



LUMS

A Not-for-Profit University

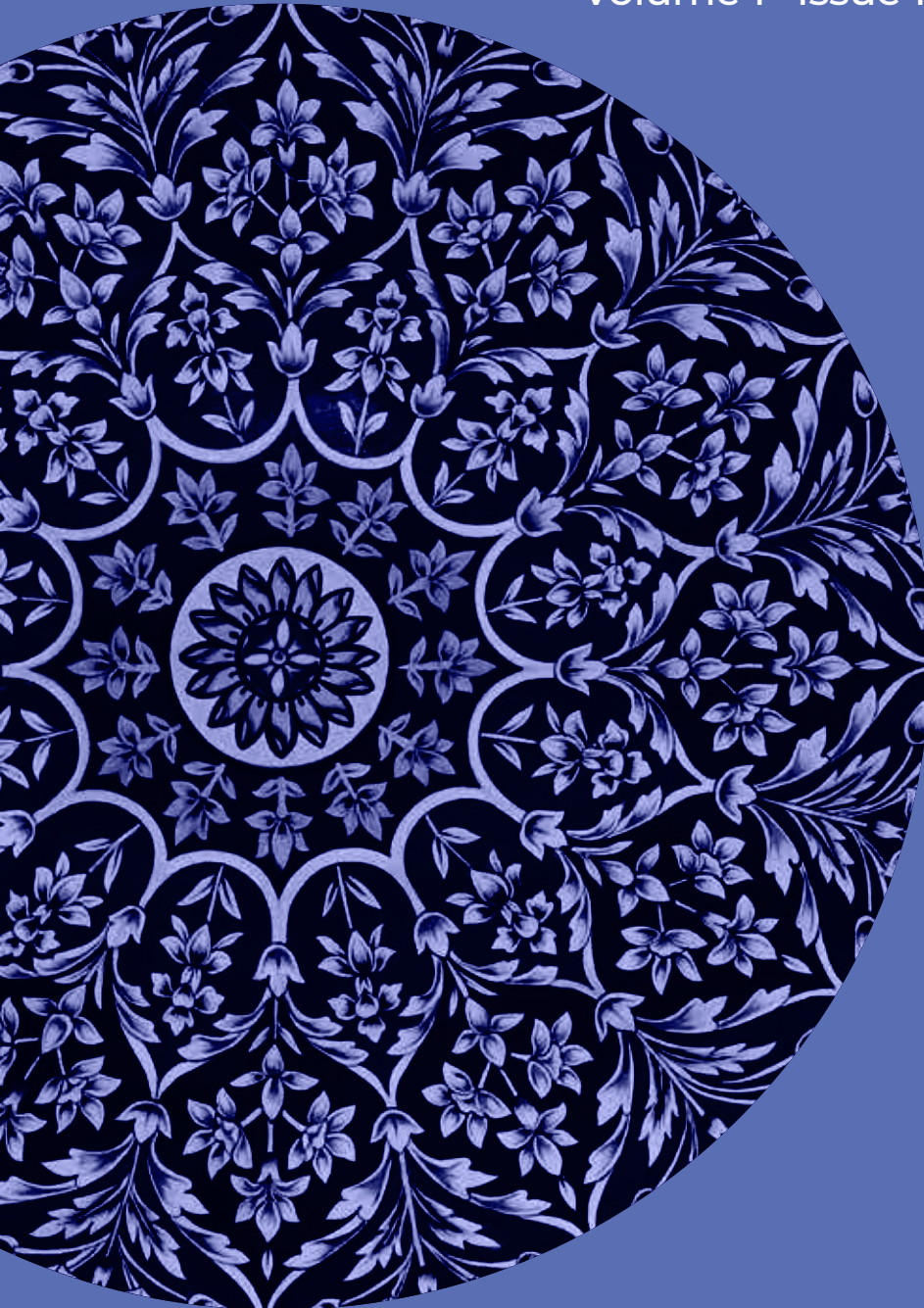
Learning *Without* Borders

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# LIFE AT LUMS

Volume 1 Issue 1

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**Our cultural heritage:  
how the LUMS campus  
blends tradition with  
modernity**

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**Introducing the  
University's philosophy  
of Learning Without  
Borders**

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**Meet the inspiring  
individuals who make up  
the LUMS community**

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# MESSAGE FROM THE VICE CHANCELLOR



Dear Parents,

Your support and guidance have shaped your children into the curious, hardworking and diligent students who make LUMS what it is today. We are honoured that you have entrusted them with us. Your ties to this University will be just as everlasting as theirs. *Life at LUMS* is our way of connecting with you - valuable members of our community.

Since its inception in 1985, LUMS has expanded tremendously from a management programme to five schools of business, science and engineering, humanities and social sciences, education, and law. Our students come from all across the country and bring with them diverse talents, languages and interests to create a rich blend of culture and heritage. These bright young minds converge at LUMS and engage in meaningful dialogue, explore innovative solutions to real-life problems, and embody the University's philosophy of 'Learning Without Borders'. It is no wonder that our students continue to make their mark around the world and across all fields, industries and disciplines.

COVID-19 has brought about many changes, but most of all, it has highlighted the spirit of our community. Although the pandemic has required

physical distancing and shifting much of our work and teaching online, it has been heartening to see how the LUMS family has come together to tackle the challenge head on, and respond with empathy, generosity and action. Our alumni, donors, students, leadership and staff stepped forward in collective as well as individual capacities to support the most vulnerable—from students and staff in need to members of the wider community.

LUMS' response to the pandemic was testament to how the University develops exemplary leaders and change-makers, and also model citizens of the world. With this magazine we would also like to share with you the exciting happenings at LUMS and the achievements of our students, faculty, staff and alumni.

As we welcome a new year that marks new initiatives and beginnings, I invite you to go through this publication and find out more about LUMS and the work of our community in 2020.

Wishing you a happy, healthy, and safe new year.

[Dr. Arshad Ahmad](#)  
Vice Chancellor, LUMS

# MESSAGE FROM THE DIRECTOR



Dear Parents,

During a time where social distancing is a rule, we at LUMS feel that connecting with our community is all the more important. So here we are with the inaugural issue of *Life at LUMS* to connect with you!

Being a mother to three college going students, I believe that a strong connection with their university raises the bar for a healthy conversation about their experiences. I also understand that for a parent, the transition from school into university life has its own set of challenges.

LUMS is definitely a second home to our students. It prepares them for a lifetime of learning and responsible leadership. It provides a holistic education that brings together students on projects, academics, society events, conferences and varied extracurricular activities. Our faculty and students work side by side to create a learning environment we are all proud of.

Our students are empowered to think differently, debate issues, collaborate with their peers and embrace diverse opportunities. As a result, impactful work is being done at the University

that has had an effect in Pakistan as well as globally.

At the heart of all our efforts at LUMS is the drive to contribute towards a better world. In spite of the not-so-normal circumstances that 2020 brought, our students, staff and faculty have shown tremendous resilience and empathy, coming up with innovative initiatives and taking it upon themselves to support and change the communities around them.

It is this environment, these initiatives, and these stories that we would like to share with you through *Life at LUMS*. Please share your ideas, suggestions, and advice with us - we value your engagement and are certain that together we can address any challenges that may lie ahead.

I wish you all safety, health and happiness and look forward to hearing from you.

**Nuzhat Kamran**  
Director, Office of Advancement

# Embodying A Cultural Legacy

Over three decades ago, LUMS began with a management programme in a small bungalow in Gulberg in Lahore. Over the years, the University evolved into five schools that offer over 40 degree programmes at the undergraduate and graduate levels. From its gardens, to the use of red brick and the artistic tradition of frescoes, the University's architecture is informed by the cultural heritage of the city.

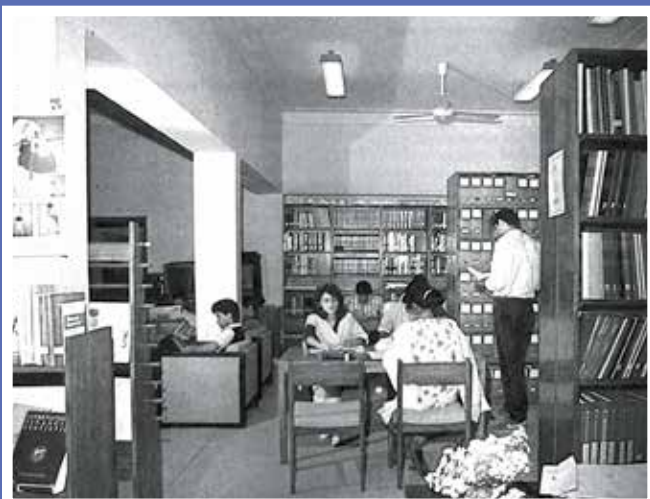
## The Beginning

In 1983, Syed Babar Ali, a renowned businessman, recognised the shortage of qualified managers in the country. He proposed to establish a university that would attract and retain the highest calibre of students and faculty. With limited resources and exceptional motivation, the University began its operations in a small rented bungalow in Gulberg, Lahore.

From the very beginning, the founding members built LUMS on the values of commitment to excellence, and a merit-based approach. These values still drive LUMS today.



The old campus in Gulberg, where the LUMS story started



The library at the old campus

## Setting-up A World-Class Library

In 1987, the LUMS library became the first in Pakistan to computerise its holdings and services using Inmagic software.

At the time, a computerised library was radically progressive and unheard of locally. When the University's first librarian joined the team, she drafted a letter to schools around the world asking for guidance in building a substantial business library. The response was extremely encouraging: libraries from across the globe sent the details of their journals, subscriptions and collection particulars.

## A New Campus, A New Era

The need for a permanent campus was evident since the early days of LUMS. In 1989, Syed Babar Ali and the US Ambassador signed the USAID grant of USD 10 million to be utilised for campus construction, and a new era began.

The architect of the new campus, Habib Fida Ali, toured campuses abroad to observe the

infrastructure of different business schools. His guiding principle was 'form follows function'. He believed that a building's purpose should be the inspiration for its design, and not just the aesthetics—an ethos that is intrinsic to the design of the LUMS campus. After much research, the construction of the 100-acre campus began in 1991.



