

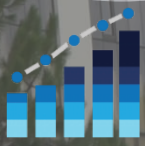


**R&SI**  
N U M L

Ibn e Rushd Block



**R&SI**  
**Annual**  
**Report**  
**2021**



**Research**  
**&**  
**Strategic Initiatives (R&SI)**  
**Division - NUML**



**R&SI**  
N U M L



**Research and Strategic Initiatives (R&SI) Division  
National University of Modern Languages (NUML)**

ANNUAL REPORT

January – December 2021



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Ibn e Rushd Block

R&SI DIVISION





## R&SI Division

In 2020, to proficiently manage and run the affairs of the university worthy Rector *Maj. Gen. Muhammad Jaffar HI(M) (Retd.)* provided a vision to restructure the University on contemporary lines. Hence, the university structure was redesigned after getting the approval from Board of Governors.

Accordingly, from December 2020 the University started functioning as per the new structure of Divisions, namely 'Resources', 'Academic' and 'Research and Strategic Initiatives' (R&SI) Divisions. Each division is being headed by a Pro-Rector and has a specific area of responsibility for efficient division of work and improved quality.

R&SI Division has a vision to serve as a main catalyst in the University for knowledge production through development and empowerment of individuals, professionals and institutions while building their capacity for solutions.

Its mission is to facilitate and coordinate research activities of NUML constituent departments and to liaise with other national as well as international academic, research and industrial organizations to facilitate research.

Research Goals of the University include:

- Promote research and creative work to increase the intellectual, social, and economic capital.
- Deliver highly competitive, rigorous, research-intensive academic programs.
- Improve research quality, productivity and impact.

R&SI Division works for research enhancement, commercialization, developing university-industry linkages, capacity building and policy development. It aims to protect and promote the interests of NUML and is working on long-term, sustainable planning and progress of all of its units in integration with the departments of the University. The Division has identified key industries with exceptional opportunities, long-term and cutting-edge challenges.

It also aims to develop contacts with the corporate sector/market/industry to ensure compatibility between research and requirements to increase its utility to the optimum. Therefore, R&SI Division facilitates, promotes, monitors, and publishes research conducted with the view to maximize both production and utility of research studies attempted in this regard.





Our team is making sustained efforts to improve University linkages with its different stakeholders in academia, industry, development sector and the media for research collaborations, entrepreneurship and commercialization of our efforts.



Research Management



## Research Management Unit

Research Management Unit develops, maintains, and communicates pre- and post-award administrative procedures for externally sponsored projects with faculty members. The Unit facilitates faculty members in submission of research proposals and projects - provides support to Principal Investigators (PI) in compilation of utilization reports, hiring of project staff, and in managing accounts.

THE UNIT FACILITATES  
FACULTY MEMBERS IN  
SUBMISSION OF RESEARCH  
PROPOSALS AND  
PROJECTS - PROVIDES  
SUPPORT TO PRINCIPAL  
INVESTIGATORS (PI) IN  
COMPILATION OF  
UTILIZATION REPORTS, HIRING  
OF PROJECT STAFF, AND IN  
MANAGING ACCOUNTS.

The Unit provides following research facilitations:

- Faculty research audit.
- Provides support on financial, admin and reporting.
- Identification and dissemination of funding opportunities.
- Publication Management System.
- Training of project award holders.
- Research themes identification and specialization.
- Space facilitation for researchers.
- Indirect support to the departments.

The Unit maintains record of:

- Research proposals submitted, approved, and completed.
- Joint research projects submitted, approved, and completed.
- Contract research awarded by industry or government organizations.
- Research grant opportunities identified and circulated to faculty.
- Consultancy opportunities identified and circulated to faculty.
- Consultancy contracts executed through this Unit.

Research Projects						
S#	Project Title	Program	Name of PI	Faculty	Amount (Rs.)	Status
1	Equitable English Learning Experience: A Gender Based Study of Remote Areas of Balochistan	NRPU	Dr. Ghazala Kausar	Faculty of Arts & Humanities	3,253,640	In progress

2	Building up an Alternative Investment Market for SMEs: Challenges and Way Forward	NRPU	Dr. Abdul Wahid	Faculty of Management Sciences	4,809,629	In progress
3	Creating Women's Empowerment by Developing the Narrative from Iqbal's Perspective	NRPU	Dr. Humaira Shahbaz	Faculty of Languages	2,824,307	In progress
4	Harmonizing the University and Madrassah Curriculum, Teaching Methodology and Research Approaches at Under Graduate Level in Pakistan	NRPU	Dr. Syed Abdul Ghafar Bukhari	Faculty of Social Sciences	3,536,076	In progress
5	Establishment of Media Sustainable Index: A Case Study of Compliance of News Channels in Pakistan	NRPU	Dr. Abdul Wahid	Faculty of Management Sciences	973,383	In progress
6	Fast Machine Learning Based Cloud Detection	NESCOM	Dr. Sajid Saleem	Faculty of Engineering & Computer Sciences	200,000	In progress

## PUBLICATION MANAGEMENT AND RESEARCH AUDIT

The Research Management Unit maintains record of research publications; the system helps in checking honorarium cases of faculty members as per Higher Education Commission's (HEC) criteria.



Department Wise Statistics

Department Name	Faculty	W	X	Y	Z	Total	Impact Factor	1st Author	2nd Author	Honorarium	Non-Honorarium	Total Amount
Computer Science	FPCS	45	7	7	5	112	255.433	32	19	41	33	121750
Electrical Engineering	FPCS	59	12	81	8	161	365.781	32	23	47	35	214325
Mathematics	FPCS	30	11	6	1	54	143.641	32	24	32	22	104490
Software Engineering	FPCS	27	5	5	8	47	82.274	32	26	38	29	162750
Economics	FPS	6	24	27	8	65	25.639	32	18	26	20	40860
Management Science	FPS	22	32	125	44	223	27.232	208	75	196	103	120636
English Studies	FPCS	1	11	74	38	124	6.463	53	55	22	102	27160
English-USS	FPCS	3	9	44	15	71	9.987	88	25	46	49	46280
Arabic Languages	FOL	4	6	119	52	181	5.588	142	89	89	252	102798
Chinese	FOL	0	0	0	8	8	0.960	3	3	8	3	33000
English/Latinal Countries	FOL	0	0	11	6	17	0.960	2	4	2	25	2000
French Language	FOL	0	0	1	0	1	0.960	1	0	1	1	1000
Persian Language	FOL	0	0	1	0	1	0.960	1	0	1	1	1000
Punjab Language	FOL	0	0	11	9	20	0.960	17	3	26	20	20000

Teacher Wise Statistics

Author Name	Department Name	Faculty	W	X	Y	Z	Total	Impact Factor	1st Author	2nd Author	Honorarium	Non-Honorarium	Total Amount
Dr. Lutfur Khan	Translation and Interpretation	FOL	0	8	23	6	37	0.960	32	1	23	0	43750
Mr. Mumtaz Mehmood	English-USS	FPCS	0	2	15	6	23	0.960	11	4	14	3	17800
Dr. Waqar Shajiq	International Relations	FPS	0	6	13	6	25	0.960	7	5	12	3	15250
Dr. Malik Rafiq	Mathematics	FPCS	6	4	2	8	22	22.423	4	6	9	3	36750
Mr. Muhammad Amir Khalid	Islamic Studies	FPS	2	5	2	6	15	0.960	9	8	7	2	13750
Dr. Muhammad Sagor	Arabic Languages	FOL	0	8	9	9	26	0.960	5	4	9	0	12250
Dr. Hafiz Ullah Ismail	Arabic Languages	FOL	0	1	7	6	14	0.960	7	8	6	2	8760
Dr. Ali Jahan	Computer Science	FPCS	8	8	8	8	32	16.538	2	2	4	4	24000
Dr. Aynab Siddique	Mass Communication	FPS	0	2	6	0	8	0.960	3	3	5	2	8760
Dr. Naseem Khattak	Islamic Studies	FPS	0	8	8	8	24	0.960	3	5	8	0	20800
Dr. Hussain Ahmad	Islamic Studies	FPS	0	1	5	2	8	0.960	3	4	5	1	7500

Research Publications (2021-22)	
	HEC Recognized Journal Publications
Faculty of Management Sciences	74
Faculty of Engineering and Computer Sciences	94
Faculty of Social Sciences	135
Faculty of Languages	133
Faculty of English Studies	45
Regional Campuses	64
<b>Total</b>	<b>545</b>

**BOARD OF ADVANCE STUDIES AND RESEARCH (BASR)**

Board of Advance Studies and Research is a governing body that monitors, approves and advises all research related matters. Research titles of postgraduate scholars and other important matters related to postgraduate studies are discussed and approvals are granted as per directions of Higher Education Commission (HEC). Office of Research and Strategic Initiatives (R&SI) playing an important role in order to streamline University’s research strategic direction. In this regard, awareness sessions with all faculties were conducted from time to time before BASR. The main objective of these awareness sessions is to streamline the research work, address societal, industrial issues and contribute towards the country’s economy.





