



# SUSTAINABLE DEVELOPMENT GOALS

Annual Event Reports

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## SDG 1: No Poverty

As part of its commitment to SDG 1: No Poverty, Indus University students organized a significant CSR (Corporate Social Responsibility) activity aimed at alleviating hunger and poverty in the local community. The initiative involved distributing ration packs (rashan), clothes, and other essential items to underprivileged families. The students actively participated in collecting donations and organizing the distribution, ensuring that those in need received basic necessities. This outreach program not only addressed immediate hunger and poverty challenges but also helped raise awareness about the importance of community support. Through this CSR activity, Indus University students demonstrated their dedication to social responsibility and their role in creating a positive impact on society.





## SDG 2: Zero Hunger

### Food Gala

Indus University hosted a Food Gala Event in support of Zero Hunger, aligned with the United Nations Sustainable Development Goal (SDG) 2. The event aimed to raise awareness about hunger and food insecurity, while promoting community involvement and solidarity. During the event, a variety of local and international cuisines were offered, bringing together students, faculty, and the local community. In addition to enjoying the food, attendees were encouraged to make donations to support local food banks and hunger relief programs. The event was not only a celebration of food but also an opportunity to give back to those in need, reinforcing the university's commitment to addressing global challenges like hunger and poverty. The donations collected were used to support initiatives that provide nourishment to underprivileged communities.





### SDG 3: Good Health and Well-being.

On **13th December 2023**, Indus University hosted **Hashmani's Health Drive**, a wellness initiative aimed at promoting health and well-being within the university community. The event offered **complimentary eye exams, dental check-ups, and calcium assessments** to all students, faculty, and staff. This health drive was a proactive step towards encouraging preventive care and raising awareness about the importance of regular health screenings. The initiative not only provided valuable health services but also underscored the university's commitment to fostering a healthier and more informed community. It was a thoughtful gesture that reinforced the importance of holistic well-being and self-care.



On **1st June 2023**, Indus University hosted an informative **Leprosy Awareness Session**, aimed at educating students and staff about the disease and its prevention. The session highlighted the importance of early detection, proper treatment, and overcoming the stigma associated with leprosy. Experts from the medical field provided valuable insights into the symptoms, causes, and available resources for individuals affected by the disease. Attendees were encouraged to spread awareness and contribute to breaking the myths surrounding leprosy. The initiative emphasized the role of education in promoting public health and fostering a more inclusive and informed society.



On **July 20th, 2023**, Indus University hosted a hands-on **Fire Extinguisher Handling Workshop** aimed at enhancing safety preparedness. The workshop provided faculty, staff, and

students with practical training on the correct use of fire extinguishers in emergency situations. Participants learned about different types of fire extinguishers, their appropriate applications, and how to handle them effectively to prevent or mitigate fire hazards. The session emphasized safety protocols, empowering attendees with the knowledge and confidence to respond to fire emergencies. This initiative reflects the university's commitment to creating a safer campus environment.



On **July 20th, 2023**, Indus University hosted the **Coca-Cola Drive-In Activity**, a fun-filled event designed to engage students in exciting activities while promoting well-being. The event featured a range of interactive games and experiences, paired with refreshing Coca-Cola drinks, offering a lively atmosphere for students to unwind and socialize. Aligned with SDG 3: Good Health and Well-being, the activity aimed to encourage a balanced approach to health by fostering physical activity, mental relaxation, and social connection. The event successfully brought the campus community together, combining enjoyment with wellness.



On **April 3rd, 2023**, Indus University organized a friendly cricket match against Munawar Cricket Club to promote physical well-being and community engagement. The match, which brought together students, faculty, and local cricket enthusiasts, provided a fun and energetic opportunity to engage in physical activity. As part of the university's commitment to SDG 3: Good Health and Well-being, the event highlighted the benefits of staying active through sports. Participants enjoyed the thrill of competition while fostering team spirit and collaboration. It also



served as a platform to strengthen ties between the university and the local community. Overall, the event successfully encouraged healthy living and camaraderie among all involved.



On October 9th, 2023, Indus University hosted a **Tobacco Control Seminar and Art Exhibitions** aimed at raising awareness about the dangers of tobacco use and its environmental impact. The event featured a series of creative art displays that explored themes of sustainability and the harmful effects of tobacco. Through these exhibitions, students and faculty showcased powerful visual messages that encouraged healthier, more sustainable lifestyles. The event emphasized the importance of tobacco control as part of a broader commitment to environmental and public health. It provided a platform for creative expression while promoting awareness around critical social issues. Overall, the event successfully integrated art and advocacy to inspire positive change.





## **Report on SDG Awareness Session by SDG Academy**

Title	:	SDG's Awareness Session
Venue	:	Main Auditorium, Indus University
Guests	:	SDG's Academy (Pvt) Ltd.
Organized By	:	Indus University
Country	:	Pakistan
Web Address	:	<a href="http://www.indus.edu.pk">www.indus.edu.pk</a>

### **Introduction**

The session aimed to educate participants on the 17 global goals, emphasizing their significance in addressing the world's most pressing challenges such as poverty, climate change, and peace. The session brought together a diverse audience, eager to learn and engage with sustainable development concepts.

### **Purpose / Objectives of the Session**

The primary objectives of the session were to:

- Raise awareness about the importance of the SDGs in shaping a sustainable future.
- Encourage active participation in SDG initiatives and inspire collaboration to address global and local challenges.

### **SDGs Involved in the Event:**

This event was designed to support the United Nations' Sustainable Development Goals, specifically focusing on:

- **SDG 4: Quality Education** – The event aimed to provide inclusive and equitable learning opportunities for all participants. It emphasized the importance of education in personal and professional growth, promoting lifelong learning through workshops, discussions, and knowledge-sharing sessions.
- **SDG 11: Sustainable Cities and Communities** – By addressing the need for sustainable urban development, the event highlighted the importance of creating resilient communities. Discussions centered on reducing environmental impact, enhancing urban infrastructure, and fostering inclusive, safe spaces for all residents.



Picture of Sustainability Development Awareness Event (Indus University, Karachi)

## **Engagement and Feedback**

Participants were highly engaged throughout the session. A Q&A segment allowed attendees to ask questions, share insights, and discuss how to implement SDG-related initiatives within their communities or organizations. The interactive nature of the session helped participants feel more connected to the global sustainability movement.

## **Conclusion**

The SDG Awareness Session by SDG Academy successfully raised awareness about the importance of the Sustainable Development Goals and inspired participants to take action. It underscored the urgency of working together to achieve these global objectives by 2030. The event provided valuable insights and practical strategies for incorporating SDG principles into personal and professional endeavors.



## **Report: Friendly Cricket Match - Indus University vs Munawar Cricket Club**

### **SDG 3: Good Health and Well-being**

**Date:** Thursday, 3 November 2022

**Venue:** Rashid Latif Cricket Academy, Karachi  
Indus University v/s Munawar Cricket Club.

Ensure healthy lives and promote well-being for all at all ages. This goal focuses on reducing maternal and child mortality, combating diseases, and ensuring access to essential healthcare services.

A friendly cricket match between Indus University and Munawar Cricket Club was held on Thursday, 3rd November 2022, at the Rashid Latif Cricket Academy, Karachi. The match was organized to promote sportsmanship and strengthen ties between the university and the local cricket community.



### **Match Overview:**

The game began in the morning, with both teams arriving full of energy and excitement. Munawar Cricket Club won the toss and opted to bat first, leading to an exciting display of skill and teamwork. Their batsmen showcased impressive technique, while Indus University bowlers put in a strong effort to keep the match competitive.

### **Spirit of the Game:**

Throughout the match, the spirit of sportsmanship was evident. Both teams played with mutual respect, creating a friendly and encouraging environment. Players from both sides demonstrated excellent teamwork, and the match served as a reminder of the positive impact sports can have on building camaraderie and community bonds.





## **Conclusion:**

The match ended with both teams appreciating the friendly competition and the opportunity to play at such a renowned venue. While Munawar Cricket Club secured a victory, the experience was a win for everyone involved, highlighting the value of such events in promoting physical fitness and teamwork. It was a day filled with enthusiasm, unity, and shared love for the game of cricket. (Based on SDG #3)

## **Report: Tobacco Control Events and Art Exhibitions Related to Sustainability**

**SDG 3: Good Health and Well-being**

**SDG 4: Quality Education**

**Venue** : Indus University, Karachi  
**Country** : Pakistan  
**Web Address** : [www.indus.edu.pk](http://www.indus.edu.pk)

**Good Health and Well-being** ensures healthy lives by reducing mortality, combating diseases, and promoting access to healthcare services, while **SDG 4: Quality Education** focuses on providing inclusive, equitable education and lifelong learning opportunities for all. Together, these goals promote healthier lifestyles and access to quality education, fostering skills necessary for sustainable development and well-being across all ages and communities

Indus University recently hosted a series of **Tobacco Control Events** and an **Art Exhibition** to raise awareness about the harmful effects of tobacco consumption and its impact on sustainability. The events were aimed at educating students, faculty, and the wider community about the health, environmental, and social consequences of tobacco use, while also promoting sustainable practices in art and design.

