



# IN PERSPECTIVE

NEWSLETTER **NOVEMBER 2023**



## ITU CELEBRATES GLOBAL ENTREPRENEURSHIP WEEK

ITU's five-day event, "Techignite: Pioneering Tomorrow's Entrepreneurs" featured an amazing line up of speakers and competitions.

On the first day, a panel discussion and exhibition at Riphah International University were held. The panel discussion titled, "Women and Entrepreneurship: Building a More Sustainable and Inclusive Future" included acclaimed entrepreneurs and academics. Later, the participants visited the exhibition by the students. They appreciated the innovative projects at display.

The second day offered an amazing line up of training sessions in collaboration with Plan9. The entrepreneurial training sessions covered a range of topics including: Ideation by Mr. Zubair Ayaz Asim, Business Model Canvas by Mr. Waqar Azeem, Marketing for Startups by Mr. Muhammad Sarmad Hafeez, Pitching your Ideas by Mr. Hassan Askari and Funding for Startups by Mr. Umair Zafar.



The third day featured guest speaker session on Product Development through Research by Dr. Faisal Kamiran, ADDO AI, Mr. Omair Hassan, Team Lead Aletheia-AI and Dr. Usman Younis, IMAL Lab. Later, ITU students and alumni shared their entrepreneurial journey. The day concluded with a panel discussion on diverse entrepreneurial perspectives by Dr. Yaqoob Bangash, Dr. Rehan Hafiz and Dr. Mohsen Ali from ITU, Ms. Namra Sultan, Director Creative Group of Industries, Mr. Ibrar, Director HR, Ebryx, Mr. Jahanzeb Akbar, Project Director Bizlinks, PITB, Ms. Nilofer Sikandar, Senior Vice President, Women Chamber of Commerce and Industry and Mr. Asad Kamal, Country Sales Head, DSG.

The fourth day started off with an insightful session by Mr. Ansaar Qureshi, CEO of IKON Professionals (Pvt.) Ltd. held at Forman Christian College University. The day concluded with the delegates' visit to Women's Chamber of Commerce and Industry.

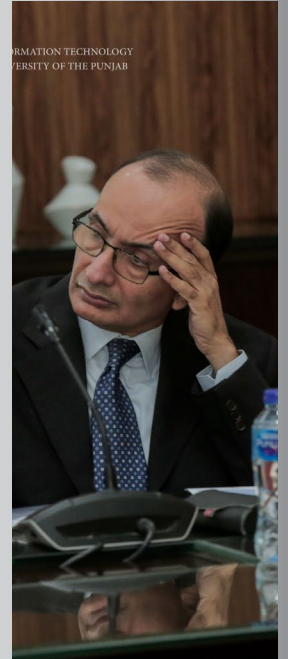
It was hosted by Dr. Shehla Javed Akram, founder President WCCI, Miss Nilofer Sikandar, Senior Vice President, and others.

The fifth day of the Global Entrepreneurship Week featured a thrilling "Rocket Pitch Competition" by the Faculty of Business & Management Sciences at ITU for students and aspiring entrepreneurs.

The five-day event was organized by the Faculty of Business and Management Sciences at ITU in collaboration with esteemed partners such as Riphah Business School, Women Chamber of Commerce and Industry (WCCI), Women in Engineering, Women in STEM, Plan 9, FCCU, and Skill Improvement Foundation.

The Global Entrepreneurship Week is celebrated worldwide to highlight innovative ideas and solutions for global economic growth.





## ITU HOSTS POLICY DIALOGUE ON CLIMATE CHANGE

A policy dialogue titled "Policy Dialogue on Climate Change: Resilience and Financing" was hosted at the Planning and Development Board in Lahore. With opening remarks by Mr. Iftikhar Ali Sahoo, Chairman of the Punjab Planning and Development Board, and H.E. Dr. Riina Kionka, EU Ambassador to Pakistan, the policy dialogue featured two panel discussions on the themes of 'Climate Resilience' and 'Climate Finance'.

