratings of the channels, they play with the emotions and feelings of the audience.

Former Controller of PTV, Mr. Hamid Saeed Rajput, in his address said that blatant pronunciation mistakes are made by many anchors. He said that anchors should be trained to read the news and for hosting shows.

Others who spoke during the two day Conference were, Saif-ur-Rehman, Desk Editor PTV-K, Irfan Sayani, animator and Lecturer at Bahria University, Faiza Siddiqui,



A glimpse of the audience

Producer Hero Tv, Kashif Ali Hashmi, CEO Skill Excellence, Uzma Ejaz, Anchor CNBC, Ali Nasir, Anchor Business Plus and Indus TV, Abdul Wali, Senior Correspondent Jahan Pakistan, Sabin Agha, former reporter BBC and freelance journalist, Nina Qazi, Head, Citizen Journalism Department, Live Rostrum, Taban Zafar, Senior Producer Samaa TV, Faisal Siraj, Film, TVC and Documentary Producer and Ahmed Jalbani, lecturer at Indus Valley and professional photographer. They said that despite a large measure of success in mass communication one big lesson that emerges out of the scene of communication is that we must continuously rediscover the goals and dimensions of mass communication and media. To this end, our communication system, our postulates, our media's role and their functions need to be periodically assessed, modified or revamped. This would help us realize our cherished dreams of a bright future without being swept off our feet or alienating ourselves from our fundamental values. Here the application of feedback research

is significant. So is the contribution of a professionally and media-oriented and socially active training system, which can strengthen the capacity for attracting, to the communication, advertising and public relations professions men of vision, integrity, independent judgement and professional aptitude. This would help equip them with media climated and field based knowledge and skill to serve our society.

The Speakers were of the view that media should grow mostly out of people's participation and people's satisfaction, the essential ingredients of which are:

1. A sense of feeling to have actively participated:
2. A sense of pride in evolving co-operative solutions to the problem in hand:
3. A sense of achievement, reflected in the concrete betterment of poorer sections of the people and of backward areas.

Yet, with all its fallacies, the Pakistani media is perhaps the last straw to keep our country's crippled democracy afloat. And it can also be a strong voice of reason much needed in these disillusioned times of political and economic turmoil. Let us work together and let us not shun it.

Robust discussion and question and answer session followed on both the days. Students asked probing questions relating to Television Rating Point, Media Ethics, Role of the Owners, Use of Latest Technology in Media, Current Affairs Shows and News Value.

The speakers thanked the Greenwich team for playing host to two days of nonstop inspiration, learning and fun. ■



Chief Guest Shahida Qazi with the participants

Student Development Centre (SDC) Adopts Electronic Voting for Elections. (The first time ever in a university)

Greenwich University strives to give the best to its students not only when it comes to education, extracurricular activities and counseling for better future, but also when it comes to exposure and experiences. In their longing to provide the best, they came up with a unique and wonderful first hand experience for their students at - E-Voting. Electronic voting (also known as e-voting) is a term encompassing different types of voting, embracing both electronic means of casting a vote and electronic means of counting votes.

Electronic voting technology can include punched cards, optical scan voting systems and specialized voting kiosks (including self-contained direct-recording electronic voting systems, or DRE). It can also involve transmission of ballots and votes via telephones, private computer networks, or the Internet.



A Student casting vote through electronic device

Electronic voting technology can speed the counting of ballots and can provide improved accessibility for disabled voters.

Internet voting systems have gained popularity and have been used for government elections and referendums in the United Kingdom, Estonia and Switzerland as well as municipal elections in Canada and party primary elections in the United States and France.

These systems included punched card voting, marksense and later digital pen voting systems. This is exactly the system that was used for the very first time in Pakistan by Greenwich University.

This was a rigorous process that included the voter to first get the bar-code on their ID card scanned, which would generate a slip, then that student would walk into the voting room and another bar-code present on that slip was to be scanned so that a drop box that contained the names and photographs of the candidates would appear on the touch screen. The final step included the voter casting his vote to his proffered candidate. The highlight of the system was the tabulation process meaning the counting of the votes.



SDC office bearers taking oath from the Vice Chancellor

As each voter casted their respective vote, it would automatically be calculated and displayed on screens set in the campus at various places. A direct-recording electronic (DRE) machine was used which records votes by means of a ballot display provided with mechanical or electro-optical components that can be activated by the voter (typically buttons or a touch screen); that processes data with computer software; and that records voting data and ballot images in memory components. After the voting it produces a tabulation of the voting data stored in a removable memory component and as printed copy or displays it on-screen.

This was surely a highly educational and a fun experience for students. Everyone highly appreciated the system which was introduced by the computer department of the university, under the guidance of Dr Shair Sultan Mughal, Dean, Faculty of Management Science, leading to a very transparent process of voting. Emad Mujeeb won as the President of SDC, whereas Tayyab Ghani was elected as Vice President, Samir Ansari General Secretary, Ahmed Zuberi Joint Secretary and Talha Qureshi, the treasurer. The others who contested and could not make it were selected as coordinators and advisors.



Newly elected office bearers with the Vice Chancellor and Registrar

The next day oath taking ceremony was held in the Executive Board Room where all elected members and coordinators were present. The Vice Chancellor Ms. Seema Mughal administered the oath in presence of the Registrar, faculty and staff. The hall was abuzz with excitement and thrill. ■

Sehar Nadeem
BS41 3607



Sarmad A. Ali

Managing Director, Jang Group

“Reading brings out the creative side in you”

Sarmad A Ali is the Managing Director of Jang Group. This includes eight of the country’s leading print titles including Jang, The News, and FM 101. Mr. Sarmad Ali has over 20 years’ experience in marketing, advertising and media management. He has been associated with the Jang Group since 1994 when he joined the group as Executive Director of ‘The News’.

Described as one of Pakistan’s marketing thought leaders, Sarmad has been nominated thrice the President of Marketing Association of Pakistan. In 1999, he was awarded the Marketing Excellence Award for his contribution in the field of marketing. He has also received the Asian Brand Leadership Award.

He is presently President of the International Advertising Association’s Pakistan Chapter. He has previously served as Council member of the Management Association of Pakistan and has also been on the Executive Council of Market Research Society

of Pakistan. He represents the Jang Group in the All Pakistan Newspapers Society and is the Chairman of its Advertising & Accreditation Committee.

He has also served as member of the Prime Minister’s Task Force on Privatization & Investment in 2003 and the Sindh IT Board from 2001-03. Sarmad has also been on the Board of Governors of the Worldwide Fund for Nature-Pakistan. To add to his list of achievements, is the fact that he was honoured by ‘Sitara-e-Imtiaz’ by the President of Pakistan in 2013 for his notable and remarkable work in the field of mass media. Ali defines media management in Pakistan and has spearheaded various streams in the field of media management in his 25 years of experience. He is a board member of the Management Association of Pakistan and is a member of FPCCI Standing Committee on Advertising. He has also been a part of the International Advertising Association’s (IAA) Pakistan Chapter for a very long time.

Meeting Mr. Sarmad in his spacious, unique office where he has collected a huge variety of antiques from all over the world, was a great delight. Highly informative and well read, Mr. Sarmad is also a very pleasant and cheerful personality. As it co-relates with everything else and with Mr. Sarmad’s personality as well, the tea and coffee is also prepared there with extraor-

inary skill and care as the taste of every sip speaks for itself.

A fluent speaker and a keen analyst, Mr. Sarmad enlightened the Greenwich team with his delightful talk and valuable information. Here are some excerpts from the interview:

Greenwich University (GU): You're considered as one of Pakistan's thought leaders. How do you feel about it?

Sarmad Ali (SA): It feels really good, gives me a lot of positivity and I'm thankful to my peers for their tremendous support which has helped me in my career.

(GU): you've worked with 'The News' and now you are the managing director of Jung group, how would you describe your responsibilities in two different newspapers?

(SA): it's been a very rewarding journey. In 1994 I joined the Jung group. I'm responsible for the revenue, sales, print portfolio, digital and broadcast portfolio. Media industry has changed a lot, previously only a handful of newspapers were available, now you can see immense competition. 'The News' changed the concept of coloured newspapers. From a print group it became a multinational platform. It's been an experience which has given me a lot and made me what I am today.

(GU): Please tell us something about yourself and your education.

(SA): I was born in Lahore and I received my early education from Karachi. My father was a government servant. I did my O' levels from Cathedral School and completed bachelor's from F.C College. Then I went to U.S. for my master's which I did from Pennsylvania Villanova University in Communication. I must tell you what I learned from there in a few years was more than what I learned during my 16 years of experience in Pakistan. After completing my master's I wanted to come back to Pakistan as it is my country and I wanted to serve and pass on what I learnt from U.S. From 1983-87 I was working with Naseer Haider in Prestige. During my childhood personalities like Faiz, Safdar Mir, Munno Bhai, Nagi and Sadequain had a major influence on me as I've seen them closely because they all were my father's friends.

(GU): What do you think of today's media?

(SA): There are a lot of changes seen in the media today. 10 years back there were no private channels nor even internet. Today's consumer reads newspaper, watches TV and browses net, that's the consumer cycle these days. It has changed totally from how it used to be before.

(GU): With the coming up of electronic media what's the scope of newspapers in our country?

(SA): The newspaper industry has shown resilience for over 400 years and it is not going anywhere as far as South Asia is concerned. However, the industry will have to evolve to serve the varying consumer demands, whether digital or print. The key to staying relevant will



Mr Sarmad Ali

Sitara-e-Imtiaz

Managing Director, Jang group
and President all Pakistan
Newspaper Society (APNS)

During his childhood personalities like Faiz Ahmed Faiz, Safdar Mir, Munno Bhai, Nagi, and Sadequain had a major influence on him as he has seen them closely because they all were his father's friends.

Sarmad Ali, One of Pakistan's marketing thought leaders has been thrice the President of Marketing Association of Pakistan. He was awarded Marketing Excellence Award in 1999. He has also received the Asia Brand Leadership Award. Mr Ali also served as member of the Prime Minister's Task Force on privatization and investment in 2003 and the Sindh IT Board from 2001 to 2003. He was on the Board of Governors of the World Wide Fund for Nature-Pakistan. He is a Board Member of Management Association of Pakistan (MAP) and he is a member of FPCCI standing committee on Advertising

now be to effectively target the various segments of the market with the types of information or content that is offered, whether it is world affairs, entertainment or education. Every print publication today must have an online presence catering to the segment of the market that has access to digital media and expresses a need to have information on the go. The key is to maintain congruency in digital and print presence.

(GU): How was your experience being the head of APNS?

(SA): It was a wonderful, positive and extremely enlightening experience. This experience not only benefited me at a personal level, but also was a milestone for Jung and my career. As tradition has it, Jung group is always gifted with leaders who are mostly chosen as Presidents for the APNS. Be it Mr. Mir Khali ur Rehman, Mr. Jawed Rehman or Mr. Shakeel ur Rehman—they were all also APNS presidents and prominent Jung Group figures. Although India had started bringing professionals into the lime light a long time back and it supported and promoted its print media on the fore front, APNS took an important decision and initiated bringing professionals in the fore front. This step by APNS is a milestone in the steps of progress towards a great Pakistani print media. Personally, I am sure this decision will prove to be highly fruitful and beneficial. My colleagues and fellow group members trusted in me and I hope I don't break their trust. They all had faith in me that I will successfully shoulder such an immense magnitude of responsibility. I try very hard to do my job with complete honesty, dedication and devotion. Although I try my best to solve all the issues my fellow colleagues and their associations face yet my success can only be measured by how happy they are with my work and to what extent I have managed to resolve their issues.

(GU): To what extent can APNS be improved? What do you feel will help improve it further?

(SA): Personally, I feel the one thing I would really like to do is to set up an exhibition or put up a display flaunting



the 60 beautiful years and the amazing journey of newspapers. I would like to dig up gold in terms of the amazing newspapers that were once published like Nawae Waaqt, Jang, Dawn, Mashriq, Aftab, Tijarat, Pakistan Times, Zamindar, etc. These old newspapers are extremely valuable nuggets. I want to search for them, collect them and put them up on display so that through journalism I can show the history of Pakistan. This project may take some time and a lot of hard work but I hope to be able to accomplish it soon and delight people with the display. I would also like to take the display at an international level. Times are changing and we need to keep up with the revolution and evolution. In the present scenario we cannot separate digital from print as now they both go hand in hand. Jung group follows this strategy and caters to a vast range of audience as well as tries to familiarize people with the inevitable changes like Aril Wilkinson once said in his speech that digital media cannot be separated from the print media, they are like sock and shoe.

(GU): What problems would journalism face in future if apprehended?

(SA): Newspapers need to change their approach and become more flexible, this does not mean they lose their essence but a little flexibility will bring greater good. Most of the problems are those that we create for ourselves. We write for the people of our time and our generation instead we need to use journalism to reach out to the new generation. We need to understand and communicate effectively with the future generation. We need to include the new generation in our journalism and our newspapers, we need to make our newspapers attractive for the new generation and draw their attention towards it. Until we don't change our newspapers we won't get the next generation to focus on it and work with it with zeal and zest. And then again comes the challenge that digital media has created.



Sarmad Ali in APNS office

We need to accept it and learn to work with it because whether you like it or not the digital revolution is inevitable.

(GU): Which job do you enjoy the most? The group head of Jung or the President of A.P.N.S?

(SA): Both. Association with both of my jobs has been for years but I enjoy being the head of office bureau of A.P.N.S, it allows me to explore myself better.

(GU): There is a network of channels these days, do you think they are inevitable?

(SA): T.V is a part of consumer cycle therefore holds immense importance.

(GU): Do you think being foreign qualified gives people an edge over people who get their degrees from local universities?

(SA): Yes and no both. Foreign universities open their students minds, make them think out of the box but on the other hand if you are competent enough it doesn't matter where you study, you 'll excel. Students these days don't read which is a major drawback ,they should read as reading opens up your minds, makes you think differently and brings out the creative side in you.

(GU): Do you think success can be achieved overnight?

(SA): There is no short cut to success. There are three elements that make you achieve success in life: honesty, integrity and hard work. Money can never be a measure of success.

(GU): Would you please like to tell us something about your family?

(SA): I'm married and have two kids, a son and a daughter. My daughter is happily married and lives in Dubai while my son studies at Greenwich University.

(GU): What do you do to relax yourself after a hectic schedule?

(SA): I love reading, therefore it is the first thing I do to relax myself . Other than reading I enjoy some old music or watch classical movies.

(GU): Does the current situation of Pakistan disappoint you?

(SA): I believe in optimism. I believe things will bounce back. Our country has survived in the worst scenarios and I feel bad days are over and good days are now at our doorstep.

We need to understand and communicate effectively with the future generation. We need to include the new generation in our journalism and our newspapers, we need to make our newspapers attractive for the new generation and draw their attention towards it. Until we don't change our newspapers we won't get the next generation to focus on it and work with it with zeal and zest.

(GU): The President has conferred the prestigious award of Sitara e Imtiaz on you. How do you feel about it?

(SA): "It's a great honor for me to be awarded the Sitara-i-Imtiaz by the Government of Pakistan. I am humbled by the honor conferred upon me. This is not just a personal recognition for me but recognition of the role that professionals are now playing in the development of the media industry in Pakistan," said Ali.

Sitara-i-Imtiaz is conferred on people who have made an especially meritorious contribution to the security or national interests of Pakistan, world peace, cultural or other significant public endeavors.

(GU): What piece of advice would you like to give to the youth?

(SA): I 'll just advise them to not look at immediate success, not to be materialistic as money cannot measure success and never look for shortcuts as shortcuts bring short term success. ■

Rabiya Alavi
BS40 3523



Greenwich Hosts Book Launch Ceremony “SERVING THE UNSERVED”

“It’s better to light a candle than to curse darkness”

One of the most liberating, inspiring and motivating events we have had the pleasure of attending was the book launch of the book titled “**Serving the Unserved**” by Dr. Zia Mutaher, an autobiography on one of the toughest, selfless, brightest and hardworking women since the independence of our very own country Islamic Republic of Pakistan, Dr. Ruth Pfau. We went with very little knowledge of what this whole occasion aimed to portray and one thing to be felt in that room right at entrance was sheer woman power with the presence of some of the most renowned personalities such as Ms. Fatima Sorayya Bajia, Ms. Seema Mughal and Dr. Ruth Pfau, all of whom worked tremendously hard to be where there are today, women who weren’t afraid to face the obstacles lying ahead. The event just acquired pomp when the Chief Guest His Excellency the Consul General of Germany – Mr. Tilo Klinner graced it with his arrival. Although he had another event to attend elsewhere, he gave priority to the book launch ceremony of the book titled ‘Serving the Unserved’.

As the event started the CEO of Marie Adelaide Leprosy Center Mr. Mervyn Lobo initiated by showing how the MALC came into existence and who made how much of contributions in making it a success, and said something that seemed so trivial at the moment but had tremendous depth if you actually think about it, “It’s better to light a candle than to curse darkness”. It is better to act upon the righteous beliefs that we cherish than to curse or just dilate hopelessly and continuously on verbal solu-

tions of the endless problems. Marie Adelaide Leprosy Centre (MALC) in Karachi, Pakistan, is run by Dr. Ruth Pfau, who is originally of German descent but dedicated her life from a very young age trying to eradicate leprosy in Pakistan. Although MALC has succeeded in controlling leprosy in Pakistan, the members of MALC are still trying even harder to eradicate leprosy completely. After that he gave a very elaborate and gentle introduction about the author of the book Dr. Zia Mutaher. Dr. Mutaher Zia who had his daughters with him on the occasion, cheered him on every step of the way. One could see the proud moment for them as they caught every moment of their dad on camera.

In 1988, MALC was gifted with another dedicated humanitarian - Dr. Mutahir Zia. Being a senior leprosy specialist, Dr. Zia worked in close association with Dr. Pfau and henceforth could enlighten us with great insights on Dr. Pfau. A beautiful power point presentation added with pictures of the old Karachi and the initiations of MALC accompanied Dr. Zia’s speech. Dr. Zia’s speech was brief but none the less informative. It started with “Sagar Roye Lehren Shore Machaen” song enacted proficiently by the great singer Madam Noor Jahan in her last movie ‘Koel’, of her acting career. He stated how his time with Dr. Ruth Pfau inspired him to write an autobiography on her and paraphrased some of the events they had come across between interviews. The amount of respect he had for Dr. Ruth Pfau and Ms. Fatima Bajia was obvious in his expressions and in the most modest glitter in his eyes.



Dr. Ruth Pfau, Vice Chancellor Seema Mughal, Consul General of Germany and Fatima Suraiyya Bajia at the book launch

Then appeared walking Ms. Fatima Sorayya Bajia, an 86 year old breath of fresh air and sparkling gaiety. As soon as she spoke whilst entering the room, the vibe in the room became pleasant and bright. Her sense of humor and her alacrity were a lesson for a lot of lazy bugs in our youth these days, including me. A renowned Urdu novelist and playwright of Pakistan, winner of various awards at home and abroad including Japan's highest civil award in recognition of her works- Fatima Surayya Bajia also remained Advisor to the Chief Minister of Sindh in Pakistan. She brimmed with respect for Dr. Ruth Pfau and went to an extent to say that Dr. Ruth's dedication was no less than that of a divine messenger. She kept thanking Dr. Ruth not individually but on behalf of entire Pakistan. It is due to her efforts that Pakistan is one of the few countries with controlled Leprosy rate and will soon be one where this disease is fully cured and eradicated.

Then Ms. Seema Mughal, the respected Vice Chancellor of Greenwich University came up and graced the stage with her presence. She spoke very highly of the book, and even read out a few extracts from it.

Everyone had been eagerly anticipating this day, they realize that the opportunity to hear Dr Pfau speak in person was rare and extremely valuable. She is an inspiration for all. She inspires, motivates, and more importantly, stimulates people with amazing positivity. Dr. Ruth Pfau, the woman who needs no introduction, the woman of all times, a splendid bright star, one of the most dedicated social workers who has chiseled the ailing souls in Pakistan through hard times her efforts and sacrifices cannot be missed. Her modesty and determination was melting. She said "I have had the time of my life here in Pakistan, could not have lived here if I did not enjoy it here, but I do".

The event ended with the presentation of shields by Mr. Tilo Klinner, Ms. Seema Mughal and Mr. Lobo and then group photographs were taken after which the guests were led to the cafeteria for delectable refreshments. It was a day to remember, with moments to honour. ■

Seher Nadeem
BS41 3607
Raafa Hassan
BS41 3697



Camera captures the memorable moments

“The Enrollment of Youth in Education is the key to country’s economic development”

FPCCI Seminar on Quality Education

Greenwich University nominated Dr. Chand Bibi, Dean Faculty of Social sciences and Humanities to participate in the 11th Meeting of Federation of Chambers of Commerce and Industry’s standing committee and Humanities, Greenwich University, Karachi accompanied by the Public Relation Manager Miss Sabah Baloch, Ms. Lubna Ahsan Assistant Professor, Mr. Rubnawaz Special Assistant to Vice Chancellor on May 25th, 2013 at the Institute of Professional Development (FPCCI) Karachi

The following research topics were selected for professional development;



Dr. Atta ur Rahman

Dimensions of Professional Development, Scope of Professional Development, Specialized areas of Professional Development, Designing of Professional Development Programs, Avenues of Professional Development and Training, Methodology for Effective Implementation, An action plan for collaboration with the IBA Karachi, Harvard Business School, Institute of Professional Excellence U.K, Business Incubation, Mentoring, career counseling and Internship Institutions were discussed.