### **Tobacco Control Art Exhibition:**

One of the event's highlights was the **Tobacco Control Art Exhibition**, organized by the students of the **Art and Design Department**. The exhibition showcased thought-provoking art pieces that creatively portrayed the detrimental effects of tobacco on both human health and the environment. Many of the artworks were created using **recycled materials**, aligning with the university's sustainability initiatives.

The students' projects displayed a variety of themes, such as the environmental damage caused by cigarette waste, the harmful chemicals in tobacco products, and the long-term health impacts of smoking. By using waste materials and sustainable techniques in their creations, the students effectively communicated the importance of recycling and reducing tobacco-related pollution.



## **Conclusion:**

The **Tobacco Control Events** and **Art Exhibition** at Indus University successfully merged the critical message of tobacco control with the university's sustainability goals. The events served as a platform for raising awareness about the harmful effects of tobacco, while also encouraging environmentally sustainable practices through art and student engagement. Indus University continues to demonstrate leadership in promoting public health and sustainability through innovative and impactful initiatives.



## **Report: Indus University Celebrates Mental Health Month in Collaboration with Heal Aid Foundation**

*SDG 3: Good Health and Well-being*

*SDG 4: Quality Education*

**Date** : Saturday, 29 October 2022  
**Venue** : Indus University, Karachi  
**Country** : Pakistan  
**Web Address** : [www.indus.edu.pk](http://www.indus.edu.pk)

Ensure healthy lives and promote well-being for all at all ages. This goal focuses on reducing maternal and child mortality, combating diseases, and ensuring access to essential healthcare services.

On 29 October 2022, Indus University, in collaboration with the Heal Aid Foundation, organized an impactful event to celebrate **Mental Health Month**.

### **Event Overview:**

The event began with an opening ceremony led by senior faculty members and representatives from the Heal Aid Foundation, who emphasized the significance of addressing mental health issues, especially in academic environments where students face various pressures. Keynote speakers, including mental health professionals, psychologists, and counselors, were invited to provide their expert perspectives on the subject.



### **Key Sessions:**

#### **1. Workshops on Stress Management:**

A series of interactive workshops focused on managing stress, anxiety, and emotional well-being. These sessions highlighted practical strategies, including mindfulness exercises and relaxation techniques that participants could incorporate into their daily lives to better cope with mental health challenges.

## 2. Panel Discussion on Breaking Mental Health Stigmas:

The panel discussion featured mental health advocates, students, and healthcare professionals discussing the misconceptions surrounding mental health. The conversation aimed at normalizing conversations about mental health and encouraging individuals to seek help without fear of judgment.



## Student Engagement:

Students actively participated in the event, sharing their own experiences and concerns about mental health. Many expressed appreciation for the safe space created by the university and the Heal Aid Foundation, which encouraged open dialogue and support. Several students also volunteered to promote mental health awareness on campus by organizing future events and creating mental health support groups.

## Conclusion:

The collaboration between Indus University and the Heal Aid Foundation proved to be a successful initiative in promoting mental health awareness. The event underscored the university's commitment to fostering a supportive and inclusive environment where mental well-being is prioritized. It also set the foundation for ongoing efforts to provide resources and support for students facing mental health challenges.



## SDG 4: Quality Education.

On **29 December 2023**, the **Faculty of Management Sciences** at **Indus University** organized an enriching **Experiential Learning Program (ELP)** for its **8th-semester students**. The program aimed to provide students with practical, hands-on learning experiences that bridge the gap between academic knowledge and real-world applications. During the ELP, students participated in workshops, case studies, and interactive sessions designed to enhance their critical thinking, problem-solving, and leadership skills. Industry experts and seasoned professionals shared valuable insights, giving students a deeper understanding of the business landscape. The initiative also emphasized teamwork and communication, allowing students to collaborate and learn from each other's experiences.



A guest speaker session with Mr. Javed Jabbar, a renowned expert in media and communication, was held at Indus University. During the session, Mr. Jabbar shared valuable insights into the evolving media landscape, the role of communication in shaping public opinion, and the challenges faced by media professionals today. His thought-provoking talk encouraged students to explore the dynamic world of media and communication with a critical and informed perspective.



The Executive Development Centre, hosted the **Jang Forum** on "How Can Pakistan Increase Tax Revenue," bringing together esteemed experts to address this critical issue. The session featured



prominent speakers, including **Mr. Abdul Qadir Memon**, Patron of the Pakistan Tax Bar Association, **Mr. Zubair Tufail**, Former President of FPCCI, and **Dr. Hummaira Jabeen**, Chairperson of the Department of Business Administration. The forum, hosted by **M. Akram Khan**, explored practical solutions and strategies to enhance Pakistan's tax revenue, focusing on policy reforms, improved tax compliance, and strengthening the nation's fiscal framework. The insightful discussion aimed at unleashing the country's economic potential through sustainable revenue generation.



The **Final Thesis Display** for Art Direction students took place on **8th-9th February 2023** at Indus University, showcasing the culmination of their creative journey. The exhibition featured innovative concepts and exceptional design work, reflecting the students' mastery in visual communication and artistic expression. Hosted by the **Faculty of Communication and Design**, the event provided a platform for students to present their unique ideas and design projects to industry professionals and peers. The exhibition demonstrated the students' ability to blend creativity with practical design solutions, marking a significant milestone in their academic careers. It was an inspiring showcase of the next generation of designers and their contributions to the art direction field.





On **20th March 2023**, Indus University hosted a **Guest Speaker Session** with **Mr. Wajih Uddin**, who shared his expertise on character development and life skills, specifically tailored for IT students. During the session, Mr. Uddin emphasized the importance of personal growth, resilience, and effective communication in the professional world. He provided valuable insights into how IT students can enhance their soft skills to complement their technical knowledge, preparing them for success in both their careers and personal lives. The session was highly interactive, offering practical advice and inspiring students to focus on holistic development.



At the beginning of each academic year, **Indus University** ensures that all new students across various faculties receive comprehensive **orientation sessions**. These sessions provide essential information about the curriculum, program structure, and the diverse opportunities available throughout their academic journey. Faculty members and program coordinators take this opportunity to familiarize students with the university's resources, including state-of-the-art clinical training facilities, libraries, and support services. These orientations are designed to set clear expectations, introduce students to the university's academic culture, and foster a strong sense of community among them. Overall, it serves as a welcoming and informative experience that lays the foundation for their professional education and personal growth.





On **20th June 2023**, Indus University organized a **Soft Skills Training** session for students in the **Computing Department**, aimed at enhancing their interpersonal and communication abilities. The initiative, in collaboration with **Hazza Institute** and the **IT Ministry**, focused on equipping students with essential soft skills such as teamwork, leadership, and problem-solving, which are critical in the tech industry. The training aimed to bridge the gap between technical knowledge and the practical, human-centered skills needed in professional settings. Students participated in interactive activities and workshops designed to boost their confidence and prepare them for the demands of the workforce. This initiative was a step towards holistic development, ensuring students are well-rounded professionals ready for success.





On **November 6, 2023**, Indus University's Quality Enhancement Cell organized a brainstorming session on the **"Revamped Quality Assurance Framework (PSG-2023)"**, focusing on the Review of Institutional Performance and Enhancement (RIPE). The session brought together experts, including renowned directors from other universities' QECs, who shared valuable insights. This collaborative effort aimed at refining institutional performance and advancing quality assurance practices. The discussions emphasized the importance of continuous improvement in educational standards. The event served as a step towards fostering a culture of excellence across higher education institutions. Together, the participants are paving the way for enhanced quality and institutional growth.



The seminar **"Navigating the Media Landscape: Addressing Challenges and Embracing Opportunities in a Media Career"** featured Ayaz Khan, the celebrated Pakistani TV artist, who shared his invaluable insights on succeeding in the media industry. Organized by the Faculty of Communication and Design, the event focused on the challenges and opportunities that aspiring media professionals face. Ayaz Khan's session highlighted practical advice for overcoming obstacles and making the most of media career opportunities. Attendees gained a deeper understanding of the media landscape, from behind-the-scenes production to career development. The seminar inspired students and professionals to approach the media industry with confidence and creativity. It was a significant opportunity for learning, networking, and professional growth.



## SDG 5: Gender Equality

The **Breast Cancer Awareness Session** organized by the Department of Physical Therapy & Rehabilitation Sciences (IUDPTRS) at Indus University on **October 19, 2023**. The session, led by **Dr. Sana Sehar**, focused on empowering women with critical knowledge about breast cancer prevention, early detection, and treatment options. By educating participants on this women-specific health issue, the event directly contributes to **promoting gender equality** in healthcare access and awareness. Raising awareness about breast cancer is essential in breaking down barriers, reducing stigma, and encouraging women to take charge of their health. The session also emphasized the importance of healthcare services that cater to women's needs, supporting a more equitable approach to health education.



## **Report: Indus University Signs MOUs for Clinical Rotational Programs**

*SDG 3: Good Health and Well-being*

*SDG 4: Quality Education*

*SDG 17: Partnerships for the Goals,*

**Venue** : Indus University, Karachi  
**Country** : Pakistan  
**Web Address** : [www.indus.edu.pk](http://www.indus.edu.pk)

**Quality Education** ensures inclusive, equitable education and promotes lifelong learning opportunities, while **Partnerships for the Goals** emphasizes building strong collaborations to achieve sustainable development.

