

# ZIAUDDIN UNIVERSITY NEWSLETTER

OCTOBER'20 - DECEMBER'20  
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INTERNATIONAL  
VIRTUAL CONFERENCE

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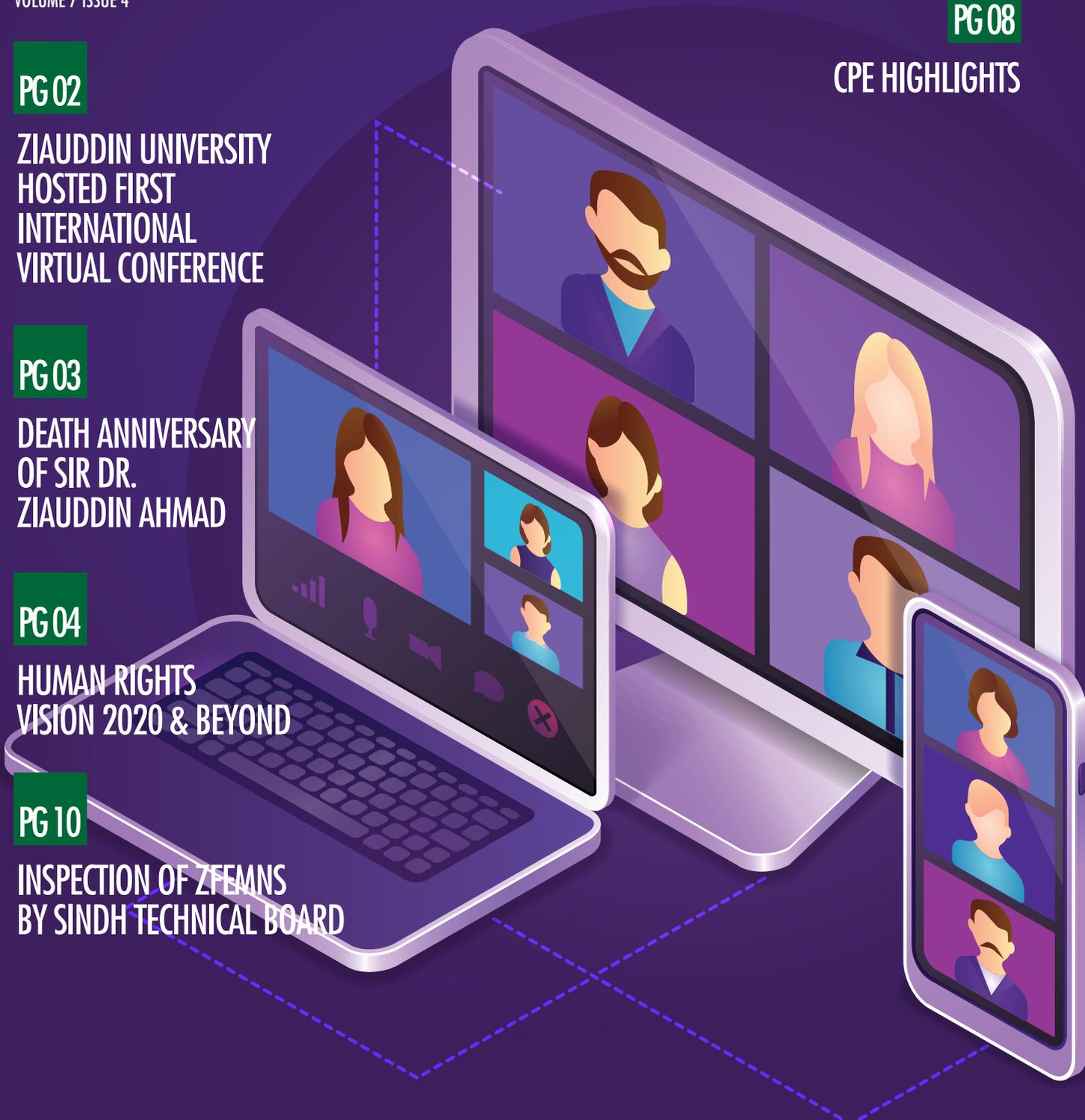
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## NEWS

# ZIAUDDIN UNIVERSITY

## HOSTED FIRST INTERNATIONAL VIRTUAL CONFERENCE: DIVERSITY, INCLUSION AND EQUITY: SYNERGIES AND CHALLENGES IN THE WAKE OF COVID -19

The two-day multidisciplinary international virtual conference which highlighted the challenges in the wake of the COVID-19 pandemic, suggesting more holistic and cost-efficient strategies in each sector without discrimination, was held on the 13th and 14th November 2020.

The Virtual Conference titled 'Diversity, Inclusion and Equity: Synergies and Challenges in the Wake of COVID-19' was organised by the Faculty of Liberal Arts and Human Sciences of Ziauddin University (ZU) and the National Academy of Higher Education (NAHE), Islamabad.

Prof Shaheen Sardar Ali, rector at NAHE, in her keynote address analysed the challenges as well as the opportunities of the pandemic and its unintended consequences.



On the positive side, she said the transformation to online delivery of academic programmes led to adaptation of new skills and competencies.

The work-from-home strategy, however, created additional burden on women with responsibilities as they would now look after young children, attend to their daily needs, facilitate children's online learning and, at the same time, perform household chores.

"Women employees globally worked under these unforeseen pressures and constraints, with little or no support from employers," she said.

Talking about the barriers to online learning, Dr. Shaheen Sardar said the HEC had received complaints from students in remote areas that they didn't have the internet access to continue their online education.