In the Seminar organized by FPCCI a comprehensive paper was presented by Dr. Attaur Rehman on “Higher Education and the role of Public and Private Sector”. He mentioned his past role for the betterment of Higher Education in Pakistan. He developed a National Development Plan focusing on Agriculture, Textile, Leather

materials, Chemicals and Pharmaceuticals. The Professionals and Expertise from all over the country were involved. He further said that being Federal Minister of Science and Technology, he improved and expanded Internet, Mobile Telephony with lowest charges for the educated people of the country. He added further that a Digital Library were set up free of cost for the Universities and the Students to use and thus facilitated research in the country, He mentioned that a Satellite PAKSAT—1, was established for expansion of Education approachable and common to every level of public. A criteria was fixed for universities for quality education. Training of Teachers was mandatory in his period. Many research centers were established in Universities for quality education. He established linkages with industries for research requirements. Research publications were increased in his period. The number of Pakistani Universities were increased from 300 to 500

Suggestions for improvement of Higher Education were given by Dr. Attaur Rehman, He suggested that Quality of Education is much more important than beautiful plazas, so the focus on education for youth is better than other activities. Further he stressed that Enrolment of Youth in Education is the key to country’s economic development and man power. Number of Higher Educational institutions need to be increased as well.

Dr. ATTAUR REHMAN appreciated the role of private universities in the enhancement of education for the youth of the country. He said that private universities have sprung up in the country and playing their role at high level targetting the youth under 19 years for research in cutting edge technologies

Dr. Atta suggested cluster should be made for quality researchers and teachers. He further mentioned that 95% students qualified from abroad returned home and were offered one year employment in Pakistan and their role in education was commendable as they are assisting in quality education.

Dr. Atta emphasized to establish new universities in collaboration with best quality foreign universities to obtain foreign degrees to be awarded to Pakistani students while studying in Pakistan Institutions. He further stressed to establish research centers to improve research. He was of the opinion that the faculty be trained and more oppor-

tunities be provided to improve quality of faculty/teachers drastically. Dr Attaur Rehman opined that a program to maintain and allow free access to on line programmers of training and learning for the students and faculty is very necessary for higher education, and added that an Educational Channel be established for spreading quality education for youth in the country. He suggested that universities should promote innovation and entrepreneurship at nationwide competitive level for best results in innovation and Entrepreneurship for youth.

Dr Atta also raised some important points and proposed few steps to be taken:

There is a need to give due importance to youth, quality of education, linkage of education & research with industry, agriculture, poverty alleviation and social welfare. 121 PhDs produced in Pakistan is far fewer in number than that of many other countries. Enrollment of youth in education in Korea played important role in country's development. In Turkey and India a lot is being spent on education for development of their economy. The number of higher education institutions is too negligible in Pakistan.

A clear comprehensive National Development Plan has to be made, focusing on different sectors such as agriculture, textile, leather materials, chemicals & pharmaceuticals etc. A lot of professionals/experts to be involved to prepare a plan. 15 year plan was approved in 2007, but no action was taken.

As Minister of Science and Technology and IT, Dr Atta ur Rahman tried to establish institutions and expanded the use of IT and internet and mobile telephony, lowered the prices & charges on telecommunications & IT and mobiles. Digital libraries were set up and made available to the users free of cost. First Satellite PAKSAT-1 for \$4M was bought for spread of education. Criteria were fixed for universities for their improvement & quality of education. Training of teachers was being done. Linkage of research requirements identified by industry had been established with Universities. Many research centers were established in several universities.

With the change of Government in 2008, funding for the higher education was reduced and provincialization of HEC was attempted, which was resisted by Javed Laghari and Prof. Atta ur Rahman. They took the case twice to supreme court and won.

Enrollment in Universities has however, increased considerably in last 6 to 7 years. Private Universities have also sprung up in the country during last few years. We will have to target the youth under 19 years to go for research in cutting edge technologies. Those who go abroad for education want to come back, but we have to give them

Quality of Education is much more important than beautiful plazas, so focus on education for the youth is better than other activities. The Enrollment of Youth in Education is the key to country's economic development and man power. Number of Higher Educational institutions need to be increased as well.

attractive opportunities in the country. They need free access to books, instrument analyses etc. Clusters should be made for quality researchers/teachers for better results. 95% students who went abroad are coming back as they are given 1 year employment soon after their return.

Role of Private Sector:

Dr Atta ur Rahman especially highlighted the role of Private Sector in education uplift.

1. Establish new Universities in collaboration with good quality foreign universities.
2. Uplift Education in Schools, Colleges & Universities – Quality of Teachers to be improved drastically.
3. Education Channel for spreading quality education. Free access to many on line programs of training.
4. Promotion of Innovation and Entrepreneurship. FPCCI National Innovation Fund to be put to better use.
5. Nationwide competition for best innovation and other enterprises. ■

Dr. Chand Bibi

Dean, Faculty of Social sciences and Humanities

Time Management is Key to Success

– Ali Nasir

Chief Executive Innovative Enterprise Pvt Ltd



Our Alumnus— The Life Line We Cherish.

Ali Nasir, Greenwich alumnus who carved his niche in the corporate world has been an illustrious student of Greenwich University. The excerpts from his interview below will serve an example for our existing students for persistence, devotion, hard work, team efforts, creativity, and all that is required to be a successful individual in the competitive world of today. We wish him greater success and far more accomplishments in times to come.

Greenwich University (GU): Could you please enlighten us about your business?

Ali Nasir (AN): After I majored in finance and MIS, it allowed me to use my business analysis skills and ICT skills together. Since I was a total IT ‘geek’, after trying my hand at banking, real estate and marketing, I found that I could transcend into latest technology and make a good living out of it. Different lines of business somehow have IT as their primary focus. In modern times technology has somehow established itself in everything we do.

So my company Innovate Enterprise has developed a business model for the local markets. There is great potential in the manufacturing sector and yet it faces absence of participation. Our company has developed professional and corporate sales models which makes us a unique company. As for IT consultancy, we believe in the concept of open source and freedom. Therefore, LINUX desktop implementation is our focus. LINUX is an effective replacement for Windows when it comes to operating software in the educational, commercial and business environment. However, most clients are based abroad as they are more susceptible to change and they have effective copyright laws. LINUX is widely used in Germany, China etc. they value the fact that nix costs nothing and is efficient in usage.

Pakistan is not very ‘pro-change’, it takes a good deal of time for a change to come about and be implemented in Pakistan but we will get there for sure.

(GU): Your passion?

(AN): No doubt Media is my passion. It fuels my drive to success. When I’m on TV, I feel like a fish in a water tank!

(GU): How did you bridge the gap between MBA and mass communications?

(AN): Unfortunately except for a few courses our interaction with media was limited. For us at that time media was the projector used in a few courses. Now times have modernized and work has toughened and media has incorporated itself in all areas. Pakistan's education system lacked this quality earlier. Had it promoted media then, the business men present today would have been way better as they would know their way around media. It is heartening to know and see that Greenwich has a well-established media department now. It is highly developed, well equipped and well managed.

(GU): How important is media today?

(AN): Media is now the basis of everything everywhere. Greenwich University being a pioneer in educating students about media and its changes can make a substantial change in Pakistan. So many people who are now inspirations to others have studied at Greenwich like Sharmeen Obaid Chinoy, Shumaisa Rehman from PTV world, Fahad Haroon, Director of Samaa. If it wasn't for media and media studies then Pakistan would be lagging much behind in this rapidly developing world. I personally think TV is the strongest medium as it will never lose its value. Right now we have TV sets but soon we will have on-screen TV i.e. web TV.

(GU): What qualities do you think an individual greatly requires in order to climb the ladders of success?

(AN): In Pakistan, a different set of values prevails. However I feel students must prepare themselves for the wider set of values and universal working environment. The first quality I feel is a great requirement to be successful is time management. One needs to know the value of time in order to use it effectively. As they say time is money. I remember time management also being a part of the student handbook at Greenwich. If a person cannot use time effectively, then they will always be at loss. In Pakistan, people work till late and think that they are doing extra work but in reality due to poor time management skills they have prolonged the work that could have been done in a shorter span of time. The second essential requirement for success is work ethics. If you're not true to yourself and your work the broader environment won't accept you. Plagiarism, misrepresentation of facts and details, lying, exaggeration, dilly dallying, are all considered violation of work ethics abroad. The above mentioned negative traits are very common in Pakistan and when Pakistanis stoop to such activities abroad, they tend to face failure. Let's take an example of Fareed Zakria, an Indian Muslim from Bombay. He asked an intern to help with an article and unknowingly she plagiarized a portion of the article, for this he had to apologize publicly and he was suspended. The third quality to be successful is public speaking and confident representation. When it comes to



- Ali Nasir did his BBA and along with that obtained his Master's degree in Business Administration from Greenwich University.
- For master's in Social Sciences he later joined SZABIST and got his degree in 2006.
- He is skilled in Broadcast Journalism, banking, Information Technology, Linux Desktop, Microsoft Word, Microsoft Excel, Construction and Advertising
- He is currently working as Chief Executive at Innovate Enterprise (Pvt) Ltd.
- Also works as visiting faculty in different universities.
- Worked as Assistant Vice President of Arif Habib Bank.
- Was manager of World Trade Centre, Karachi
- Has been hosting talk show at Indus Vision.
- Ali Nasir's honours and awards include :
- Best Anchor (Business and consumer issues), 7th consumer choice awards, February 2012
- Best anchor (Business and consumer issues), 8th consumer choice awards, April 2013
- Ali's interests include Broadcast Journalism, Tennis, Coin Collection, Social networking and Body Building.



With the Greenwich panel of interviewers.

transparency before authorities which is a compulsion in all advanced corporate entities the skill of public speaking comes in handy. Murdoch the media baron faced so many allegations and cases as he used deceitful means to elicit information! News Of The World, the same paper that exposed the Pakistani cricket scandal was shut down due to the violation of media ethics. Same was the case with the BBC former show host of 'top of the pops' who was removed as he was engaged in immoral activities. The fourth important quality is having goals and targets. Having a clear, well defined aim enables people to reach it successfully. Class participation, team work, examinations etc all teach students towards aiming at achievable goals. Reaching short term goals are milestones to success. Not being able to conform and comply with universal ethics is why most Pakistani's abroad end up with small petty jobs.

(GU): What do you think is best about Greenwich?

(AN): For me personally, I think it is the administration. Greenwich is very flexible towards people who work and the admin tries their best to make schedules easy and go out of the way to help us. I did my masters and took up a job and even then the admin of Greenwich would always guide me and help me. The next best thing about Greenwich is the socio-economic and cultural diversity. Greenwich allowed us to recognise and respect students from other religions and other cultures. My best friend Shane D'souza was always on the dean's list and at present is a successful lawyer in Canada.

(GU): What can we do to improve the education system in Pakistan?

(AN): The education system in Pakistan is flawed no doubt. The students are encouraged to rote learn instead of

exploiting their intelligence and creative abilities. The Pakistani education system is framed in a way that students do not have any motivation to tap into their intelligence reserves. When I was in Greenwich, I noticed that teachers imparted education in a unique way- we followed the western trimester system in Greenwich which allowed students to be tested over a short period of time after rigorous teaching and practical application of studies. This change should also be adopted by public sector universities so that students become more street smart, productive and effective at work. I teach Marcom which is the combination of marketing and communication at MAJU. Marcom is a course taught abroad which helps students through practical application of whatever they have studied. Such courses should be a part of all curriculums.

The next best thing about Greenwich is the socio-economic and cultural diversity. Greenwich allowed us to recognise and respect students from other religions and other cultures. My best friend Shane D'souza was always on the dean's list and at present is a successful lawyer in Canada.

(GU): The role Greenwich played in your practical life?

(AN): Greenwich has helped me understand all major theories and their application. There were so many inspiring teachers in Greenwich who helped me out at all possible levels. We had a teacher called Dr. Irshad Siddiqui, he was not only a mentor for me but he was also my first employer. I started off as an average student but Greenwich groomed me, improved my public speaking skills and polished my confidence to perfection. We had another teacher colonel Faiz. who was also nick-named Faiz Brandon. He had also taught my father so you can just imagine the great amount of experience and inspiration he filled us all with. Mr. Rahat Muneer, director of the Institute of Bankers, Mr. Tahir Kahn, Mr. Ahsan Durrani, all these teachers took great interest in grooming us. Apart from providing students with a healthy curriculum and helpful teachers the extra curriculums that Greenwich provided also greatly benefited me and my friends. I first appeared on television in a quiz competition hosted by Quraishpur. Since then the enjoyment I felt being a part of television has never left me. Greenwich also provided me with the opportunity to visit Korea, China and Hongkong where we were accompanied by Mr. Abdullah Dewan and Mian Saheb. Apart from education, this trip provided us a unique opportunity to understand people better and to focus on the team work principle. Another major lesson I brought back from the trip was how to improve myself. Greenwich also sends students for international tournaments and competitions.

(GU): What are your hobbies?

(AN): When I was a student, I loved playing tennis. Then I moved towards body building. I have a vast collection of stamps as well. And of course I take great pride in my coin collection too. I don't read all the time but when I am in the mood of reading, you will find my nose hidden behind a Dan Brown book. I love the way Dan Brown writes, his use of words is amazing and his story lines are always so capturing and consuming.

(GU): Please tell us something about your family.

(AN): I have a wife, Amna, and a two year old adorable son. My wife is a Fine Arts graduate from Indus Valley. She is a painter like my mother. My father is a former bureaucrat and my mother is a teacher. Both my sisters are highly educated. My sister Aalia Rasheed received Pride of Performance by the President of Pakistan for her excellent tennis skills.

Even though work is always hard and I work approximately 14 to 16 hours but I make it a point to spend quality time with my family as well.



The happy couple with their lovely child

(GU): How was your social life at Greenwich?

(AN): At that time there was a restaurant outside, Tikka restaurant which was also known as MTV hut because you could always hear MTV playing in there. I never had the audacity to walk in there due to financial constraints.

(GU): Who is your inspiration in life?

(AN): Some patriotic ones might say Quaid-e-Azam, some might name their father but every individual's inspiration is different. For me, the Holy Prophet Muhammad (PBUH) will always be my inspiration.

(GU): Your message to the students of Greenwich!

(AN): The world out there is very unfair. It is harsh and the weather is usually stormy but to prevail and walk the right path should be one's motto in life. Education makes us good human beings not merely good professionals. So, open your heart and accumulate knowledge, knowledge that will change you for the better. ■

Sehar Nadeem
BS41 3607

Debates are a compulsory part of academics at Greenwich University

Debate competition: an enlightened atmosphere was created where the realities, scenarios and elements of society were brought to light and different viewpoints contested.



Debates were organized and held in the well-equipped auditorium of Greenwich University on Tuesday 30 April, 2013. It was one of the highlighted features of the English Composition Course GENG 101 in which two sections C & D were the active participants.

Debate writing, a key area of the English Composition Course was just recently introduced and the students were taught the framework as well as the fundamentals of debating. They were provided comprehensive instructions in the light of which they prepared speeches to be contested in favor and against the motion.

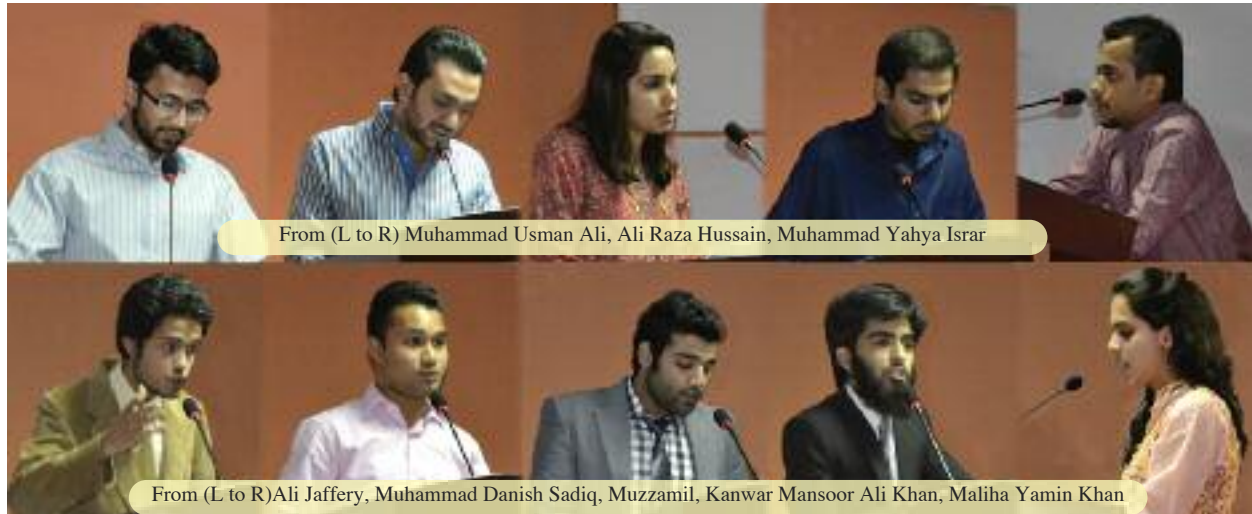
There were two pertinent debate topics. One, 'Intolerance is the root cause of violence in our society' and the other, 'Image is more important than knowledge'. Ms. Farhat Saleem (Assistant Professor-Department of English), Dr. Chand Bibi (Dean of Department of Social Sciences), Mr. Iqbal Jamil (Head, Department of Mass Communication) and Mr. Asif Qureshi (Assistant Professor-Department of Business Administration) formed the esteemed panel of judges who evaluated the participants. There was a marked scheme based on, 'Matter', 'Method' and 'Manner' which made up the assessment criteria. Matter focused on content/material, Method organization, logical order and delivery whereas Manner constituted overall presentation, appearance and confidence of the debaters.

Ms. Parveen Naqvi, Senior Manager Membership

network, Teachers' Resource Centre, was invited as the guest speaker. The debates started promptly at 9:30 am with the arrival of the honored guest speaker. The backdrop of the stage displayed prominently visible slides of the debate title and the two motions. As each speaker stepped up onto the podium the slides changed to show the motion and the stance either for/against. Thus, there was clarity as to the motion of the debate speeches. Moreover, the debates opened with an introduction and an outline of the debating rules of which the participants already had a clear understanding. Then the leaders of the house came forth and opened the house with an overview of the arguments in favor of both the motions.

This set off the debates and the speakers came up one by one in their respective debating order to deliver their speeches, raise arguments and strike down counterarguments. An enlightened atmosphere was created where the realities, scenarios and elements of our society were brought to light and different viewpoints contested. Debates compelled the participants to reflect on the positive and the negative aspects of our society and the world at large. It provided them a platform to become aware of their surroundings, to present their opinions, hold their ground and be resolute. Debates lay the grounds for strong and independent individuals, the future torchbearers of a nation.

The panel of judges continued the critical evaluation



From (L to R) Muhammad Usman Ali, Ali Raza Hussain, Muhammad Yahya Israr

From (L to R) Ali Jaffery, Muhammad Danish Sadiq, Muzzamil, Kanwar Mansoor Ali Khan, Maliha Yamin Khan

process as the speakers appeared at the podium to speak their minds. Certainly the debaters posed thought provoking questions, added an element of humor and engaged the audience with their verbal battle. It was interesting to view the coherence, contemplation and the confidence that had enveloped the debaters who were trying to sway the audience to their side.

Thus, both the motions were argued for/against leading to the time of the judges to reveal their decisions and announce the winners. The guest speaker, Ms. Parveen Naqvi was invited to address the house and she adopted a very encouraging and motivational attitude while speaking to the debaters which without a doubt uplifted their spirits. This was followed by Ms. Farhat Saleem who provided a reflection on the overall debates and debating styles for the participants to learn from and improve themselves in the future.

Finally, the much awaited moment when the winners were declared. Ms. Farhat Saleem and I gave the certificates to the deserving debaters. The first position was won by Kanwar Mansoor (GENG 101 Section C), second position claimed by Ali Jaffri (GENG 101 Section C) and third position went to Hareem Humail (GENG 101 Section C). All

the three winners had debated well and truly deserved their accolades. The guest speaker was presented a shield on behalf of Greenwich University. With this the house was dismissed, the audience walked away with a wealth of information, a strong realization about our society and a positive attitude towards life.

Debates measure the pulse rate of a society. They are a critical part of a nation molding and developing a mindset for healthy competition and growth and a key ingredient in the progress of any nation. Debates should be a compulsory part of our academics to allow for a fair and free trial of all controversial issues prevailing in a society so solutions can be found and implemented. This is what was done on the day in the august house of Greenwich University.

We should have the veracity to point fingers at ourselves first before pointing fingers at others. This is courage-this is conquest!

Special Thanks: Ms. Saba Baloch, Ms. Tahira Khan, Mr. Rab Nawaz & Mr. Rashid for their timely cooperation & coordination. ■

Shehla Piracha Imran
Faculty Member



A moment of joy winners with the class teacher
From (L to Right) Kanwar Mansoor, Winner of 1st Prize, Ali Jaffri, 2nd Prize, Hareem Humail, 3rd Prize



Opening the avenues of Education Jang/The News Expo Exhibition 2013

Greenwich University made its presence felt in the Jang / The News Education Expo fair, held at Expo Centre, Karachi from June 7-9, 2013. Greenwich University stall was very effectively designed and ideally located. The Greenwich University documentary, and the other documentary projects of Mass Communication and Media Studies were very eye catching for every visitor of the exhibition.

