

A QUARTERLY NEWSLETTER OF



Greenwich University

# Gvision

## CIEC Upholds Good Work

**T**HE Charter Inspection and Evaluation Committee (CIEC), Government of Sindh, visited Greenwich University on August 20, 2009, to evaluate and grade the university on the basis of the laid-down precepts.

The visit of CIEC members was preceded by the expert sub-committee



Dr S.M. Qureshi  
Chairman CIEC

at 10:00 am. The subject specialists included Prof. Dr Anwer Ali Shah G.Syed, Prof Dr Ali Askari, Prof Dr. S. M. Aqil Burney, Prof.

Dr Imdad Ali Ismaili, Dr Rizwana Chang and Prof Dr. Shagufta Shahzadi.

- Contd. on P/11



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## Vice-Chancellor Honored with Tamgha-e-Imtiaz

Contribution in the Field of Education and Public Service Acknowledged

**I**N recognition of her noteworthy achievements in the domains of Education and Public Service, the Government of Pakistan nominated Ms Seema Mughal for Tamgha-e-Imtiaz — an award conferred upon people for extraordinary achievement in various fields.

Ms Seema Mughal's contribution in the field of higher education is significant for enhancing and encouraging literacy in Pakistan. As one of the founders of Greenwich University and the President of Greenwich Education Society. Earlier in 2006, she was named the "Woman of the Year" in Education.

Being the Vice-Chancellor of Greenwich University, she has always strived to make this institution a principal seat of learning where students can get an education as good as that imparted in foreign universities. She pioneered the concept of a foreign degree when



the foundation of Greenwich Institute was laid in 1987. It was initiated in a bungalow with just 32 students enrolled in MBA. The idea of

- Contd. on P/8

## Jubilant Staff Shares the Proud Moment

**T**O celebrate the achievement of winning the Tamgha-e-Imtiaz by Ms Seema Mughal, Vice-Chancellor,

Greenwich University, the faculty and staff threw a party in her honor at HeadLion Cafe on August 20, 2009. All staff members

- Contd. on P/5



## Managing Strategies in Challenging Times

International Management Summit 2009

**A**N economic downturn or an economic crisis is the ideal time for organizations to learn and transform that learning



into action by investing in innovations and new strategic and technological trends. 'Crisis' literally means a 'turning point.' The current global economic crisis is in fact, a 'turning point' for businesses worldwide to steer their organizational ships in a different direction and chart new, unexplored paths.

The students of the Entrepreneurship class 2009 of

- Contd. on P/6

# THE THAILAND TRIP

**E**XCITEMENT oozed from the fiber of the young individuals whose parents and guardians came to see them off at Jinnah International. This was the Greenwich group who travelled to Thailand in the Summer Semester of June 2009.

Under the guidance of the Vice-Chancellor and the patronage of Director Administration, accompanied by faculty members and staff this group of students landed at Bangkok Airport, to be met by an efficient and knowledgeable tourist guide and a comfortable bus which remained with us twenty four seven.

The picturesque bus ride on tropical rain-soaked roads winding through paddy fields dotted with gold and red Buddhist temples, took us from the airport to Pattaya, a sea resort on the west coast of Thailand. On the way we stopped at Lion Park Hotel resort for Continental and Thai breakfast.

The clouded overcast weather transformed us tired weary travelers to excited energetic bouncing people who took to the streets immediately, while some walked to the beach and a few trekked in the rain. Others put their feet up to enjoy the serene atmosphere.

The first night out was a local musical cultural 'Alcazar' show followed by a sumptuous dinner with the tourist guide directing and informing us about all local customs, fare and food.

Next morning, after breakfast, which left nothing to be desired, we were taken surfing the waves on a speed-boat ride to Coral Island. Half-way to the Island, we berthed on a floating barge where many students took to the skies for Para Sailing, suspended by red parachutes hitched behind speed boats. Every time the sail took off it gave a dip in the Andaman Sea to the



brave challenger. All these ascents saw picture shoots galore, which are on the boards for all to view.

Many of us went underwater coral-marine viewing and fish-feeding, while some went snorkeling. On and around the Island there were inflated banana boat torpedo rides, with many deliberately capsizing and soaking staff and students in the cool ocean. Here, on the Island,

we were treated to the most refreshing ice-cold coconut drinks and peanut snacks. By the time we were on our way back to the main land we saw the roughest tropical sea storm rain and the toughest of nerve fun-rides with everyone thanking their lucky stars for landing them back safely to the mainland.

We spent the latter part of the day whiling away time at Ripley's Museum and Horror House, shopping and sampling the culture and history of the people of Pattaya.

The next day took us to Pattaya's biggest gem factory and outlet where many picked up handcrafted jewelry for their loved ones and themselves. Then we were on our way to busy Bangkok and we stopped for lunch at the most well-known local



# کس کا وزن زیادہ ہے؟

## ایک ٹن لوہا

## یا ایک ٹن روٹی؟



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### اُجھگتے؟ پیٹن لیٹن چائے اور ذہن کلیئر کریں



لیٹن یو لیبل چائے تازہ چٹوں کا بے مثال پلنڈ ہے جو تھیا مین سے تھرو پور ہے۔ ریسیرچ نے ثابت کیا ہے کہ تھیا مین آپ کے ذہن کو کلیئر کرتی ہے اور فوکس کرنے میں مدد دیتی ہے۔ تو جب بھی آپ کو کلیئر ذہن کی ضرورت ہو، پیچھے ایک کپ لیٹن یو لیبل چائے۔ مزید پھلویں کے لئے [www.clearyourmind.com.pk](http://www.clearyourmind.com.pk) پر جائیں یا 5892 پر "LIPTON" لکھ کر SMS کریں اور زبردست انعامات جیتیں۔

لیٹن چائے۔ یہ کر دکھاتے

دوڑوں کا وزن برابر ہے





Pakistan/Indian restaurant. We were tired from the day's outing and retired to our five-star luxurious hotel rooms in the heart of the bustle of Bangkok.