As Pakistan battles the grave challenge of climate crisis and its vagaries, the policy dialogue provided a platform to policymakers, diplomats, practitioners and thought leaders from diverse backgrounds to come together under one roof and discuss ideas and share their experiences. It marked a timely reminder for all to come together to join hands and chart the future course of action together and not in isolation.

This policy dialogue was a collaboration between the Planning and Development Board, Government of the Punjab and the Jean Monnet Modules in Governance and Policy, Information Technology University.





## GUEST SPEAKER SESSION ON 'THE KASHMIR DISPUTE & INTERNATIONAL LAW' HELD

Information Technology University's Faculty of Humanities and Social Sciences hosted a guest speaker session on "The Kashmir Dispute and International Law" by Ahmer Bilal Soofi. Historian and Dean of Faculty of Humanities & Social Sciences Dr. Yaqoob Khan Bangash hosted this informative session. Vice Chancellor ITU Prof. Dr. Adnan Noor Mian also graced the occasion by his presence.

Insightful talk by Ahmer Bilal Soofi provided the students an avenue to learn about the historical and legal aspects of the Kashmir dispute. Students also learned about the historical and consistent stance of Pakistan on the issue of Kashmir on various international fora. Students interacted with the esteemed speaker in Q&A session followed by the talk and gleaned insights on various perspectives on Kashmir dispute.

Ahmer Bilal Soofi is Advocate Supreme Court of Pakistan. He is an expert of international law and President of the Research Society of International Law.



## TALK ON HISTORICAL CONTEXT AND HUMANITARIAN CHALLENGES IN ISRAEL & PALESTINE ORGANIZED

The Human Rights Society hosted a panel talk on understanding the ongoing conflict in the Middle East. It was titled, "Paths to Peace: Understanding Historical Context and Humanitarian Challenges in Israel and Palestine".

The panelists included Dr. Yaqoob Bangash, Dean of Faculty of Humanities & Social Sciences at ITU, and Saroop Ejaz, Senior Counsel, Asia Division, Human Rights Watch.

Dr. Bangash talked about the history of the thought behind the creation of the state of Israel. Also, he talked about the Arab-Israeli wars and situation of the Muslim world.

Saroop Ejaz highlighted the humanitarian challenges faced by Israel and Palestine for last several decades. He also mentioned the current position of multiple human rights organizations specifically with a focus on Human Rights Watch.

Vice President of the Human Rights Society Afnan Ibnayjunaid moderated the panel talk.

## TWO-DAY DIGITAL MARKETING WORKSHOP HELD

Lincoln Corner Lahore collaborated with SMCSE Solutions Pvt. Limited to offer a range of exciting workshops on digital marketing. These workshops spanning over two days covered Branding, Content and Design, Facebook and Google Ads.

On the first day, speaker for this workshop, Muhammad Azhar Khan, covered content and design in relation to performance marketing and how they play a critical role in achieving marketing goals through organic and paid content across digital platforms.

Participants in this workshop learned various aspects of the importance of brand guidelines, tips and tricks of e-commerce marketing and the use of digital platforms.

The second day covered Facebook Ads and various aspects of the entire platform in detail. Participants learned the digital media ad strategies to attain optimal results from Facebook ads.

Muhammad Azhar Khan is a graduate of BS Management and Technology (Batch 17). He is one of our proud alumni.



## SESSION ON PRODUCT PHOTOGRAPHY ARRANGED

Mr. Khurram Rana from ITU's Office of Media and Communication led an interactive session on "Product Photography: How Students Can Learn, Earn and Grow" for the students of engineering, management and business.

Mr. Rana shared his insights and tips on Product Photography. He shared various aspects and significance of this emerging field. He shed light on basics to professional prowess in the field of Product Photography.

The speaker counseled the students on ways to learn the skill and kickstarting a career in this field.

