

A Quarterly Periodical of



Greenwich University

*Gr*vision

Greenwich Earns the Most Exculsive Awards



Banking Future Lies in Islamic Banking

Muhammad Raza

Head of Consumer Banking & Marketing
Meezan Bank



“Smart Thinking Can Lead To Success”

Karim Ismail Teli

Director,
Orient Textile & Ibrahim Group of Companies
Greenwich Alumnus

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Dear Readers,

It gives us immense pleasure and joy to see G.Vision take its final shape at the completion of another successful semester: Winter 2013-14. We can look at it and say that it's an accomplished piece of work. This issue of G-Vision highlights an environment of innovation and several significant events around Greenwich campus as we continue to evolve and grow.

It is indeed a matter of great pride to be the editor of an issue where the cover story is all about the unwavering efforts, hard work and dedication of our Vice Chancellor and her entire team. Our cover story shines with Greenwich being the first ever HEC recognized university to achieve the most prestigious awards namely The Brand of the Year Award and The Brand Scientist Award.

It is best said that "life is a succession of lessons which must be lived to be understood". Life is an informal school. Each day we have an opportunity to learn. In this process of trial and error emerges the process of growth.

Keeping this in mind I believe we have succeeded in putting together a well-rounded, enjoyable memento for everybody. Our students undergo a metamorphosis, from being enthusiastic and uncertain youngsters to confident and devoted individuals ready to undertake the future challenges. Greenwich University has a tradition of encouraging a host of activities aimed at developing responsible, capable graduates. Sports, debates, dramas, educational trips, workshops, CSR activities and seminars are just a few of the myriad activities the students are exposed to.

I would like to acknowledge and appreciate the unwavering efforts and support of my entire editorial board. We sought a few other voices to complement their take on things, but we found refreshing merit in letting the students speak for themselves. We hope you find their creativity and insights as engaging as we did.

Students' years at Greenwich are spent well with emphasis on both academics and co-curricular activities developing each of our students into competent ones. With the same spirit we present this magazine for you to enjoy.

Enjoy reading and send us your thoughts, ideas, comments and articles for the next publication at GVision@greenwich.edu.pk. Visit our online gallery to see more images of the University, Faculty and students who inhabit it.

Concluding with a quote which has always motivated me
"See the opportunity in every difficulty; not the difficulty in every opportunity."

Regards

Rizwana Amin
Editor



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Greenwich University Earns the Most Exclusive Awards:

First ever HEC recognized university to achieve Brand of the Year Award & The Brand Scientist Award

These recognitions are surely reflecting the values that are deeply rooted in the founding principles of Greenwich University.

The awards endorse the commitment of our institution to create, excel and innovate in the accomplishment of its vision and mission.

Brands of the Year Award is the most premier and distinctive recognition for a brand recognized as a champion in its industry / category. As a winner of “Brands of the Year Award” in the Higher Education sector is an affirmation that Greenwich is identified as a champion in its category. It is pertinent to mention that only one brand is declared as winner in every industry/category included in the contest.

The Brand Scientist Award

Ms Seema Mughal, Vice Chancellor, Greenwich University is the architect of this embellishment. Her constant guidelines and evolving of knowledge into practice has triumphantly resulted in the acquisition of this Award.



This award is given to the person behind the Winner of the “Brand of the Year Award”, organization. Behind every popular and leading brand there are untiring efforts as well as vision of a brand guardian whose determination and commitment leads the brand to become the most preferred choice of its beneficiaries.

The motive of “Brands of the Year award” is to honor the most competing brands that have endured the test

of time, maintained their brand distinction and quality, stayed ahead through innovative means and are iconic in the higher education.

“Brands of the year Award” is the biggest national platform that crowns the brand champions from every sector. The activity every year covers over 1000 top local, national, regional and multinational brands having strongest market standing in their respective categories across Pakistan. The event is regularly organized every year and now it is successfully entering in its sixth edition this year, 2013.

Brands Foundation

Brands Foundation is an independent and a vibrant organization established as a nonprofit public company having legal mandate under section 42 of companies ordinance 1984 by Government of Pakistan. Brands Foundation is the first & only public



company in its area of services in Pakistan.

According to law of the land, Brands Foundation is the only authoritative platform having exclusive legal mandate to conduct and organize Brand Competitions, IP/Quality survey and Brands evaluation on national level in

Pakistan.

Global Recognition & International Accreditation of Brands Foundation

World Intellectual Property Organization (WIPO)

Brands Foundation is the only organ-

ization which has achieved Global Recognition of “Accredited Permanent Observer Status” at WIPO (World Intellectual Property Organization) the specialize agency of the United Nations. It is an exceptional honor which has ever been received by any private sector institution in the history of Pakistan.

The Brand Scientist Award

An Award for A Woman of Substance

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, She has always strove 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 imparting useful education in affiliation with UK universities at an affordable price at home lied at the heart of the project.

As Vice Chancellor, Ms Seema Mughal's commitment to the noble cause and her conviction made head way and within a short span of four years, the university was shifted to a purpose-built campus, which could accommodate over 1500 students.

In recognition of her noteworthy achievements in the domains of Education and Public Service she was awarded Tamga-e-Imtiaz by the Government of Pakistan on her. On the auspicious day of March 23, 2010, She along with others,



was awarded with Tamga-e-Imtiaz in a ceremony held at Governor House Karachi. The Governor of Sindh Dr Ishrat-ul-Ibad Khan honored her with Tamga-e-Imtiaz.

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.

WIPO is the ultimate global forum of 185 member nations on the subject of intellectual Property which has admitted till to date as “Permanent Observer” only 68 national non-governmental organizations from around the world in its long history of 45 years.

- ♦ From the world only 68 national organizations in the global history of **WIPO** have been awarded this status in its 45 years history.
- ♦ From Asia Pakistan is the seventh country after China, India, Iran, Korea, Japan and Syria wherefrom any national NGO has got the permanent representation at the global forum of **WIPO**.
- ♦ From Pakistan Brands Foundation is the first and only organization qualified for the Permanent Observer Status at **WIPO**.

European Foundation for Quality Management (EFQM)

“Brands Foundation is the Only Business Organization in Pakistan having exclusive affiliation and membership with European Foundation for Quality Management Brussels”.

European Foundation for Quality Management is the custodian of the **EFQM** Excellence Model; a most popular widely applied Management Excellence Framework Model in Europe and across the world over 55 countries for organization development and Business excellence.

- **EFQM** is a non-profit European Institution based in Brussels founded in 1989.

According to law of the land, Brands Foundation is the only authoritative platform having exclusive legal mandate to conduct and organize Brand Competitions, IP/Quality survey and Brands evaluation on national level in Pakistan.

Brands of the Year award

The motive of “Brands of the Year award” is to honor the most competing brands that have endured the test of time, maintained their brand distinction and quality, stayed ahead through innovative means and are iconic in the higher education.

- **EFQM** is the primary source for organizations in Europe looking to excel in their market and their business.
- Over 30,000 Organizations of all sizes, sectors from both private and public have used this excellence model.
- The **EFQM** Excellence Model is a key framework for helping organizations in their drive towards being more competitive.

In this informative and innovative era there is need of creative and productive thinking that can ameliorate the prevailing miserable and dismal conditions of the people.

This award is an incentive for the creative minds who can become role model for others to follow:

The role of a brand guardian is very critical like the captain of ship, who is primarily responsible for steering a brand through stormy seas. He / she understands his / her brand’s behavior, intention, tone and attitude. “The Brand Foundation” has taken a pioneering initiative to showcase the brand managers/guardians of the nation’s most trusted and acclaimed brands. This feature will particularly highlight the outstanding achievements and career profile of the concerned professional of every winning brand apart from the research demographics and brand audit report in the post event publication “ The Most Acclaimed Brands of Pakistan”. In order to acknowledge the remarkable services of these brand drivers, the Brands Awards Council has instituted a special honor by awarding The Medal of Brand Scientist to only 06 selected professionals amongst the brand managers of all winning brands.

Ms Seema Mughal is one of those to receive this award. ■



Muhammad Raza, Hafsa Qadeer, Ms Hinza Awan from Topboss.pk and Mian Muhammad Afzal

Islamic Banking is currently offering a wide range of services to both Muslims and non Muslim communities

— Mr. Muhammad Raza

Head of Consumer Banking & Marketing, Meezan Bank.

Greenwich University in collaboration with Top-Boss.PK organized live/online interview of Mr. Muhammad Raza - Head of Consumer Banking & Marketing - Meezan Bank.

Greenwich University (GU): So before we start please tell us something about yourself?

Muhammad Raza (M R): First of all, I would like to thank Greenwich University and Top Boss for providing the opportunity to come on this platform and answer questions that many people wish to have answers too. I am the head of consumer banking and marketing at Meezan Bank. I have worked there for 11 years and hope to continue with them in the future.

(GU): So what motivated you to shift from MCB to Meezan Bank?

(M R): Well, at that time it was a very difficult shift from a commercial bank to a newly established Islamic Bank but it felt right at the same time. Reason being that Islamic banking was very limited especially in a Islamic Republic but I feel it was the best decision I've ever made. To be a part of a positive and much needed change in Pakistan by providing pure banking in accordance with Islam.

(GU): What is the reason behind the rapid growth of banking sector in Pakistan and what will be its impact on revenue generation?

(M R): It is very important to understand that banking sector cannot flourish without a good regulator and the good news for our nation and for the banking sector of Pakistan is that Pakistan has a very good regulator State Bank has been very firm on regulating the bank and this is one of the reasons why you see very few defaults or very few banks going into problems.

(GU): What are the major challenges regarding Islamic banking in today's world?

(M R): Before we talk about challenges, let me tell you briefly the opportunities. Islamic Banking is a unique product in the market. Generally, living in a country that has 96 to 98 percent of a Muslim majority, we are happy to provide them income that can be deemed at 100 percent Halal. To enlighten this with the simplest example, Muslims who live abroad travel miles to eat in restaurants that provide Halal food. This concept is very important in Islam and so it has been emphasized in all factors of a Muslim's life, especially in income.

Like any other business, there are many challenges as well. Many people still question the existence of an "Islamic way of banking". Many even claim that we are simply switching labels. However, this is false. There are many methods that have been given in Shariah Law that prove the existence of Islamic Banking.

Secondly, another challenge we face is that of competition. This is because Islamic banking was only introduced 11 years ago. As we all know, conventional banking has

been there for over 65 years. So it is difficult to exist when you are competing with methods that have been there for so long.

Thirdly, another challenge we face is that of HR. As we know that this is newly established sector, many people find it hard to make the switch and work with new concepts. This is because of psychological reason. As humans when change comes, it is only because of our fear for the unknown that we are hesitant to accept change. Therefore, risking to try something new is beyond our comfort zone.

(GU): As you have highlighted that unawareness is a major reason. How do you think you can make people aware?

(M R): As I have mentioned earlier the concept of Halal and Haram. People need to be aware that this is an essential part of being a Muslim. I know that it is not given much weightage but it will take them time to have this awareness. As Islam is personal belief and through belief comes depth in understanding these technicalities and methodologies. It will take time for one to accept these changes and go into its depth. Only time can make this change concrete.

(GU): Tell us about the new products' their aim to mobilize saving in the country and their marketing strategy?

(M R): The first product is called Labaik. In this instrument we allow our customers to save for Hajj and Umrah. The new product we are launching in the next few weeks is Meezan Kafala account. By opening this account, people are not only able to save but will be given the benefit of Takaful (Islamic insurance) as well. In case of dire need in an emergency, they will be given nominal insurance through their saving the help them. This is great product for customers. The basic strategy we plan to adopt is that of word-of-mouth. This is to make sure our valued customers are aware of our new products and if they satisfied with it, I have no doubt they will recommend it further. I feel that this is the best strategy because people will only trust the people they are close to and will make the choice to join them by opening an account as well.

(GU): As you are well aware of the tough competition, what edge does Meezan Bank have that cannot be found in other commercial banks?

(M R): Quite simply, the biggest edge we have is that we provide Islamic Banking. Our team is committed to ensure pure Islamic banking. This is because of their strong belief in Islamic Banking. As they are committed, to ensure quality they consistently uphold policy and strictly follow-up to the smallest detail.

(GU): As we know that youth is the majority of society today. What steps have been taken to motivate the youth towards Islamic banking?

(M R): Firstly, Meezan bank has grown up to 30 percent in the last 10 years. The overall sector has growth rate of 10 to 15 percent. As I have mentioned earlier, human resource is major issue we suffer worldwide because the youth is not aware of Islamic banking as much. I assure you training in Islamic banking is a great chip to have on your shoulder as the overall industry is growing tremendously.

(GU): Have you hired any fresh graduates in your bank recently?

(M R): We first established training batches in order to train new workers. We have hired fresh graduates twice in a year but only after they have cleared the training course which consists of 6 months of workshop as well as on-the-job training. We are happy to have more than 1000 employees both are fresh graduates and experienced in the field.



(GU): Is Islamic banking purely Islamic or just another method of banking?

(M R): Islamic banking is not only for Muslims. The basis of Islamic banking is that of trade, so we do allow others who have similar businesses. It is not only limited to Muslims. In Malaysia and world over, the masses are non-muslim but surprisingly they also take up Islamic banking because it provides them the same or better benefits than the conventional banks. In the 2008 and 2009 crisis, the Islamic banking industry was the least hurt industry in that recession. This is proof that Islamic banking methods are beneficial and least risky as compared to conventional banking, which is why many non-muslims invest in it. In the UK, Islamic banking has been given a new term called ethical banking.

(GU): So how does it feel to have success in your professional track of life?





Participants during discussions

(M R): I thank Allah for all the success I have had in my career. I also thank Him for giving me the means to promote a change that is accordance with Islam. I feel very happy to know that as a Muslim I am able to help other Muslims in making their income as halal as my own.

(GU): How do you feel about the role of Islamic banking in Pakistan?

(M R): In the 1970's and 1980's, Islamic banking was forcefully introduced and was made integral in commercial banks. This was a great lesson I feel because people were not happy being forced to change. The right to choose is very important in every aspect. Islam does not force itself upon people rather just wants to make them aware that they always have a choice. It is because of this event that we realized that we should not force people to adopt Islamic banking and rather give them the choice. It is because of this lesson that we are growing more than we did at that time because we are not forcing people to choose us. We are giving them the choice. Now we have branches in over 100 cities.

