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Issue 4: May 2013

Vice Chancellor's Message



Keeping in view the mission to strengthen the education sector of Pakistan, we established Indus University to impart international-

level education to the youth of Pakistan. By utilizing modern teaching methodologies, highly qualified faculty and state-of-the-art facilities, we endeavor to be a world-class institution of higher education and research thereby, developing cognitive skills & civic sense to develop a prosperous and progressive society.

The success in achieving this mission can be acquired by offering an unparalleled education to the youth of Pakistan. The University has the highest research output in Management Sciences & Information Science & Technology. We believe education is the only solution to the problems faced by our nation. At Indus University, we prepare the students to becomeleaders of tomorrow. They are the future of our

fcountry. They will run our government, manage our businesses, and serve our country. Thus, we at Indus University provide an environment where we foster well-rounded, well-groomed individuals who are competent to take on challenges later in life and meet them with success.

"Core Values"

- . A knowledge based society.
- . Ability to think critically and tolerate differences in opinion.
- . An understanding and respect for
- and cultural diversity.
- . Ethical and informed decision making.
- . Adaptability to the workplace.
- . A sense of being a responsible citizen
- of the society.
- . Hard work and dedication.
- . To be recognized in the Pakistan's Good Universities Guide on continual basis.

Upcoming Program:

Ist International Conference on Sensing for Industry Control Communications & Security Technologies 24-26, June 2013

Dr. Saleem-uz-Zaman Siddiqui Auditorium



International Business Galore

The students of Principles of Management in May 2012, organized International Business Galore under the supervision of their course facilitator Ms. Bushra Akhtar. Students were divided into different groups and each group was assigned a country. To depict the culture of the respective countries, students were dressed up accordingly. They set up stalls and displayed those products that make up a major part of their imports and exports. The students also amazed the guests by providing them information about the ways of doing business in those countries. Through this event, students came to know about the importance of culture & its role in shaping our personality and social life. Students also learnd about cultural diversity and how it is to be managed in order to run businesses profitably and ethically.



Stage Play - Bahar Ayee

Bahar Ayee – An urdu stage play was organized in July 2012 by the students of different disciplines of Indus University under the supervision of Ms. Bushra Akhtar, Ms. Shafaq Hanif, & Ms. Farhana Maqsood. The purpose of organizing this stage play was to explain the hardships and sufferings that our ancestors had faced at the time of partition. The play featured a happy family who lost their beloved son and daughter in the course of acquiring a seperate homeland for the Muslims. All participants in this play performed very well be it the stage artists or the back stage lot thus all produced a marvelous work & recieved huge round of applause.



Marketing Gala

In November 2012, students of Principles of Marketing arranged Marketing Gala with the help of their course facilitator Ms. Bushra Akhtar. Through this platform, students got a brilliant chance to apply theoretical knowledge into real world scenario. They utilized marketing mix tools, laws of branding and created their own signature brands. They set up stalls and sold the brands to their target market by using different pricing techniques and promotional tactics. This activity indeed provided them with hands on experience about marketing concepts. This activity was very much appreciated by the management, faculty members and students of Indus University. The Vice Chancellor, at the end of this activity distributed certificates to all participants and acknowledged their efforts.





Indus University Design society provides opportunities to the students where they can demonstrate their talents, interests and skills for the improvement of Design Department. It values students' inputs and suggestions. The society is comprised of likeminded individuals

who organize social events that provide entertainment as well as academic guidance & knowledge. The aims and objectives of the society are:

- · To give input about program policies
- · To plan special events or projects
- To raise funds for student activities or program in general
- · To support students
- To give the student body a "voice"
- · To socialize with other students



Textile Design Thesis Display

Textile Design Thesis Display 2013 - an event held to showcase the creative abilities and unique perspectives of final year students. Each student worked on a different theme and designed remarkable products. They displayed portfolios where colorful prints and designs were compiled all together each showing stunning artwork that was admired by the visitors and attracted the target market. Most of the students were given orders for their products and were also offered jobs by the Industry professionals.