At night we went cruising down the Chao Prayior River, with supper and song. for a night to remember times to come. We were welcomed on board as the gregarious Greenwichians, by the band vocal-

sharp we took off for Assumption University, two hours out of the main city. This university is considered the leading university of Thailand in the fields of Business, Management and Information Technology. We were escorted around the campus by two staff members and acquainted with details by the Director.

One of our students Zulqarnain Mushtaq reciprocated with a thank

2009. This Catholic university offers many facilities and opportunities for the dynamic leaders of tomorrow.

We spent the whole morning within the environs of the AU (Gold) as they call themselves which was tiring for all of us, so on the way back we stopped for lunch at a restaurant before getting dropped off at Siam Square for shopping.

The evening was a treat at the Siam



rivers, and Chinese sailing in the South China Sea, to trade silk and barter fruits, vegetables and fish. The excellent dinner after the show was Continental, Thai and Pakistani.

The following morning we set off for the Safari Park and all its shows. The winding drive through the tropical jungle and park was a representation of the natural habitat of Macaws, Monkey, Lions, Tigers, Hippos, Crocs, Pelicans and Storks. Then the Bird Aviary had most of us taking amazing pictures feeding these small winged animals. The sea-lion and dolphin show left us wondering why we haven't trained our nation better???

It was time for all of us to pack our sacks and head for the airport on our way back home. "It is a time to remember, a time to look forward to more such global learning experiences".

By Ms Tahira Khan Assistant Professor Greenwich University



ist starting with welcoming Pakistani music. The cruise boat was a three deck liner packed with tourists from all nations of the world; intermingling with each other and seeing a softer side of us. Our students met up with some wonderful Iranian youths who were also on vacation with family and friends.

you message from Greenwich University to Assumption University.

Assumption University has a total of 1,400 lecturers from over 36 countries. The medium of instruction for all programs is English at this university of South East Asia.

They are a business school and have exchange facilities for faculty as well. They will be starting a department of engineering by September

Niramat Show, which is a time tunnel taking one back in history and tracing the progress of modern Thailand. We walked around the rural set up tasted food prepared as in rural settings. There were elephants roaming around for us to take pictures with. Then we saw an amazing theatrical performance with the most incredible backdrops. The stage scenes ranged from misty jungle scenes to thundering rain flooding

The following morning 9:00 am





joined in to mark the memorable event and shared their feelings with each other and with the Vice-Chancellor in particular by presenting her with bouquets. Expressing their feelings, Maj. Muhammad Akrama, Mr

Muhammad Khalid Khan, Mian Muhammad Afzal, Prof. Dr Muneer Ali Shah Rizvi, and Mr Saeed Mughal offered their heart-felt congratulations and appreciated the Vice-Chancellor's lifelong struggle for promotion of Education and

public service in Pakistan. They said that they were fortunate to have a leader like her with whom they had been working and learning at the same time. All expressed their belief that Greenwich University under the leadership of

Ms Seema Mughal had yet to attain greater milestones and pledged that they would provide concrete support to her all the way. ■

*By Mr Salman Altaf  
Assistant Professor  
Greenwich University*





A crisis can be a powerful stimulus for brilliant ideas and new opportunities, since we have to give our best to salvage, mend and revamp the dilapidated economy.

I am firmly convinced that our youth is optimistic and only needs a sense of direction to steer us out of tumultuous times”, the VC said.

**The inaugural session on August 1, 2009 was on “Technology, Telecom and Pushing a Fluid E-Economy”.**

*The participants were:*

- To ignite the thought processes of the participants.
- To help each participant recognize the leader and strategist within, in order to achieve sustainable strategic leadership in their careers.

**Mr Shaikh Nisar Ahmed**, Managing Director, Millennium Systems & Consultants (Pvt) Ltd;  
**Mr Syed Mohsin Termezy**, Senior Vice-President, Head, Cash Management & Structured Solutions, Corporate & Investment, Banking Group, SAMBA Bank Ltd., Karachi;  
**Mr Farzal Dojki**, Director, AMANA; **Ms Jehan Ara**, President,

Greenwich University, under the supervision of their teacher Ms Salaina Haroon organized International Management Summit 2009 on ‘Managing Strategies in Challenging Times’.

The Summit was divided into six roundtable-style tracks across two days, i.e. August 1 and 8, 2009. The following topics were discussed during these six sessions:

- Manufacturing, FMCGs and Service Sectors.
- Technology, Telecom and Pushing a Fluid E-economy.
- NGOs, NPOs and the Public Service Space.
- Advertising, Media and the Entertainment Arena.
- Employing Human Resources and the Academic Tangent.

- Banking, Finance and the Economic Investment Scenario.

The speakers were management leaders from across the industrial spectrum discussing and debating strategies to be adopted during an economic downturn.

**The objectives of the Summit were:**

- To bring the current thought leaders onto one platform for presenting current cutting edge ideas on managing strategies during times of crisis.
- To expose the participants to the latest thoughts and ideas on the summit theme.
- To identify key drivers of change affecting business strategies.
- To focus on the new paradigms

On this occasion, Vice-Chancellor Ms Seema Mughal, in her message emphasized that in the wake of global economic recession, 'crisis' is the word every other person, affected or unaffected, is using to express his or her dismay and ultimately contributing to its increase.

“We find ourselves entrenched in the this gloomy picture and fast losing our heart. We should realize the fact that the canvas is much bigger, where a lot can be done for redemption.

Take our country for example, where there has been little redundancy and even less industry shutdown recently. It is a testing time for us to withstand and absorb the shock, and immediately get down to repair work.





Pakistan Software House, Association (P@SHA); **Mr Kamran Meer**, Chief Information Services Officer (CISO), Habib Bank Ltd; **Mr Shams Naveed**, I.T. Manager, Hino Pak Motors; **Mr Ammar Akhtar**, Chief Executive Officer, LogiKana.