Mughal era inspired frescoes painted by expert artisans

## A Harmonious Fusion

The campus is a fusion that appeals to both the traditionalist and the modernist. Spaces seamlessly transition, from enclosed to open, upholding a practicality and functionality befitting a top-tier university, while enhancing the cultural identity of the city of Lahore.

This approach extends to all other parts of the University. From the classrooms to the faculty offices,

and the lush green spaces outside, LUMS welcomes all; be it diversity in its student and faculty profiles, or their outlook on life.

The openness of the Academic Block and the cool interior, despite a lack of air conditioning, is a testament to the ingenious use of materials that creates a cool and open space where everyone can hang around, with easy access to the entire University.

## Enhancing the Campus

Nearly three decades after the construction of the campus began, in 2019, artist, Noorjehan Bilgrami decided to fill in the blanks. Ms. Bilgrami knew that the architecture at LUMS was deeply inspired by the old city, with many spaces creatively using geometry and brick, coming together to represent Lahore. To further enrich this cultural legacy, she began at the courtyard of the Academic Block. She particularly felt the space needed a fountain, which she considers an important cultural element.



A majestic fountain at the heart of the Central Courtyard

## A Timeless Classic

On each corresponding wall of the Academic Block, beautifully crafted frescoes have also been painted, inspired by those found in Mughal structures, albeit on a different scale and with more mellow colours. The head painter for the project was Ustad Raffaqt Ali, a craftsman with over 30 years of experience of working and perfecting his craft, which he learnt at the Wazir Khan Masjid in Lahore.



Intricate patterns painted on the walls of the Academic Block

“

Ms. Bilgrami knew that architecture at LUMS was deeply inspired by the old city, with many spaces creatively using geometry and brick, coming together to represent Lahore.

# Learning *Without* Borders

LUMS was founded with the mission that quality education should be accessible to all. Throughout its history, the University has remained true to this ethos and has continued to set new standards in education.

These efforts and initiatives have culminated into a commitment towards 'Learning Without Borders' that lies at the heart of all activities at LUMS, and transcends disciplines and geographical, social and economic contexts. Students are empowered to seek their own answers and find creative solutions to real-life problems. This methodology opens up a world of opportunities and prepares them for a limitless future.

## Learning Without Borders ...is education without barriers

“

The driving force at LUMS is its focus on creating solutions for the challenges that face humanity. These challenges are complex and multi-layered, and require a transdisciplinary approach to understanding and tackling them.

**Dr. Farhat Haq**  
Provost, LUMS

Recent global events have highlighted more than ever that a single discipline or vocational training cannot solve the grand challenges of the world. The multifaceted problems of today require solutions that transcend traditional boundaries and majors. These problems require policymakers, writers, researchers, speakers, critical thinkers and change-makers to lead and inform each other through their varied perspectives.

This is why at LUMS, students are not bound by any discipline, and are encouraged to define their own learning experience. With over 40

degree programmes across the undergraduate and graduate levels, students have the freedom to explore courses across multiple disciplines and schools. This empowers them to make connections across subjects, ask questions, take risks, and seek out innovative solutions.

The different research centres at LUMS also work to address national challenges concerning water and energy security, education, sustainability, and humanitarian issues. In this way the Learning Without Borders philosophy also bridges the gap between theory and practice.

## Learning Without Borders ...is equal opportunity for everyone

“

LUMS was established as a not-for-profit institution to provide world-class education accessible to all. More than three decades later, it stays committed to its vision, imparting top quality education, without any financial or social barriers.

**Syed Babar Ali**  
Founding Pro Chancellor, LUMS

Since inception, the LUMS ethos has been clear: world-class education should be accessible, and not be fenced by financial limitations. To further this vision, the University offers generous scholarships and comprehensive financial assistance. Through the support of the University's generous donors and

partners, every third student at LUMS is on some form of financial aid.

The University's no borders philosophy ensures that talented students from financially disadvantaged backgrounds are not turned away and are able to pursue their dream of a LUMS education.

1 in 3 students receive financial support	PKR 6.8 billion disbursed as financial support since inception	50% scholarship offered to all women admitted to graduate programmes at the Suleman Dawood School of Business	PKR 959 million disbursed as financial support in 2019-2020
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## Learning Without Borders ...is transcending geographical boundaries

LUMS transcends geographical boundaries by reaching out to schools across the country. The University is a microcosm of the country, with students coming from all corners of Pakistan, with their own set of unique experiences and perspectives.

LUMS' commitment to diversity is also highlighted through its prestigious National Outreach Programme (NOP). Through this Programme, LUMS conducts outreach to cities, towns, and villages across the country to seek out brilliant individuals whose financial circumstances

would have otherwise prevented them from obtaining higher education.

The University's latest initiative, LUMSx, is a platform that will allow it to deliver education at scale by reaching students and teachers across the globe directly.

Breaking down geographical barriers benefits the entire community; students from across the country bring their respective languages and micro-cultures that truly enhance the diverse learning environment at LUMS.

“

Nobody gets left behind at LUMS. The diversity within LUMS is our greatest strength, where differences in language, race, class, religious affiliation or gender are truly celebrated. This diversity enriches the student's learning just as much as the instructor's expertise.

**Dr. Arshad Ahmad**  
Vice Chancellor, LUMS



# Learning Without Borders ... is access to experiential learning

Experiential learning, internships, and engagement with the industry is built into the curriculum across all five schools, so students are able to learn by doing. The Suleman Dawood School of Business at LUMS is a pioneer of the Case Method based education in the country, which empowers students to discovering solutions to real-life business issues in a classroom setting by placing them in decision-making roles. Meanwhile, the Mushtaq Ahmad Gurmani School of Humanities and Social Sciences has an established reputation of training social scientists who are leaders in understanding and shaping society. Students at the Syed Babar Ali School of Science and Engineering have

access to state-of-the-art labs and are engaged in impactful research, which is published in top-quality journals. Law majors have opportunities to undertake legal internships, participate in national and international moot court competitions, assist with faculty research, undertake pro bono work, and study clinical courses. The Practicum - a mandatory, intensive semester-long 'residency' rooted in field-based research - is the cornerstone for students at the Syed Ahsan Ali and Syed Maratib Ali School of Education. It gives students real-time exposure to challenges in education leadership while they are still in training, encouraging them to address these issues by developing research-based

solutions to problems encountered in the field.

This approach enables students to have more reflection and critical analysis on the subject and empowers them to question the ordinary and explore innovative solutions to real-life problems.

“

In this emerging world, it is imperative to enable students to learn in an effective way – not only in a classroom setting, but in any space. Learning changes us: it changes the way we think and act, and shapes our future. We cannot think of learning and teaching as a product, but rather as a process that must be celebrated.

**Dr. Suleman Shahid**  
Director, LUMS Learning Institute

## Experiencing LUMS Without Borders



Adeela Sarfaraz had seen her family through a lot of struggle after her father's accident, and knew it was only through the National Outreach Programme (NOP) that she could realise her and her father's dream of her graduating from university. She is now a full member of the Institute of Chartered Accountants in England and Wales.

"I am the person I am today because of LUMS and the NOP. I have a strong motivation and drive to give back to my country and make Pakistan better in the little ways I can. I would love to return to LUMS in the near future and work on helping and improving my community."

### **Adeela Sarfaraz**

Financial Controller, New York  
Stock Exchange listed US business  
BSc Accounting and Finance 2009



Hailing from the valleys of Gilgit, the son of a carpenter and a homemaker, Sardar Karim's journey from his humble beginnings to LUMS through the National Outreach Programme (NOP) to the highest echelons of academia at Harvard is a story to be reckoned with. Mr. Karim has gone on to receive a Master's from Harvard's Kennedy School of Government.

"LUMS was an enriching academic experience. I had the freedom to choose from different disciplines, which helped in developing and shaping my personality. The courses improved my ability to handle pressure and perform efficiently. The lessons I learned at LUMS will stay with me forever."

### **Sardar Karim**

Manager Economics Advisory,  
PwC Dubai  
BSc Economics 2010

# Meet the LUMS Leadership

For our inaugural issue, we asked the University's leadership about their perspective of where LUMS stands today and how they envision its future.



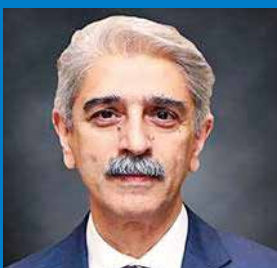
**Syed Babar Ali**  
Founding Pro Chancellor

"Ever since LUMS came into being, over thirty years ago, we have tried to provide the best education and opportunity to our students to improve and develop themselves so that they can serve society and contribute to making a better Pakistan."



**Mr. Abdul Razak Dawood**  
Pro Chancellor

"When we all started LUMS, we knew it was not going to be a trip; it was going to be a journey. It actually turned out to be an adventure—an adventure to greatness through a vision of building a seat of learning, of international repute, in our country."



**Mr. Shahid Hussain**  
Rector

"Life as a LUMS student offers engagement with new ideas, development of rigour, and a love of learning. Our world-class faculty delivers excellence in teaching, and our graduates join a global network of alumni, making great strides in their ongoing lives and careers. Welcome to the proudest journey as a parent."



## **Dr. Parvez Hassan**

Member, LUMS Management Committee

“The University’s vision to remain a leader in teaching and learning remains unchanged. Through the work of its students, staff, faculty and its governing bodies, LUMS has become a regional leader, creating long term societal impact.”



## **Mr. Osman Khalid Waheed**

Member, LUMS Management Committee

“At LUMS, we bridge the gap between theory and practice. By engaging students as partners and co-designers of their own experience, LUMS fosters an environment that is empowering and conducive to learning.”



## **Syed Hyder Ali**

Member, LUMS Management Committee

“LUMS has always strived to achieve the highest standards of excellence while remaining committed to making education accessible. Our students are change-makers and we are proud of the impact they are creating as academics, professionals and social entrepreneurs.”



## **Dr. Arshad Ahmad**

Vice Chancellor

“An educational institution has a personality which is rooted in its identity. It is a living ecosystem that must continuously evolve and adapt to changing circumstances. LUMS is evolving through its current efforts to integrate without borders, and to transcend disciplinary, geographic and socio-economic barriers to make education the most powerful source of nation-building.”