Dr. Nida Hussain, ZU pro chancellor, spoke about the university's commitment to authentic multidisciplinary research and said the university took pride in offering its forum for debates and intellectual discussions in all disciplines.

Dr. Caroline Manion, Senior Lecturer at University of Toronto, Canada, said the pandemic had created the largest and longest global disruption of school-based education in modern history.



The conference was broadcasted live on the ZU's Facebook page.

Idara-e-Taleem-o-Agahi (ITA) Chief Executive Officer Baela Raza Jamil said the COVID-19 pandemic has been an unprecedented global emergency, affecting every single field of life including education services. "The pandemic has pushed state and non-state educators to redesign learning actions and platforms through blended approaches of face-to-face and distance digital solutions, more holistic, accelerated, cost-effective and human above all," she remarked.

Prof Dr. Frances Schoonmaker, Professor

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# NEWS



Emerita Teachers College, Columbia University, United States, spoke about 'rethinking access and equity in education'. She said educators would not be able to erase the self-perpetuating effects of inequity, lack of access to education services and racial injustice until they found ways of addressing the cultural myths embedded in our various personal and national histories.

She advised the conference participants to examine their own histories and trace the emergence of discriminatory practices towards women and minorities that were passed on to teachers.

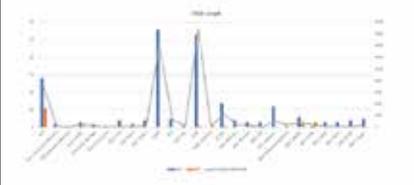


In his welcome address, ZU Vice Chancellor Prof Dr. Pirzada Qasim Raza Siddiqui said all the participants had come together to address the challenges posed by COVID-19 and built synergies during these trying times to make the world a better place to live in.

Discussing the conference highlights, Conference Chair Prof Dr. Fauzia Shamim said COVID-19 brought for everyone the urgent need for access to digital resources and literacy. She added that in the process, it had brought to the fore the issues of access and equity in the education and health sectors.

## DIRECTORATE OF EDUCATION DEVELOPMENT ZIAUDDIN UNIVERSITY

Multidisciplinary Questions Review Sessions (Oct - Dec 2020)



Workshops Sessions Oct-Dec 2020



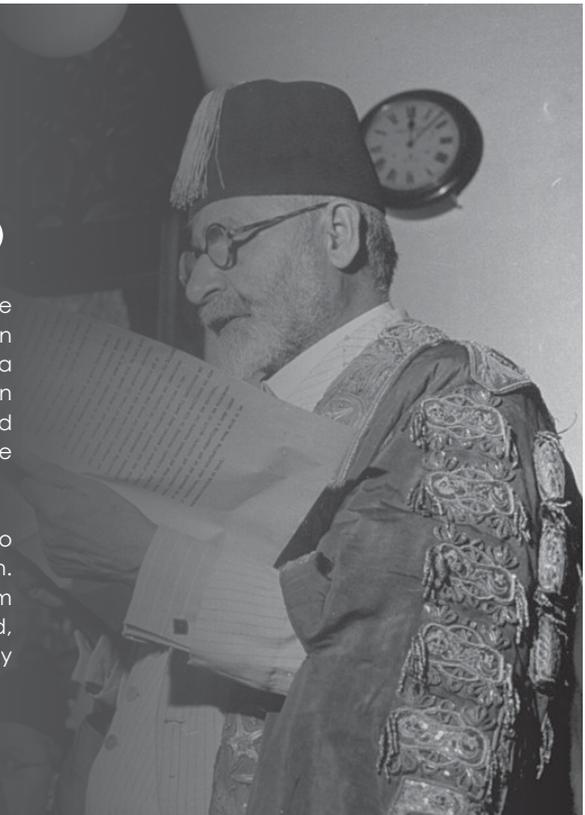
# 73<sup>RD</sup> DEATH ANNIVERSARY OF SIR DR. ZIAUDDIN AHMAD

The 73rd death anniversary of Sir Dr. Ziauddin Ahmad was marked on 23 December 2020. His devotion and tireless involvement in changing the mindset of Muslims of the subcontinent is commendable.

He was the first one from the subcontinent to earn the Sir Isaac Newton award. Practically speaking, he was a savior of the Muslim middle class. He fought alongside Quaid-i-Azam, and won his assembly seat in undivided India.

After the independence, the Quaid selected him for a foreign educational trip as the head of a commission to study the modern trends in education. He died before he could return to the country.

Sir Dr. Ziauddin wanted to promote modern education. Had the education system designed by him been adopted, Pakistan would have definitely benefitted in the long run.



## EVENTS

## "HUMAN RIGHTS VISION 2020 & BEYOND"

### A LOOK INTO THE HUMAN RIGHTS HISTORY OF PAKISTAN AND ITS FUTURE OUTLOOK WITH EXPERTS

Ziauddin University held the 4th interactive series of "ZU Dialogues" titled, "Human Rights Vision 2020 & Beyond" in collaboration with the Ziauddin Faculty of Law to mark Human Rights Day on December 16, 2020.

The aim behind this online dialogue session was to enhance the knowledge and understanding of human rights, and foster attitudes of tolerance, respect, solidarity, and responsibility. Most importantly, the webinar's purpose was to encourage everyone to develop a voice to protect those suffering from human rights violations.

The event was hosted by Syed Muaz Shah, Director of the Centre for Human Rights, Ziauddin Faculty of Law. He served as an inspiration since the topics discussed focused on highlighting the

journey of human rights in Pakistan. Muaz Shah began the webinar by asking all students and young people watching to "be the change you want to see".