The second session of the first day was on “NGOs, NPOs and the Public Service Space”.

*The participants were:*

**Mrs Mary A Riek Florigin**, Director, Family Educational Services Foundation; **Ms Gracia Adams**, Social Worker; **Mrs Parveen Kassim**, Principal/Founder; **Mr Shahzad Qureshi**, Committee Member of Rotary International; **Ms Sabina Mustafa**, Owner/Principal, The Garage School, Karachi; **Prof Dr Syed Imdad Shah**, Faculty Member, Greenwich University.

The third session of the first day was on “Advertising, Media and Entertainment in the Pakistani Arena”.

*The participants were:*

**Mr Arif Jhumra**, Manhattan International; **Ms Shahnaz Ramzi**, Hum TV; **Mr Fouad Hussain**, Managing Director, Mindshare; **Mr Ali Hasan Naqvi**, Dy. General Manager Advertising, Daily DAWN; **Ms Afifa Balagam**, Faculty Member, Greenwich University.

The first session of the second day on August 8, 2009 was on “Manufacturing, FMCGs and the Service Sector”.

*The participants were:*

**Mr Owais Ahmed**, Managing



Director/ CEO, Stallion Textile; **Mr Mian Ziaul Hasan**, Managing Director, KenLubes International; **Mr Asad Wahid**, Managing Director, Cherry Motors (Pvt) Ltd; **Mr Rumman Ahmed**, Chief Executive Officer, Dynasty Distributors; **Mr**



The concluding session of the second day was on “Banking, Finance and the Economic Investment Scenario”.

*The participants were:*

**Mr Ali Afzal**, Vice-President and



understand the very basics and fundamentals of Pakistan's economic sector and how it has been responding in the worst global recession since the Great Depression of 1930.



**Shoaib A. Shamsi**, Faculty Member, Greenwich University.

The second session of the second day was on “Employing Human Resources and Academic Tangent”.

*The participants were:*

**Ms Ayesha Choudhry**, Director Human Resources, Target Sourcing Services; **Mr Wali Zahid**, Chief Executive Officer, Skill City; **Ms Beenish Qureshi**, Consultant Executive Search, Professional Employers (Pvt) Ltd; **Mr Sajid Hameed**, E Head Operations, @360 Training; **Mr Javed Lodhi**; Faculty Member, Greenwich University.

Unit Head, Corporate Banking Group, United Bank Ltd; **Mr Iqbal Mustafa**, Executive Vice-President, Soneri Bank Ltd; **Mr Siraj Khan**, Country Head, Foxxtec; **Ms Saniha Jafri**, Training Head, Training Academy, Standard Chartered Bank; **Mr Salman Mustafa**, Faculty Member, Greenwich University.

The participants of the session belonged to the corporate financial sector, consumer finance and corporate industrial and business sector of Pakistan.

The discussion was meant to

The discussion revolved around the financial regulations set out by the authorities in Pakistan with emphasis on the role of the State Bank of Pakistan in regulating Pakistan's financial sector, identifying the critical risk factors that led to this global recession and the dynamics of derivative markets.

The panelists imparted their views on the solution to this critical issue and highlighted the ways and means that we all as a nation on individual as well as on collective levels should undertake to prosper during these tough times.

All the sessions were very ably moderated by Ms Rabia Gharib who not only brought the best out of the professionals representing their sectors, but also interacted with students encouraging them to come up very intelligent and probing queries.

Ms Salaina Haroon was the director of the conference, who motivated her class to organize such a meaningful and informative event. ■



## Whither Democracy...?

A couple of weeks ago it was in the newspapers that the ruling parties were accusing each other of 'destabilizing democracy'. This was truly the last thing we expected to experience when all of us voted for our 'favorites' in the elections. Now both the parties are blaming each other for numerous reasons, and one of those is striking the balance of democracy in Pakistan.

What exactly is democracy? The Webster's New World Dictionary defines it as: a system of government by the people, directly or through representatives. Now even though various newspapers, analysts and influential people debated on the elections this time being rigged again; nonetheless, democracy was the claim, and to an extent is supposed to be existent in our government today.

The funny thing is, do we need it? All through the history of Pakistan we have hated military rule, and dictatorship and have wanted democracy. Understandable, no doubt it is the best form a state and

a country may have. But the question is does it truly apply in the most transparent sense to our country? We all are patriots, think highly of our motherland, would love to do wonders for it and are definitely working towards it by educating ourselves. This still doesn't answer the question of do we really 'care' if democracy exists in our country? Surely we don't want this particular form of rule where the government officials are not acting very democratic and blaming each other for irrational reasons.

I can't debate on the whole country except for Karachi and the war up north. Water, electricity and poverty; we don't have water, not enough supply of electricity and absolute poverty prevails in the country. Our beautiful sites of the northern valleys are being damaged by the war. In this scenario, where people do not possess the necessities for "survival" as I



would put it, we constantly live under the fear of war or an attack by our enemies, democracy or no democracy, it really doesn't matter.

The first and foremost task at hand should be to take measures regarding the security of our country through military rule or a democratic rule. Unless and until we are sure of the fact that we are secure in our country, how can we reach to the next step of choosing the form of state we wish to have?

Secondly, we have to be educated about what democracy is all about. What are the benefits of this form of government, what good will it do? What change will it bring?

I'll end with a sad note and most of you will agree that we have not achieved the above two things to really begin to ponder on the consensus for living in a democratic country. We are sure of one thing though, this scene at present is not the picture of democracy depicted in its true sense, although the rulers claim for it continuously, by either condemning each other or simply via their mandates, they fail to apply 'the rule of the people, by the people and for the people'.

By Maryam Tariq  
BS26 1966

— Contd. from P/20

The lecture was attended by the Faculty, Students and Staff.

Mr Khan in his highly enlightening lecture explained the concept and philosophy of fasting.