(GU): What was the secret strategy to your rapid growth? And what do you have in store for the future?

(M R): The key to our success was hard work, dedication and commitment. And as you can see it paid off. From 7 branches in 2002 we now have 351 branches. We hope to grow more in the coming future.

(GU): What is the difference between Islamic banking and commercial banking?

(M R): Islamic banking works on the principles of Islam. The main difference is that is more based on asset management than anything else. Where normal banks give loans we may give assets on a rent basis to put it quite simply. The transactions must be in accordance with Shariah law.

(GU): What is the first thing you do in the morning? What other activities do you do besides being a committed banker?

(M R): When I wake up, the first thing I do is thank Allah and offer prayer. My other hobbies include spending time with family, travelling and reading.

(GU): Describe yourself in three words.

(M R): Humble, composed and energetic.

(GU): Any message you would like to give the youth?

(M R): Firstly, I urge them to try and not find short-cuts to success. Reason being hard works will always triumph. I agree that innovation has made life easier but they learn the roots to anything so avoid being dependent.

Secondly, I would advise them to stick to their respective companies. There constant changing of jobs can discourage employers to take them in. I feel they should be committed and aim for success. This is the only way they will be noticed. It is the best feeling one can have being approached by other business to join them.

(GU): What do you think about the top boss website?

I think it is a great idea to launch a website that updates you about businesses. I think in this age of growth in industry, it is vital to keep in touch with changes in the market.

Q- How do you feel about this interview?

(M R): I think it's a great idea to use such a medium to interact with others and share your views about things. Keep it up. ■

Maria Miandad
BS38 3254





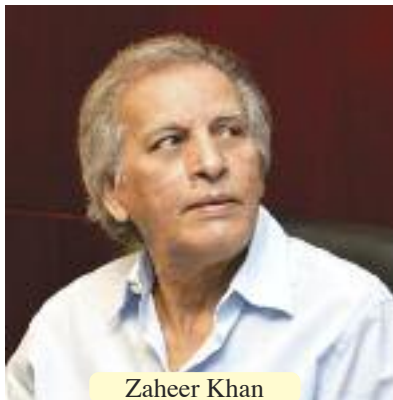
Javed Jabbar



Students of Mass Communication & Media Studies listening to the Media Guru



Faisal Qureshi



Zaheer Khan



Shaheen Salauddin

Media knows no boundaries

Media's influence is felt and widely acclaimed. Time has come to determine code of ethics for the giant media.

On August 31, 2013 Greenwich University hosted a media workshop on Media Ethics. The workshop revolved around how ethics is violated in different parts of media and how one must implement ethical values for a better tomorrow.

The day long media workshop on "Media Ethics" was organized by the Department of Mass Communication and Media Studies, Greenwich University. The objective was to highlight the ethical practices required for both News and Entertainment and to discuss unethical practices in media industry.

The Workshop began with recitation from the Holy Quran followed by a deeply moving naat. Once the Workshop was officially in function, the guests along with Jawed Jabbar the Chief-Guest were warmly greeted by the Greenwich hosts. Jawed Jabbar recently worked on the Media Commission report with Retired Justice Nasir Aslam. In January 2013 the Supreme Court of Pakistan appointed a two member Media Commission on a petition filed by Hamid Mir and Absar Alam, both renowned journalists. The Media Commission report highlighted the problems with the Pakistani media and gave recommendations as to how they could be

solved.

Since Mr. Jawed Jabbar has worked with media and in politics and to top it off he did his research for the Media Commission report, none else other than him would be a better person to inform the students about media ethics. One needs to bear in mind that in every field of work, there are always ethical guidelines to follow but, to our great dismay and dissatisfaction, in Pakistan these guidelines are given least importance. The first guest to speak was Mr. Zaheer Khan who has worked in Indus and PTV for quite a long time. He spoke at length about all the times. He announced in highly patriotic mood, "I'm doing this for my country so I will speak in Urdu." He maintained that no matter how far ahead they wax in life, being humble and respecting the cultural and native roots is very important. Zaheer Khan spoke about his experiences and shared how once when he showed close ups of a snake eating a rabbit, his boss scolded him and made him think about the negative impact it would leave on young minds. He touched upon censorship and explained why and how every person who produces his/her own show should have their own sense of ethics. Zaheer Khan mentioned a very important factor that television is a fam-



From Left to Right: Sabeen Agha, Faizan Haq, Khurram Kaleem, and Tabban Zafar

ily medium hence one needs to be extra careful about what they show. Cinemas require tickets etc. and so it's still safe as to what they show but television has high accessibility hence its content should be keenly monitored by the producers. He also spoke on how anchors of TV shows violate media ethics. He mentioned how in the race for TRP the anchors and host violate all rules of decency and ethi-

nature of media is to distort hence one should not expect totality and suggested that if rules of media ethics were to be conformed to , they should first begin with media houses treating their staff well.

Faisal Qureshi followed Mr. Jabbar on the stage and spoke on dramas and also on ethics and informed the audience how imported dramas violate

Then came up Shaheen Salahuddin who was the first to conduct a live show. Ms. Shaheen Salahuddin worked with Indus News Network as Controller, News. She has been an anchor for Live Tele Programs focusing on issues of peace and cooperation in South Asia. She hosted Khuli Baat on Indus T.V & was also Director, Current Affairs, for Indus T.V. She too spoke on the paramount importance of ethical guidelines. Associate Professor Saleem Moghal said that research in universities regarding media should be carried out not only for the growth of media but for the betterment of the society also. Khurram Kaleem from Samaa TV stated, "It is hardly ten to twelve years of private media in our country. If you compare today's media with the media twelve years back, you would find a huge differences; things are improving gradually and 'young media' is learning from their experiences."

Media Workshop was very successful as students learnt a lot from highly experienced people who had seen and worked with Pakistani media. ■

Ayla Hassan
Faculty



Hafsa Qadeer, Fahad A. Farooqui and Areeba Ashfaq Ali

cal guidelines. Zaheer Khan concluded his speech by saying that untill we discuss issues there won't be any room for improvement or corrections. The Pakistani media also needs to work on aesthetics. He emphatically refuted the element of sensationalism which he said is not a part of media ethics.

ethics. He gave a call to the youth who use social media to highlight social issues but also mentioned that the youth need to be more active in practical life rather than just on social media.

Next, the chief guest Jawed Jabbar alighted on stage and he spoke about PTV and Radio Pakistan and how these two used to be symbols of good media and followers of ethical guidelines. He highlighted how PTV and Radio Pakistan brought worked for patriotism and nationalism and developed a sense of sharing and unity in Pakistanis. He also mentioned that PTV is still not a victim of 'disinformation'. Mr Jabbar explained that the



Media Personal with the Vice-Chancellor of Greenwich University





Consumer Minds Final Project

A Seminar held on Saturday November 9, 2013 by the class of Consumer behaviour as a final assignment. The teacher in charge was Abdullah Dewan and seminar's venue was Greenwich University. The seminar's main objective was to inform the audience on the consumers of today including an in depth study of the consumer mind.

The class was divided into three categories which consisted of advertising, diverse positioning of international food chains in Pakistan and Influence of Turkish Drama's on Pakistan. Each group was responsible for presenting a video on their relevant topic, arranging a guest speaker, and making a detailed report of their study.



Sohail Salam, Imran Gulzar and Noman Nabi Ahmed

As with all events, there were few hiccups, but at the last moment they were all resolved and the seminar became a success. The major problems were the cancellation from guest speakers at the last day as the day of the event was a public holiday. Fortunately they managed to make it on time. Last minute preparations were never ending and it took the whole class working as a team to overcome the various problems.

The Seminar was officially started at 6:30 pm when the audience and guests were welcomed by Muhammad Channah and Farwa Zaidi as the Master of Ceremony, followed by beautifully recited verses from the Holy Quran by Imtiaz Ali. Subsequently Mr Abdulla Dewan came on stage for a speech on Consumer Behaviour and praised his students on their accomplishments during the course. All students who were in the organising community were formally dressed in black.

Group One was introduced first and presented their topic of Advertising in Pakistan. The members of Group One were Shahan Ali, Farwa Zaidi, Muhammad Channah, Agha Zaki and Essa Zaki. They started with a video doc-

umenting the types of advertising, international advertising, the history of advertising and VALs which was well received by the audience as being informative and entertaining. Then Afzal Hussain, Regional Director Strategic Planning was called on stage to explain advertising with a Power point presentation accompanied with videos of advertisements as examples. The crowd found the guest speaker very informative and thorough on the subject.

As Group One wrapped up their topic, it was time for Group Two to start their topic of Influence of Turkish Drama on Pakistan. The members of Group Two were Ali Shoaib, Uzair, Uzair Bakhraani, Abbu Bakar, Umair Gulzar and Furqan Ahmed. They started with a video documenting the drama and film industry of Pakistan, and nostalgia came over the audience. Later **Noman Nabi Ahmed CEO of Brand Group** and **Imran Gulzar Head of licencing and strategy Media Concepts** were called on stage to explain that Turkish dramas are not overpowering our industry. He informed that there are more viewers of Pakistani drama than of Turkish Drama with an informative Power point presentation. The crowd was surprised to hear of the information provided by the speaker. Lastly Group Three talked about the diverse positioning of International Food Chains in Pakistan addressing mostly Pizza Hut. The members of Group Three were Siyanat Fatima Pasha, Nausheen, Faiza and Khalil. They started with a video on Pizza Hut and related information relevant to Pizza Hut only. Later **Sohail Salam, Executive Director of Pakistan Beverage Limited** was called on stage to explain the consumer appeal of beverages in Karachi, their developments through the years and talked about how new products were received by the market with educational Power point presentation. The crowd was astonished to hear that the sales of sting are equal in number to the sales of Pepsi.

As a token of appreciation, each guest speaker was presented with the Greenwich University shield and bouquet amidst a huge round of applause from the audience. The seminar was adjourned and High Tea and Snacks were presented for all in which open discussion between guest speakers, teachers and students occurred in a pleasing ambience. ■

Agha Ali Muhammad
BS35 3056



**“Smart Thinking
Can Lead To Success”**

— Karim Ismail Teli
Director,
Ibrahim Group of Companies

Greenwich Alumnus

Greenwich University has played an important role in providing successful entrepreneurs to the nation. Karim Ismail Teli, one of the most renowned entrepreneurs, is Greenwich alumnus and had been an outstanding student throughout his academics. His achievements will serve as an example for our existing students and will teach them how to be successful in their lives through devotion, hard work, persistence and determination. We wish him all the best for his future endeavors.

Greenwich University (GU): Now that you are a successful entrepreneur, how would you introduce yourself and what is Greenwich University’s contribution in your achievements.

Karim Teli : I am the Director of Ibrahim Group of Companies, that is the parent company and has other different companies like Pakistan Dairy Products (Igloo Ice-cream) and Dip Shop which is an ice-cream parlor concept made by my father in 90’s. I am also a part of Orient Textiles and included in their Board of Directors from the last few years. I am very much into the food business of Pakistan

Dairy Products (Igloo Ice-cream) and have been serving it for the last five years. Greenwich University has taught me a lot. Greenwich helped me in making my dreams come true. At Greenwich I learned how to present myself in front of others and how to work in teams. At the same time it helped me increasing my morale and also my confidence.

(GU): With your smartness, you could have opted to work for any Multinational Company (MNC) or any other corporate firm, why did you choose to be an entrepreneur?

Karim Teli (K T) : My grandfather is a businessman and after partition we had a treaty with the father of Nation that we will serve the people of Pakistan by creating jobs for them so basically I am following his vision and mission. As there were less people in the family to look after our business I decided to join it. Also I decided to expand our business by being an entrepreneur. Job market in Pakistan is very low. You hardly get a good opportunity. But yes, after I graduated I was offered some really good jobs from MNC’s because of my knowledge and experience but I refused.

(GU): You have been associated with Orient textile, how did you manage to launch it? Please share the success story of this brand.

(K T) : At the time when **Orient textile** was launched





I Focused:

To work on a position of a responsibility, in a reputed organization, which can utilize my abilities, capabilities and strength; while providing individual growth and development opportunities. Always go for an optimized solution, be it work or real world.

Accomplishments

Process Improvement

- Created new departmental procedures manual.
- Assessed organizational training needs.

Professional Experience

On the Board of Directions:

Director, Pakistan Dairy Products - **IGLOO** Ice-Cream

- Managing All Ice-cream Parlors by the name of "**Dip Shop**"

Director, **Orient Textile Mills Ltd**

Founder, **World Radio FM Network**

- www.worldradiofm.com
- Started 4 different online internet radio channels playing different category of music.
- Looking after Marketing and Sales Department

Founder, **HamaraKarachi.com**

This website has developed after extensive Research & Development to facilitate the general public relating to Karachi and other parts of the World.

At www.hamarakarachi.com, our aim is to keep you updated by providing a variety of information through a single online platform.

C.E.O.

Big Shot Technologies

- Started my own I.T Company www.bigshot.com.pk
- Managed a team of 14 people staff
- Looking after Marketing and Sales Department
- Major decision making in all I.T related issue.

Education

MBA from Boston, **Massachusetts, USA**

Innovation and Technology

BBA from **Greenwich University** in Marketing

At the time when
was launched there

Orient
TEXTILE MILLS

were other textile mills in the market, introducing their lawn prints in collaboration with some very famous designers. It was very tough for us to take our first step in such a competitive market still we managed to launch our branded lawn in collaboration with Pakistan's famous designer 'Deepak Perwani' another proud Greenwichian.

there were other textile mills in the market, introducing their lawn prints in collaboration with some very famous designers. It was very tough for us to take our first step in such a competitive market still we managed to launch our branded lawn in collaboration with Pakistan's famous designer Deepak Perwani. The time we launched this brand, I was a student at Greenwich and was completing my degree. For me it was a challenge to manage my studies along with the launch of our branded lawn. I remember I used to work day and night to make this brand a success. I am honored that I have achieved my aim of making our textile brand a success. I received a lot of appreciation from everyone about the quality of cloth and prints we introduced under our brand.

(GU): How did you come up with the concept of this Italian franchise Ci Gusta?