The dialogue session comprised of Ms. Hina Jilani, one of the founding members of the Human Rights Commission of Pakistan and the Women's Action Forum; Barrister Shahida Jamil, Former Federal Minister for Law, Justice, Parliamentary Affairs and Human Rights; Mr. Saroop Ijaz, Senior Counsel, Asia Division, Human Rights Watch.

Minority rights and a look at the history and future of human rights in Pakistan were the main topic of discussion during an interactive dialogue titled 'Human Rights Vision 2020 & Beyond'.

Giving his final remarks about the discussion, Vice Chancellor of Ziauddin University Prof Dr. Pirzada Qasim Raza Siddiqui stated that human rights is a very important topic of discussion. "Our forefathers have sacrificed their precious lives for this country and I feel saddened to say that even after getting independence, we are still struggling and fighting to get human rights and raise our voice. All human beings are born free and equal in dignity and rights, no one has any right to violate any human's rights."



## 2<sup>ND</sup> ANNIVERSARY OF PEDIATRIC DENTISTRY

Paediatric Dentistry department at Ziauddin College of Dentistry celebrated its second anniversary in the month of October 2020.

Paediatric Dentistry department was established in 2018 as a subspecialty of Operative Dentistry Department under the supervision of the Dean of Dental College Dr. Mervyn Hosein and Head of the Operative Dentistry Department Dr. Asmat Jameel. This department is being run by a very competitive and a very friendly team of dentists which includes HOD Professor Dr. Asmat Jameel, Senior Registrar Dr. Sadaf Ali, and lecturers Dr. Farwa Shafiq, Dr. Farah Amin and Dr. Zain Ahmed Farooqui. Final year BDS students, MDS trainees and house officers also

have separate rotations in this department.



The second anniversary celebration was held from 19th October 2020 till 23rd October 2020. Free dental checkups

were done for all the paediatric patients with special focus on oral hygiene instructions and nutritional counseling. Free gifts, balloons and Colgate samples were given to all the patients.

A cake cutting ceremony was held on Thursday, 22nd October 2020 in the phantom lab of Ziauddin University in which Pro Chancellor Ziauddin University Dr. Nida Hussain, Registrar Ziauddin University Engr. Capt (R) Syed Waqar Hussain, Acting Principal Ziauddin Medical College Dr. Nuzhat Hassan, Dean of Dental College Dr. Mervyn Hosein and principal of Fatima Jinnah Dental College Prof. Dr.

Tasleem Hosein joined along with all the Heads of the Departments from Ziauddin College of Dentistry.

## EVENTS

# ZIAUDDIN UNIVERSITY HOLDS A VIRTUAL SEMINAR "EARLY DETECTION, SAVES LIVES!" TO MARK BREAST CANCER AWARENESS MONTH

"Breast cancer is one of the leading causes of death and the most common cancer among women all over the world including Pakistan. To control breast cancer, we need to stop it from an early stage. We have 90 to 95 percent chances to recover from it successfully only if it is detected in the early stages, said Dr. Nida Hussain, Pro Chancellor of Ziauddin University.

She shared her views in a virtual seminar "Early Detection, Saves Lives!" organised by the PR & Communications department of Ziauddin University, to mark the Breast Cancer Awareness Month on Wednesday, October 21, 2020. The event was broadcasted live on Ziauddin University's facebook page.

Dr. Nida Hussain suggested that young women of age 20-30 years must make breast screening and self-examination a habit. She emphasised that women must not delay it if they feel an unusual change in their body. Massive awareness sessions are required at this point in time.

While talking about the challenges that

oncologists had faced during COVID-19, Prof. Tariq Siddiqui, Consultant Oncologist and Director Cancer Centre, Dr. Ziauddin Hospital said, "We need to fight breast cancer throughout the year and should not wait for the month of October only to create awareness. Our society

cancer in pregnant women is the worst kind of cancer we have come across. Whenever women feel changes in their breasts, without any delay they need to get it checked by a doctor.

"Usually, common cases of breast cancer we receive are about 50-60 percent of the old or middle-aged group but now we have cases of young girls," said Dr. Zubia Masood, Consultant Breast & General Surgeon, Dr. Ziauddin Hospital. She was talking about risk factors in breast cancer.

She said that there are two types of risk factors in breast cancer: genetic and environmental factors. Genetic factors cannot be

changed but environmental factors can be changed. Body weight, physical activity, alcohol use, smoking, exposure to hormones, pregnancy and discontinuation of breastfeeding, high fat diets, late marriages, and radiation exposure are modifiable risk factors. Whereas, non-modifiable risk factors include gender and age, family cancer history and genetics, early menstruations and late menopause, breast density and breast sizes.



and especially females need awareness because screening and awareness is the main key to control this cancer".

Dr. Nida Wahid Bashir, Consultant Breast & General Surgeon, Dr. Ziauddin Hospital while answering the question about how fast breast cancer can spread, she said that cancer in young females, pregnant females and in between the tenure of breast feeding is always aggressive and has the ability to spread faster. Breast

## ORIC ZIAUDDIN OFFICIALLY NOTIFIED BY THE HEC

ORIC at Ziauddin University has been officially notified by HEC on 28th October 2020. Ziauddin University is now eligible for enhanced facilities for all HEC sponsored research projects. This will

allow the ORIC-ZU to take part in HEC performance evaluation and rankings. It is an important step for developing innovation & an entrepreneurship ecosystem at ZU.