The purpose of the display was to evaluate the graduating students, their learning outcomes and objectives of the curriculum.

Three jury members from the Textile Industry were invited to examine the work of the students:

Muhammad Ahsan
 2. Ms. Nazish Kalani

(Marketing Manager, Lintaz) (Ceo/Director, Adnan Apparel and Textile Mills)

3. Syed Khawar Hussain (Senior Merchandiser, Lucky Textile Mills)

The names of the Thesis Students and their respective themes are mentioned below:

- · Alveena Saleem (Thai Art)
- · Anum Fatima (Turkish Art)
- · Faiza Amjad (Musical Instruments)
- · Hunza Waheed (Parrots)
- · Maria Khattak (Marine Life)
- · Mehak Qayyum (Jodha Bai)
- .• Muhammad Asad (Living Organisms)
- · Rabia Kamal (Indian Puppets)
- · S. Shagufta Naz (Cosmology)
- · Shumaila Munawar (Street Art)
- S. Maliha Masroor (Automobiles)
- Tooba Mehmood (Local Imagery of Pakistan)



IPES WORKSHOP



It is noteworthy to mention that Quality Assurance Agency of Higher Education Commission has taken meaningful measures not only to ensure internal quality by establishing QECs in public and private sector universities but also paying heed to ensure External Quality Assurance (EQA). Thus Institutional Performance Evaluation Standards (IPES) which lie under the umbrella of EQA are considered mandatory for the better performance of HEIs therfore, QEC of Indus University felt the dire need of holding a workshop and gathered the audience to comprehend the significance of institutional benchmarking against some defined standards. The Deputy Director-QEC from IoBM, Mr. Moinuddin Ali Khan enthralled the participants with his presentation and shed light on six standards namely; Mission Statement & Goals, Planning & Evaluation, Organization & Governance, Faculty, Institutional Resources and Academic Programs & Curricula. The administrative staff and chairpersons, senior faculty members, Program & Assessment Team members of the three disciplines made their presence for the event and in the end; Vice Chancellor, Muhammad Ahmed Amin presented the shield to the resource person. The attendees showed keen interest and learned a great deal of knowledge through this exercise.

CONCRETE MEASURES TAKEN TO ENSURE QUALITY EDUCATION

(WORKSHOPS ARRANGED BY QEC OF INDUS UNIVERSITY)

Indus University has always laid great emphasis on assuring quality in higher education and to fulfill the stated objective, awareness

sessions/ seminars and workshops are conducted frequently to acquaint the faculty and administrative staff with the recent developments taking place in the international



arena w.r.t education sector. In this regard, Quality Enhancement Cell initiated the workshop on "Quality Assurance Mechanism at the Departmental Level" and the Resource Persons Ms. Zia Batool and Mr. Muneer Ahmed visited us and delivered presentations on Quality Assurance Policies of HEC and Plagiarism Prevention Services by employing Turnitin Software respectively. The attendees showed keen interest and learned a great deal of knowledge through this exercise.

As per the directives of Quality Assurance Agency –QAA of Higher Education Commission, Indus University established QEC in July 2010 and since then, various awareness sessions and meetings have been organized with the stakeholders. Recently, a refresher session was held on 27th April 2013 on "How to write a Self-Assessment Report" and Mr. Riaz Ahmad Shirazi (Deputy Director QEC of Jinnah University for Women) presented the topic and drew attention towards evidence-based approach which is necessary to track the record of events/activities especially at the time of inspections. This session covered the role of Program Team & Assessment Teams. The eight

criteria of Self-Assessment Manual were also discussed at length along with the examples.