## ETHICAL INSTITUTIONAL REVIEW BOARD

Ethical Institutional Review Board was constituted to check the ethical aspects of research proposals before submission to funding agencies. The composition of the IRB is as under:

- *Pro-Rector* R&SI Division (Chairman)
- *Pro-Rector* Academic Division (Member)
- Respective *Dean* (Member)
- *Director* Quality Enhancement Cell (QEC) (Member)
- Domain Expert (Member)
- *Manager* Research (Member)

The first meeting of IRB was held on April 28, 2021 in the Office of Pro-Rector R&SI Division, Ibn-e-Rushd Block. The Committee approved 37 out of 45 research proposals and recommended to issue an Ethical Certificate signed by respective Dean, Director QEC, and Chairman Institutional Review Board.

## ORIC-STEERING COMMITTEE (ORIC-SC)

*Office of Research Innovation and Commercialization* - Steering Committee (ORIC-SC) is the governing body - it provides strategic leadership and governance oversight. ORIC-SC provides advice to Rector-NUML for decisions and actions to be taken in accordance with the objectives, approach and scope of ORIC. The composition of ORIC-SC is as follows:

- *Rector* NUML (Chairman)
- *President* Islamabad Chamber of Commerce and Industries (Co-Chair)
- *Pro-Rector* Academic Division (Member)
- *Pro-Rector* R&SI Division (Member)
- 2 x Deans
- 4 x Nominations from Industry



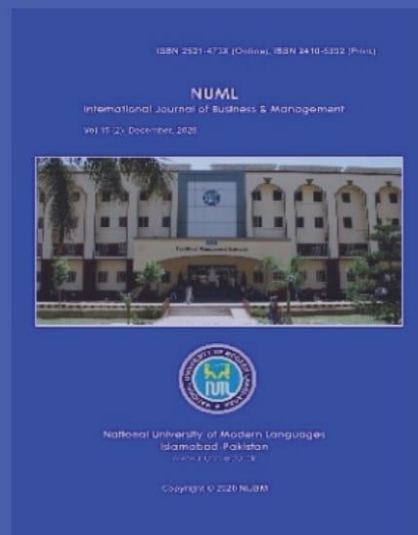
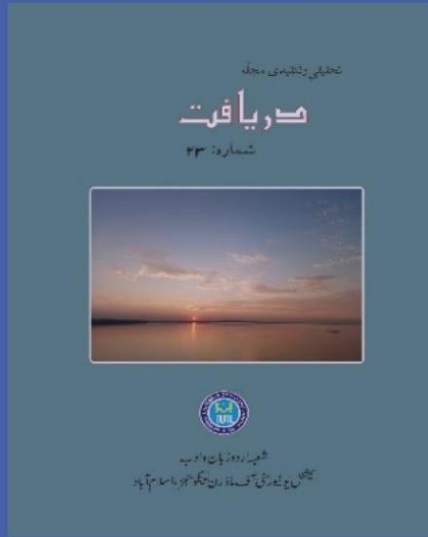
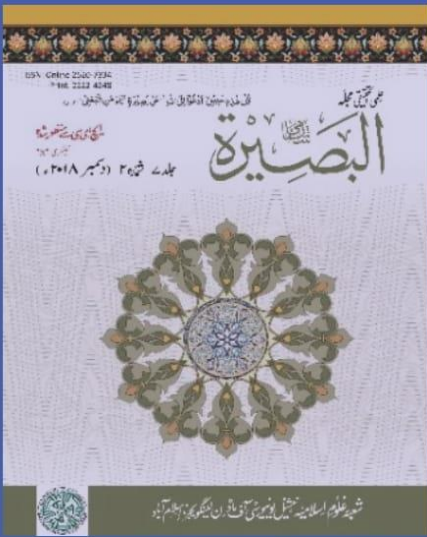
The first meeting of ORIC-SC was held on June 08, 2021. The Committee agreed to strengthen academia-industry collaborations and agreed to develop a commercialization model for the research prototypes and industrial participation.

### FACILITATION AND SUPPORT

The Research Management Unit facilitates faculty members and postgraduate scholars. Depending on the requirements of researchers, state of the art laboratories for students and faculty members were established in Ibn-e-Rushd Block with fast internet connectivity and access to HEC’s digital libraries and other resources.







# Research Journal Facilitation

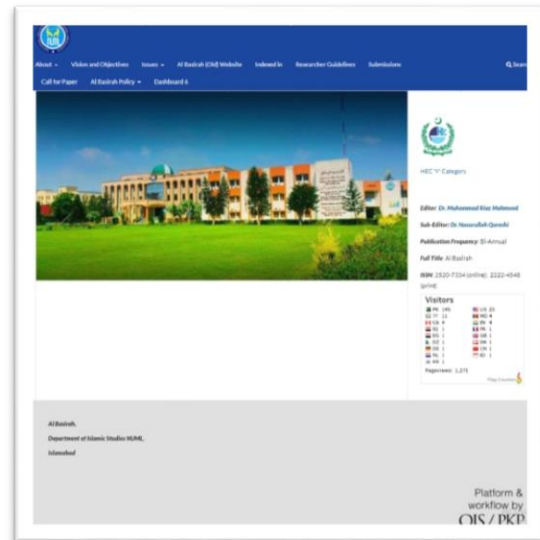


## Research Journal Facilitation

ORIC provides continuous support to Research Journal Editorial Committees and faculty members in terms of trainings, guidance and correspondence.

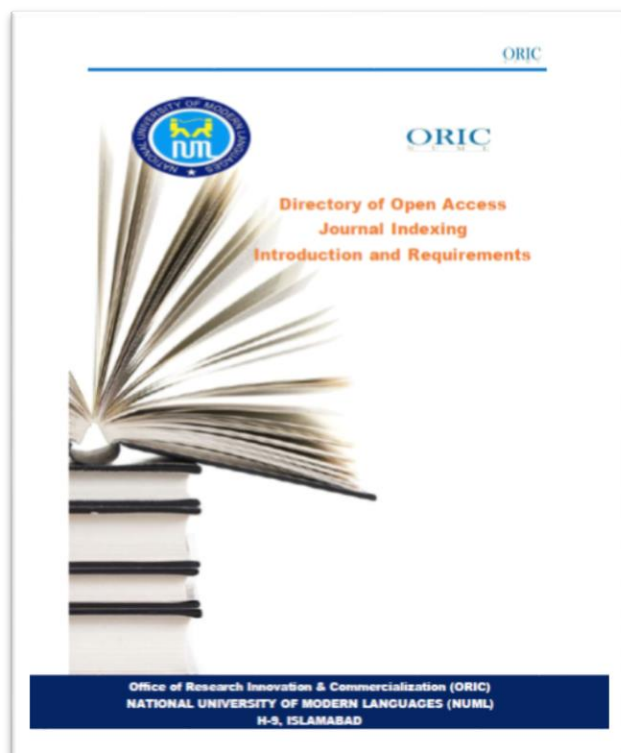
### OPEN JOURNAL SYSTEM (OJS) ACTIVITIES

- Integrated all active NUML journals to Open Journal System (OJS).
- Updated websites of journals.
- Made a link of all journals to their old website so authors/researchers get access to their archives.
- Brought the journal 'Al Basirah' on OJS - made a thorough layout to enable the journal on the System.



### Directory of Open Access Journal

Published an indexing document, Directory of Open Access Journal (DOAJ); the document depicts the necessary requirements for indexing and assists in identification of their strong and weak areas. Higher Education Commission (HEC) has a stringent policy to derecognize a journal that is removed from DOAJ listing. It is important that all functional journals should apply for DOAJ indexing.



### *Meeting with Editors of Journals*

Pro-Rector R&SI *Dr. Muhammad Zubair Iqbal* conducted a meeting with Editors and Sub-Editors of NUML journals. He appreciated the work of the editorial staff in preparation of issues of journals published. Pro-Rector discussed the preparation of journals for indexing in SCOPUS and identified weak indicators of journals for subscription in SCOPUS indexing. He emphasized that weak indicators need to be overcome at earliest.



### *NUML now publishes seven journals:*

NUML launched two more journals which are, 'Polyglot – A Journal of Language, Culture and Translation Studies' and 'NUML International Journal of Engineering and Computer Science' (NIJEC). Polyglot will be published by the Faculty of Languages and NIJEC will be published by the Faculty of Engineering and Computer Science (E&CS). Both journals are in the process to introduce their zero issues.

***NUML LAUNCHED TWO JOURNALS, 'POLYGLOT – A JOURNAL OF LANGUAGE, CULTURE AND TRANSLATION STUDIES' AND 'NUML INTERNATIONAL JOURNAL OF ENGINEERING AND COMPUTER SCIENCE (NIJEC).'***

With the addition of these two new journals, there are now seven NUML journals which are:

- NUML International Journal of Business and Management
- Journal of Research in Social Sciences (JRSS)
- NUML Journal of Critical Inquiry
- Daryaft
- Al Basirah
- Polyglot – A Journal of Language, Culture and Translation Studies
- NUML International Journal of Engineering and Computer Science (NIJEC)



POLYGLOT  
A JOURNAL OF LANGUAGE, CULTURE & TRANSLATION STUDIES

NATIONAL UNIVERSITY OF MODERN LANGUAGES  
The National Capital

DETAIL

**Polyglot: A Journal of Language, Culture & Translation Studies**

ISSN: 2790-2307

Print: -

In an increasingly globalized world, an inherent contradiction is emerging. On the one hand post-industrial technologies are squeezing the world onto the proverbial palm and everything is just a click away from our index finger, on the other hand, the world is expanding in t...

