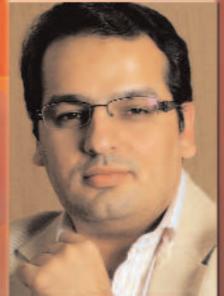




MEETING

ALI JAHANGIR SIDDIQUI RISING TO MEET THE CHALLENGES OF THE CORPORATE WORLD

Success story of our alumnus JERJEES SEJA COO ARY DIGITAL PAKISTAN









My words fly up, my thoughts remain below, words without thoughts never to heaven go.

(Shakespeare; Hamlet)

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Editor's Note

Change is a constant source of satisfaction as long as it brings improvement and growth for the majority. This was the vision of Ms Seema Mughal, Vice-Chancellor Greenwich University, who always stresses on allowing the students to capitalize on their potential and giving them ownership of their ideas and achievements. Thus, this issue of G-Vision aims at involving more and more students and bringing into use their strengths and talent as members of editorial board and contributors.

Realizing our ever increasing responsibility towards our homeland, a section of "Colors of Pakistan" has been added as a regular feature that will focus on achievements, resources and the fertile minds of Pakistan. In addition, it will include interviews of individuals who have achieved inspiring landmarks in their field. This issue contains an exclusive interview of Mr Ali Jahangir Siddiqui who is leading a group of companies in Pakistan.

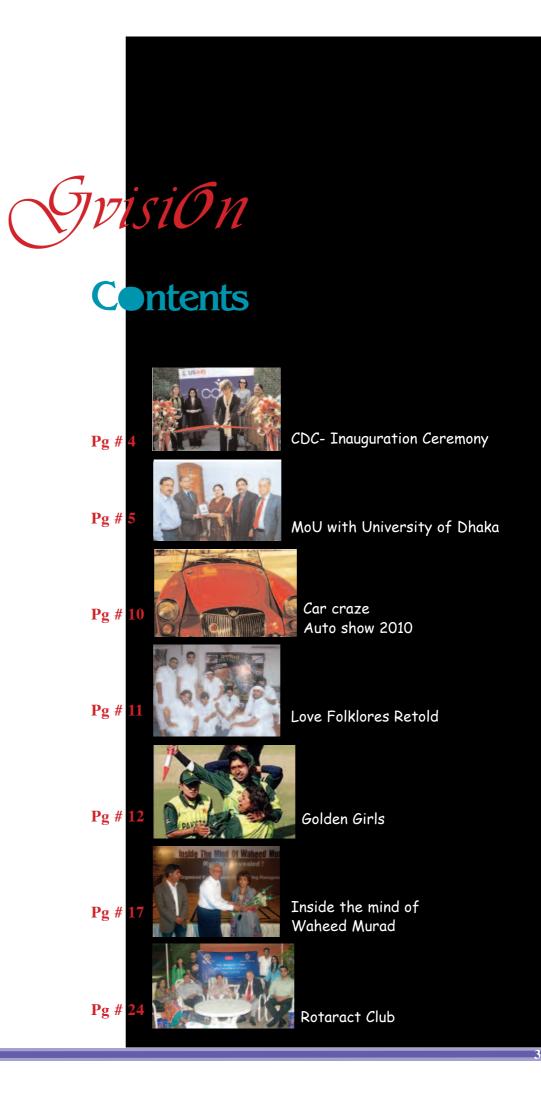
I appreciate and acknowledge the efforts of the members of the Editorial Board as well as contributors who worked as a team to make the exercise of G-Vision more meaningful and student-oriented. We have provided space to our students for creating and implementing their ideas to help them become rounded personalities.

Although GVision owes its production to teamwork, we would like to show special appreciation for the valuable contributions made by Mr Salman Altaf in reshaping GVision and giving it a student-oriented dimension.

Mr Salman altaf recently joined U.S. Consulate General, Karachi, Department of Corporate Affairs. His youthful and lively presence was a source of vitality for all those who worked on GVision. We wish him best of luck in his future endeavors.

We look forward to receiving your suggestions and comments to bring further improvement in G-Vision.

– Parveen Arshad





T HE USAID (United States Agency for International Development) inaugurated a new Career Development Centre (CDC) on December 6, 2010. The CDC aims at "establishing linkages to ensure a productive labor force" (Dr Marilyn Wyatt). Today, there are a total of 15 USAID-CDC centers. The facility offers information, counseling, training and placement services. The required skills are identified through employer requirements so that the same could be imparted to the youth.



The inauguration ceremony of center, affiliated with the Greenwich University, was graced by Dr Marilyn Wyatt, wife of the U.S. Ambassador to Pakistan; Ms Julie Koenrn, Deputy Director; Ms Carrie Private Abendroth, Sector Development Officer; Ms Susan R. Harville, Cultural Affairs

Officer; and Mr Zulfiqar Ali, Education Specialist. Dr Marilyn Wyatt, in her opening speech, remarked about the incredible youth of Pakistan, who have a massive opportunity for the development of the country. Out of 800,000 young people, only a quarter are recruited. Therefore, the aim of the USAID-facilitated CDC is to help youth identify employment opportunities in Pakistan.

Some of the skills that will be developed at the GCDC (Greenwich Career Development Council) include communication skills, presentation skills, interview and classroom skills, as well as time management. It is free of cost, where the aim is to place the right person in the right job. Along with some of our members of faculty, trained students also work to develop skills of school teachers for the development of society. Greenwich is proud to be affiliated with USAID. Through the vision of its leaders, it continues to strive and develop its faculty, students and the society at large.n

> Nida Shivani BS29 2386



Memorandum of Understanding between University of Dhaka and Greenwich Universi



(L to R) Mr Saeed Mughal, Director Administration Greenwich University; Ms Seema Mughal, Vice-Chancellor Greenwich University; Prof. Dr. Arefin Siddiqui, Vice-Chancellor, University of Dhaka; Prof. Dr. Mijanur Rahman, Treasurer, and Mr Syed Rezaur Rahman, Registrar, University of Dhaka at the signing ceremony of MoU in Dhaka.

Memorandum of Understanding (MoU) between the University of Dhaka and Greenwich University, Karachi was signed on October 19th, 2010 with the objective of establishing and promoting academic exchange and research programmes between the two institutions.

Prof. Dr. Mijanur Rahman, Treasurer, University of Dhaka and Ms Seema Mughal, Vice-Chancellor, Greenwich University, Karachi signed the MoU on behalf of their respective institutions at a function held at the Vice-Chancellor's office of University of Dhaka, Bangladesh.

Prof. Dr. Arefin Siddique, Vice-Chancellor University of Dhaka, Mr. Saeed Kamal Mughal, Director Administration and Personnel, Greenwich University, Karachi and Mr. Syed Rezaur Rahman, Registrar, University of Dhaka were, among others present on the occasion.



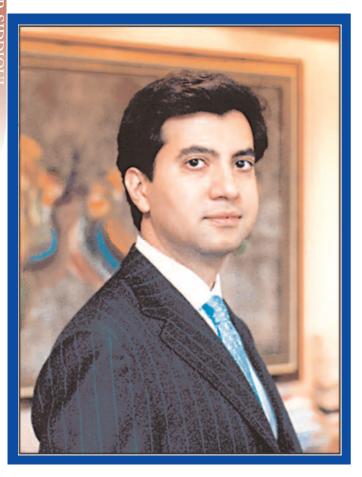
Under the MoU both the institutions will promote and develop cooperation for the growth and progress of academic and research activities and exchange of teachers, researchers and students. Besides organizing conferences, seminars and workshops, exchange of published academic materials and other information, placements and support for students and holding joint training programs for faculty members and students will also be undertaken by the two universities under this MoU.

This MoU will remain in effect for five years and it may be extended as may be agreed in writing by both the parties.

Prof. Dr. Arefin Siddique, Vice Chancellor, University of Dhaka thanked Ms Seema Mughal, Vice Chancellor, Greenwich University for signing this MoU to set and carry out collaborative research and academic programes with University of Dhaka. n



MEETING THE HEAD



Greenwich University (GU): Tell us something about JS Group and its recent developments

Ali Jahangir Siddiqui (AJS): JS Group was founded in 1970 by my father, Mr. Jahangir Siddiqui. We are one of the major investors in helping the growth of Pakistani companies as well as a major tax payer. In 2010, we employed over 20,000 people. We like to invest in companies that create a large number of jobs as Pakistan needs to generate mass employment opportunities. We also believe in dedicating a significant portion of our profits to charity and are one of the largest charitable companies in Pakistan through our companies and the Mahvash and Jahangir Siddiqui Foundation.

GU: How did JS Group cope with the recent economic crises that hit the world globally?