Indus University has recently signed three key **Memorandums of Understanding (MOUs)** with prominent medical institutions. These partnerships will allow students to gain valuable clinical experience, enhancing their skills and preparing them for professional careers in the healthcare sector.

1. *MOU signed with Abbasi Shaheed Hospital and Clinical rotational*
2. *MOU signed with Farah Essa Academy and Clinical rotational*
3. *MOU signed with Institution of Surgery and Medicine and Clinical rotational*

### **1. MOU with Abbasi Shaheed Hospital:**

Indus University signed an MOU with **Abbasi Shaheed Hospital**, one of Karachi's largest public hospitals, to facilitate **clinical rotational programs** for its students. This agreement will enable students from healthcare-related disciplines to rotate through different departments at Abbasi Shaheed Hospital, giving them first-hand exposure to patient care, emergency medicine, surgical procedures, and other critical areas of healthcare. The collaboration aims to bridge the gap between academic knowledge and practical medical training, ensuring students gain real-world experience in a high-volume healthcare setting.

### **2. MOU with Farah Essa Academy:**

Indus University has also entered into a partnership with **Farah Essa Academy**, a well-established institution known for its advanced medical training and diagnostic services. The **clinical rotational program** under this MOU will allow students to rotate through various clinical settings, including laboratories, diagnostic centers, and patient care units. This collaboration will help students enhance their diagnostic and medical skills, enabling them to engage in patient assessments, laboratory diagnostics, and advanced healthcare procedures under professional supervision.



### 3. MOU with Institution of Surgery and Medicine:

The university signed another important MOU with the **Institution of Surgery and Medicine (ISM)**, a leading institution in surgical and medical training. Through this partnership, students will participate in **clinical rotations** across surgical units, operating theaters, and general medical wards. The hands-on experience at ISM will provide students with the opportunity to observe and assist in surgical procedures, learn about post-operative care, and gain a comprehensive understanding of the surgical practices and healthcare protocols followed in modern medicine.



### Conclusion:

The signing of these MOUs marks a significant step forward in Indus University's mission to offer comprehensive clinical training opportunities for its students. By collaborating with **Abbasi Shaheed Hospital**, **Farah Essa Academy**, and the **Institution of Surgery and Medicine**, the university is ensuring that its students receive essential, real-world experience in various aspects of healthcare. These partnerships not only benefit the students by providing invaluable learning experiences but also contribute to the broader goal of producing skilled and competent healthcare professionals ready to



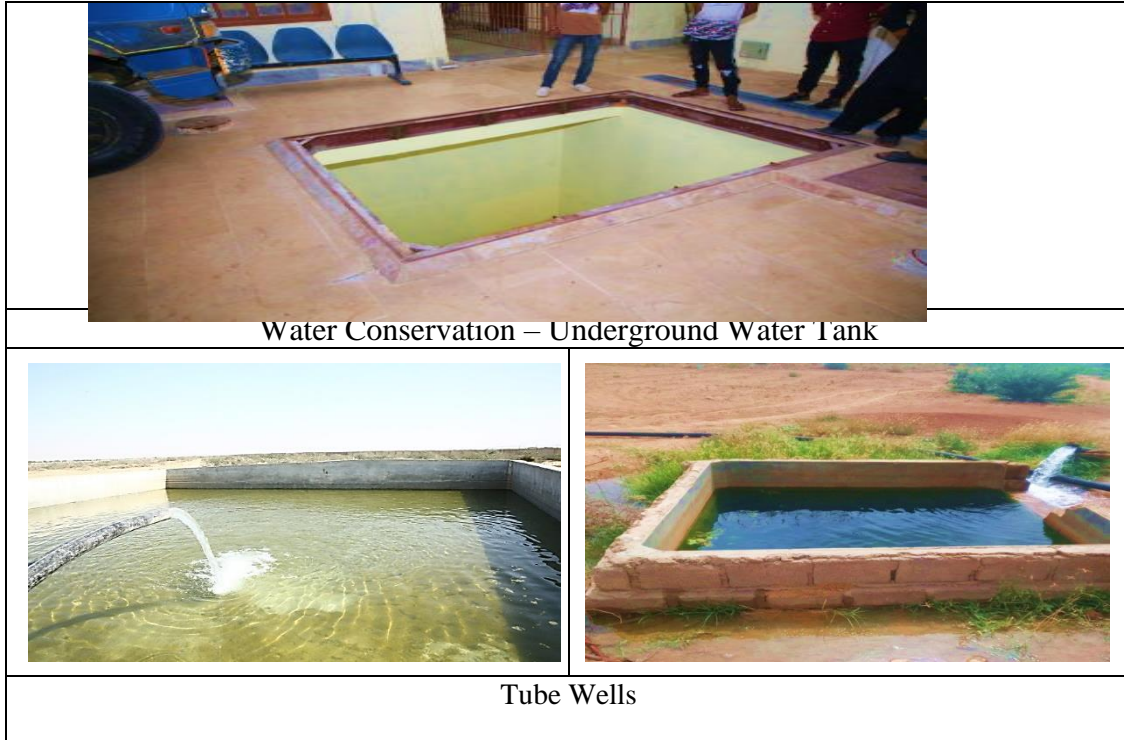
Filter Plants are place at Main Campus that use to remove impurities from water

The RO plant at Indus University is an essential facility dedicated to providing students with clean and safe drinking water. This plant employs advanced filtration methods to remove impurities and contaminants, ensuring high water quality.

A key feature of the system is chlorination, which effectively eliminates any remaining parasites, bacteria, and viruses, safeguarding the water from potential health risks. This combination of reverse osmosis and chlorination ensures that the water is not only purified but also protected against harmful microorganisms.

To enhance accessibility, filtered water coolers are strategically placed throughout the campus, allowing students to conveniently access treated water at various locations. This initiative supports students' hydration needs and promotes a healthy campus environment, reflecting the university's commitment to their well-being.

## Water Conservation Program Implementation



Indus University has implemented several effective water conservation measures to promote sustainability on campus. Each building features a separate sewerage system, ensuring that wastewater and clean water are efficiently managed.

To further conserve clean water, the university has constructed five underground water tanks that store rainwater and other sources of clean water for later use. This initiative helps reduce water wastage and supports the campus's overall water management strategy.

Additionally, four tube wells are utilized to irrigate the plants at the Education City sustainable project land. This system not only aids in maintaining the greenery around the campus but also emphasizes the university's commitment to environmental stewardship and sustainable practices. Through these efforts, Indus University is setting a strong example of responsible water usage and conservation.



## **Report: Energy Efficient Appliances Usage**

*SDG 7: Affordable and Clean Energy*

*SDG 11: Sustainable Cities and Communities*

*SDG 12: Responsible Consumption and Production*

**Venue** : Indus University, Karachi  
**Country** : Pakistan  
**Web Address** : [www.indus.edu.pk](http://www.indus.edu.pk)

Indus University is actively promoting the usage of **energy-efficient appliances** as part of its commitment to sustainability and responsible energy consumption. This report outlines the significance of energy-efficient appliances, their impact on energy conservation, and how these initiatives align with the **Sustainable Development Goals (SDGs)**.

### **Introduction:**

Energy-efficient appliances are designed to use less energy while delivering the same level of performance as traditional appliances. With the growing concerns about climate change and the need for sustainable practices, the adoption of energy-efficient technologies is vital for reducing energy consumption and promoting environmental stewardship.

### **University Initiatives:**

To promote the usage of energy-efficient appliances, Indus University has implemented several initiatives:

**Awareness Campaigns:** The University has launched campaigns to educate students and staff about the benefits of energy-efficient appliances and their role in achieving the SDGs. Workshops and informational sessions highlight energy conservation practices and their impact on sustainability.

**Incentives for Usage:** Indus University is considering providing incentives for students and faculty who adopt energy-efficient appliances, encouraging sustainable practices in their homes and daily lives.



## **Conclusion:**

Indus University's commitment to promoting energy-efficient appliances reflects its dedication to sustainability and the achievement of the **Sustainable Development Goals**. By fostering a culture of energy conservation and responsible consumption, the university is contributing to global efforts to combat climate change and create a sustainable future for all. The adoption of energy-efficient technologies not only benefits individual users but also plays a crucial role in advancing the broader goals of affordable clean energy, sustainable communities, and responsible production practices.

## SDG 8: Decent Work and Economic Growth

Indus University hosted the **"Unlocking Futures" recruitment drive**, bringing industry and HR experts from Zameen.com to campus. The event provided fresh graduates and final semester students with the opportunity to participate in on-campus interviews, connecting them with potential employers. Zameen.com's involvement allowed students to explore career prospects in a leading real estate tech company. The drive served as a platform for students to showcase their skills and secure professional opportunities. It also helped bridge the gap between academic learning and industry demands. This initiative empowered students to take their first steps toward building successful careers.



On **4th May 2023**, the **PHC Job Fair & Education Expo 2023** took place at the Expo Center in Karachi. This event provided an excellent platform for students to connect with multinational and national companies. Participants had the chance to explore various career opportunities and gain insights into different industries. The fair facilitated valuable networking, allowing students to interact directly with recruiters and industry professionals. It also featured a range of educational sessions and workshops to enhance career readiness. Overall, the event proved to be a significant step toward bridging the gap between education and employment.