(K T) : I wanted to bring a different brand in the market because consumer's psychology has changed and they are very much brand-conscious these days. **Ci Gusta** is an Italian franchise which serves pure Italian Gelato which has not been introduced in Pakistan's market yet. After I surveyed the market with my team I came up with the franchise of 'Ci Gusta'. Currently there is a wide variety





Maria Miandad, Maria Sami, Karim Teli with the Editor during the Interview

of franchises which serves frozen Yogurt under different brand names. Frozen Yogurt in Pakistan has been marketed with a misconception among the consumers making it a low fat desert. In Pakistan it went up with a boom and went down as well. I thought of hitting the market with a unique concept of Italian Gelato because I have been associated with manufacturing of ice creams from long. I possess a very good Research & Development (R&D) team. Gelato is very different and is made up of all real ingredients. It is very dense, creamy and soft. It tastes like real ingredients. If you visit our café and try our Gelato flavors they possess a real taste. You have a wide variety to choose from. Our gelato has less than 3% fat in it.

(GU): You are running an International franchise and on the other side you are looking after a textile brand, how do you cope up with the two. Please share your experience.

(K T) : Currently I am looking after the food division of our group and I am involved in the manufacturing of Ice cream. As I am in the Board of Directors so I am just reviewing the progress of the textile brand. At this stage I am not physically involved in the activities of our textile business. I am having a great time in being involved in the manufacturing business of Ice-cream as I possess a brilliant R&D centre. Ice cream manufacturing is not an easy job. My team works harder as compared to any other Multinational Companies (MNC) involved in the same division. Being in the food business I do take feedback from the people who are involved in my external environment. Due to the fluctuating policies of the government we have to be very cost-effective in our production. While in comparison to MNC's, their marketing is very strong because of their vast marketing budgets.

(GU): What is your Unique Selling Proposition (USP) as compared to the other Italian restaurants already running in Karachi?

(K T) : Ci Gusta is not a restaurant instead it is an Italian café. At our café we have a variety of snacks including Gelato and frozen yogurt. No other café is offering such a variety under one roof. My USP is also the thin crust pizza

which is available at this café. Most of the ingredients which we use in our products are imported directly from Italy. As I have been associated with the manufacturing business of ice-cream for the last so many years, I have a good understanding of how to cater the market and sell the product under the brand name of Ci Gusta. It is an advantage for me you can say.

(GU): How do you position your café?

(K T) : As the tagline suggests 'the Italian food experience', I position my café as a place where people of all age and income groups can come and enjoy our food. In comparison to other cafés which are quite expensive and have been opened in famous malls, my café offers a variety of food at reasonable prices.

(GU): What is the specialty of your restaurant? Would you please let us know something about the menu?

(K T) : We have a variety of sandwiches, pasta, snacks, thin crust pizzas, Italian deserts and last but not the least, Italian gelato and frozen yogurt. We have variety of Italian products under one roof which is all genuine. Soon we will be launching our breakfast menu as well.



(GU): What are your thoughts about expansion?

(K T) : We have recently opened our flagship outlet at Khayaban-e-Shamsheer, Main Seaview. We have the rights of all over Pakistan and Afghanistan. It's a new brand for Pakistan's market while this brand exists in more than 30 countries all over the world. Whoever has got a chance to visit countries like India, Thailand, China or any other European country, are quite familiar with this brand.

(GU): How do you create a balance between work and your personal life?

(K T) : It is a very interesting question. It is not easy to hold a high managerial level position in a company. It is because it increases the workload as well as the responsibilities. When I go back home, I just forget my work related problems. I give my entire time to my family especially my mother. I enjoy talking to her about my routine at work. In my opinion the best time a person can ever have after work is relaxing with family.

(GU): Please tell us something about your achievements during student life at Greenwich University.

(K T) : I have organized and participated in many different types of events which have been conducted at Greenwich. I had a great time doing this because it helped me in learning how to organize successful events and even how to place stalls on the campus of different companies. All this helps me today even in my work and business. On the other hand I really appreciate some of my faculty members in my student's life who played a vital role in grooming my personality.

(GU): What is your passion?

(K T) : I am passionate about work. I am very much interested in Information & Technology because that is what I started my career with. At the age of fifteen, I started my own website by the name Hamarakarachi.com. It became a success in two years. Later I started making websites for different companies. This way I started earning my own



Interview Pannel with Karim Teli



money. If anyone wants to be an entrepreneur I would advise them to start with a small business and work hard on it to make it a success like I did.

(GU): Who is your inspiration in life?

(K T) : My inspiration in life is my grandfather. He is 84 years old and still assures his involvement in the business. He has achieved a lot in his life. He made so many well known brands in beverages and textile in his time. He has encouraged me a lot. He used to advise me that along with education its smartness that plays a very important role in one's life

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

(K T) : Work hard and if you want to be an entrepreneur so make your dreams come true. If you have to start from scratch or something small so just do that and then climb up the ladder. Also take a good understanding of how people work at the front level and learn from their experiences. In this way only you will be able to achieve success and make your dreams come true.

(GU): As an alumnus how would you contribute to strengthen Greenwich University alumni to work positively for the university and the community?

(K T) : I would say that every alumnus should contribute towards the university and should also promote the university in every way they can. They can give internship opportunities to Greenwich University's students so they can come onboard with various organizations and can get exposure to the corporate world. An alumnus can also come to the university and can teach different courses and share their experiences with the students which will help them in improving their career path. ■

Interview by:
Maria Sami (MS41 3599)

Photography by: Muhammad Fahimuddin

Displaying Values and Traditions !!!

Students of Creativity and Innovation

Projecting Different Cultures

—Mid-Term Project

Creativity and Innovation is known to be one of the toughest courses in the degree program. Sir Abdullah Dewan is known to push his students to their potential by giving the most mind-boggling and challenging assignments in the form of videos and events.

The Midterm event of Creativity and Innovation was scheduled on December 20, 2013 which was to be held and organized in the front courtyard of the University. The mid-term exam was given in the form of a 5 senses event, hosted by the students of creativity and innovation. In the judge's panel were Sir Abdullah Dewan and 2 students of Consumer Behavior. Mainly the groups had to tap on the cultures of different countries assigned to them, namely **Spain, Hawaii, Italy and Japan** and present in a beautiful manner. With 2 weeks for the preparation all the groups came up with several ideas and rather presented it beautifully and worked let's say day and night which is the core idea of Sir Abdullah Dewan; **to make the students strive to work hard and literally earn their grades.**

Spain

The First group to present was Spain and yet again they had to tap the Spanish culture ranging from food, festivals to clothing. The group members included: Suleman, Taha, Laraib, Raza, Mohsin, Ume Farwa, and Barira.

Their presentation began with a video that covered the culture of Spain and highlighted the most talked about

festivals of that Spain is famous for; the **Bullfighting, Tomatina festival**, then the artwork of **Picasso, Flamingo Music, Tap Dancing, Rumba, Salsa** as well as the famous **Football Club- Barca**. Frilly clothes and shirts were worn by the students not to forget that there was Spanish/Latin music playing in the background.

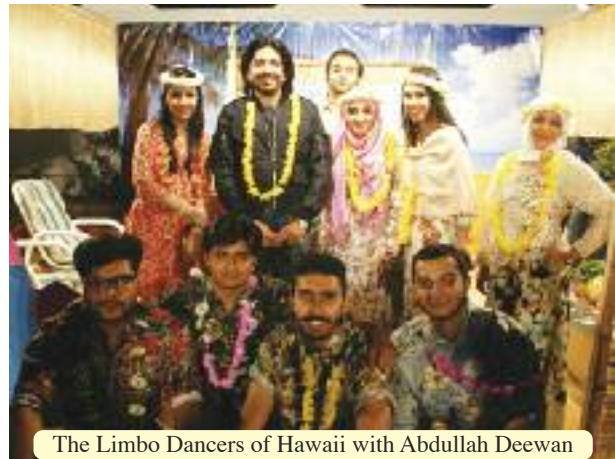
After the brief video presentation a skit was played out for the audience in which Taha (group member); portraying himself as the legendary Picasso painted Sir Abdullah Dewan's picture as a cyclist. What was interesting was that the group carried out the Spanish accent in their greetings. In the Kiosk, one could hear Spanish music being played by Raza, Suleman impersonated himself as the **Español king**. Also the bird of Spain that is Eagle was presented; the kiosk had the floral smell of Lavender wafting inside. Sir was served with the traditional dishes of Spain; Grilled Fish, Patata Brawaz and was presented with Non- Alcoholic Vine as a gift and Olive Oil. The ***Wow Effect*** of the group which was rather delightful were the Lanterns, Baking Fishtins and Fotisd.

Hawaii

The Second group to present was Hawaii. This group like every other group began their presentation with a video which encompassed the main elements for which Hawaii is famous for. The group members included: Ibrahim Sethi, Tahir Azim, Faryal Masud, Kanwal Wahid, Zareen Nasir, Mohammad Khan Ghorri, Musab Iqbal and Naresh Kumar. After the video was shown, the group played a skit showing a Hawaiian Wedding which is a wish for every couple and was followed by a



The Flamenco dancers from Spain
Creativity and Innovation project



The Limbo Dancers of Hawaii with Abdullah Deewan

Limbo Dance. The group wore colorful and floral printed shirts with their customary Lei Garland (wreath of flowers' Necklace) as well as their head gears. The group set up a Hawaiian Shack which incorporated the Hawaiian culture and cuisine to the maximum. It included a **Tiki Bar, Beach Chairs, Surf board, Tiki Statues** with a beach backdrop. It altogether had a very summery and pleasant feel.

When Sir Abdullah Deewan visited their Kiosk or more-over the Beach Shack, he was served with Fruit Shashliks and Hawaiian Blue Drink as the starters followed by Hawaiian Shrimp and Crackers as well as the Paramandian Snapper on a stilt as the main course. As for the dessert, Pineapple pudding was served. Rather delicious all over. To be the perfect hosts and habitants, the guest Sir Abdullah Dewan was presented with a gift bag which included Exotic Scented Oils, Straw Hat, Suntan lotion and Glasses.

Italy

The Third group to present was Italy. The project theme was Italian culture, and they did a folk dance performance based on their traditional festivals. The idea was to set up a mafia owned restaurant because they dominate Italian cities. They met the 5 senses requirement in the following manner:

1. Sight: they incorporated the paintings and art in our



The Italians with their Pasta twist

restaurant along with our clothes both; traditional and modern.

2. Smell: Italy is known for citrusy scents and food aromas because of their rich food culture so they made sure that the smell is evident and strong in their stall.

3. Taste: all the foods that are found in Italy, stereotypical and otherwise and that represent the Italian culture the most, like pasta, pizza, fruits, gelato, wine, cold cut meats etc.

4. Sound: Italy is known for its Opera and Hip music so they played that in their restaurant and the performance was on that too.

5. Touch: Italy is famous for blankets and royal fabrics like silk and velvet, so their stall was made of that fabric, and they had a couch that was made out of similar fabric as well. The Group Members were: Aman Ansari, Amal Batool Iqbal, Atiya Zaidi, Daniyal Abbas Khan, Farrukh Bashir, Meshah Hassan, Kausar Gulzar, Kiran Abdul Qadir, Waleed Chohan, and Zaid Raees.

Japan

The last group to present was Japan. The Project was Japanese culture, in which the group members performed a Japanese folk tale a story about **Princess and Samaria**.

They got the second highest marks after presenting a



The Japanese in their 'Kimonos'

Japanese Folk tale they represented Japan in a very traditional manner. The sleek and beautiful designs of Japan were beautifully shown through their **Kiosk** and clothing.

The group members gifted a dagger to Mr. Abdullah Deewan. Group Members were: Kunzul Akhtar, Fahad Ajmal, Maria Miandad, Sheraz, Naveedullad, Maria Zaman, and Danish Saleem Jan.

Sir Abdullah Deewan was very much delighted with the entire set up and the groups were marked according to their performance and hard work. He announced the results at the end of the show. Spain stood first. Japanese group was awarded second position. The third and fourth positions were secured by Hawaii and Italy respectively. ■

Agha Ali Muhammad
BS35 3056





International Group Exchange hosts visit Greenwich University

The fluid boundaries of Cultural Exchange-Speakers at a Seminar Media in Comparison bring Cultures Closer with Youth knowing no boundaries, held on December 29, 2013



Komal Dewani student exchange from Greenwich with Hosts Dwight Leeper and Kathleen from the USA

Dwight Leeper, Past Governor District 7510, USA came to visit Pakistan in December, 2013, the second visit in a period of twelve months. Dwight was joined by his daughter Kathleen during this visit.

After his last visit in 2012, District 7510 hosted a Group Study Exchange Team from District 3271, Pakistan in Spring 2013. In this exchange Komal Dewani, a Greenwich University graduate was selected among others to visit the US for a six-week Student Group Exchange trip. She made a special mention of how she saw four different houses of worship in line of close proximity on the same street. Endorsing harmony! All these students were put up with different families so as to familiarize them and vice versa with the cultural exchange of the two nations. They ate, drank and visited universities in many states of the US. This was the courtesy of Rotary International.

This was Dwight's second visit to Greenwich University where he met with many students and Komal who spoke about the warm hospitality that she and her group had received in the US. Absaar, and Hafza and many other stu-

dents shared facts about their skills and the passion they drive.

Dwight and his daughter Kathleen both spoke about the fluidity that media portrays and how their experiences have been otherwise with visits and first hand experiences of Pakistan as a country. Dwight's first visit was with his son and the second with his daughter where he vouches to the fact that Pakistan has so much to offer for youth in common may it be the US or Pakistan.

He met with students and invited them to visit him and his Rotary Club in the US. He mentioned the opportunities that the nations can afford to extend to young people and Kathleen especially spoke with an exchange of talent.

Dwight is an AVP, Senior Financial Advisor at Merrill Lynch. Dwight Leeper has been a Rotarian since 2002 and his philosophy, borrowed from Boy Scouts, is "to leave the world a better place than we found it". Dwight is the IPDG District 7510, served two terms as Club President, two terms as Membership Chair, served as Deputy Governor, and a three year term as Assistant Governor. He is a Graduate of the Leadership Institute, a Paul Harris fellow, a member of the Paul Harris Society and has facilitated at multi-district PETS. He has also been an advisor to the Boy Scouts.



The American guests with their Pakistani hosts

Dwight was born in New York City, attended Williston Academy in Massachusetts and upon graduation, matriculated at Allegheny College in Pennsylvania.