AJS: As a major investor in Pakistan, a number of our businesses were affected by the world economic crisis as well as the economic slowdown in Pakistan. In such times, growing organizations have to slow down the growth and give up some opportunities so that they can focus on managing their existing businesses. That's exactly what we did. We also had an advantage in that at the time of the crisis; apart from one investment of ours that had a large amount of debt, we operated our businesses with a large amount of equity and very little

Mr Ali Jahangir Siddiqui, the Director of the renowned JS Group, is a role model for aspiring students and emerging entrepreneurs. He first met Greenwichians at the 8th Convocation where he inspired the graduates with his experience and words of appreciation. We interviewed Mr Siddiqui to know the secret of his success in life in general and business in particular. Mr Siddiqui spoke candidly to the interview panel and shared his memories.

debt. We still use limited leverage. This is crucial in order to successfully pass through a crisis as businesses that have a lot of debt have very little room for mistakes.

GU: What innovative ideas did you bring with you to further enhance the business of your forefathers who had been running it for a long time?

AJS: I'm not sure that I brought many innovative ideas but we were able to attract a significant amount of capital from foreign investors in order to grow our businesses. Between 2006 and 2008, we attracted approximately US\$350 million into our companies. At the same time, we worked hard in order to take decisions rapidly to invest that capital and hire the best talent possible.

GU: What role has JS Group played in developing HR in Pakistan?

AJS: We largely focus on developing the skills of both our own staff and companies we do business with as well as Pakistan's future generation of managers – students. Apart from training our staff both inside Pakistan and internationally, we offer our people lateral opportunities i.e., movement across businesses. So the CFO of a financial services company can become CFO of an energy business in which we are

investors. This allows room for learning across sectors and offers diversified experience. We also sponsor students such as in an entrepreneurship program (in partnership with the Sajjad Foundation from Singapore) to study during summers at the National University of Singapore on full scholarship. We hope to add other student programs with universities around the world in the future.

GU: How attractive is Pakistan for foreign investment these days?

AJS: Unfortunately, Pakistan is becoming less and less attractive for foreign investment these days. As the security situation worsens, foreign investors are less interested in investing. The economy is also quite weak at the moment. I wish I were able to say that it is attractive but that isn't true. There is still foreign investment in Pakistan but it is a fraction of what it could be if the security situation and governance were improved. That can only change if we all vote for

candidates that we think will actually focus on solving problems. So my message to everyone reading this is that you must vote!

GU: What kind of a child were you? Would you share a childhood memory with us?

AJS: I was businesslike from an early age-thanks to my father. When I needed an increase in my pocket-money, I remember we would sit down and negotiate. I remember I was 6 or 7 years old and he sat me down and asked why I needed an increase in my allowance. I told him that the price of Coke had increased and had calculated how many cokes I drank per week and how much my cost had increased! I was also saving money at an early age as my father created an incentive plan for me and my younger brother when I was 10 years old and my brother was 8. The year was 1987 and the plan was that he would double any amount that we would save at the end of the year. We saved and saved and he did double the amount. From 1988 onwards, there was no deal of doubling the savings but we always saved money as we then understood the importance of savings.

GU: Tell us about your education - your achievements. Also, tell us if books are followed in practical life or does practical life have its own lessons - or is it a blend?

AJS: I graduated from Karachi Grammar School in 1995 and from Cornell University in 1999. I've always continued to learn and have attended executive education courses at MIT and the University of Cambridge.

After university, I accepted a job offer with a private equity fund management firm in Hong Kong and then moved to Pakistan at the end of 2002 to work with JS.

With respect to your question whether books follow practical

life or the other way around, I'll begin by stating that one of my professors would say that experience is cheapest second hand but we all still try to make mistakes ourselves! So in that sense books are about things and events that are already there. The event comes first, then the book.

On the other hand, we also know that history repeats itself. Especially in Pakistan! So things written in books are going to happen again and in that sense books will be followed by practical life!

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Grammar School in 1995 and from

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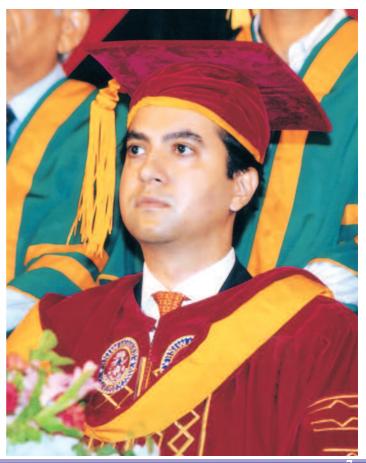
Both are right! In many cases we can learn from books but the lessons we learn first-hand are sometimes not captured in books. I try and draw lessons from the Holy Quran, which is always right!

GU: What is your source of inspiration?

AJS: Religion. In order to give meaning to life, to understand why we are on earth, what we

should do every day we need guidance and inspiration. Mine is in religion. We are given this life to serve Allah, in the right way, help other people, do good deeds and if we make our judgement will go to heaven. It is very clear. This grounding in religion inspires me to get up, go to work, do good deeds so that I can prepare for the next life.n

Interview taken by: Ali Abeer Ansari & Nida Shivani



I JAHANGIR SIDDIQ

Winter Semester 2010-11

It is all about strivin Success story of our Alumnus Jerjees Sejaop Ary Digital Pakist

HAT better feeling on a cold day than chatting with a friendly face while sipping from a hot cup of coffee? This was exactly the feeling when we talked to Mr. Mohammad Jerjees Seja, the Chief Operating Officer of ARY digital Pakistan in his office.

A striving son of his proud parents, a loving husband, and a great father of a lovely 5 year old son, he graduated from Greenwich University in 1997, interned at Interflow after getting his Bachelor of Science in the Business Administration program, and was offered a job during internship. He moved to Ever-new group, a media group and in 2005 was selected as the Executive Director of ARY, a well known media channel in the country.

When asked about his campus life, "We don't remember but everything relates to each other later on", was his reply. Mr Seja was nice enough to share an experience with us from his early university years when he was to make a presentation in groups. Knowing he was weak



in presentations and new in the university, he was not taken in any good group. The best students who did not want to lose an A. He took this as a challenge and made a group with some of the average students and scored the highest in the class with an A

"A huge credit for my success goes to my teachers at Greenwich University. Greenwich gave me the real Experience", said Mr. Seja. He appreciated all the teachers there who taught him everything practically instead of just theoretically. He recalled an assignment for which he was sent to Empress market to learn practically which taught him the basics, because of which, he was able to cater to huge clients such as 3M, "It (Practicality) was our strength" he said.

His advice to future managers was to listen to everyone but to do what we thought was right because it's our responsibility and we will be held responsible for the decision we take. It is always a good thing to take input from a number of relevant people but make the final decision ourselves.

What he learned at Greenwich University was so effective that it was practically implemented in his professional life. He made his first commercial in Greenwich University, and today he stands, having made commercials for giants such as Tapal, Pepsi, Unilever, Walls and almost every other company other than P&G.



Shafaq Usman and Sherbaz Khan with Mr Jerjees Seja

grade. Amusingly the top students who refused him earlier sought advice from him later on.

His most memorable experience has turned out to be a real eye-opener for us as students and soon to be professionals. During his university years he had an advertising project to work on in which the teacher knew he had a huge hand in completing effectively. He had every right to get an A on this project but was awarded an F due to unknown reasons. When the teacher was contacted, his reply became a hard but practical lesson for him, which was, "Life is very difficult, live with it".

He believes that learning is a continuous process. He attends different training sessions and also trains others. He is currently continuing his MBA from Greenwich which he had to leave a little while back because of his work. His greatest strength which got him where he is today is his determination and persistence, "I don't accept defeat, I keep trying", and "I try to find out solutions", were his inspirational comments. He motivated us with the same quotes he motivates himself with, "Winning is not everything. It's how hard you try that counts", and "If you are not the best, try to be". He encouraged today's students and young professionals not to give up. "Defeat is normal; we learn from it. It's the effort that counts".

When asked what qualities he looked for in students as potential employees, "Determination", was his reply. "A person's potential cannot be judged in a 30-minute interview. It is his determination to work that speaks aloud".

His advice to Media science students at Greenwich University

JERJEES SEJA



was to know what they want, what their interests are and to be observant of the changing environment. We have to take risks because we do have a lot of potential. It's very important to know what is happening out there, what you are doing, what your competitors are doing. If any of these factors are ignored, some new entrant could simply wipe you away because it's a game of ratings and viewership. "Ask me anything about any channel, it's my job to know" said Mr. Seja. His comment on regretting any decision he made was, "Life is too short for regrets, and obviously you make a lot of bad decisions, It's up to us to learn from them. There is no right or wrong".

His weakness according to him is that he thinks too much about problems. He has to solve them whenever he comes across them. Another weakness is the fear of failing, a fear of trying, a fear of not being accepted, but despite his fears his aim is to be positive, logical and passionate.

His advice to future managers was to listen to everyone but to do what we thought was right because it's our responsibility and we will be held responsible for the decision we take. It is always a good thing to take input from a number of relevant people but make the final decision ourselves.

When asked who his role models were, "Many", was his reply, with special appreciation for Sajjad Gul who gave him a platform to be what he is today, and Rupert Mudock (owner of FOX network) who is an inspiration to him.

He did not read a lot as he did not have a lot of time on hand but he did go over certain literature such as the fortune magazine or some biography from time to time, although he watched a lot on TV and interacted with people.