We got immense positive response from the prospective students. Not only students but their parents, and many professionals also showed great enthusiasm in interacting with the Greenwich team. Visitors were able to interact with Greenwich University faculty and deans and obtain answers to their queries on the spot. They took interest in our curriculum, teaching methodology, strategic focus on Leadership and Entrepreneurship, student life, admission process and policies and financial aid. They were also keen to learn about Greenwich University's strategic collaboration with Turkish, Malaysian Bangladesh and other universities of repute, internationally renowned permanent and visiting faculty and the state of the art campus located in the most beautiful and peaceful locality of Karachi, overlooking the vast blue Arabian Sea.

Greenwich University offered free courses on campus such

as Brush up your writing skills, Time and stress management and, De-stressing techniques for the visitors.

They took special interest in registering themselves for the Positive Post Quiz Competition for availing of 100% scholarship for complete degree programme. Positive Post is Greenwich University's monthly publication with the core objective to spread positivity through actual reports of prosperity, change and advancement taking place at the moment in Pakistan. Till now 24 editions of Positive Post have published, which are available on our website at www.greenwich.edu.pk, under "Publications" section under "Useful" Links.

Students from almost all public and private universities thronged the expo on its first, second and third day. Families were also seen who came along with their children for information regarding their careers. They were of the view that in the modern day of specialization and super specializations, Pakistani students are handicapped due to very few competent sources for career counselling. At our stall the admission /career counsellors were available full time to counsel the visitors about their career growth. The Information Minister of Sindh also visited the stall; Greenwich University souvenirs and shield was presented to him. ■



A side view of Greenwich stall



Visitors enrolling themselves at the stall

Own a Business - a Promise for Life

SYED FAIZAN UR RAHIM

A thriving Greenwich Entrepreneur

Greenwich University has proudly produced amazing number of graduates for Pakistan corporate sector. All of them have excelled in the fields of finance and banking, marketing, human resource and electronic and print media. Realizing the national and international situation Greenwich is now emphasizing on producing entrepreneurs who become not only a source of financial support for their family but also generate job opportunities for others. To motivate the young graduating students of Greenwich GVision has started interviewing successful entrepreneurs who are becoming motivational source for our existing students. The first successful entrepreneur's venture is being published in this issue for the interest of our readers in general and for the students in particular



Situated at the most attractive and stunning location of Beach Avenue, in the heart of Phase 8, Defence Society, with an alluring sea view appealing to hold the "Spirit of Karachi," is one of the finest restaurants known for its amazing food, service and ambiance, called Kolachi. Kolachi is a representation of different cultural entities residing in Karachi. The restaurant offers a variety of delicious cuisines and specializes in sea-food that is always freshly served. They believe on fusion of tastes and cultures and reflect the same in their food where guests experience a unique taste of continental and desi fusion while being able to enjoy the coastal view and the natural beauty of Karachi's vast shore. Kolachi restaurant which is right above the shore gives the ultimate and most fulfilling experience.

Team Kolachi consists of Syed Faizan Ur Rahim, Hasnain Raza, Haider Jafri, Faiz Deda, Murtaza Raza and Syed



The scenic view of the restaurant

Owais and Atif Haseeb who are busy like clockwork to bring us the amazing masterpiece and the finest experience that is Kolachi. It was great pleasure to interview our very own Greenwich University Media Sciences student and successful entrepreneur Mr. Faizan Ur Rahim.

Greenwich University (GU): Mr. Faizan, how did the concept and realization of Kolachi come into your fancy?

Faizan ur Rahim (FR): Well, Kolachi as a concept was conceived with the collaboration of H&M and Mehran Sajji located down town. We wanted to bring a new and innovative experience along with high quality food that is especially fused together by professionals, catering to the taste of the people of Karachi. The idea was to bring something to the people of Karachi that isn't available to them so far, to bring something new, exciting and having the WOW factor so that every customer who visits leaves with a gratifying smile and with an element of satisfaction on their face. In the beginning we could not have even imagined to achieve what we have today, but thanks to the grace of Allah, a lot of hard work, determination, planning, commitment and cooperation, which helped us in the realization and implementation of the concept and led us to finally achieve our dream which is now Kolachi.

(GU): What kind of a role do you particularly play at Kolachi?

(FR): My role at Kolachi mostly revolves round the kitchen where I make sure everything stays consistent with the standards that we have set for our restaurant so that whatever dish is prepared in the kitchen is enjoyed at the fullest. There is a stringent policy that we have at Kolachi when it comes to food. We do not compromise on our dishes and always try our level best to maintain the highest standards for the quality that we have set for our food. This policy has been a key factor to our success as we have made sure that the standards at Kolachi do not come down but are constantly upgraded. Along with the kitchen responsibilities, I also look after the over all management.

(GU): What is Kolachi's mission statement or motto for success?

(FR): Food, food, food and service has been our motto for success. From the beginning, we have worked extremely hard at what we provide to our customers. Each of our recipe has been thoroughly tested and constantly tweaked according to the preferences of our customers. Our employees have been specially trained to make sure about each individual who comes to Kolachi, to experience something new, something different, something that has the WOW factor. Kolachi does not only cater to customer needs but also takes care of the other small factors which



leave a big impact on our customers. We take pride in our performance and have worked consistently to provide our customers with a taste of rural and cultural specialties that have been fused together according to the urban taste which is why our tag line says, "The Spirit of Karachi" because in true essence, we have tried to show through our restaurant and service the beauty of the cosmopolitan which is Karachi city.

(GU): Kolachi being such a popular and busy restaurant, how is it so effectively managed?

(FR): Kolachi has around 350 to 400 employees all of whom are experienced, well trained and completely aware of their particular job responsibilities. Kolachi has been divided into 11 sections and each day at around 5 a.m. small teams for each section are briefed by their respective section managers before the day begins. Each day the section managers check the staff for their hygiene and make sure that all our employees are well dressed and presentable. All crockery is checked and tested for hygiene as it is one of the most important aspects in food industry and we go to extreme lengths to ensure that a high level of hygiene is maintained by every individual who handles or comes into contact with any food items as looking after customer health and safety has been one of the major elements of success for Kolachi.

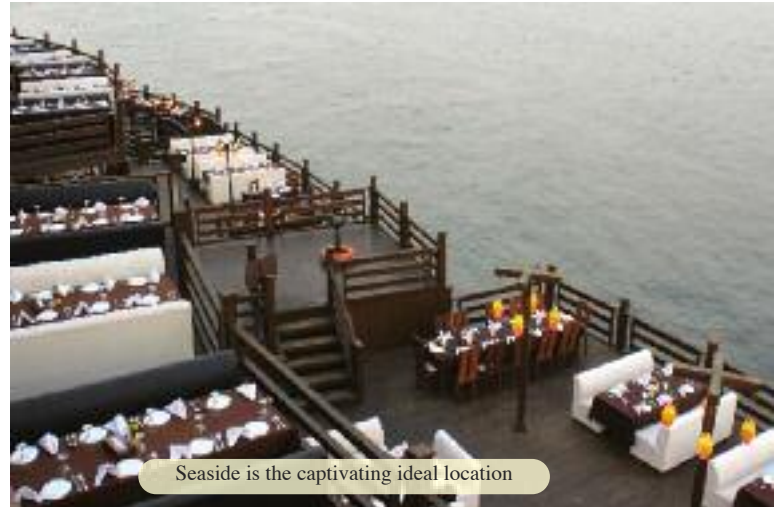
(GU): Could you describe any particular step that Kolachi has taken with respect to customer health and safety?

(FR): Well, we have taken a number of steps other than just the basic rules of hygiene of keeping hands washed and cleaned with a sanitizer before the handling of any food items be it cooked or uncooked. One such step is to train and check that each employee keeps themselves well groomed and maintains their personal hygiene. From

Be an Entrepreneur

“Working for someone and working for yourself are two very different ends of a string. Right now I am able to pursue my education and help run my own business where as such would probably not be the case if I was not my own boss. Other than this another major factor that led me to become an entrepreneur is that had I not done so, with a job, I would only be able to run my own home from what I would earn whereas now by pursuing to be an entrepreneur I still am able to run my own home and also help the 350 to 400 employees in running their homes from the income we make. In this way there are now 351 to 401 homes that are being run on the income that we are able to make from our business instead of just the one home and thus effectively helping the economy of Pakistan in whatever way we can, be it small or big.”

Faizan



training employees into making it habitual to cut nails to using antiperspirants provided by Kolachi we ensure, check and are absolutely adamant that personal hygiene is maintained by all our employees at all times. Another step which Kolachi has been probably the first to take is that we have had all our employees tested and vaccinated against hepatitis B and C which are one of the most common and easily transmitted diseases that spreads throughout the food industry due to carelessness and ill health and neglect of safety measures. From all the potential employees that were tested before the opening of Kolachi only two were found to be carriers of these diseases and both were given full treatment by Kolachi to ensure public health and safety along with a fair chance for gainful employment to the people of Karachi.

(GU): What makes your food so crisp and tasty?

(FR): We ensure that the our suppliers provide us with the highest quality and the freshest of ingredients, we absolutely do not compromise on the quality and choose from particular suppliers who are further narrowed down with respect to the quality of the ingredients that they offer. At all times our priority and procurement is based on the quality of the ingredients offered to us. Other than ensuring the procurement of the highest quality of ingredients available to us, we also wash all our raw ingredients such as meat, fish, chicken, vegetables etc. with mineral water. This helps us keep the freshness and render hygiene with respect to our ingredients intact. We also make it certain that there is no leftover food to be used or even kept on premises at the end of the day. The left over food is either shared with the staff or given to the needy, hence helping us ensure that we always serve the best and freshest food at all times and play our part in the society as well by giving our customers a fresh, healthier and tastier experience each and every day.

(GU): What makes Kolachi so different from other restaurants, especially since there are many restau-



rants that operate on the same strip of Phase 8 and have the same location advantages that Kolachi does?

(FR): Kolachi can be easily differentiated from many restaurants in a number of ways. This was our initial concept that we have tried to introduce in Karachi with the main idea of being able to bring something new and different. For this specific purpose Kolachi offers a variety of specialties from all across Pakistan and even beyond its borders. The dishes at Kolachi are not just made by any chef, instead, we have brought together a long list of professionals that specialize and pay ode to the authenticity of each and every dish which is then tweaked to perfection to cater to the taste of the people of Karachi. We have searched far and wide from Hunza, Lahore, Peshawar, Maripur and even China. The Chinese lady you see in our kitchens is actually from China. Thus being able to offer specialty dishes by having the variety of professionals who originate from different parts of the country and are able to cook authentic and genuine dishes from all across the country and beyond the country's borders which are enhanced according to the taste of the people of Karachi, all under one roof is what differentiates us as a restaurant.

(GU): What would you say has played an essential role in the success of Kolachi, luck or hard work?

(FR): Allah has definitely been very gracious upon us and has blessed us a lot. We have certainly had a sufficient amount of luck if you consider what we have achieved in such a short time. However I would certainly have to say that luck has played its part but it has certainly been the hard work of each and every individual that is connected to Kolachi that has helped us in achieving where we stand today. The planning, the determination and sheer consistency of people working hard in their respective areas to help achieve the dream the standard that Kolachi has become, would not have been possible if every individual did not pitch in and give their 110%. From due diligence and effective standard operating procedures for service

that are followed daily to gaining and using the expertise in procurement of supplies and constantly working on the fusion of specialties and dishes alike that cater to the taste of Karachi, a lot of hard work has been put by each and every individual of the Kolachi family which is why this family includes all the partners, from all the janitors to every employee who has been a part of Kolachi. Their individual hard work and efforts has been crucial to our success and is the reason behind why Kolachi functions so well because we are one as a unit, all part of the family.

(GU): With your knowledge, skills and talents, you could have easily joined or worked for an already established business, why did you choose to be an entrepreneur and establish a totally new setup?

(FR): That is a very good question. It's true that I could have looked for a job and probably even got one but if that had happened, I would be in a very different position from my current situation. In terms of personal aspects, I may have not had the same standard of living or be able to enjoy the current luxuries that I have been granted by the grace of Allah. Working for someone and working for yourself are two very different ends of a string. Right now I am able to pursue my education and help run my own business where as such would probably not be the case if I was not my own boss. Other than this another major factor that led me to become an entrepreneur is that had I not done so, with a job, I would only be able to run my own home from what I would earn whereas now by pursuing to be an entrepreneur I still am able to run my own home and also help the 350 to 400 employees in running their homes from the income we make. In this way there are now 351 to 401 homes that are being run on the income that we are able to make from our business instead of just the one home effectively helping the economy of Pakistan in whatever way we can, be it small or big.

(GU): What message would you like to give to future entrepreneurs from Greenwich University?

(FR): Well, my message to students who look towards working as entrepreneurs or in any other field is simple-- hard work, determination, consistency, persistence and the will to achieve are the simple components of the formula for success. One should believe in their self and work as hard as they possibly can and keep in mind that there is no job which is too little, too small or insignificant. This is a tried and tested method for success as I have tried this myself. So work hard, dream big, do not limit yourself or be put down by setbacks, for if you do once and don't succeed, try again, try again and hopefully at the end you will achieve it. ■

Mirza Bilal Asad Baig
BS41 3603



ICT and Poverty Reduction

The following essay that won the 3rd prize in the Essay Writing Competition 2013 at Islamabad on 27 June, 2013, was written by none other than our bright and brilliant student Sehar Nadeem of Mass Communication & Media Studies department. Greenwich University congratulate Sehar Nadeem and boost her confidence..... Editor.

According to Wiki-pedia, Information and Communications Technology is often used as an extended synonym for information technology (IT), but is a more specific term that emphasizes the role of unified communications and the integration of telecommunications (telephone lines and wireless signals), computers as well as necessary enterprise software, middleware, storage, and audio-visual systems, which enable users to access, store, transmit, and manipulate information. In a simpler way, ICT can be referred to as technology that makes life easier. ICT includes devices like scanners, sensors etc. such devices improve efficiency, are timely and reduce errors.

Poverty has existed since when human race began, some people have always been lucky enough to have more than others. Definitions of poverty may vary according to different places, yet no matter how you define poverty, those who face it encounter numerous heart-warming problems. The most general definition of poverty refers to those who live below the 'poverty line' - an imaginary line used to mark a limit where the basic needs of humans are met. When I used the term 'basic needs', I sure do mean basic

needs, which include two meals a day, clothing and shelter! How nutritious the meal, of decent the clothing and how hygienic the shelter is not even taken to account many a times.

Information is not a magic cure for hunger or poverty. However, the right information at the right time can help in finding a solution. ICT includes a whole range of technologies that facilitate communication and the processing and transmission of information by electronic means – from conventional radio and landline to computers, Internet and mobile phones.

Here, I would like to quote Richard Gerster:

“Pro-poor effects are more likely if ICTs are embedded in larger, demand-driven efforts. Ownership in defining the problem as well as the solutions is essential to avoid ineffective supply-oriented interventions. Effective efforts combine a number of elements to deal with an issue holistically.”



Sehar Nadeem

ICT can greatly contribute to the reduction of poverty. Scanners and bar code readers that are commonly used in super markets, should be used in Public Offices since majority employment is generated by the government. Using such technologies in government offices, will make work more efficient, timely and cut costs on long term basis. The government employees can then use their free time to take up other jobs. Once cost reduction is achieved, the government can gradually increase the salaries of the workers and/or can divert the same funds to reduce poverty.

How can we use information and communication technologies (ICT) in poverty alleviation programmes? History has shown that technologies, left to their own devices, will only exacerbate existing differences. Information and communication technologies are no exception. As Jesse Jackson once pointed out, with time the digital divide in the United States is only increasing and it is acquiring the dimensions of a racial ravine, with the relative disadvantage suffered by Blacks and Hispanics in inner cities increasing all the time.

It is essential, therefore, for us to use ICT in a way that would bridge rather than enhance the digital divide. ICT should be used as a vehicle for imparting market driven skills through the pedagogic methodology of learning by doing. We have seen in our work in Pondicherry and elsewhere in southern India that the poor are able to take to new technologies like fish to water, if they are enabled to do so through practical training

ICT's contributions to pro-poor livelihoods, health and governance are feasible. In the scope of the Learning Study we came across several ICT-programmes which impacted on the lives of poor people in a poverty reducing way. This positive message also matters for achieving the Millennium Development Goals (MDGs). E.g. in Uganda, information received through community radios on improved agricultural technology, new farming methods, improved seeds and grass preservation contributed to higher agricultural production, leading again to increased food consumption (maize) as well as to income gains from the sale of milk and beans. An adequate ICT choice largely co-determines potential pro-poor effects.

There is no such thing as technology neutrality. Distributional effects of different technology options have carefully to be considered. For example, in the context of Sub-Saharan Africa the use of community radio provides local solutions to local problems without referring a priori to external solutions.

An intervention based on the Internet, however, enhances external 'solutions', if it is accessible at all by the poor. The combination of the Internet with other ICTs, radio in particular, has a significant potential for poverty reduction purposes.

Pro-poor effects are more likely if ICTs are embedded in larger, demand driven efforts. Ownership in defining the problem as well as the solutions is essential to avoid ineffective supply-oriented interventions. Effective efforts combine a number of elements to deal with an issue holistically. An example:

ICT-supported information as such on AIDS-prevention or cure may not have the desirable effects if there are neither preservatives nor drugs available or people simply cannot afford them.

Ownership by the local communities, partnership and networking are key to effective poverty reduction programmes. Donor agencies should not look for implementers of their visions but for partners having their own vision and encourage and support them in implementing it. No single agency can tackle poverty reduction by itself. Partners are required at the local and national level, specialised institutions in all areas which matter in a specific context, be it health, education, agriculture or research, dissemination, monitoring or evaluation.

ICTs are an effective means to increase the voices of the poor in (global) policy debates. At the national level ICTs facilitate networking and lobbying the Poverty Reduction Strategy Papers (PRSP). At the global level there are numerous networks in which it is essential to have a direct representation of the South. An example: during the preparation period of the World Summit on the Information Society (WSIS), the global discussion forum on the 'Information Society: Voices from the South' enjoyed a Southern participation of 70 %.

Institutes set up have also contributed and still are contributing to use ICT to reduce poverty. The UNU International Institute for Software Technology (UNU-IIST) is an institute that aims to address the question of how such recent advances in information communication technology (ICT) infrastructure can be harnessed to help alleviate poverty in rural communities. Its primary focus is on the issue of how to build local capacity, which has been widely identified as one of the most pressing issues in poverty reduction globally. It will take an action research approach, with extensive fieldwork.

UNU-IIST also offers a highly innovative new professional bachelor's degree programme in Poverty Reduction and Agriculture Management (PRAM), developed under the Wetlands Alliance and piloted by the Ministry of Agriculture and Forestry of Lao PDR, has shown the tremendous value of providing such training at the grass roots level. A particularly unique feature of this degree programme is the use of poverty reduction outcomes to evaluate student projects and to measure the overall effectiveness of the program. The challenge is now to find a mechanism to scale up this programme in Laos and other countries. ICT holds the promise of enabling this scaling and at the same time linking local and global agendas. Private sector development in Laos, like many other developing countries, has begun to provide a viable ICT infrastructure in rural areas, including 3G Internet connectivity, inexpensive computing devices, and access to power through solar technology. Recognizing an opportunity where ICT can augment an existing approach and leverage existing infrastructure, UNU-IIST has entered into a strategic partnership to support the Ministry of Agriculture and Forestry in designing and building software for capacity building at the grass roots level in the country. The system is being designed with full participation of staff from the national, provincial, and district levels, as well as PRAM students and teachers. Such participatory design is crucial to local ownership of the initiative. Many subtle issues come to play here, such as holding meetings in settings where the participants can feel comfortable, which can sometimes be someone's home in a remote village. ■

Reference :ICT FOR POVERTY REDUCTION: MYTHS, REALITIES AND DEVELOPMENT IMPLICATIONS



If there be a
that
A Tour to No



a paradise on Earth
that is this that is this that is this !!!
Northern Areas of Pakistan





Never the Last Shot: Annual Tour

On Wednesday morning, June 26th a group of students along with faculty and staff members and the Vice Chancellor left for Islamabad from Jinnah International Airport at 7:30 am for the trip which we named as "Never The Last Shot" as we took pictures at every spot every moment during our summer trip to the northern areas to enjoy ourselves.

The group reached Islamabad and boarded the coach waiting outside the airport. The Vice Chancellor had to attend a university conference in Islamabad and promised to meet up with us the following day.

After travelling for four hours from Islamabad, we reached our destination shrouded in clouds surrounded by mountains, "Dunga Gali" a beautiful scenic mountain resort, in Khyber Pakhtun Khwa. The stay at Dunga Gali was from 26th June to 30th June. Two guest houses, one for boys and the other for girls were booked, both one above the other in elevation on a picturesque mountain hill. Niaz Bhai the guest house care taker was at service and also the coach and the driver were available to us. Wow was the effect!