Upon graduation, Dwight returned to New York beginning a 24-year career in advertising. Choosing to leave the business in 2001, Dwight joined Merrill Lynch as a financial advisor to pursue a lifelong passion for personal finance.

Dwight has some notable accomplishments. In addition to hiking the 2000 Appalachian Trail during a year's sabbatical, he bicycled the 2000 mile Alaska high way and canoed the 1800 mile Yukon River from Whitehorse in Yukon Territories to the Bering Sea. He's an instrument

rated private pilot and flies his Cherokee Six to home in Camden, Maine. When not on his bicycle around town, he makes do with a Harley for fun and transportation. Dwight loves to travel and has recently visited Pakistan, Thailand, Greece, Jordan, Turkey, Sicily and Egypt.

Dwight Leeper and IPDG Jalal Shaikh have been instrumental in bringing the two districts closer. Starting with the Group Study Exchange, the two districts are working closely on other projects to bring the two districts closer. ■

Tahira Khan
Assistant Professor



Celebrating World Polio Day with Rotract Club of Greenwich Creek

WORLD POLIO DAY

World Polio Day is an international day furthering of the eradicating of Polio from the face of the earth. On October 23, 2013, Ms Tahira Khan, polio coordinator for Southern region in Pakistan with youth leaders and students from Greenwich University was seen disseminating information to the public in and around Clifton. Health TV covered the program all around Sindh and her message to the nation was to spread the information. Also polio drops were administered to children under the age of 5 years. The message here is that two drops of polio as many times till the age of five is imperative for all children. The 'talking book' on the message of polio in Urdu and Pustho will be circulated among children from time to time.

Partners, governments, civil society and communities worldwide are today marking World Polio Day, as efforts to eradicate this disease once and for all are being intensified. In 2013, there are reasons both for celebration and concern. There has been remarkable progress over the last year, bringing us closer than ever to achieving a polio-free world: Wild poliovirus (WPV) cases in Nigeria, Afghanistan and Pakistan – the last three endemic countries – are down 40% compared to this time last year. Poliovirus in these countries continues to be geographically restricted. WPV type 3 (WPV3) has not been detected anywhere in the world since November 2012. Afghanistan may have succeeded in halting endemic poliovirus

circulation, with no cases in the traditionally endemic.

The polio program is preparing now to take advantage of the upcoming annual “low season” for polio transmission in early 2014: a critical opportunity to capitalize on progress and interrupt transmission in endemic countries. At the same time, however, the urgency of interrupting transmission in these countries is only reinforced by the tapering outbreak in the Horn of Africa and this week’s reports of two suspected polio cases in Syria. As long as polio remains endemic anywhere, children everywhere will remain at risk. If children in the remaining endemic areas can be reached, the end of polio will follow, protecting children everywhere from this disease and paving the way for delivery of other life-saving interventions. This is no time for complacency, and efforts must be redoubled to ensure this disease is eradicated once and for all. World Polio Day marks the perfect opportunity to remind us of this fact. The world celebrated World Polio Day by many examples of activities of spreading awareness, administering drops, distributing literature, talking to people in general wearing the END POLIO NOW T-shirts and giving out stationary to children. ■

Qutub uddin Sheikh BS33 2763
Vice President Rotaract Club of
Greenwich Creek



Intra-University Declamation Contest Deliberates on National Issues



From L to R: Shahyan Rasheed, Atiya Zaidi, Faish ur Rehman, Nasrullah, Mahum Ansari Shahzaib Khan Lodhi



From L to R: Mobeen Ejaz, Sheikh Omer, Marium Zara, Waqar Uddin, Zain Bawany, Shahvaiz Ahmed Memon

**Speech is power:
Speech is to persuade,
to convert, to compel.**
Ralph Waldo Emerson
(American philosopher)

The ENGLISH COMPOSITION GENG 101 Course students came together at a collective level to convey their thoughts, feelings and viewpoints on their beloved country, Pakistan, in a declamation contest on 24th September, 2013 in the state of the art Executive Board Room of the Greenwich University Campus.

Extemporaneous speeches were delivered on the topic, "I am a Pakistani and I have something to say..." A subject that was pertinent for the revival and rejuvenation of the national spirit in the wake of deteriorating and debilitating conditions created by the destructive forces that have placed Pakistan in a dismal plight.

The day and dais was dedicated to the declamation speakers presented with a platform to propose, propagate, proclaim and propel the audience in a public discussion on being patriotic Pakistanis. The main objective was equipping and enhancing the partici-

pants' oratory skills to raise their confidence levels by allowing freedom of expression, to be able to influence the world around them and to develop leadership skills. As is the cry of the day:

Till each one of us doesn't raise his/her voice over the deafening noise of callousness, condemnation, controversy, corruption and conflict, constructive change cannot truly be brought about.

The stage and scene was set to welcome the speakers who definitely had something to say about their dear country. Prior to this, teams had been formed; one the speaker and other the speech writer to allow each one of them an active input in the enunciation. The participants were cloaked in shalwar kameez to be in sync with the topic and the event exuded an aura of national sovereignty. The session began with an introductory speech which highlighted the phases Pakistan is passing through, the significance of the topic, the panel of judges and the judging criteria. Then the speakers were called to the lectern to speak their minds.



From L to R: Yasir Khan, Ayesha, Usman



From L to R: Zeeshan Ahmed Khan, Muzzamil, Saad Bhatti



Xaneub Mirza expressing her views

The wide array of declamation speeches presented a mixed palette hovering over the current affairs, political policies, social scene, Taliban threats, international insight, moving onto Pakistanis as affectless striving to survive with the repercussions thereof. It was an exhilarating exercise for the speakers who despite their nervousness and precarious footing had stepped onto the platform to reclaim their homeland. They were emotionally and socially challenged to exhibit their oratory skills to redeem the faith of all present. It was an eloquent enunciation rendered enthusiastically by the speakers who were by their speeches able to restore hope of unity, faith and discipline in our nation with reference to our national celebrities from all walks of life and the struggles one had to witness during the independence era. It was heartening to see the vibrant youth

speaking eloquently with surprising insight into internal issues. Finally, the declamation contest had provided an opportunity not to be the silent observers but to speak out for corrective measures as country's citizens.

The judges Mr. Saleem Ansari, Mr. Zafar Iqbal Saifi and Ms. Xaneub Mirza evaluated the speeches on content, delivery, timing and overall presentation. The speakers were constrained to speak between 2-3 minutes. Nearly all of them were able to deliver their meaningful message within this time frame. Upon the end of the speakers' enunciation, Ms. Tahira Khan addressed the audience and the winners were awarded certificates. Mohammad Usman Ali bagged the first position, the runner-up was Mohammad Waqar Saleem and Mahum Jamil Ansari retained the third place.

It was clear from this declamation event that we truly under estimate our youth. Their aspirations, suggestions and vision for their beloved homeland were evident in their speeches. Their speeches not only portrayed Pakistan in a positive light but highlighted the negative aspects with insight on how to improve its staggering condition. They called for being united under one flag, to display discipline in order to rise above the tumultuous times. To rekindle the faith and believe that as Pakistanis we can still push forward towards better prospects. That the young ones gathered to own Pakistan

and identify with it, reflected in their thoughts, words, actions and even their dressing. Not even missing out the true essence of Pakistan, as one of the speakers reiterated, 'Pakistan for me is eating gol gappas in the rain, drinking dhabbay ki chai from a phattan's hotel, taking a rickshaw ride on the streets, reading the ash'aar on the back of buses...' -which came to us as a realization to value the pettiest



Shehla Paracha Imran

things our country has to offer instead of always painting it in a negative light!

This was a platform provided to speak out and analyze issues over progressive topics. By organizing similar events we can succeed in awakening our consciousness and propel it to think and reflect on the past, present and future while reveling in the blessings that Allah (SWT) has bestowed upon us in our dear land. ■

PAKISTAN ZINDABAD!!

Shehla Paracha Imran (*Fac*)



Winners and Participants of the Declamation Contest

Media cannot change people's thinking

—Rahat Kazmi

Rahat Kazmi is a renowned Pakistani television actor, a talk-show anchor, a professional speaker and an academician. Rahat Kazmi was born on June 30, 1946, in Simla, India. He successfully completed and received his law degree in Lahore. Then Rahat received his master's degree in political science from Government College and a master's degree in English literature from Punjab university. Rahat started his working life as an information officer in 1968 in the Pakistani civil services. Rahat's profound love of acting took him irresistibly to the forefront of Pakistani entertainment. Rahat's first stab at acting came when he was studying for his Bachelors in Government college, Lahore. Highly sophisticated artists like Rahat made the Pakistani television where it is today. He is married to renowned Pakistani actress, producer and director Saira Kazmi, with whom he fell in love when he started his acting career. He has two children from Saira, Ali Kazmi and Nida Kazmi. Both of the children are associated with the show business industry of Pakistan. Having achieved his ambition in the mass media, Rahat has moved on to other projects like education. It is heartening to note that Rahat is the founder, owner and fore-runner of an academic institution in Pakistan. His great respect and open admiration for education for everyone has led him to deliver lectures and speeches on the importance of education. In the transaction, Rahat has in-



Participants of A Session with Rahat Kazmi



Prominent Media Personality — Rahat Kazmi

fluenced scores of students. Now Rahat is working as an administrative director for L'ecole for Advanced Studies (LAS), an academic institute in Karachi. Kazmi is also a director at the National Academy of Performing Arts. Moreover, Rahat previously taught at Avicenna School and Hamdard University in 2001. His popular

People say media can change a person's thinking but according to Rahat, media cannot change people's thinking nor their attitude & habits. That depends on a person himself. They learn from their social life, not the media.

dramas include: Goonge, Koltar, Anarkali, Auraaq, Qurbatain aur faasley, Ghazanfar, Teesra kinara, Dhoop Kinare, Karavan, Nangey paaon, Ragoan mein andhera, Parchaiyan witeen and Ehsaas. Rahat Kazmi also appeared in some films such as Aaj aur kal, Insaniyat, Suraj bhee tamashai, Mehmaan, Muthi bhar chawal, Khandaan, Saima, Aazmaish, Aas paas and Jaan-e-mun.

Rahat Kazmi was invited as a guest at Greenwich Uni-



Rahat Kazmi - Penning down his precious comments



Participants engaged during the session

versity, Karachi. He talked about today's media & told us what is actually happening in the television nowadays. He started with telling us about how he started his career. Then, he discussed about today's television, how obnoxious and disrespectful the dramas have been rendered. How our Pakistani directors are following the Indian culture and showing nothing but stupidity to the audience. He said there are weird things happening in media these days which are: firstly, the neglect and total avoidance of science. No body wants to talk about science. The second thing is obscurantism, which requires reading but in today's world, no body wants to read. Today's media isn't discussing any of the important issues of life and learning. For example, no noble prize winner has ever been discussed, not even a single one. From literature to economics to mathematics, they feel it is not important at all. Rahat said our media today is just showing foolish-ness & nothing else. They are running after the stars & discussing how famous a person

can get after a hit drama or movie. He said he tried millions of times to say that he wanted to do a program in which he would talk about Science, the World of Science. The World has done so much for us but our media never tells people about any of that. We don't even talk about education anymore. Also, from the viewers point of view, if we find any channel which educates us and is trying to give us information about something that is worthwhile for us, we will hardly follow it. We simply change it to some gossip channel because all we need today is entertainment. People say media can change a person's thinking but according to Rahat, media cannot change people's thinking nor their attitude & habits. That depends on a person himself. They learn from their social life, not the media. ■

Faryal Gohar
CC44 3895



Fiery Car Accidents

- ◆ Our students Rabia Javed, Rubab Akhtar and Iqra Mushtaq met a serious accident on Sunday, November 23, 2013 and suffered some serious wounds and injuries.
- ◆ Muhammad Khan Ghori, our student met a serious accident on New year night. His spinal code has been damaged.

We, the Greenwich family stand by you, with sincere prayers and wishes of comfort, care and speedy healing, in this traumatic period of your life. May you recover completely to full optimal health soon to once again experience all the fun and delight that life has to offer!

Theatre will help students in gaining Confidence and overcoming stage fright.

—Khalid Anam

Khalid Anam. is a popular Pakistani TV artist as well as a musician and singer. Khalid Anam. is a popular actor as well, and has acted in several Pakistan drama serials. He has been in the Pakistani media industry for over two decades, so it can easily be said that he is one of the experienced heads. His acting skills have not gone unnoticed, and he is considered to be a very famous media personality. Moreover, Khalid Anam. is also a TV presenter, and has hosted several television shows. He did his Masters from Karachi University in 1985, has been appointed as ambassador for children literature by the OUP in Pakistan. He has also penned two children books for oxford university press. He is presently working on a children's entertainment program being aired by PTV Home every Friday and Saturday



Khalid Anam: Producer children's theater and music

Achievements

- * He was given a scholarship by The Goethe Institute, Karachi to study Children Theater in Berlin.
- * He was awarded The Actor of the Year award by the Lions Club.
- * He was also awarded the DUKE OF EDINBURGH GOLD AWARD by the International Award Countries of Britain, India, Scotland and Jordan.
- * He did theater with stalwarts like, Ali Ahmed, Kamal Ahmed Rizvi, Shoaib Hashmi, Rahat Kazmi, Talat Hussain etc.

* He worked in a BBC channel for lproduction TRAFFIC.

Mr. Khalid Anam was invited as a guest at the Greenwich University, Karachi. He spoke about the children theatre, how important it is for the children to participate in theatrical performances now. He told the students that he has written and composed over 1000 songs for Children and has done more than 350 shows for Children, in which he raised the issues of environment, morality, children's rights and reorganization of special children. He said he dedicated his life time in this field. He also got 30 years experience working in Children's Theater Production, 5 years experience in advertising, 30 years experience in Writing and Composing Jingles, 20 years experience in Producing Children's specific TV Production, 25 years Experience in Hosting different live and pre-recorded television shows. Mr. Khalid as an Event Manager has done major events and training videos for multinational companies like Unilever, MCB, ABN AMRO and the host of others.

Plus, he is the founding member of Grips Theater Pakistan, and its head office is in Germany. He has done all the songs and music for it plus acting.

He was telling the students that he will be going to Berlin soon as they are planning to start a new project on



Khalid Anam: A popular Pakistani TV artist, musician and singer.