Managing time and family is one of the most difficult things for him. At times he cannot spend a lot of time with them as he has a lot of work, but gives them all his attention on Sundays. He remembers a friend of his who was always busy with his work to an extent that he could not take time out for anything. When this friend was asked whether all this hard work was worth it if he couldn't be with his family, "No" was the response, The friend is now suffering a number of stress related illnesses. Mr. Seja learned from this and kept his family as a priority, although he cannot go to family events like weddings or gatherings but enjoys three annual vacations with his family every year as he is unable to spend time with them during the week. His last vacation with his family was to Dubai exactly 1month and 10 days back.

In response to what has changed in the industry since he entered and now, he responded "Now we have specialization in every area. In our time, we were the jack of all. We did everything we needed done, but this is not the case now. Now we have proper companies to do those tasks. We need to be attentive because today we have no better guide but us." He emphasized that it is not uncommon that people change fields every now and then but the education we receive is the basis of where we stand.

He said that there was no formula for success, we just have to be at the right place at the right time, see the opportunity, manoeuvre towards it and grab it. The problem today is that students do not want to start at the bottom ladder; they want to start at the top. This is the biggest mistake they can make as they do not have the experience or the baggage to be there. They, however, have the potential to learn which they should capitalize on because as they get older, their learning curve decreases. Parents should not groom their children like this. They should encourage them to start where they can learn and get experience.

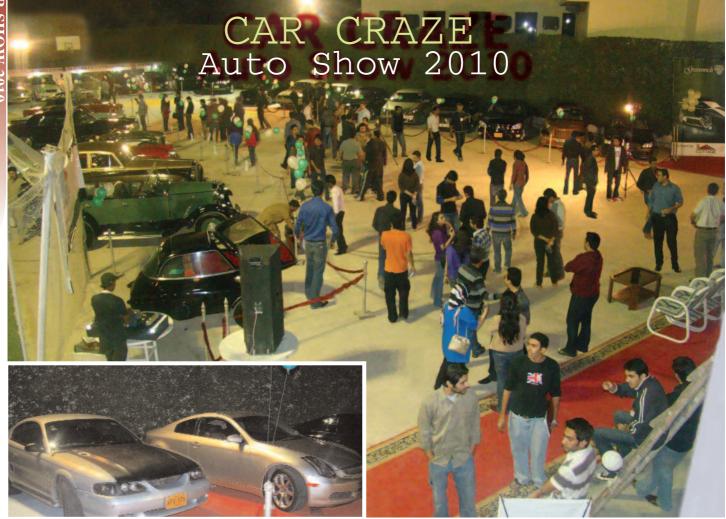
According to him, we all have a drive to do something; we just need to get it out. He stays back at nights during shoots and sits on the floor just to motivate his team. Our student today lack this drive, they have to build it.

When asked what his dream was. To produce a film was his response, as this industry has not yet grown.

To emphasize the importance of dedication Mr. Seja narrated a personal experience. When he was a manager in Evergreen Planning who select for a vacant top position, his boss told him that he might get that position when he was 30. Mr. Seja being highly driven responded that he would be at that position in a year.

Being a student of Greenwich University myself, I found this interview an eye opener and a window of motivation for me and many students. Our special thanks to Mr. Seja for taking out such a big chunk of his extremely busy time for us, and inspiring us to see what Greenwich students can be with proper amount of motivation and dedication.n





THE student body of Greenwich University is a dynamic and vibrant community comprising professionals and future corporate leaders. They are expected to engage in various co-curricular activities as part of the requirements of various courses in their program.

The students of Marketing Management Class of Fall 2010 under the supervision of course instructor Mr Shoaib Shamsi, were working on a project titled 'Build a Village' for the flood affected people of Sindh. Under the umbrella of this project various activities were organized including a Car Show on 5th December 2010.

This was the first show of its kind to be organized by an institution. A strategic partnership was made with Vintage &

Classic Car Club of Pakistan. Various vintage and luxury cars were showcased during the program which was attended by a large number of students and guests who showed keen interest in the cars on display. The president and secretary of the Vintage Car Club were present on the occasion to interact with the visitors and share with them the history and features of the cars.

The event was appreciated by the audience and the faculty of Greenwich University alike for its uniqueness as well as professionalism. The event was widely covered by the print as well as electronic media. The organizers made the event a success and received encouraging feedback from visitors. They acknowledged the role of sponsors specially Mr Mohsin Ikram and Mr Karim Chhapra for their support. n



n or

Term Project of Creativity & Yn to

THE class of Creativity and Innovation of the Fall semester 2010-2011 taught by Mr. Abdullah Dewan was given the task of portraying the five human senses with a love story as a mid term project.

There were six groups and each one was given a different love story which included: Layla, Majnu; Heer, Ranjha; Sassi, Punno; Sohni, Mahiwal; Shireen, Farhad; and Omer, Marvi.

Each group had to present the five senses: sight, hearing, touch, smell and taste. The senses were to be put together in such a way that they would reflect the country from which the love stories were derived as well as its culture and traditions. To portray this, each group was instructed to have a live stall on the day of the presentation.

The first sense that is of sight was presented by all the six groups in the form of videos as well as live performances by a few groups. The first group to present was Layla Majnu. This heart-rending story of two lovers was shown in a movie with two group members starring as the lead characters. The roles of Layla and Majnu were performed by me (Amna Abbas) and Hassan Khan. There was no live performance by the group. The next group to follow was Heer Ranjha; they also showed a video with all group members starring as the cast; however, the lead role of Heer was played by Samiya Mahmood and Ranjha was played by Muneeb Gulzat. Heer presented a tremendous Punjabi dance as Ranjha played his flute. Sassi Punno was the third group that made a movie with their group members. They brought a twist to the story by showing the original Sassi Punno story as well as the modern day love story which was Sassy and Paul. The characters were played by Zoreen Vazeer, Karim Teli, Arifa and Saqib. Omer Marvi's group gave a live theater style performance. The live acting by all the group members was beautifully done. The character of Omer was played by Danish Allawala, and Maria Sami starred as Marvi. The **Shireen Farhad** group presented a video which had mesmerizing visuals of Persia. Kazim Zaheer and Umer Ahsanullah gave an amazing live Iranian dance performance. The last group presented **Sohni Mahiwal**. They did a great job by playing the video related to their love story plus showing a group of men telling the story and communicating in Punjabi!.

The sense of hearing was covered with the visuals, as all the characters were communicating and the videos also included the audio aspect. Music of different countries to which the love stories belonged was also played. The small giveaways and live stalls covered the sense of touch. Essences were burnt to correspond to the sense of smell and mouth watering cuisine of various regions was served for taste.

It was a positive competition among all the groups as everyone had done research on their repective project. Each group was awarded great marks. However, the title of "Dream Project" was given to the group of Heer Ranjha and Shireen Farhad.

Over all, it was a great learning experience for all the students. It gave us an opportunity to think out of the box and test our imagination; it taught us the real meaning of working in teams and how to manage them. Also because it was very entertaining and different from the monotonous approach to studies, it

actually helped the students to think and present their work in terms of being creative and innovative. n

Amna Abbas BS29 2415



Colors of Pakistan

DEN GIRL

GOLDEN GIRLS BRING LAURELS TO PAKISTAN



Pakistan Cricket Board (PCB) finally empowers the women cricket team. PCB finally recognized the potential of the women cricket team as they awarded the national women team with central contracts.

The PCB officials and the governing body of the board met at a meeting in Lahore, at Gaddafi Stadium and discussed the prospects of women's cricket in Pakistan. The body approved the proposal of giving the women cricketers central contracts in the meeting chaired by PCB Chairman, Ijaz Butt, along with the PCB Board of Governors (BOG). A spokesman of PCB said in a statement, "We want to encourage our female players for their outstanding performance in the Asian Games in China for winning the cricket gold medal. Awarding central contracts would



definitely help in giving financial stability to players to be more focused on the game."

The central contracts came in the wake of the amazing journey of the team in securing the first gold medal for Pakistan. The team has picked up the nickname, "Golden Girls." Led by skipper Sana Mir, they created history as they won their country's first ever gold medal at the Asian Games on 19th November in Guangzhou, China. Pakistan remained unbeaten in the debutante sport, at the multi-sport event. The Golden Girls clinched the gold medal when they beat the Bangladeshi women by 10 wickets. The medal came at a time when the country's men's cricket was already in turmoil over spot fixing allegations and run away players, fleeing the country over threat claims. Nothing seemed right for the cricket crazy nation but the country's women proved their worth as they rose above the rejections and looming death threats to win the coveted medal.

Even though they failed to win the third place in the International Cricket Council (ICC) Women's Cricket Twenty 20 Challenge, they still managed to turn heads in a nation that is deemed to be suppressive to women. The sight of eleven women donning track suits instead of shalwar kameez (traditional Pakistani dress for women) with their heads covered with green caps, instead of dupattas (scarves) was indeed a sight to the sore eyes of the depressed cricket enthusiasts. The females made sure that their determination was not deterred and they continued to flex their muscles (no pun intended) on the field, while raking in accolades off-field. The women, of course had their share of conflicts, arguments and even scandals in a society which still has a stigma of "men's world" but the interest for game in the women's sector only



increased.