# MISC

Updates from Department of Continuing Professional Education:

- 2 day Emergency Obstetrics and Neonatal Care (EMNOC) workshop was conducted by Department of OBGY and 12-CME Credits.
- Neonatal Resuscitation workshop was conducted by Dr. Shams, Department of Pediatrics for the fellows and residents.
- Mr. Babris Gul conducted a session on Marketing and Entrepreneurship which was well attended by the professionals from different disciplines.
- World Occupational Therapy day was marked by a Webinar session facilitated by Ms. Neelum Zehra (Principal, Dept. of Occupational Therapy).
- ETHICAL ISSUES AT THE BEGINNING OF LIFE, the crucial topic was discussed by Dr. Sarosh Saleem, Assistant Professor Shalamar Medical And Dental College Lahore it was 1-CPE Credit activity and was well attended by the medics and paramedics.

## CONTINUING PROFESSIONAL EDUCATION HIGHLIGHTS



- Picky eating-eaters Diagnosis and Management a webinar session was conducted by Ms. Tasneem. It was well attended by students and parents of problem eaters.
- A Live Cadaveric workshop on Bowel Anastomosis was organised by the Department of Surgery for the residents and fellows. It was a unique workshop where participants learned and demonstrated the surgical skills on the gut of animals.
- New Born Life Support session was conducted by Dr. Naheed Maher. It was an informative session and was well attended by the pediatricians
- Manuscript writing workshop was conducted by Dr. Amna Aamir Khan (ZCRS) and was well attended by the participants from all the disciplines.
- Praxis and Language session was hosted by Ziauddin College of Speech

Language and Hearing Sciences. The speech language fraternity from all over Pakistan attended the live session with Ms. Mahnaz.

- A session by Ms. Saima Ali was held on Managing complex therapy patients in the time of COVID-19.

**WEBINAR**  
**PICKY EATING-EATERS: DIAGNOSIS & INTERVENTIONS**  
 24<sup>th</sup> OCTOBER 2020  
 TIME: 10:00 AM - 11:30 AM  
 1-CPE CREDIT  
 FACILITATOR: MS. TASNEEM ALI  
 GOOGLE MEET ID: [ID]  
 ZIAUDDIN UNIVERSITY

**WEBINAR**  
**WORLD OCCUPATIONAL THERAPY DAY**  
 26<sup>th</sup> OCTOBER 2020  
 TIME: 02:00 PM - 04:00 PM  
 1.5-CPE CREDIT  
 FACILITATOR: MS. NEELUM ZEHRRA  
 GOOGLE MEET ID: [ID]  
 ZIAUDDIN UNIVERSITY

**WEBINAR**  
**ETHICAL ISSUES AT THE BEGINNING OF LIFE**  
 28<sup>th</sup> OCTOBER 2020  
 TIME: 03:00 PM - 04:00 PM  
 1-CPE CREDIT  
 FACILITATOR: DR. SAROSH SALEEM  
 ZOOM MEETING ID: [ID]  
 ZIAUDDIN UNIVERSITY

**WEBINAR**  
**USING MULTISENSORY APPROACH FOR LANGUAGE THERAPY**  
 31<sup>st</sup> OCTOBER 2020  
 TIME: 03:00 PM - 04:00 PM  
 1-CPE CREDIT  
 FACILITATOR: MS. AASNA SACHWAN  
 GOOGLE MEET ID: [ID]  
 ZIAUDDIN UNIVERSITY

**WEBINAR**  
**PRAXIS AND LANGUAGE**  
 14<sup>th</sup> NOVEMBER 2020  
 TIME: 06:00 PM - 07:00 PM  
 1-CPE CREDIT  
 FACILITATOR: MS. MAHNAZ MAHROOQI  
 GOOGLE MEET LINK: [LINK]  
 ZIAUDDIN UNIVERSITY

**WEBINAR**  
**NEW BORN LIFE SUPPORT**  
 19<sup>th</sup> NOVEMBER 2020  
 TIME: 02:30 PM - 03:30 PM  
 1-CPE CREDIT  
 FACILITATOR: DR. NAHEED MAHER  
 GOOGLE MEET LINK: [LINK]  
 ZIAUDDIN UNIVERSITY

**WEBINAR**  
**MANUSCRIPT WRITING**  
 27<sup>th</sup> NOVEMBER 2020  
 TIME: 03:00 PM - 05:00 PM  
 2-CPE CREDITS  
 FACILITATOR: DR. AMNA AAMIR KHAN  
 GOOGLE MEET LINK: [LINK]  
 ZIAUDDIN UNIVERSITY

**WEBINAR**  
**MANAGING THE COMPLEX THERAPY PATIENT IN THE TIME OF COVID-19**  
 31<sup>st</sup> DECEMBER 2020  
 TIME: 03:00 PM - 04:00 PM  
 1.0-CPE CREDITS  
 FACILITATOR: MS. SAIMA ALI  
 GOOGLE MEET LINK: [LINK]  
 ZIAUDDIN UNIVERSITY

## ZIAUDDIN UNIVERSITY FACULTY OF NURSING 2020

The First Academic foundation unit of the Ziauddin University established in 1986 moved forward to become a College of Nursing in 2009. Year 2020 as declared by WHO & President of Pakistan being the year of nurses; the ZUCoN had finally transformed into the Faculty of Nursing & Midwifery (ZUFONAM)

The remarkable landmark is achieved with the addition of new management Dr. Pamela Marshall as the Dean, Ms. Afshan Nazly (PNC president) as Graduate Programmes Director, Dr. Yasmin Amarsi Advisor of Nursing to the ZU Chancellor and Ms. Farhana Tabassum as Undergraduate Programme Director.