On **1st April 2023**, students participated in the **Elevator Pitch event**, presenting their business ideas and prototypes to an esteemed Industrial Advisory Board. The event served as a platform for students to demonstrate their entrepreneurial skills and innovative concepts. Each student had a brief yet impactful opportunity to pitch their ideas, highlighting the feasibility and potential of their projects. The industrial



panel provided valuable feedback, offering guidance on how to refine and scale their business models. The event also allowed students to gain exposure to industry experts and expand their professional network. Overall, it was an insightful experience for students to hone their presentation skills and receive constructive criticism from industry leaders.



On **11th September 2023**, Indus University hosted the **Career Fair 2023**, offering students a valuable opportunity to connect with industry professionals. The event featured a wide range of companies from various sectors, showcasing diverse job openings and career pathways. Students were able to interact directly with recruiters, gaining insights into the hiring process and industry expectations. The fair also provided a platform for students to network and explore internship opportunities, setting the stage for future career growth. Several workshops and guidance sessions were conducted to help students sharpen their professional skills. Overall, the Career Fair proved to be an essential event for bridging the gap between academic learning and career opportunities.



## SDG 9: Industry, Innovation, and Infrastructure

On **14th November 2023**, a dynamic seminar on the **Intersection of IoT and Artificial Intelligence** was hosted by the Faculty of Computing & Information Technology at Indus University. Led by the distinguished Eng. Syed Umaid Ahmed, the event ignited innovation and provided deep insights into the transformative potential of these technologies. The seminar highlighted the cutting-edge advancements in IoT and AI, fostering a vibrant discussion on their applications and future impact on various industries. The event was a remarkable opportunity for students and faculty to explore the evolving technological landscape.



On **4th February 2023**, Indus University hosted an engaging **Advertisement Display** featuring the creative work of its students in advertising design and media. The showcase highlighted innovative concepts, eye-catching designs, and compelling storytelling, demonstrating the talent and creativity of the students in the Faculty of Communication & Design. The display offered a glimpse into the future of advertising and media, providing a platform for students to present their work to a wider audience. It was a testament to the university's commitment to fostering creativity and excellence in the field of design.



On **4th February 2023**, Indus University proudly hosted the **Media Cabinet** — a captivating showcase of student work in various media formats. The display highlighted the creativity and innovation of students in fields such as digital media, video production, photography, and graphic design. It provided a unique



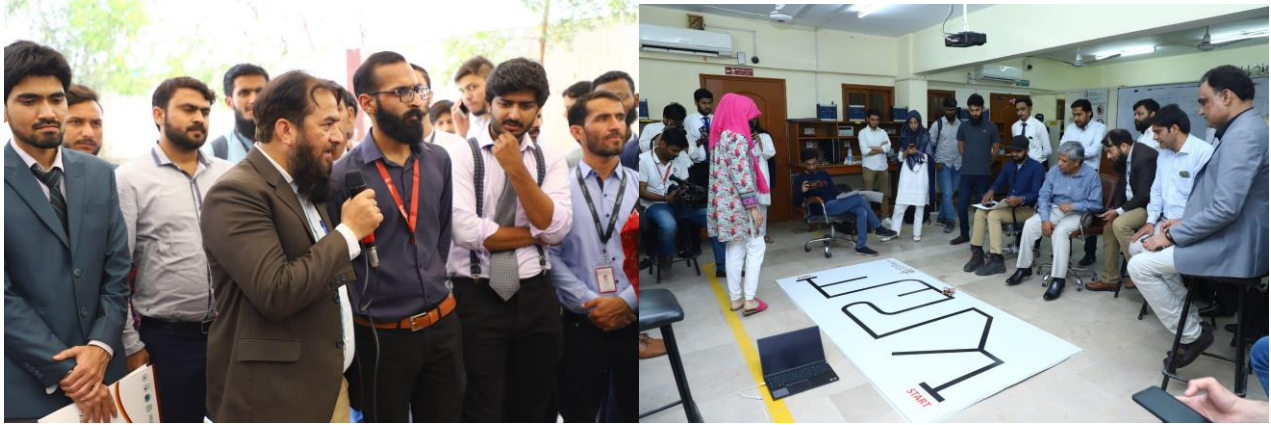
opportunity for students to present their media projects, demonstrating their skills and vision. The event underscored the university's commitment to nurturing talent in the dynamic world of media and communication.



**The Robo-Tech Exhibition**, held on **16-17 March 2023** at Indus University, showcased cutting-edge robotic technologies and innovations. It featured engineering projects developed by students, highlighting their creativity and technical skills. Attendees had the opportunity to interact with working prototypes and gain insights into the future of robotics. The exhibition provided a platform for students to demonstrate their research and engineering expertise. Visitors were able to explore advancements in automation, artificial intelligence, and robotic systems. The event fostered collaboration and inspired the next generation of engineers and technologists.







The "Art Direction in Media Science – Student Showcase," held on **20th July 2023** at Indus University, featured impressive works from students in the Art Direction department. The event highlighted innovative assignments, showcasing creative concepts, visual storytelling, and design skills. Students displayed their ability to blend art, media, and technology in unique ways. The showcase offered a platform for aspiring media professionals to present their work and gain valuable feedback. Visitors explored a diverse range of projects, from digital art to conceptual design. The event emphasized the importance of art direction in shaping modern media and entertainment



On **August 28, 2023**, our university hosted the "**Exploring the Pinnacle of Creativity**" Advertising Thesis Showcase, celebrating the remarkable achievements of students in the field of advertising. The event offered an immersive experience, where attendees could explore innovative campaigns, strategies, and creative concepts crafted by the students. It served as a platform for showcasing the culmination of their hard work, research, and ingenuity in the advertising world. The showcase highlighted cutting-edge approaches to branding, media, and consumer engagement. Visitors were captivated by the diversity and originality of the students' thesis projects. This event not only celebrated creativity but also provided insights into the future of advertising.



On **October 19, 2023**, **Indus University** hosted an engaging seminar titled "**Digital Thrive**", focused on guiding students through the essentials of building and growing a brand in the digital age. The seminar featured **Miss Urooba Zafar**, Head of Marketing at **HRs Network Solution**, who shared her expert insights on digital marketing strategies, brand positioning, and the evolving digital landscape. Her presentation inspired students to embrace the opportunities offered by digital tools and technologies for business success. Attendees learned how to leverage online platforms for brand growth, while gaining a deeper understanding of digital trends shaping the future of marketing. The event was both educational and motivational, equipping students with valuable skills for thriving in a digital-first world. It served as a platform to foster innovation and entrepreneurial thinking among the university community.





Indus University proudly showcased the brilliance of its students at the **Undergraduate Project Display**, celebrating their hard work, dedication, and creativity. The event featured a diverse range of innovative projects that highlighted cutting-edge solutions and technological advancements. Each project reflected the students' ability to think critically and creatively, addressing real-world challenges. This display of ingenuity fosters a spirit of problem-solving and innovation. By promoting technological solutions and innovation, the projects contribute to the development of both educational and broader infrastructure. The event not only recognized academic excellence but also inspired future engineers, designers, and entrepreneurs to continue pushing the boundaries of innovation.



Indus University proudly showcased its students' innovative projects at the **12th edition of the IEEE Fair 2023**, a key event bringing together top technology companies, academicians, and industry experts. The fair provided a platform for students to exhibit their cutting-edge projects, highlighting advancements in various fields of technology and engineering. By fostering collaboration between academia and industry, the event aimed to inspire new ideas, drive innovation, and promote the exchange of knowledge. Students had the opportunity to engage with leading professionals, gain valuable feedback, and explore potential career opportunities. The event also emphasized the importance of industry-driven education and research in shaping the future of technology. Overall, the IEEE Fair was a celebration of creativity, collaboration, and the power of innovation in shaping tomorrow's solutions.





Prof. Dr. Asim ur Rehman and Manager Hafiz Muhammad Ahmed Siddiqui have teamed up with **IPO Chairman Mr. Farukh Amil** and his team at **Indus University** to create a powerful collaboration aimed at bridging academia and the **Intellectual Property Organization (IPO) of Pakistan**. This partnership focuses on raising awareness about critical aspects of **intellectual property rights**, including **trademarks, copyrights, patents, and designs**. By educating students and the wider community, the initiative fills a significant knowledge gap, empowering future innovators and entrepreneurs. The collaboration seeks to foster a deeper understanding of how intellectual property protects creative works and drives economic growth. It also emphasizes the importance of legal frameworks in supporting innovation and entrepreneurship. Together, the team is paving the way for a brighter future by promoting intellectual property literacy for sustainable development.





## SDG 10: Reduced Inequalities

Indus University hosted an impactful **recruitment drive** in collaboration with **UBL Bank** on **18 October 2023**, offering students a unique opportunity to engage in challenging interviews and tests. The event provided a real-world experience, helping participants gain valuable insights into the recruitment process and enhancing their employability. Students had the chance to showcase their skills and knowledge while learning firsthand about the expectations of top-tier organizations. The drive also encouraged professional growth and career readiness, bridging the gap between academic learning and industry demands. By offering students the opportunity to participate in a recruitment drive with a major institution like UBL Bank, the event helped to level the playing field and provide access to career opportunities for a diverse range of students, contributing to reducing inequalities in the job market. Overall, the event opened doors to potential job opportunities and fostered a deeper understanding of the banking sector.