The PCB Women's Wing Chairperson, Shirin Javed said that there are many girls in the country hailing from small towns, who have taken up the game. She admitted that there were girls coming from far flung areas and their names were so unique that they were difficult to pronounce. A small town girl making a big story is not new to the Pakistani women cricket team, with majority of the girls hailing from small cities. The team had to face the backlash from their families and felt the harsh realities of training, alongside the eagle eyes of the onlookers. Cricket in general was not being seen as a gentleman's sport, apart from some babbling critics who still think that the game is exclusively reserved for men. Of course, the international cricket circuit took decades of building up and the women's cricket scene will also need a lot of time and improvement.

The PCB's announcement to offer the players' central contracts is a positive move but the girls need more facilities and a healthy environment for training so that they can compete in the international circuit. The success at the Asian Games and the celebration that followed is a message that the nation is ready for women's cricket. They

will slowly but surely accept the fact that cricket is no more a gentleman's sport exclusively.n

Shafaq Usman BS 30 2491



GIRC- LOCAL CHALLENGE 2010

THE CFA Global Investment Research Challenge (GIRC) is a unique opportunity for students to engage in equity research. In this year's local challenge, the teams of seven universities participated. These included Iqra University, SZABIST, NUST, IoBM, IBA, MAJU, and Greenwich University. The competition involves an analysis of a public company, mentoring by an industry analyst, writing a research report and presentation of the research to a panel of experts. The winning team of the local challenge advances to the regional challenge.

This year, Greenwich University participated for the first time in GIRC. The team consisted of four students: Muhammad Uzair (MBA), Bakhtiar Kasi (MBA), Lareb Jaffer (BSBA) and I, Nida Shivani (BSBA-Finance). The team was selected out of a total of about ten students by Mr Ashraf Bawa, Chief Executive, Nael Capital Pvt Ltd.

The team, under the supervision of Mr Zafar Iqbal Saifi, conducted research on The Hub Power Company. This involved long meetings and hard work for a period

VETERAN JOURNALIST MUNAWAR MIRZA in Guest Speaker Session

UNAWAR MIRZA was invited to speak on "The Need for Code of Ethics for Electronic Media." He said that at present there are more than fifty TV channels operating in Pakistan, and most of them are news oriented. He said that in the coming years many more TV channels will be operating in Pakistan.

Mr Munawar said that fierce competition among the channels has forced them to dispense with all values and norms of media. A piece of news having no news value is turned into breaking news to keep the audience glued to the channel.

He said that a negative aspect of society is

of about 2 months. As the team developed momentum and individual differences settled, research work started. A lot of ground was to be covered on the company and the power sector of Pakistan. A detailed financial analysis of the company was also conducted as we prepared our financial model. We are, of course, thankful to Mr Hamad Aslam (Vice President, Head of Research, BMA Capital) for his advice, guidance and cooperation in this regard.

This year's local challenge was held on December 13, 2010. The Greenwich team went with enthusiasm and the mission to make Greenwich University proud regardless of the result of the challenge. We had a large support group as our faculty members accompanied us to the event. We are thankful to Mr Zafar Iqbal Saifi, Ms Tahira Khan, Ms Farhat Saleem, Mr Iqbal Jamil, Mr Muneer Khan, Mr Mian Afzal and Mr Rub Nawaz.

The winning team of this local challenge was NUST, followed by IoBM and SZABIST in second and third place respectively. The Greenwich team conGLOBAL IRC

gratulates them on their success and wishes them best of luck to make Pakistan proud!

Competitions are not only about winning but also about building confidence and learning. Even though Greenwich was not among the winning teams, I believe it was still a success as the process was an excellent learning experience for all of us, and we, as a team, do not regret it. I thank all my team members for their efforts and cooperation. On behalf of my team, I would also like to thank Ms Seema Mughal, Mr Saifi and Mr Hamad Aslam for their relentless support and guidance, and all of our supporters from the faculty as well as the student body.n

Nida Shivani [BS29 2386]

being projected through the electronic media, which is creating agitation and frustration among the masses. People, instead of getting information as it should be, are confused about the accuracy of the news content, he added. Mr Munawar Mirza further said that now news value is of no importance, and the channels are making sensational and controversial news stories, which, according to him, would not be included in the bulletins of any western TV channels.

He said that the Government and the PEMRA, the body which supervises the contents of TV channels in Pakistan, seem helpless. All this is done ironically in the name of freedom of Press. He said it is time to have a strict CODE OF ETHICS for the electronic media otherwise things will go from bad to worse.

Speaking about the talk shows he said that on most of the TV channels, anchors are not qualified journalists. 'Have you heard that doctors or actors are anchoring a TV talk show anywhere in the



world?' But in Pakistan, they are! What will be the result of this? You may imagine yourself Giving the example of China, he said that it is maintaining a growth rate of 9. 4 which is the second largest growth after USA. He concluded that Pakistan has tremendous potential and it is high time the TV channels highlighted the potential of the country, which will be better for the electronic media and Pakistan. n

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

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ROCK CONCERT

The Greenwichians were at it again last year, who had sworn to be the catalyst for bringing a change into the lives of and in bringing a smile to the somber faces of the flood victims, who faced one of the most destructive and disastrous floods in recent world history. The students had found no better way to end last year than to arrange a charity concert all in the hope of generating more funds for the second phase of 'drive for donation' to buy basic commodities which would help bring the lives of the flood affected people back to a level of normalcy.

Selling the tickets was a difficult task as the event happened to coincide with a Marketing Management class event in the same week. Getting to the potential ticket buyers first became a challenge for both the groups who fought endlessly over who had the right to sell their tickets to the students first. The matter was resolved in Greenwich style and both the groups came together to sell their respective tickets and gave discounts to anyone buying tickets for both events.

The event was organized by GEMS on October 28, 2010, on University ground where live music fans and supporters all gathered round with great enthusiasm to boost the performers' confidence and praise their efforts for pulling together a remarkable concert all for a dignified cause.



The event featured musical performances by university students and outsiders gifted with misic telant, where one of the best performances was put up by the band 'Horizon' where our very own student, Syed Omair, was the lead. He not only made the crowd go wild and ask for more but wholly charged them for more acts to come.

Students happened to catch Wajhi the lead singer from internationally acclaimed band 'Raeth' nodding his head to the tunes. The crowd cried out for Wajhi to give a performance as well, pulling him towards the stage but he politely refused giving the excuse that his friend was playing in the band today and it was his special day. When asked what he thought about the event he added nothing but praises for the noble cause the concert was arranged for.

A stellar line-up of two more acts followed and the event was pleasantly wrapped up with a dance performance by first semester students. Their moves were pleasing and very refreshing to the eye, and a swarm of students grew all around them, eventually making it hard for everyone to catch a glimpse of them.

The concert finally came to an end where everyone later left for home with a box of French fries and a feeling of contentment that their contributions would finally initiate the steps towards allevi-

ating the plight of their brothers and sisters in flood affected areas.n



Shazre Bokhari BS29 2308





ZCER

MECHANICS OF POLITICS AND MEDIA Mohammad Ahmed Qadri, Political Scientist, gave a lecture on Politics and Media

✓ In Pakistan there is a need to bridge the gap between universities and politicians, by inviting politicians to the universities for giving lectures on Politics.' These views were expressed by Professor Doctor Mohammad Qadri, Professor, Department of Political Science, University of Karachi, while addressing the students at Greenwich University in a guest speaker session.

He said that in the west, the politicians were invited to the universities to give their opinions on social, cultural, political, media issues etc. The students, who are the future of any country, through these lectures come to know of the agenda of the political parties and also get to know the possible shape of the country under the rule of a particular political party.

He added that today's media had transformed into digital media passing information in a fraction of a second from one part of the world to another.

Prof. Qadri said that Media has become a power, whether it is in the West or in the East. Media is not only dictating the respective Governments in their countries but at the same time is checking the malpractices and corruption. Investigative journalism is on the rise. Many hidden hands, involved in corruption, have been unearthed by the Media.

The rising power of the media has brought a sense of insecurity among politicians. They influence the media not to publish or transmit a story which brings a bad name to a political party. He said that it is not only the dilemma of our country but also of most democratic societies of the world.

According to Prof Qadri, the media has become so strong that they have their own likes and dislikes which is leading them to biased reporting.





Giving the example of Pakistan, he said that if the present scenario continues, no government will survive without the support of media, especially the electronic media.

He said that these alarming trends needed to be controlled. The media can give information and investigate a particular wrong doing, but cannot "dictate". The political forces of our country have shown their apprehensions about it.

He empahasized the need for trained, experienced persons in the media industry, so that media should play its role in a positive way along with the politicians of the country.

The role of Media should be to stop polarization in politics. n

Iqbal Jamil Head, Department of Mass Communication and Media Studies

International Conference on Management Research

Dr Muneer Ali Shah Rizvi, Dean, Faculty of Management Sciences, Greenwich University participated in the Conference in Lahore.