On our very first day, when we reached Dunga Gali, we were welcomed with lunch, a sumptuous feast, courtesy to Niaz Bhai, and accompanied by one of the guest house owners, ' Mr Shoaib Shamsi' also a faculty member at Greenwich University. He showed us the museum, told us

the history about the stuffed animals there. Then he guided us along the 'pipe line track' which was built by the British years back. This is the water supply line from the reservoirs in Dongo Gali to Murree Cantonment. We trekked along the 4 km pipeline track huffing and puffing. Beautifully whittled, around the mountains side, sharp cliff hangers, overlooking the stunning depth of the valley below was an amazing scenic view. On the way we saw different creatures, there were resting areas to sit and relax. It was one of the most amazing experiences to walk along the track. At the end of the track we reached Ayubia where we sat, rested and had tea. We got back to our guest house, freshened up and went for dinner to Nathia Gali which was a 20 minute drive from Dunga Gali. At night it gets cold and we had to wear our jackets, shawls & warmers to keep ourselves snug.



Hip hopping in a bus



Pas time with Ludo

We moved on to Patriata Chair Lift. On our way to Patriata we bought sheaves of corn to feed the monkeys on the way which was again a lot of fun and a very enjoyable experience. The monkey-families wait for you on the road side to be given food especially corn on the cob and it looks so interesting when they nibble at it. We reached Patriata and it seemed as if everybody on the planet was there. The queue was very long and we had to wait for two hours to get our turn but it was worth waiting. Everyone sat on the chairlift, no matter how afraid they were of heights. We got back to our guest house where Saadia, a student of MBA and Ms Tahira planned a barbeque. Ms Seema Moghul, the Vice Chancellor joined us. The second night at the barbeque - bonfire night, students and teachers everyone enjoyed and had the time of their life.

We went to Nimli Mehra water fall, once again an amazing place to visit. On our way we stopped at a Protestants church and went in to look at it. As we reached Nimli, all the students were excited and glad to be the part of the trip. It had restaurants, where we could sit, put our feet in the water and enjoy the waterfall. The water was freezing cold and clear. We sat there had tea and soft drinks. They offered us clean water to drink which was directly from the natural spring - waterfall. We moved on and stopped by at a lake which was down the hill, a relatively warmer place, where we sat on charpaees, which are wooden latticed beds, again sitting in and on the water. On our way back we stopped for lunch and high tea in Nathia Gali as it was in the way. Many of us walked along the side ways, going into the shops, girls did a bit of shopping, and we had hot freshly made Gulab Jaman from a sweet shop while walking along. While we were waiting for our coach to pick us up we popped in to see a Motion Ride tunnel which was eight minutes of a thrilling experience, a fun ride.

Kohala, Neelum River which flows down from the glaciers in the Himalayan Range across Kashmir was not to

miss either. Although we had to travel for long but it was worth waiting. We sat again on charpaees, ordered chicken pakoras, sheesha and drinks. We all chit chatted, took pictures to capture the moments to savor later. Being connected to history and nature was one of the best moments we could have had. On our way back we stopped at PC Bhurban for dinner, which was treat to ourselves. Some students shopped, some went to listen to a well-known vocalist performing while others were taking shots.

We made a turn round for Islamabad via Murree. In Murree we went to explore the Mall road, had lunch there, and did a bit of shopping for friends and families. We reached Islamabad and were overly excited to see our guest house which had a beautiful interior. We rested a bit and went out for dinner and to explore Islamabad streets. We walked to Jinnah Super, snacked a bit and then went to Hot Spot the in place for desserts.

Eventually, on our way to Hassanabadal's Gurdwara a Sikh temple, we stopped at the Faisal mosque. After that we went to see the Gurdwara in which they didn't allow us to go in at first but ma'am Tahira took permission from the police station and Auquaf department and we were let



Fresh looks and glowing faces!

in. It is of Panja Sahib, who stopped a falling rock with his palm. This is reverend to all Sikhs. On our way back to Islamabad we went to Taxila where we saw the remains of old Buddhist buildings and temples. At night we went to Centaurus mall where another group from Greenwich joined us with Mr. Iqbal Jamil and Ms. Ayla Hassan. From there we all went on our last group dinner of the trip.

Finally, though nobody wanted to come back we all boarded the bus at 7:00 am for the airport and got back to Karachi. A memorable trip, life time experience it was! There was never the last shot as we were taking photographs all the time. ■

Barira Zulfiqar
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A hilarious skit by the students



A presentation of skit regarding traffic constabulary

Fifty-50 Show, Glorious Reminiscence

A Combined Production by the students of Media Marketing and Direction

The legendary PTV (Pakistan Television) comedy skit-show from the 1980's Fifty-Fifty may well be the greatest (one of the greatest?) PTV shows ever. Based loosely on US comedy shows such as Saturday Night Live, it definitely was a revolutionary concept which literally ruled the airwaves like only a few shows ever have, before or since.

The brilliance of Shoaib Mansoor, the writing excellence of Anwar Maqsood and the versatility of the acting trio, Ismail Tara, Majid Jehangir and Zeba Shahnaz made this show in the 1980s a must-see every week!

On 27 April 2013, the talented students of Greenwich University, class of Direction and Media Marketing paid tribute to the most spectacular show. Together, not only did they arrange but also enacted and directed this humorous remake of the legendary Pakistani drama. The unbeatable performance of the students on "disco chor" kick-started the show, which we hope brought great memories back to people of what once was the most sold show of all time, followed by "bashira in trouble", "dubai jannay wala", "disco chor", "ajaeib ghar" and a lot more.

It was an uphill task since the students had to carry out intense research of the entire Fifty-Fifty collection. The script needed to be adapted for stage performance. It also needed to be evolved to inspire and entertain the audience of the present time. The stage, art direction, wardrobe, makeup, all needed to be up to the mark for the audience with great expectations. The lights, sound and music were up to the mark and almost 450 tickets were sold.

The show took off in front of a full house at 8 p.m., a mixture of skits and songs to enthrall the audience. Considering most of the students had no experience whatsoever of directing/producing/organizing or even acting for that matter, they did an exceptional job under the guidance of their teacher.

The promotion and marketing of the show was vigorously put up and it was the result of untiring and brilliant efforts by the students that they succeeded to have Coke as the Prime Sponsor.

Akber Subhani and, Faizan ul Haq a famous TV host/VJ were the chief guests of the event and they were both encouraging and applauding the students for their efforts towards this challenging attempt. Faizanul Haque was of the opinion, "It's astonishing to see so much hidden talent in our younger generation and I think they should be provided wider platforms like these to showcase their abilities." ■

Saima Ghazanfer
Faculty Member



Performance with zeal



Bouquet presented to the chief guest



Chief guest interacting with a student



The audience watching with intent

Workshop-Directing and Acting on Stage Conducted by: Fawad Khan

“Imagination is more important than knowledge”, claimed Albert Einstein. And this is what Fawad Khan, alumnus of Napa, proved, not just being a gifted actor, but a Director with vision too. He helped us understand details and aspects of the show during his visit to Greenwich University. During preparation for the 50-50 show, Fawad helped us understand the aesthetics of production, direction and most important acting on stage. He took us into the labyrinth of imagination and helped us feel how one can transform oneself as per the required environment and character, how to use the space on stage. How to control movement and deliver expressions. The language and dialect were also discussed in detail.

Mr. Fawad Khan explained that Actors, Producers and Directors express ideas and create images in theatre, film, radio, television, and other performing arts media. They interpret a writer’s script to entertain, inform or instruct an audience.



Students concentrating

Actors perform in stage, radio, television, video or motion picture productions. Actors portray characters, and for more complex roles, they research their character’s traits and circumstances so that they can better understand a script. Most actors struggle to find steady work and only a few achieve recognition as stars. Most aspiring actors participate in school and college plays, work in college radio or television stations or perform with theatre groups. In television and film, actors and directors typically start in small television markets or with independent movie production companies and then work their way up to larger media markets and major studio productions.

Producers are entrepreneurs who make the business and final decisions involving a motion picture, made for television feature, or stage production. They select scripts, approve development of ideas, arrange financing, and determine the size and cost of the endeavour. Producers hire or approve directors, principal cast members, and



Professional tips for direction

key production staff members. They also determine which programmes, episodes or new segments get aired. They may research material, write scripts, and oversee the production of individual pieces. Producers coordinate the activities of writers, directors, managers, and agents to ensure that each project stays on schedule and within budget.

People who become actors, producers and directors follow many paths to employment. The most important qualities employers look for are creative instincts, innate talent, and the intellectual capacity to perform. The best way to prepare for a career as an actor, especially in the theatre, is through formal dramatic training. Producers and, especially directors need experience in the field, either as actors or in other related jobs.



Greenwich memento for the speaker

Mr. Fawad Khan was of the opinion that actors endure long periods of unemployment, intense competition for roles, and frequent rejections in auditions. Because earning may be erratic, many supplement their incomes by holding jobs in other fields. However, many actors, producers and directors find work on the basis of their experience and talent alone. ■

Rabiya Alavi
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European Conference on Social and Behavioral Sciences

June 19-21, 2013

Faculty of Business Administration Marmara University, Istanbul, Turkey

European Conference on Social and Behavioural Sciences was held from June 19-21, 2013. The Conference was joint venture of International Association of Social Science Research & Faculty of Business Administration, Marmara University Istanbul. Dr. Syed Arshad Imam, Head, Department of Business Administration, represented Greenwich University through his participation.

In the inaugural session President of the Association of Social Sciences Research, Prof. Dr. Hassan Arslan extended a warm welcome to the participants and offered special thanks to Prof. Dr. Ercan Gegez the Dean of Faculty of Business Administration of Marmara University for hosting the conference at the University. Dr. Hassan Arslan informed that 503 conference delegates from 30 countries were participating in the conference and more than 250 research papers would be presented in three days. He said that they received 486 applications out of which only 277 papers were selected for the conference on the basis of quality and worthiness.

After the inauguration one of the keynote speakers Prof. Dr. Jari Lavonen presented his paper on "Are we looking for effective or professional teachers?", Prof. Dr. Ali Akdemir on "Non-governmental organizations, career and science", and Assoc. Prof. Dr. Georgeta Rata delivered her paper on "Multicultural education in a globalised world." Parallel Sessions started after Lunch at 1.30 pm.

On the 2nd day of the conference, Dr. Syed Arshad Imam presented his paper titled "Perception of Private and Public Sector University Employees towards Work Setting and Productivity in Pakistan". He said that the main purpose of the research was to see how work satisfaction affects the employees' productivity in different work settings. For this purpose two groups were selected one from Private Sector University and the other from public University. A total of 150 participants participated in the study out of which 90 were from public and 60 from private institutes. The study explored various ways that keeps



A group photograph with Dr Imam on the right



Dr Arshad Imam and Dr Fatima Imam with Dean Business Administration, Dr Volkan TURKER, Marmara University

employees contended in their work settings. The various factors that have positive effects for job satisfaction are: Challenging environment, pay structure, friendly relations with co-workers, just attitude of employer etc. All these have collective positive effects on contended work satisfaction perception of workers which is positively correlated with high rate of productivity of workers that results in overall benefit of the organization. The results revealed that a better working environment provided by private university setup is more facilitating factor in overall positive perception of private sector employees.

After the talk session chair Prof. Dr. Canan Çetin from the Department of Business Administration Marmara University thanked Dr. Imam and posed a question as to what in his opinion were the possible reasons or explanation for his findings that private sector employees scored higher on both Work Environment Scale (WES) and Perceived Productivity Estimation Scale (PPES). Dr. Imam replied that one possible explanation for the results came from calculations of differences and similarities of public and private sector universities. The similarities and differences in work settings do exert their impact on consequences like productivity of employees. One main difference related to work settings in these two sectors is in dimension of clarity in daily routine rules, policies and explicit communication to employees by the authority; because the situation is diffused and ambiguous in the public sector when compared to that of private university. Another factor is related to Public Sector University is that at top management level human factor is missing. There is a structured working frame but lacking presence of top tangible headship. In Private Sector Universities there is a headship with a sole authority of hiring and firing the employee at any time. Sometimes behavior of employees on the job may change because something novel has been introduced into work settings, and this is possible only in private sector.

Third day the conference ended up with Boat Tour & Conference Dinner in Bosphorous. Detailed proceedings of the conference can be seen on the website <http://www.iassr.org>. ■

Dr. Syed Arshad Imam

Head, Department of Business Administration



The team of Pehchan Pakistan along with faculty and students

Pehchan Pakistan— Educate the Uneducated

Pakistan Community Service Association registered as a non-profit entity is dedicated to solving the basic social problems faced by the people of Pakistan. The main goal of PCSA is to combat lack of education. The prime focus of our association for the next five years will be educational empowerment and capacity building trainings all across Pakistan. We have named this movement as “**Pehchaan Pakistan-Kyun Ke Tum Ho Pakistan**”. The idea behind Pehchaan Pakistan is to render the youth of Pakistan capable enough to understand our country’s concerns in-depth and enable them to think critically about country’s affairs, realise their responsibility towards society and act accordingly. The above statement was given by the Director Sindh, Pehchan Pakistan, Noreen Safdar while addressing the students of Greenwich University at a workshop jointly organized by Project Director and Greenwich University.

Noreen Safdar went on to say that the main problems faced by the youth are firstly, they do not have any vision of where they would want to see themselves in the coming time. Also, they do not have any dynamic platform through which they can accomplish their goals.



Token of appreciation: Dr Chand Bibi presenting shields to the guests

To counteract these problems, thirty best students from colleges and universities of Pakistan will first be selected on purely merit basis to be trained to become our fellows by internationally recognized and highly experienced trainers. These trained and well equipped fellows will then be sent to all government schools in Pakistan to counsel the students, educate them and guide them as we will present them with distinct goals to complete. These students will then be inspired to work with more students (multiplier effect). Therefore, slowly more and more Pakistanis would be educated, reducing the illiteracy, incompetency and lack of awareness in Pakistan.

They plan to launch this project in summer 2013 through a one week fellowship training workshop in Karachi, followed by summer camps and finally the training and development of all the government schools of Pakistan from August onwards. However, they need to start the awareness campaign and the selection of the fellows throughout Pakistan from the end of March onwards. Pehchaan Pakistan is a macro level project that will vitalise the roots of our nation by empowering them educationally and intellectually. Nevertheless, it cannot be denied that it is barely possible for us to do such projects without the support of educational institutions.

Noreen Safdar urged the students of Greenwich University to be the integral part of Pehchan Pakistan Project. The workshop concluded with a robust Question-Answer session. ■

Ameer Hamza Asif
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Art of Consumer Behaviour

Class Project, Spring 2013

On the 18th of May, Greenwich University was buzzing yet again with the activities of students from the spring 2013 class of Consumer Behaviour, brilliantly guided by Mr. Abdullah Dewan. This course was meant to gauge what the students of the course learnt throughout the semester and was looked forward to with much enthusiasm. The idea behind the project was to recognise and evaluate various elements that affected consumers in their purchasing behaviour. The topics that were selected were from the psychographic aspects of consumers, the service industry and fashion industry.

The students of the class were categorised into three distinct groups and each was assigned a topic. Each group presented a five-sense presentation, which involved coming up on stage, presenting the content of the report, and then displaying the physical aspects of the group's designated topic in relation to the five senses, namely sight, hearing, taste, smell and touch via a kiosk or a set-up where they would provide a live setting of their distin-

well. Strugglers would watch television, so that they could get away from their worldly troubles and enter a world of fantasy. Makers and Strikers, who comprise of the majority in Pakistan, would watch television for the glamour aspect and for sensation. In another situation, they would like to imitate what they watch. Believers would be influenced by the wealth and the materialistic aspect of life, and hence, they would like to imitate what they see in terms of consumption and would prefer to purchase anything that is expensive, no matter how incompatible it is with them. Achievers, who are status conscious and hard-working, would like to keep themselves up to date with information, and in turn, would watch international channels to achieve their purpose. Fulfillers, who are driven by passion rather than wealth or status, would be influenced in a way that is directed towards their passion, so they would watch television channels that would appeal to them, regardless of what is the trend in society. Experiencers or the Millennials reject the concept of being in-



Students posing in front of stall



Inner view of consumer goods stall

opic. The topics assigned to each group were, "The Evolution of Media and its Influence on People of Pakistan", "Guess Handbags", and "Tim Horton's."

The Evolution of Media in Pakistan started with newspapers to convey the message of partition of India and the creation of our homeland Pakistan. Soon after, another news media, the television was introduced, with PTV, (Pakistan Television) as the only channel in the beginning. Later, a number of other channels were introduced. These channels cater to various demographics and psychographics, and also offer entertainment to people from all walks of life.

The channels in Pakistan cater to people hailing from various strata of society, namely, the Strugglers, Makers, Strikers, Believers, Achievers, Fulfillers and lastly, the Experiencers, and in turn, these multiple channels influence each of these stratum in completely unique ways as

influenced by television. They are narcissistic and do things for themselves that would benefit them. They challenge the system, so television has no influence on them. These strata may seem to be very different from one another, but they may overlap. There are countless instances where people move between these classes and there are some who have traits from multiple classes as well, so defining them as a concept set in stone, or a "black or white" distinction would be myopic, since there can be cross-strata mobility.

These various concepts were displayed in a movie where the classroom was set up like a cinema hall, guests were given cinema tickets at a ticket booth and led along a path that was decorated with posters and the name of the cinema, to emulate an authentic cinema setting. After they were seated, the movie started, which showcased the various concepts and the students demonstrated this with their own acting of various situations that the above men-

tioned categories incorporate.

To target the five senses, there was the movie to target sight; for smell, there was the smell of tempting popcorns; sound was the audio of the movie; taste was the popcorns itself; and touch embodied by seating and the general setup of the area as a cinema hall.

After this was over, Mr. Dewan and the students were led to the other stalls in the courtyard to witness another aspect of consumer behaviour. This was from the fashion industry, so this stall was for none other than Guess Handbags.

Guess is a brand that caters to the younger demographic of society. They demonstrate this by showing the hobbies and interests of young people through their campaigns, and hence, they cater to and attract them to their brand. The group that was assigned the topic recreated a glamorous shop setting with fascinating items and after they showed the audience around the stall, they performed a dance routine, to demonstrate the youthful spirit of the Guess brand.

We moved on to the next stall Tim Horton, a Canadian fast food chain of the service industry that primarily sells doughnuts and coffee, amongst other eatables. They are known for their efficient and distinguished service, while at the same time, they offer a variety of fresh and high quality products at an affordable rate.

The group that was assigned this topic set up their stall like café with tables and chairs and a counter with an attractive assortment of things to choose from. The group also had a server, who went up to Mr. Dewan to take his order, and interestingly enough, he was served in the style that was unique to Tim Horton's. Apart from that, they had a faux interviewer from a reputable television channel, who came to ask Mr. Dewan of his opinion about the whole thing.

The event was received with zeal and turned out to be an enlightening experience for all since it not only informed the audience about certain aspects of consumer behaviour, but also provided them with entertainment that left a lasting impression on their minds.

Having university events such as these, is not only entertaining, but it also provides students with vital skills that no textbooks can teach, ranging from handling finances, to politics, creativity and marketing; a mere university project to make it into an affair that the rest of the students and staff of Greenwich University could enjoy. ■

Abeer Ali Ansari
BS33 2784



Guess who is the monkey!



Apathy

Awaken from your Slumber my fellow Men
 Awaken from your Slumber my fellow Men
 This milky- wine is deep in Apathy
 Cause if you let it lay, it will crystallize,
 & soon they shall wear it as gemstones on their bosoms
 It provokes desire, but it takes away performance.
 Learn to enjoy it let it not enjoy you!
 This milky- wine is deep in Apathy
 This milky- wine is deep in Apathy
 Palms clasped, heads bowed, is only the path;
 Learn to tread on it with skillful commune.
 The silent path is a weasel killer!
 Stand for your right!
 Stand for your right!

The alarm bells are pealing as you can see
 Stand up and link your skill to the shoulder
 Those positions besides you as boulders roll on, roll on
 Awaken from your Slumber my fellow Men
 Awaken from your Slumber my fellow Men
 This milky- wine is deep in Apathy
 This milky- wine is deep in Apathy
 Silent never was the quill
 Cause it will soar over the turbulent and the still
 All the toil yawning in heart and will
 High on the mountain, deep in the soil
 Awaken from your Slumber my fellow Men
 Awaken from your Slumber my fellow Men
 The weak become tough the sturdy become stronger
 The scared become secluded!
 Stand for your right! Vote
 Stand for your right! Vote.....
 Silent never was the quill

Tahira A Khan (Fac)

Greenwich Participates in ILO EU Documentary Project

International Labour Organization (ILO) is making persistent endeavours combat the appalling menace of child labour in Pakistan. ILO has already introduced various projects in Pakistan to fight this problem. In collaboration with ILO Govt of Pakistan introduced new laws to tackle this problem. ILO strongly believes that before a person starts working somewhere, correct guidance and proper education becomes a necessity.

ILO initiated “Combating Abusive Child Labour-ii Project”. Under the project students of seven Universities were selected to produce research based documentaries on Child Labour.

The agreement between Greenwich University & ILO for the project was signed by Mr Francesco d’Ovidio, Country Director, ILO Office, Islamabad and Mr. Iqbal Jamil, Head, Department of Mass Communication & Media Studies, Greenwich University, Karachi.

Greenwich University is proud to be the part of this project. The students of Mass Communication & Media Studies of Greenwich University produced two documentaries and one short film for the project to the entire satisfaction of ILO. The ILO Project was funded by European Union with the support of Government of Pakistan.