Reaching the Heart of the Orphans at Edhi Centre

Charity begins at home, that's what Indus University did to support the deserving orphans of the Edhi foundation in Korangi (Karachi) on 14th August 2012 by donating goodie bags and Rs. 50, 000 to the orphans. Our Vice Chancellor, Muhammad Ahmed Amin took the initiative to get out for the children of Pakistan on 14th of August and celebrated the happiness with them. The Edhi foundation is headed by a great humanitarian Abdul Sattar Edhi who quotes; "My religion is to serve humanitarianism; which is the basis of every religion in the world." He has persisted upon his mission of humanitarianism for the past 56 years, and his high level of credibility is respected by almost all the religious sects of Pakistan.

Indus University keeps in mind the scenario of masses in Pakistan, and their socio economic issues and to serve its purpose of being a responsible entity, Indus University has always taken a leading role and contributed with great zeal and valor during hard times. Indus University and its students are taught to be conscious and sensitive about the society's prevailing problems.



Thalassaemia Screening & Detection Camps

Indus University took the notice of increasing number of thalassaemic patients and to provide the best care to its students, check up camp was set up and students were screened for their hemoglobin tendencies to be thalassaemic as well as their ability to donate blood to the patients.

It is the responsibility of the Higher Education Institutes (HEIs) to serve its stakeholders in every possible manner and provide them the best care and this aliment has caused many silent deaths because the virus remains undetected. We, at Indus University organized this camp for the donation of blood to the thalassaemic patients of NICVD, and Mid Citi Hospital.



Merit & Need Based Scholarships

As Benjamin Franklin quoted "An investment in knowledge pays the best interest" and Indus University has given importance on imparting quality education to the masses. The literate and civilized society is our utmost dream and to fulfill the stated objective, Indus University

has been actively involved in University offers two kinds of scholarships. The criteria employs students from each department who financial assistance on continuous are encouraged to pursue their the management has taken initiative



various activities and events. In addition, the scholarships i.e. merit and need based for former category is that three outstanding acquire GPA 3.7 or above are awarded the basis and those who lie in the latter category studies despite the monetary obstacles. Thus, to enhance student learning by incorporating

best practices within the university premises. Nevertheless, keeping in view the directives of Higher Education Commission, Pakistan, Indus University also celebrated the Fundraising Week in the first week of March 2013 and in order to disseminate knowledge at the mass level, an Endowment Fund has also been generated with a slogan "A Step towards generating Means for Outstanding Students to Learn well and Live well." The respective students' societies of the University gathered on a single platform to raise money for their needy friends. Moreover, the stakeholders of Indus University including senior management, faculty, students and administration staff left no stone unturned to promote this noble cause. Last but not the least; an appeal was generated via university's website and donation boxes were placed in every nook and cranny of the university.

Career Counseling Seminar

A seminar was held at Indus University on "Fitting Academic Pieces into Industry Places" for the students of Computer Science & Telecommunications in collaboration with IDG Business Unit. It was organized with an aim to bridge the gap between academia and industry. It is observed that students qualify with flying colors but fail to get a reasonable job for themselves due to the fact that they are not aware about the market dynamics. Mr. Raza Usman, VP-Marketing of PMI discussed some burning topics of the modern age such as, work ethics, passion, creative ideas and self-reliance strategy. Moreover, the students raised concerns and questions which were tactfully answered by the speaker. The second speaker, Mansoor Soomro, Head of IT Reporting & Consulting from Siemens Pakistan concentrated much on the interviewing techniques and proposed a 3R formula i.e. Research, Rehearsal, Relax in order to get through an interviewing process successfully. The faculty member, Mr. Raza shared his personal experiences and asked the students to never loose hope in life and always strives for the best results.