The world has changed forever immeasurably due to COVID-19, so has the education and training of nursing in Pakistan. ZUFONAM took the lead to continue making a difference for the lives of their patients by preparing the future nurses up with online classes and state of the art examination and assessment system which was immediately implemented.

The ZU research department (Dr. Talalt

Mirza) & ZU Clinical Research Committee (Dr. Zile Rubab) and their teams made an impressive impact on Masters of nursing students and ZUFOAM members with a unique research methodology and synopsis defense workshop. The numerous activities linking up with International Diabetes Federation (IDF) theme "Nurses make a Difference" involving students (MSN, GBSN) and faculty members were welcomed at Baqai Institute of Diabetes & Endocrinology (BIDE) & Diabetes Association of Pakistan (DAP) took place from the platform of ZUFONAM. SNEB controller Ms. Khairunisa appreciated students and faculty involvement towards preparation for advanced nursing education at ZUFONAM.

Additionally, the social committee offered activities during the stressful stricken COVID-19 situation to make faculty and staff enjoy the work together as a team. The new admissions selection and interviews of MSN, GBSN, and various programmes effectively took place. The graduating GBSN students towards internship successfully completed the Nursing Seminar, Community Health Nursing & Research workshops. A

farewell party to post RN students was enjoyed with Dr. Aijaz Fatima.



The formulation of ZUFONAM had definitely added a positive spirit into the staff and faculty to move towards excellence and making a difference for the community through research and advancement in nursing education and training through ZUFONAM.

## VISIT OF PROGRAMME SPECIALIST HEDP-HEC AT ZIAUDDIN UNIVERSITY

Mr Omer J Ghani, Programme Specialist HEDP, R&D Division, HEC and Secretary of PM's Startup Pakistan Program visited Ziauddin University on 28<sup>th</sup> October 2020 on the invitation of Director ORIC. He met with the Vice-Chancellor, the Registrar and Director ORIC and later he was briefed on the research & innovation at Ziauddin University by the ORIC team.

The Vice-Chancellor appreciated the efforts of the HEC to

strengthen the industry-academia partnership and sector-wise collaborations. The Registrar discussed the SEZs and potential of value addition. Mr Omer briefed about the upcoming opportunities on R&D collaboration and greatly appreciated the role of Ziauddin University. Director ORIC shared the vision of ORIC at ZU and how it can drive socio-economic development. Mr Omer was presented with a ZU souvenir by the VC.



# MISC

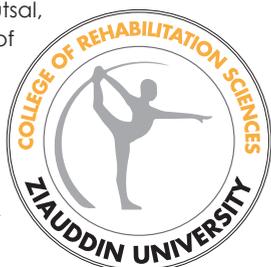
Sports department Office of Student Affairs organised the 2nd intercollegiate tape ball cricket tournament on 5th of December 2020 at the Ziauddin University Cricket Ground. The participating Colleges were MBBS, ZUFESTM, BDS, ZCRS North, ZCRS Clifton, Pharmacy, Law, and Medical Technology & Nursing. The final was between Ziauddin Faculty of Pharmacy and Ziauddin faculty of Nursing and was won by ZFOP.



Intercollegiate Futsal Tournament was held on 14 December 2020, the winners were ZCOP.



ZCRS all three campuses had a sports tournament which was held on 23 and 24 December 2020. It included throwball, futsal, cricket, tug of war and athletics. The students of ZCRS Clifton campus won the tournament.



## OFFICE OF STUDENT AFFAIRS ZIAUDDIN UNIVERSITY



Ziauddin Faculty of Law participated in the 2nd Law Student's Cricket League 2020 (14-16 December 2020). The renowned law schools from the city participated in the event. It was a good opportunity for the ZFOL to meet the fellow undergraduates of law in different institutes.



Ziauddin University has signed an MoU with Rego.Life. Rego.Life is an exclusive agent to operate an online and physical merchandise outlet.

Ziauddin University has got the TEDx license renewed. The much awaited TEDxZiauddinUniversity is planned to happen in May 2021.

**TEDx**  
**Ziauddin University**  
x = independently organized TED event

ZIAUDDIN UNIVERSITY DEBATING CHAMPIONSHIP (ZUDC) is scheduled on 12 - 14 February 2021. The President for this season is Ms. Zoha Asghar (year 3 MBBS, ZMC), Vice President Ms. Unaiza Masood (year 5 DPT, ZCRS), Treasurer Mr. Abid Alex Gill (year 5 DPT, ZCRS), Director Registrations Ms. Alisha zulfiqar, Director Marketing Mr. Ahmed Wadood (year 3 ZMT), Director Logistics Mr. Saarim Shaikh and Mr. Salman Khan (year 3 MBBS). Advisory Board Head is Ms. Eeman Mir. 2021 tournament Chief Adjudicator would be very renowned personality of debating club Mr. Hamza Jami.