Greenwich’s journey towards Combating Abusive Child Labour –II Project with ILO started around 6 months ago when Mr Sujeewa Fonseka, Chief Technical Advisor, ILO-IPEC/CACL-II Project and Mr. Zaheer Ali Arif, came to Karachi for orientation and to interact with the students. To their great satisfaction the ILO members found the students very enthusiastic about the project. During the orientation three groups of students were formed to execute the project. Greenwich University holds a strong background of encouraging its students to enroll in social welfare services, so that everyone can play a role to make this society a better place to live. The ILO members told the students that the project should be completed within the time frame and students can make documentaries from the list of different kinds of Child Labour which takes place in Pakistan.

Mr Sujeewa Fonseka and Mr Zaheer Ali Arif shared some information with the students about what they would be required to do and the basic purpose of ILO. They stated that they have been struggling since a long time to eliminate child labour and that they have been involved in



many projects. He further said that he was in Greenwich University to invite the students to participate in the competition organized by ILO funded by European Union. The government of Pakistan was also supporting the idea of ILO in which the students of media department were supposed to make video documentaries, shortfilm/Docudrama’s and Video animation to raise awareness in the society to eliminate child labour from Pakistan. Mr Sujeewa Fonseka on the occasion said that the main aim of the project is to create awareness among the youth so that when they are at the helm of affairs, at least they know the problem and discourage it at every level.

The students of Greenwich University actively participated in the project and 3 groups were formed out of which 2 groups that were led by Ameer Hamza Asif and Areeba Shah made the documentaries and another group led by Tayyab Ghani focused on making a short film to raise the issue on a higher platform. The documentaries had many heart rending stories of children who became a victim of child labour, with very little money in return. The documentaries also focused on most miserable working conditions and almost no safety measures. The short film included a beautiful fictional story of two boys who worked in an ice depot under a cruel and barbaric owner who used to physically and mentally torture the two little children for their mistakes.

The students of Greenwich University were invited to Islamabad by ILO along with the head of department Mr. Iqbal Jamil and Assistant Professor Ayla Hassan for the screening of their documentaries and short film in PAK China Friendship Centre. The event was organized for the



Faculty and staff at the orientation

students who actively participated in the competition to bring in their point of views on combating child labour. Many other officials of ILO and Pakistani government were also invited to motivate people and appreciate the efforts made by many students across Pakistan. The chief guest at the occasion His Excellency the European Union Ambassador to Pakistan, Mr Lars Gunnar Wigemark, said that the basic aim of the project is promoting social justice in the world. He said that European Union is ready to work with the organizations that want to contribute to make the world a better place. The Country Director, ILO Office, Islamabad, Mr Francesco d' Ovidio addressing

the audience said that ILO lays special emphasis on elimination of child labour, particularly its worst forms. The elimination of child labour is one of the core areas of interest of ILO and a number of conventions and recommendations have been adopted in this area. He further said that the documentaries and short films that are made by the students of different universities have raised curtains from a lot of other aspects of child labour as well. After his speech Mr. Iqbal Jamil and Ms Ayla Hassan presented to the chief guest a shield of appreciation on behalf of Greenwich University. Mr. Iqbal Jamil was also presented a shield of appreciation by ILO for participating in the event.

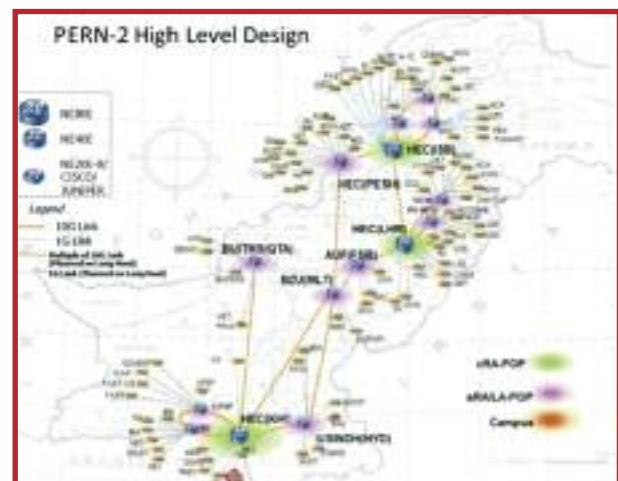
A very impressive tableau was presented by the school children in which problems arising out of child labour were highlighted very effectively. The tableau concluded with a very motivational song invoking care and concern and above all, justice for children forced into child labour. The students of Greenwich University were highly motivated towards the cause by participating in this event, and indeed these sort of events will definitely further their skills to work for a better society in future. ■

Ayla Hassan (Fac)

Greenwich acquires PERN 2

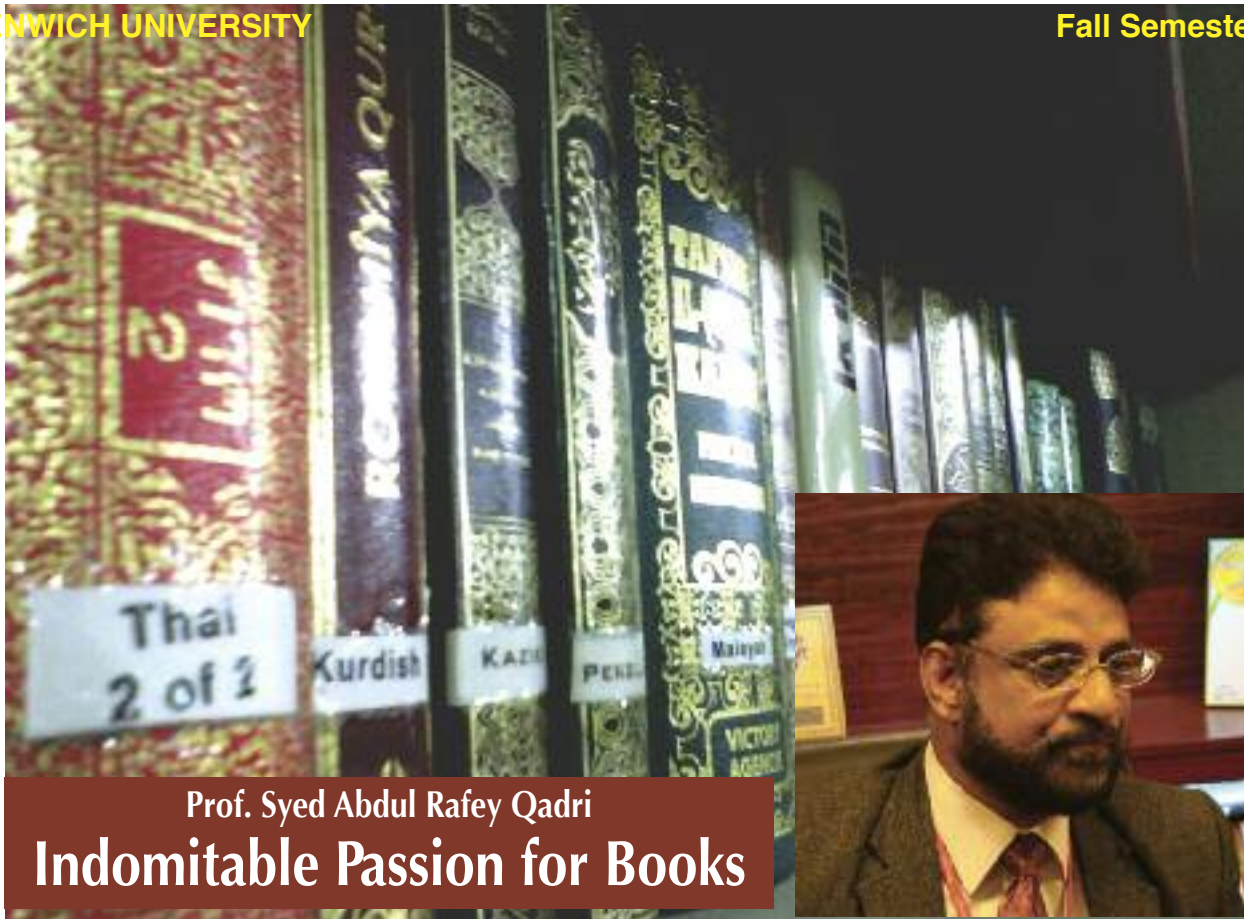
Integration and communication are the keys to educational quality enhancement in today's era. Expansion of courseware, trends, skills-set is only possible by utilizing already acquired knowledge in a shared manner instead of inventing the wheel again or starting from scratch. In this context, Higher Education Commission (HEC) of Pakistan strived hard since 2002 and deployed metropolitan networks to inter-connect public and private sector universities providing apt communication infrastructure and research sharing facilities. This infrastructure initially named as Pakistan Education & Research Network (PERN) and after its extension and inclusion of packaged services like plagiarism testing, video conferencing, library access, voice over IP and many more, has been named as PERN 2.

With the mission to maintain, promote and enhance quality of the University's educational programs to the highest standards through strategic planning, assessment, and continuous monitoring, Greenwich's Quality Enhancement Cell (QEC) is dedicated to extend the quality by all measures. Having rapid-speed Internet Connectivity with add-on features like Gigabit Metro Ethernet, Point of Presence, VOIP, Video-Conferencing, Digital Library Access, Integration through 10 GE Metro Ring & Regional Access across Pakistan with other Universities using Hub-and-Spoke topology became an essential need for



Greenwich being a top 'W' Category University; therefore, we signed-in for PERN 2 in the first quarter of 2013 to extensively collaborate with institutions across Pakistan as well as foreign universities, as we are already in memorandum of understanding with many in the field of research and development, exchanging academic staff, organizing joint research project and training programs and arranging national & international conferences for faculty and students. ■

Dr. Shair Sultan Mughal
Dean, Faculty of Management Sciences



Prof. Syed Abdul Rafey Qadri Indomitable Passion for Books

Prof Qadri is a distinguished man of letters and has earned his name in many different fields like I.T. Financial Management, Banking, Consultancy and Academics. He is also a member of Association of Certified Anti-Money Laundering Specialist (ACAMS) and an Associate of Association of Certified Fraud Examiners. He is currently working as a volunteer to develop university level courses in AML and Compliance.

Prof. Qadri has a family library with as many as 9000 books on almost all topics. He has a passion for knowledge and therefore for books. It was immense delight and sheer knowledge to interview him and he delightfully shared vast areas of information with the Greenwich Interview Panel:

Greenwich University (GU): Could you please enlighten us with some information with regards to your library?

Prof Qadri: Our library extends over our entire basement and has at present 9000 books. There are over 7 to 8 languages in which we have a great collection of books covering over 290 subjects .We have a collection of the Holy Quran in 92 different languages. We have the Quran in braille language too and I would specially like to mention that the translation of the Quran in each and every language spoken in Pakistan is available in the library. Initially we started on our library in a small room in Shah Faisal Colony but as it began to expand beyond our imagination we moved to Gulshan e Maymar-hence the name Maymar library and we dedicated an entire basement to

the library. The concept of the library began when my father was 10 years old a friend of my grandfather chose my father to teach and as my father went to teach weekly he became highly passionate about the concept of teaching and education. My grandfather's friend then dropped the idea of having a library in mosques to facilitate those with a desire to study. Since then whatever little my father earned he made it a point to spend at least two percent of it on books. The library that began with mere 16 books has now 9000 books. We also have books in braille script. This library is dedicated to reference and research only.

(GU): Who manages the library?

Prof Qadri: The library is divided into two parts, the main library and the children's library. My younger son is the deputy librarian whereas my 15 year old nephew is in-charge of the children library. Our entire family is highly passionate about the library and so we take care of it on our own. This is our third generation where we have continued to take care of the library with all our heart and soul. The dewy decimal method of coding books in a library is not used by us we have developed our own method of coding books and maintaining the library. We have developed a proper software that helps us keep the library completely organized at all times. My nephew has his own system of maintaining the kids' library. The software we have developed has also been circulated to several madrasas so that they can also use it and benefit from it.

(GU): How long did it take you to collect so many books? When did you start?

Prof Qadri: We started to collect books in 1951 so it's

been very long. My father collected books to distribute in the madrasas. He always wanted to change the curriculum of madrasas because he thought Muslims in the subcontinent were far behind in education. He wanted the kids in the madrasas to study science and literature too because he thought it was equally important in order to stand with the world. At the moment we have a 110 sq yard basement which we have assigned for the library. It gives me inner satisfaction to see our library grown so fast and benefitting the society. We have books on more than 290 subjects and the library is computerized since 20 years now.

(GU): Being a busy banker how do you manage time for your library?

Prof Qadri: You can always find time if you are interested in doing something. "A journey of hundred miles start when you take first step towards it." You have to start first it will take time but at the end of the day you would accomplish it. I take out time for my family whenever I want to. I cook, be my kids' nanny, I only do it all because I can manage time properly. When I get back home from work I go straight to the library to check if everything is going fine but my son manages it 24 hours. People actually tell me that for normal people 24 hours make up a day but for me time falls short. I, however view it as normally 22 hours per day as they waste 2 hours watching TV. It's not that I don't watch TV but I watch things that are meaningful and substantial. As I said earlier, you always find time if you're interested.

(GU): It has been said that the one who lends a book is a fool but the one who returns it is a greater fool. What would you say to that?

Prof Qadri: Yes it is true, but if you're lending someone a book in order to help him then it's fine I believe. You should help the society. Many scholars and people doing their PhDs benefit from our library which I believe is the purpose of the library. Library is like social welfare unit therefore I believe in helping people.

(GU): What is your long term plan for your library?

Prof Qadri: I want to expand it as much as I can. I want to add books of subjects that we don't have at the moment. I'll open another branch of my library so that it is accessible to more people. It is working on total internal funding.

(GU): Maintaining a library is very hard work. Have you also employed someone for indexing etc?

Prof Qadri: My son and my nephew are taking care of the library at the moment. They give their full time to the library. We like maintaining the library ourselves. Me my brothers, my sons and nephews we all work together and manage the work. It is something which is very dear to us therefore we like taking care of it. We are very passionate about it and it's our 3rd generation looking after the library now.



Prof. Rafey Qadri with faculty and students

(GU): Could you please tell us something about your personal life?

Prof Qadri: I belong to a family of preachers and for over 45 generations my family is into preaching. We are originally from Iraq but in 1951 we moved to Pakistan. My father began to collect books at a very young age and since then we've all actively participated in this fruitful activity. My sons have made me proud as they are not only highly educated but are also actively involved in taking care of the library with me.

(GU): Can our students visit the library some time?

Prof Qadri: Yes, sure. Just let us know in advance. Gulshan e Myanmar is in the centre of Karachi, they will really enjoy the trip, it's a beautiful place.

(GU): Your inspiration in life?

Prof Qadri: It goes without saying- my father. The one thing that my library has and other libraries don't is - my father. The amount of knowledge and experience my father has is mesmerizing. He leaves us all in awe and he inspires us to great extent.

(GU): What message would you like to give to the students of Greenwich?

Prof Qadri: Firstly there is no shortcut to success. As the saying goes you need to put in a thousand hours towards anything you want to accomplish. Look at Bruce Lee, Shahrukh Khan, Steve Jobs, they have all put in more than thousand hours. Don't take it literally, think of it in essence.

The next thing is read, read and read ...reading will get you to places and to people. It is the best use of time. The next thing a person needs to do is just keep on giving respect to all as respect is very important. The best thing you can do is smile at the people around and talk to people around you because a smile and a kind word can do wonders. Remember when you talk to people use their name calling a person by their name can do great wonders improve communication and help develop strong interpersonal relations. ■

Sehar Nadeem
BS413607





Glimpses from Turkey Trip
Travelling is the best source of Knowledge







Greenwichians embark on International Sojourn

When Mr Dewan Abdullah suggested to us in our first class of the semester about how we may travel to some place instead of doing a show everybody thought it's a hoax. After all we study at Greenwich and many plans are ruptured on daily basis but then we were persistent and why not when we knew each batch makes it every year

All arrangements were made and finally we took off for Turkey. Turkey is one of the most exotic places on earth creating a beautiful location between Asia and Europe and enjoying the best of the both.

We covered 5 major cities in Turkey including Antalya, Konia, Ankara, Bursa and Istanbul. With its history, sea, cultural assets and high quality tourism facilities, Antalya is known as the capital of Turkish tourism. It hosts more than 10 million guests every year. Along with a cultural heritage deeply rooted in history, Antalya's coves and highlands of unique beauty, pristine beaches, comfortable hotels and marinas, colourful entertainment venues, and art filled festivals all make it a tourist destination that offers endless possibilities to its guests. These include the excitement of discovering national parks with their rich flora and fauna, ancient cities, museums, the mystery of the mountains and the peaceful Mediterranean coves drawing you away, the romance of watching an opera outdoors under the stars at night, sampling the unique delicacies of Turkish cuisine and enjoying the party scene. Meeting the hospitable people of Antalya is just another part of the pleasant holiday experience. We stayed 3 days in Antalya where we discovered all the historical places and the ruins of the old city; we also sailed the Mediterranean on a beautiful day.

After Antalya we went to Konya to pay our humble regards to Mulana Rumi; his shrine is in Konya amid a hill city full of life, the city itself speaks of art and the Rumi culture. Roomi was the leading figure of the Sufi movement in medieval Konya in present day Turkey. He philosophized in particular on the benefits of tolerance. His grave is a sacred place for followers. He founded, among others, whirling dervishes, a Sufi religious order of dancers and musicians.

After Rumi's shrine we went to the capital city of Ankara. It is second most populous city and a modern European metropolis speckled with reminders of its varied history. Old castles and ruins from Hellenistic, Roman, Byzantine and Ottoman civilizations dot the landscape. The modern city includes government and state houses, major universities, military bases, consulates, bustling nightlife, and the oldest park in the city, Genklic Park. We also visited the museum of Ataturk the revolutionary founder of Turkey which was a glory on its own and went on for other sightseeing areas to enjoy a 2 day stay in Ankara.

Bursa also known as Green Bursa lives up to its name with green hills everywhere and a colder climate with daunting hills and curves in the roads reminding us of Muree in Pakistan but just bigger in size. We travelled throughout by bus which was a great idea as we got to see the natural beauty and the wild landscape of Turkey. Bursa is a small town but has many surprises in its pockets. We saw the natural spring water which was a breath taking view, the oldest tree which was 6000 years old and also the panoramic view of the city at night which outclasses every other view.



From Bursa we took a ferry ride to Istanbul. Istanbul is the largest city in Turkey, constituting the country's economic, cultural and historical heart. With a population of 13.9 million the city forms one of the largest urban agglomerations in Europe and is the second largest city in the world by population within city limits.. Istanbul is a transcontinental city, straddling the Bosphorus---one of the world's busiest waterways --in northern Turkey. Its commercial and historical centre lies in Europe, while a third of its population lives in Asia.

In Istanbul we visited the Topkapi palace, Damanchi palace, blue mosque, grand bazar and the Bosphorus Bridge. Topkapi is the largest and oldest palace in the world to survive to our day. In 1924 it was turned into a museum at Ataturk's request. The palace is a complex surrounded by 5 km of walls and occupies an area of 700000 sq m. When it was used as a palace it served more purpose than one usually associates with royal residences. It was at the same time the centre of the administrative affairs, the place where the council of ministers met, and the treasury, mint, and state archives were located here. The

highest educational institution of the empire, the university of the sultan and the state were also here. Therefore, it was the heart, the brain, the very centre of the Ottoman Empire.

The Blue mosque is a historical mosque in Istanbul. It's called blue for its blue tiles surrounding the walls of interior design. Mosque was built between 1609 and 1616 years, during the rule of Ahmed 1. It comprises a tomb of the founder, a madrasa and a hospice.

Entering Istanbul's truly ancient 'Grand Bazar' is like wandering into Aladdin's cave. For almost five hundred years, this is where the commerce of this big, bustling city has taken place. One immediately notices all sorts of Turkish delights. The Grand Bazar is made up of streets of various shops sheltered by roofs and domes. Though not very regularly shaped, it holds an area of about 31 thousand sq. metres with a total of 3 thousand shops covering 61 twisting and turning streets. It's the largest covered market in Turkey. It's a wonderland and Alice would certainly be comfortable in this rabbit warren of shops and stalls.

The Bosphorus Bridge bridges the gap between Asia and Europe. When it was first cleared in 1973, the Bosphorus Bridge ranked as the world's fourth longest suspension bridge, and outside the United States, it was the longest. Today, it is the world's sixteenth longest suspension bridge. It is over one thousand five hundred metres long and its deck has a width of almost forty metres. We even took a cruise on the Bosphorus in the evening which included dinner and a cultural show. It would always be the most memorable trip of our life. ■

Mawrah Ahmed
BS35 2963



H.E. Murat M. Onart, Consul General of Turkey was cordially invited by the University prior to the tour for close interaction with faculty and students. Picture shows Councul General with the Vice-Chancellor, Register, Faculty members and students on the occasion.