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NIJEC  
NATIONAL UNIVERSITY OF MODERN LANGUAGES  
THE NATIONAL CAPITAL

NATIONAL UNIVERSITY OF MODERN LANGUAGES  
The National Capital

DETAIL

**NUML International Journal of Engineering and Computing**

ISSN: 2788-9629

Print: ###

NUML International Journal of Engineering and Computing (NIJEC) is an Open Access research journal published by the Faculty of Engineering and Computer Sciences - National University of Modern Languages (NUML). NIJEC was started in 2021 with objective of disseminating high q...

All journals applied for copyrights to Intellectual Property Organization of Pakistan (IPO). It is necessary for indexing in SCOPUS and DOAJ so the journals possess their own copyrights. Manager Journal Publication (JP) guided all editors about filling and dispatching the copyright forms to IPO (Karachi).

## FUTURE PLANS

Future plans regarding Research Journal Facilitation are:

- Manager Journal Publication (JP) will assist in HEC's accreditation of research journals by filing accreditation applications and making necessary documentation (if required).
- Manager JP will conduct workshop on Editorial Work Flow in Open Journal Source (OJS). The Manager will conduct individual meetings with editors and then assist them in the Peer Review Process.
- Launch zero issues of the two journals, 'Polyglot' and 'NIJEC'.
- All journals will apply for Creative Common Licenses; licensing is important for
- accreditation of journals in Scopus and DOAJ.









**Policies & Rankings**



## Policies & Rankings

### POLICIES / PROCEDURES

ORIC has been making various policy making efforts, collaborating policy making activities with other branches/departments, disseminating/improving awareness about new/updated policies, creating/ maintaining University policy repository and contributing in developing/updating various University statutes/rules/procedures.

ORIC prepared following documents:

- NUML Research Policy 2021
- Anti-Drug Policy
- NUML Endowment Fund Rules
- SoPs for Attending National/International Conferences
- SoPs/Procedures to Organize Conferences/ Events.
- Intellectual Property Rights (IPR) Policy
- Disability Policy
- (Revised) Service Statutes
- Policy on Souvenirs, Gifts and Refreshments

### TIMES HIGHER EDUCATION IMPACT RANKINGS

Times Higher Education (THE) *Impact* Rankings are global performance tables that assess universities against United Nations’ Sustainable Development Goals (SDGs). Although the SDGs aren’t focused on higher education, the achievement of the goals requires contribution of different stakeholders. It requires different sectors and actors working together in an integrated manner by pooling financial resources, knowledge and expertise. This must include the resources of universities and higher education.



The Impact Rankings are the first global attempt to measure university progress specifically around the SDGs. It can be a catalyst for action, a mechanism for holding

universities to account, and an opportunity for them to highlight great work that they are already doing.

The methodology is built up from individual Sustainable Development Goals. Universities receive a score and a rank for their activities in each of the SDGs for which they submit data. *THE* uses calibrated indicators to provide comprehensive and balanced comparisons across three broad areas: research, outreach and stewardship. Participation in the overall ranking requires universities to submit data to at least four SDGs one of which must be SDG 17 – Partnerships for the Goals. NUML applied for Impact Rankings by submitting data against twelve SDGs for the first time.

For *THE* Impact Rankings, ORIC developed a data collection plan, made/coordinated various policies with other departments in the context of SDGs.

***FOR TIMES HIGHER EDUCATION (THE) IMPACT RANKINGS, ORIC DEVELOPED A DATA COLLECTION PLAN, MADE / COORDINATED VARIOUS POLICIES WITH OTHER DEPARTMENTS IN THE CONTEXT OF SDGS.***

The Office collected the data of year 2020 from various branches and departments of five faculties of the University for twelve SDGs, which are SDG-1 (No Poverty), SDG-2 (Zero Hunger), SDG-4 (Quality Education), SDG-5 (Gender Equality), SDG-7 (Affordable and Clean Energy), SDG-8 (Decent Work and Economic Growth), SDG-9 (Industry, Innovation and Infrastructure), SDG-10 (Reduced Inequalities), SDG-11 (Sustainable Cities and Communities), SDG-13

(Climate Action), SDG-16 (Peace, Justice and Strong Institutions) and SDG-17 (Partnerships for the Goals).

NUML has been ranked in Impact Rankings year 2022 – result to be published by Times Higher Education.





**Executive Development Center**



## Executive Development Center (EDC)

*Executive Development Center (EDC)* offers capacity building programs for faculty, staff and students of NUML and development programs for Small Medium Enterprises (SMEs), development, public and corporate sector in partnership with other firms.

The Center offers professional development programs on both commercial and non-commercial trainings. For non-commercial trainings, EDC aims to train faculty, staff and students of NUML in academic, research, entrepreneurial and administrative domains. For the former, we run various programs for alumni, industry, development, public and corporate sectors in collaboration with our training partners.

Executive Development Center (EDC) conducted following programs and workshops to enhance thinking ability and develop analytical skills of participants.

### FACULTY DEVELOPMENT PROGRAMS

#### *Spring 2021*

EDC organized a 5-day comprehensive training program from February 22-26, 2021 for the newly hired faculty members to develop insights on the latest tools and techniques being used in the field of teaching, the program also explored areas like role of a university teacher, how to develop and construct knowledge, most common class room techniques to engage students, good practices in higher education, conflict management at workplace, learning through diversity and how they can improve as researchers by using the best possible resources available in the market.



#### *Fall 2021*

Keeping in view the objectives of continuous capacity development of faculty members, EDC organized a 3-day comprehensive Faculty Development Program for the newly hired faculty members. The objective was to provide exposure on latest teaching practices and essentials of teaching in higher education. The program highlighted the importance of assessment strategies, factual feedback and importance of effective communication. The program held on September 20-23, 2021.





## MISCELLANEOUS TRAINING PROGRAMS

### *Training on NVivo*

EDC organized a training on NVivo for faculty members on March 25, 2021. NVivo is a qualitative data analysis (QDA) computer software package produced by QSR International. The software is intended to help users organize and analyze non-numerical or unstructured data. The software allows users to classify, sort and arrange information, examine relationships in the data and combine analysis with linking, shaping, searching and modeling.



The software helps qualitative researchers to organize, analyze and find insights in unstructured or qualitative data like interviews, open-ended survey responses, journal articles, social media and web content, where deep levels of analysis on small or large volumes of data are required.

### *Training on “Writing Winning Project Proposals”*



The Center organized a training titled, ‘Writing Winning Project Proposals’ for faculty members to guide them how to write proposals to get projects. The objective was to increase the Research Project Profile of faculty members and to help them win grants of HEC’s programs like National Research Program for Universities, Local Challenge Fund,

CPEC - Collaborative Research Grant etc.

*Training on “Research Methodology: Basic Principles and Effective Tools”*

The Center organized a training titled, ‘Research Methodology: Basic Principles and Effective Tools’ on July 15, 2021 for faculty members. The objective of the training was to enhance the research skills of the faculty members hired in year 2021. The training also covered different tools used for research.



*2-Day Workshop on “Writing a Winning Proposal for Project”*



EDC organized two-day workshop titled, ‘Writing a Winning Proposal for Project’ on August 23-24, 2021. The objective of the training was to encourage writing and developing proposals for the HEC/Non-HEC research grant programs. The training was a follow-up on the previous

offering to exchange feedback and challenges that were faced by the faculty members.

*Training on NVivo at Advanced Level*

In continuation to the previous offering, EDC organized a one-day training on NVivo at an advanced level on August 31, 2021. The objective of the training was to guide the researchers utilize the tool more effectively to achieve better results.



*Training on “Data Management and Analysis”*



The Center organized a training titled, ‘Data Management and Analysis’ on November 11, 2021. The objective of the training was to educate faculty members on how to manage big data and how can they derive the required

results out of that data. The program also highlighted the importance of data management analysis in the teaching field.

*Training on “Enhancing Social Capital for Faculty Innovative Behavior”*

EDC organized a training titled, ‘Enhancing Social Capital for Faculty Innovative Behavior’ for the faculty members on November 02, 2021. The objective of the training was to expose faculty to innovative behaviors and how they can think out of the box in different scenarios. The program emphasized the significance of strengthening existing relationships and trust, which is an important aspect of our social capital and goodwill.



## FUTURE PLANS

In this era of globalization and rapidly changing industry, EDC has comprehensive faculty development programs in pipeline for the year 2022, which are strategically designed considering the factors that are of vital importance for the development of newly hired members as well as the existing faculty members.

EDC is looking forward to enriching its portfolio by collaborating with well-known international institutions so we are able to send our faculty and staff members to get them exposed to the global practices in the field of academia.

To develop a sustainable model of learning and development, EDC is also looking at options where we can organize trainings and workshops in partnership with other firms to introduce a more hybrid model of learning and networking. EDC will be able to offer programs for SMEs, corporate professionals and public sector organizations.