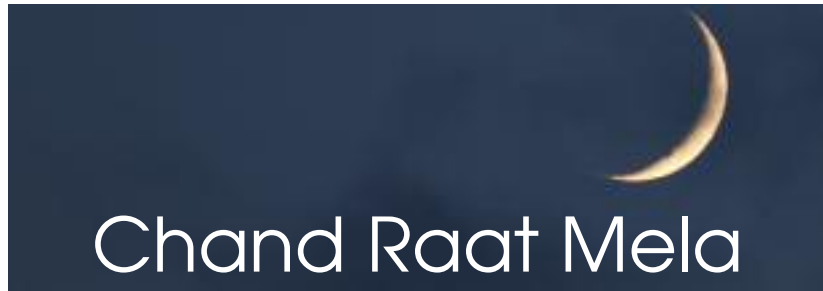
theatre. He then offered the students of Greenwich University to participate in theatre as it will help them in gaining confidence and overcoming stage fright. He said, he will provide the students scripts, songs and all the resources if they are interested. Later on when the students gain some proficiency, he said he would talk to GRIPS and recommend them for further activities of the sort. GRIPS will provide the students with financial assistance that they will spend there. He motivated students to bring change in the society through theatre. He sang songs for the students and some of the students wanted him to sing his very famous song "PEERA HOU".

Mr. Khalid Anam was given the Greenwich shield as a token of appreciation by the University. We were very thankful to him for giving us his precious time and imparting valuable knowledge and sharing his experience with the students and the faculty members. ■

Faryal Gohar
CC44 3895



The Grips Theater: An introduction by Khalid Anam



Chand Raat Mela

Chand Raat was an enthralling evening when many students who got together just before Eid on October 13, 2013 and had an evening of sing-a-long and dance to the tunes while many were getting henna designs on their palms while boys were tattooing their necks and biceps. There were stalls with mouth-watering edibles, bangle bonanza with colors and designs of all kinds. Just about everyone got bangles either for themselves or for friends.

The dance session started with a traditional Balochi tap clap dance in which many students took part and danced to the traditional tunes of the tribes they belong to. There was an exciting competition of Dandia Raqs, a stick-in-hand dance which moves from slow to fast. This is a traditional dance performed at weddings and ceremonies where folks like to out beat opponents in the style and sway of the swirling gait that every individual takes. It was fun and entertainment for all. All SDC members of Greenwich University took an active part in making this



Hafsa, Amal and Samir entertaining the audience

evening fun for all present. There also were groups of girls and boys singing to their ears content entertaining everyone from the stage.

There were family members, friends and siblings too who came in to enjoy the music, eatables and fun at Greenwich. ■

Amal Khan
BS37 3219



Student applying mendhi



Workshop on Constructive Learning



Moez Allidina Trainer and Greenwich Alumnus

Greenwich University, hosted a workshop on Friday, 20th December 2013 on “CONSTRUCTIVE LEARNING”. The main idea behind it was to deliberate an important new concept of Cognitive and Autonomous learning in teaching that has proven to be successful in many parts of the world. Accordingly then, the theme of the workshop was to provide guidance to the teachers of the educational institutions, about latest cognitive and autonomous teaching methodologies, which would be helpful to further enhance teaching skills in their professional life. The concepts delivered were of Cognitive Science, Constructivism in the Classroom, Proximal Development, Contextual Cognition, Motivation & Beliefs, Self-Determination Theory, Autonomy and Intended Learning Outcome.



Inter School and College faculty in Constructive Learning, a workshop, at Greenwich University

The workshop was conducted by Mr. Moez Allidina, our Alumnus whereas the content and ideas were shared by Dr. Shair Sultan, Dean – Faculty of Management Sciences.

Mr. Moez Allidina is the Founder of “M3 Training & Consulting” based in Edmonton, Alberta – Canada that specializes in HR Consultancy and Performance Coaching related to Organizational Development. Moez holds dual graduate degrees (MBA/MSc), and has multifaceted experiences in Academia, Banking, Human Resources, Marketing and Retail. He is currently a Member of the American Society for Training & Development (ASTD), and Human Resources Institute of Alberta (HRIA).

As a seasoned trainer and consultant, Moez has designed and delivered customized training solutions for various corporate clients, some of whom are leaders in their respective industry. He is the Chief Trainer & Consultant at Rapid Boost Marketing, and has more recently affianced himself in Organizational Development initiatives of small and medium businesses through workshops, seminars, webinars and conferences. Moez is known for his powerful presentations as he provides both practical concepts and techniques to overcome challenges facing an organization.

Furthermore he has worked with several organizations including: 49th Parallel Grocery Stores, City of Edmonton, TD Bank, Complete Corporate Training, Marriott Hotel, and Gallivan & Associates. He has also worked as a Faculty and Research Associate for IQRA University and Greenwich University in Pakistan. He remains engaged at McEwan University, Red Deer College and NAIT, and is also on the Instructor Roster for Olds College in Alberta, Canada.

Moez occasionally writes for the Education Column of Pakistan’s leading newspaper group DAWN, and has always been passionate about public speaking. He believes everyone is gifted with skills, knowledge and experiences that can be used to inspire others. In fact his training programs have proven to do just that, as he strives to help organizations and individuals overcome challenges and be empowered with knowledge.

Our distinguished guests comprised of principals, coordinators and teachers from different educational institutions such as Foundation Public School, Oasys School, HSS Clifton Campus and The City School Network.

The program started with verses from the Holy Quran fol-



Dr. Shair Sultan Mughal presenting the Greenwich shield to Moez Allidina

lowed by a short documentary on Greenwich University.

It proved to be an interactive and interesting workshop as Mr., Moez started off by requesting the honorable participants to introduce themselves and to share their experiences or knowledge about constructivism. Also they were requested to share their objective of attending the workshop.

Mr. Moez started his workshop by a quote by Dr. Shair Sultan: "It is not the case what I taught him, case is: What he has learnt". Moving further he stated that "Combining the existing knowledge with new information to build new knowledge is actually constructivism". Students need to make their own discoveries and then construct their own knowledge. Thus we need to create classrooms where students can discover at their own instead of just being poured with information.

He further explained the different concepts of cognitive sciences focusing on one of the most significant point that learning is constructive and not receptive. Different theo-

ries of some famous scholars were discussed.

The point is not how you are going to teach (teaching activities) but how and what you want your students to learn (learning activities). To make our students learn we need to support autonomous learning.

Autonomy is giving some control to students over their own learning. It is simply opposite of controlling behavior. Teachers should support autonomous learning by providing choices, encouraging students and giving rationales.

The most interesting and informative segment was the comparison between the traditional classrooms and constructive classrooms. Indeed innovative steps to produce intended learning outcomes.

In addition, true benefits of a student centered classroom vs. Instructor dominated learning environment were highlighted. Students are active participants and adaptive learners where they play the roles of knowledge seekers and knowledge creators.

He concluded by focusing on the importance of instructors as role models, deliberating the use of power point presentations aptly and managing plagiarism.

Dr. Shair Sultan, Dean, Faculty of Management Science, presented the university shield to Mr. Moez Allidina and certificates to the participants of the workshop were distributed later on. ■

Rizwana Amin
Editor



A group photograph with the participants of the Workshop Constructive Learning

International Day of the Girl



Darling of the day



Highlights Day of the Girl

International Day of the Girl October 11, 2013 was celebrated saying if one girl with courage is a revolution, then what happens when thousands stand with her? International day of the girl is a moment for girl-champions of all kinds-presidents and parents, teachers and students, business leaders and community organizers and you to passionately share the message that educating girls works. Millions of girls around the world face barriers to education that boys do not. And yet, when you educate a girl, you can break cycles of poverty in just one generation. By creating our own celebration, raising global visibility about the importance of educating girls by celebrating with your friends,

coworkers of students. You will fuel the movement.

We at Greenwich University created a meaningful impact by bringing attention to education, capturing the attention of leaders in society and at the university leading to the registration of our event on the Girl Rising campaigning map and inspiring them to include girls' education on the post-2015 United Nations agenda. Girl Rising is a film, Girl Rising is a Movement, Girl Rising is an opportunity to change the future, Girl Rising has brought the message of girls' education to cinemas, campuses, corporate boardrooms and political arenas worldwide.

nancy Chores and jobs take precedence.

Eurasia- Chores and jobs take precedence

MENA- early marriages and/or pregnancy

Africa-age limits

Asia-Families prioritize boys' education www.irex.org

Our CSR started with talking to the people around the environs about the importance of educating girls and the 'darling of the day' was the child of the corn seller who stands outside the university gate. The message to the corn seller was 'break the cycle of poverty, educate your girl'! Student champions in class, leaders like Ms. Seema Mughal, and teachers like Ms..Tahira Khan and all staff members have undertaken to advance this movement. Girl Rising is a must see film which is a movement towards this changing future concept. ■



Maria Batool Jafry
BS35 2930



Highlighting Day of the Girl

Educators around the world identified these as the highest impact barriers to girls' education in their areas. What's keeping girls from attending school?

Americas- Early marriages and/or pregnancy, Schools too far away. Too expensive.

Europe- Early marriages and/or preg-

Youth and Women Entrepreneurship Conference 2013

Youth and women entrepreneurship conference 2013 was held at the Pearl Continental Hotel Karachi on the 2nd of September 2013, organized by the Mass Human Resource Services. The main aim of this conference was to invite students and women from around Karachi to come and listen to the inspirational speeches of different entrepreneurs from different coterie of businesses, which would encourage and motivate them to become successful entrepreneurs or at least consider it as a career option. With this in mind, we as the students of Greenwich University forming a group of around 10 students, with our media faculty Ms. Ayla Hasan were invited to attend this conference and learn more and new things about entrepreneurship and its opportunities in Pakistan.



Mr Ateeq ur Rehman from KCCI at the Conference

The conference was scheduled to start around 3 o'clock in the afternoon. Till then, the hall was filled with guest speakers, media personnel, press staffers and students. As soon as Dr. Abdul Qadeer Khan, the Chief Guest of the conference arrived, the speakers delivered their speeches one by one, expressing their views on the youth and women entrepreneurship. These guest speakers included some very successful and famous Pakistani businessmen and women who are doing very well in the corporate world today, such as Mrs. Sultana from Hum TV, who talked about women that they are capable of doing a lot of things but they do not challenge their abilities which should not be the case, instead they should work harder and prove themselves to the world that they are capable of doing anything. Since she is a media person, she also said that the field of media has good opportunities for women but sadly it's not considered as a good job or a career in Pakistan which is wrong. Media plays a significant role in the lives of people and such jobs develop peoples' inborn talent and passion. At the end she concluded her speech by saying, "Don't make 'BEING A WOMAN' an excuse or a reason for stepping back or not stepping forward into the world."

Another speaker was Dr. Essa from the Essa laboratory. She focused more on the youth and said that being jobless is not the end of the world, unemployment rate doesn't matter, and if a person works hard there is nothing that they cannot achieve. Sitting idle, doing nothing and blaming the world is not the solution, a person should do whatever the job he/she can find and shine in it, make yourself deserve what you desire. For her, the feeling of pride in oneself was an important factor that she wanted the students to absorb and at the end she concluded by saying, "Be proud of what you are and be a proud Pakistani."

Next to her was Mr. Ali Raza (MNA) and the owner of a well known restaurant in Karachi called "Biryani of the Seas" opened in 2010. He enlightened us on the importance of ideas and how an idea can build into a business. His likeness for the sea food and biryani developed an idea that materialized into the opening of the restaurant that he owns today. In this way his idea developed into a business. By his speech he taught us the significance of our own individual likes and dislikes. What we like and dislike helps us develop an idea which is a key factor in setting up a business.

Like these above mentioned individuals, there were many more speakers who delivered very interesting and inspiring speeches. The list includes Sharmila Farooqui (MPA Sindh), Mr. Sultan Hamdani from Mezon (IT), Mr. Nadeem from Tameer bank (micro finance) and many more, followed and concluded by Dr. Abdul Qadeer Khan the chief guest speaker of the conference.

Dr Abdul Qadeer Khan was born in 1936 in the Bhopal State of India. In 1956, he attended Karachi University and obtained a B.S. degree in Metallurgy in 1960. After graduation, he was employed by the Karachi Metropolitan Government and worked as an Inspector of Weight and Measures in Karachi, Pakistan. In 1961, he went to West Berlin to study Metallurgical engineering at the Technical



Greenwich Students actively listening to Dr Abdul Qadeer Khan at the Conference



Greenwich Students at the Conference

University of Berlin. In 1967, Khan obtained an engineer's degree (in Technology), an equivalent of Masters of Science, from Delft University of Technology in the Netherlands, and a Doctor of Engineering degree in Metallurgical engineering under the supervision of Martin Brabers from the Catholic University of Leuven, Belgium. Dr. Abdul Qadeer Khan, HI, NI (twice) is a Pakistani nuclear scientist and a metallurgical engineer, regarded as the founder of the gas-centrifuge enrichment technology for Pakistan's nuclear deterrence program. He is one of the most respected personalities in Pakistan, and accepted as a national hero by all. He is also respectively known in Pakistan as Mohsin-e-Pakistan, FPAS, DEng, ScD, HI, NI (twice); more widely known as Dr. A. Q. Khan, is a Pakistani nuclear scientist and a metallurgical engineer, colloquially regarded as the founder of HEU based Gas-centrifuge uranium enrichment programme for Pakistan's integrated atomic bomb project. Founded and established the Kahuta Research Laboratories (KRL) in 1976, he was both its senior scientist and the Director-General until his retirement in 2001, and was an early and vital figure in other science projects. Apart from participating in atomic bomb project, he made major contributions in morphology, physical sciences, and its integrated applications in condensed and material physics. Abdul Qadeer Khan is one of Pakistan's top scientists, and has been keenly involved in the country's various scientific programmes.

Dr. Abdul Qadeer Khan expressed his views on the youth and women entrepreneurship by saying that they are the future of this country and they should be encouraged further to work harder and should be given greater opportunities so that they can exert their potentials. By using metaphorical language and examples he explained the importance of females in society shed light on and how they can and should participate in the corporate world of today.