“The Fundamentals of Research and Authentication”

A session with faculty

Greenwich University understands the importance of research in the modern world and takes pride in its effort to support research based learning of which the Greenwich Research and Development Center (GRDC) is a magnificent proof. The GRDC is a separate and independent wing which incorporates modern tools, services of world class and experienced PhD researchers and a conducive environment to facilitate research. In addition to this, Greenwich takes every possible opportunity to conduct research sessions, seminars and workshops to increase the knowledge and capability of its students and faculty. Such a research seminar was conducted on 12 April 2013 when Ms. Sabah Baloach, the Relationship manager of Greenwich University invited two professionals from the professional research world to shed light on some commonly used research processes and formats. Ms. Maryam Malik, an academic writer and content developer from Axact and I, Sherbaz Khan, an executive from the Thesis and Dissertation team at Axact were invited to conduct a seminar at the university on “The Fundamentals of Research and Authentication”. It is worth mentioning that Ms. Maryam Malik is an MBA graduate from Greenwich University and working at a reputed research position while the writer of this article is also an MBA graduate from Greenwich University and currently a PhD candidate at SZABIST.

Ms. Maryam Malik started the session covering the most commonly applied formation styles and procedures used in the academic field in reference to Management Sciences, Social Sciences and Media Sciences. The formats discussed included the APA 6th Edition, Harvard style, Chicago Turban, Oxford and MLA. The APA, Harvard and MLA styles were discussed in details and related to the fields where they could be used with specific and relevant detail. Different type of headings and citation styles were discussed in addition to the style of references and bibliography. Some of the most common mistakes made by students and often faculty members in formatting were highlighted in the session and a complete walk through was given of the standard way an assignment and thesis should be written. The Faculty concerned with media and literature took great interest in the MLA format which is specifically used in literature work and is preferred due to its specific referencing which includes page and paragraph numbers.

The session continued into the second part where Mr. Sherbaz Khan took over and explained the different approaches to research. Some of the most common mistakes which most researchers make were identified in the session and steps were explained to avoid them. The session was designed to be extremely simple as to help non researchers have a better idea of research concepts and principles. The research approach was simply broken down into three questions of what the phenomena under study is. How the phe-

nomenon occurs, and why it occurs. These questions define the dimensions of the research from exploratory to descriptive, and the casual research. The session made it clear that choosing which methodology and method to be followed in the research is not the choice of the researcher, but dictated by a number of factors such as the topic at hand, the phenomena itself, the sample, and the scope of the study (and other factors). Data collection tools such as the questionnaire, interviews, focus groups and secondary sources were discussed with reference to their importance and relevance. Research was then further explained as a spectrum having Qualitative research methods on one side and the Quantitative research methods on the other. Many misconceptions of the qualitative and quantitative methodologies were clarified during the session, and it was made clear the qualitative research is subjective in nature and usually explores or describes the phenomena. When the phenomenon is to be studied in reference to cause and effect, quantitative research is used with the help of inferential statistics. In terms of inferential statistics, parametric and non-parametric data was discussed, and the importance of using different relevant tests was also elaborated.

Additional time and effort was spent on the quantitative



Greenwich faculty and staff with organizers of the program

methodology because of its complexity and depth. Quantitative research methodology is usually an approach where students and usually inexperienced researchers make a number of mistakes. The session cleared a number of confusions and explained the use and importance of inferential statistics in quantitative research. A number of inferential statistics tools such as the Regression analysis, T-test, chi-square, ANOVA, MANOVA, ANCOVA, correlation and z-test were discussed.

The faculty of Greenwich University attended the session with great interested and enthusiastically interacted with the visiting team to get the maximum benefit of the event. The session was very informative, and the many questions asked by the faculty further added to the sharing of information. In the end, shields were presented to the guests for their contribution in Greenwich University’s constant strive to be a research focused institute. ■

Sherbaz Khan

Research Coordinator

Fall Semester, 2013 Commences at Greenwich

On Thursday, the 18th of July 2013, the hallways of Greenwich University were flooded with anxious, excited and jubilant new students.

This was the first official welcome for the new entrants, the orientation for the Fall Semester 2013. Since the number of students was quite large, the session was held twice on the day. The first session of it was scheduled at 2; 00 pm and the second at 4; 00 respectively, in Dr. Kamal Ahmad Khan Auditorium of Greenwich University. The aim of the orientation, as usual, was to familiarize the students with Greenwich and its atmosphere and to give the students a headstart. The orientation began with Ms Sabah Baloch giving the students a warm welcome. She was followed by Mr. Ahmad Kamran who recited verses from the holy Quran. No ceremony, function or event begins at Greenwich without recitation of verses from the Holy Quran. She had a Microsoft power-point presentation ready, which gradually guided the students through all that they needed to know about Greenwich. The students were also shown several videos and clips like the introductory video of Greenwich, of the students from Turkey who visited Greenwich for an exchange program and the Greenwich song to develop a sense of belonging and loyalty amongst the students.

Alongside these informative and entertaining videos, the newly enrolled students were also briefed about the background of Greenwich University, the Universities abroad that it is affiliated with and the courses offered at Greenwich.

Great emphasis was laid on the campus life, since it is the most important part of student life. To give the students a better understanding of the campus life, Ms Sehar

Nadeem, a regular name on the dean's list, was invited on stage. Sehar Nadeem is a very prominent student in Greenwich, not only is she contesting for the Elections in Greenwich, but she also won the third prize in a national essay competition. She also has the distinctive honour of being Student Ambassador of the G-Vision, the quarterly periodical of the University, for the fourth consecutive semester. Sehar enlightened the students with the opportunity Greenwich offers to its students to pursue their studies and accomplish their dreams, and she also shared her experience with the new-comers to give them a better understanding of what awaits them.

Greenwich is a University that not only facilitates students when it comes to studies, but also encourages them towards extracurricular activities for them to stay in touch with practicality. Greenwich caters to students of every kind, hence not just producing workers and executives for the capitalist society, but also churning out entrepreneurs to positively affect the lives of people.

Towards the end of the session, Ms. Tahira Khan, Assistant Professor and Event Coordinator of Greenwich University spoke to the students about the various activities Greenwich is involved in. Ms Tahira spoke about the Rotaract, Corporate Social Responsibility (CSR) and Greenwich's Student Development Centre (SDC). She inspired the students to become more active in CSR and to work hard for a brighter future for Pakistan.

The orientation successfully achieved its aim and the faculty and Greenwich ambassadors were glad to welcome the new students and make them feel part of the Greenwich family. ■

Sehar Nadeem
BS413607



One of the newly admitted batches of students along with faculty during the orientation

At U.S. Consulate, Karachi Music Bridges the Gap Between Two Countries

The U.S. and Pakistan are working together to reset the bilateral relationship for a pragmatic and realistic cooperation in economic, investment, trade, counterterrorism and cultural areas. The U.S. Ambassador in Pakistan has expressed Washington's commitment to continue its wide ranging ties with Pakistan in particular and with the people of Pakistan in general. U.S. Consulate hopes to overcome distances with music, calling on nations to stand together and insist on peace and harmony in our world. There's no doubt music calls on people to positive action.

On 26 May Greenwich University students got caught in a hoe down, as a group of students with faculty were invited to the US Consul-General Karachi's Residence for a rare treat of All American Country Music by American Country band "Blended 328" performing for students & guests all around. Students from Greenwich were excited to represent Greenwich University with a message of Peace & Friendship with US, as well as experience a one of a kind musical performance never taken place before in Karachi.

Blended 328-the country music band began its world tour by arriving at Karachi-their first destination. Students were invited to an American poetry mushaira to honour the Pakistani and American traditions of poetry. Students recited their favourite American verse or read their own poems around the universal themes of freedom, democracy and peace. We were blown away by the young poets' passion.

They may be known as a band that plays country music but on Saturday evening at the US consul-general's residence American group Blended 328 rocked the stage with some assorted tunes ranging from pop to country. But before them Jamshoro-based band The Sketches set the tone for the concert. The Sketches kicked off the gig with a Shah Latif work titled 'Pain of separation'. It was an attempt at interpreting Shah Latif's work in a contemporary style which could have been more effective if the vocalist had not tried a little too hard to sing as powerfully as he could and in the process lost his way a bit. Their second number was 'Main sufi hun' followed by 'Ik insaan'. Describing the background to these numbers the singer Saif Samejo told the audience that it tried to highlight the fact that despite adhering to different creed and despite belonging to different races, human beings are essentially the same. Their last item 'Main jo ayan so ayan', a famous Sufi phrase, belonged to the same category content-wise. Blended 328 came to the stage with fanfare. Members of the band – Kimberly Philips (vocals), Fran Hart (vocals), Katie Marie (vocals), Seth Rooks (vocals, bass), Thomas Spann (drums) and Gabe Jordan (guitar) – from the get go



managed to attract the audience's attention with the number 'Ladies get your flirt on'. It was a peppy track which encouraged the younger lot to hit the dance floor and get into the groove. Singers Kimberly Philips and Fran Hart egged the crowd on to dance to the beat and hum along the melody.

Their next song had the same flow and feel, but with a more pronounced rhythm. By that time the audience had understood the kind of music that they were going to enjoy in the evening. They were all uplifting compositions. The band members even included the phrase Pakistan Zindabad in the tune. The feel of the environment was absolutely friendly and passionate as everyone interacted freely with each other while enjoying the occasion.

Then came 'That's how we do it' which had a hip-hop feel to it and the riffs used by the guitarist were pretty cool. It was perhaps their best offering during the concert because it was musically rich and had more variations. The band followed it up with another party-loving song. The only cover tune that Blended 328 presented was Kanye West's famous song 'Gold digger'. The bassist introduced the number with a loud cheer and the band played it with the requisite gusto.

The last track played by the band was 'Go people' which basically spoke about freedom, an attribute, one of the basic human rights sought after by all individuals but enjoyed by only a few!

The final item of the concert on the list was collaboration between Blended 328 and The Sketches, a fusion of sorts, beautifully performed to thrill the audience. It was a great time with the talented young poets----and guess who else was there? Pakistani legends fahmida Riaz and Tina sani.

This concert was a wonderful sharing of cultures and demonstrated music's power to bring Pakistanis and Americans together to celebrate how much we have in common. ■

Our Grads in High Demand

Organizations of good repute have always been visiting us to recruit our talented students. Following are the two successful recruitment events that were conducted at the Greenwich University Campus this trimester:

Allied Bank Management Trainee Test:

Allied Bank visited Greenwich University for the Talent Hunt Test. They conducted a management trainee test at the campus. The management trainee test is a special program for training the fresh graduate when he enters the corporate sector. The main objective of management trainee tests is to evaluate the analytical and critical abilities of a student. Once the student clears the test, he is hired and assigned to work in different sectors of the organization for a certain time period so that he/she understands the working of the organization. The trainee program is basically a first step to start a career at any organization.

For the first time Allied Bank took the initiative to visit Greenwich University and conduct a management trainee test that consisted of 10 case studies. Thirty students appeared in the test. After the filtration process, five best applicants would be chosen for hiring.

Members from the Human Resource department of Allied Bank who visited the campus appreciated the efforts being made by the Placement Department for speedy placement of students at lucrative jobs in different organizations in and around the city and even beyond.

British Council Walk-In Interviews:

The British Council Human Resource Department also visited Greenwich University campus for selecting fresh graduates and alumni. Through their work they aim to build and develop long term relationships with governments, organisations and people to provide mutual benefit and promote a wider knowledge of the UK and the English language. All jobs in the organization contribute towards these aims. All work is concerned with people and involves quality and customer care.

They were looking forward to offer positions to our students in various departments like Human Resource, Finance, Procurement and Project Coordination and offered to conduct interviews of our students. The interviews were based on three main criteria: Working Together; Being Accountable and Making it Happen. Again, for the criteria, essential skills required are Business Management and Development, Marketing and Customer Service, Communication Skills, Excellent spoken and written English, Good Presentation skills. Purpose of the job is to contribute to the British Council's business areas through leading on the insight, competitive and market intelli-

gence, feeding into marketing and business planning. To deliver and evaluate marketing and communication activities, manage the British Council brand, and promote British Council's English products and services to potential and current customers and clients, contributing to building long-term relationships with all major stake holders and target groups.

Students were addressed to a complex situation and asked how they would tackle if they were to face situations based primarily on the above three criteria namely, **Working Together, Being Accountable and Making it Happen.**

By **Working Together** one gains the active support of other people so they are fully engaged and motivated to contribute effectively. Knowing that we will achieve more with other people than we can do separately, by sharing goals and resources to add more value, you work towards common goals with others. You do this by agreeing effective and respectful ways of sharing success. You generate mutual support, shared benefits and promote interdependence.

In order to be **Accountable** you show accountability and commitment and demonstrate resilience and determination. You hold yourself and others responsible for delivering goals in line with the shared purpose of the British Council. You give and accept constructive feedback to maximize high performance and manage under-performance.

Making it happen means delivering excellent results, achieving challenging goals by developing yourself and others. It is done by setting clear and demanding objectives to deliver what is required. You stay focused on measurable outcomes, while building long-term capability. You demonstrate standards of excellence and deliver value for money. You measure progress and adapt plans when necessary.

The students' responses helped the recruiters to evaluate the best candidate suitable for specific positions. It was obvious that the British Council members were highly pleased to visit Greenwich University for our ideal environment and the quality standard of education we persistently seek to impart to our students. In future, they said they wish to collaborate with Greenwich University for IELTS exam and select Greenwich University as Test Centre. ■

Warda Saeed
BS35 2929





Nutrients for Women Empowerment.

Greenwich University organized an informative session on Women Empowerment, sponsored by NESVITA milk which is rich in Calcium. A large number of youth attended the session and the renowned performer MIRA KHAN shared her experiences with young girls, students of Greenwich University.

Nesvita milk offers the exact amount of Calcium required daily by women. Nesvita contains calcium, the most essential ingredient to strengthen bones, the structure that bears our weight. Having healthy bones means healthy You. Hence its slogan is “if my bones are strong, I am strong.”

“The strength of a woman is not measured by the impact that all her hardships in life have had on her; but the strength of a woman is measured by the extent of her refusal to allow those hardships to dictate her and who she becomes.” C. Joy Bell C.

Women in our country have been denied the concepts of better health, better life and better opportunities. They need to strengthen themselves through outer aspects of their lives to bear the hardships and to meet the needs of the nature’s demands inculcated in women. This of course requires, first of all, a good health because in a good body rests a good mind.

Recommended Dietary Allowances (RDAs) for Calcium [1]

Age	Female	Pregnant	Lactating
0–6 months*	200 mg		
7–12 months*	260 mg		
1–3 years	700 mg		
4–8 years	1,000 mg		
9–13 years	1,300 mg		
14–18 years	1,300 mg		1,300 mg
19–50 years	1,000 mg		
51–70 years	1,200 mg		
71+ years	1,200 mg		

19–50 years	1,000 mg	1,000 mg
51–70 years	1,200 mg	
71+ years	1,200 mg	

* Adequate Intake (AI)

At various ages, the Ca requirement also varies for women. The chart given above gives a clear picture of Ca requirement. Ca deficiency may cause obvious symptoms in the short term such as Hypocalcemia. Symptoms of hypocalcemia include numbness and tingling in the fingers, muscle cramps, convulsions, lethargy, poor appetite, and abnormal heart rhythms. Over the long run, insufficient calcium intake causes osteopenia which if untreated can result in osteoporosis. The risk of bone fractures also increases, especially in older individuals due to lack of calcium.

Women’s daily requirement for calcium is 1000 mg/day while women aged 50 years or above require little more i.e. 1200 mg/day. Of all the nutrients in our food, calcium is the most important one for the growth of bones, teeth, heart channels, muscles and even nerves. After the calcium absorption in the body, it is transported to the bones with the help of vitamin D; there Phosphorus links up with the calcium to produce a micro nutrient that is responsible for the anatomy and strength of the bones. The highest rate of absorption of calcium is highest during the age period of 12-20 years. The metabolic rates at these ages are highest, at 30 and after, the calcium begins to deplete and as the person ages, the system begins to extract calcium from the stores in bones and teeth, resulting in the loss of calcium in later ages unless one keeps the balance by taking sufficient quantity of Calcium on daily basis.

The moderators stressed upon the girl students present about maximum need of calcium by giving examples.

There are four stages in a woman's life. While she is a child, her system demands highest absorption of calcium to grow. As she crosses her teenage her needs for calcium grow compelled by the natural physiological menstrual cycle when she loses enormous amount of blood as well as all the nutrients contained within. At the age of 18 and above the requirement is doubled because of the onset of productive role. This being the most vital semblance of a woman's life, at this stage of life a woman requires the maximum calcium and keeping in view all the physical hardships women have to bear throughout their lives,

Nesvita milk is manufactured to present women with all their obligations to perform better and stay healthy. Nesvita milk in Pakistan contains the necessary calcium required by women daily. To the women of Pakistan, Nesvita is The Best suggested milk by a larger cult and those who are completely aware of the benefits offered by this milk. ■

Sundus Farid
BS29 2352



To A child, From His Mother

“FEEL IT WHEN I AM NO MORE”

Poetry is heartfelt, no deliberate thoughts, no pentameter;
This is how it speaks with pain and tears, glee and cheers, not visible on paper.....!!!
Brought you in the world with soul searing pains which turned a bliss at your first sight,
Adored your tiny, frail body and felt afraid to find your heart beat so fast for a newly born.
Bathed you with angels' wings, cherished your smile and never wanted to see you shed a miniscule of a tear.
Milk bottle in hand, before your first whimper of hunger; ever heedful to hear your tiny burp.
You crawled, I clapped; you walked, I mounted the Everest with pride.
First day of school, dropped you with an aching heart and eyes laden with tears.
Each letter scrawled, each number written was a doctorate degree for me.
Each birthday brought you closer to my dream, took such pride in seeing you taller than me.
Short of money, but still your needs and wishes were foremost,
Would warp and twist and work till late night until I could get the best for you.
Sold off all, except my own self, for you and you and you.
Hid my tears when suffered, deciding to conceal my misery rather than expose the other... “my biggest blunder”.
One fine day, you did grow taller than me' way taller ...but I forgot you grew bigger mentally too.
You were still my newborn, a part of me that I cradled and secured in my heart
Like the way you were in my womb... but I forgot you grew mentally bigger too.
You saw the bruises, you saw the tears, you witnessed it all, but why did you forget it so soon ?
You saw me with you all the while, in your heart you knew what was going on, why did your heart turn into stone?
You never asked, you never regretted, you never believed, you never asked ... was I dead for you?
Was this the reward for giving birth to you?
The others were thinking, what.....I still do not know,
But I remember your words, 'I shall contact you in two days, and respect you always,
Now years have passed... and I am still waiting with hope...now diminished and faint.
I reached out to you many a times...but you know how you responded,
Until I was halted by those who saw me stooping lower and lower
To a position in which God too seized and chid me...
Such an exalted position has He ordained for my likes and me. Were you aware of it?
My wet pillows are witness, my nightly invocations to the Heavens too, and my God is privy to it all.
I shall never curse you, shall never want you to suffer, knowing that He knows all.
Yet I pray to Him, never to let harm near you, to forgive you...for my sake ...for a mother's sake.

Zahra Sethi
MA41 3699



From Our National Corridors

Samina Baig: First Pakistani woman to scale Mount Everest

A dream for every climber- Mount, the Earth's highest mountain, with a peak at 8,848 metres /29,029 ft. above sea level and the 5th tallest mountain measured from the centre of the Earth. It is located in the Mahalangur section of the Himalayas. Mount Everest attracts many highly experienced mountaineers as well as capable climbers willing to hire professional guides. While not posing substantial technical climbing challenges on the standard route, Everest presents dangers such as altitude sickness, weather and wind yet many daring brave hearts attempt this climb. I personally feel it is the thrill that fuels the passion of the climbers!

In 1885, Clinton Thomas Dent, president of the Alpine Club, suggested in his book 'Above the Snowline' that climbing Mount Everest was possible. The northern approach to the mountain was discovered by George Mallory and Guy Bullock on the initial 1921 British Reconnaissance Expedition. It was an exploratory expedition not equipped for a serious attempt to climb the mountain. With Mallory leading and thus becoming the first European to set foot on Everest's flanks, they climbed to an altitude of 7,005 metres (22,982 ft) and descended. After that, many attempts were made to conquer Everest but success was achieved in 1953! After years of dreaming about it and seven weeks of climbing, New Zealander Edmund Hillary and Nepalese Tenzing Norgay reached the top of Mount Everest, the highest mountain in the world, at 11:30 a.m. on May 29, 1953. They were the first people to ever reach the summit of Mount Everest.

The news about the first Pakistani woman summiting Mount Everest on Sunday morning spread like wildfire. Text messages congratulating every Pakistani started doing the rounds only half an hour after Samina Baig reached the top of the highest peak in the world at around 7:30 am.

Nepal Mountaineering Department official Tilak Padney said that 35 foreigners accompanied by 29 Nepalese Sherpa guides reached the peak after climbing all night from the highest camp on South Col — the pass between Everest and a neighboring mountain. Ali (29) and Baig (21) are natives of Shimshal village in Hunza valley, Pakistan. Ali has been climbing since age 15, and he was Baig's mentor, guide and support. On his personal blog, Ali stated that this climb was the "First Pakistani Gender Equality Mt Everest Expedition".

And by the afternoon, almost everyone was updating their status on the social media and pasting links to images of

the 21-year-old mountaineer from the Shimshal valley of Hunza. To the surprise of many in the mountaineering community, Samina Baig summited Mount Everest with twin sisters from India - Tashi and Nugshi Malik - also 21 year old. Indian twin sisters Tashi and Nugshi were also at



Proudly holding the national flag at the summit

the top of the Everest with Baig and Ali. By hoisting Pakistani and Indian flags side by side, the four South-Asians hoped to spread the message of Pak-India peace and friendship. "We have confirmed that Samina Baig made history by becoming the first Pakistani woman to summit the world's highest peak at 8,848 metres high" said Karrar Haidri, the executive member of the ACP. As many say, "success is not easy to come by", but the truth is, the people you associate yourself with and the type of words you hear will affect how fast you can succeed.