*EDC IS LOOKING FORWARD TO ENRICHING ITS PORTFOLIO BY COLLABORATING WITH WELL-KNOWN INTERNATIONAL INSTITUTIONS SO WE ARE ABLE TO SEND OUR FACULTY AND STAFF MEMBERS TO GET THEM EXPOSED TO THE GLOBAL PRACTICES IN THE FIELD OF ACADEMIA.*





**University-Industry Collaborations**



## University-Industry Collaborations

### NUML COLLABORATIONS

#### *NUML and MoFA ink accord for Professional Development*

NUML and the Ministry of Foreign Affairs (MoFA) signed an MoU on February 26, 2021 at the Main Campus of NUML. The purpose of this memorandum is to develop cooperation in training of diplomats, departments as well as personnel deployed in foreign missions abroad to enhance their language and translation proficiency. The MoU was signed by the Director General-NUML *Brig. Muhammad Badr Malik* and Director



General - Strategic Communications Division *Ms. Saima Sayed*. Rector-NUML *Maj. Gen. Muhammad Jaffar HI (M) Retd.* and Foreign Minister *Mr. Makhdoom Shah Mahmood Qureshi* were also present on the occasion.

#### *NUML signed MoU with SET*

NUML inked MoU with Socio Engineering Technologies (SET) on December 27, 2021 at Main Campus of NUML. The purpose of the MoU is the pursuit of common business goals by conducting the Certiport Authorized Testing Centers (CATC) at NUML. Director General-NUML *Brig. Syed Nadir Ali* and Chief Executive Officer-SET *Ms. Sonia Saleem* were the signatories.



*Dr. Muhammad Zubair Iqbal* (Pro-Rector R&SI Division-NUML) and *Dr. Atif Faraz* (Acting Registrar - NUML) attended the ceremony.



### *NUML inked MoU with ICC&I*

NUML signed an MoU with Islamabad Chamber of Commerce and Industry (ICC&I) on April 20, 2021. The purpose of the memorandum is to build internship and job placement opportunities for students of NUML. The signatories were Pro-Rector R&SI Division- NUML *Dr. Muhammad Zubair Iqbal* and President ICC&I *Mr. Sardar Yasir Ilyas Khan*. The ceremony was attended by Rector- NUML *Maj. Gen. Muhammad Jaffar HI(M) Retd.*, Director General- NUML *Brig. Muhammad Badr Malik*, Acting Pro-Rector Academic Division *Prof. Dr. Muhammad Safeer Awan*, Acting Registrar *Dr. Atif Faraz* and Director Administration Brig. (Retd.) *Ahmad Salman*.



### *NUML and SMW sign MoU*

NUML and She Means Work (SMW) signed an MoU on December 27, 2021 at Main Campus of NUML. The purpose of the MoU is to create linkages between industry and academia in the areas of mutual interest. The memorandum was signed by Director General- NUML *Brig. Syed Nadir Ali* and Chief Executive Officer- SMW *Ms. Lubna Bhayat*. *Dr. Muhammad Zubair Iqbal* (Pro-Rector R&SI Division- NUML) and *Dr. Atif Faraz* (Acting Registrar- NUML) attended the ceremony.



*Renewal of MoU between NUML & Pk Bait-ul-Mal*

NUML and Pakistan Bait-ul-Mal (PBM) renewed an MoU on February 17, 2021 for enhancing welfare of the needy students of NUML. Acting Registrar-NUML *Dr. Atif Faraz* and Managing Director PBM *Mr. Malik Zaheer Abbas Khokhar* were the signatories.



*MoU Renewed between NUML & RCC&I*

A MoU between NUML and Rawalpindi Chamber of Commerce and Industry (RCC&I) was renewed on June 01, 2021 for further enhancing internship and job placement opportunities for students of NUML. Director General-NUML *Brig. Muhammad Badr Malik* and President RCC&I *Mr. Muhammad Nasir Mirza* were the signatories.

*MoU signed between NUML & NIE*

An MoU was signed between NUML and National Institute of Electronics (NIE) on July 06, 2021 at Main Campus of NUML. The purpose of the memorandum is to develop bilateral cooperation in hi-tech areas of Electronics and Computer Science. The MoU was signed by Pro-Rector R&SI Division-NUML *Dr. Muhammad Zubair Iqbal* and



Director General-NIE *Mr. Abdul Majeed Soomro*. The ceremony was attended by *Dr. Basit Shahzad* (Dean, Faculty of Engineering and Computer Science (FE&CS)) and *Dr. Sheraz Alam* (HoD Electrical Engineering).

### *MoU Inked between NUML & The Hanns Seidel Foundation*

NUML inked an MoU with The Hanns Seidel Foundation (HSF) on January 18, 2021 for training of NUML students especially for students of Faculty of Social Sciences. Director General-NUML *Brig. Muhammad Badr Malik* and Resident Representative HSF *Dr. Steffen Kudella* were the signatories.

### *NUML signed MoU with PAL*

NUML signed an MoU with Pakistan Academy of Letters (PAL) on August 08, 2021 at the Main Campus of NUML. The purpose of the memorandum is to promote cooperation in the field of language and literature. The MoU was signed by Pro-Rector R&SI Division-NUML *Dr. Muhammad Zubair Iqbal* and Director/Chief Editor PAL *Mr. Muhammad Asim Butt*. *Prof. Dr. Muhammad Safeer Awan* (Acting Pro-Rector Academic Division-NUML), *Dr. Sofia Lodhi* (Dean Faculty of Languages (FOL)) and *Dr. Atif Faraz* (Acting Registrar-NUML) attended the meeting.

### *MoU signed between NUML & Tajik State Institute of Languages*

An memorandum of understanding (MoU) was signed between NUML and Tajik State Institute of Languages, Dushanbe, Tajikistan on June 02, 2021. The purpose of this MoU is to promote cooperation in the academic, educational and scientific fields. The MoU was signed by *Mr. Shafqat Mahmood* - Federal Minister for Education and Professional Training.

## VARIOUS VISITS

### *Visit of Representatives of Azerbaijan University of Languages*

Deputy Head of Department of International Relations - *Mr. Anar Rahimov*, Azerbaijan University of Languages (Azerbaijan) visited NUML on August 17, 2021. He discussed with Pro-Rector R&SI Division-NUML *Dr. Muhammad Zubair Iqbal* possible collaboration opportunities between the two Universities. *Dr. Sofia Lodhi* Dean, Faculty of Languages) also attended the meeting.



### *Visit of President ICC&I*

President of Islamabad Chamber of Commerce and Industry (ICC&I) *Mr. Sardar Yasir Ilyas Khan* visited NUML on April 20, 2021. He discussed with Rector-NUML *Maj. Gen. Muhammad Jaffar HI (M) Retd.* possible mutual collaboration opportunities. The meeting was attended by *Brig. Muhammad Badr Malik* (Director General-NUML), *Dr. Muhammad Zubair Iqbal* (Pro-Rector R&SI Division-NUML) and *Prof. Dr. Muhammad Safeer Awan* (Acting Pro-Rector Academic Division-NUML).



### *Visit of Representative of Eastern European Universities Association*

Representative of Eastern European Universities Association - *Ms. Ella Urtaeva* visited NUML on July 26, 2021. She discussed with Pro-Rector R&SI Division-NUML *Dr. Muhammad Zubair Iqbal* possible collaborations between Russian State Universities and NUML.

## FUTURE COLLABORATIONS

NUML will collaborate with following institutions/organizations in future:

### *Collaboration with Foreign Institutes:*

- Collaboration with Al-Azhar Institute, Egypt.
- Collaboration with Duzce University, Turkey.
- Collaboration with Netkent University, Turkey.
- Collaboration with Kocaeli University, Turkey.
- MoU with Tashkent State Institute of Oriental Studies, Uzbekistan.
- MoU with Yunnan Minzu University, China.
- MoU with Maldives National University (MNU).
- MoU with Istanbul University, Turkey.

- MoU with University of Tehran, Iran.
- MoU with Moscow Power Engineering Institute, Russia.
- MoU with Hubei University, China.
- MoU with Azerbaijan University of Languages, Azerbaijan.

*Collaborations with National Organizations/Institutes:*

- MoU with Pakistan Stock Exchange (PSX), Islamabad.
- MoU with Pakistan Tourism Development Corporation (PTDC), Islamabad.
- MoU with Pakistan Engineering Council (PEC).
- MoU with Foundation University (FU), Islamabad.
- MoU with National Police Bureau (NPB), Islamabad.
- MoU with Civil Aviation Training Institute, Hyderabad.
- MoU with Fatima Jinnah Women University, Rawalpindi.
- MoU with Pakistan Boys Scouts Association, Islamabad.





# NUML Placement Center





## NUML Placement Center

The NUML Placement Center develops and maintains a relationship of mutual benefit between employers and the University for the benefit of students and graduates of NUML. It helps students define their career goals and equips them with the skills and information necessary for a successful job/internship. The Center was established in July 2021.