**Dr. Farhat Haq**  
Provost

"LUMS is one of the few universities in Pakistan with an institutional commitment towards gender equity. The University has educated several generations of young women to take on

important roles in industry, business, non-profit and the education sector. We wish to make LUMS a progressive, world-class, 21<sup>st</sup> century university which will proudly showcase its South Asian heritage and be dedicated to building a better world."



**Dr. Tariq Jadoon**  
Vice Provost

"At LUMS the best minds in the country are brought together. If you wish to pursue your dreams or ideas, no one holds you back."



**Dr. Alnoor Bhimani**  
Honorary Dean,  
Suleman Dawood School of Business

"University for some is about the acquisition of knowledge. But LUMS has a bigger vision. It is for this reason that we are developing new alliances and removing boundaries across disciplines such as business, education, law, the social sciences and engineering and science. In fact, at LUMS, we're reinventing education to help students shape tomorrow. Ultimately, every student will leave LUMS inspired to better society."



**Dr. Ali Khan**  
Dean,  
Mushtaq Ahmad Gurmani School of Humanities  
and Social Sciences

"Over the decades, the School has earned a global reputation in the field of humanities and social sciences. We believe that our students should learn by immersing themselves in the great works of politics, scientific reasoning, sociology, economics, culture, religion, art, literature, and aesthetics. By realising their full intellectual and personal potential, students will contribute to the betterment of society in Pakistan and the wider region, and be principled, intellectually engaged, and socially responsible."





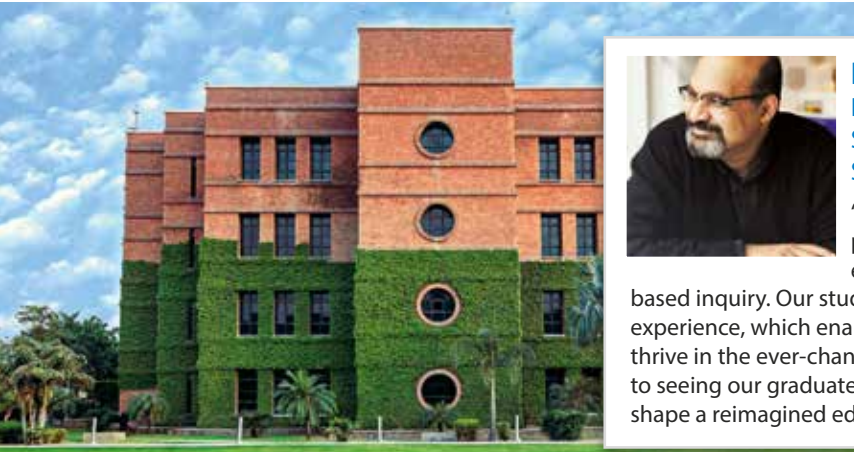
**Dr. Sabieh Anwar**  
Dean,  
Syed Babar Ali School of Science and  
Engineering

"Since its inception, the School has been a hub for groundbreaking research and inspiring teaching, done by gifted individuals who are trying to make a difference; creating small supernova explosions in their respective fields. Science and technology are the driving engines of the modern world, and our goal is to harness a human understanding of the world around us, for creating a better tomorrow."



**Dr. Sadaf Aziz**  
Interim Dean,  
Shaikh Ahmad Hassan  
School of Law

"Simple things combine to make the LUMS experience a unique one for its students: faculty members who are leading specialists in their areas; a commitment to fostering diversity and outstanding facilities for supporting a range of academic and extracurricular endeavours. As a leader in a country that is facing situations of increasing complexity, LUMS is dedicated to the task of continually evolving and supporting students as they grow into their roles as responsible citizens and skilled professionals."



**Dr. Faisal Bari**  
Dean,  
Syed Ahsan Ali and Syed Maratib Ali  
School of Education

"The School aims to produce reflective practitioners who are committed to spearheading education reform through research and evidence-based inquiry. Our students undergo an unparalleled educational experience, which enables them to practice adaptive leadership and thrive in the ever-changing educational landscape. I am looking forward to seeing our graduates become resilient and reflective leaders, who will shape a reimagined education reform agenda for Pakistan."



**Dr. Adnan Khan**  
Dean,  
Office of Student Affairs

"What sets LUMS apart from many of its peers is that we approach education holistically, supporting in-class education and also out of class learning. This is obvious from the 50+ student societies and excellent sports facilities offered to students. LUMS has had a successful past and we look forward to a very exciting and bright future!"



# Across the University and Around the World, the LUMS Community is Making Headlines!



**Saad Amer (BSc 2018)** has broken a record in the highly competitive GRE exams with a score of 339 out of 340!



**Farwa Batool (BSc 2018)** bagged the first position in Balochistan during the Central Superior Services examination and the ninth position in Pakistan. Not only did she make her alma mater proud, she also proved that women can achieve all that they set their minds to!



Winning scholarships is, undoubtedly, a difficult task; but not for **Hadiya Aziz (BA-LL.B 2011)**. She has received both the **Chevening Scholarship** and the **Asma Jahangir Scholarship 2019** by the British High Commission. Talk about brilliance!



**Saim Sadiq (BSc 2014)** made the whole country proud, when his short film, *Darling*, won the Orizzonti Award for Best Short Film at the 2019 Venice Film Festival. It has been screened at the Toronto International Film Festival and has also been selected to screen at the Berlin and Cannes film festivals.



Three faculty members—**Dr. Ayesha Ali**, **Dr. Ihsan Ayyub Qazi**, and **Dr. Agha Ali Raza**—have won the prestigious Facebook Research Award! The USD 90,000 funding will enable them to carry out research for understanding the consumption of ‘Deepfake’ technologies and how to combat their spread in developing countries.



**Saba Karim Khan (BSc 2006)**, a Mushtaq Ahmad Gurmani School of Humanities and Social Sciences alumna and a Dean's Honour List awardee is a perfect storyteller. Her recently directed documentary *Concrete Dreams: Some Roads Lead Home* won the **Excellence Award at the Docs Without Borders Film Festival, USA**; **best documentary award at the Indian World Film Festival**, and has been **officially selected at the France-based, Beyond The Curve International Film Festival**.



**Huzaifa Ahmad (BSc 2017)**, Co-Founder and CEO Rizq, was honoured by **Britain's Queen Elizabeth** with a '**Commonwealth Points of Light Award**'. Hosted by **British High Commissioner, Christian Turner**, the award recognised the work done by Rizq in providing rations to local communities, especially during the COVID-19 crisis. The Queen spoke to Ahmad and congratulated him personally.



**Muhammad Abdullah (BSc 2021)**, has scored the highest marks in the **Strategic Business Reporting September 2020 examination**, and has been **declared the global winner by the Association of Chartered Accountants (ACCA)**!

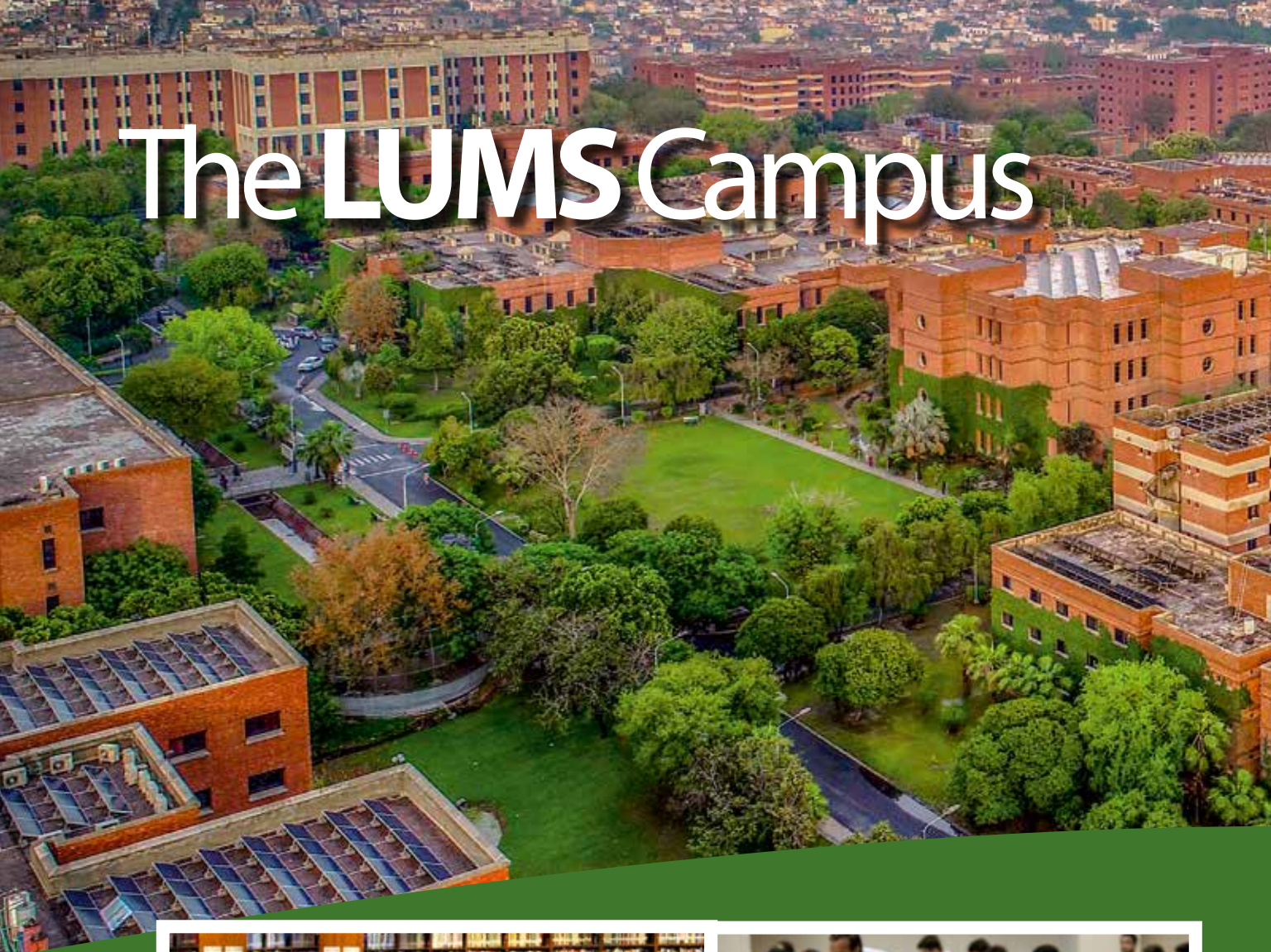


**Junaid Murtaza (BSc 2008)** has been appointed the **Country Managing Director of L'Oréal Pakistan** and is one of the youngest country managers in the company's history!