On **3rd October 2023**, the **International Relations Office** at **Indus University** hosted an informative session on the **scholarships and programs** offered by **Budapest Metropolitan University**. The session featured insights from the **MEI Consultant** and **Budapest Country Manager Mr. Aziz ur Rehman**, who shared incredible opportunities for students seeking higher education in Budapest. The session highlighted a range of academic programs and financial aid options available to eligible students. It provided valuable guidance on the application process, helping students explore international study opportunities. The event was part of the university's ongoing efforts to expand global learning opportunities for its students. It emphasized **education for all** and showcased how studying abroad can shape students' futures.





## **Report: Recycling Initiative and Awareness Campaign at Indus University**

SDG 11: SUSTAINABLE CITIES AND COMMUNITIES

SDG 12: Responsible Consumption and Production.

SDG 13: Climate Action

**Venue** : Indus University, Karachi  
**Country** : Pakistan  
**Web Address** : [www.indus.edu.pk](http://www.indus.edu.pk)

The awareness campaign and student involvement in the Art and Design thesis display help promote environmental education and foster sustainable practices through learning and creativity.

In effort to promote sustainability and environmental responsibility, Indus University management implemented a comprehensive recycling initiative across all departments. A total of **21 recycling dustbins** were strategically placed throughout the campus to encourage proper waste segregation and disposal. This initiative focused on three main categories: **food waste, plastic bags, and papers**. Additionally, a campaign was organized to raise awareness among students about the importance of recycling and its positive impact on the environment. Event Overview:



Placed dustbin for recycling papers and plastic



Recycling Awareness campaign for students



### **Recycling Initiative Overview:**

The recycling dustbins, clearly labeled for different types of waste—**food, plastic, paper, and glass items**—were installed in all university departments. The aim was to ensure that students, faculty, and staff could easily dispose of their waste in an environmentally friendly manner. By segregating items into specific bins.



### **Conclusion:**

Indus University's recycling initiative and awareness campaign mark a significant step toward promoting a culture of sustainability on campus. The strategic placement of recycling dustbins, combined with student involvement and innovative thesis displays, demonstrates the university's commitment to environmental protection. Indus University continues to lead by example in fostering environmental consciousness.



Indus University students recently organized a **Beach Cleaning Activity** as part of their commitment to environmental sustainability. The initiative aimed to raise awareness about the importance of keeping our beaches clean and preserving marine ecosystems. Students gathered at a local beach, where they worked together to remove plastic waste, litter, and other debris from the shoreline. This hands-on activity not only contributed to the cleanliness of the beach but also educated participants on the environmental impacts of pollution and the need for sustainable waste management practices.

The beach cleaning initiative aligns with **SDG 14 and SDG 15** which focuses on conserving and sustainably using oceans, seas, and marine resources. By participating in such activities, the students of Indus University demonstrated their commitment to protecting the environment and promoting sustainable practices within the community. The event also helped foster a sense of collective responsibility towards environmental conservation among the students and local residents.



## SDG 16: Peace, Justice, and Strong Institutions

On **31 December 2023**, Indus University hosted an empowering **self-defense training session** in collaboration with **Inam Martial Arts Academy**. The event aimed at shaping a **Bully-Proof Pakistan** and fostering a **safer future** by equipping participants with essential defense skills. Focused on empowerment and safety, the session aligned with the university's commitment to building a more secure and resilient society. Participants gained confidence and valuable tools to protect themselves in challenging situations. A heartfelt thank you to everyone who joined, and stay tuned for more initiatives that promote empowerment and safety. Together, we can continue making a positive and lasting impact.



From June 1st to 3rd, 2023, Indus University hosted **INDUS MUN-2023**, a Model United Nations (MUN) conference at **Regent Plaza**. This prestigious event brought together students from various institutions to simulate United Nations sessions, where they could engage in diplomatic discussions and policy-making. The conference provided a platform for young leaders to debate global issues, negotiate solutions, and collaborate with peers from diverse backgrounds.

The event was graced by the presence of **international dignitaries** from **Japan** and **Indonesia**, who further enriched the conference with their insights and perspectives on global diplomacy. Delegates had the unique opportunity to interact with these distinguished guests, gaining a deeper understanding of international relations and the complexities of global governance.



On **14th August 2023**, Indus University hosted a vibrant **Pakistan Day Celebration** to honor the nation's rich history, culture, and national pride. The event was a heartfelt tribute to the achievements and

resilience of Pakistan, bringing together students, faculty, and the community to celebrate the spirit of unity and patriotism. Through cultural performances, speeches, and interactive activities, participants reflected on the significance of Pakistan Day and its impact on the nation's journey. The celebration served as a reminder of the country's shared values and collective aspirations, fostering a deep sense of pride and connection among all present.





## SDG 17: Partnerships for the Goals

On **November 27, 2023**, His Excellency **Governor of Sindh, Kamran Khan Tessori**, and **Mr. Khalid Amin, Chancellor of Indus University**, hosted a prestigious **Special Convocation and Gold Medal Distribution Ceremony-2023**. During the ceremony, **Honorary Doctor of Philosophy (Honoris Causa)** degrees were conferred upon distinguished individuals for their exceptional contributions to Pakistan. The awardees included **Moulana Bashir Ahmed Farooqi**, a philanthropist and visionary leader, recognized for his dedication to social welfare through the Saylani Welfare International Trust. Additionally, **Muhammad Akhtar Khan Tessori**, Group Chief Executive of Tessori Group, was honored for his significant contributions to the country's economic development. **Eng. Sami Abdullah Salim Al Khanjari**, Consul General of the Sultanate of Oman, received the degree for his role in strengthening ties between Oman and Pakistan. Similarly, **His Excellency Bakheet Ateeq Al-Romaithi**, Consul General of the UAE, was acknowledged for his efforts to enhance bilateral relations between the UAE and Pakistan. The event highlighted the importance of diplomacy, philanthropy, and leadership in fostering international cooperation and national progress.



On November 4, 2023, Indus University hosted Engr. Waheed Alam, Project Director of the Saudi Landbridge Consortium, for an insightful mentoring and training session. The event focused on the critical role of **Construction Technology** in shaping **international career opportunities**. Engr. Alam shared his expertise in cutting-edge construction innovations, highlighting how emerging technologies are



transforming the global job market. Participants gained valuable insights into pursuing careers in international infrastructure projects. The session also emphasized the importance of continuous learning and skill development for success in the construction industry. This event provided a platform for professionals to explore global career prospects and the future of construction.



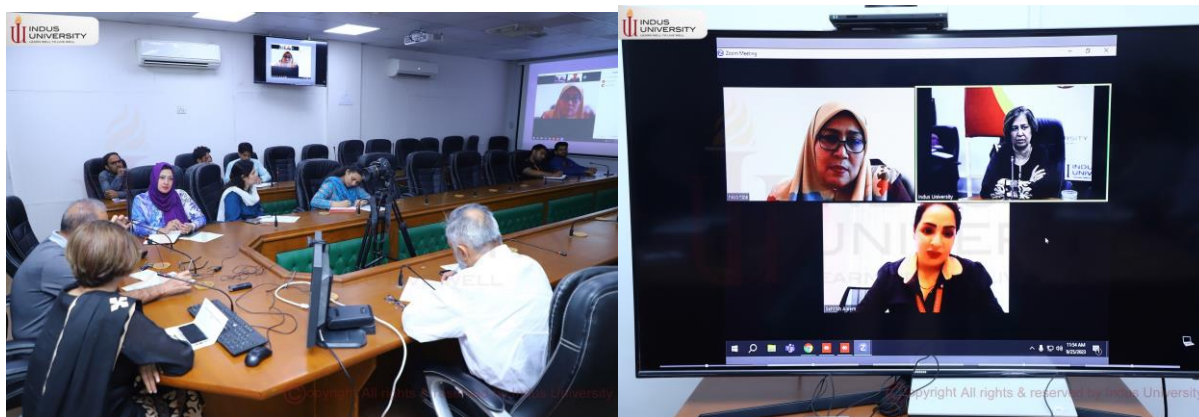
On **September 30th, 2023**, the **Indus University** hosted a dynamic workshop titled **"Industry-Academia Collaboration for Faculty Development - Teacher-In-Service Program - Industry 4.0."**

The event featured a keynote address by **Humayun Qureshi** and presentations from expert speakers, offering invaluable insights into **robotics, automation**, and the **application of IoT** in industrial automation. **Dr. Urfa Rasool** moderated an engaging panel discussion with distinguished guests, sparking thoughtful conversations on the future of education and industry collaboration. Representatives from various universities, including **ORIC** directors, faculty, and students, gathered to enrich their knowledge and network with peers. This event served as an excellent opportunity for collaboration, growth, and bridging the gap between academia and industry. It emphasized the importance of staying ahead in the age of **Industry 4.0** through continuous learning and partnership.