Mr Khan threw light on the importance of Ramazan and told the audience many facts which have a direct impact on health, society and the life hereafter. While fasting, he said, 'the distinction between the haves and the have-nots gets blurred, consequently maintaining equality in society'. Furthermore, it improves our health by strengthening our immune system which is the capability of our body to resist an attack of illness. It increases resilience as some parts of our body function better and produce better results when we fast.



At the end of his lecture, he thanked and appreciated the management of Greenwich University for providing opportunity to the

audience to listen to a useful sermon just before the holy month to start preparations for welcoming Ramadan whole-heartedly.



— Contd. from P/1 Tamgha-e-Imtiaz

imparting useful education in affiliation with UK universities at an affordable price at home lied at the heart of the project. Ms Seema Mughal's commitment to the noble cause and her conviction made headway and within a short span of four years, the university was shifted to a purpose-built campus, which could accommodate over 1500 students.

In 2007, the Higher Education Commission placed Greenwich University in the top category 'W'. Ms Mughal envisioned the necessity of research in academia and launched the Board of Advanced Studies and Research for students' facilitation. Moreover, the Quality Enhancement Cell assures maintenance of quality in every sphere of teaching and research.

Greenwich University with Ms Seema Mughal's vision has evolved into a complete lifestyle where the youth of Pakistan obtain much more than just degree with an aim to serve the country and humanity. ■

By Mr Salman Altaf  
Assistant Professor  
Greenwich University

## غزل

جب خزاں آئی تو انجام گلستاں سبھے  
ہم بڑی دیر میں منہم جو بہاراں سبھے  
ایک ہی مون تھی ہم نے بے ساحل سمھا  
اور کچھ ڈوبنے والے اُسے طوفاں سبھے  
جانے کیا دیکھ کے دانستہ لئے راہ میں ہم  
جانے کیا سوچ کے رہزن کو نگہاں سبھے  
یہ گلستاں ہے کوئی دشت و بیاباں تو نہیں  
وہ یہاں آئے جو آداب بہاراں سبھے  
اب کے گلشن میں نئے رنگ سے آئی تھی خزاں  
اور ہم سادہ نظر فصل بہاراں سبھے  
عشق میں اپنے خیالات پریشاں تھے وہم  
اور ہم غم جاناں کو پریشاں سبھے

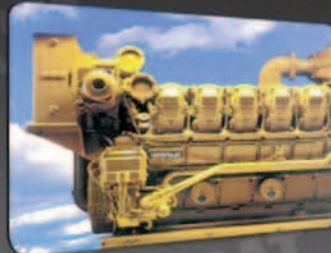
By Dr Waseemuddin  
Associate Professor  
Greenwich University



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**Allied** 

# Commercialism and Education: Can They Go Hand in Hand?

**Z**ILLIONS of human cells comprise the anatomy of one's body and the most important element in the constitution of these micro structures is water. Ninety per cent of a cell body is aqueous. Take this constituent out and the cell becomes lifeless. No matter what one injects into it to cover up for the loss of this all important factor, nothing can bring back vitality to the cell.

The point being emphasized is that sometimes just one building block of something is so significant that its elimination will make the whole building collapse. So if we consider a human personality a building and education as its most vital building block we can safely infer that without education the whole personality will disintegrate. Alluding to the example in the previous paragraph, I think it is now clear that if a human cell is considered an average student's personality then what will be the main feature for its vigor; education, of course?

Just like any other field in Pakistan, in education also we have two sectors i.e. the Public Sector and the Private Sector. So what is the major difference between the two? Well it

is something very conspicuous; money. And money is what it is all about these days, as far as education is concerned, this vocation, which was considered very noble once, has been very sadly, thoroughly commercialized.

When we speak of the Private Sector, the first thing that comes to mind is the reasonably competent fee structure despite high inflation these days. True, one gets a very good ambience and a lot of opportunities to groom one's self, not to mention the so important aspect of the affiliation of one's degree with some foreign university, which of course will be second to none other than Oxford or Harvard itself! But then again who can ignore the fact that this perfect package comes at the cost of, reasonably speaking, err .. an arm and a leg! In a country where it is getting difficult to attain the very basic necessities of life such as flour and rice et cetera, how many people can even dream of getting this sort of knowledge as profitable as it might be to you in the long run. What about the short run then? Who makes a profit there? Anyhow, so where does the solution lie? After listening to some

high official in any prestigious educational institute of the Private Sector speaking about a reasonably competent fee structure, one turns to the Public Sector to seek knowledge for a truly plausible payment.



This is wonderful! They actually acknowledge merit in the Public Sector, and the fee is not too bad either! Is this heaven on earth or what? The grades, for once, were actually the criterion of admission and the classes have commenced on time! Oh but at the very last moment tragedy strikes and the professor gets ill. How unfortunate! And especially on the very first day too! Well, no worries. Such unfortunate incidents are also a part of life and besides, there is always going to be another morning. But alas! For some bizarre reason the professor's illness has prolonged beyond every humanly possible limitation and he will not be available in the mornings for the scheduled lectures for an indefinite period of time! But hey! No need to

- Contd. from P/20

Monetary Policy

- Monetary Policy Framework in Pakistan.
- Recent Experiences with Monetary Management.
- Changing Global Economic Environment.
- Domestic Vulnerabilities.
- Policy Issues.

He not only covered the theoretical aspects but also captured the current scenario of the domestic economy. He mentioned the reasons for crisis in the vulnerable economy of Pakistan. Some of the reasons are:

- \* The widening saving-investment gap.
- \* The country consumes more than it produces, this excess consumption results in an external current account deficit.
- \* Fall in foreign savings leads to an 'unsus-



tainable' situation, a drawdown of reserves, and this could lead to insolvency. \* Structural weaknesses. \* Political instability and the law and order situation hindering foreign investment.

After refreshments, he also inter-

acted informally with the students to assess their intellectual level. Students also discussed their goals/targets in this informal session.

This lecture was arranged to update the knowledge of students. Around ninety students attended this lecture. Not only had the students of Money and Banking benefited from it, but also other students who had attended the lecture learnt basic concepts of the monetary system.