The Student Council of MBBS has been announced after candidates went through rigorous rounds of interviews and presentations. The rounds were conducted by Office of Student Affairs and the nominated patron of Student Council of ZMC, Dr. Syed Zaryab. After a lot of considerations, the panel decided the following executive committee;

1. Ms. Eeman Mir (President)
2. Ms. Maria Khan (Vice President- Services)
3. Ms. Nisha Rheman (Vice President- projects)
4. Ms. Aimen Tameezuddin (General Secretary)
5. Ms. Zoha Asghar (Joint Secretary)
6. Mr. Saarim Shaikh (Treasurer)
7. Mr. Aqib (Finance Secretary)
8. Mr. Salman Khan (Executive member)
9. Mr. Ramil (Executive member)



## 3 DAYS HANDS - ON WORKSHOP ON FUNDAMENTAL TECHNIQUES IN MOLECULAR BIOLOGY

Department of research Faculty of Health Sciences Ziauddin Clifton Campus hosted a 3-day workshop entitled Fundamental Techniques in Molecular Biology for the students of Biomedical and Biotechnology program 17-19 November 2020. The goal of this workshop was to increase practical knowledge of undergraduate students in the field of Molecular Biology techniques especially methodology to analyze cDNA preparation from RNA.

The facilitators provided detailed information regarding the procedures of experiments such as DNA extraction as well as use of jester pipette, vortex, bench top centrifuge machine, spectrophotometer and many more modern PCR machines.



# NEWS

## INSPECTION OF ZFEMNS BY SINDH TECHNICAL BOARD

The inspection by the Sindh Technical Board was held on Tuesday 3rd November 2020 for affiliation of Cupping Therapy Course.

In the initial phase, the committee members visited the North Campus, Ziauddin University with special emphasis given to the labs and other available facilities highlighting proper functioning of the program.

Later on, the meeting started with the introduction of the members. S. Akhtar Ali Shah (Deputy Director Research / Inspector of Institutions-STB) described different operational procedures of the board encompassing the certificate and diploma programmes.

He further elaborated the training/technical programmes the board caters in which cupping course is included. He convincingly recommended the affiliation of cupping course as a specialisation in one of the regimental

therapies of Eastern Medicine in order to prepare trained professionals in the said field.

The course duration is 12 weeks and was designed and communicated to the

Zhang Qi, Coordinator of Traditional, Complementary and Integrative Medicine at WHO. She further clarified that ZFEMNS is going to follow the same pattern, initially a basic course will be offered later on, an advanced course will be incorporated.

Adnan Qazi Ali Principal Hira Institute of Emerging Sciences endorsed the concept and desired for further collaboration in different aspects with the faculty. He further appreciated the efforts and determination of Dr. Asim Chancellor, Ziauddin University in the field of Health and Education sector.



board as per requirement. Prof. Dr. Tasneem Qureshi highlighted that WHO has designed a "WHO Benchmark for the Practice of Cupping Therapy" in 2018. Our comments were also included in the working draft requested by Dr

The Meeting was concluded with the recommendations that the cupping course can be publicise and initiated.

Ziauddin University souvenirs were distributed to the inspection committee members at the end of the meeting.



# ZUFEST: FINAL YEAR PROJECT PRESENTATIONS

Students of Batch-08 presented their final year projects on 27 November 2020 in the presence of respected Chairper-

son Biomedical Engineering Department and faculty members. Students were evaluated based on their individual and

group participation and performance.



# FAREWELL PARTY

Department of Biomedical Engineering organized Farewell Party on 30 November 2020, at North Nazimabad campus for three of the most competent faculty members Engr. Salman Marfatiya (Assistant Professor), Engr. Nazia Aijaz (Lecturer) and Dr. Shaguffa Yasmin (Assistant Profes-

sor). Reception began with opening remarks by Chairperson DBME Dr. Saad Jawaid Khan followed by words of appreciation from Dean ZUFESTM Dr. Fahad Azim and colleagues. Gathering concluded with the presentation of token of gratitude by the Dean and the Chairperson.



# INTERVIEW

## INTERVIEW WITH DEPARTMENT OF ORIC

**Q. To begin with, I would like you to introduce yourself and so far your experiences in the field?**

I am a curious person who likes to shake things up. I have more than 12 years of experience in the Industry, Academia, Public & Development Sectors. Before joining as Director ORIC at Ziauddin University, I was heading an award-winning business incubation centre (International 'Best Young Incubator Award' by UBI-Global 2019-20). I helped to establish this centre in less than 3 years and make it reach global recognition by graduating +30 startups and +50 commercial projects. I am a founding member of the IdeaGIST Emerging Technologies Accelerator and we have run dedicated programmes on women entrepreneurs and social entrepreneurship.

I have worked with inter-disciplinary teams from diverse countries and I have a Masters and PhD from France. I have lived 5 years in the UK and 5 years in France and I am fluent in English, French, Urdu, and Sindhi, et la vie est belle!

**Q. Can you please highlight the role of Office of Research, Innovation and the Commercialisation in any academic institute?**



The ORIC is an umbrella organisation within the university which facilitates discoveries with the potential to improve lives, transform industries, and create social and economic value. Externally, it is a bridging organisation which connects Academia, Industry, Govern-

ment and the Community (Triple-Helix+).

**Q. When did Higher Education Commission first realise the need of such an office and why?**

HEC created, in 2010, the ORICs in HEIs to ensure the impact of research and to sow seeds of entrepreneurship among university graduates, who could be job creators instead of jobs seekers. In the West, similar organizations already existed within the universities since many decades with different names such as 'Research & Enterprise Division' RED (UK) and 'Technology Transfer/Development Offices' TTO/OTD (USA).

**Q. What are the aims and objectives of the ORIC office at Ziauddin University?**

The ORIC aims to promote the public good by advancing science, fostering innovation, and translating new inventions made at Ziauddin University into useful products/services/procedures that are available and beneficial to society. It works in partnership with colleagues in academic departments, colleges and external stake-holders to provide comprehensive support for research, enterprise, impact and knowledge exchange activity.