If you believe or are surrounded with those who are telling you it is impossible, then it definitely will be impossible but if you believe it is possible and that success is inevitable, then definitely you will succeed. "Together we are promoting gender equality," said Samina Baig then. Although the brother and sister had not attempted any of the five 8,000 metres plus peaks in Pakistan, the climbing community was in doubt of the pair's success rate. Samina Baig and her brother had been climbing for the last three years together. In 2010, she became the first to ascend the virgin peak Chashkin Sar (above 6,000 meters) now called the 'Samina Peak'. She conquered another virgin peak in 2011 that was named 'Koh-i-Brobar' or the 'Mount Equality' in 2011. Samina Baig and her brother were not so lucky on the 7,027 metres high Spantik Peak when bad weather forced them to abandon their summit attempts. As

Anthony J. D'Angelo said 'In order to succeed you must fail, so that you know what not to do the next time.'

The Alpine Club of Pakistan (ACP) planned a rousing reception for Ms Samina Baig who climbed Mt Everest and became the first Pakistani woman to hoist the national flag at the highest point on the earth. A large number of ACP members, local students and her well-wishers from Shimshal, Hunza, Gilgit-Baltistan, and other parts of Pakistan were present at the Benazir Bhutto International Airport to welcome this proud daughter of Pakistan back home.

This climb was not just a success story of an example to be

used to teach your children the perks of hard work and determination. This ascension embodied many deeper virtues and lessons. Gender equality being the most important lesson for all Pakistanis to learn. Both Sameena and her brother promoted gender equality and by giving women their due rights and respect in this highly patriarchal society, we should acknowledge the great lesson the siblings attempted to impart. Apart from this, this experience also promoted India Pakistan friendship. As the Urdu saying goes 'boond boond se dariya banta hai,' we all need to realize that every human makes a difference! Sameena is live proof of that! ■

Sehar Nadeem BS413607

ARY Clean & Clear TV Program on health & happiness.

Female students of Greenwich University were given tips on how to remain healthy and stress free and how to be happy. It was a TV Program recorded by ARY entertainment team during which the students were given valuable tips about remaining calm during emergency, smiling during stress and to make others happy with your attitude.

The show was anchored by two females who asked the group of students about their lifestyles and after evaluation suggested change which will ultimately help them to be more active and smart.

With the relatively new field of positive psychology is growing in new and exciting directions, we have a wealth of new happiness directives coming in, explaining what makes people happy, as well as what makes life worth living and what can combat stress by promoting its opposite: serenity.

Each of us can find ample opportunities and tools to build a happier self!

Kindness is Contagious: When people see others doing something kind, they are more likely to give as well, which can lead to other great benefits for the givers. And just think: if we were all a little more kind, how much less stress would there be in the world?

Winning the Lottery Won't Keep You Happy: That's right, winning the lottery may make you happy in the beginning, but that happiness dissipates pretty quickly; lots of money doesn't create lasting happiness (or, for that matter, lasting relief of stress).

Happiness Involves Having What you Want.....: And wanting what you have! People are happy when they get what they want and when they appreciate what they already have,

Friends and Sleep Are Good For Us: Getting more sleep and having more social support in life are both good for health. Interestingly, they can both help us feel less stressed. One of the anchors went so far as to mention 'No friendship, no health, no happiness'. They, however, advised the students to be selective about making friends.

Happy People Are Resilient People: Those who seed their life with frequent moments of positive emotions increase their resilience against challenges. It's also a great way to relieve stress and enjoy life more.

Grateful People Sleep Better at Night: Those who journal about the things they appreciate before they go to sleep actually do have better sleep. One should always remain grateful for what one has and what one is. Better Posture Translates Into Greater Confidence. It has been found that those who purposely sat up straighter in their chairs tended to have a greater belief in their own abilities.

Positive Emotions Can Lead To A Better And More Satisfying Life: Being sure you have a dose of positive emotion every day can do more than make you feel good for a few minutes. Regular positive emotions can carry far reaching benefits for many areas of your life, so focusing on the positive and enjoying things that get you into a good mood can be especially beneficial. Get more of those feelings into your life.

Be Appreciative: Appreciating others will make you feel better about yourself, and it will also increase the likelihood they will invest more in you. The human instinct for reciprocity runs deep. If you have difficulty openly appreciating others, it is likely you also find it difficult to appreciate yourself. **Take a few moments at the end of the day to ask yourself this simple question, "What can I rightly feel proud of today?"** ■

Ahmed Kamran
Incharge, student affair



**‘IF MUSIC BE THE FOOD OF LOVE,
PLAY ON, GIVE ME EXCESS OF IT’**

Shakespeare

The King of Music Mohammad Rafi (Late) Remembered

A dimly lit room ‘H,’ flowers giving the room an aura of serenity, colour and fragrance and a stage boasting of one of the best musicians ‘ Mehboob Ashraf Band ‘welcomed the audience on the 17th of April,2013 at Greenwich University. The vibrant and lively event was organized by none other than the well loved, Absaar Hussain (Mir Zohair Ali), a student of M.B.A at the university. Absaar’s immense love and passion for singing accompanied by his melodious voice which bears a close semblance to late Mohd.Rafi, made the evening memorable for the faculty, students and the guests alike. The event was further graced with the presence of the Chief Guest, Mohammad Ifrahim, the exclusive student of late Mohd. Rafi, who like Absaar(Zohair) is also enamoured by the legend for whom this tribute was organized.

The program opened with the hosts Zahra Sethi and Kunzul Akhtar welcoming the guests with a warm address and a jog down the memory lane of late Mohd.Rafi’s musical career. The audience was then brought back to the present with Absaar’s(zohair) vivacious entry with ‘ Aaj mausam bara bayimaan hay’ followed by a thunderous applause and cheers from his friends and guests alike. The audience

sang along to this evergreen song and it was a pleasant surprise to witness the young generation fully aware of its lyrics. ‘Aanay say uss kay aayee bahar’ brought smiles onto the lips of those who had certain memories attached to this hit song; perhaps they did once dedicate it to someone special in their lives at one time. Then the mood turned sombre when Absaar beautifully sang a few melancholic yet memorable songs of late Rafi saheb. Sensing the nostalgia that was evident on the faces of certain music lovers, Absaar gave a rocking jolt on ‘ Parda hai parda.’ Here we were pleasantly surprised when Mohd Ifrahim was asked by Absaar to join him on stage and do further justice to the number. What a duet it was! The hall echoed with their complementing vocals with the audience clapping incessantly, making the ambiance more like that of a live concert. With the adrenaline gush soaring to its peaks, a bit of toning down was needed, and that was given by another soft, nostalgic song ‘ Zindagi bhar nahi bhulay gi woh barsaat ki raat.’ It is expected that each one of us have some memories attached to at least one of the ‘barsaats’ that we have experienced in our lives , so this was a perfect hand in glove for the young and old.

In the era of Emails,SMS,BBM's,Whatsapp and God knows what other hi tech.means of communication, hand written letters are long forgotten. His own self through the hand, heart and brain coordination can only express the essence of a person's feelings. Here I must say I am reminded of Susanne Langer's essay on Art and Society, where she stressed that the artist himself can feel each work of art, and words are limited to suffice for the intensity of emotion, which is actually felt. Perhaps Rafi saheb felt the same way while composing 'Likhay jo khat tu-jhay,' though the lyrics are heart wrenching and were sung justly by Absaar, one wonders how the late Rafi saheb actually felt while putting pen to paper. Promises are made to be broken, and they sure were when ' Kya hua tera waada' was sung by 'Tariq khan' in the film 'Ham kisi se kam nahi' .Unfortunately, such love and promises probably do not exist nowadays, and this was further reinforced when Absaar sang the song from the depths of his heart. Such ruthlessness of the beloved was stressed on further with 'Patthar kay sanam' and 'Tum mujhay yun bhula na paoyge.' It was amazing to note the dexterity with which Absaar used his vocal chords to tune them with the high and low pitch of each song for which I personally feel and many shall agree, that late Rafi saheb will not have qualms about as well.

Many other songs were sung and done justice to, but the somehow personal favourite of the young male lot was ' Badan pay sitaray lapatay huay.' Now maybe it can be presumed that they somewhere in their minds idolize the beautiful, curvaceous actresses like Mumtaz rather than the zero size, Anushka Sharma – wooden, puppet (wink wink). Okay, not all girls reading this article please take this to heart! ' Gulabi ankhen'and 'Tu istarha se meri zindagi main shamil hai' was enjoyed by all yet again and



the exuberance was kept alive till the last two songs sung by Absaar. Like athletes rehydrate themselves with Galtrade or any other energy restoring drink, Absaar simmered the Red Bull energy of the packed hall with a mild, soft and mournful 'Madhuban main radhika' and 'O duniya kay rakhwaly.'

Alas! All goods things have an end and so did this evening, which stretched for approximately two and a half hours. Assistant professor Ms. Tahira Khan presented a shield to the chief guest followed by group photographs of an evening that carved its way into the history of Greenwich University. Finally, the hosts wrapped up the program by requesting the audience to help themselves to the scrumptious dinner arranged in the front yard of the university. The event was a tremendous success and highly lauded by the Vice Chancellor, Ms. Seema Mughal and the faculty members. ■



Zahra Sethi
MA41 3699



You have a natural ability to get yourself out of ANY bind. De-Stressing and Happiness Skills



A speaker explaining the mind body training skills

The art of better living was a popular workshop that drew a sizeable group of people who showed keen interest and eagerly signed up for attending.

Atiya Zaidi introduced the session which began with an invocation by Imtiaz Ali and Ahmed Kaman who brought everyone within the realm of serenity. The program began with everyone seated on the floor in a tranquil, fragrant atmosphere, guests entering with sanitized sweet smelling palms holding single roses.

Shahmeer Khan welcomed the audience and acquainted them with the proceedings to follow. The first presenter was Saaid Khalid who gave everyone a feel of being in a positive mood. This was followed by Arhama Naseem who went through some inspirational readings and led everyone to close their eyes and think of someone they wanted to forgive. She said, take his or her name and self suggest to let go of all negative thoughts about him or her, forgive and move on. This is a world of happiness and peace of mind...of financial freedom...of health so vital it's bursting out of you...of loving relationships...of enjoying life...of joy that is there for no reason except that you are alive and aware.

We all have personal greatness and joy within us. We just have to release the chains that bind us. There are methods and techniques which give you unique abilities to rid yourself of every negative and destructive emotion you've had throughout your life, to prepare you to "release"----or let go of---every anxiety, troubling memory, disapproval of yourself, feeling of being unimportant, feeling of loneliness----and every other feeling that can cause anxiety, tension or stress.

In the session there were exercises with demonstrations of kneeling down while putting arms behind the head with chest stretched out, followed by deep nostril inhale and mouth exhale. This, she said, gives a release to stress

build-up on the shoulder blades and the neck, through the spine. It's a simple technique that hundreds of thousands of people worldwide have used to.

Next there was a Video clip showing to the audience how so much we have to be thankful for when we reflect on the magnificent and abundant bounties around us. The video showed a visually impaired lad enjoying a joke with a man who was sitting beside him at a railway station and reading a book. The message the boy gives in the end is pass on when he has finished. The man enquires if it is the book to pass on whereas the boy replies yes, indicating that life is meant to be lived and relived by constantly sharing and caring. Ms Tahira Khan gave a thoughtful and stimulating talk about the need for thankfulness for the sensory faculties that we have. This was followed by skills shared by Rafay who also dilated on how keeping positive thoughts reduces stress.

Ms Ghazala Khan, a yoga expert and psychological therapist practically demonstrated in a ninety minute practical interactive session, about de-stressing techniques. This included deep breathing, chanting, crossed legged yoga postures and the ohm signs with the index finger and thumb. This was a brief of Karma and Kundali as followed by the Shri, Shri Ravi Shanker School of Meditation. The freedom from negative stress and thoughts, in soft meditation, music and dim atmosphere, was an spiritually exhilarating experience to practice again and again.

The final awakening brought everyone in a circle to discuss the impact of the soothing effect. At this stage Mahnoor Nabi gave the closing remarks, thanking all the speakers, especially Ms Ghazala Khan who conducted the main segment of the practical application of de-stressing and deep breathing, the tools of building a life filled with peace, grace, abundance, and yes, joy--pure joy. ■

Kanwal Wahid
BS34 2827



Free from all stress!

RETAIL AND WHOLE SALE MARKETING

Final Project

It was a nice warm Saturday and our project timing was from 11 am to 3 p.m. for the final project of the course “Retail and Wholesale Marketing.” (MBA) students were divided into 3 teams... General store team, Super market team and Kiryana store team. Our facilitator was no other than one and only Mr Sarim Alvi great marketing teacher who taught us a lot more than mere marketing.

My group assignment was to setup the general store. We started work well in advance by setting up the general store boundary using tents and frequent team meetings on how things would appear on the final project day. All 3 groups were well organized and it seemed they knew what exactly they had to do. As we all know, team work is done by several associates with each doing a part but all subordinating personal prominence to the efficiency of the whole.

It's a dynamic process involving skills, sharing common goals and exercising concerted physical and mental effort in assessing, planning and executing. We felt a better sense of responsibility by being part of a team because as team members we depended on each other for success. A single brain can't bounce different ideas off each other. Each of us had a responsibility to contribute equally and offer our unique perspective on a problem to arrive at the best possible solution.

It was a great experience not just for me and my group but for other groups as well for there is so much you learn by looking at yourself as a shop keeper making sure the availability and visibility of the products is good. For the marketing students it is important to see yourself as the salesman so that you can learn the art of salesmanship. Books are effective too but the practical experience is always the best and most effective because as long as you will not involve yourself practically into it you won't learn anything.

Physical work was there as we all had to transfer products from the market to our store at Greenwich, especially the general store group and super market group. Kiryana store group was a bit smarter than other groups as they had men to setup the store by bringing the non-branded products such as open rice, grains, chillies, etc. and decorating the store, but for my group and super market group we had to go to the market to get products for our store on a hot Summer Saturday.

For most of the students it was a novel experience doing such project which is one of the reasons trifling arguments and conflicts started cropping up with some students. Conflicts, such as the group members, under heightened pressure of work, started feeling that they were doing excessive work whereas other group members were less interested; some were complaining of exhaustion or that they were missing on some other important assignments. These minor intrigues are also part of a practical experience when you have the initial feeling that everything is going so well like a great team work and suddenly everyone starts feeling the pressure of the load as if entire burden is on their shoulders alone. However, as we continued to work together, we eventually developed an increased level of bonding. This helped us avoid unnecessary conflicts since we had become well acquainted with each other through the team work.

The best part of this project was that even though students were divided into 3 groups to supposedly give effect to robust competition, for some reason or other we all were appreciating each other's work and going to each other's store and expressing views about it. Everyone offered their unique knowledge and ability to help improve other team members. The sharing of qualities allowed team members to be more productive. In fact, the healthy competition in groups was used to motivate individuals and help the team excel. Kiryana store out of the box idea was pretty fascinating, they were selling delicious parathas with tea and it was an excellent idea of kirayana group that scored more points than general store and super market group.

After everything was settled and all the products were laid in shelves and in display we were ready for Mr Sarim Alvi to give his opinion about our project. We all had made few mistakes but Sir expressed his views very positively and encouraged us as he always does. We learned a lot as our mistakes were pointed out by him and with him was Mr. Ali Abbasi, managing partner at ImPakt Capital, invited by Mr. Sarim Alvi for a survey of our project. He asked several questions about our work and also gave useful tips.

Everyone did a great job, it was well organized, overwhelming support from Greenwich University helped grease the gears. It all went excellent on a day to remember at Greenwich University. ■

Nauman Ahmad

Greenwich at White Ribbon Campaign:

Heinrich Boll Stiftung Pakistan organized a White Ribbon Campaign at Marriot, Karachi. It was an educational programme held on 27 March 2013, a well-organized informative session with renowned speakers from different areas of media. The interactive session was divided in two segments.

MS Britta Petersen journalist by profession from Germany conducted the session.

Topic was 'Conflict Sensitive Journalism', it emphasized on sensitive areas of journalism and dilated upon how we can handle different situations on-field.

Heinrich-Boll-Stiftung is a German political non-profit organization affiliated to the Green Party with head office in Berlin. Their main tenets are ecology and sustainability, democracy and human rights, self-determination and justice. They are supporting and strengthening participation, pluralism and the rule of law in the region. The role of their foreign



offices is to engage in political dialogues and observations, offer regional expertise, and implement and coordinate projects in the field of ecology and energy, democratization and peace and security.

Data was collected from nine districts of Pakistan, including Islamabad, Lahore, Lodhran, Karachi, Jamshoro, Peshawar, Abbotabad, Quatta and Pishin. Adolescents, parents and teachers politicians, prominent religious leaders, EDO's, District Managers of population Welfare Departments and NGO representatives of the select districts made the target respondents for the study.

A handbook of Conflict Sensitive Journalism written by Ross Howard was distributed among the participants. The workshop also focused on men's role in ending violence against women.

Session concluded with the finding that professional journalists do not set out to reduce conflict, rather they seek to present accurate and impartial news. But it is often through good reporting that conflict is reduced.

Newsroom culture on field problems and hurdles was also discussed as to what causes problems and how to tackle them as a female journalist.

The speakers stressed that freedom of expression and check list for conflict sensitive journalism is important.

Greenwich university representation was sound and effective as we participated with great enthusiasm and determination. Myself, Ms Luba Ahsan and Ms Tahira Khan attended the session and in all it was effective for us in learning and speaking forums. ■

Ayla Hassan (Fac)

VICTIMS of ABBAS TOWN Supported and Served by Greenwich University Students

The Almighty Allah says in the Holy Quran:

"Remember humanity in bed era, I will remember you in the depth of your dark graves".

Greenwich University unflinchingly continues to play the dynamic role towards Corporate Social Responsibility (CSR) i.e. helping the flood victims, earthquake victims, patronage of orphanage and the poor kids of the Govt. school adopted by Greenwich University, to name a few. The latest in the string was immediate succor to the ill-fated Abbas Town blast victims.

As usual, Greenwich University extended all possible support by

promptly reaching out to the unfortunate victims of the deadly blast. The students of Sociology course under the supervision of their faculty member, Ms Husna Allam, who is very active socially, organized a number of events to collect cash and kind for the victims, inside and outside the Greenwich University.

The students formed 08 groups and every group was responsible under the leadership of group head to collect a specific amount of cash and other general items of daily use. They also made presentations and showed documentaries which they had made onsite to motivate the others to help them.

It's highly appreciative that Green-



wich University students collected a sizeable amount of cash and kind for the victims, which was handed over to the management of Shaheed Foundation Pakistan, a non-religious, non-political and non-profit organization very actively involved in helping the victims. ■

Rub Nawaz

Assistant to the Vice Chancellor

RESUMÉ WRITING & INTERPERSONAL SKILLS WORKSHOP

Greenwich University organized a workshop on Resume writing, Interview skills and confidence boosting. It was a two day workshop to facilitate graduates to cultivate the desired attitude i.e., inter personal skills, team management and aspirations. The trainers briefed about recruitment necessities i.e., hunting for opportunities and grooming interpersonal skills.

HSBC Bank sponsored the workshop under its program of Future First, a CSR initiative taken by HSBC Bank to promote educational activities in Pakistan.



The first session of the workshop was about knowing the market and looking for opportunities. The trainer suggested to develop networking skills which can be useful in future for reference purposes when applying for a job. The students were asked to bring their resumes for correction. The trainers addressed the Do's and the Don'ts of writing a C.V. They also presented a sample of a cover letter and explained how to write one.

The second session the trainers mainly spoke about verbal, non-verbal communication and interview skills. They also conducted a live demonstration by calling out random students on the stage in order to show the common mistakes which the students frequently make while appearing for interviews.

Following are the interview tips which the trainer summarized:

Practice

Practice answering interview questions and your responses to the typical job interview questions. Practice answering questions most employers ask. Think of actual examples you can use to describe your skills. Providing

evidence of your successes is a great way to promote yourself. Also have a list of your own questions to ask the employer ready.

Research

Research about the company .Know the interviewer's name and use it during the job interview. If you're not sure of the name, call and ask prior to the interview. Try to relate what you know about the company when answering questions.

Get Ready

Make sure your interview attire is neat, tidy and appropriate for the type of firm you are interviewing with. Bring a nice portfolio with copies of your resume. Include a pen and paper for note taking.

Be On Time

Be on time for the interview. On time means five to ten minutes early. If need be, take some time to drive to the interview location ahead of time so you know exactly where you are going and how long it will take to get there.

Stay Calm

During the job interview try to relax and stay as calm as possible. Maintain eye contact with the interviewer. Listen to the entire question before you answer and pay attention - you will be embarrassed if you forget the question!

Show What You Know

Try to relate what you know about the company when answering questions. When discussing your career accomplishments match them to what the company is looking for. Always follow-up with a thank you note restating your interest in the position. If you interview with multiple people, send each one a personal thank you note. Send your thank you note or e-mail within 24 hours of your interview.

Phone Interview Etiquette

Phone interview etiquette is just as important as in-person job interview etiquette when it comes to getting hired.