PROFESSOR Dr Muneer Ali Shah Rizvi, Dean, Faculty of Management Sciences and information studies, Greenwich University, Karachi represented Greenwich University in an international conference on Management Research jointly organized by the University of NewCastle, Australia and Superior University, Lahore.



Dr Rizvi presented his paper "Pakistan; An Emerging Market Faces Local and Global Challenges in Agriculture Sector" in the Conference. n

Two Honours to Dr Syed Wasimuddin Associate Professor



Department of Mass Communication and Media Studies

IT is a matter of privilege for the faculty of Social Sciences, Greenwich University that one of the candidates of PhD has completed his doctorate under the supervision of Prof. Dr Wasimuddin, Associate Professor, Department of Mass Communication and Media Studies, Greenwich University. The topic of research of the candidate is **"The role of Memon community in the struggle of Pakistan"**. Prof. Dr. Manzooruddin Ahmed, former Vice-Chancellor of U.O.K (USA) and Dr Abdul Qayum (India) examined the thesis of Dr. Wasimuddin's candidate.

Also his new book "**Prominent and outstanding personalities** of the freedom movement of Pakistan" has been published by Maktaba-e-Aaleemia, Karachi. His other two books on International Law and International Relations will be published shortly.

The Vice-Chancellor, Ms Seema Mughal and Registrar, Mr Saeed Mughal congratulated Dr. Wasimuddin on his achievements in research and publication. n

Khalid Khan Memorial Tape Ball Night Cricket Tournament 2010



HIS tournament was organized by and held at Greenwich University. In all, 8 teams participated namely Greenwich Lions, Greenwich Tigers, Defence XI, Jhingalal Boys, Askari XI, Vasco XI, Team Black and Greenwich Staff.



The tournament was organized by Mr. Ahmed Kamran who is the in charge for Student Affairs and Ali Imran who is an MBA student at Greenwich. The tournament lasted for 3 days from Oct 25 to Oct 27 with 3, 2 and 2 matches respectively on each day.

The two teams that participated in the 1st Semi Final were Greenwich Lions and Defence XI whereas the participating teams in the 2nd Semi Final were Team Black and Askari XI.

The final match took place between



Defence XI and Team Black and the tournament was won by Defence XI by 9 wickets.

Asadullah Aslam Rocatiya was declared the man of the series.n Shafaq Usman



TAKE CHARGE OF YOUR LIFE

N December 30, 2010, two presenters namely Nazia Ramzan and Osman Rohail from the School of Leadership (SoL) came to Greenwich University to talk about 'Taking Charge of One's Life.' The workshop was very interactive with bits of facts and involved a few physical and written exercises to engage the students.

Nazia Ramzan started the workshop by talking about philosophy of life and its importance; moving on to talk about what one needs to acquire in his/her life followed by a quick 120 second exercise about any 100 things one would want in life. Students responded with very interesting answers like BMW, Time Machine, Money, Sheila (Katrina Kaif) etc.

The second half of the session was led by Osman Rohail where he



talked about one's purpose in life and questioned the audience if their heart and mind are aligned with their purpose. He insisted that everyone should clarify their purpose in life because God has made us for a reason. He continued talking about how one must have a 'Must and a Mast' attitude and should beware of being a BAKRA that is, be independent!

Twenty minutes later, when he realized that the energy level in the room was very low, he asked everyone to stand up, form a circle and pretend to start generators by acting as if pulling the string of a generator and count loudly from one to three. He continued talking about how we are made to think inside the box but emphasized that we have got to learn to think outside the box. He made the audience all do a small exercise of joining nine dots arranged in a square and making lines passing through all the dots just once. Everyone started hastily trying to solve but Talha was the first one to solve it proving that there are a few who do think out of the box.

He concluded the presentation by talking about the four levels of energy whereby energy is the highest at the fourth level and in the end told us about how we should grab the opportunities like an eagle and not just wait for an opportunity to come our way.

All in all, it was a workshop whereby everyone left the hall feeling optimistic about their lives and vibrating with energy.n

Inside The Mind of WAHEED MURAD Mystery Revealed!

THE event "Inside The Mind Of Waheed Murad, Mystery Revealed!" was a magnificent experience of learning and sharing. This successful event was held at Greenwich University, organized by the class of Marketing Management on Sunday, October 31, 2010.

It was presented by Mr. Khurram Ali Shafiq, a renowned expert on Iqbal who had played a vital role in the success of Waheed Murad. The money collected through the tickets and sponsors was donated towards the rehabilitation of the flood victims. The event was supervised by our faculty member, Mr. Shoaib Ahmed Shamsi, without whose help this event would not have rendered such good results. The guests of honor included Mrs. Salma Murad, wife of Waheed Murad and his children Aalia and Adil Murad.

At 6:00 pm, the masters of ceremony, Nida Shivani and Sara Boustani started the show with Qirat, followed by a video showing the life and times of Waheed Murad. In many minds, Waheed



Murad portrays the image of a "legendry hero" but in real, he was not only a writer, a director, a producer, but also a kind and caring husband and father. After a quick glance at the legendary **"Chocolate Hero"** of the Pakistani film industry, another pair of hosts Amna Abbas and Saman Usmani introduced the show's speaker, Mr. Shafiq who is known for his work on Iqbaliat and is a researcher at the Iqbal Academy. He showed various interesting clips of the movies which were written by Waheed Murad. After each clip, Mr. Shafiq engaged the audience with various questions about the activities done by Waheed Murad and gave voice to the hidden messages of unity, faith, loyalty and simplicity. As the event proceeded, Mr. Shafiq uncovered various aspects which were projected and coded by Waheed Murad in his movies. The event became interesting by the active feedback of the audience who took great interest in sharing their insights regarding the discovery.

As to why we chose this subject as the topic of the event has very significant ground. I say this with great regret that we have an insatiable curiosity to know everything, except what is worth knowing. And through this event, we tried to enlighten the minds of the old and the young with the message and vision of Waheed Murad behind the scenes of his movies.

Waheed Murad not only used his intelligence to make the greatest movies of all times, but also used it to

create a vision for the youth of Pakistan.n



Mehrunnisa Wassan BS29 2395



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T gives me immense pleasure to introduce to all of you the newly formed entertainment society of our Alma mater — The Greenwich Event Management Society (GEMS).

Everyone must be wondering as to how and why this idea evolved. Well briefly, when I joined the University in the summer semester of 2009, I observed that though there were only a few attempts by some fellow students who, in their individual capacity, had held small-scale extra-curricular activities occasionally, which may have catered to some distraction for the fellow students from the academic stress, but there was space for something more.

So the need for a permanent and active forum which consisted of the valuable support and participation of the valued faculty members and students was realized. GEMS provides a platform to those who have the desire, acumen and dedication to volunteer their time to plan and organize a variety of cultural, social events



and programs in a smooth, disciplined and secure manner, on a broader scale. After long meetings and discussions, students filled with creative and innovative zeal to utilize their talents in organizing events, founded GEMS.

The first step was to launch GEMS. Students were enthusiastic about having their first ever event under the name of a student made society.

The GEMS team is now in the process of organizing a number of different events, such as Fund Raisers, Concerts, Basant, Plays and Beach Plans on a grand scale, even coordinating with other universities in having joint events, like a Grand Fund Raiser Fashion Show.

Auditions are going on. Clothing will be contributed by our very own students who are talented designers and outlet owners. Fashion Choreographer, Sohail Malick, joined to help in our Grand Event preparations and was extremely impressed by the flourishing talent he witnessed on the campus.

In the end, I would like to thank the Vice Chancellor, Event Coordinator and Administration for their guid-

ance and all the team members for their support extended in the formation of making Greenwich Event Management Society (GEMS) a reality.n



Ibrahim Sethi BS31 2575

FOCUSING ON RESEARCH Madiha Rehman, Director English Language Program, PACC Conducted Workshop



S Madiha Rehman, Director English Language Program, Pakistan American Culture Center, was invited at Greenwich University as a guest speaker to conduct a workshop on business research methods on December 24, 2010.

The workshop was very informative and interactive and was much appreciated by all the students who attended the session. Ms Rehman went over the basics of research methods which are usually overlooked by students. She emphasized on focusing on a specific problem, a question, or a hypothesis and asked students to define the problem and divide it into sub-problems.

She clearly stated that research should be conducted on part of a problem which is worth researching and interests the researcher so that he/she does not lose interest half way. She explained the



uses of qualitative and quantitative research and the different research methods which a researcher can employ keeping in mind the type of research he is conducting.

The lecture was very enlightening especially for those students who were planning to do their research thesis. It should help them to avoid a pandora's box which could lead them into a headless chicken project if they fail to identify the problem.n



Winter Semester 2010-11





ENNY BALAEY, 'The Magician', performed a stunning bike stunt show at Greenwich University on October 4, 2010.

The biker enthralled the audience by jumping, skipping and poising on and over obstacles made of wooden pallets, bottle crates, benches and tables.