Especially the students of Money and Banking found it very interesting because all the aspects of monetary policy are imparted in the course of money and banking. So it was easier for them to understand the lecture. ■



let your chins down. Being the cooperative, helpful and accommodating person that the professor is, he is always willing to accommodate his loyal students in his private tuition center in the evenings, as the evening air does him a world of good and he becomes quite hale and hearty. But he has been strictly advised by his physician not to leave the confinement of his private tuition center as it will not be in his best interests due to his ailing health.

There you go! God has been kind to you again. Now all that has to be done is to seek out his private tuition center, about which a lot of leafleting has already been done outside the college gates by none other than the college staff and students themselves, and they pay him a reasonably competent fee to get admitted there. Now this expression sounds familiar. Where have you heard this before? Bingo! You are back into the Private Sector!

On a very grave note, today, let it be the Private Sector or the Public Sector, they have both sadly merged into each other under the influence of one term; commercialism. Most of the teachers have become traders. They trade knowledge for their own profit.

Do you think such an approach towards education by educationists nowadays is dangerous for the whole system and eventually for the country? Yes, you say? On the contrary, on an even graver note, there is another aspect of commercialism in education which is far more dangerous than the one which has affected the teachers. That aspect is about the products of such a system i.e. the students.

Initially, they come seeking knowledge in its true sense, but as they go through this agonizingly tedious and materialistic process, they eventually lose their true thirst for knowledge. They also develop a money-oriented psychology once they step into the phase of their own practical lives. If such an upbringing of the minds of the students will not lead to disaster for this society and eventually for the country, then what else will? They are the life blood of this great country as they represent the future. They are the building blocks of this great nation, but slowly and gradually this self-centered, commercialized approach towards the all important element of education in the development of a human personality is weakening the life cells of this otherwise, truly promising nation. ■

By Muhammad Taimur Sabih  
MA28 2234

- Contd. from P/1

CIEC Upholds Good Work



The subject specialists visited various sections and departments of the University, including the Library, the Examination Department, the Communication and the Reception Centers, the Counselling Room, the Canteen, the Faculty Room, the Greenwich Executive and Research Development Center, the Accounts Department, Indoor and Outdoor Sports areas, the Computer Labs, and the Offices of the Registrar, Deans and

Dr. S.M. Qureshi (Chairman) Dr. Pirzada Qasim Raza Siddiqui (Vice-Chancellor, University of

enrolment, financial support / scholarship program, faculty, examination and assessment, fee



Karachi), Dr Mazharul Haq Siddiqui (Vice-Chancellor, University of Sindh), Prof Dr Waqar-ud-Din (HEC representative), Mr Mohammad Ali Mangrio, Education and Literacy Department, Government of Sindh, Prof K.S. Nagpal (Director/Secretary CIEC), and Miss Dilshad Mirza (Deputy Director, CIEC).

A detailed presentation had been arranged for the CIEC. It highlighted various aspects of the University, including legal framework, management, general order and environment, physical facilities, games and sports, academic programs, curriculum, admissions,

structure, quality assurance, research and development and extra-curricular activities such as conferences, seminars workshops held or attended.

The Chairman of CIEC appreciated the detailed presentation on the university. He also congratulated the Vice-Chancellor on being nominated for **Tamgha-e-Imtiaz** by the Government of Pakistan in recognition of her meritorious services in pursuit of education. He then invited the subject specialists to give their views. One of the subject specialists said that he had found more transparency and objectivity at Greenwich University than elsewhere. He

remarked that Greenwich University was always keen to welcome them, which was less evident elsewhere. The subject specialists expressed their over-all satisfaction with the working of the University.

The Chairman of the CIEC also invited other members of the CIEC to give their views. They expressed their appreciation of the progress made by the University. However, there was always room for improvement, they said, and their suggestions were noted. The Chairman of the CIEC concluded by remarking that Greenwich University was the oldest university in the private sector. It should keep striving to maintain its status of a role model. The university had taken a major step forward in inculcating research culture, and he appreciated the activation of the Greenwich Executive and Development Centre.

At the end of the Presentation, both the CIEC members and the subject specialists, were presented with Catalog 2009-2010, latest issues of the research journals, New Horizons and the Journal of Business Strategies, the Meridian



2007, the Code Book, the Alumni / Graduate Directory, the latest issue of Gvision, the Quality Assurance Manual, and hard copy of the Presentation. ■

*By Mr Zafar Iqbal Saifi  
Assistant Professor  
Greenwich University*



Department / Sectional Heads. They were given detailed briefing on the working of each section / department they visited. Their queries were responded to by the concerned staff / faculty, and their suggestions for further improvement were noted. The subject specialists held discussions with both the Faculty and the students.

The CIEC Committee members arrived at 2:30 pm which included



**T**ALENT is endowment. A person who possesses an unusual innate ability in some field is said to be talented. I believe many people are pretty bad at knowing where their talents be especially while they are in their early years, and university performance in particular isn't very predictive.

# If Music be the Food of Love, Play On

It was a perfect platform to encourage talent and bring together the best voices of Greenwich, as it served as a launching pad for the

As soon as the student body came to know about the contest, they were seen crooning and humming like nightingales within and outside

It was an in-house fun filled activity where we were trying to classify the performers from the singers of various bands/ groups, divas, performers, and a lot more.