Following services are offered by the Center:

- Develop linkages with the corporate sector.
- Provide opportunities for students to link with the corporate sector.
- Intimate students for internships / job opportunities and platforms.
- Organize job fairs and campus recruitment drives.
- Develop profile of students.
- Organize visits to corporate sector/industries.
- Organize alumni engagement activities.
- Organize trainings/workshops on job searching, CV writing, and interviewing skills.
- Organize mock interviews and corporate grooming sessions.

### ACTIVITIES OF PLACEMENT CENTER

The Placement Center worked in four dimensions by organizing following different activities:

- i. Seminars
- ii. Training Sessions
- iii. Campus Recruitment Drive
- iv. Corporate Grooming Sessions

#### Seminar on Internships, Jobs and Scholarship Opportunities

Department of English UGS (Undergraduate Studies) in collaboration with the Placement Center organized a Seminar on Internships, Jobs and Scholarship Opportunities on November 10, 2021. The seminar was attended by students of first semester of English UGS.





### Training Session for Focal Persons

A training session for all the focal persons of the Placement Centre was organized on November 12, 2021 by the Center. Session was conducted by Pro-Rector R&SI Division, *Dr. Muhammad Zubair Iqbal*. Focal Persons from Main Campus (Islamabad), Regional Campuses and Rawalpindi branch attended the session.



### Campus Recruitment Drive

The Placement Center organized 'Campus Recruitment Drive' in collaboration with AUR TV on November 11, 2021 for the students of Mass Communication Department.



### Corporate Grooming Sessions

The Placement Centre organized five sessions on ‘CV Writing and Interview Skills’ in collaboration with different Faculties.

The Centre organized a session for the students of the final semester of the Faculty of Engineering and Computer Science (FE&CS). Session was conducted by *Mr. Ghulam Shabbir* - CEO Momentum Pvt. Ltd. (an Aerospace System Integration and Consulting Company) on November 04, 2021 in the Main Auditorium.



The Placement Centre in collaboration with the Faculty of Social Sciences for students of the final semester (morning program) organized a session on ‘CV Writing and Interview Skills’. The session was chaired by *Dr. Muhammad Zubair Iqbal* (Pro-Rector R&SI Division). The session was conducted by *Mr. Shabbir Ahmed Wagra* (Head Pakistan TeleVision (PTV) World Reporting) on December 14, 2021 in Main Auditorium.



The Center organized the session on ‘CV Writing and Interview Skills’ for students of the final semester of the evening program of the Faculty of Management Sciences on November 24, 2021. The session was conducted by Assistant Vice President Askari Bank *Mr. Abu Bakar Iqbal* in Multipurpose Hall – Management Sciences Department.



The session was organized for students of the final semester of the morning program of the Faculty of Management Sciences by the Placement Center. The session was conducted by *Mr. Muhammad Adnan* – Certified Corporate Trainer on November 25, 2021 in Multipurpose Hall, Management Sciences Department.



The Placement Center in collaboration with the Faculty of Social Sciences organized a session on 'CV Writing and Interview Skills' on December 14, 2021 in the Main Auditorium. Session was chaired by *Prof. Dr. Syed Waqar Ali Shah* (HoD Pakistan Studies and History). Session was conducted by Head PTV World Reporting *Mr. Shabbir Ahmed Waqra*. Students of the evening program of various departments attended the session.



The Center organized the session in collaboration with the Faculty of Arts and Humanities for students of final semester of evening program. *Dr. Zawar Hashmi* – HoD English Department chaired the session conducted by *Mr. Asif Rasool* – Communication Specialist/Corporate Trainer on December 08, 2021 in Main Auditorium.



Session was organized by the Placement Centre in collaboration with the Faculty of Arts and Humanities for the students of the final semester of the morning program. Communication Specialist/Corporate Trainer - *Mr. Asif Rasool* conducted the session on December 08, 2021 in Main Auditorium.



## FUTURE PLANS

Future plans of the Placement Center are:

### *Job Fair*

Job fair will be organized by the end of February 2022 for all the graduating students. Renowned companies/organizations will be invited from the Corporate, Public and Development Sector. The event will provide a platform to students to interact with employers regarding jobs/internships.

### *Corporate Grooming Sessions*

The sessions will be organized for the final semester students of various departments of different faculties for career counseling, personality development, job searching, CV writing and interview skills.

### *Alumni Sessions (Faculty Level)*

NUML alumni working in the corporate/public sector at middle and upper level will be invited. Interactive sessions with the Deans, HoDs and faculty members will be arranged to share their success stories and gain corporate insights. Purpose of these sessions will be alumni networking and developing corporate industrial linkages.

### *Campus Recruitment Drives*

Companies/organizations will be invited from the corporate, development and public sectors to conduct on-campus interviews for providing internship opportunities and job placements for the students.

### *Graduate Profile Directory*

A graduate profile directory will be developed for the graduates of all the departments of NUML for database management.

### *Career Counseling Sessions*

The sessions will be conducted at a regular basis throughout the year to guide the students regarding career and job placement support services.





**Industry-Technology Cell of NUML**



## Industry-Technology Cell of NUML (IT CON)

*Industry Technology Cell of NUML (IT CON)* helps transform research and ideas into commercially viable products. The cell provides technology services and support to business, industry and academia.

The cell performs the following:

- Provides information to faculty about various available research grants.
- Links faculty with relevant industry.
- Provides interface between faculty and the commercial sector.
- Works with patent counsel to assess patentability/licensing.
- Evaluates markets for commercialization of inventions.
- Fundraising for research.
- Identifies potential licensees.
- Negotiates terms of licenses.
- Assists in negotiating problematic sponsored research agreements.
- Helps faculty members start companies.



**THE CELL PROVIDES  
TECHNOLOGY SERVICES  
AND SUPPORT TO  
BUSINESS, INDUSTRY AND  
ACADEMIA.**

### IN-HOUSE PROJECTS

IT CON did following in-house projects for the University:

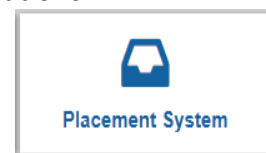
- Internship/Job Placement System
- Publication System
- E-Registration System for Course Allocation
- Online Feedback System for Courses and Teacher's Evaluations
- E-Library and Theses Repository

#### Internship / Job Placement System

The System was developed for students of three semesters

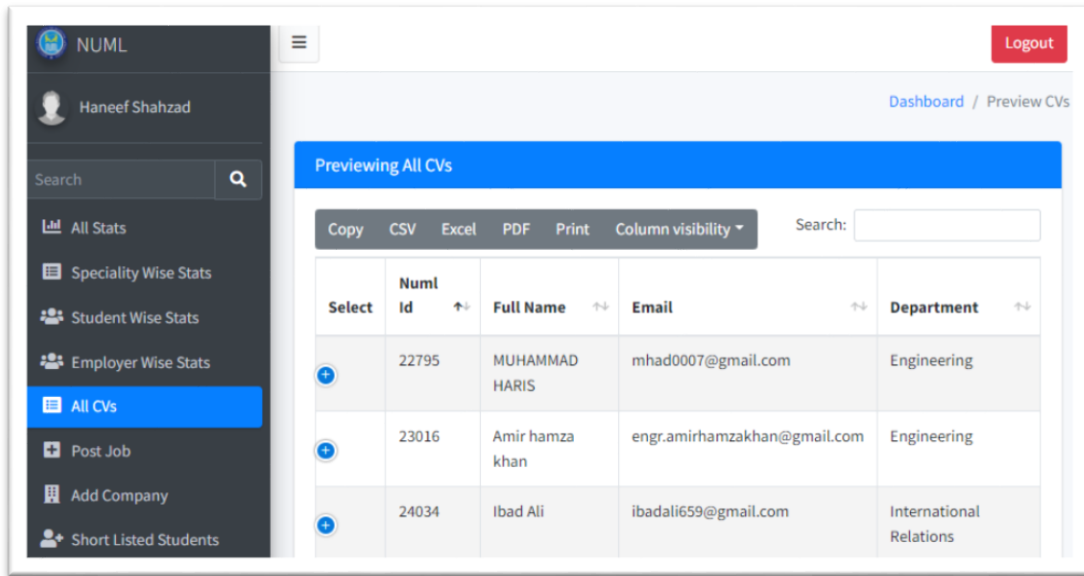
(six, seven and eight) to be able to enter their academic details, expertise and area of interest. Its purpose is to facilitate students in getting internships and jobs.

Respective focal persons can view and manage student's records – they can allocate the students for the jobs shared by *Manager* Placement Centre. Campus Managers



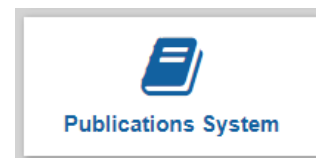


and focal persons can also access the System to process internship and job placements.