A large crowd of students witnessed unbelievable feats in the courtyard and enjoyed every part of it.

The Magician from Belgium toured Lahore, Karachi and Islamabad for stunt shows and received tremendous applause across the country.n



EMPLOYMENT IN A DEMAND ECONOMY

HILE looking for a job, oneneeds to keep in mind logical factors as who is hiring at the moment, what is the average pay scale, and if there is any potential for growth.

A person must have a "Selling Point" about himself if he/she wants to be selected for employment. The basics for selection and success lie in quality and value for money; meaning efficiency and effectiveness. If you want the job, you need to prove your worth with positive achievements in education or in the work environment.

system that defines their outlook, perspective and hence their behavior. A person needs to know what he is offering to potential employers and target the ones that require one with such ability. Employees need to distinguish and represent themselves positively. In order to fine tune their profiles they need to add whether they can travel or relocate.

Potential employees need to be well prepared for their interviews by reading topics on current trends. They should also keep themselves up to date with information regarding future reliability.

A fresh graduate should never wait it out

for a higher salary. Why? Because a fresh graduate, no matter how high his grades are, now is in a transition period from a supported life to independence. The real world is different from what sheltered lives portray. A person's first job is another step to "Higher Knowledge". You are in a state of learning from the work you do and are probably being trained and tested for potential to

Noman Khan

BS18 1330

be more productive. And remember, learning is a life-long experience.n

Each individual has an internal value

Winter Semester 2010-2011

INTERNATIONAL CONFERENCE ON STATISTICS DAY

SLAMIC Countries Society of Statistical Sciences (ISOSS) in collaboration with Superior University, Lahore, organized a two-day International Conference on World Statistics Day. The theme of the Conference was, "Statistics for Society". Dr. Munir Ali Shah Rizvi, Dean of Management Sciences, and Dr. Sved Arshad Imam, Professor of Mathematics & Statistics, Greenwich University, participated in the program.

Dr. Munir Ali Shah Rizvi presented his paper on "Super-Flood 2010". He



described the geological and political causes of the super flood 2010, alongwith the economic losses, deaths and damages that occurred during the flood and the measures taken by the Pakistan Disaster Management Authority and Government of Sindh to alleviate problems of the flood victims. Dr Rizvi said that the economy of Sindh will take ten years to revive.

Dr. Arshad Imam gave his presentation on "Teaching Statistics in Business Schools". He highlighted the issues related to teaching of stats to the undergraduate students of business studies. In particular, he focused on the following issues:

- a. Fear of studying Statistics and Mathematics courses
- b. Lack of quantitative courses in the BBA Program
- c. Adjustment to the changing environment
- d. Use of statistical packages like Microsoft Excel, Minitab or SPSS.



e. Teaching Methods and Pedagogy
f. Assessments and evaluation of the students.

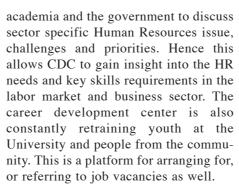
He concluded that students' fears can be addressed by choosing simple and pertinent real life problems and use of technology in the course. Clear course objectives and clear learning objectives in each session, clearly defined assessment criteria and creating confidence in students to pass the course may reduce Math's phobia. He claimed that all quantitative courses in Business Studies are the pillars, on which the development of the profession is based. It helps to produce skill-based professionals rather than guts based.n

CORPORATE SOCIAL RESPONSIBILITY

Greenwich Career Development Center (GCDC) organized English Language Enhancement Program for Female School Teachers

THE Greenwich Career Center is well on its way and is now more focused on the training and better placement of the female gender. The CDC has three qualified counselors who have been trained by USAID. The University has signed an MoU with them and their representatives in Pakistan to further the cause of more efficient counseling for youth in general and women in particular. Under this aegis the university is presently training and imparting skills to a batch of hundred school teachers from a school in Landhi. This training will span over a period of six to eight months.

Moreover, there are HR forums which constantly visit the University and act as representatives from the private sector,



As a result this relationship with foreign collaboration and USAID is serving our programs to be designed and redesigned to focus on particular global, economic, government and market specific-needs.n

Tahira Ahmed Khan Assistant Professor





کیاعرض کروں سب کی پگڑی سر بازار ہے کیاعرض کروں راہماؤں کا وہ کردار ہے کیا عرض کروں جس کو سردار قبیلے کا بنایا تھا وہی غير کے ہاتھ کی تلوار ب کیا عرض کروں آب مند ب أر كربهما لائ بحال آپ کے ہاتھ میں سرکار بے کیا عرض کروں ٹال دیتا ہے وہ بنس بنس کے شکایت میر ک وہ بڑا صاحب گفتار ہے کیا عرض کروں بحنبش لب تستمجھ لیتا ہے۔ اری باتیں وہ وسیم اِتنا سمجھدار ہے کیا عرض کروں ڈاکٹر سیدو سیم الدِین وسیم

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Vinter Semester 2010-201

GREENWICH UNIVERSITY

Causes and Effects of Disintegration of Family Ties in Pakistan

The traditional Pakistani family's basic functions are to produce offsprings and prepare them for the real world. It used to be an unspoken fact that Asian (in this case, Pakistani) family structures were one of the most stable in the world, but due to several factors, that statement seems to be diminishing in value with the flowing

sands of time.

EBSTER'S dictionary defines 'family' as "The collective body of persons who live in one house and under one head or manager, a household, including grandparents, parents, children and servants."

Family is a sacred social group of people living together in a particular society in which they share one another's interests, feelings and is responsible for moulding each individual to 'mirror' the traditions of that particular family. Just as a small sapling is fed with proper nutrients to grow into a flourishing tree, a family is supposed to 'feed' its members with proper values and traditions to make them into responsible citizens.

Early influences in a person's life are fundamental to their individual development, therefore whatever is taught to a child, is portrayed when it grows into an adult.

The traditional Pakistani family's basic functions are to produce offsprings and prepare them for the real world. It used to be an unspoken fact that Asian (in this case, Pakistani) family structures were one of the most stable in the world, but due to several factors, that statement seems to be diminishing in value with the flowing sands of time.

Some of the main reasons why Pakistani family ties are disintegrating are individualism, westernization, selfishness, envy, economic disputes, lack of compassion, lack of communication and the desire to be the most successful member in the family.

Individualism urges the family members to do whatever they want and make decisions on their own, from arranging an offspring's marriage to deciding who to meet and what to do in life. Those days have gone when no decision was made without the consent of the family elders. These days, the elders of the family are considered a liability and in some cases are 'discarded' in an old home (in Pakistan, an Edhi home) to live out the rest of their lives there.

The results of individualism can also be observed when the youth of today considers it his/her decision to select an appropriate spouse for themselves without the consent of the family. Their lack of insight and inability to judge a situation may lead them to make wrong choices. Young adults generally choose their spouses with only one thing in mind: Love. A study made by the Lahore University of Management Sciences (LUMS) has proved that more than 70% of couples who marry out of love end up in divorce, as they see the 'real' picture of their apparent loved one after marriage.

Westernization has also had drastic and damaging effects on family ties in Pakistan. People these days think that by mimicking the negative parts of western culture, one is becoming 'modern' or 'cool' but sadly, these ignorant people are neglecting the only thing that can keep them secure, and that is family. The youth of Pakistan smoke cigarettes and marijuana 'joints', get intoxicated with alcohol and have also gone to the extent of fornicating. They see it as being western, but what they're really doing is that they are damaging the values that have been inculcated in them, which results in the destruction of their family values and ties.

Another sub-culture that has been adopted from the west by youth and parents alike is that they allow their children to move out of their parents' home at the age of 18. This exposes the children to all sorts of troubles, from living alone to protecting themselves from the evils of society. Some adhere to their values; however, in most cases they don't, which irreversibly damages their family ties.

Envy, one of the seven deadly sins, is another part of a Pakistani household's personality nowadays. It's a sad state of affairs, but this is also a reason why family ties are weakening. This emotion is so potent, that members of the family stop at nothing to better the other. They are jealous of almost anything one does or gets that is an improvement in a person's life. One such instance comes to mind, as it happened in my extended family. My eldest cousin had an outstanding job at a foreign investment company, and through the company he was able to buy himself a new car. At a usual family get together, my uncle saw the new car and had a long face throughout the evening. Afterwards, he started to say negative things about the car. A week later, he bought a car of the same model himself. This is just one of the examples

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that we usually see in our typical Pakistani families today, which in turn, hurts not only the feelings of other family members, but also the 'compassionate glue' that holds a family together.

Another aspect that is to be seen is that people care more about themselves than other family members. This element is almost there in every family. If one family member is suffering emotionally, financially or physically, the other members won't bother to help him/her, or at least offer to help. This leads on to the belief that the family 'enjoys' having an underdog in the family so that they can manipulate him/her.

Financial disputes within a family have the potential to completely sever ties within the family. The disputes may be about property, money or decisions about heirs.