The conference ended with this vibrant and most informative and effective followed by a photography session with all the guest speakers. Delectable refreshments were served. ■

Maasha Arai Syed
BS44 3964



How to get rid of the dragon of Inflation

Inflation is an important part of GDP. It helps us to measure how much of the prices have risen. The inflation rate in Pakistan was recorded at 10.9% in November of 2013. The average of Inflation rate in Pakistan averages 8.03% from 1957 till 2013. Therefore, in 2013 the inflation is higher than the average. In Pakistan most important categories given when inflation is considered in the consumer price index are food and non-alcoholic beverages, Housing, water, electricity, gas, fuels, and clothing. These facts are taken from Pakistan Bureau of Statistics.

Rise in incomes

The minimum wage in Pakistan is 10,000 rupees, According to Pakistan Bureau of Statistics, the income of the common man has increased by 4.3% this year. The growth is slow compared to how much inflation there is.

Rise of food prices

Food prices the highest increase. It is 5.02 per year. The cost of tomatoes, onions, fresh vegetables, wheat. All of the prices of these items has increased by more than 100%.

Course of Action

The government should increase the minimum wage from 10,000 rupees to 12,000 rupees. All employers' salary should be increased in all sectors. It shouldn't happen only when a person gets married.

The major factor to curb inflation is to use measures to increase agricultural and Industrial production. Better seeds should be provided to the farmers. Fertilizers should be made available to the farmers. Mechanization of farms should be encouraged. Industrial production can be increased by giving tax relief and other boosters to the industrialist. Law and order should be improved so foreign investment can come in.

Another remedy is to decrease money in the hands of the common man. This means that the government should decrease the printing of currency. Another measure that the government should take is to control the interest rate of the central bank. Other measure to increase the savings of people is to make the national savings scheme attractive. The government should control exorbitant increase of exports of essentials items. These are some of the measures the government should take.

I wish good luck to the government of Pakistan to combat inflation. ■

Osama Ahmed
BS39 3475



Smoking, its Hazards !!!

Active and Passive Smoking



Greenwich shield being given to the Speakers

A one day seminar titled Smoking Kills was organized by the students of Department of Media Sciences as a final project of their course Media Management & Marketing under the supervision of their course in charge Ms. Tahira Tariq on Sunday, 22nd September, 2013 at Greenwich University.

The objective of this seminar was to inform general public and students about the dangers of smoking and the impact of smoking on non smokers. Renowned medical specialists and health consultants were invited to discuss the issue and the whole event was exclusively covered by Health TV.

The seminar was graced by the presence of Dr. Shair Sultan Dean faculty of Management Sciences, who was also chief guest and other faculty members. A large number of students also attended the seminar and were benefited from the discussion.

After the recitation of Holy Quran all the honorable guest and speakers were welcomed by organizers. The first guest speaker Dr. Abdul Aleem was invited to present his views and facts on the topic. Dr. Aleem is Dental Surgeon by profession and Senior Registrar in Community Dentistry at Karachi Medical & Dental College presented on oral diseases caused by smoking.

According to him smoking causes bad breath, tooth discoloration, increased build up of plaque and tartar on the teeth, white patches inside the mouth, and increased risk

of developing gum disease a leading cause of tooth loss and increased risk of developing Oral Cancer. Smoking and other tobacco products can lead to gum disease by affecting the attachment of bone and soft tissue to our teeth.

He argued that smoking interferes with the normal function of gum tissue cells. This interference makes smokers more susceptible to infections, and also seems to impair blood flow to the gums which may affect wound healing. Similarly like cigars and cigarettes, smokeless tobacco products for example, chewing tobacco known as guttka contains at least 28 chemicals that have been shown to increase the risk of oral cancer and cancer of the throat and esophagus. Further chewing tobacco contains higher levels of nicotine than cigarettes, making it harder to quit than cigarettes. Use of guttka irritates our gum tissue, causing it to recede or pull away from our teeth. Once the gum tissue recedes, our teeth roots become exposed, creating an increased risk of tooth decay. Exposed roots are also more sensitive to hot and cold or other irritants, making eating and drinking uncomfortable.

He further informed that various populations have shown that smokers have a substantially higher risk of oral cancer than nonsmokers. The risk is higher when a greater amount of tobacco smoke is consumed. There is also a clear benefit in cancer risk reduction when people stop smoking. So stop smoking from today.

The second guest speaker was Dr. Asghar who is Consultant Clinical Oncologist at KIRAN hospital Karachi.



A group of the participating students



Guests at awareness Seminar

He covered in his presentation different cancers affecting our organs due to smoking. According to him smoking causes more than four in five cases of lung cancer. Lung Cancer has one of the lowest survival rates of all cancers and is the most common cause of cancer deaths in the world. Smoking also increases the risk of over a dozen other cancers including cancers of the mouth, larynx which is our voice box, pharynx which is our upper throat, nose and sinuses, esophagus which is food pipe, liver, pancreas, stomach, kidney, bladder, and cervix as well as ovarian cancer and some types of leukemia. There is also proven evidence that smoking could increase the risk of breast cancer.

He pin pointed why smoking increases the risk of cancer and that is because tobacco smoke contains more than 70 different cancer causing substances. When we smoke we inhale smoke and these chemicals enter our lungs and spread around the rest of our body. Scientists have shown that these chemicals can damage DNA and change important genes. This causes cancer by making our cells grow and multiply out of control. If we quit smoking today we have 50% less chances of getting cancer in future.

The third guest speaker was Dr. Muhammad Imran who is a certified Intuitive Counselor, Motivational Public Speaker, Facilitator, Trainer and Coach based in USA, Canada, UK, Australia & Pakistan.

He presented his idea to quit smoking in a different, logical and mind blowing manner without mentioning any dangers or health issues of smoking. The whole audience was very much impressed by his magical performance.

After speakers, chief guest was invited for his comments and he praised students for feeling their social responsibility towards society by arranging seminar on such a big social issue which is causing serious health problems. He was further of the view that by organizing this event, students of Greenwich have tried their best to help out smokers to quit smoking and move towards a healthy life.

The seminar was ended with the words of thanks from organizers and souvenir distribution by chief guest to guest speakers, followed by lunch. ■

Tahira Tariq (fac)

The Hobbit Desolation of Smaug

While some make plans for the New Year, others want to start their year with a bang. If you haven't already a must see movie is the Hobbit.

The Hobbit is a great movie by all accounts.

This movie is the continuation of a series of movies of The Hobbit. It is directed by Peter Jackson.



Story

The dwarves, along with Bilbo Baggins and Gandalf the grey, continue their quest to win back Erebor, which is their homeland. Bilbo Baggins is in possession of a very rare ring that contains many powers. After crossing over and under the misty mountains, Thorin and company get help from a stranger before taking the dangers of Milkwood forest. The party must complete the journey to lonely mountain. Bilbo Baggins must seek out the secret door that will give them access to the horde of the dragon Smaug. This movie shows an illustration of good versus evil. It is full of adventure with many different creatures. These creatures include Dwarves, Elves, Humans, Dragons, Trolls and Orcs. The dragon and trolls will definitely keep you hooked to the movie. In my opinion one does not have to watch previous movies to understand this movie. It is easy to follow and does not require previous knowledge of the other movies. Yet watching the previous movie will help you enjoy this movie a lot more. If an individual and his family enjoy fantasy movies, this movie will definitely entertain you. Thus, I will recommend everyone to watch this movie in 3D. It is very shocking and will keep you on the edge of their seats.

Cast

Ian freeman has played the role of Gandalf, Martin Freeman plays Bilbo Baggins, and Richard Amitage is played as Thorin. Adam brown has played the role of Ori. And many more interesting characters.

Ratings

I will rate this movie 9 out of 10. It is very well directed and the scenes will really help you understand the story-line. I gave this movie two thumbs up. It is filled with adventure and action. It keeps the audience hooked until the end of the movie. This movie will put you in a festive mood. ■

Osama Ahmed
BS39 3475



A Memorable Visit to Harvard University One of the world's largest Business Research University — Impression by a Greenwichian

Recently I had an opportunity to study and work on an educational project at Harvard University. I was invited whole heartedly and was greeted with much love. The experience itself was truly priceless. I had the chance to meet world leaders and global change makers. The very first impression on me was the tall and beautiful architecture of the hundreds of years old Harvard University. The great John Harvard Statue also famously known as the "Statue of Three Lies" because it is actually not John Harvard in the Statue nor was he the founder of Harvard University and it was not built in 1638 as written on the statue. In fact Sherman Hoar was the inspiration of the statue; the university was founded by the vote of Great and General Court of Massachusetts Bay Colony in 1636. The statue is most famous on the campus and around the world. I had a mixed feeling on experiencing a chance to be where many greatest leaders have studied such as the President of United States of America; Barack Obama, Facebook founder; Mark Zuckerberg, American business magnate and chairman of Microsoft; Bill gates and our very own Ex-Prime Minister; Shaheed Mohtarma Benazir Bhutto. Walking through those streets every day I wondered that once these people had been there too. Every building was provided with such equipments that enabled disabled students to access easily. Every now I then I would meet people who were really happy to know that I am from Pakistan and asked me so many questions they had in mind. Most were of the opinion that they read a lot of negative news about Pakistan but seeing me has really changed



Komal from Greenwich (L) with officials at Harvard

their mind. World Bank, lead Specialist; Djordjija Petkoski, and UNESCO Director; Saniye Gulzer Corat are a few names who increased my knowledge with their vast experience. Being at the university I experienced diversity at its best something that is far different from Pakistan. Students from different countries, cultures, backgrounds, ethnicity and religion worked together in harmony. I learnt to respect views of my fellows, something that is the very need of Pakistani society. Living in society where women are striving to achieve equality I was able to address their problems and solutions to their needs. Being active on social and educational issues I was able to exchange ideas and knowledge to bring the best in educational institutions in the world effectively. I experienced democracy at its best and benefits of it. I could not help but admire the humbleness of the very professors at Harvard University who were so polite to me. Not just the professors but the entire administration was kind and helpful. I don't know if everyone feel the same way as me but I now have a deep connection with America and proud to have some of the greatest friends from all over the world. I cannot remember myself being as sad as when I was leaving US due to the love and affection I was offered. Nevertheless I am happy that I can portray a good image of Pakistan which in itself is a great honor. ■

Komal Qureshi
BS33-2791



Komal with Harvard faculty

Malaysian Research Conference

On October 6th 2013 Greenwich University participated in an International research conference (AUPF) where a paper contributed by the university was presented in Langkawi, Malaysia, and is under way in the conferences proceedings making it one of the best international publications from the country. An amazing event by the name of Asian University President Forum (AUPF 2013) was organized by the University of Perlis (UniMap) from 6 October to 9 October in Langkawi, Malaysia. The conference aimed at attracting the top brass from across Asia to contribute knowledge and ideas to make Asian education better and globally more competitive. For this purpose a call for papers was made prior to the conference to invite papers from experts and researchers in the field. The main theme for the paper was “LEADERSHIP IN THE TRANSFORMATION OF ASIA: OPPORTUNITIES AND CHALLENGES” with the following six sub-themes:

1. Current Challenges: Creating Quality Leadership Amidst Increasing Student Diversity
2. The Future Of Asian Education
3. Creating The Ultimate Asian Graduate
4. Equity, Equality And Environmental Sustainability: The Role Of Asian Universities
5. Globalization Of Education And The Asian Reality
6. Inter-University Cooperation Programs: Where Do We Stand?

A paper written by Mr. Sherbaz Khan the Students Research Coordinator, and co-authored by Dr. Chand Bibi and Mr. Muhammad Abubakar Awan on, “Educational Innovation, Information Repository and the Role of Libraries and Information Science (LIS) in the Future of Asian Education” was accepted for the conference relating to “The future of Asian Education Theme”. The paper followed an exploratory design and shed light on how Asia has always been enthusiastic and diligent in the pursuit of education. The paper explained how the system of imperial services exams which was established in China was the first of its kind in the world which appointed capable and talented people in the public sector. Additionally the paper highlighted several countries where education is limited and concentrated in the urban areas only and in the rural areas it is very limited or of a much lower quality. It also elaborated that the transformation of quality education, institutions and facilities does not exist which would take education from urban to rural areas. The paper further explained that a new trend is seen that promotes efficient way of teaching new modules and subjects to relate to topics of knowledge management and information systems. The paper used systematic literature review method to identify that Information Repositories and Library Infor-



Sherbaz Khan: Student Research Coordinator receiving a certificate at a University of Malaysia

mation Systems can be a vital contributor to promote quality education. Moreover the repository requires that new methodologies of teaching and styles of learning be adapted along with creative and new methods of evaluation and assessment right for mutual and group learning. The paper explored the initiatives taken by Asian countries in the promotion of education, and in making Asia an attractive option for international students.

Mr. Sherbaz Khan was selected to present the paper at the AUPF 2013 in Langkawi, Malaysia between 6 and 9 October 2013. Mr. Sherbaz Khan was in coordination with Ms. Nina, the international relationship officer for UniMap thought out the trip, and was received at the Langkawi airport by their official representatives. The conference and the participants were organized and checked inn at the “Resort Plaza Hotel” a beautiful resort with sunny beach and boating services attached. The participants were received at the Hospitality Room at the hotel and were given invitations and programs, as well as further information as needed. The check inn was followed by a networking session to welcome all members and participants of AUPF 2013 at the Boardwalk.

On Monday, 7 October all participants were invited to the UniMap main campus in the state of Perlis for the opening ceremony. Participants boarded a specially chartered ferry from the pier at Resorts World at 0800. After the opening ceremony in the morning, Participants were served lunch in the vicinity of Tuanku Syed Faizuddin Putra Library. This was followed by a Campus Life Program, whereby participants were taken to several campus sites to experience first-hand life in that Pauh Putra Nature Campus. There was ample opportunity for the participants to snap photographs in some fancy Malaysian costumes near the campus lake. The participants became part of history when the management unveiled the AUPF Sculpture Garden, located by the side of the lake. The amazing event was followed by dinner which was served in Seri Malaysia Hotel, Kangar. The activities concluded late, and participants returned to their rooms later that night around 2200hrs.



Sherbaz Khan representing Greenwich University in Malaysia

The actual research conference started on Tuesday, 7 October, 2013 around 0800 requiring ladies to be in formal dresses and men to wear Lounge Suit. The conference was held in plenary & parallel sessions. People from across Asia and as far as Africa and Poland participated in the conference presenting papers on different themes and contributing vastly to the academia at large. The conference was not only very informative to the researchers present there, but also very useful in acquiring new ideas and contacts for mutual and cooperative researches in the future. Here Mr. Sherbaz Khan presented his paper titled, “Educational innovation, Information repository and the role of Libraries and Information Science (LIS) in the Future of Asian Education” which was very well received and appreciated at the conference by a number of professionals and scholars. Researchers met Mr. Sherbaz Khan after the conference to share their ideas and contributed to the field under discussion. Most of the sessions under management sciences were attended, and rapport was created with the researchers and scholars.