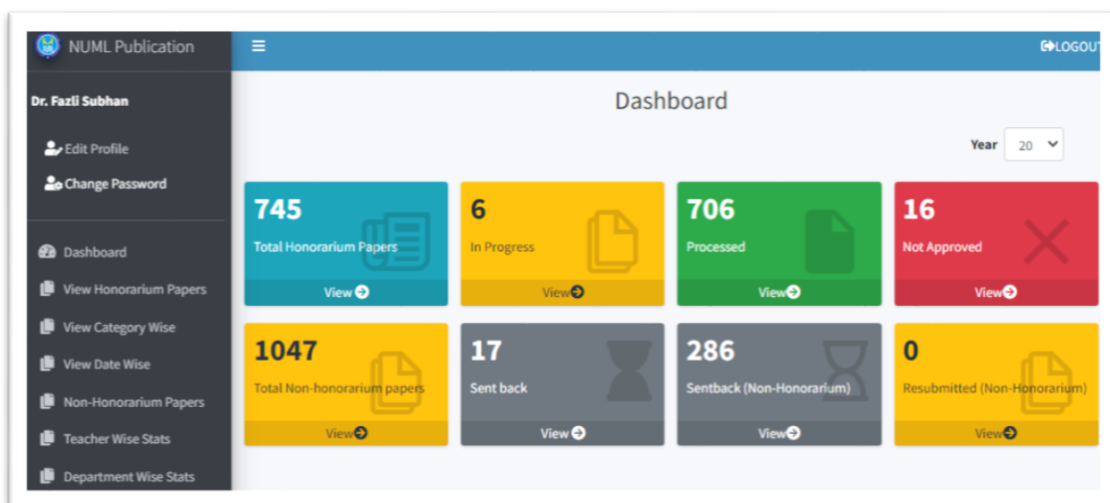


### Publication System

The Publication System was developed for faculty members to enter details of their publications in order to process their applications for honorarium cases (research papers published in HEC approved journals) online. The system shows the status of honorarium cases: In-progress, Sent Back, Approved and Not-approved by the authority.

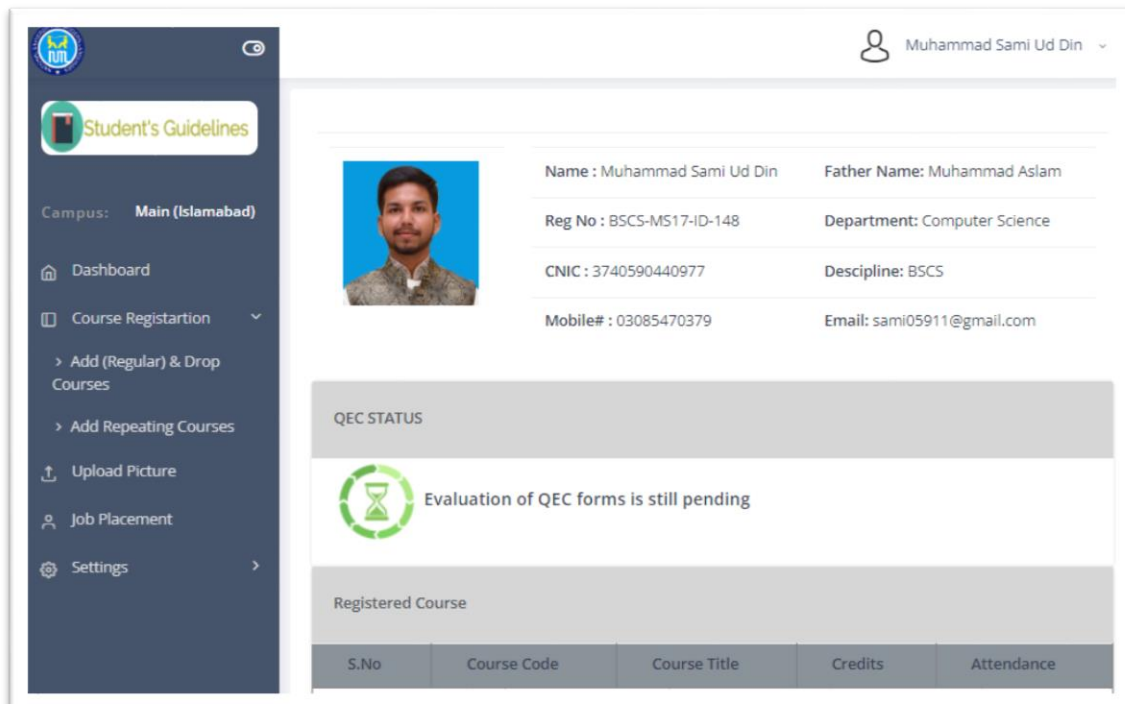
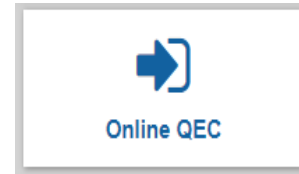


The Publication System also holds records of other research publications (non-honorarium) of faculty members of Main and Regional Campuses. In the System, the members can view their publications in a single table in HEC approved format. A separate table shows publications in a generic CV format.



### E-Registration System for Course Allocation

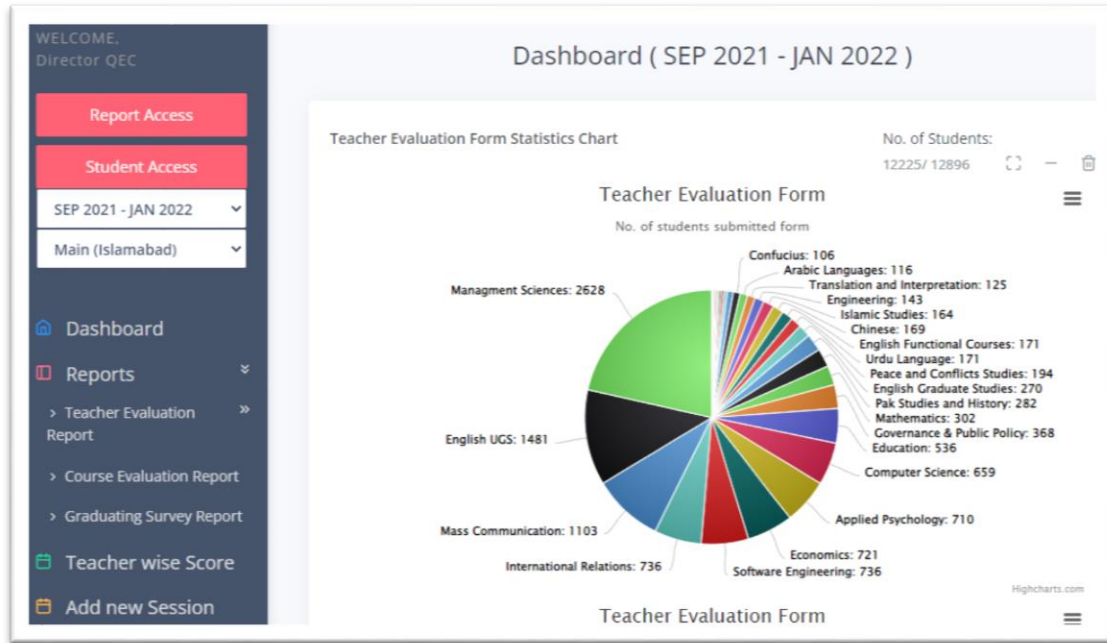
E-Registration System was developed for the students to register their courses online. Coordinators of Departments allocate courses offered to the faculty members. The system generates digital roll number slips to the students, which are visible to the coordinators. In the System, the coordinator can monitor attendance of students; students with low attendance are not issued roll number slips. Attendance sheets for examination are also generated from the System.



### Online Feedback System for Courses & Teacher's Evaluation

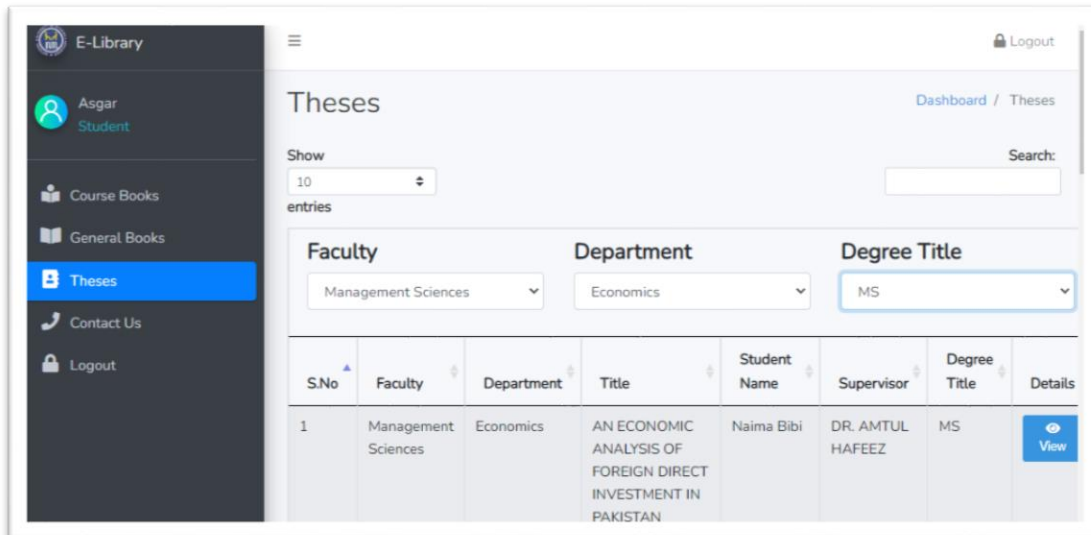
Online Feedback System gathers online feedback of students who registered the courses offered in a semester. For continuous improvement, through an online form, student's feedback is taken against the courses taught and the faculty members who taught the courses.