**Q. What is the vision and mission of ORIC Office at ZU?**

The ORIC's vision & mission are:

**Vision**

"Enabling Ziauddin University to drive high impact innovation, applied research and entrepreneurship to benefit our society"

**Mission**

- Promote a vibrant, innovative, and entrepreneurial environment for conducting quality research with an aim to grow the knowledge economy.



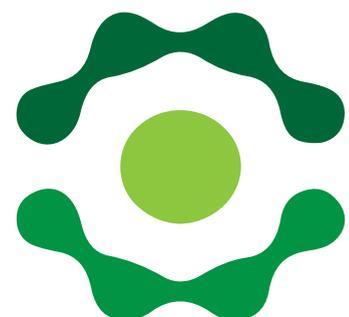
- Strengthen Triple-Helix+ linkages to build collaborative ventures which benefit our society.

- Develop strong and long-term bonds with policy making and research funding agencies to support research, development, innovation and commercialization incentives.

- Through business incubation and research/innovation park, promote entrepreneurship amongst ZU faculty, staff and students.

**Q. What is the status of research at ZU?**

Ziauddin University research status is on the rise. There is an increasing number of high impact factor publications and our researchers are breaking new grounds. It is great to see our researchers applying for national and international grants and building new collaborations. ZU is uniquely positioned with active faculties in Health Sciences, Pharmacy, Nursing, Engineering & Technology, Social Sciences and Liberal Arts with a growing presence across Sindh. ZU is in expansion with an international outlook. We look forward to building upon our strengths and increasing our impact. I foresee a great future for Ziauddin University!



## EVENTS

## FACULTY OF PHARMACY

The students of the final year of Faculty of Pharmacy, Ziauddin University, were invited to be a part of the Agile Leadership Program, organised by Martin Dow Ltd, between the 19th-21st October 2020. The students were given a comprehensive review of the various job opportunities and the departments within the industrial setup by the esteemed professionals from within

the industry. A healthy discussion and assessment was also provided for the students on the possible way forward for them once they graduate. This was followed by an industrial tour of the facilities of Martin Dow Ltd. A series of webinars were conducted in collaboration with Brookes Pharma Pvt Ltd during 4th October and 8th November 2020. BEATS (Brookes Educational Activity

Transition Series) Webinar were designed to provide educational and informative activities for the students as well as the faculty members and were aimed to create a healthy environment in the society.

Faculty of Pharmacy conducted onsite undergraduate and MPhil exams of the students in the months of November and December 2020 with full precautions and following all the SOPs.



## ORIC

University Leaders for a Sustainable Future

**(ULSF) recognises Ziauddin University as an Official Member.** Ziauddin University is now part of a geographically and culturally diverse network of over 500 colleges and universities in 60 countries that have committed to practicing and teaching sustainability and environmental responsibility.

As the secretariat for signatories of the Talloires Declaration, ULSF supports institutions that want to contribute to a future of environmental health, social well-being, and economic viability. Ziauddin University, is the third signatory from Pakistan after NED (2018) and Mehran UET (2019), to the network of ULSF.

**Ziauddin University becomes member of the UN's SDG Academy.** Ziauddin University has become a Member in the SDG Academy Community of Practice. The SDG Academy, the flagship education initiative of the UN Sustainable Development Solutions Network (SDSN), is a diverse network of educators dedicated to advancing education for sustainable development through peer learning and the sharing of best practices, customised resource development, and opportunities for research and thought leadership. ZU has established the Sustainability Office to

advance progress on the SDGs.

**ZU signs MoU with IdeaGIST Global - Bir Ventures USA Ltd.** Ziauddin University has signed a Memorandum of Understanding with the Bir Ventures USA Ltd. The goal & objectives is to provide entrepreneurship training to the students, support business incubation center workshops, one-on-one mentoring, process guidelines and by connecting the incubators to a global pool of investors, develop an online community of students, alumni, researchers and industry to encourage collaboration in developing innovation driven enterprises. ZU students are participating in the PM's Startup Pakistan Program through this initiative.

**Ziauddin University (ZU) has joined United Nations' Principles for Responsible Management Education (PRME)** Ziauddin University join over 800 leading Institutes from around the world who are committed to building a more sustainable future by implementing these Six principles and striving to achieve the SDGs. PRME deepens collaboration in and across institutions on specific issues relevant to corporate sustainability and responsibility and related to the United Nations Sustainable Development Goals.

**ACU Ambassador for Ziauddin University** Dr. Zulfiqar Ali Umrani has been assigned

the role of Association of Commonwealth Universities - UK Ambassador from Ziauddin University. The ACU has established this role to improve communication with our members and to strengthen coordination with the UK and member institutions. ZU has established the International Office to support this initiative.

**Monash University, Australia and ZU Research Collaboration Agreement.** Ziauddin University (ZU) signed an agreement with Monash University (ANZIC-RC) for an international research project. Dr. Madiha Hashmi is the PI from Pakistan and is responsible for developing this cooperation. ZU will be responsible for overall coordination of the Study in Pakistan. The project is funded by ANZIC-RC which will also provide overall global project coordination for the REMAP-CAP multinational collaboration.

**ZU Startup selected for Pakistan 100 Boot Camp 2021.** Dr. Kiran Hashmi has been selected among the top 13 startups in Pakistan 100 Boot Camp 2021 organised by IdeaGIST Global. Dr. Kiran Hashmi idea the received good scores from the panel of judges in pre-selection interview sessions. A total of only 13 teams have successfully been selected from Pakistan for the final stage.