On **September 25, 2023**, the **International Relations Office** at **Indus University** held a productive meeting with representatives from **MAHSA University** to explore potential opportunities for **international collaboration** in education. The discussion focused on strengthening academic ties and creating pathways for student exchanges, joint research, and faculty development. Both institutions emphasized the importance of expanding global partnerships to enhance educational experiences and foster cross-cultural understanding. The meeting highlighted mutual goals to promote academic excellence and provide students with broader opportunities for international learning. It was an important step in fostering global academic networks and creating long-term educational collaborations. The partnership aims to open new horizons for students and faculty alike, promoting a more interconnected educational community.



Indus University hosted a prestigious **formal dinner** in honor of the **Governor of Sindh, Honorable Muhammad Kamran Tessori**, and the **Consul General of the US in Karachi, H.E. Mr. Conrad Tribble** at **Bait ul Amin**. The event was attended by a distinguished gathering, including the **Consul Generals of France, Indonesia, and Korea**, along with prominent **government officials, diplomats, exporters, and industrialists**. Members from **FPCCI/KCCI** and various **university chancellors and vice-chancellors** were also present, making it a remarkable occasion for fostering international ties. The dinner provided a unique platform for networking and strengthening relationships between **academia, industry, and diplomatic missions**. Discussions centered around **collaboration, economic growth, and**



**educational advancement.** The event reflected Indus University's commitment to building global partnerships and creating avenues for mutual growth and development.





University : Indus University  
Country : Pakistan  
Web Address : [www.indus.edu.pk](http://www.indus.edu.pk)

Average number of scholarly publications on sustainability published: **27**

Name of Authors	Title of Research Paper	Year	URL of the Web Site (scholar.google.com, mjl.clarivate.com, www.thomsonreuters.com)
Karishma, Amir Muhammad, Shaikh Hajra Ameer, Zaidi Syeda Wajeeha Raza	Comparison of the efficacy of Kinesiology Taping versus Therapeutic ultrasound in the management of Plantar Fasciitis- A Randomized control trial	2022	Karishma K, Muhammad A, Ameer SH, Raza ZS. Comparison Of The Efficacy Of Kinesiology Taping versus Therapeutic Ultrasound In the Management of Plantar Fasciitis: A Randomized Controlled Trial. Balneo and PRM Research Journal. 2022 Mar 18;13(1):481-.
Karishma, Muhammad Saad Khan, Hajra Ameer Shaikh, Syeda Wajeeha Raza Zaidi	Prevalence of Low Back Pain among Doctor of Physical Therapy Students- A Crosssectional survey	2021	<u>Khan KM, HajraAmeerShaikh SW. Prevalence of Low Back Pain among Doctor of Physical Therapy Students. Editorial Advisory Board. 2021 Oct;15(4):51.</u>
Waheed NIDA, Amir Muhammad, Noureen Rabia, Nawaz Sumaira, Zaidi Syeda Wajeeha Raza	Effectiveness Of Cervical Manual Mobilization Techniques Versus Stretching Exercises for Pain Relief in The Management of Neck Pain- A Primary Study	2021	Waheed NI, Muhammad A, Rabia N, Sumaira N, Raza ZS. EFFECTIVENESS OF CERVICAL MANUAL MOBILIZATION TECHNIQUES VERSUS STRETCHING EXERCISES FOR PAIN RELIEF IN THE MANAGEMENT OF NECK PAIN. Balneo and PRM Research Journal. 2021 Dec 25;12(3):261-4.
Hajra Ameer Shaikh, Okasha Anjum, Kiran Iqbal, Syeda Wajeeha Raza Zaidi	Effects of Physiotherapy in the Management of Cancer related Pain and Fatigue. A Systematic Review of Randomized Controlled Trials	2021	<u>Shaikh, H., Anjum, O., Iqbal, K., &amp; Zaidi, S. (2021). Effects of physiotherapy in the management of cancer-related pain and fatigue: A systematic review of randomized controlled trials. International Journal of Endorsing Health Science Research (IJEHSR), 9(4), 541-554. <a href="https://doi.org/10.29052/IJEHSR.v9.i4.2021.541-554">https://doi.org/10.29052/IJEHSR.v9.i4.2021.541-554</a></u>
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			Review. <i>Journal of Medical Sciences</i> , 29(03), 126–131. <a href="https://doi.org/10.52764/jms.21.29.3.14">https://doi.org/10.52764/jms.21.29.3.14</a>
Ghulam Abid, Shoaib Ahmed Shaikh, Muhammad Fawad Shaikh, Sara Hafeez, Umar Abdul Majeed and Abdul Majeed Shaikh	“IOT based Smart Industrial panel for controlling Three-phase Induction motor”	2020	<a href="http://www.ieeexplore.com">www.ieeexplore.com</a>
Prof. Dr. Syed Zafar Nasir	An Approach to Energy Economy In Household Environment Using Smart System(SSFEE)	2019	<a href="https://www.researchgate.net/profile/Dr_Hussain12/publication/338357300_An_Approach_to_Energy_Economy_in_Household_Environment_Using_Smart_System/links/5e0f091d299bf10bc38c50f4/An-Approach-to-Energy-Economy-in-Household-Environment-Using-Smart-System.pdf">https://www.researchgate.net/profile/Dr_Hussain12/publication/338357300_An_Approach_to_Energy_Economy_in_Household_Environment_Using_Smart_System/links/5e0f091d299bf10bc38c50f4/An-Approach-to-Energy-Economy-in-Household-Environment-Using-Smart-System.pdf</a>
Prof. Dr. Rizwan Raheem Ahmed	GUERRILLA MARKETING TRENDS FOR SUSTAINABLE SOLUTIONS: EVIDENCE FROM SEM-BASED MULTIVARIATE AND CONDITIONAL PROCESS APPROACHES	2020	<a href="https://journals.vgtu.lt/index.php/JBEM/article/view/10730">https://journals.vgtu.lt/index.php/JBEM/article/view/10730</a>
Prof. Dr. Rizwan Raheem Ahmed	COVID-19 Pandemic and antecedents of Impulse buying behavior in the US Citizens	2020	<a href="https://www.researchgate.net/profile/Rizwan_Ahmed12/publication/344439095_The_COVID-19_Pandemic_and_the_Antecedents_for_the_Impulse_Buying_Behavior_of_US_Citizens/links/5f75999b92851c14bca41c4b/The-COVID-19-Pandemic-and-the-Antecedents-for-the-Impulse-Buying-Behavior-of-US-Citizens.pdf">https://www.researchgate.net/profile/Rizwan_Ahmed12/publication/344439095_The_COVID-19_Pandemic_and_the_Antecedents_for_the_Impulse_Buying_Behavior_of_US_Citizens/links/5f75999b92851c14bca41c4b/The-COVID-19-Pandemic-and-the-Antecedents-for-the-Impulse-Buying-Behavior-of-US-Citizens.pdf</a>
Prof. Dr. Rizwan Raheem Ahmed	Do investors Herd? An examination Of Pakistan stock exchange	2020	<a href="https://onlinelibrary.wiley.com/doi/full/10.1002/ijfe.1895">https://onlinelibrary.wiley.com/doi/full/10.1002/ijfe.1895</a>
Prof. Dr. Rizwan Raheem Ahmed	Forecasting and the casual relationship of sectorial energy consumptions and GDP of Pakistan by using AR, ARIMA, and Toda-Yamamoto Wald models	2020	<a href="https://www.researchgate.net/profile/Rizwan_Ahmed12/publication/342883171_Forecasting_and_the_casual_relationship_of_sectorial_energy_consumptions_and_GDP_of_Pakistan_by_using_AR_ARIMA_and_Toda-Yamamoto_Wald_models/links/5f0b77faa6fdcc4ca466188e/Forecasting-and-the-casual-relationship-of-sectorial-energy-consumptions-and-GDP-of-Pakistan-by-using-AR-ARIMA-and-Toda-Yamamoto-Wald-models.pdf">https://www.researchgate.net/profile/Rizwan_Ahmed12/publication/342883171_Forecasting_and_the_casual_relationship_of_sectorial_energy_consumptions_and_GDP_of_Pakistan_by_using_AR_ARIMA_and_Toda-Yamamoto_Wald_models/links/5f0b77faa6fdcc4ca466188e/Forecasting-and-the-casual-relationship-of-sectorial-energy-consumptions-and-GDP-of-Pakistan-by-using-AR-ARIMA-and-Toda-Yamamoto-Wald-models.pdf</a>
Prof. Dr. Rizwan Raheem Ahmed	Forecasting Exports and Imports by using Autoregressive (AR) with Seasonal Dummies and Box Jenkins Approaches: A case of Pakistan	2020	<a href="https://vb.laei.lt/object/elaba:64444731/">https://vb.laei.lt/object/elaba:64444731/</a>