**18 PhD students** have successfully obtained their degrees from the **Syed Babar Ali School of Science and Engineering in 2020**. This achievement is particularly noteworthy, as the average graduation time for these graduates was less than 5 years.

# The LUMS Campus



The Gad and Birgit Rausing Library at LUMS has a wide range of collections and online services



Technology is key in providing our students with a superior educational experience

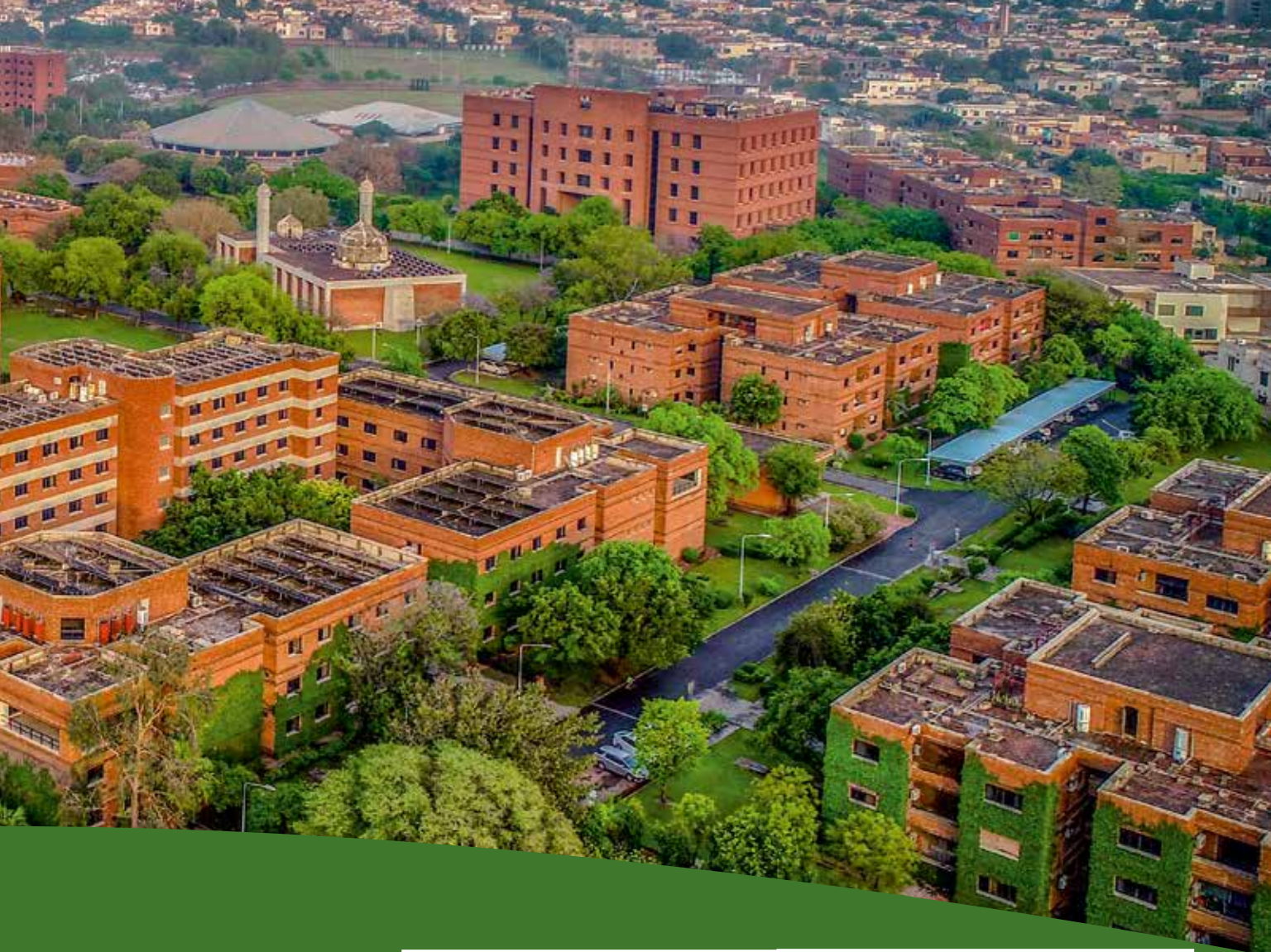


Students conduct cutting-edge research in our state-of-the-art labs



The bookstore at LUMS is a new addition to the campus facilities





The tennis courts at LUMS are frequented by students, faculty and staff



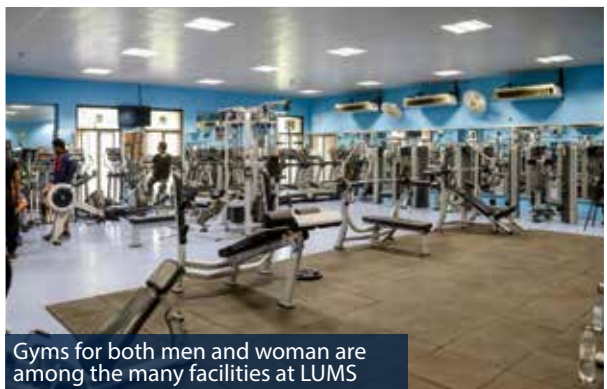
The mosque on campus has dedicated spaces for men and women



The khokha is a popular spot for students to come together after class

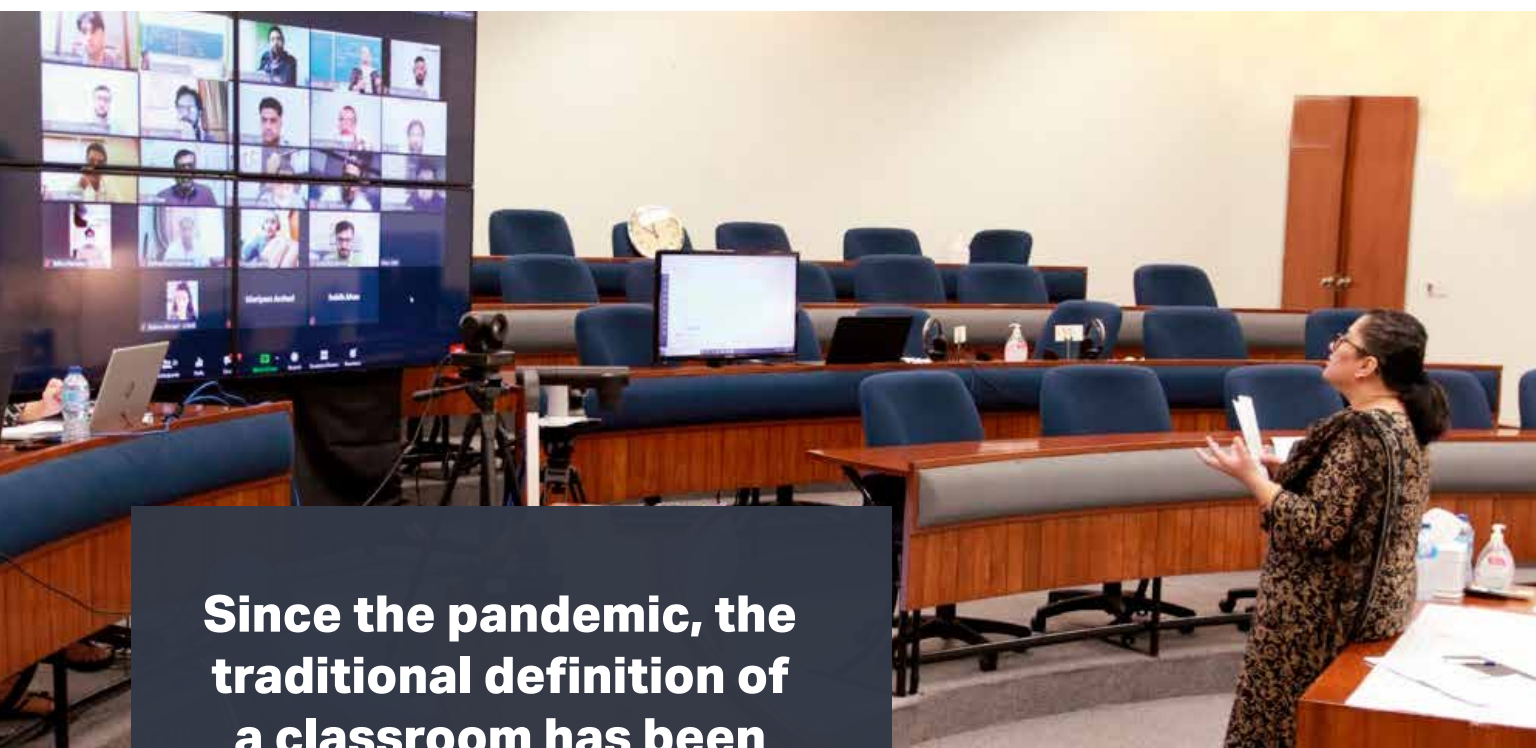


The Aquatic Centre at LUMS



Gyms for both men and woman are among the many facilities at LUMS

# Zooming in on Online Learning



**Since the pandemic, the traditional definition of a classroom has been disrupted the world over, and the virtual learning experience has transformed varied physical spaces into digital classrooms.**

Dr. Zehra Waheed, Assistant Professor, Suleman Dawood School of Business, conducts an online class in a cloud classroom

A roving camera, instructor-controlled Zoom session, and a wall projection of students in attendance are some of the elements of what a 21st century classroom at LUMS looks like.

Even thousands of miles apart, teachers and students are connecting.

Online learning has long been on LUMS' radar. Within weeks of the onset of the virus, all five Schools at LUMS were able to quickly adapt their courses for an immersive learning experience.