Group photograph on the occasion

Speak slowly and pronounce clearly. Use the person's title (Mr. or Ms. and their last name). Only use a first name if they ask you to. Don't interrupt the interviewer. Take your time - it's perfectly acceptable to take a moment or two to collect your thoughts. Give short answers. Remember

your goal is to set up a face-to-face interview. After you thank the interviewer ask if it would be possible to meet in person.

After summarizing the interview tips, the trainer concluded his talk with a quote "First impression is the last impression," which means that the students need to create such an impact on the employer in the first instance that the employers have a desire to hire them.

The session ended with the distribution of certificates and photo session. The trainer was presented the shield by the senior faculty of Greenwich University. The trainer thanked Greenwich University for facilitating the workshop and was also willing to collaborate for more workshops in future. ■

Greenwich INTERNS at Samaa Election Cell

A group of five students of Mass Communication & Media Studies of Greenwich University was selected to work at Samaa Tv Election Cell. Election Cell – Samaa. This encapsulated a mixture of feelings. Excitement, that we were joining Jaag Broadcasting Network as interns. Anxiety, regarding the atmosphere of Samaa, the working environment and most of all the expectations that Samaa's Election Team had from us. Determination, that we will be able to give our very best. It came as a new thrill and a new experience in our lives. All these feelings were bogging our mind when we first met our Head Sir Ahmed Taban. He carried a persona of excellence which was without any doubt unmatched. He cleared all the inquiries that we had regarding our job description as interns in the Election Cell of Samaa. Amiability and understanding between our team ascended as the days passed. Me (Maheen) was designated the post of Team leader of Interior Sindh. Shanza Rashid and Hira Niazi were handling Karachi's election scenario. Tayyab Ghani was given the responsibility over Upper Punjab and Shahal Khoso was supposed to handle the election matters of Balochistan. The initial preparations were done very efficiently. All of us were in contact with the OSRs of the relative areas who provided us with the information regarding the election happenings in their respective areas.

Finally came the day we were all saddling our horses for, 11th May 2013, the day Pakistanis were supposed to decide their fate for the next five years. Those 36 hours proved to be the acid test in our lives. Breaking results of National and Provincial Assembly seats, preparing tickers, getting minute to minute updates



Greenwichians photographed with the staff of Samaa TV

from the OSRs were the orders of the day. It was then, that we realized that life in broadcast media is very fast paced. Seconds can make differences. And most of all the compromises that one has to make are innumerable. Discretion of washrooms wasn't made. Common washrooms were a hindrance for the girls.

Refreshments were not served properly which led to the accumulation of extra pressure and exhaustion. The software made for our convenience crashed causing an added responsibility of filling out the information manually. But all this was compensated by the motivation provided to us by Sir Ahmed Taban, who was always there to make us comfortable and lend a listening ear to all our problems. A gem of a leader he was throughout the whole election process. All in all, Election Cell of Samaa was an unforgettable memory that will always be there in our hearts in the long run of life. ■

Maheen Farid Hussain

MS42 3785



Drive Against Polio Committed to Conquer part II

The volunteers from Greenwich University are always at work with multiple service to society. The crisis that polio has caused in our country has motivated students and specially Rotractors who welcomed the team from Canada in March and May 2013. They were senior volunteers who had come to help with the immunization of children in Sindh. Greenwich contributed by hosting them at the university to share and disseminate knowledge from and to. Furthermore immunization took place at the Cantt. Railway Station from where children travelling in trains leaving from various platforms were administered polio drops by the team and volunteers from Greenwich. Poilo drops were also administered to people travelling in busses and other public transport at the Sohrab Goth check point of Karachi during the same NIDs which are the national immunization days designated by the government.

The foreign guests, a member from Greenwich and local leaders working for polio met the United Nations dignitaries and government functionaries with regards to the timely suppression of the virus in Pakistan.

The volunteers spoke to the students and faculty at Greenwich University motivating more and more people to join in the fight to interrupt the wild polio virus by the end of the year 2013. They appreciated the work being carried on by the student body under the guidance of polio coordinators of the Southern region Rotary district 3271. Students and faculty from Greenwich who escorted these visitors were Adeel Qureshi, Asfand Yar Khan, Ameer Hamza, Salar Khoso, Syed Abdul Rafay, Qutub Uddin Sheikh, Absar Hussain, Maria Batool, Ms. Lubna Ahsan, Mr. Iqbal Jamil, Dr. Chand Bibi, Ms. Sobia Haleem and Rtn Tahira Khan PP, polio coordinator Southern Region, besides a host of others.

Bill Gray, previous district governor from district 7040, Kingston, Ontario Canada and a volunteer Rotarian visited Pakistan in May and met with Rotarians on his way to India, Japan, Taiwan and Russia from where he would finally go back after having collected a substantial amount of data to be compiled and sent to the UN and WHO on the polio work being done in South East Asia and Russia. Ms. Hajra Wilson Foundation Coordinator AG, and the present Polio Plus Chair has visited for polio NIDs in Cameroon, Burkina Faso, India and now Pakistan.

John Stairs, a Rotarian was the Charter President of the Rotary Club of Burlington North. He has served as District Governor for District 7080 in 2004/05, and currently is a member of the Investment Committee of the Rotary Foundation.



Hyder Hassan chartered the Rotaract Club of Brampton, Canada to provide an avenue for young aspiring professionals in Brampton to become the leaders of tomorrow and to end polio.

He also serves on D7080 committee. He has attended international RYLA 2012 (Rotary Youth Leadership Awards) and has won several leadership awards including Rotary International citation. He intends to continue with 'Service above Self' (the theme for 2012-13) as a Canadian of Pakistani origin.

Richard Crane was born in Rugby, England in 1940, and immigrated to Canada with his family in 1948. Later, he graduated from the Royal Military College (RMC) and Queen's University in Electrical Engineering. Afterwards he served in the Royal Canadian Navy, mainly in the role of a ship's Engineering Officer. At present, he is President of the Rotary Club of Acton in Canada.



Greenwich students and faculty in a drive to create awareness.

Over the past two decades tremendous progress has been made toward the eradication of Polio. Immunization efforts have reduced the number of polio cases globally by more than 99 percent, saving more than ten million children from paralysis. However, polio still remains endemic in three countries---Nigeria, Afghanistan and Pakistan...and fewer than 250 cases were reported in 2012, compared to 650 cases in 2011.

Efforts to reach unvaccinated children are often hampered by security risks, and geographic and cultural barriers. The high cost of vaccination campaigns worldwide is not sustainable in the long term. Failure to contain this highly contagious disease could, within a decade, lead to insurgenge, it is feared. WHO is providing unprecedented levels of technical assistance to the affected countries, and improved vaccination campaign tactics are ensuring that more children are reached. The efforts have so far proved greatly successful and have helped Pakistan reduce the number of Polio cases from 198 in 2011 to 56 in 2012. WHO has undertaken to extend the benefit of vaccines to every person by 2020.

This is a commitment by which we stand and vow to overcome the malaise within the foreseeable future. ■

Tahira Khan
Assistant Professor



Caretaker Provincial Minister of Information
Noor ul Huda Shah speaking on the occasion

Raise Your Voice !!!

Celebration of International Telecom & Child Helpline Day & Workshop for Empowering Youth on Gender-based Violence

“International Telecom & Child Helpline Day” was celebrated at Greenwich University in collaboration with Madadgaar National Helpline, Child Helpline International (CHI) and Asian Development Bank (ADB) on 18 May 2013. This programme was being held at Greenwich University simultaneously when in 142 countries worldwide, similar sessions were being conducted on the same theme, all gaining strength and support from one another.

The chief guest of the event was **Ms. Noor ul Huda Shah**, Provincial Minister of Information & Archive. Amongst the other speakers were Mr. Ahmed Chinoy, Chief Citizen Police Liaison Committee (CPLC), Ms. Naila Siddiqui, Assistant Professor, University of Karachi, Mr. Zia Ahmed Awan, Founder of Madadgaar National Helpline, Ms. Nanita La Rose, Executive Director, Child Helpline International, Project Coordinator, Ms. Saima Malik, Psycho Social Counselor, Madadgaar National Helpline, Ms. Shehla Norani, Mirza Asad Bilal, Undergraduate student of Greenwich University, Zara Sethi, Graduate student

of Greenwich University, Undergraduate student, University of Karachi, Department of Sociology, Zoya Naz, and Assistant Professor and Coordinator, Department of Humanities, Ms. Lubna Ahsan.

Addressing the event as Chief Guest Noor-ul-Huda Shah Provincial Minister for Information & Archive, highlighted different issues faced by girls in our society. She said that girls are being mistreated, tortured and harassed as compared to boys. Girls and women are facing discrimination at home. People should be encouraged and motivated to report cases related to violence.

Chief of Citizen Police Liaison Committee (CPLC) Ahmed Chinoy said that the reported rate of crimes is not even 60% of the total number of crimes happening. He said that in most cases just one timely call can be a solution to many problems and so people must report the cases in order to obtain help. He shared the data of extortion cases and said that we all must work together to combat such issues.

Guest Speaker Ms. Naila Usman Assistant Professor University of Karachi delivered a presentation on Gender Based Violence in Pakistan. She said that it is a universal reality existing in all societies regardless of income, class and culture. It would be difficult to find one woman, who at one time or the other in her lifetime had not been afraid merely because she was a woman. The women who are particularly vulnerable to violence are those who live in extremely precarious conditions or who face discrimination on the basis of race, language, ethnicity, culture, age, opinion, religion or membership of a minority group. She highlighted the importance of sex education in our society to combat gender-based violence and maintained that a strong focus must be attached to prevention by sensitization through judicial system, health systems, education sector, and by multiple approach. Ms. Usman said that at Karachi University they have given approval to establish a “Help Desk” with the support of Madadgaar National Helpline to deal with gender based issues faced by students.

The Keynote address was given by the founder Member of Madadgaar, who is also President of Lawyers for Human Rights and Legal Aid, Mr. Zia Ahmed Awan. He emphasized on finding the root cause of teething problems in society, related to gender-based violence. According to him, we must not only focus on females but cater male population as well to sensitize them regarding the prevailing issues of gender-based violence that are finding new ways (cybercrime) with technological advancements. Madadgaar help line 1098 is providing telephonic counseling to the victims, more over Madagaar is now planning to work on cybercrime which is increasing day by day. He encouraged women to raise their voice against violence.

Ms. Nanita La Rose, Executive Director, Child Helpline International, in her video message from Amsterdam spoke about the importance of the International Child Helpline Day. Describing the background of this day she said, International Telecom Day is being commemorated as the International Child Helpline Day across the world and it is the global occasion for child helplines to call attention to their work in protecting and empowering children and young people. She added by saying that by utilising different technologies, we are supporting and empowering children, youth and women of Pakistan who are in need of care and protection.

Psycho Social Counselor Madadgaar National Helpline, Ms. Shehla Norani discussed that



Madadgaar is Pakistan’s first Helpline for children, women and youth suffering from violence, abuse and exploitation, functioning since the last decade. It initially started with the support of UNICEF in 2001. Madadgaar is an offshoot of Lawyers for Human Rights and Legal Aid (LHRLA). Madadgaar Helpline provides telephonic counseling, face to face counseling to walk-in survivors, crisis intervention, guidance, legal advices and legal aid and referral services to children, women & youth. Madadgaar expended its work with the support of “Plan International” on national level in 2011. Now with Asian Development Bank (ADB) Madadgaar is addressing gender-based violence in Pakistan.

Undergraduate student of Greenwich University, Department of Business Administration, Mirza Bilal Asad Baig motivated the audience through his inspirational speech. He said that the youth should promote Madagaar Helpline’s number 1098 through social media and SMS service for combating violence in our society.

Undergraduate student, University of Karachi, Department of Sociology, Zoya Naz shared the findings of her research related to sexual harassment.

The session was followed by a question and answer session. Students exchanged their views, shared their experiences and offered suggestions. ■

Sometimes when you innovate, you make mistakes. It is best to admit them quickly, and get on with improving your innovation.

— Steve Jobs

Sports

Darts – plant the arrows with the accuracy of ballistic missiles

Two days Greenwich Inter-Provincial Darts Championship 2013

With a view to involve our youth in positive activities for robust physical and intellectual growth, Greenwich University always organizes extra-curricular activities including among others, a variety of indoor and outdoor games.

The sports department of Greenwich University in collaboration with Sindh Darts Association and Sindh Sports Journalists Association successfully organized a two-day Greenwich University Inter-Provisional Darts Championship from July 5 to 6, 2013 at its newly built Indoor gymnasium on the campus.

A large number of students, their parents and admirers of Darts attended the event. It encouraged the talented players from other provinces of Pakistan to display their skills on this occasion.

The two-day championship was inaugurated by Ms. Seema Mughal, Vice-Chancellor, Greenwich University and Mr Saeed Mughal, Director Administration and Personnel, who welcomed the players, specially the ones who participated for different categories, and encouraged the SJAS team that in spite of their busy and hectic schedule they found time to take part in the event.

Ms Seema Mughal applauded the efforts of the organizers and thanked the sponsors of the event, especially the Gold sponsor United Bank Ltd for their support.

This was a great source of motivation for the participants since Darts is a neglected sport in Pakistan, though this game is a large stress reliever.

There are scores of stress producing elements in life. One needs a space to put them down simply by getting one's mind off "work". One can immediately begin to relax and get a mental and physical "breather." Darts used in this application is nothing more than diversion, where one can mentally take a break while on the job or in breaks during classes. The Japanese are strong supporters of exercise at work.

The benefits of playing darts are endless... playing Darts will increase your: concentration ability, performance levels, decision making skills, team building skills, leadership skills, conflict management skills, objectivity skills.

Moreover, playing darts will improve: management skills, strategic thinking, social skills, objective critical self analysis, self control, experimentation skills and non verbal communication



Mr Shoaib Ahmed Siddiqui Commissioner Karachi, Dr Zulfiqar Ali Shalwani, Secretary Environment Govt of Sind and Ch. Shahid Javed addressing the audience

The Results

Sindh Team	(G)	Winner
Sindh Team	(W)	Runner
Greenwich Team		Third Position

Double Event (Men)

1st	Akhter Saeed & Asif	(Punjab)
2nd	Yameen & Kamran	(Punjab)
3rd	Rizwan Ahmed & Hamid Saeed	(Sindh (W))

Double Event (Women)

1st	Sindh (W)	Zakia Shumail/Sadaf Nazneen
2nd	Punjab	Farhana/Nadia
3rd	Greenwich University	Shazia/Sabha

Men's Single

1st	Hamza Ahmed	(Sindh (G))
2nd	Akhtar Saeed	(Punjab)
3rd	Muhammad Asif	(Punjab)

Women's Single

1st	Farhana	(Punjab)
2nd	Nadia	(Punjab)
3rd	Madiha	(Punjab)

College Universities Category

1st	Hamza Ahmed	(Sindh)
2nd	Imran Noman	(Greenwich)
3rd	Vijay Ratan	(Greenwich)

Media Men Category

1st	Ishtique Ahmed	(SJAS)
2nd	Rashid Ali Siddiqui	(SJAS)
3rd	Amir Ali	(SJAS)

Media Women Category

1st	Rehana Obaid
2nd	Fariya Nisar

Members of the Greenwich University team were: Mr Bilal Javed Mughal, Mr Naveed Ullah, Mr Shoaib Khalid, Ms Shazia Anwar, Ms Sabha Baloch, Mr Imran Noman, Mr Vijay Ratan, Mr Atif Amin, Mr Kumail Ali, Mr Abdul Wassay Khan

The tournament was played on knock out basis and there were five categories, on blind draw basis.

Prize distribution ceremony: On the 2nd day of the event prize distribution ceremony was held at 06:30 pm Mr Shoaib Ahmed Siddiqui, Commissioners Karachi graced the occasion as chief guest, and distributed the trophies and shields to the winners. Other guests present on the occasion were Dr Zulfiqar Ali Shawani, Secretary Environment and Alternative Energy Department Government of Sindh; Mr Hanif Muhammad Merchawala, Additional Secretary Zakat, Usher and Auqaf Government of Sindh; Muhammad Khalid Rehmani, Secretary Karachi City Sports Association; Muhammad Fahim, P.S to Minister Sports, Government of



Vice Chancellor Ms Seema Mughal Aiming at the Dart Board

Players at the oche in the gymnasium

There couldn't be enough excitement otherwise

Vice Chancellor photographed with the players

Winners holding their trophies.

Sindh; Mr Muhammad Baran, Secretary Sindh Cycling Association; Mr Muhammad Ali of Sindh Judo Association; Chaudry Shahid Javed, Secretary General of Pakistan Darts Federation; and Mr Muhammad Saeed, Secretary Sindh Darts Association.

Mr Shoaib Siddiqui while addressing the audience congratulated Greenwich University for promoting the neglected sport on provincial level and encouraging the players from other provinces providing a platform to play together and promote harmony amongst various provinces. He further said that events like these should be held frequently to build strong connection and unity in a diverse nation. He commended the efforts of Greenwich University for keeping the extra curricular activities on its priority including studies and wished both Winners and Runners-up success in future.

Because of the interest showed by the youngsters for darts the sports department of Greenwich University has started coaching and giving more facilities to the students towards this game. ■



League Match:

Greenwich vs. Zamzama United (Greenwich won 2-1)

2nd League Match:

Greenwich vs. FC. Gunners (Greenwich won by 4-2)

3rd League Match:

Greenwich vs. FC.Taxco (Greenwich won by 3-0)

Quarter Final:

Greenwich vs. Sher Afghan FC (Greenwich won by 1-0)

Semi Final:

Greenwich vs. Finites FC (Greenwich lost 2-1)

**INTER CLUB
FUTSAL
TOURNAMENT 2013**



Greenwich Futsal team

Greenwich University participated in Inter Club Futsal Tournament organized by STUDIO MAXX at Khaybane Rahat on 29th and 30th July 2013.

There were thirteen club teams participating in this event and our University was the only educational institution. The teams were divided into four pools of 4 teams each.

Greenwich University played the following matches:-



Futsal match in progress

The following students participated in this event:

- | | | |
|----|----------------|-----------|
| 1. | MUBIN EJAZ | BS 403535 |
| 2. | SUFIYAN MIR | BS29 2419 |
| 3. | HASEEB NADEEM | BS 393414 |
| 4. | SALMAN MARFANI | BS 383242 |
| 5. | UMAIR ARSHAD | BS 363127 |
| 6. | OMER MURTAZA | BS 383284 |
| 7. | UZAIR BHAKRANI | BS 332797 |
| 8. | ZAIN ZULFIQAR | BS 443917 |

The students participated whole heartedly in this tournament by playing with professional clubs. Haseeb Nadeem played well as the striker and Salman Marfani as the Goal Keeper ■

Sadia Sheikh
Manager Sports



Positive Post

Monthly publication to create a soft and positive image of Pakistan

Positive Post Scholarship Competition for free Education

Greenwich University always works to imbibe positivity in the youth towards the country. In this context, Greenwich University Department of Mass Communication and Media Studies has started publishing a monthly newsletter namely "Positive Post". The core objective of "Positive Post" is to spread positivity through actual reports of prosperity, change and advancement taking place at the moment in Pakistan. Till now 27 editions of Positive Post have been published, which are available on our website at www.greenwich.edu.pk, under "Publications" section under "Useful" Links.

Greenwich University organized a competition on the basis of all the editions of positive post, with the aim of giving an impression of all the positive factors of Pakistan to the youth. The online Quiz Competition comprised of the questions based on all the editions of Positive Post and was held on 25 June, 2013. More than 1000 participants from all over Pakistan participated in this online competition. **The winner of the competition from Greenwich university got 100% scholarship for complete degree programme. The 2nd winner got 75% and 3rd winner got 50% scholarship.**

DEAN'S LIST

Undergraduate – Spring 2013

BS41 3603	Mirza Bilal Asad Baig	4.00
BS38 3087	Fahad A. Farooqi	3.80
BS41 3607	Sehar Nadeem	3.80
BS38 3331	Hareem Humail	3.60
BS40 3527	Syed Abdul Rafay	3.60
BS42 3756	Shiza Noman	3.60
BS39 3427	Taimoor Altaf Memon	3.60
BS35 2945	Hafsa Qadeer	3.40
BS36 3095	Muhammad Wajeehuddin Badar	3.40
BS37 3171	Muhammad Abubakar Awan	3.40
BS38 3273	Hira Saeed	3.40
BS38 3294	Asad Ashraf	3.40
BS38 3337	Shahzeb Ali Irshad	3.40
BS38 3344	Komal Rauf	3.40
BS38 3346	Atiya Ali Zaidi	3.40
BS39 3397	Muhammad Yaseen Arif	3.40
BS39 3487	Omer Fayyaz Paracha	3.40
BS42 3757	Sundus Zamir	3.40

Graduate – Spring 2013

MS38 3349	Amber Arshad	4.00
MS41 3700	Muhammad Nadeem Khan	4.00
MS38 3235	Ariba Ashfaq Ali	3.80
MA41 3699	Zahra Sethi	3.75
ME39 3447	Faizan Ali Jawaid	3.75
MS41 3598	Saad Ali	3.75
MS42 3723	Ali Zafar Khan	3.75
MS43 3867	Amna Babar	3.75
MS38 3237	Rejah Khalid Saleem	3.60

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

WELL DONE !

University life is like blossoms
on a tree while education is the trunk



Greenwich  *University*

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