1st International Conference on Sensing for Industry Control Communications & Security Technologies











Attending a conference on any theme; be it social, academic or religious is always a rewarding experience as the attendee is honored with the number of benefits. Conferences are a good source of professional development and apart from classroom learning; the pupils get an opportunity to liaise with the industry experts, get lots of information which can help them to excel in their professional lives. In addition, the students could cultivate conversation with the contemporaries which not only help them to build a holistic approach but also forge them to build more prominent bond with the delegates. As a matter of fact, the crucial developments in nearly every field is taking place and to keep oneself abreast with the new findings is an uphill task; Indus University by keeping this perspective in mind is holding the International Conference on Sensing Technology which goes by the acronym ICSICCST'13 on 24th – 26th June 2013 at Dr. Saleemuz-Zaman Siddiqui Auditorium at H. E. J. - ICCBS, University of Karachi and researchers round the globe have shown keen interest for presenting their papers on this auspicious event. The well-renowned entities namely, CESET, HEC, H.E.J Research Institute of Chemistry and National ICT R&D Fund are working in collaboration with Indus University. It is noteworthy to mention that the proceedings of the conference will be published by IoP (Institute of Physics) publisher's open access database. The financial contributions have been made by two corporate giants, Hilton Pharma and Al-Riaz Agencies Pvt. Ltd. in the Bronze Sponsorship category. Moreover, we are honored to have Prof. Dr. Atta-ur-Rahman as the Chief Guest of inaugural ceremony which is one of the highlight of this conference. The Conference Steering Committee is making every possible effort to make this conference a well-attended event.



Themes & Topics

- 1) Video, Image & Voice Sensing
- 2) Sensing for Industry, Environment & Health
- 3) Automation and Controls
- 4) Laser Sensors and Systems
- 5) Displays for Innovative Applications
- 6) Space Technologies and Operations
- 7) Emerging Technologies
- 8) Unmanned, Robotic & Layered Systems
- Defence, Homeland Security and Law Enforcement.

ORGANIZING COMMITTEE

- Muhammad Ahmed Amin (Chair)
- Engr. Rehan Adil (Conference Secretary)
- · Rohail AKS (Conference Coordinator)



Seerat-un-Nabi (S.A.W.W) Conference' 2013

Religion plays a vital role in one's life and it is not only restricted to ibadaats but describes a whole code of conduct for leading a prosperous and contended life. In connection to this, the teachings and practices of last Holy Prophet; Hazrat Muhammed (PBUH) have set an example for the entire humankind. The dilemma is that nowadays Islam and its followers have been criticized badly on wrong grounds and the younger lot has become pessimistic about their religion. The Department of Social Sciences by considering its sole responsibility organized a one-day Seerat-un-Nabi (S.A.W.W) Conference on 2nd February 2013 under the supreme guidance of Dr. Ayesha Rizvi. The Conference was presided by the Chancellor of Indus University, Khalid Amin. The notable naat Khawan, Mr. Shafeeg Ahmed recited naat and verses of Holy Quran. The Students and staff of the department also participated actively and gained a great deal of knowledge. One of the very dignified figures from Islamic fraternity, Ms Sabiha Qadri honored us by being the Chief Guest of the event. The Pro Vice Chancellor, Prof. Dr. Muneer Ahmed Qureshi addressed the audience in an incredible manner and shed light on the life of Holy Prophet (P.B.U.H) and praised the entire team for holding such an informative and spiritual session. The session ended with the closing remarks of Dr. Ayesha and sweets and sacred items were also distributed among the participants.

Indus University 4th Convocation

"Learn Well to Live Well" is the theme of Indus University and 4th Graduation Ceremony that was held on 6th January 2012 at the Expo Centre Karachi. This theme was chosen to instill belief in each student that they have it within themselves to achieve their goals to live well.

The convocation is one of the most auspicious occasions for the University, teachers, students, and their families who have supported them in their path of life in becoming educated responsible citizens of the society. This is the time to move to the practical world and test their skills and knowledge which they learned during their journey at Indus University being a student. The 4th Convocation had 400 Undergraduates and Graduates who were awarded degrees by the Honorable Education Minister Pir Mazhar ul Haq, Chancellor Khalid Amin, Vice Chancellor Muhammad Ahmed Amin and other dignitaries from different sectors of the industry. The Gold and Silver Medals were awarded to the top achievers by the respectable guests of honors who sponsored these medals.