Mr. Khurram Jalil Rana, is a Program Manager-Media at ITU. He holds a Master's degree from Beaconhouse National University in Mass Communication. His professional career spans over 14 years.

Dr. Sara Khawar, Assistant Professor and Dean of Faculty of Business and Management Sciences, organized this insightful session for her undergraduate students.



## WELCOME SESSION FOR STUDENTS OF SHORT COURSES BATCH 5 HELD

Center of Executive Trainings at ITU is offering an exciting range of short courses in its 5th batch. In this regard, the incoming students were recently welcomed on campus for an orientation ceremony.

An interactive orientation session was held for students to interact with the faculty members. We wish the best to all the students as they begin their exciting journey with us.



## ITU TEAM VISITS THE PAKISTAN TANNERS ASSOCIATION

ITU team led by Prof. Dr. Usman Younis, Chairperson Computer & Software Engineering Department visited the Pakistan Tanners Association (PTA – Leather Sector). The meeting was followed by a presentation to strengthen University-In-Industry Partnership & Technology Transfer initiatives. Leather sector is the second biggest manufacturing sector in Pakistan after Textile sector. Mr Faheem Ahmad, Regional Secretary General PTA showed keen interest in technologies produced by ITU faculty and researchers. He vowed that PTA will continue this relationship and will sign MoU between ITU and PTA to benefit the industry and academia to promote the Knowledge-Economy agenda.



## PROJECT BY ITU ALUMNUS RECOGNIZED AT THE 21ST ANNUAL P@SHA AWARDS 2023

Congratulations to Hamid Saeed, graduate of MS Development Studies, on recognition of his project Printable.pk and clinching the Merit Award for at the 21st annual P@SHA awards 2023 that were held in Karachi. The event was co-chaired by Federal IT Minister and former VC of ITU Dr. Umar Saif, Chairman P@SHA, PSEB, PITB and others.

Printable.pk is an online design, print and packaging marketplace by Shahruh Technologies.



## GUEST SPEAKER SESSION ON ENTREPRENEURSHIP HELD

A guest speaker session for the students of Computer Engineering was arranged during the class on entrepreneurship. It was hosted by Mr. Qalab e Abbas who is an Assistant Professor in University of South Asia, a Visiting Faculty in ITU and also an entrepreneur. He focused on the path to entrepreneurship and obstacles encountered in this journey. The keynote speaker was Mr. Irfan Ahmad, the CEO of Baby Planet, who embarked on his entrepreneurial journey at Plan 9, located in the iconic Arfa Karim Tower. It was a highly informative and insightful session for the students.





## SESSION ON SIGNIFICANCE OF ERADICATION OF CORRUPTION HELD

Information Technology University hosted an informative guest speaker session on the significance of eradication of corruption. It was highlighted how it carries a significant role in enabling an ecosystem that provides for a prosperous Pakistan. The session was titled, "Eradication of Corruption is Must for a Prosperous Pakistan" and it was led by Muhammad Sajid, Deputy Director Awareness and Prevention Wing, NAB Lahore. Vice Chancellor ITU, Prof. Dr. Adnan Noor Mian, thanked the worthy guest for engaging with ITU students on such an important subject. Students from diverse academic streams attended the session.



## CELEBRATING THE IQBAL DAY AT ITU

On this birth anniversary of the visionary poet Allama Muhammad Iqbal, Information Technology University paid tribute to the legendary philosopher, thinker, poet, and visionary. His words and ideas have inspired generations, and his vision continues to guide us towards a better future.

Allama Iqbal's poetry ignited the flame of self-discovery, awakening us to the power of our own potential. Let's reflect on his timeless verses, which remind us to dream big, aim high, and strive for excellence.



## STUDENTS VISIT SABROSO'S PROCESSING PLANT IN SHEIKHUPURA

BS Management & Technology students (2022) visited Sabroso's processing plant in Sheikhupura. They gained valuable insights by observing the plant's operations.