Prof. Dr. Rizwan Raheem Ahmed	Forecasting and the casual relationship of sectorial energy consumptions and GDP of Pakistan by using AR, ARIMA, and Toda-Yamamoto Wald models	2020	<a href="https://vb.laei.lt/object/elaba:64444731/">https://vb.laei.lt/object/elaba:64444731/</a>
Prof. Dr. Rizwan Raheem Ahmed	Forecasting Exports and Imports by using Autoregressive (AR) with Seasonal Dummies and Box Jenkins Approaches: A case of Pakistan	2020	<a href="https://vb.laei.lt/object/elaba:64444731/">https://vb.laei.lt/object/elaba:64444731/</a>
Prof. Dr. Rizwan Raheem Ahmed	Modified Carroll's Pyramid of Corporate Social Responsibility to Enhance Organizational Performance of SMEs Industry	2020	<a href="https://www.sciencedirect.com/science/article/abs/pii/S0959652620325038">https://www.sciencedirect.com/science/article/abs/pii/S0959652620325038</a>
Prof. Dr. Rizwan Raheem Ahmed	Portfolio Investment diversification at Global stock market: A Cointegration Analysis of Emerging BRICS (P) Group	2020	<a href="https://vb.lsu.lt/object/elaba:63315450/">https://vb.lsu.lt/object/elaba:63315450/</a>
Prof. Dr. Rizwan Raheem Ahmed	"ES-QUAL Model and Customer Satisfaction in Online Banking: Evidence from Multivariate Analysis Techniques	2020	<a href="http://economic-research.pl/Journals/index.php/oc/article/view/1754">http://economic-research.pl/Journals/index.php/oc/article/view/1754</a>
Prof. Dr. Rizwan Raheem Ahmed	Smartphone buying behaviors in a framework of brand experience and brand equity	2020	<a href="http://search.ebscohost.com/login.aspx?direct=true&amp;profile=ehost&amp;scope=site&amp;authtype=crawler&amp;jrnl=16484460&amp;AN=143709031&amp;h=K4oapTZa1nDLu0XG3bCE39mSTJ2JYcCvpht7AdIliD7feargT3YLYhF555aJnmnMj4P%2FzaPqo5ug7Xd4WvU9JQ%3D%3D&amp;crl=c">http://search.ebscohost.com/login.aspx?direct=true&amp;profile=ehost&amp;scope=site&amp;authtype=crawler&amp;jrnl=16484460&amp;AN=143709031&amp;h=K4oapTZa1nDLu0XG3bCE39mSTJ2JYcCvpht7AdIliD7feargT3YLYhF555aJnmnMj4P%2FzaPqo5ug7Xd4WvU9JQ%3D%3D&amp;crl=c</a>
Prof. Dr. Rizwan Raheem Ahmed	Social & behavioural theories and Physicians' prescription behaviour	2020	<a href="https://www.mdpi.com/2071-1050/12/8/3379">https://www.mdpi.com/2071-1050/12/8/3379</a>
Prof. Dr. Rizwan Raheem Ahmed	Assessment of Effects of Relative Price Variability on Inflation	2020	<a href="https://web.b.ebscohost.com/abstract?direct=true&amp;profile=ehost&amp;scope=site&amp;authtype=crawler&amp;jrnl=16484460&amp;AN=143291364&amp;h=QnjvpHfChv%2fvfQM%2bIMIM3Yu6LXO884wgJugou38k0EHaFVKxy6HdduLLVbny%2bzo1KGysgjsspXsdpQ0b1mjSGQ%3d%3d&amp;crl=c&amp;resultNs=AdminWebAuth&amp;resultLocal=ErrCrlNotAuth&amp;crlhashurl=login.aspx%3fdirect%3dtrue%26profile%3dehost%26scope%3dsite%26authtype%3dcrawler%26jrnl%3d16484460%26AN%3d143291364">https://web.b.ebscohost.com/abstract?direct=true&amp;profile=ehost&amp;scope=site&amp;authtype=crawler&amp;jrnl=16484460&amp;AN=143291364&amp;h=QnjvpHfChv%2fvfQM%2bIMIM3Yu6LXO884wgJugou38k0EHaFVKxy6HdduLLVbny%2bzo1KGysgjsspXsdpQ0b1mjSGQ%3d%3d&amp;crl=c&amp;resultNs=AdminWebAuth&amp;resultLocal=ErrCrlNotAuth&amp;crlhashurl=login.aspx%3fdirect%3dtrue%26profile%3dehost%26scope%3dsite%26authtype%3dcrawler%26jrnl%3d16484460%26AN%3d143291364</a>
Prof. Dr. Rizwan Raheem Ahmed	Customer Satisfaction & Loyalty and Organizational Complaint Handling: Economic Aspects of Business Operation of Airline Industry	2020	<a href="https://www.vdu.lt/cris/handle/20.500.12259/103703">https://www.vdu.lt/cris/handle/20.500.12259/103703</a>



Prof. Dr. Rizwan Raheem Ahmed	Corporate Social Responsibility and Employees' Behavior: Evidence from Mediation and Moderation Analysis	2020	<a href="https://onlinelibrary.wiley.com/doi/full/10.1002/csr.1919">https://onlinelibrary.wiley.com/doi/full/10.1002/csr.1919</a>
Prof. Dr. Rizwan Raheem Ahmed	Smartphone use and Academic performance of University Students: A Mediation and Moderation Analysis	2020	<a href="https://www.mdpi.com/2071-1050/12/1/439">https://www.mdpi.com/2071-1050/12/1/439</a>
Prof. Dr. Rizwan Raheem Ahmed	Motives and Role of Religiosity towards Consumer Purchase Behavior in Western Imported Food Products	2020	<a href="https://www.mdpi.com/2071-1050/12/1/356">https://www.mdpi.com/2071-1050/12/1/356</a>
Rizwan Rahim	Guerrilla marketing trends for sustainable solutions- Evidence from SEM-based multivariate and conditional process approaches	2020	<a href="https://journals.vgtu.lt/index.php/JBEM/article/view/10730">https://journals.vgtu.lt/index.php/JBEM/article/view/10730</a>
Nighat Moin	CHINA-PAKISTAN ECONOMIC CORRIDOR (CPEC) ENERGY PRIORITY & OPTIONS FOR SINDH	2020	<a href="http://www.pjia.com.pk/index.php/pjia/article/view/41">http://www.pjia.com.pk/index.php/pjia/article/view/41</a>
Rizwan R. Ahmed	Corporate social responsibility and employee behavior- Evidence from mediation and moderation analysis	2020	<a href="https://onlinelibrary.wiley.com/doi/full/10.1002/csr.1919">https://onlinelibrary.wiley.com/doi/full/10.1002/csr.1919</a>
Rizwan R. Ahmed	Customer Satisfaction & Loyalty and Organizational Complaint Handling:	2020	<a href="https://www.vdu.lt/cris/handle/20.500.12259/103703">https://www.vdu.lt/cris/handle/20.500.12259/103703</a>
Rizwan R. Ahmed	ES-QUAL model and customer satisfaction in online banking- evidence from multivariate analysis techniques	2020	<a href="http://economic-research.pl/Journals/index.php/oc/article/view/1754">http://economic-research.pl/Journals/index.php/oc/article/view/1754</a>
Muhammad Abdullah Idrees, Ayesha Khan and Muhammad Arsalan Khan	Factor Disturbing Stock worth Variability of Sugar Segment of Pakistan	2020	<a href="http://ijrp.org/paper-detail/1182">http://ijrp.org/paper-detail/1182</a>
Muhammad Arsalan Khan, Muhammad Abdullah Idrees, and Ayesha Khan	Factors Affecting Consumer Buying Behavior for Electronic Notebook	2020	<a href="https://ejbmr.org/index.php/ejbmr/article/view/339">https://ejbmr.org/index.php/ejbmr/article/view/339</a>