It is very common in Pakistan to hear about families fighting full-blown cases against one another to get a piece of the inheritance that their ancestors left behind. This may pass as a 'bumpy' part in the relationship of a family and they may recover from it after all is done, or on the other hand, a sibling will blatantly announce that he/she doesn't have anything to do with another sibling—all in the name of obtaining a small part of the family fortune.

Another aspect of economic disputes is that apart from men, women are also fellow 'bread-winners' of the family. They help in maintaining the household expenses and in the upbringing of the children. In Pakistan, most men see this as women's independence and feel threatened due to the freedom that they have, as they have an equal right to everything at home. This in turn gives birth to arguments and eventually damages family ties.

Lack of compassion within the family is probably the main reason for diminishing family ties in Pakistan. If there is no compassion left in the family to keep it together, the ties and relations of the family crumble to the ground. This may be between parents and children or siblings. The end result of this is that the family emotionally separates so far away that they don't seem to have ever had any relationship. RTI International, The Max Planck Institute and Pennsylvania State University concluded in their research that permissive parents, who show low levels of warmth, play a vital role in driving their children to having multiple sex partners regardless of race or ethnicity. Things like these just go to show the severity of such a situation.

The same case is with the lack of communication between family members. If the family don't 'keep up' with one another, they don't know what's happening with the other and eventually they drift so far apart that they couldn't care less about what's happening in the other person's life.

The effects of damaged family ties and their eventual disintegration not only spoil a relationship, but can have dire consequences as well. These can be temporary or permanent alcoholism, crime, diminishing mental health, drug addiction and suicide are possible consequences of diminished family ties.

People in Pakistan are so impatient to become successful or get to the top that they try to do everything in the least amount of time, without realizing the stress that will follow suit. These people then resort to artificial means to soothe themselves and unfortunately, alcohol plays that part very well. If these individuals continue to use alcohol to get over their stress, they become alcoholics. This habit has the potential to completely destroy the family structure of a household.

Crime is another bane of the Pakistani society and its roots lie in economic difficulties that people are facing in the country. When people cannot finance their daily expenses or make both ends meet, they resort to crime to fulfill those necessities. This in turn has adverse effects on the family ties and in most cases has 'ugly' consequences.

When a person doesn't get emotional support from the family or is treated like a complete outcast, he/she may become a victim of psychological disorders which include anxiety disorders, personality disorders and other related disorders of the mind.

Turning to drugs for relief has become a common occurrence. Disintegration of

family ties can lead to drug addiction as drugs give a feeling of elation for a short duration. But their extensive use can ultimately lead to fatal consequences for the individual and destruction for the family.

Lastly, suicide is the eventual and most severe effect of disintegrated family ties. It is the last and final act one would commit when a family completely disintegrates. When one thinks of committing suicide, it may usually be a consequence of bad upbringing or a serious mental disorder, as it doesn't take place commonly. Children as well as parents may commit suicide due to various reasons like financial difficulties and social shortcomings. Last week, an article was published in the Dawn newspaper that told a story of a man who killed his children, wife and then himself because he was destitute. This is an unfortunate, yet fitting example of the causes and effects of diminishing family ties in Pakistan.

The disintegration of family ties in Pakistan has countless causes and dangerous effects ranging from drug addiction to suicide, which further implement the importance of maintaining these ties that rare families hold so dear to themselves. Maintaining family ties was once part of who we are as Pakistani people. Now the scenario has changed. We must not let petty, juvenile and selfish elements come in the way of these ties, as we would be nothing without them.

After all, the people that we are today, we owe to none other than our family.n



Ali Abeer Ansari BS33 2784

Words of Wisdom

"I sent my soul through the invisible, some letter of that afterlife to spell; and by and by my soul returned to me, and answered, "I myself am Heav'n and Hell"

- Omer Khayam

Winter Semester 2010-2011

LEFT-HANDED? GOOD TO KNOW!

Left-handers are more likely to be creative geniuses. Left-Handed artists include Michelangelo, Raphael and Leonardo Da Vinci; left-handed actors include Charlie Chaplin, Tom Cruise, Angelina Jolie

k Marilyn Monroe



THE ability to use one's hand comes naturally to human beings to perform various tasks. A common observation would reveal that right-handed people outnumber left-handed ones. It is interesting to know how frustrated they are most of the time, when they don't find too many lefthanded chairs in school, or even in our own university! Every time I, being a lefty take an exam, I have to bother the invigilators for a left-handed chair.

Among many right-handed people, we are just about 10% of the world's population, therefore, a minority group. You might be surprised to know that left-handed people tend to be on the extreme levels of the intelligence scale. Those who have a higher IQ tend to rate over 140. So, we are high achievers because of our brain structures. Our brains have been structured in order to widen our abilities. A number of lefties have been geniuses in the fields of mathematics, arts and sports.

There is also a difference in the way we process information. Research shows that lefties use visual stimuli rather than sequential processing like the righties Due to this, they are able to multi-task.

Some of the psychological characteristics of lefties include:

Leadership: 66% of American presidents in the past 30 years were left-handed.

Quick Thinkers: Australian research shows that left-handed people think more quickly while playing sports or computer games.

Independence: Experts believe this because the lefties have had to get along in a world not made for them (almost everything is for right-handed people like tools and arms).

Adaptability: Canadian research shows that such is the case with left-handed people, that is, a lefty can use their right hand to do tasks more easily than a

Yes, Iam left handed!

righty can. Left-handed people seem to be able to switch over more easily.

Following are some other very interesting facts:

Barack Obama is left-handed!

Almost 40% of the top tennis players are left-handed

4 of the 5 original designers of the Macintosh (Apple) computer were lefthanded

Left-handers are more likely to be creative geniuses than right-handers. Lefthanded artists include Michelangelo, Raphael and Leonardo Da Vinci; lefthanded actors include Charlie Chaplin, Tom Cruise, Angelina Jolie and Marilyn Monroe

Left-handers are also generally better at 3-dimensional perception and thinking

In the 60s' music, Jimi Hendrix played a right-handed Fender Stratocaster strung upside down to accommodate his left-handedness. Paul McCartney of The Beatles is left-handed; when he first played for John Lennon, he played Lennon's right-handed guitar upsidedown. Ringo Starr of the Beatles is also left-handed

Half of left-handed people use a computer mouse with their right hand (I'm one of them!)

So, long live the lefties! Remember, it is because of such unique personalities that we have so much

creativity! n



Nida Shivani BS29 2386



TARIAN

Rotaract Club of Greenwich – Creek Rotary International District 3271 IN-HOUSE TRAINING – ROTARIANS

OTARACT clubs are a part of a global effort to bring peace and international understanding to the world. This effort starts at the community level but knows no limits in its outreach. The Rotaract Club of Greenwich Creek with 24 members, was chartered by Rotary International on November 10, 2010.

Rtn Tahira Khan, Assistant Professor, Greenwich University, will head the Club as its mother president. She aims at guiding students at all levels to promote social and community services. The following students were elected as the board of directors:



Sherbaz Khan President



Abeer Ali Ansari Secretary/International Service Committee



Zainab Muhammad Treasurer



Tahira Khan President RCK-Creek Mother Club



Sundas Farid Director, Community Service Committee



Kavosh Boustani Joint Secretary



Shafaq Younus Usman Vice President



Qutub-uddin Sheikh Director, Projects & Professional Development Committee



Zeeshan Dar Director, Finance Committee

Rotaract clubs are a part of a global effort to bring peace and international understanding to the world. This effort starts at the community level but knows no limits in its outreach. Rotaractors have access to many resources of Rotary International (RI) and The Rotary Foundation. Rotary International provides the administrative support that helps Rotaract clubs thrive.

Rotaract programs have grown into a strong international network of 7,300 clubs in more than 150 countries and geographical areas. Rotaract's 145,000 members are young men and women aged between 18 and 30, who serve the needs of their communities, widen their personal and professional contacts and increase their understanding of the world.

With the support of its parent club RCK-Creek and Greenwich University, the Rotract Club of Greenwich Creek aims at helping the society as a whole by contributing its time, effort and funds in aiding the under privileged, IDPs, the less educated and the sick by donating money, goods, initiating programs to educate teachers and students at schools and conducting events to raise awareness and funds for such causes.

1. What does a Rotaract club do?

Rotaract clubs organize a variety of projects and activities depending on the interests of the club members. However within the program, all clubs undertake three types of activities in varying degrees:

- a. Professional development
- b. Leadership development
- c. Service projects
- 2. Training (Professional development)

The Rotaract Club of Greenwich Creek had its first training session on 3rd November 2010 when Nida Yousuf (DRR) paid the club a visit and briefed everyone on the role and standing of Rotaracts. The club was also honored by a visit from the District Governor Rtn Syed Shahab Balkhi along with some senior Rotary members including the



Winter Semester 2010-2011



President of the Rotary Club of Creek Rtn Tahira Khan and Chartered President of the Rotary Club of Creek Rtn Rehana Naseer who shared their experience with the newly formed club.