Some students chose to sing catchy songs which are usually categorized as Pop while some had more rebellious themes. But it was quite



Numerous academic, cultural and musical activities are organized at Greenwich at regular intervals. Here skill is taught, refined, honed and developed but talent which is intelligence, confidence and natural ability

students towards a great career in music. However, opportunities to showcase their talent in a big way have been few. Students seldom get a chance to discover their hidden talents and then to polish them.

the campus when it was time for all the crooners to clear their throat and pamper their vocal chords and let it all out in front of the judges, because if they had talent, they could just as well hit the jackpot!!

difficult to classify these singers in this way because of their beautiful and melodious voices. They kept changing styles from one genre to another which was also a source of entertainment. Amongst the partic-



is something one is born with. Anyone can sing, but only someone with talent can sing well. At Greenwich talented yet unknown singers were offered the chance to showcase their voices.



ipants were Zia-ur-Rehman, Salman Chachar, Zahra Ali, Hassan Rauf, Ghazanfar Siddiqui, Kamil Shamsi and others. Amongst the lucky winners were Ghazanfar Siddiqui, who won the first prize of Rs.5000/-, Anum Haroon, won the second prize of Rs.3000/- and Hassan Rauf who stood third and won a cash prize of Rs.2000/-.

*By Ms Lubna Ahsan  
Assistant Professor  
Greenwich University*





Ambassador, Syrian Arab Republic, extended his thanks and appreciation to Ms Seema Mughal, Vice-Chancellor, Greenwich University, and Mr Dewan Abdullah — the man behind the event for such a rich cultural event in Karachi.

peace and tolerance, and there were a lot of things one could learn from them.

Sharing his thoughts, Mr Dewan Abdullah said that these Sufis, with an enlightened mindset, and a very

open approach amalgamated the centuries old local traditions with Islamic values, and gave the Muslims of the Subcontinent their own distinct Islamic character – a character that compliments Islamic values with local traditions and heritage.

In the end, he thanked His Excellency Dr Riad H. Ismat for his full support for this event & the Syrian Food Festival.

He was also grateful to the Vice-Chancellor, Madam Seema Mughal

He said he was so amazed by the thorough work of the students that he was speechless. He said that the Sufis had glorified the soul of Islam with love,



for her continuous motivation and unconditional support. The documentary was followed by SAMA: The Whirling Dervishes, a cultural dance performance by



'Tahleel Group' who had specially flown in from Syria. The exotic dance grabbed the audience attention with its uniqueness and the ecstatic aura it created with spins and whirls of the performers dressed in typical Syrian attire. ■

**By Mr Salman Altaf**  
Assistant Professor  
Greenwich University



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**O**UR Vice Chancellor and Director have been gracious enough to set a tradition of holding an Eid Milan Party for the entire staff every year. In order to continue with this get together arrangement, this year, it was decided to hold the Eid Milan Party at a farmhouse. An invitation on behalf of the Vice Chancellor and Director was extended to the Greenwich Family (the entire staff and faculty of Greenwich), to join them at the family picnic.

The summer day of September 26, 2009 allowed us the opportunity to participate in the fun-filled Eid Milan Picnic. The farmhouse was located on over four acres and included a variety of activities. The

## Greenwich Staff Enjoy Traditional Eid Milan Picnic at a Farm House

out of the bus, we separated into different groups and looked for shady huts as it was an over-night entertain-

ment. pool we explored the farmhouse and to the amusement of the children they found different types of colorful



who sang all night on memorable tunes, old and new songs, fun songs, poignant songs, songs from long ago and songs penned in recent years. We were so engrossed in listening to music that we did not realize until dawn that we had been rejoicing and enjoying all night and it was then time to stop. Though the dinner was pleasing to the sense of taste but breakfast was also stimulating to the appetite.

It was a fun filled Eid Milan Picnic with lots of activities and games, performances and scrumptious food for everyone. The evening made us laugh, and definitely applaud. In short this Eid Milan was a package full of happiness and pleasurable excitement. Thanks to Mr. and Mrs. Saeed Mughal for providing us with such treats. ■



arrangements were impeccable. Most important however, was the delightful musical segment after the finger-licking scrumptious dinner.

The arrangements were perfect catering to and fulfilling the requirements of everyone who was there. The Greenwich family reached the farmhouse in the evening. After getting



ment. The place was beautifully surrounded with lots of trees, greenery, beautification of plants, a large playing area, big swimming pools along with a kids' swimming pool, and all the luxuries, that made it a perfect place in the real sense of the word.

Children enjoyed themselves the most in the separate pool which was shallow. After a dip n splash in the

and rarely seen birds in huge cages. Children were amused to feed them.

There were wonderful wholesome activities for friends and families to enjoy. Music soothes the savage beast, music sets the mood for feasts and music that day had set our leisure time to something mellow and quite sublime.

There were professional singers



**W**ITH a week before the advent of Ramadan, Greenwich University students and faculty saw an Arabian Night 'evening splash' with Middle-Eastern food and fare.

There were stalls ranging from photograph yourself in Arabian costumes, Labneh with Tabuleh and

# Arabian Night Fest

Khubbs-topped with citric soaked vegetable sprinkled with olive oil, Arabian rice-topped with pine nuts and dried fruit. The prominent corner adjacent to the entrance was the 'enlightenment stall' where one

could be guided into finding Quranic answers to everyday dilemmas. Here, one could pick up beautiful verses and hand outs taking one into the coming sanctity of the month of Ramazan.

Further down the 'Showarma stand' was a hit with everyone. There were smoky whiffs all around.

To say the least the pick of the day was the quality dates swathed in desiccated coconut with Kaawah a la Arabia with a string of pearly prayer beads. This was complimentary for those who sought a pass to enter.



As the evening unfolded on the stage, that was demarcated with fairy lights. There were interludes of music, jokes, stage acrobats and a competition. There were prizes for the three most originally dressed Middle-Eastern costumes.

The evening ended with spin-wheel, cart-wheels & moon-walks, then everyone was dead beat so they went home to rest their feet. ■

*By Ms Tahira Khan  
Assistant Professor  
Greenwich University*

**L**IFE is the most precious gift of Almighty Allah. One should lead it in the best possible manner which not only impacts your own personality but society at large. By following the given rules you can have peace of mind and a satisfied conscience. This principle lies at the heart of all philosophies propagated through the ages from Hazrat Adam (AS) to Bertrand Russell. Let's try them from today!