## NEWS

## RESEARCH PUBLICATIONS

i) Engr. Hira Zahid (Assistant Professor) and Engr. Sidra Abid (Assistant Professor) have published three (03) Research articles in HEC recognized Journals. In which one publication is done in collaboration with Engr. Sana Rehan (Lab Engr.).

The details are given below:

I) Quaid-E-Awam University Research Journal of Engineering, Science & Technology, Nawabshah volume no.18(1).

Title: Cost Effective Power Wheelchair with a baby carrier attachment for a paraplegic mother to care and monitor her infant.

II) Pakistan journal of science (PJS) Volume 72 no.2 (June 2020)

Title: Laryngoscopy for visualization and monitoring of Endotracheal activity with improved parameters.

III) KIET Journal of Computing and Information Science, paper in the category of original article accepted for December 2020 issue,

Title: Patient Banafactor Linker

ii) Publication by Dr. Zubia Rashid, Assistant Professor, in 3.814 IF Journal.

The details of the paper are as follows:

Title: Evaluating Antibody Response Pattern in Asymptomatic Virus Infected Pregnant Females: Human Well-Being Study

Journal: Journal of King Saud University-Science  
Impact Factor: 3.814  
Journal Category: Q1  
Affiliation: Department of Biomedical Engineering, ZUFESTM

Note:

So far in 2020, 11 journal articles have been published from the Department of Biomedical Engineering, ZUFESTM.



# EVENTS

## COLLEGE OF MEDIA SCIENCES HIGHLIGHTS

### ZCOMS ORGANISED LIVE VIRTUAL SESSIONS ONLINE LIVE SESSIONS WITH ADNAN FAISAL:

Adnan Faisal, CEO - FHM Pakistan, Brands Magazine & People Magazine Pakistan, is an MBA from SZABIST. An entrepreneur who began his professional career at a very young age and climbed the ladder of success in a short span of time. In the last couple of years, the way he has brought a revolution in digital media is surely commendable.

Mr. Adnan Faisal has worked for several international magazines and newspapers as a Pakistani representative. Sky is the limit when it comes to his vision which can be seen on his ongoing ambition to do more for the progress and recognition of the power of digital media in Pakistan.



### ZIAUDDIN UNIVERSITY'S FIRST VIRTUAL INTERNATIONAL CONFERENCE WAS HELD ON 14TH NOVEMBER 2020. ZCOMS HOSTED A SESSION ON HOW LIMITATIONS BREED INNOVATIONS:

Communication renaissance in the Wake of COVID-19 at the First International Virtual Conference Diversity, Inclusion and Equity: Synergies and Challenges in the Wake of COVID-19'. The Participants of the session were Dr Rana Asif – Moderator Pakistan Ms

Vidhya Tiwari – Speaker from India Ms Attika Choudary – Speaker from UK Ms Karuna A. Thawani – Speaker from New Zealand Ms Mariana Magatto – Speaker from Brazil Mr Adnan Faisal – Speaker from Pakistan.



### A SESSION WITH ESEN RIZVI WAS HELD:

Ms Esen Rizvi is the Managing Director of Creative Rhythms, a design and strategy house. Her company works include film/animation, Corporate Documentary filmmaking, digital, and events.



### A VIRTUAL SESSION WITH ALI SOHAIL JAURA:

Ali Sohail Jaura is an Independent filmmaker from Karachi, Pakistan with a penchant to evolve emotions through his stories. In 2017, he made a travel short film "Arz e Pakistan" (Land of Pakistan) based on Northern Areas of Pakistan which went into the a winning streak and received several

accolades at various International tourism film festivals around the globe. It also ranked among the Top-10 tourism films of 2018 by CIFFT (Comité International des Festivals du Film Touristique). His narrative short titled "Nanu Aur Main" (Grandpa and I) featuring Saboor Ali and Qavi Khan, has been selected in some of the largest South Asian film festivals of USA in 2018. His recent B&W short film "Dry Leaves", starring veteran actresses Samina Ahmed and Durdana Butt is currently doing its festival run and has been selected in more than twenty international film festivals. The film also marked his first collaboration with Indian producer Dheeraj Jindaal, who served as an executive producer for "Dry Leaves".

He also co-founded a commercial venture, titled Wide Angle Films. The company is well known in the advertising market for story based television and digital commercials and since its inception in 2019, the venture has thrown twenty successful campaigns in the market. All of them were well received by the industry, while some of them even caught the attention of international advertising reviewers.

### NAVEERA FAROOQ ON STRATEGIC COMMUNICATION PLANNING AND BRAND BUILDING.

A multiskilled marketing graduate with professional hands-on expertise in Strategic Communication Planning, Brand Building, and Account/Client Relationship Management. Throughout the professional career, the strategic and analytical intelligence has fortified to manage various award-winning local, regional and global projects for brands like Lifebuoy Shampoo and Knorr Noodles. The diversified experience has not only guaranteed the unique combination of understanding varied stakeholders and businesses but also have equipped for the existing and foreseeable market trends to identifying new business growth and commercial opportunities. A passionate, adaptable and can-do personality which helps in working within new and challenging markets and environments. Having strong interpersonal, verbal and written communication skills with exceptional story telling presentation skills that encompass clear, compelling communications strategies for the brands.

ZIAUDDIN UNIVERSITY

# 25 Years

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