The research was followed by the MoU signing between different universities, including Greenwich University and

UniMap. Mr. Sherbaz Khan signed the MoU on behalf of the Vice Chancellor of Greenwich University, Ms. Seema Mughal, with her authorization. The conference ended in the evening and was followed by a mega event, “Gala Dinner” with the presence of His Royal Highness the Crown Prince of Perlis (Chancellor of UniMAP) and Her Royal Highness the Crown Princess of Perlis (Pro-Chancellor of UniMAP). The theme of the dinner was ASIAN FUSION and required participants to wear their traditional costume during the dinner.

On 9 October, participating universities/institutions signed MoU’s with their prospective partners. The closing ceremony was held after the MoU signing ceremony and included handing out certificates of participation. The event concluded with an amazing group photo and free time when participants mingled and reflected on the great time spent together. The event was not only a great experience of positive academic saturation, but also showed the level of interest Greenwich University has in research, and its dedication to contribute and participate in research across the globe. ■

Sherbaz Khan
Research Coordinator



Sherbaz Khan student Research Coordinator a group photograph in Malaysia



Greenwich is Dedicated to CSR

A Fun gala organized on the campus for the children of Sirat ul Jannah (An Orphanage)

Greenwich acknowledges that their social license to operate, their corporate charter and their commitment to good delivery of knowledge and advancement demands that they integrate the social values and policies. This becomes immediately evident when one completes a quick scan of the number of CSR activities organized by Greenwich University.

At Greenwich we believe that business is a vocation, and a noble vocation, provided that we see ourselves challenged by a greater meaning in life; this will enable us trying to serve the common goal by striving to increase the goods of this world and to make them more accessible to all.

This understanding establishes a standard of responsibility and an ethical vision that can inform and inspire business leaders and the business community. It is both a reminder of

the broader purpose and meaning of all human activity and a specific call to the business community to embrace the full import of the social charter which includes an explicit responsibility to society: a call institutions are heeding in great numbers.

Greenwich University organized a grand fair in order to welcome the orphans of Sirat ul Jannah, a leading welfare organization working for the betterment of community specially for the orphans and widows. It has been established by a British New Muslim Lady Mrs. Ghufraan Qureshi (Tamgha-e-Imtiaz) and her dedicated husband Muhammad Ahmad Qureshi.

It took place on 5 Dec 2013. Arrangements were made by our faculty members. Students also participated passionately in the mela.

There were swings for kids, different

games and prizes on winning the game. Free drinks, juices, chips, fries, corns, gol gappay, ice creams, candy floss and many other things were served to all the kids. Around 150 kids attended the mela and were highly excited at the warm reception and friendly environment provided by the University students.

Rickshaw and ATV cars were also arranged in order to provide them with free ride.

A warm goodbye was given to them at the end of the event with a resolve to meet again and they thanked with a thrilling song.

May Allah grant us the fortitude to participate actively in such events and spread happiness ■

Atiya Zaidi
BS38 3346



Mrs Ghufraan Qureshi (TI) with Mr Saeed Mughal, Director GU and Ms Husna Allam



A CSR project of Greenwich with guests from Sirat ul Jannah Students and Faculty



Public service program on Breast Cancer

by the Shaukat Khanum Memorial Cancer Hospital and Research Centre

On 21 November 2013, a public service program on breast cancer was held in the Greenwich University by the Shaukat Khanum Memorial Cancer Hospital and Research Centre. Dr. Shumaila Shabeer, the medical officer (Lahore) came with her team to the university and talked about what is breast cancer and how it can be prevented. The seminar was attended by the female students only and their female friends and family were also invited to attend this awareness program.

To start with, Dr Shumaila told the audience about what exactly breast cancer is and asked us what we understood by the term tumor. She cleared the misconception that people have about tumor by telling us that tumor is an abnormal growth of cells in our body (lesions or lumps), it can be cancerous in some cases but it is not necessarily always cancer. 10% of tumors are malignant which means that it can grow into cancer and once cancer is developed it spreads everywhere and becomes uncontrollable. Breast cancer is spreading in a very fast speed all over the world lately and Pakistan is one of the highest rated countries with population facing breast cancer. 1 in every 9 women develops breast cancer in Pakistan.

Who Are at Risk?

Dr Shumaila explained that all women are at risk of developing breast cancer and there are a number of factors that put some women at great risk. These factors are categorized into 2, non modifiable and modifiable risk factors.

Non modifiable risk factors are such factors that cannot be controlled or changed, it includes: female gender, family history of breast cancer, age. Chances of developing breast cancer increases as a woman grows older, woman who has already had a breast cancer have a high chance of developing it in the other breast, early onset of periods (before 12), late menopause (after 50), delayed childbearing – includes woman who have never had children and



Dr. Shumaila Shabeer, with students and faculty of Greenwich



Dr. Shumaila Shabeer, the medical officer Shaukat Khanum Memorial Cancer Hospital and Research Centre Lahore

those who have their first child after the age of 30 and genetic mutations.

On the other hand modifiable risk factors include: DIET - balance intake of sugars, saturated fatty acids, red meat and coffee/tea etc. - Use vegetables, fruits, whole grain, nuts green tea and fish regularly in your diet. LIFE STYLE – Daily exercises, maintain ideal body weight, breast feeding, avoid alcohol and avoid smoking.

Ovaries cancer can also lead to cause breast cancer.

After the factors, the doctor explained the signs and symptoms of breast cancer. She stated that in majority women breast cancer is first noticed as a lump in the breast. There are however other signs and symptoms which are important. Change in the shape or size of the breast, change in the appearance of the skin in a particular area of the breast, sampling or puckering of the skin on the breast, a lump or thickening inside the breast, discharge from the nipple, rash on the nipple or surrounding area, inversion or 'turning in' of the nipple or swelling or lump in the armpit.

Once the cancer is developed, it is incurable so early detection is the only and the best way to prevent it from spreading. To do so breast self examination (BSE) should be performed by every female individual on a monthly base. It is important to know what is normal for you, so that you can detect any changes. Regular BSE takes 5 minutes and if done correctly, it may detect a breast problem if any.

She then told us that if an individual feels that there is a change in her breast, there are 2 ways of screening it, which are the mammography and the breast ultrasounds. Mammography is recommended for females who are 40 years or above and for females less than the age of 40 are recommended to have the breast ultrasound. If unfortunately breast cancer is diagnosed, there are three ways of treatment which include the surgery (removing cancerous

tissues), chemotherapy (to destroy cancer cells using anti-cancer medications) and radiation (to destroy cancer cells using high energy x-rays).

At the end of the seminar, she told us about the myths related to breast cancer. In which she said that breast cancer is not a stigma, it is not contagious, the color of your clothing has no effect, body sprays do not cause cancer, sleeping posture is not associated with breast cancer and shape and size of the breast does not increase the risk of cancer. She concluded her speech by giving us the take home message in which she said that have a healthy lifestyle, per-

form breast self examination, get screenings done and avoid the avoidable risk factors.

Once the speech ended, it was then continued by a question answer session between the Doctor and the audience and then we all had a group photo taken with the doctor at the university ground. A shield from the university was also presented to Dr Shumaila as a token of appreciation. As one of the audience, I believe that the seminar was a great success and it was very informative for all the students who attended the seminar. ■

Maasha Arai Syed
BS44 3964



KATASRAJ MANDIR

Located in the Katas village in the Chakwal district of Punjab, Kataraj Mandir is a temple with rich history. Katas Raj is a temple complex consisting seven ancient temples called Satgraha, some temples of middle ages and some recently constructed temples. The oldest temple dates back to 6th century A.D. All these temples are built around a pond acknowledged holy to Hindus. A large number of people belonging to Hinduism visit these temples each year to perform their religious practices and rituals. The pond in the center of temples is considered holy among Hindus because they believe it is filled by the tears of Shiva and taking bath in this pond provides forgiveness to sins.

It is said old name of Katas Raj was Kataksha, which in classic Sanskrit means “God’s Tears”. A visit to Kataraj Raj Temple provides great information about the history of religions and about Hinduism. There are many legends associated to this temple. The pond is said to have magical properties. Another legend states that that after the death of the Hindu god Shiva’s wife. He cried for so long that his tear created the pond.

In 2007, the Government of Pakistan, decided to restore the temple to attract tourism. Many of the idols were imported from India. The budget allocated to restore this temple Rs 51.06 million. The restoration has been completed recently returning this temple to its former glory. Kataraj is a beautiful place with rich history as well as mystery and is a great place to visit for those who enjoy adventure and exploration. ■

Maria Miandad
BS38 3254

Media students'

Video screening session

On November 26, 2013, a screening session was held in the auditorium of Greenwich University for the students of media studies, in which the work of media students of the previous semester was on display for new students. The work of the seniors consisted of videos such as documentaries, public service messages, interviews, news packages and short films. In total there were 9 videos shown, which were purely the work of the students only.



There were 3 documentaries, “Why Me?”, “Pakistan Culture” and “Pasbaan”. All of them had very distinct topics and portrayed different aspects of Pakistan, for example, the documentary “Pakistan culture” displayed the distinctive cultures and traditions of Pakistan mostly related to the goods and products locally made such as bags, shoes, pots, building designs etc. This video showed how beautiful our country is, how hard working our people and how our culture stands out in the midst of world.

The documentary “Why Me?” Showed how children in Pakistan are left alone to beg, work and survive. They showed interviews of people from different welfare organizations and those who run orphanages that take in these poor orphan children and give them a home. It was a very emotional documentary and brought tears in the eyes of the students who were watching it.

The last documentary was “Pasbaan” based on the historical 6 September, the Defence Day. It was a documentary in the form of a short film in which they showed a strong bond between a sister and a brother in an army and how the brother gives his life for the sake of Pakistan in the war. It was again a very moving documentary and by watching it we all realized how our valiant soldiers lay down their lives to protect our country and to keep us safe and secure.

The public service message videos were very short but very interesting at the same time. One of them was based on the disadvantage of social media and the other focused on how important helmets are to be worn every time a person rides a bike.

There were other very interesting short films shown as well. All the films focused on the different aspects of Pakistan and the society today. It showed the problems that people are facing and the societal currents going on in Pakistan. One of the films “Bebasi” circled around the concept of child labor. It showed the life of a poor child who works in an ice factory and has a tough daily routine and how badly he is treated by his boss.

Another film “Zindagi” was based on the concept of poverty and unemployment. Here they showed a family consisting of a father who is jobless and has no money to feed his children. He looks for a job but finds none. So one day he decides to sell his kidney and when he returns home from the hospital after the surgery he realizes that he was unconscious in the hospital for 4 days and finds his children dead at home.

Another film “Phir kab milain?” was set on the concept of kidnapping and murder for money, which has unfortunately become a very common problem in Pakistan. This video showed how a random friendship on social media can lead to a disastrous end.



The videos screened this day were very interesting and informative. All were focused on the important issues and problems, of this country. Although we already know about all these problems, but by watching them on screen made a very strong impact in our hearts and minds and we learned a lot from it.

All these videos were scripted, shot, directed and edited by the university students. Our media department is still in the making but by watching these videos and the quality of the work, I personally feel that they are doing a brilliant job. It was very inspiring for us to see our seniors do so well in this field. We, being the students of Greenwich University feel very proud to have such motivational and inspiring seniors. ■

Maasha Arai Syed
BS44 3964

Focus On Education



USAID Global Education Summit with Arne Duncan, US Secretary of Education and participants from Asia, Europe and Africa

The USAID Global Education Summit of three days in the month of August 2013, in Washington DC stressed on education for youth in the globalized scenario. The discussion revolved around the increase of awareness in specifically underdeveloped countries with a focus on meeting goals by 2015. The speakers highlighted victories that the international education community has achieved in the fields of access and learning, but stressed that this agenda remains unfinished, with millions of children in school but not learning. They remarked that learning is not happening within school walls because of weak educational systems, lack of community engagement, and poor teaching by untrained teachers. Additional obstacles to achieving quality learning are the huge educational equality issues (e.g., gender, geographic location) that continues to affect learning within countries and between countries. The presenter further discussed the need for the international education agenda to focus on measuring out-

comes, rather than inputs, with better tools and standards, such as those being developed by the learning Metrics and Tools Task Force. Effectively taking children from “cradle to career” by strengthening management and administration of education systems.

The area of emphasis was the uplift of girls in education, in all parts of Africa and Asia where this segment of the population is marginalized due to cultural and, historical chauvinism woven in societal fabrics which is a basis to the regressive conditions of the afore said circumstances. The female gender being pivotal to the nurturing of a child will only see progression if she, herself is responsive to the needs of the child she raises. The importance of education was discussed how improving education is essential for maintaining economic competitiveness and ensuring stewardship of the planet. It was noted that while it is time of unprecedented urgency with 57 million primary age children not in school today, it is also a time of unprecedented opportunity. Arne Duncan, US Secretary of Education emphasized the importance of the appropriate use of new technologies to increase access to and quality of education. He called for a focus on quality, attainment and completion, as well as the need for a renewed focus on parents, who will always be a child’s first and most important teachers.

Research that was shared and disseminated included university professors, research students, IMF, World Bank, US Congress participants, Arne Duncan, US Secretary of Education, Christie Vilsack, senior advisor for International Education, from Greenwich University Ms. Tahira Khan among others participated in the three day summit. ■

Tahira Khan
Assistant Professor



Tahira Khan, Faculty Greenwich University in Washington D.C

“A Healthy Lifestyle”

A healthy lifestyle is the key of living a beautiful life. Sometimes it can be difficult for us to eat a healthy diet, exercise properly and find time for ourselves is impossible. But learning how to have a healthy lifestyle is easy when you start changing your routine from one small thing at a time. In order to have a healthy lifestyle following things should be a part of one's daily routine.