A short video capturing was done by the students taking encouraging messages from the students and Indus family wished the graduating students best of luck in the future. It was a memorable event with more than 4000 people that included a photo montage of images from the graduating students' earlier days in the school. The ceremony was covered by the electronic and print media followed by an exquisite



"Education is what survives when what has been learned has been forgotten." -B.F. Skinner



ALUMNI PARTY

It is the norm of every university to give a farewell dinner to its final year students. SOC360; the student body at Indus University organized "The Annual Dinner" for the graduating students. This was organized at one of the beautiful spot of Karachi the Ambala Cornish Do Darya. This event was not merely a simple dinner but it was full of entertainment. It was for the batch 2008-2011 and for all the students that have marked the history of Indus by their achievements.

All the famous students of this batch were insisted to come as there were surprises awaited for them. Not only the final year students but current batches also willingly attended the event.

The event started by glorifying the school day memory when every child use to sing the National Anthem in chorus and the same activity was repeated and everybody sang the National Anthem. This was followed by a dance performance and a video was well received that shows the journey of Indus University since its inception. All those students who achieved medals, highest GPAs or any other achievements on national or at international levels were especially invited. Moreover, alumni who are now

working at good positions in any sector were also invited so that students resolve queries and could mingle with the shining stars of the University.

The event also had many exciting activities which included the Titles' for famous students of all the departments. In order to recognize the services of the teachers the best teacher and best head of the department award were also distributed.

Last but not the least the buffet dinner was served and attendees will remember the feast for long.

The highlight of the dinner was that the faculty / senior students were endorsed with intersting titles and the shields were also presented as a token of appreciation which will always remind them of the great moments spent at Indus University. **









Mango Day



Mango is considered as king of all fruits and it is the national fruit of Pakistan. The hot summer breeze brings this juicy fruit as a reward. It's an astonishing fact that over 2000 different kinds of mangos are grown all over the world. Pakistan exports the best quality mangos and no doubt the taste of Pakistani mangos is unbeatable. it is grown and sold in bulk quantities and it is a

true blessing of God. As it is a trend to celebrate different cultural, national and international days SOC360; student body at Indus University organized Mango Day. This was the first time in the history of Indus University that such a day was celebrated which was full of excitement and joy for the mango lovers. Many activities associated with mangos and competitions were also held.

It was amazing as not only students but the teachers also participated in the competitions and were awarded too. The activities included games, quizzes, eating competitions (teachers vs students) cooking/recipe competition and a variety of sweet and sour dishes were also made available. An interesting activity which became the favorite of many students was the message tagging on the mangos. Anyone could buy a mango and customize his/her message for someone on it.











Student Societies



Soc 360 aims to promote and enhance the abilities of the students of IU inside and outside the campus so that students could become capable of doing creative things in their fields or able to perform different tasks.



Indus University Business Society works on providing students with opportunities to arrange Discipline based Seminars, Debate competitions, Parties and Picnics for the whole university and to facilitate student's life at Indus University.



Indus University Engineering Society works on providing students with opportunities to arrange Engineering Seminars, Exhibitions, Project displays, Engineering competitions and Industrial visits for the students.



IUTS has been formed to promote the technology department and to facilitate the students arranging by several exciting and knowledge based activities so that they could come at par with the international standards.



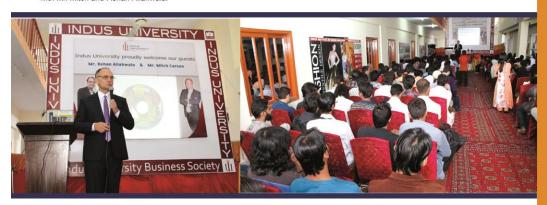
The prime focus of the Indus University Design Society is to provide updated information to the creative minds along with fun-loving activities.