**HEALTH:**

1. Drink plenty of water
2. Eat breakfast like a king, lunch like a prince and dinner like a beggar
3. Eat more foods that grow on trees and plants, and eat less food that is manufactured in plants (factory)
4. Live with the 3 E's — Energy, Enthusiasm, and Empathy
5. Make time for prayer

## Add Value to Your Life Managing Everyday Affairs

6. Play more games
7. Read more books than you did in the last year.
8. Sit in silence for at least 10 minutes each day
9. Sleep for 7 hours
10. Take a 10-30 minutes walk every day — and while you walk, SMILE !!

**PERSONALITY:**

11. Don't compare your life to others'. You have no idea what their journey is all about.
12. Don't have negative thoughts or things you cannot control. Instead invest your energy in the positive present moment.
13. Don't over do ; keep your limits
14. Don't take yourself so seriously; no one else does
15. Don't waste your precious energy on gossip
16. Dream more while you are

awake

17. Envy is a waste of time. You already have all you need..
18. Forget issues of the past. Don't remind your partner with his/ her mistakes of the past. That will Ruin your present happiness.
19. Life is too short to waste time hating anyone. Don't hate others.
20. Make peace with your past so it won't spoil the present
21. No one is in charge of your happiness except you
22. Realize that life is a school and you are here to learn. Problems are simply part of the curriculum that appear and fade away like algebra class but the lessons you learn will last a lifetime.
23. Smile and Laugh more
24. You don't have to win every argument. Agree to disagree.

**COMMUNITY:**

25. Call your family often
26. Each day give something good to others
27. Forgive everyone for everything
28. Spend time with people over the age of 70 & under the age of 6
29. Try to make at least three people smile each day
30. What other people think of you is none of your business
31. Your job won't take care of you when you are sick.. Your family and friends will. Stay in touch.

**LIFE:**

32. Do the right things
33. Get rid of anything that isn't useful, beautiful or joyful
34. GOD heals everything
35. However good or bad a situation is, it will change
36. No matter how you feel, get up, dress up and show up !
37. The best is yet to come
38. When you awake alive in the





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# The Journey Begins



Greenwich University has an elaborate method of admissions complying with the principles laid down by the HEC. It comprises pre-admission entry test, interviews, group discussion and post-admission orientation. Each part of the process is meticulously conducted to ensure transparency and accuracy under the supervision of management and faculty. This is only the beginning of a rigorous and exciting journey which ends up with taking out their potential to its fullest.

- Contd. from P/20

Media: A Flourishing Prospect



reporter and the requisites for a student to land a job at one of the leading English-language news-channels in Pakistan such as DawnNews.

Hassan Abdullah observed that the media market has turned into a powerful corporate entity that is primarily concerned with money making. Amidst these money makers are the journalists who must cover news stories with impartiality, constant threats to their lives, challenges of adherence to the rules and norms of each publication and so on.

He also mentioned the dilemma of a reporter who feels as if he is a mere messenger in the act of collecting and disseminating news. The reporter is under enormous pressure to strike a balance between objectivity, at least as seen by others, and the itch to speak out his mind on the situation at hand. Despite the constant struggle one can be assured that the essence of a journalist exists in each one of his works.



By giving his own examples, our guest spoke of the fire of compassion within his heart for the people of his country and the intense passion for his job that made him transgress boundaries and do things that put his own life into jeopardy just for the sake of the betterment of his people.

The fervor to bring a positive change in society is not a rare qualification but a necessary trait in a reporter.

While speaking to the Greenwichians he explained that a media studies background was not necessary, although helped for a job as a reporter. All it requires is advanced communication skills, knowledge of current affairs and the zeal to achieve what one sets out for. Later, Mr. Hassan showed a video to the students highlighting the funny aspect of journalism.

He moved from objectivity in journalism to where media industry stands today, touched on the fundamentals for joining the field and ended with an interactive question answer session with the students about the present-day issues related to the media industry.

Hassan Abdullah at a fairly young age has interviewed famous per-

sonalities such as Gordon Brown, Benazir Bhutto, Pervez Musharraf, Nawaz Sharif and our current President Asif Ali Zardari.

At the conclusion, Mr Abid Ali Syed, HoD, Mass Communication and Media Studies thanked Mr Hassan Abdullah for taking time out to speak to the students and faculty and presented the guest a University Shield.

Later on the students had an informal session with Mr Hassan over a cup of coffee at the Greenwich Research and Executive Development Centre (GREDC). ■



By Mashal Khan  
BS26 1967



## A Career Awareness Road Show

**A** Career Awareness Road Show workshop was conducted at Greenwich University on September 12, 2009 by Career Consultants Inc., which was delivered to the students by Mr. Asaad Zaheer, CEO & Founder of Career Consultants Inc. and Ms. Samia Asaad, Head of Corporate Consultation and Head of Business Quality of Islamic Banking Division at RBS. The Road Show aimed at providing students with an understanding of the challenges faced by graduates in today's job market, the recent global recession and job hunting issues that prevail in the market scenario.



emphasis of the Road Show for Career Awareness.

The third and final module of the Road Show was aimed at answering the questions and clarifying the thoughts of the students/participants so that after this show they should be able to add value to themselves.

After the Road Show ended the



The Road Show being designed on 3 modules began with an introduction to CCI and its team, the Media partners of CCI, ZAB FM 106.6 who covered this show for coverage on airwaves through a program specially catered towards youth career development i.e. "Career Path". After the introduction the first module of a special inspirational video was delivered to the students which conveyed a message of positivity towards their lives and guidance on how to build a better career for themselves.

The second module was a discussion on strategies for success and how by adapting these strategies they can cope with the challenges ahead. In this module both the speakers Mr. Asaad Zaheer and Ms. Samia Asaad spoke about these strategies one by one and related them to the students in an interactive session which helped them to really understand the

Media Partner of CCI, ZAB FM 106.6 took reviews and comments of the faculty and students, which included discussions, messages to the media about a competitive working environment, difficulties faced by the students and graduates these days, what obstacles are there for growth and how much career counseling is playing a role in development of the individual's life. ■

*By Mr Salman Altaf  
Assistant Professor  
Greenwich University*



## Why Literature Students are Intellectually Unrivaled!

**T**HE age-old battle between the sexes has long been taken for granted; today this battle has breached into various facets of society and knows no gender discrimination. One such battle has blossomed into a full-fledged yet covert struggle to ascertain who has the more challenging and thereby worthier degree; is it the business student or the literature/ humanities student (those in the medical profession I refuse to cater to, my personal bias getting the better of me).