- Offering prayers five times a day gives a spiritual satisfaction to a person. It enhances their moral belief in Almighty Allah, reduce depression, tension and anxiety.
- Daily exercise is a must for a healthy lifestyle. Moderate activities like walking, running, gardening and household chores do make a lot of difference and keeps you fit. One of the biggest reasons for the weight problem which we experience these days is because we sit around too much. We know we need to exercise, but we have so many excuses not to do it. Due to our busy schedules we find it hard to make exercise a part of our daily routine. At times we are not motivated or we are afraid that exercise has to be vigorous for what our bodies can handle. The truth is, everything counts and the more you move, the healthier you will be. It is great if you can spend time on doing exercise. It means you are sweating, working in your target heart rate zone or doing something to strengthen your body. But it doesn't always have to be that way.
- High Caffeine drinks should be avoided. Researches prove that high caffeine intake increases anxiety level of a human being. Therefore drinks which are healthy enough and beneficial for health should be preferred. Green tea is the best to be drunk in daily routine.
- Lack of sleep makes a person feel lazy and it also affects their health. A proper sleep should be taken by every individual. The duration of sleep should be 8 hours maximum or 6 hours minimum. Sleeping late at nights and waking up early also has adverse effects on our health. Sleep deprivation can put yourself at risk of heart diseases, stroke, diabetes and high blood pressure.
- Drinking water nourishes your skin. Two liters of water intake daily is considered ideal for our body. Drinking water with food should be avoided. Our skin contains plenty of water in case of Dehydration it makes our skin look more dry and wrinkled, which can be improved with proper hydration. Dieters recommend and believes that drinking water can be consid-



ered as a have been drinking weight loss strategy. Water can be substituted for higher calorie beverages and can certainly help in losing weight.

- Vegetable and Fruits are good for health therefore they should be eaten regularly. Vegetables like broccoli, carrots, bell peppers, onions, spinach, sweet potato, egg plant are high in nutrients especially vitamins A & C. Fruits like cherries, strawberries, plums, oranges, grapes and apples are the most beneficial fruits to be consumed for good health. Fresh seasonal fruit juices are also good for health and helps in increasing the required nutrients of our body.
- Getting proper sunlight is good for our skin and health. It helps our body produce vitamin D, which has been shown to fight heart disease, depression and even some types of cancer. Sunlight is very much essential for our body.
- Self grooming also plays a major role in a person's lifestyle. Being presentable and having a pleasant personality gives a good perception about you to others. It also helps in increasing your confidence level.■

Maria Sami
MS41 3599

Reflection

How would Mr. Jinnah address the nation in present times?

On 25 December 2013 we celebrated the 137th birthday anniversary of Pakistan's founder Mohammad Ali Jinnah. For a moment, a flickering thought came into mind, "How, if he were alive today, the Founder of Pakistan would address the nation-- a confused conglomerate of ethnicities, sects, colour, religion, beliefs and dogmas." What would he say to the countrymen? Imagination would probably direct one to something like this;

"It deeply saddens me to see Pakistan as it is today.. There is lawlessness, killing and plundering everywhere. Before 14 August 1947, we had only one slogan: "We will win Pakistan—India will be divided!" But today, every one of you has a different slogan; everyone is struggling uselessly for an individual goal.

I united you into a nation; you divided yourselves into sects and groups. A nation that was united under one flag is divided under several flags now. I wanted a model economic system based on human equality, equity and social justice. But all institutions, even the judiciary as well as the civil and military bureaucracy, are only after their own interests—putting merit and justice aside.

My dear Pakistanis, I hope you remember my address on 11 August 1947, when I said that Pakistan would be a country where people of every colour, race and religion would be free to practice their religious rites and rituals. This was not my personal idea: fourteen hundred years ago, our Holy Prophet Mohammad (PBUH) had talked of religious tolerance in his last sermon. But this is not the case in Pakistan today.

Those who want to destabilize and destroy Pakistan did not spare even my house, a place that had special significance for Pakistan, place where I had spent the last days of my life.

During our struggle for Pakistan we were on a thorny path to achieve our objective. We accepted every challenge. We were resolute and so we succeeded. The problem is not that we don't have great and brilliant minds any more—we are just not ruled by them.

I wish and hope that at least one leader rises who could unite the entire nation under one flag. But with the dubious role of politicians and exacerbating political, social and economic conditions, this seems difficult. Nevertheless, don't allow their tactics let you down. The clouds of



dangers are overhead, but your country is most important and only you can help.

My dear Pakistanis, most of my contemporaries have left this world. Others, too, will follow soon. It is you that has to take the helm of the country into your hands. It is not too late. I am aggrieved that I am still hopeful. Nations have difficult times but they make amends.

I am sure a leader will appear from among you, but for that, you will have to put an end to your laziness and stupidity. As Iqbal said, "Stand up, the world has started to change, it is your era that is to begin in the East and the West..

I pray to God to protect Pakistan. Pakistan Paendabad!■

Sehar Nadeem
BS41 3607

WAYS to Combat poverty



Poverty is the biggest scourge and afflictions which can badly effect the economic growth of a country .Since people are unable to fulfill their needs due to low earnings and high expenditures. Poverty is the scarcity and death of certain amount of money/material possessions. Object or absolute destitution refers to the deprivation of basic human needs which commonly include food, clean water, sanitation, clothing, shelter, health care and education.

Pakistan has been facing this paucity and scarcity of resources, since its inception. Some of the reasons of this impoverished state of affairs are; ever increasing unemployment, ever increasing inflation in the country, has also increased poverty in the state. Since things are getting be-



yond the reach of people and they find their income insufficient as compared to their expenses . This is also considered indigence of a country in which basic necessities of life are not in the reach and access of the people, which includes good education, healthy food, shelter and good clothes. Due to law and order situation of Pakistan and increasing terrorism has forced the foreign investment to stay away from the country and one which were working are also forced to withdraw.

Sixty percent of Pakistan's population is living below poverty line, a World Bank report entitled World Development Indicators (WDI) 2013.The international poverty line is two dollars a day or an income of Rs 200 per day. The report shows that 21% of Pakistanis live below \$1.25 per day. A comparison of regional countries showed the poverty rate in Srilanka and Nepal was significantly less than Pakistan with 23.9 percent and 57.35 percent, respectively. The poverty rate in India and Bangladesh was higher than Pakistan with 68.7% and 76.5%.A further analysis of the data revealed that 30.9 percent of children

under the age of five are suffering from malnutrition and under weight. The picture becomes more dismal when we come to know that every third Pakistani is living his life below the poverty line. It is a shocking revelation that about 58.7 million out of 180 million Pakistanis are living below poverty line.

The question now arises that what should be the solution of this sparsity and meagerness of affairs? The answer is education is the only way to treat poverty. Nobody doubts that a better educated workforce is more likely to enjoy the higher earnings . Education by itself is a anti -poverty tool. Poor people need education, skill and training . Restoring their strength and status is essential if we want the poor to gather the benefits from educational advancement. In this regard many organizations have extended charity works to help people come out of their problems and live a happy and better life. Among other charity schools the name of The Citizens Foundation is one of the prominent, they are professionally managed, on-profit organization, which was set up in 1995.TCF encourages female enrollment and strives to maintain a 50% female ratio in most of its campuses.TCF believes that access to basic education is the right of each individual and not a privilege, they focus on the character building of students to equip them with high moral values and confidence.

In the medical field many hospitals are doing charity health care. Among such the names of some prominent are SIUT is doing a tremendous job, INDUS HOSPITAL, where 70% of patients are treated through the zakat they receive from donors ,each patient is properly assessed with respect to zakat eligibility. The patients Behbud society for Aga khan university hospital was founded in 2001 and its main objective is to assist financially disadvantaged patients to avail high quality health care.Shaukat Khanum hospital treated 75% of their patients last year for free. Sahara for life trust mission is to serve the unserved and the underserved in the remote areas of Pakistan through their projects in health care and education sector,91% of patients are treated free of cost. These are some of the measures which will prove helpful in making Pakistan a stable and sound state both socially and economically.

As Plato said, **“The community which has neither poverty nor riches will always have the noblest principles.”** ■

Fouzia Tahir
MA45 4079



Sports

Sports Meet

A sports meet was organized at the University from 3rd to 5th December 2013.

A lot of students, especially girls, participated with great enthusiasm in darts and table tennis. Trophies were distributed by the Vice Chancellor to the winners.

The following were the winners of this event:

Darts Girls:

1st Position	Kunzal Akhter
2nd Position	Maria Miandad
3rd Position	Amber Khan

Darts Males:

1st Position	Kumail Ali
2nd Position	Imtiaz Ali

Cricket:

1st Position
Na Maloom Afrad Umair Arshad (Captain)

2nd Position
Manoo Eleven Haider Ali Manoo (Captain)

Table Tennis Girls:

1st Position	Ainas Ashraf
2nd Position	Madiha Khan

Table Tennis Boys:

1st Position	Farukh Bashir
2nd Position	Bilal Rehman
3rd Position	Muhammad Amad

Snooker Boys:

1st Position	Ali Suria
2nd Position	Usman Hafiz



Darts competition



Students in action - Cricket competition



Focus and anxiety at its peak



Snooker competition



Winners with beaming faces after receiving trophies with Vice Chancellor and Director



Enthusiastic participation of girls in table tennis competition

GREENWICH MAKES ITS MARK IN HEC BODY BUILDING

Greenwich University for the first time participated in the "FINAL OF HEC BODY BUILDING" being organized by University of Veterinary and Animal Sciences Lahore from Dec 22nd to 24th 2013.



Participants of Body Building Competitions

The following student's participated in the respective weight category:

Hafiz Saad Ali Khan	BS 42 3731	90 KG
Fasih Ur Rehman	BS 39 3464	80 KG
Naveedullah	BS 39 3439	65 KG

Around 18 Universities from Pakistan participated in this event and around 400 body builders in different weight categories starting from 55 kg to + 100 kg.

Hafiz Saad Ali Khan from the University got 6th position in his weight category. It was a proud moment for the University when his name was announced at the rostrum by the senior judge of Pakistan Body Building.

GREENWICH INTER HOUSE

Greenwich University Inter House started from Sep 19th to 24th and 24th to 27th at Greenwich premises. The sports played were :

SNOOKER:

1. Ali Suria (Winner)
2. Hamza Ashfaq (Runner Up).

FOOSBALL:

1. Muzamil Zafar (Winner)
2. Ali Jaffery (Runner Up)

FUTSUL:

1. Team Captain Mubeen Ejaz Galacticos (Winner)
2. Team Captain Sufiyan Mir Beeches (Runner Up).



CRICKET:

- Captain (Moeen Nawaz) Team name Greenwichites (Winner)
 Captain (Farid Kasi) Team name Haseena Atom Bomb (Runner up).

TABLE TENNIS:

1. Zaid Sayeed Winner
2. Moin Nawaz Runner Up

HEC ZONE "G" TABLE TENNIS CHAMPIONSHIP 2013

Greenwich University participated in the HEC Zone "G" Table Tennis Championship organized by NED University from Dec 4th to 5th 2013. The meeting was held at the NED University on 3rd Dec at 2:00 pm. Mr. Gulam and Mr. Asif attended the meeting as officials from the University.

Results of the Tournament are as below:

Quarter Final Greenwich University vs. PAF KIET Institute

Greenwich won by 3-1 set

Semi Final Greenwich University vs. IOBM University
 Greenwich University lost by 3-0 set

The students who participated in this event were:

Ahmed Aslam Adam	BS 42 3736
M. Usman Masood	BS 45 4069
Hafiz Saad Ali Khan	BS 42 3731

HEC SQUASH FINAL AT HYDERABAD 2014

Greenwich University participated in the HEC SQUASH FINALS organized by Mehran University Jamshoro from Jan 2nd to 4th 2014. The meeting was held at Hyderabad Gymkhana on January 1st at 5:00 pm.

Around 13 Universities participated in this event :



Greenwich University, University of Karachi, University of Central Punjab, Islamia Bhalwarpur, LUMHJamshoro, University of Peshawar, Sindh University Jamshoro, Punjab University, Islamia University of Peshawar, Sindh Agriculture University, Superior University, Mehran University, GCU University

Results of the Tournament are as below :

League Match Greenwich University vs. University of Peshawar (Greenwich won by 3-1 set)

Quarter Final Greenwich University vs. GCU University (Greenwich University lost by 3-0 set)

The students who participated in this event were:

Mahad Javed	ME 45 5031
Fahad Khan	BS 45 5022
Asad Sohail	BS 45 4031

Sadia Sheikh
Manager Sports

DEAN'S LIST

Undergraduate — Fall 2013

BS43 3809	Amber Yamin Khan	4.00
BS43 3826	Maliha Yamin Khan	4.00
BS41 3603	Mirza Bilal Asad Baig	3.80
BS41 3607	Sehar Nadeem	3.80
BS36 3101	Siyani Fatima Pasha	3.60
BS4 3745	Qazi Owais Ahmed	3.60
BS42 3757	Sundus Zamir	3.60
BS44 3925	Shumail Waqar	3.60
BS39 3427	Taimoor Altaf Memon	3.50
AS44 3896	Rameen Noor Larik	3.40
BS38 3244	Amna Zaman	3.40
BS39 3487	Omer Fayyaz Paracha	3.40
BS40 3508	Kousar Gulzar	3.40
BS40 3527	Syed Abdul Rafay	3.40
BS42 3756	Shiza Noman	3.40
BS44 3929	Rafia Khan	3.40

Graduate — Fall 2013

MS43 3867	Amna Babar	4.00
MS44 3889	Hira Altaf	4.00
MS44 3946	Osman Hashim Baloch	4.00
ME39 3447	Faizan Ali Jawaid	3.80
ME39 3452	Saira Sheikh	3.80
MA44 3940	Nazia Bahauddin	3.75
ME44 3907	Mohammad Amir Yousufzai	3.75
MS42 3785	Maheen Fareed Hussain	3.75
MS43 3855	Shanza Rashid Ali	3.75
MS44 3909	Abeer Afridi	3.75

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

WELL DONE !

The autographed foot ball by United state Consul General, Karachi being presented to Ms Sadia.

Cultural officer Phillip Assis presents a Football signed by the Consul General and Consulate staff to Ms. Sadia Sheikh, Manager Sports Greenwich University and Secretary General of Sindh Women Football Committee (SWFC), in appreciation of her partnership in our Sports Diplomacy program and her great work to promote sports among women and girls in Pakistan.



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



Greenwich University

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