Rizwan R. Ahmed	Forecasting Exports and Imports by using Autoregressive (AR) with Seasonal Dummies and Box-Jenkins Approaches- A Case of Pakistan	2020	<a href="https://vb.laei.lt/object/elaba:64444731/">https://vb.laei.lt/object/elaba:64444731/</a>
Muhammad Abdullah Idrees, Ayesha Khan, Muhammad Arsalan Khan, Muhammad Bilal, and Muniza Syed	Impact of Foreign Capital Inflows on Household	2020	<a href="https://ejbmr.org/index.php/ejbmr/article/view/436">https://ejbmr.org/index.php/ejbmr/article/view/436</a>
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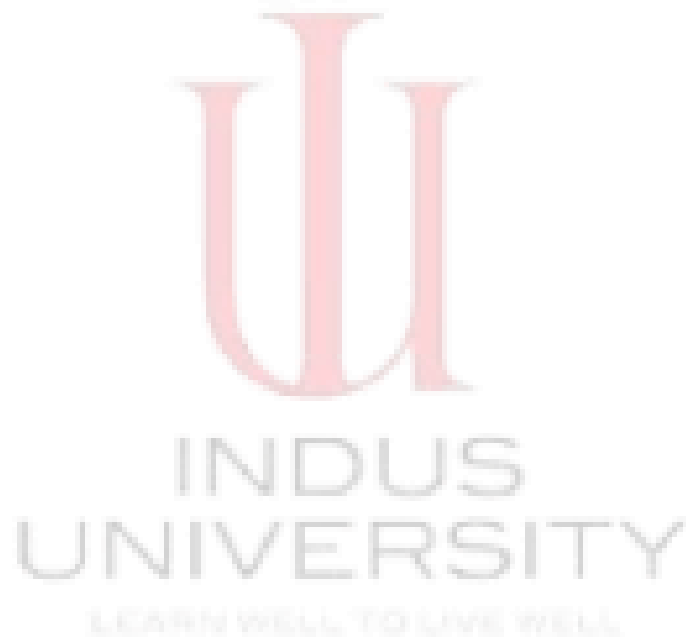
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Nighat Moin	China-Pakistan Economic Corridor (CPEC): An Opportunity for Insurance Sector in Pakistan	2018	<a href="https://www.researchgate.net/profile/Nighat_Moin/publication/344350729_China-Pakistan_Economic_Corridor_CPEC_An_Opportunity_for_Insurance_Sector_in_Pakistan/links/5f6b1a0ea6fdc0086348818/China-Pakistan-Economic-Corridor-CPEC-An-Opportunity-for-Insurance-Sector-in-Pakistan.pdf">https://www.researchgate.net/profile/Nighat_Moin/publication/344350729_China-Pakistan_Economic_Corridor_CPEC_An_Opportunity_for_Insurance_Sector_in_Pakistan/links/5f6b1a0ea6fdc0086348818/China-Pakistan-Economic-Corridor-CPEC-An-Opportunity-for-Insurance-Sector-in-Pakistan.pdf</a>
Munwar Hussain Pahi	Effects of Laissez-Faire Leadership on Commitment	2018	<a href="https://student.stic.ac.th/index.php/sjhs/article/view/70">https://student.stic.ac.th/index.php/sjhs/article/view/70</a>
Rizwan Rahim	Employees Management: Evidence from Gamification Techniques	2018	<a href="https://d1wqtxts1xzle7.cloudfront.net/58024010/097-107-Dalia_et_al.pdf?1545167559=&amp;response-content-disposition=inline%3B+filename%3DEmployees_Management_Evidence_from_Gamif.pdf&amp;Expires=1603968970&amp;Signature=XkInGFwU-En03c9Hk5iQgTJLzOaaVf6YYoHvcuE8uy4xzWInAEBd-w01Dc6jsfqzDJhP-TmTF7M9YAotDAIFD2LjDmkSmrvQS4B9r2BEjmGC6M2FFf-SiMKSNHgJ4PitYnhvtWHRShjYWc0YpIM~J2fk51FOetEx5pHA61fONR10sdouqNPFy4rXidJGD4DrHyPc3pFR7uEaOUSGSIShAG9V-jzkeEJ55SPhZt0LZkX2SjQIEkY41vzHgNih9CLgWcAYbGRLTubTecjW-KIp9B-pfWPxypjYEjEY0G2hwtRRVRGDMTtAUzIzrm9EhQczfXK~EW2QitvR8v7xNI-0w_&amp;Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA">https://d1wqtxts1xzle7.cloudfront.net/58024010/097-107-Dalia_et_al.pdf?1545167559=&amp;response-content-disposition=inline%3B+filename%3DEmployees_Management_Evidence_from_Gamif.pdf&amp;Expires=1603968970&amp;Signature=XkInGFwU-En03c9Hk5iQgTJLzOaaVf6YYoHvcuE8uy4xzWInAEBd-w01Dc6jsfqzDJhP-TmTF7M9YAotDAIFD2LjDmkSmrvQS4B9r2BEjmGC6M2FFf-SiMKSNHgJ4PitYnhvtWHRShjYWc0YpIM~J2fk51FOetEx5pHA61fONR10sdouqNPFy4rXidJGD4DrHyPc3pFR7uEaOUSGSIShAG9V-jzkeEJ55SPhZt0LZkX2SjQIEkY41vzHgNih9CLgWcAYbGRLTubTecjW-KIp9B-pfWPxypjYEjEY0G2hwtRRVRGDMTtAUzIzrm9EhQczfXK~EW2QitvR8v7xNI-0w_&amp;Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA</a>
Munwar Hussain Pahi	ENTREPRENEURIAL INTENTIONS AMONGST FEMALE STUDENTS: TEST OF A MODERATED MODEL IN AN EMERGING ECONOMY	2018	<a href="https://www.researchgate.net/profile/Umar_Ahmed8/publication/328265841_Entrepreneurial_Intentions_Amongst_Female_Students_Test_of_a_Moderated_Model_in_an_Emerging_Economy/links/5bcc917ca6fdcc03c799af95/Entrepreneurial-Intentions-Amongst-Female-Students-Test-of-a-Moderated-Model-in-an-Emerging-Economy.pdf">https://www.researchgate.net/profile/Umar_Ahmed8/publication/328265841_Entrepreneurial_Intentions_Amongst_Female_Students_Test_of_a_Moderated_Model_in_an_Emerging_Economy/links/5bcc917ca6fdcc03c799af95/Entrepreneurial-Intentions-Amongst-Female-Students-Test-of-a-Moderated-Model-in-an-Emerging-Economy.pdf</a>
Munwar Hussain Pahi	Fostering Companies Planes to Avoid Disruption to their Supply Chain for Next year	2018	<a href="https://www.researchgate.net/profile/Gholamreza_Zandi/publication/330215056_Fostering_Companies_Planes_to_Avoid_Disruption_to_Their_Supply_Chain_for_Next_Year/links/5ef8d9e4a6fdcc4ca437d8f5/Fostering-Companies-Planes-to-Avoid-">https://www.researchgate.net/profile/Gholamreza_Zandi/publication/330215056_Fostering_Companies_Planes_to_Avoid_Disruption_to_Their_Supply_Chain_for_Next_Year/links/5ef8d9e4a6fdcc4ca437d8f5/Fostering-Companies-Planes-to-Avoid-</a>

			<a href="#">Disruption-to-Their-Supply-Chain-for-Next-Year.pdf</a>
Rizwan Rahim	SPEED OF MEAN REVERSION: AN EMPIRICAL ANALYSIS OF KSE, LSE AND ISE INDICES	2018	<a href="https://journals.vgtu.lt/index.php/TEDE/article/view/3106">https://journals.vgtu.lt/index.php/TEDE/article/view/3106</a>
Muhammad Abdullah Idrees	Foreign Capital Inflows and Economic Growth In SAARC	2018	<a href="http://www.maco.jfn.ac.lk/jbs/wp-content/uploads/2019/03/JBSVol5Issue2_5.pdf">http://www.maco.jfn.ac.lk/jbs/wp-content/uploads/2019/03/JBSVol5Issue2_5.pdf</a>
Rizwan Rahim	Innovative user engagement and playfulness on adoption intentions of technological products evidence from SEM based multivariate approach	2018	<a href="https://www.tandfonline.com/doi/full/10.1080/1331677X.2018.1558086">https://www.tandfonline.com/doi/full/10.1080/1331677X.2018.1558086</a>



**University** : Indus University of Higher Education  
**Country** : Pakistan  
**Web Address** : [www.indus.edu.pk](http://www.indus.edu.pk)

### **Description:**

Above is a list of the courses that has been approved through Higher Education Curriculum Committee and statutory bodies of Indus University. These courses already embedded with sustainability as part of the core curriculum. Indus University also start reviewing the curriculum and in process of aligning maximum courses with sustainability Goals.

Total number of courses with sustainability embedded for courses running in 2022: **60**

S. No	Course Title	Notes
1	Environmental Management (Th+lab)	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
2	Water Supply and Waste Water Management	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
3	Economics for Civil Engineers	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
4	Total Quality Management	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
5	Economics	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
6	Heat Transfer (Th+lab)	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
7	Manufacturing Processes (Th+lab)	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
8	Refrigeration & Air Conditioning	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
9	Energy Resource Management	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University



10	Renewable Energy Technology (Th+lab)	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
11	Alternative Resources and Utilization	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
12	Turbines	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
13	Web Design and Development (Th+lab)	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
14	Database System (Th + lab)	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
15	Design and Analysis of Algorithms	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
16	Operating Systems (Th + lab)	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
17	Cloud Computing	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
18	Data Communication and Computer Networks (Th + lab)	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
19	Machine Learning	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
20	Artificial Intelligence	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
21	Human Computer Interaction (Th + lab)	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
22	Information Security	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
23	Big Data Analytics	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
24	Introduction to Internet of Things	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
25	Computer Communication and Networks (Th + Lab)	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
26	Simulation & Modeling	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University

27	Data Security and Encryption (Th+ Lab)	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
28	Software Architecture & Design	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
29	Web Engineering (Th+Lab)	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
30	Computer Networks	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
31	Programming Fundamentals (Th+ Lab)	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
32	Software Requirement Engineering	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
33	Software Quality Engineering	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
34	Human Resource Management	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
35	Data & Computer Communication (Lab)	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
36	Software Project Management	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
37	Software Re-Engineering	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
38	Functional English	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
39	Islamic studies / Ethical Behavior	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
40	Applied Physics	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
41	Communication Skills	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
42	Pakistan Studies	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
43	Thermodynamics	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University

44	Organizational Behavior	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
45	Engineering Economics	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
46	Entrepreneurship	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
47	Health and Wellness	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
48	Behavioral Sciences (Psychology and Ethics)	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
49	Community Medicine and Rehabilitation	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
50	Project Management	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
51	Electrical Instruments and Measurements (Th+lab)	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
52	Electrical Machine (Th+lab)	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
53	Power Generation Systems	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
54	Electrical Power Transmission (Th+lab)	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
55	Electrical Power Distribution and Utilization (Th+lab)	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
56	Control Technology (Th+lab)	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
57	Switch Gear & Protective Devices (Th+lab)	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
58	Industrial Drives & PLC (Th+lab)	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
59	Power System Analysis	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University
60	Ethics	The Content of the Course has been approved by the Higher Education Commission and the statutory bodies of Indus University