And here I present my case as one belonging to the troupe who step into an entirely different world, believed to be a classroom like any other yet devoid of any barriers whatsoever, be they of a social type or even mental (pun intended).

If you enter a literature class, look closely around because you are about to meet one of the most diverse groups of people you might ever meet - all brought together under the banner of what the late Prof Rafat Karim called "intellectual subversion".

Egos run high in a literature class - intellect and wit is continually challenged - there is no room for a set belief system. What makes us have an edge over others, I believe, is the fact that every time we get together to study a piece of literature, our values, beliefs, opinions, traditions and even at times our religious inclinations are questioned, alternative possibilities and probabilities being presented before us. Lay-man terminology would label it thinking outside the box; I would call it disregarding the box altogether. This certainly isn't an easy task which is why our numbers tend to lessen as each semester passes.

True is the fact that a majority of our numbers cannot "fit in" into corporate cultures and if compelled to attend an MBA class, we'd walk out before it

hit the half-way mark, but what we learn, or to be more exact, discover within us through the study of literature is a superior being - or as Emerson better put it, 'the genius within us'.



I confess that I am clearly inept at the task of presentations and report writing, as are most of my colleagues in the class, yet when we walk out of that door at the end of a highly engaging yet exhausting encounter with the lives of men who have bettered society through their words above, there is no doubt that we have learnt more than any other business student can even begin to comprehend.

Our instincts are sharpened and our perspective on life in general as well as in specific terms is tampered with, not to mutilate but to evolve.

It certainly helps by having a faculty which at every point challenges us to learn and discover the world, in its past glory, its present predicament and its futuristic utopian ideals; who tend to treat us as equals with as relevant an opinion as they themselves may carry.

Jalaluddin Rumi is quoted as having said, "Appear as you are, Be as you appear." And that is where we as literature students are challenged the most; to accept mankind at its most depraved and celebrate it at its height isn't enough, acknowledging one as being part of the same race is the ultimate aim. It is only after acceptance of one's own flaws and shortcomings that are we capable of bettering ourselves. And herein lies our greatest contribution towards society. ■

*By Haneen Shaheen Rafi  
MA28 2231*

### A Lecture by Director Lexicon Company



M/s Lexicon, under the leadership of Mr Saleem Aziz Khan and his lady partner Dr Humaira Saleem, delivered a presentation on "Study-Technology" on Saturday, June 20, 2009 at 05:00 pm. in Room 'H'. The presentation was on the "Study Skills and Training for Professionals" that highlighted how effective could be the skills mentioned to brighten the delivery of lectures by our professionals. All participants took keen interest and praised the study skills presented by M/s Lexicon. ■

# Learning from Sufis in the 21st Century

**T**HE Global Sufi — An Enlightened Lifestyle’ was a research project of the Consumer Behavior Class of 2009 assigned by Mr Dewan Abdullah, Assistant Professor who gave them guidance and supervision for its completion.

Hotel on July 3, 2009, to promote cultural values, entertain guests and encourage the students who made the documentary with great hard work and meticulous care. The group of students worked in a team till the project was completed and finally presented to the audience.

The formal launching ceremony of the project was held at Beach Luxury

The Chief Guest, His Excellency Dr Riad H. Ismat, — *Contd. on P/13*



# Media: A Flourishing Prospect Hassan Abdullah Shares with Students Sweet and Sour Tastes of Career in Journalism

**I**F you want the complete story get it straight from the horse's mouth. To accomplish this task Hassan Abdullah, a senior reporter and veteran at DawnNews on October 14, 2009 was invited to Greenwich University to update the students on the current situation of the media industry.

In explaining the media industry, he highlighted the importance of ethics in covering news, responsibilities of a



— *Contd. on P/18*

# ‘Conducting Monetary Policy in a Challenging Environment’

*A Lecture by State Bank's Dr Hamza Ali Malik*

**D**R Hamza Ali Malik, Director, Monetary Policy, State Bank of Pakistan, was invited as a guest speaker to deliver a lecture on “Conducting Monetary Policy in a Challenging Environment”. This lecture was arranged by Ms Mateeha Fatima, visiting faculty member at Greenwich University. Dr Hamza Ali Malik, a graduate from McMaster University with a Ph.D. in Economics, covered three basic aspects of monetary policy in his presentation: — *Contd. on P/10*



# DEAN'S LIST

Undergraduate — Summer 2009		G.P.A.
1	BS30 2488 Samar Fatima Rashid	4.00
2	BS29 2386 Nida Shivani	3.80
3	BS30 2472 Hamza Imam Ansari	3.60
4	BS31 2591 Muzammil Ahmed	3.60

Graduate — Summer 2009		G.P.A.
1	MA28 2231 Haneen Shaheen Rafi	3.75
2	MS27 2167 Uzma Zafar	3.60
3	MS31 2567 Salman Haider Jaffri	3.60

## Congratulations

We offer our heartiest felicitations to all the distinguished students who made it to the Dean's List: **WELL DONE!**

# Istaqbal-e-Ramazan

*Muhammad Aamir Khan Enlightens Greenwichians*

**M**R Aamir Khan, renowned Islamic scholar delivered a lecture on Istaqbal-e-Ramazan on



Friday, August 21, 2009 at the University campus. — *Contd. on P/8*

*Gvision* is a quarterly newsletter distributed free of charge.

Your valuable comments and suggestions are solicited



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Designed & Produced by: Public Relations & Corporate Affairs Department, Greenwich University

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