LUMS faculty members undertook training on the different aspects of online learning. Digital tools and platforms were quickly explored to offer engaging and interactive lessons. Faculty even took part in peer learning; with one faculty member teaching his colleagues the different aspects of the LUMS Learning Management System, a secure online environment in use at the University, and how it can be used to complement online classes.

However, shifting to online learning required more than a change of medium, and called for a more holistic approach, believes Dr. Tayyaba Tamim, Academic Director, Syed Ahsan Ali and Syed Maratib Ali School of Education. "It is a completely different way of teaching and learning, demanding attention to different aspects."

It was imperative, for instance, to facilitate students who faced connectivity issues. It was decided that LUMS would offer both synchronous (where students and the instructor convened in a live setting) and asynchronous courses (where pre-recorded lectures are made available to access on convenience). This way, LUMS ensured that all students were part of an inclusive, enriching, and engaging learning environment.

A task force was also set-up at the Syed Babar Ali School of Science

**Student feedback has also been integral for faculty members to continuously evolve their teaching practices and make their classes interactive.**

and Engineering to come up with innovative ideas for online education and research. One important recommendation was to set-up cloud classrooms. Equipped with a remote-controlled camera so the instructor could manage the class without outside help, these classrooms enabled students to interact more with their peers and teachers. "Students really enjoyed that experience, as they got a feeling of being in a classroom," says Dr. Muhammad Faryad, Assistant Professor and Chair, Department of Physics.

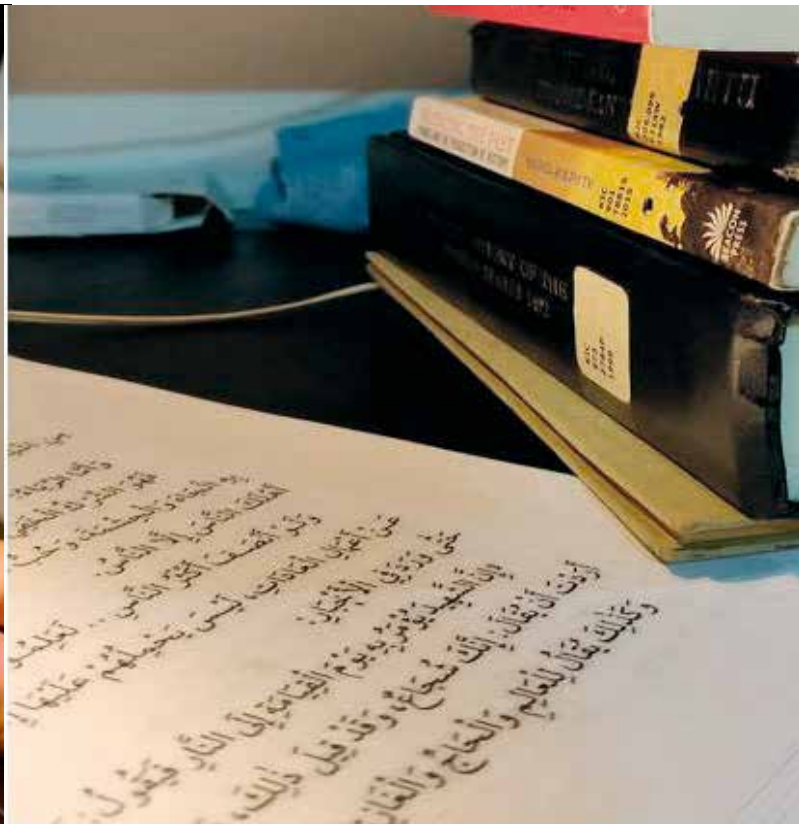
Dr. Fouzia Parveen, Post-Doc Fellow and Adjunct Faculty, Centre for Water Informatics and Technology, LUMS shares, "To keep my students engaged, I weaved stories with

concepts. My presentations were filled with pictures and illustrations. Then, mid-semester I came up with a one-to-one feedback mechanism through a viva and my students said, 'This is the most fun course we have!'"

Naturally, some courses had to be adapted; certain components that work well in-person do not necessarily have the same impact online. Dr. Fatima Fayyaz, Assistant Professor, Mushtaq Ahmad Gurmani School of Humanities and Social Sciences, faced a similar challenge and came up with creative alternatives. "In one activity, I asked my students to send me a photo essay of a day in their life in quarantine with captions in Persian. I received beautiful essays and the students were so happy with the task!"

Instructors at other Schools also adapted strategies according to the requirements of their courses. In MBA and Executive MBA classes, online case study delivery was intensified by choosing more experiential cases. Some instructors made use of video case studies to enhance the student learning experience, while others utilised online simulations to make learning more exciting. At the Department of Electrical Engineering, faculty even developed and issued experimental kits to students so they could complete their tasks at home.

Another issue that faculty members had to take into consideration was that of Class Participation (CP), which makes



بعضی موقع، من چند وضع غذا بوختم. از پیش، من جای و املت بوختی یاد گرفتم. در زمان قرنطینه، من کیک تنوری کرد دانستم.

وجوه فرصت، من چند کتاب ها خواندم. در زمره ای 'دی یلاگ' از البرت کمو، افسانه ها ی منتو، و 'بدایت الهدایه' از امام ال غزالی. من خیلی آموخت شدم.

Pictures from a photo essay assignment where students were required to take snapshots of their day and caption them in Persian

up a portion of a student's grade. But how can CP marks be fairly given to a student who has trouble connecting and joining class? Instructors recognised this and creatively adapted their policies. "I came up with different ideas to mark CP. For my Persian language class, I shared Persian songs, videos, news reports, etc. on our

closed Facebook group and asked the students to visit the link, and then write a comment in Persian. They found this interesting and informative," shares Dr. Fayyaz.

An important part of the online learning experience at LUMS is personalisation specific to the student's needs. For Dr. Parveen, when teaching Introduction to

Environmental Science, she felt it necessary to tailor assignments according to the student's major, "The idea was to have engaging conversations that would encourage educated learning or educated debates." As a result, in her class, the student majoring in English Literature ended up reviewing a book written on agriculture, while a Computer Science student was tasked with putting together a model.

In this time of online learning, the manner of assessments needed to be overhauled too. Some instructors introduced smart tools for their courses that involved students performing self-evaluations, peer rankings,

## An integral part of the online learning experience at LUMS is personalisation specific to the student's needs



# What's Happening at LUMS

Whether our students and faculty are producing groundbreaking research, or tackling the world's biggest challenges, there is always something exciting happening at LUMS.

## On Campus

### Keeping the LUMS Community Healthy and Safe

As COVID-19 took the world by storm, and organisations and institutions around the globe faced difficult decisions, LUMS continued to prioritise the health and safety of its community.

The University set up a formal Health and Safety Committee that could guide the administration on essential steps that needed to be taken to keep the community safe, and to help develop a layered health strategy. LUMS also appointed Dr. Samia Altaf, an internationally recognised public health physician, certified by the American Board of Public Health and Preventive Medicine, as the Professor of Practice in Public Health/Director of Campus Health and Safety.

Together, these experts analysed how the pandemic was developing in the country and looked at possibilities for a successful phased re-opening of the campus.

The subsequent health strategy included bringing smaller groups of students back on campus in October 2020, mapping the situation, and creating standard operating procedures. The objective of these actions was to mitigate risks, and ensure a COVID-19 compliant campus.

In line with this strategy, the Committee trained 160 janitorial staff, and 130 service staff who work on campus. Medical services were expanded to include clinical doctors – backed up by 24/7 hospital services. The protocols for reporting, getting help from the campus medical clinic, getting tested, etc. were elaborated in the SOPs and shared with all campus residents and all protocols are strictly enforced.

The University has also launched a weekly web series, 'Health and Safety Hour with Dr. Samia Altaf' to apprise the community of recent

developments regarding health and safety, protocols, vaccines, data interpretation and mitigate any confusion regarding the pandemic.

LUMS is continuing to monitor the situation, so it can make long-term plans for continued mitigation, with the objective of keeping the campus functioning and safe.



A poster reminding the community to wear masks and maintain social distancing

## LUMS Makes a Mark in Global University Rankings

LUMS is ranked among the top 651-700 institutions of the world in the Quacquarelli Symonds (QS) World University Rankings 2021.

QS University Rankings are one of the most prestigious and recognised international university rankings in the world. According to their Graduate Employability Ranking 2020,

**LUMS is ranked first in Pakistan, among the top 50 in Asia, and top 200 globally**

LUMS is ranked first in Pakistan, among the top 50 in Asia, and top 200 globally. This is a remarkable achievement for the LUMS

Community and reaffirms that students at the University are receiving a quality education that translates into successful careers after graduation.

Another distinction is by the Times Higher Education Asia University Rankings, which has placed LUMS among the top 251-300 Asian universities.

## UN Secretary-General António Guterres Visits LUMS

To promote the values of peace, justice and tolerance, His Excellency António Guterres, the ninth Secretary-General of the United Nations, met and exchanged ideas with the Pakistani youth at a ceremony hosted by LUMS in February 2020.

In his keynote address titled, 'Role of the Youth in United Nations of the 21st Century', Mr. Guterres acknowledged that the youth of today are battling enormous challenges including conflict, displacement, a shrinking civic space, economic uncertainty as well as the impact



His Excellency António Guterres greets LUMS students

of climate change. Thus to create a more peaceful, sustainable and prosperous world, the youth need to lead.

"We want to move into the age of participation, which means not only to listen to young people, but to make their voice

and participation count. We want to establish within the UN mechanisms of institutional dialogue and participation, allowing the youth to have an influence in the way the UN shapes its interventions, its decisions and its strategies."

## Helping the Community Stay Connected During a Pandemic

To facilitate a more active dialogue with students, staff and faculty, as well as the community at large, the *LUMS Live* web series was launched in March 2020.

In these interactive sessions, eminent panellists come together to discuss topics and issues from

how to maintain good mental health, learning in an online environment, and the changing role of technology, to how to stay positive, and the importance of being generous and empathetic to the people around us.

Notable guests that have been

featured on *LUMS Live* include Nobel Laureate, Ms. Malala Yousafzai; actor, Ms. Mahira Khan; sports columnist, Mr. Osman Samiuddin; education activist, Mr. Shehzad Roy and educationist, Dr. Arfa Sayeda Zehra.