The latest visit marks the fourth industrial exposure for the students during this semester's Operations Management class. The industrial visits are aimed at bridging the divide between theory and industry, ensuring that our graduates are well-prepared to excel in the market.



## AWARENESS SESSION ON GOVERNMENT-SUBSIDIZED SCHEMES FOR FREELANCERS AND IT PROFESSIONALS HELD

The School of Business and Management at Information Technology University arranged an awareness session for students on "Government-Subsidized Schemes Available for Freelancers and IT Professionals."

Through this session, students were able to get valuable information about various schemes that can benefit them for various initiatives.

The objective of this session was to empower freelancers and IT professionals with knowledge about the available government-supported initiatives, fostering financial inclusion and economic growth in these sectors. Students learned how they can avail themselves of the right opportunities of financing their start-ups and utilize the government-subsidized schemes to expand their business.





## U.S. EMBASSY'S COUNTRY PUBLIC AFFAIRS OFFICER CALLS ON ITU VC

Country Public Affairs Officer at the U.S. Embassy, Bettina Malone, Public Affairs Officer at the Lahore Consulate, Karl Rogers, and Cultural Affairs Officer at the Lahore Consulate, Monica Brinn, called on Vice Chancellor ITU.

They met the members of the senior management and deans at ITU, reaffirming the partnership between the U.S. Consulate, Lahore and ITU. They also visited the Lincoln Corner.



## WORKSHOP ON WRITING STATEMENT OF PURPOSE HELD BY USEFP

United States Educational Foundation in Pakistan (USEFP) conducted a workshop on writing statement of purpose, highlighting the core components that are imperative to blend academic and non-academic achievements and creating a compelling narrative.

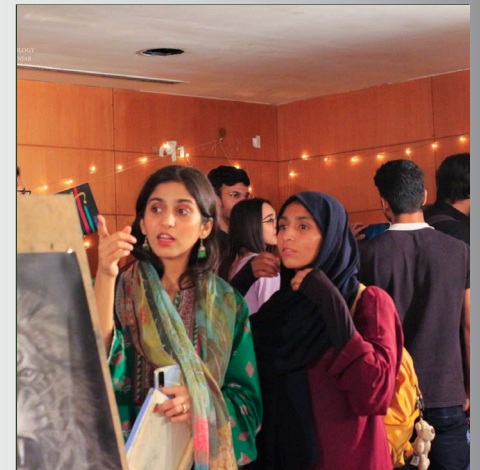
Students who are aspiring to apply for scholarships in the US would immensely benefit from this opportunity.



## ART COMPETITION SIGNIFIES MENTAL HEALTH AND GENDER EQUALITY

ITU students exhibited their knack for art at the art competition, Art Fest 2023, organized earlier. Theme for the competition was mental health and gender equality.

It was a vibrant event that featured a diverse range of artistic expressions. Participants engaged in a competitive spirit during the Art Competition, showcasing their creative talents across various media like acrylic painting, canvas painting and sketching. The Art Exhibition provided a visual feast, displaying a gallery of inspiring works. The event ended with a dynamic Jamming Session.





## AWARENESS SESSION UNDER THE BANNER OF THE STUDENT DEVELOPMENT PROGRAM OF EBRYX HELD

ITU hosted an awareness session led by senior executives at Ebryx including Dr. Farrukh Shahzad, VP Professional Services and Muhammad Noman Khan, Director Engineering.

Students learned about multiple opportunities of work and research at Ebryx including internships, bootcamp and hands-on trainings. A delegation of Ebryx also called on ITU VC Dr. Adnan Noor Mian and explored avenues of collaboration including joint research projects and establishment of research infrastructure.

ITU team consisted of Dr. Umar Suleman, Teaching Fellow CS department, Dr. Raees Khan, Program Manager CS department and Director QEC, and Inayat Ullah Shinwari, Program Manager, Pro-Vice Chancellor's Office.