Quality Enhancement Cell (QEC-NUML) uses the System to generate reports (based on student's feedback), comprising scores of courses taught and the respective faculty members. The system was further modified to generate new reports for different sections.



### E-Library and Theses Repository

E-Library comprises the course books taught during a semester of all departments. Students can also access other recommended books online. The system was updated;



now, Theses Repository offers access to theses of M.S. and Ph.D. Students of Main and Regional Campuses can access the System.

The students of Computer Science and Software Engineering Departments join Industry Technology Cell of NUML (IT CON) to flourish their programming and relevant IT skills. It helps the students of six semesters (from second to eight) to work on a specialized tool to become “Master of One” until the completion of degree. During the year 2021, more than five hundred students visited the Cell to get guidelines regarding the latest tools and technologies of the Software industry. They were also

guided about the IT based innovative ideas, job opportunities and startups. The students joined the Cell for internship in following tools:

- Front-end Web development using HTML, CSS, JavaScript, Bootstrap, WebAPIs, Firebase. The framework-based development using REACT, Angular and VUE JS.
- Designing using Adobe Illustrator and Adobe Photoshop.
- Mobile App wire-framing on Front-end using Figma.
- Back-end development using C Sharp / ASP.net on 3-tier and Model View Controller architectures based web-forms along with .net Core, Web APIs, LINQ, WCF Services.
- Back-end web development using Custom PHP, Laravel, Code Ignitor, Node JS and Django.
- Mobile Application Development using Android (Java, Kotlin), Flutter, Xamarin.
- Java based development for Windows and Web Applications using JSF, struts, SPRING, Hibernate, REST APIs, Web Services.
- Unity 3D based Game Development.

The students who work on different projects at IT CON for NUML and other organizations are awarded cash prizes after the deployment of software. They work under the supervision of the Director of the Cell and in collaboration with senior fellows. The prominent students who worked with dedication for the development of softwares at IT CON are:

### *Shining Stars of IT CON \_ Year 2021*

#### Muhammad Sami Uddin

He remained the top performer at IT CON by working on E-Registration System, Online Feedback System for QEC, Publication System and Placement System. He worked on C Sharp / ASP.net web-forms using 3-tier and MVC. He also worked for the front-end development using HTML, CSS, JavaScript, Bootstrap and AJAX. He completed Bachelors in Computer Science and joined a software house, 'Synergy IT'.



#### Muhammad Qasim and Muhammad Khabab Liaqat

They are working on .Net framework with Model View Controller in C Sharp/ASP.net. They have developed 'Internship/Job Placement System'. They are also working on the 'Alumni System'. Both are students of bachelor's program of Computer Science - studying in semester eight. They are also working on other commercial projects.



### Osama Zameer and Shujja Ahmed

They have worked for the front-end development using REACT, VUE JS along with material design for IT CON projects. They were engaged with a senior UK based software developer to learn demanding tools. They are doing bachelors in Computer Science – studying in semester eight and are also doing commercial projects.



### FUTURE PLANS

Future plans of the Cell are:

- Organize sessions to encourage the interns to start their Information Technology (IT) companies for software development, IT services, game development and mobile application development.
- The students will be encouraged to join the Business Incubation Centre of NUML (B ICON) to flourish their business Ideas. They will avail the funding opportunities and may get the opportunity to work with commercial companies to scale up their ideas.
- The Cell will work on following projects:
  - A software will be developed to manage thesis proposal allocation, supervisor allocation and final defense for the MS/Ph.D. Thesis.
  - Develop 'Alumni Management System' to manage the current status of graduates of NUML.
  - Software will be developed to manage the minutes-sheets processed at the University for the approval of purchasing new items.





**Business Incubation Center of NUML**



## Business Incubation Center of NUML (B ICON)

Incubation Center of NUML (B ICON) promotes entrepreneurship – facilitates students interested in developing early-stage business ventures. The Center provides a platform to faculty members, students, staff and alumni of NUML to channelize their potential to transform opportunity into success. Incubation Center invites and registers potential entrepreneurs/students for the pre-incubation stage for the duration of maximum one year.

The Center guides these startups and assists them in their business plans and models. Pre-incubation services include free Internet, space, trainings and mentoring sessions and networking opportunities. For pre-incubation services, students and alumni are required to fill an online form available on the website of the University. Startups are incubated for a period of two years (extendable up to one more year).

**THE CENTER PROVIDES A PLATFORM TO FACULTY MEMBERS, STUDENTS, STAFF AND ALUMNI OF NUML TO CHANNELIZE THEIR POTENTIAL TO TRANSFORM OPPORTUNITY INTO SUCCESS.**

Following facilities are offered at the Center:

- Space (including furniture).
- Complementary Services (Internet, telephone, video conferencing).
- Additional Services (parking, cafeteria, gym, masjid, bank, day care center).
- Value Added Services (marketing, branding, intern support, on campus recruitment).
- The Center also arranges commercial trainings for its stakeholders regarding business activities and entrepreneurial ecosystem.

### INCUBATION CENTER'S STEERING COMMITTEE MEETING

First meeting of the Steering Committee of Incubation Center was held on June 10, 2021 in the Conference Room of Ibn-e-Rusd Block. Meeting was co-chaired by



*Dr. Muhammad Zubair Iqbal* - Pro-Rector R&SI Division as representative of Rector- NUML and co-chaired by *Mr. Muhammad Nasir Mirza* – President of Rawalpindi



Chamber of Commerce and Industries (RCC&I). It was decided to reach out to other industries and invite industry leaders for entrepreneurship and mentoring.

Members of the Committee were *Mr. Salman Yasin* (Senior Manager, BI, PMO, ZONG), *Mr. Humayun Shuja* (Director Marketing, NetSolutions), *Mr. Ghulam Shabbir* (CEO, Momentum Pvt. Ltd.), *Prof. Dr. Muhammad Safeer Awan* (Acting Pro-Rector Academic Division-NUML), *Dr. Naveed Akhtar* (Dean Faculty of Management Sciences) and *Dr. Ata Ullah* (Acting Director B ICON).

### IDEA COMPETITION FOR COHORT-5

An Idea Competition was arranged for startups to present business ideas on August 24, 2021. In the competition, seventy teams registered their ideas; forty ideas were shortlisted. For Cohort-5 of the Incubation Center, twenty teams were selected.



Members of the Selection Committee were, *Mr. Ikram ul Haq* (Industry Representative), *Mr. Waheed Khizar* (HEC Representative), *Dr. Sajjad Haider* (HoD, Computer Sciences), *Dr. Faid Gul* (HoD, Management Sciences), *Dr. Ata Ullah* (Acting Director B ICON) and *Ms. Saleha Azam* (Acting Manager BICON).

Members of the Selection Committee were, *Mr. Ikram ul Haq* (Industry Representative), *Mr. Waheed Khizar* (HEC Representative), *Dr. Sajjad Haider* (HoD, Computer Sciences), *Dr. Faid Gul* (HoD, Management Sciences), *Dr. Ata Ullah* (Acting Director B ICON) and *Ms. Saleha Azam* (Acting Manager BICON).



### *Prominent Business Ideas Selected for Cohort-5*

Following are the concepts of the startups participated:

#### *Car Care*

The startup provides services to organizations, on the road (at the spot) and at home.

# CarCare



Provides registration services and payment of token taxes. They have registered mechanics; CarCare provides record keeping for maintenance of the vehicle like due oil change, tuning, alignment, parts changed, denting and painting.

#### *TripToday (e-Tourism App)*

Most people travel without proper planning and information of the place they want to travel to. TripToday is an application with artificial intelligence that will connect you from tourism companies to equipment vendors to transport companies to other stakeholders related to tourism. The startup provides a travelling solution at one place - making tourism much easier and safer.



#### *Gamify (Game Engine)*



GrowUp Tech Solutions ([GrowUpInfo.com](http://GrowUpInfo.com)) has launched different startups like, NUMLTransport, Garikar, GrowUp portfolio and AR Gaming Framework. The framework is one of its kind; through this framework, game developers can create AR games three times faster.

#### *Iqbal's Thematic Café*

The School of Iqbal Studies is a research oriented Centre of Excellence (CoE) committed to offer Research and Development services in the field of Iqbal Studies and related areas. It is registered with Security and Exchange Commission of Pakistan (SECP) and works on the Fairtrade philosophy of 'No Profit and No Loss'. This startup is an initiative of *Dr. Humaira Shahbaz* - faculty member of Persian Department. THESIS started working at NUML in 2020 with consent of Rector NUML - *Maj. Gen. Muhammad Jaffar HI(M) (Retd.)* The startup is registered in Cohort-5 of the Incubation Center.



### *Digicare (For Health Stats)*

Digicare sells multivitamins, healthcare equipment, and quality medicines. It offers home sampling for blood testing.