## Batch of 2024 Attends Virtual Orientation Week



# O-WEEK'20

Every year, LUMS welcomes a diverse student body of brilliant students from over 130 cities and towns across Pakistan. The week-long Orientation Week (O-Week) helps students connect with each other and faculty, and learn about the University's culture and its defining values.

Among many firsts this year, LUMS welcomed the Batch of 2024 through an interactive virtual O-Week on September 7, 2020. The six-day event began with

a warm welcome from the senior leadership, the coordinating committee, and alumni.

The students attended interactive sessions on health and safety, academic advising, core courses available, and the various departments and support facilities at LUMS. They also participated in a number of innovative ice-breaking activities, which enabled them to interact with one another and take a step towards forming lifelong bonds!

## Nobel Laureate, Malala Yousafzai Gives Keynote Speech at Convocation



Malala Yousafzai gives keynote address at Convocation 2020

In July 2020, Nobel Peace Prize Winner, Malala Yousafzai, was welcomed by the LUMS community as a special guest. A global advocate for education and women empowerment, and a 2020 graduate herself, Ms. Yousafzai served as the keynote speaker at the University's first-ever virtual Convocation.

The ceremony was a great opportunity to celebrate the spirit of community while honouring the 1,092 graduating students from the Class of 2020. In her keynote speech, Ms. Yousafzai shared anecdotes from her own experiences, and advised the graduates to be catalysts for change, "Speak out against gender bias and harmful social norms. At home, in a classroom and in a wider society, social norms influence girls' and boys' perceptions of their lives and their futures. Social norms can change—and you can help them change by raising your voice for girls' education in communities across the country."

Ms. Yousafzai was also part of a distinguished panel at the 30th session of *LUMS Live*, along with Dr. Maliha Khan, Chief Programmes Officer, Malala Fund; Syed Babar Ali, Founding Pro Chancellor, LUMS and Dr. Arshad Ahmad, Vice Chancellor, LUMS. The session, moderated by Adeel Hashmi, focused on the universal struggle to make education accessible for all.



# Fostering Innovation and Entrepreneurship at the National Incubation Centre



Facilities at the National Incubation Centre

The National Incubation Centre at LUMS in Lahore (NICL) has recently set a new mission that aims to bolster the start-up ecosystem of Pakistan by facilitating problem-solvers in high impact areas for Pakistan: agriculture, education, environment, financial inclusion, healthcare and lifesciences, and applications utilising artificial intelligence and machine learning.

To help incubate a greater percentage of start-ups that survive and scale to address a

large commercial opportunity and attract investment capital for growth, a new Advisory Board, headed by Chairman, Saleem Ahmad, Senior Advisor at Afiniti, world's largest applied artificial intelligence company, has been appointed at NICL alongside a Foundation Council that comprises role model entrepreneurs and venture capitalists.

The NICL also has introduced an initiative to upskill talent

through its rigorous applied entrepreneurship Foundation Programme, developed and delivered by LUMS faculty and international experts. In December, NICL welcomed a fresh batch of innovators to its Foundation Programme and this diverse pool of entrepreneurs hail from Bahawalpur, Faisalabad, Islamabad, Kasur and Lahore.

## A Healthier Campus for All!

In line with its commitment to providing a safe and healthy environment to its community, LUMS is moving towards a smoke-free campus.

As of November 2020, smoking is strictly prohibited on campus, except for designated areas. In order to promote the health and well-being of the entire community, this policy is strictly enforced and violators are fined.



A designated smoking area on campus

# Student Spotlight

## Connecting Communities Through Awareness and Inclusivity

LUMS students are continuously coming up with creative ways to promote inclusivity at the University. In the summer of 2020, the Feminist Society at LUMS (FemSoc) successfully conducted a six-week online sign language course through its outreach department, *Project Zeest*.

They collaborated with ConnectHear, a social start-up working for sign language and deaf-inclusion in Pakistan, to offer free classes to LUMS students over Zoom. The response was overwhelming: within three hours of publicising the course, all the

slots were fully booked! By the end of the six sessions, 100 LUMS students had completed the course and learnt the basics of sign language.

Mehvish Munir, BSc '23, Assistant Director at Project Zeest and one of the instructors of the course said, "In this day and age, nobody should be left behind just because they can't communicate with us. That is why learning sign language is so important. We look forward to holding more sessions in the future and contributing to a diverse and inclusive society."

FEMSOC X connecthear



The Feminist Society's poster for sign language classes

## Care and Compassion in the Times of COVID-19

The pandemic has highlighted more than ever that the spirit of empathy and giving back to the community is what sets LUMS students apart. While adapting to changing circumstances in the wake of COVID-19, they also immediately responded with ingenuity and empathy to serve the most vulnerable around them.

Within weeks of the lockdown, students across the University rose to the occasion and mobilised ambitious initiatives. Noting the impact on daily wage workers, Sarim Raza, BSc '20, used his social enterprise, *Riyat*, to activate a ration campaign. He was not the only one—Mubashar Saleem, BSc '21, led a fundraising campaign through his organisation, *HELP*, to raise over PKR 450,000 and used the funds to serve

over 200 families with ration. Warda Noor, BA-LL.B '23, a sophomore at the Shaikh Ahmad Hassan School of Law also conducted similar ration drives. *Rizq*, a social organisation set up by LUMS alumni, initiated the *Ehsas Karo* programme to ensure food distribution across the country. Meanwhile, Saman Khan mobilised her EMBA 2021 class to collect more than PKR 6 million to aid families impacted by the pandemic.

These are just some of the countless examples of the relief efforts that LUMS students have led since the start of the pandemic. These initiatives embody the University's values and are a testament to how students use the skills acquired at LUMS to pioneer change in their communities.



LUMS students giving back to the community

## Students Come Together to Train Support Staff

The LUMS Community Service Society (LCSS) epitomises the spirit of helping others. Among their many ways of giving back, their capacity building initiative, Project for Uplifting LUMS Support Staff (PULSS) is an extremely successful venture where students come together to help support staff by conducting knowledge-based and skill-enhancing sessions.

Their main goal is to help support staff at LUMS in increasing extracurricular skills as well as job-related expertise. The training sessions are carefully designed to cater to the educational needs and wants of the LUMS support



Support staff taking part in a training session

staff, to enhance their skills so they can get part-time jobs, or excel in their current jobs.

Sarah Fatima, BSc '22, fondly recalled moments during her time at PULSS that have inspired her journey, "Our sessions have led to some amazing moments.

Our session on Urdu literature revealed to us that Kaleem Bhai, a member of the AV staff, was pursuing a Masters in Urdu. In fact, he was teaching us things about Urdu literature that we did not even know!"

## Bringing Coursera to LUMS: A Student Council Initiative

The coronavirus crisis and the subsequent lockdown halted the productivity and learning of many students around the globe. As an elected member of the LUMS Student Council, Huzaifa Rauf, a 2022 PhD Electrical Engineering student at the Syed Babar Ali School of Science and Engineering, and his fellow Council members were looking to devise plans and activities that students could use for productive learning and enhancing their skill set. They came across the

'Coursera for Campus' initiative for universities impacted by COVID-19, and immediately contacted the Coursera administration.

Rauf, on behalf of the LUMS Student Council, submitted a request for 3,500 free student subscriptions for the Coursera platform. They received a positive response and were able to get free access for LUMS students, staff and alumni.

Rauf says that the pandemic

is forcing educators, parents, and students to think critically, be creative, communicate, and collaborate. It is making students take ownership over their learning, understanding more about how they learn, what they like, and what support they need. He shares, "The best thing about online learning is that individuals can take a course from the comfort of their office or home. Even with a busy schedule, one can find some spare time to take a course."

## MPhil Students Initiate Online Learning Project for Children of Custodian Staff

The MPhil Education Leadership Management (ELM) students at the Syed Ahsan Ali and Syed Maratib Ali School of Education (SOE) launched Parwaaz – a project that aims to foster social and emotional skills in children who are out of school during the lockdown.

The project also aims to channelise emotional recognition and vulnerability, teach simple coping

mechanisms through mindful activities, and utilise digital media to create social awareness regarding the COVID-19 pandemic. The activities are designed for children who belong to the families of the custodian/MBM staff employed by LUMS and are between 4-13 years of age. The project also strives to determine the most effective teaching

methods that will ensure that learning remains an ongoing process for the children.

After a successful run of the pilot project, the MPhil students are now working with SOE faculty and the Department of Computer Science to design a social emotional learning and regulation application for students from low-income households.

## Madadgaar: A Blood Donation Platform launched by LUMS Students

In the wake of COVID-19, a group of students from the Syed Babar Ali School of Science and Engineering at LUMS launched Madadgaar, an initiative that aims to simplify the process of blood donation.

The students include Taimoor Arif, Muhammad Nouman Abbasi, Muhammad Hassan Mahad, Zoraiz Qureshi, Muhammad Bilal Naeem, Punnal Ismail Khan and Ayaz Ur Rehman. Working under the supervision of Dr. Suleman Shahid, Assistant Professor and Director LUMS Learning

Institute, they initiated the project to provide a convenient platform that would connect COVID-19 patients to recovered plasma donors.

They created a peer-to-peer blood donation system that connects the donor and the recipient in a timely and secure manner. The interface is simple and user-friendly, even for those with no technological experience. The platform is equipped with an automated notification system that matches the recipients to donors within their city.

It includes various features, such as quick one-time requests, multiple requests for organisations or hospitals, the option for complete anonymity, and automated forwarding of necessary details to potential donors.

The students are now working on scaling up Madadgaar into a general blood donation platform and connecting it with blood banks in order to increase its user base and serve more people.

To learn more, visit [www.madadgaar.com.pk](http://www.madadgaar.com.pk)

# Research

## On Their Way to Finding a Cure for COVID-19

A team at the Syed Babar Ali School of Science and Engineering, LUMS, has used tools in artificial intelligence to identify potential drugs or drug-like molecules specifically targeting the SARS-CoV-2, the virus that causes COVID-19. This work represents an important contribution to drug discovery efforts against a globally

prevalent infection that has drastically affected human health all over the world.

Led by Dr. Shahzad ul Hussan, Associate Professor, LUMS, the project team included second-year PhD student, Hafsa Iftikhar, and an MS graduate of 2020, Nayyer Ali.