Entrepreneurial, Marketing Advice and Consulting by Mitch Carson

What is it in for me? This is one question which everybody asks before making a business decision. We at Indus University try to provide career counseling, personality grooming sessions and entrepreneurial learning and marketing seminars on regular basis by the gurus of the industry. We got a chance to get our hands on Mr. Rehan Allahwala, a leading Pakistani business innovator and entrepreneur and Mr. Mitch Carson, an experienced speaker and seminar promoter.

This was an interactive session for the students which enlightened them to think out of the box and shed light on how to create new small businesses in the midst of the uncertain economic conditions. The seminar was a success as the speaker Mitch Carson got a positive response by paying attention to topics like;

- 1. How to Become the Instant Celebrity in Your Niche Market: How you can stand out against the crowd and go from being invisible to highly respected and recognized as the authority in your category.
- 2. Creating Your Future: Knowing what will happen before anyone else and using it to earn more profit and crush your competition.
- 3. Earn Twice As Much With Half The Stress: How to turnkey a business so that it is scalable, saleable, and produces consistent results. The students were enthralled to listen to Mr. Mitch's experiences and learned a lot from it. The seminar was also entertained by Mr. Rehan Allahwala, who induced some humor at the seminar. The closing was done by having a picture session of the students and management with Mr. Mitch and Rehan Allahwala.



International Linkages

As we are surviving in the era of communications and building networks with the international arena is always tempting yet challenging. We are pleased to announce that Indus University has acquired the memberships of several agencies working in the domain of Quality Assurance. The highly reputed international agencies such as, Talloires Network and International Network for Quality Assurance Agencies in Higher Education (INQAAHE) have not only approved Indus University's application but also included it on their web portal. The other well known organization which goes by the acronym APQN (Asia Pacific Quality Network) is reviewing our application and we hope to get the approval by the concerned body soon.





International Accolades

Recognition of one's services by a competent body is always a kind gesture and helps to increase the motivation level of a person as well as organization. The Indus University was honored with the Asian Leadership Award 2012 for making outstanding contribution to education. The award was received by the distinguished Vice Chancellor; Muhammad Ahmed Amin and his passion to strengthen the education sector of Pakistan is exemplary. He always quotes "I may not be an



Educational Leader but I am an Educational Change." Another milestone achieved by Indus University is also worth sharing in which Muhammad Ahmed Amin was bestowed with the certificate for attending 2-day Vice Chancellor's Forum titled "Higher Education in the Islamic World: Challenges & Opportunities." Thus these kinds of appraisals are an important mean to continuously strive for the best.

Journey of Indus University Since Inception

Indus University is a private sector university located at an accessible place in the city of Karachi and adjacent to a well-known cricket ground, National Stadium, Karachi. Initially, it was established as the Indus Institute of Higher Education (IIHE) in 2004 by PNBMD Foundation with an aim to strengthen and improve our country's role of providing quality education and services which not only enhance student's caliber as individuals but will improve the scenario of education as a whole. Later on, the Indus University was awarded the charter in April 2012 by Provincial Assembly of Sindh.

In addition, Indus University is playing a significant role in increasing the literacy rate as well as empowering the youth of Pakistan. We firmly believe in the mantra of "Learn well to live well" and in order to achieve the stated objective, four faculties namely; Business Administration & Commerce, Information Science & Technology, Fashion, Textile & Interior Design and Social Sciences are running under the university's portfolio.

The year 2013 marks the 9th Anniversary of Indus University and a new purpose built structure has been built which is a three storey building and comprised of 75 lecture rooms, 1 physics/Chemistry lab, 3 computer labs, 7 textile and design labs, 3 conference rooms. The corridors and open passages add beauty to the building. The stakeholders of Indus University are pleased to see the developments taking place at rapid pace.

For Comments & Feedback Please, write us on: **qec@indus.edu.pk**

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