### *Blood Repository (Donor Rewards)*

The startup shows blood donors available on real-time/live maps; it provides subscriptions for thalassemia patients to meet their future requirements, consultancy and lab testing for blood donors, and offers health care discussion forums.



### *Paprecious (Paper Crafting)*

It is the first startup initiated in 2018 by a female faculty member, *Dr. Humaira Shahbaz*, a Senior Instructor at the Persian department. *Dr. Humaira* is the Founder, Executive Director of this enterprise. Her team members include scholars and alumni of NUML. *Ms. Zahra Shabaz* - student of BS Governance and Public Policy (G&PP) is the Co-Founder of 'Paprecious'. She is the master trainer in paper recycling skills and looks after the operations of the startup. The team collects recyclable paper, trains the artisan in paper recycling skills, creates paper crafts for socially conscious individuals and organizations, and markets them to empower the have-nots while improving the environment through a circular economy.



### *Smart Eco Stove*

Smart Eco Stove provides environmentally friendly stoves; they provide support for stoves and pallets.

### *Take Books (Har Qism ki Kitabein)*

The startup provides books to students on the premises of customers at a reasonable cost. Books of all categories from syllabus books of schools to university level are provided. Whereas, non-syllabus books including Quran Tafseer, Hadith, Seerat, History, Urdu Novels, English Fiction, Non-fiction, CSS/PSC Books, Motivational Books, Psychology Books and Urdu Translations are also provided.



## VARIOUS MENTORING SESSIONS

Mentoring sessions were organized at the Incubation Center on a weekly basis. In the sessions, renowned resource persons from industry and academia were invited to mentor startups at NUML.



### *Session on “Leadership Management”*

The session was conducted by *Mr. Mirza Masood Baig*, Head, PTV World at the Incubation Center of NUML, Ibn-e-Rushd Block.



### *Session on “Social Impact”*

Session was conducted by *Mr. Humayun Shuja* – Head, Entrepreneurship Development, Preston University (Islamabad) at the Incubation Center of NUML.



*Session on “Social Capital”*

The session was conducted by Dr. Hina Shahab, Dr. Hafsa Zahoor, Dr. Sobia Rashid and Ms. Ambreena Qayyum at the Incubation Center of NUML.



*Session on “Customer Discovery”*

The session was conducted by *Mr. Taimoor Hassan* – Manager Business Incubation Center, Foundation University at the Incubation Center of NUML.



*Session on “Creative Innovation and IT Support”*

The session was conducted by *Dr. Ata Ullah*, Acting Director B ICON at the Incubation Center of NUML.



*Session on “Creative Innovation”*

The session was conducted by *Mr. Athar Mansoor* - Director ORIC, University of Central Punjab (Lahore) at the Incubation Center of NUML.



*Session on “Creative Innovation”*

The session was conducted by *Mr. Asif Raja* - CEO Mindmakr and Hertfordshire Career Accelerator (HCA) Education at the Incubation Center of NUML.



*Session on “Business Model Design”*

The session was conducted by *Mr. Adnan Iftikhar*, Lecturer and In-Charge Pre-incubation, Faculty of Management Sciences at Incubation Center of NUML.



*Session on “How to Pitch Business Ideas”*

The session was conducted by *Dr. Qalandar Hayat*, Assistant Professor, Faculty of Management Sciences.



*Session on “Idea Enhancement for Pitching Competitions”*

The session was conducted at the Incubation Center of NUML by *Mr. Muhammad Usama* – CEO, MTechHub Private Limited.

*Session on “Human Centric Design and Design Thinking”*

The session was conducted by *Dr. Muzaffar Khan* – HoD, Software Engineering Department at the Incubation Center of NUML.



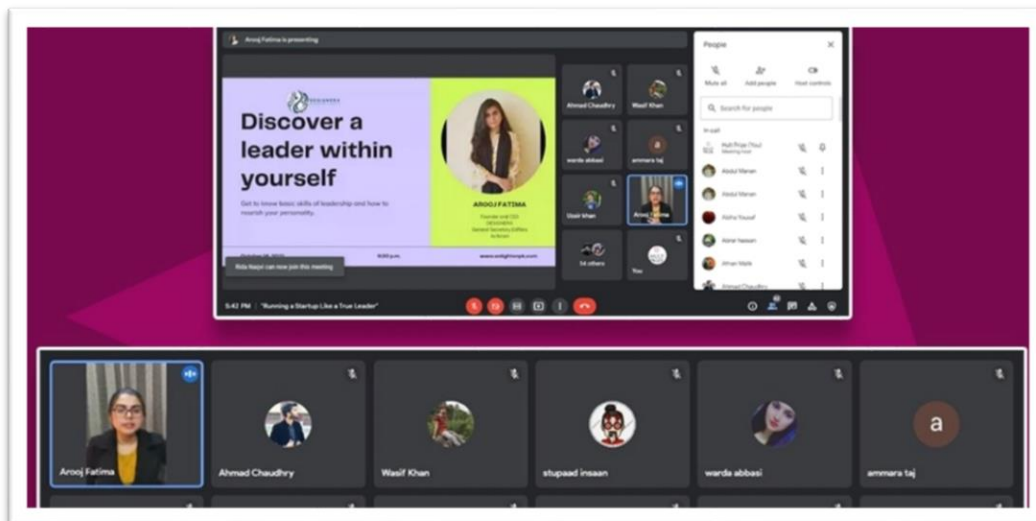
*Session on “Critical Thinking in Business”*



The online session was conducted by *Mr. Humayun Shuja*, Managing Director (MD) Net Solutions.

*Session on “Discover a Leader Within Yourself”*

The online session was conducted by *Ms. Arooj Fatima*, Founder and Chief Executive Officer (CEO) – Designera.



*Session on “Human Resource Strategies” and “HRM Software for Startups”*

Mentoring and one-to-one discussion session was conducted by *Mr. Salman Khan* - HR Consultant at Medical Transcription and Billing Company (MTBC) at the Incubation Center of NUML.





### Session on “Business Strategy, Business Model, Effective Presentation”



A daylong session was conducted by Mr. Manzar Soofi, Chief Executive Officer (CEO) - SBM Consultants on December 17, 2021 at the Incubation Center of NUML.

### HULT PRIZE COMPETITION

Hult Prize Competition was organized again in year 2021; the competition included virtual and on-campus meet-ups. Mr. Humayun Shuja - Managing Director, Net Solutions was the Chief Guest. The students participated in the form of teams in the Competition - they presented their ideas to the judges.

Hult Prize Foundation was founded in 2010; its mission is to solve global social challenges through crowdsourcing ideas and solutions from the world’s best and brightest students. Hult Prize brings together brightest college and university students from around the globe to focus on solving one of the world’s key social challenges and awards one million US dollars in startup capital to the winner.

The program gives universities an opportunity to host a local Hult Prize event at its campus, allowing the winning team to bypass the traditional application process and fast track their idea through one of twenty-five plus regional final rounds of competition. The program allows more students to compete, leading to more ideas and ultimately more startups. In the competition, six teams participated; the team led by Ms. Ammara Taj won the competition. The winning team will compete in the Regional Competition.



## MISCELLANEOUS ACTIVITIES

### *Exhibition / Pitching at Jinnah Convention Centre*

At the Business Expo held in Jinnah Convention Centre (Islamabad), startups of B ICON showcased their projects. The startups participated in the exhibition were, THESIS, Paprecious, GrowUp, and Har Qism ki Kitabein.



In the photograph below, *Mr. Saad Ishfaq Khan* of the startup, 'Har Qism ki Kitabein' presenting his work to *Syed Zahoor Ahmed Agha* - Governor Balochistan. *Mr. Muhammad Zahid* - President of Islamabad Chamber of Small Traders and Small Industries was also present at the exhibition.



### *Pitching Session for the teams of Cohort-5*

Business Incubation Center of NUML (B ICON) organized a pitching session for the teams of Cohort-5. The Center invited representatives from eight companies for the session; ten startups presented their ideas. Pitching session provides co-working opportunities in collaboration with the market.



*Food Points / Kiosks at NUML*

Kiosks (Dhabas) is an initiative of Rector-NUML to promote on-campus entrepreneurial culture by empowering students to earn through business activity. This activity started a competition among students to improve on-campus food quality service.



Kiosks provide good quality food items like burgers, biryani and items like shawarma, dahi bhallay and different types of drinks.



### *Future Plans*

Future plans of the Center are:

- To provide startups co-working opportunities, the Incubation Center intends to conduct Pitching Competitions in which they will present their ideas to representatives of different companies. The competitions will be organized at Rawalpindi Chamber of Commerce and Industry (RCC&I) and Islamabad Chamber of Commerce and Industry (ICC&I).
- Organize Cohort-6 in year 2022 – in which students, alumni and faculty members of NUML could submit/present their business ideas. It will be a virtual Cohort. Startups from Regional Campuses could also participate by submitting their business ideas.
- Sessions to motivate students and faculty members to submit their ideas will be conducted at Main campus and Regional Campuses.
- Idea Competition for Cohort-6 will be organized.
- Prepare shortlisted startups for HEC's Innovator Seed Fund (ISF) program.
- Graduate the prominent startups to join Accelerator Stage to grow further towards commercial activities.









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