Ebryx team consisted of Ibrar Ahmed, Director HR, Maryam Shafique, Sr. Executive HR, Umer Ishaq, Manager VA/PT, Arslan Kazmi, Software Engineer and Syed Labeeq Sajid, Malware Researcher.



## COUNSELING SESSION ORGANIZED BY THE CAREER COUNSELING SOCIETY AT ITU

The Career Counseling Society at ITU hosted a counseling session, 'Guiding Futures', for the students to gain insights into their career paths and get guidance from experienced professionals. Guest speakers for this insightful session included Mr. Hussnain Riaz who is the CEO of Hussnain Riaz Foundation and Dr. Usman Younis who is currently the Head of Computer Engineering Department at ITU.



## ITU STUDENTS VISIT THE US APPAREL & TEXTILES UNIT

BS Management and Technology (2022) students had the incredible opportunity to visit the US Apparel & Textiles Unit 2 head office, marking a significant step towards bridging the gap between academia and industry.

Our group of 16 students was divided into four teams, each assigned to different parts of assembly lines: cutting, sewing, washing, and finishing. Accompanying the US group's operations team, our students gained a comprehensive understanding of their tasks and the intricacies of the textile industry. Following their hands-on experience on the assembly lines, our students showcased their observational and analytical skills by presenting their key findings to the US Apparel's Operations manager team. Students' insights and perspectives were invaluable, and we are incredibly proud of their performance.

Such visits help bridge the gap between academia and industry.

This visit is a positive step in this direction and will help bring ITU and the US Apparel & Textiles group closer.



## ITU STUDENTS VISIT THE DEVELOPERS STUDIO

As part of the Operations Management Course by Dr. Nokhaiz Tariq Khan, students of BS Management & Technology (2022) had the privilege of visiting Developers Studio which specializes in Blockchain, software development, UI/UX designing in Lahore.

The students benefited from this unique opportunity to glean firsthand insights from the operations management process from the perspective of service industry and a real-world perspective on software development. By seamlessly integrating theoretical concepts with practical applications, the students enriched their comprehension of the subject through this immersive hands-on experience.





## ITU STUDENTS CLINCH THE FIRST AWARD AT ALL PUNJAB UNIVERSITIES INNOVATION EXPO 2023 BY PHEC

Students of BS Management and Technology from Information Technology University successfully secured the first position in the All Punjab Universities Innovation Expo 2023. Students got 1st position in Electronics and Technology category out of 16 short listed projects and around 450 overall projects. A team of ITU students received the award on behalf of the project "Visionary Ventures" by Honorable Governor Punjab Muhammad Baligh Ur Rehman who graced the occasion as the chief guest. The winning team included Fahad Ali, Huzaifa Ahmad and M. Hassaan Jalal.

"Visionary Ventures" is a solution where one can grow plants, vegetables, herbs, and flowers, indoor. There are sensors integrated within the device that help plants to grow and they are free from bacteria and preservatives. The winning team included Fahad Ali, Huzaifa Ahmad and M. Hassaan Jalal.

The innovation expo was organized by Punjab Higher Education Commission (PHEC) at Expo Center, Lahore. The event brought together technology experts, creative thinkers, and entrepreneurial minds from across the Punjab.

Congratulations to ITU students on proving their innovation prowess at the all-Punjab stage.



## STUDENTS EXHIBIT THEIR PROJECT AT THE 7<sup>th</sup> PAKISTAN INDUSTRIAL EXPO 2023

The winner of PHEC Innovation Expo 2023 team "Visionary Ventures" (Smart Indoor Garden System) from the Faculty of Business and Management Sciences exhibited their project in front of the Local and International Business Community at the 7th Pakistan Industrial Expo 2023 at Expo center Lahore.

A huge number of industry experts and people from different walks of life visited "Visionary Ventures". Visitors appreciated the efforts made by students for their project. Industry experts showed interest in collaborating and scaling up the project.