Dr. Hussan credits LUMS to be

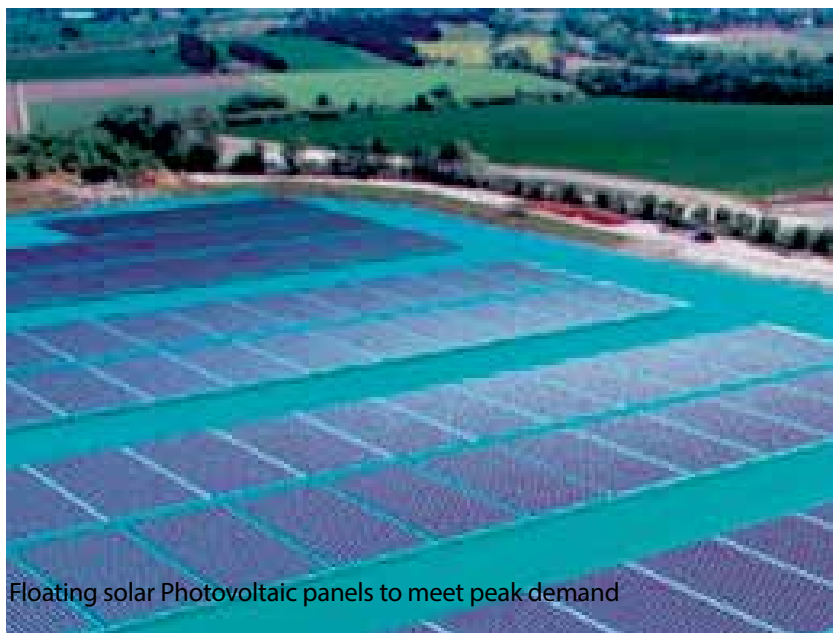
a hub for such research work. "Everything which we are doing in research is not possible without the support of LUMS; this comes in the form of research facilities, equipment, stipends for students, lab space and several others to name a few."

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## Researchers at LUMS Identify Solutions to Prevent Pakistan's Frequent Outages

Noting the frequent outages in the country due to peak load hours during the day, LUMS researchers studied the possibility of attaching a floating Photovoltaic (PV) on a body of water connected to one of the country's hydroelectric dams.

The team consisted of PhD students, Huzaifa Rauf '22, Shuzub Gull '25, and Associate Professor, LUMS, Dr. Naveed Arshad. They modelled the implementation of a floating array at the 1.45 GW Ghazi Barotha Dam, which features five generating units, each with around 290 MW of capacity. To cover daytime peak loads, installing a 200 MW floating system on the dam's reservoir could replace one of the five generating units if water levels are low. "A floating solar plant would work like a peaker plant. In terms of grid integration, the



Floating solar Photovoltaic panels to meet peak demand

co-location of floating PV arrays with hydroelectric dams offers the chance to tap into existing infrastructure to cut costs," Rauf shared.

The team has also recently published a research article on the

subject. The paper was published in one of the world's renowned publications, *Elsevier's Renewable Energy Journal* and was also recently recognised by the well-known scientific publication, *PV Magazine*.

# Research Team from LUMS Wins World Bank Research Grant to Study COVID-19



Dr. Shaper Mirza and her team

Dr. Shaper Mirza, Associate Professor, Syed Babar Ali School of Science and Engineering, and her team have recently been awarded PKR 12 million as a Rapid Research Grant by The World Bank and the Higher Education Commission, Pakistan, to dig out epidemiological patterns through immune profiling

to observe how the human body responds to the COVID-19 infection. "I opted for major immune profiling because that's my niche. I decided to go a little deeper into the immune responses and look into the cells and the pathways in particular, and how they are modulated by the presence of this

virus," explains Dr. Mirza.

As Dr. Mirza and her team analyse samples from all over the country, researchers will be able to better understand why there is a spectrum of reactions to the virus; from some people showing no symptoms at all, to symptoms being fatal for others.

## An Ode to Lahore

Art and artists, political revolutions, historical accords, and magnificent architecture, Lahore has it all. In an attempt to map the rich cultural and social history of the city, LUMS students and faculty members have come together and launched 'Walking in the City', an interactive website featuring student-led projects.

The different themes explored under 'Walking in the City' include political movements that originated in Lahore, and figures that shaped the literary culture of Lahore between the 1930s and 1970s. The project also explores the lives of Bhagat Singh and IIm Din who shaped the political legacy of the region.

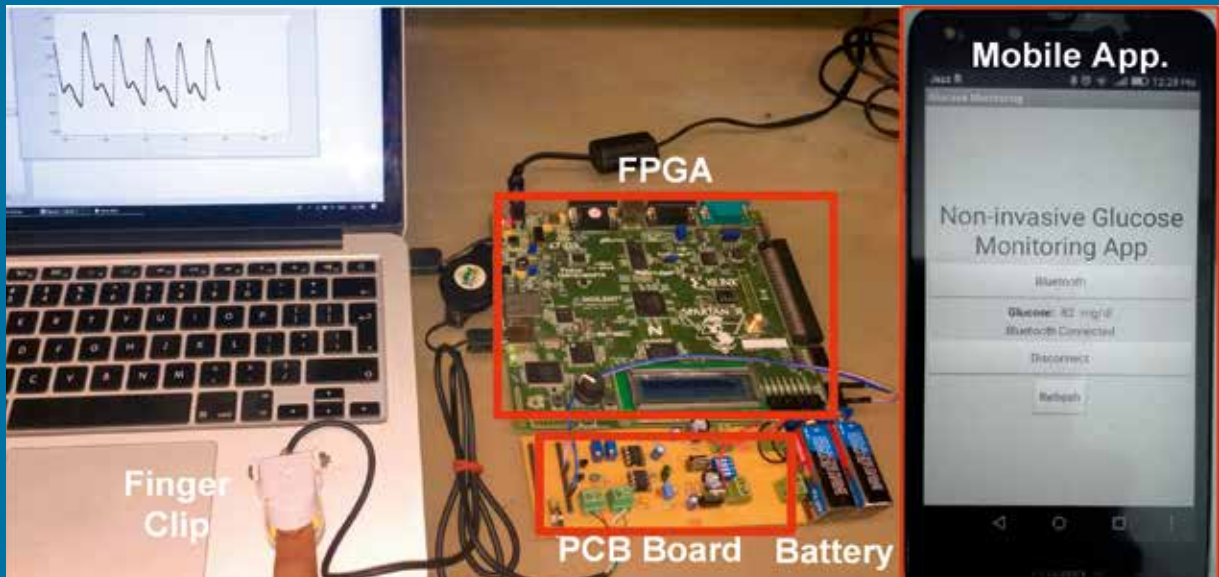
The project comes under the ambit of the LUMS Digital Archive led by two faculty members at the Mushtaq Ahmad Gurmani School of Humanities and Social Sciences, Dr. Ali Usman Qasmi and Dr. Ali Raza.

Explore the 'Walking in the City' project at <https://archive.lums.edu.pk/interactives/home>



An interactive map of the Mall Road in Lahore

# LUMS Faculty Proposes Affordable Non-invasive Glucose Monitoring



The glucose monitoring device prototype

Dr. Wala Saadeh, Assistant Professor at the Syed Babar Ali School of Science and Engineering's Electrical Engineering Department, came up with the idea of developing an affordable and non-invasive blood glucose level monitoring device.

As of 2020, according to the International Diabetes Federation, 17.1% of the adult population of

Pakistan, which is about 19 million out of 113 million adults, suffers from diabetes. It has also been ranked in the top 10 causes of death in Pakistan in 2017.

The research team has proposed a device, similar to the ones used in hospitals, to monitor the oxygen concentration level and heart rate. The patient places his or her finger in a clip-like device, which

measures the blood glucose level. The method involves sending a light wave through the body and detecting glucose levels using a sensor on the other side.

The research team is now working on the second prototype of the device and aspires to make this device available to the public at affordable rates.

## Patent Approved for New Technology to Beam Microwaves

Dr. Wasif Tanveer Khan, Assistant Professor at the Department of Electrical Engineering, has invented technology that will pave the way to design various types of antennas in Embedded Wafer Level Packaging Technology. The US Patent and Trademark Office has approved Dr. Khan's patent application for this invention.

Embedded Wafer Level Packaging Technology (emWLB) is a packaging technology

for integrated circuits that have smaller interconnect loss. In this invention, a new way of embedding antennas in emWLB package along with various chips has been claimed with relatively better antenna performance. Dr. Khan's invention will enable integration of antennas in emWLB package with higher efficiency.

Congratulations to Dr. Khan and his team!

# Mapping the Economic Cycle of the Poor During the Time of COVID-19

The COVID-19 pandemic threatens livelihoods of microenterprises, which has created immediate challenges for institutions that serve affected communities. Pakistan's microfinance sector serves more than 7.3 million of the country's economically active and low-income households who live close to the poverty line and use microfinance to manage cash flow.

Associate Professor at the Department of Economics, Mushtaq Ahmad Gurmani School of Humanities and Social Sciences, Dr. Kashif Z. Malik, has been working in the area of microfinance, and his research on the subject has been published

in the *Oxford Review of Economic Policy*, a leading policy journal that offers insight into economic policies worldwide.

Dr. Malik along with the team of researchers from Oxford University, New York University and Lahore School of Economics reported results from rapid response phone surveys of microenterprise owners, a survey of microfinance loan officers, and interviews with regulators and senior representatives of microfinance institutions.



Dr. Kashif Malik, Associate Professor, LUMS

According to the research, the pandemic has disrupted both the client-facing and the capital-facing sides of microfinance simultaneously, and immediate interventions are necessary in Pakistan to mitigate this crisis.

## Dr. Ali Raza's Book Published by Cambridge University Press

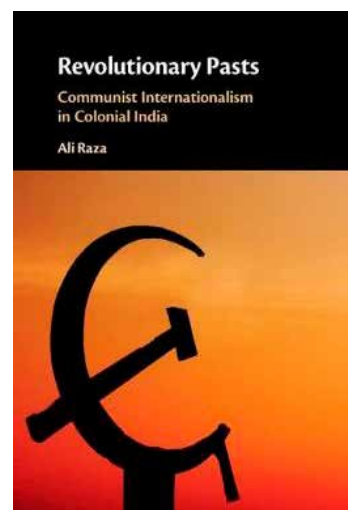
Is reality more incredulous than fiction? In his book, *Revolutionary Pasts: Communist Internationalism in Colonial India*, Dr. Ali Raza, Associate Professor at the Mushtaq Ahmad Gurmani School of Humanities and Social Sciences, makes it seem very likely.