3. Working for the flood affected (Service projects)

The Greenwich University had organized a large scale effort to help the IDPs in the country by collecting donations and organizing, packaging and delivering food and useful necessities to the affected people personally. This effort was a main drive followed by multiple waves of additional efforts to help their country men in need. The Rotaract club of Greenwich Creek stood hand in hand with the University in helping to collect, pack and load the large quantities of food and necessities to be delivered to the IDPs. The club is ready and waiting to aid the University's next wave of support to the IPDs in the near future.

4. Regular Meetings

The Rotaract Club of Greenwich Creek has bimonthly meetings for the Club, and more for the board to address problems or goals. It does not have a fixed day or time for the meetings as most of the members are students, doing BS/BA or MBA with classes in different times and days of the week, so the meetings are scheduled when most of the members are free.

5. USAID - Youth Leadership Support

(leadership development)

The Rotaracts were pleased to meet and introduce the efforts of the Greenwich Volunterism development and career counseling department to the representatives of the USAID.





6. Polio Awareness Campaign (Service projects) The Rotaract Club of Greenwich Creek set out early morning on the 29th December (national immunization day NID by WHO) 2010 to the remote destination, Quaid -e-Azam Public School as part of their Polio Awareness in line with the "End Polio Now" campaign. The trip was made possible with the help of Rtn Qutub-uddin Shaikh (Director Club Projects), who helped the club arrange the visit and arranged the dedicated support the club received by the school. All the faculty and management were very happy and supportive to the cause and welcomed the club, met and mingled with the young lively students. The campaign was made extra special by live music on the polio theme by Salar Khoso and a multimedia presentation arranged by a Rotaract of Greenwich Creek . The Club members individually met the students in each of the classes, motivated them towards education, passed polio awareness badges to every individual and stationary to children and



informed them all about polio, its effects and how it can be eliminated through timely vaccinations. Information provided by UNICEF, Rotary International RI District 3271, Polio Plus Committee Pakistan under aegis of World Health Organization (WHO).

Service projects that are to be undertaken and promote international understanding by the Rotaractors are today's most critical issues such as violence, drug abuse, AIDS, hunger, environment, and illiteracy. n



Rtn Sherbaz Khan MS35 2896

CORRUPTION Our moral and social obligation of eradicating corruption

ORRUPTION is a major problem in our country that not only hinders, but also stagnates development. This may be in the form of economic, cultural or social corruption. December 9, is International Anti-Corruption Day, as adopted by the General Assembly of the United Nations Convention. For this purpose, Mehrunissa Wassan and myself visited SHARP (Society for Human Rights and Prisoners Aid) for an interactive discussion on this topic.

The goal of this discussion was to discuss the problems associated with corruption as well as to receive feedback from the youth on ways to fight it. Pakistan has been facing this problem since establishment. There has been corruption present at one level or another. Today, however, it is at its prime with corruption found at every level. It is rated as the 34th most corrupt nation (Transparency International Pakistan). Eradicating such a menace must be one of the top priorities but this is only possible if there is strong political commitment as well as a committed leadership.

We see there are many problems, especially at the government level. We

require right-sizing of the government so as to discourage the creation and maintenance of redundant agencies and units, as well as giving public jobs as political favors. Hiring of government officials must be unbiased, and based on merit and qualifications rather than references. Secondly, weak accountability of the public sector leads to the inability to enforce contracts, or to put a stop to theft in public enterprises.

What we need today is a system of incentives in order to avoid corruption. It may include higher pay, fostering civic pride, pension plans, and educational campaigns. Corruption is a symptom of systemic institutional failure. Corruption guarantees in efficiency and favorable outcomes. The strengthening of institutions is of critical importance. The police, the customs, the courts, the government, its agencies, the tax authorities, the state owned media - all must be subjected to a massive overhaul. Such a process may require foreign management and supervision for a limited period of time. It most probably would entail the replacement of most of the current - irredeemably corrupt - personnel. It would need to be

open to public scrutiny. We also need to highlight corrupt, high—profile, public figures/multinationals/institutions (already being done by the media). But they must be given harsh treatment in order to demonstrate that no one is above the law.

So what is the citizen to do amidst this crisis? Well, corruption is a symptom of helplessness. The citizen, for example, feels overwhelmed by the capricious powers of the state. Therefore, through corruption, this balance is restored. To minimize this imbalance, potential participants in corrupt dealings must be made to feel that they are real and effective stakeholders in their societies.

Of course, I do agree that these are very idealistic things. What we need right now, is to begin at the grass-root level. We need to contemplate on what we have become and it is a shame that we have accepted and welcomed such diseases in our society. When we start from the bottom and make our way up, we can reach a point where the levels of corruption may be reduced. Remember, good people make a good society.n

> Nida Shivani BS29 2386

THE ROLE OF YOUTH IN COMMUNITY SERVICE



N December 13th 2010, a group of teachers and students were fortunate enough to participate in a program enlightening them to understand volunteerism in American society. The lecture was given by Dr. Mohammad Ali Chaudry, who grew up in Pakistan but is presently a lecturer at Rutgers University, division on continuing studies. He served as the mayor of Bernard's township in 2004, becoming the first Pakistani born mayor in America.

Dr. Chaudry has been a speaker at several colleges and universities and has conducted workshops on Islam and Muslims for several groups of teachers in Somerset County.

He talked about how public management training programs and community col-

leges help to share skills with people in the community.

He stressed on organizing the formation of such focused groups in Pakistan where Pakistani youth could use the opportunity of their education system and volunteer to work with society, sharing different skills that they have picked up for training and retraining people in general.

Their public management training programs, he felt, could also be held after congregational prayers on Friday in Islamic centers. n



FLOOD RELIEF CAMPAIGN (FRC) CONTINUES

Undeterred by circumstances, Greenwichians complete - 2ND PHASE OF FRC



HE second phase of 'the drive for donations' unfortunately overlapped the dead week (which happened to fall a week right before exams). Most of our students were very busy preparing for their exams but they managed to put in efforts to collect donations and help out with the packaging of the commodities. The alumni and the staff of Greenwich played a major role in seeing the delivery of packages through. The painstaking and monotonous routine of packing the commodities took an entire day and by the time the first pink glow of twilight enveloped the orange walls of Greenwich in its hue, turning them a murky brown, all the bags were equipped, organized and ready to be transferred to the flood affected areas.



The lower level workers staff and guards came as the knights in shining armor. Without any questions asked or any expectations, they completed the laborious task no matter how exhausting and gritty it came out to be by the end of the day. The alumni and the University management were very thankful to them for their efforts and showed their intense



DEAN'S LIST

Undergraduate—Spring 2010				G.P.A
1.	BS26	2101	Alveena Abid	4.00
2.	BS30	2488	Samar Fatima Rashid	4.00
3.	BS30	2467	Anumta Talpur	3.60
4.	BS29	2386	Nida Shivani	3.40
5.	BS35	2929	Warda Saeed	3.40
6.	BS35	2944	Hira Altaf	3.40
7.	BS35	2961	Sameen Abid Qureshi	3.40
Graduate — Spring 2010				G.P.A
1.	MS35	2895	Zuhaib Babar Bhatti	3.60
Congratulations				
We offer our heartiest felicitations to				

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

gratitude by treating them to some tea and refreshments.

All in all, the lesson to be learned from this day is that God indeed opens up venues unlimited, whenever He may shut down a door on you, and no matter how big or small a socio economic significance you may hold, each and every man is powerful when he realizes his worth and the need for his moral actions. Ok, I'm just trying to fill space with my philosophy for dummies. n

Shazre Bokhari

G-Vision is a quarterly newsletter distributed free of charge. Your valuable comments and suggestions are solicited.



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

W Views expressed here do not necessarily represent the views of the University or its officials.

GREENWICH DOCUMENTARY

THE Greenwich Documentary documents, in short, the Greenwich glory and the making of it, in the course of time, with persistent effort of the Greenwich faculty, staff and students, under the aegis of the visionary Vice Chancellor Mrs. Seema Mughal.

It symbolizes all that Greenwich University stands for: education, advancement, fastidiousness, all that quality education seeks and aims at, also encompassing within its folds vibrant student activities reverberating through the channels of academics, art and culture, sports and various socioeconomic aspects.

The reason we have been able to achieve this goal is the perfect cohesion among all the departments and integrated force of our students and alumni. n



SPRING 2011 Arrival of Spring The Season of bloom

Greenwich University greets and wishes all young buds a prosperous future

Spring in the air

The whiff of fragrance red, yellow, mustard, brown and blue, Stands to welcome you at Greenwich in all its hue, Welcoming the talented, creative and the new.

The most sought after are the courses where resources abound, It beckons you to tread to find the top soil around, Leave it to Greenwich University the place for the intelligent and sound.

You forget your toil of the day to begin a new The whiff of fragrance red, yellow, mustard, brown and blue The unfurling flags, the twitter, the chatter, the chirp & the dew Yes! Greenwich stands to receive the special one & that is you!

Tahira A. Khan

HAPPY SPRING

Greenwich University besides offering various courses in different disciplines, always has time for open discussion, speeches, talent hunt, conversation enrichment, theater, drama and music.