Published by the Cambridge University Press, the book meticulously charts his history of the communist movement in colonial India. At the heart lies the historical account of people who struggled to be liberated from empire and capitalism.

The book is an ode to the lives of revolutionaries, of men from

humble abodes with dreams of freedom, who struggled all their lives to help create a utopia.

For Dr. Raza the book can be used to make sense of the contemporary context we exist within. "We need these histories, to understand where we are, what they offer to us in the present, how we got here and how we move from here. We need to take away from these stories what alternate visions of freedom look like. We suffer from a crisis of imagination if we continue to stick to sanitised and impoverished histories."



A new book by Dr. Ali Raza, Associate Professor, Mushtaq Ahmad Gurmani School of Humanities and Social Sciences



# Engaging the Feminist Perspective in Law

To date no woman or gender non-binary person has served as a Justice of the Supreme Court of Pakistan. While this does not mean that male judges cannot ascribe to feminism, the complete historical exclusion of these genders does create a gap. Believing strongly in this ideal, two LUMS graduates, and now faculty members, at the Shaikh Ahmad Hassan School of Law, Marva Khan and Orubah Sattar, launched the Pakistani Feminist Judgment Project.

The project involves legal and interdisciplinary academics and activists

and entails re-writing pivotal legal opinions of the Supreme Court of Pakistan from a feminist perspective and providing commentaries on the impact it can have on judicial jurisprudence.

Along with a publication, the project proposes to combine lecture series on feminism and law, and workshops on crucial elements, such as judgment writing. With its Call to Authors, it is all set to be a critical mass strategy for change.



The Pakistani Feminist Judgments Project's call to authors

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# LUMS Faculty Members Win Facebook Research Award 2020

Three faculty members, Dr. Ayesha Ali from the Economics Department at the Mushtaq Ahmad Gurmani School of Humanities and Social Sciences, Dr. Ihsan Ayyub Qazi and Dr. Agha Ali Raza from the Computer Science Department at the Syed Babar Ali School of Science and Engineering, have won the prestigious Facebook Research Award 2020 for their proposal 'Countering Deepfake Misinformation Among Low Digital-literacy Populations'.

Facebook received over 1,000 proposals from 600 institutions and 77 countries around the world and only 25 proposals were selected for funding. Proposals were evaluated by a selection committee comprising members of Facebook's research and policy teams, and the selection process was incredibly competitive.

This is the second time in a row that LUMS faculty have won this highly selective award, which will provide funding of USD

90,000 to carry out research for understanding the consumption of 'deepfake' technologies and how to combat their spread in developing countries.

# BEST OF LUMS LIVE

With 50 plus sessions under its belt, this weekly webinar series has attracted experts from every field. Here's what some of our notable guests had to say.

“

The purpose of education is not to give you the facts, but to give you ways of thinking so you can make sense of the facts. The purpose is to create educated people, not people with degrees.

**Dr. Tariq Banuri**

Chairman, Higher Education Commission, Pakistan

**Session 15: COVID-19: In The Eye Of The Educational Storm**

“

When you are speaking the truth, and when you believe in the message you are delivering, there's nothing to be afraid of. Don't worry about how you look, or if you are mispronouncing something...these are small things. The message is the bigger mission that you are carrying with you – focus on that.

**Ms. Malala Yousafzai**

Nobel Laureate and Co-founder of the Malala Fund

**Session 30: In Conversation with Nobel Laureate Malala Yousafzai**

“

Somebody asked me, what would you expect from a LUMS student? I would say, he or she will not tell a lie. That capsules everything about the values of ethics in life. That is something that the country needs very badly.

**Syed Babar Ali**

Founding Pro Chancellor, LUMS

**Session 30: In Conversation with Nobel Laureate Malala Yousafzai**

“

This is a time to rethink curriculum. Other learners will want to come to South Asia and Pakistan to learn from us. Students have to play a big role and be co-designers of these programmes. Because after all, education and learning is about them.

**Dr. Arshad Ahmad**

Vice Chancellor, LUMS

**Session 15: COVID-19: In the Eye of the Educational Storm**

“

I wish I could go through the experience of being a student at LUMS. I would choose all the majors. I love learning and all that is offered at LUMS.

**Mr. Adeel Hashmi**  
Moderator, LUMS Live

**Session 50: Celebrating the Golden Milestone**

“

I am enrolled in my PhD now! I did my law degree when my children were in high school. I went to Harvard Law School when my children were in university. So women should never consider that these things cannot be done. It is your aspiration and effort that count.

**Justice (R) Nasira Iqbal**  
Former Judge, High Court of Pakistan

**Session 47: Remembering Justice Ginsburg: Confronting Women's Challenges in Pakistan's Legal Fraternity**

“

It is not about severity of punishment... but about certainty of punishment. The debate we need to have is about what the actionable solutions should be at the police, judicial, and societal level, and how can we lobby for them.

**Mr. Zarrar Khuhro**  
Journalist and Socio-Political Analyst

**Session 43: Sexual Violence and Safety: Current Realities, Next Steps**

“

If we can take the energy that we spend in defining the roles of women in our society, and let them make their own decisions, the world can become a much better place.

**Dr. Maliha Khan**  
Chief Programmes Officer, Malala Fund

**Session 30: In Conversation with Nobel Laureate Malala Yousafzai**

“

Leadership in many cases comes down to performance. It's difficult to make leaders. But it comes through some combination of luck, and that person being a remarkable personality, and a remarkable player.

**Mr. Osman Samiuddin**  
Sports Journalist and Author

**Session 33: Pakistan Cricket – Past, Present and Future**

“

Violence begets violence. It doesn't solve anything.

**Ms. Mahira Khan**  
Actor and UNHCR National Goodwill Ambassador

**Session 43: Sexual Violence and Safety: Current Realities, Next Steps**

“

I will never forget my teachers who responded and explained with care, softness and love. I also won't forget those who scolded me on small matters!

**Dr. Arfa Zehra**

Educationist, Public Intellectual and Culture Expert

**Session 13: Faiz: Our Poet of Hope**

“

Life is impossible without art, as education is impossible without art.

**Prof. Salima Hashmi**

Artist, Cultural Writer and Painter

**Session 42: Art and Education in Pakistan: Practice and Scope - Part 2**

“

One of the things that has been helpful in keeping a high sense of motivation and focus in our company is to keep driving single goal alignment, while also building a strong sense of togetherness.

**Mr. Samar Hayat**

CEO Tapal Tea (Pvt.) Ltd.

**Session 8: Leading in Times of Crisis**

“

The biggest thing that history teaches us is to look beyond the medical definition of a pandemic, and to pay attention to the social factors that are responsible for the spread, and to help us think about how we can mitigate it by addressing those socio-economic factors.

**Dr. Amna Khalid**

Associate Professor, Department of History, Carleton College

**Session 16: Learning from the History of Pandemics**

“

Urdu is the one language that does not have a geography, or a home, or a state, or one group of people.

**Ms. Noor Habib**

Doctoral Candidate, Comparative Literature, University of Massachusetts, Amherst

**Session 32: Literature and National Identity**

“

The businesses that have optimised and leveraged the e-commerce opportunity in the recent months have seen 200-500% growth. Those who have not are stuck in a mind-set challenge.

**Mr. Badar Khushnood**

Co-founder Fishry.com and Executive in Residence, School of Business, LUMS

**Session 21: Finding Opportunity in Uncertainty: Entrepreneurship and E-commerce**

“

Every society has some form of creative expression. Ours is through poetry and music.

**Ms. Beena Raza**  
Educator and Musician

**Session 22: A Dive into the World of Pakistani Music**

“

Our environmental issues may take over a decade to resolve. What we need to start with is a common vision of environment and sustainability that can go past our electoral cycle.

**Mr. Ahmad Rafay Alam**  
Environmental Lawyer and Activist

**Session 26: The Environmental Challenges of Pakistan**

“

Urdu played a significant role in the development of a Muslim identity during the freedom struggle. In a post-colonial period, this Muslim identity was made strong in Pakistan and in a way, history was rewritten. From our literati to our writers, the use of Urdu was a major source for strengthening and maintaining Pakistan's national identity.

**Dr. Nasir Abbas Nayyar**  
Writer, Critic, Columnist and Essayist

**Session 32: Literature and National Identity**

“

If you asked me 10 years ago, I would have said you need a lot of money and tech skills - including programming and hosting - to set up an online store. Today, because of the rapid growth of technology and products in the market, you can set up a store in between 5 and 30 minutes with very basic knowledge of operating websites and social media.

**Ms. Fatima Rizwan**  
CEO and Founder Plutwo.com

**Session 21: Finding Opportunity in Uncertainty: Entrepreneurship and E-commerce**

“

Social media and the digital space is being used for policy, for communication, and as a tool for breaking news. Essentially there are citizen journalists all around you. Anyone who has a laptop or mobile can break news of world events. It's defining journalism, and defining the world we live in.

**Ms. Meher Bokhari**  
Journalist

**Session 40: Women in Journalism: Challenges in the Age of Social Media**

“

If you really want to change the landscape of film and make your own unique identity, you have to trust the younger lot now. You will need these fresh, aspiring, fertile minds. They should now define our narrative of what cinema can be.

**Mr. Sarmad Khoosat**  
Filmmaker and TV Director

**Session 44: Lights, Camera, Action! Inside the World of Filmmaking**

# The Support System at LUMS

University life can be one of the most defining times of one's life. As exciting as it is, it can come with its own share of challenges. At LUMS, we ensure that students do not have to navigate these varied experiences on their own. We sat down with Dr. Tahira Haider, Head of Department, Counselling and Psychological Services (CAPS), Ms. Angbeen Mirza, Director, Office of Accessibility and Inclusion, and Dr. Bilal Malik, Director Office of Academic Advising, to find out more about how students are supported at LUMS.



## Dr. Tahira Haider

Head of Department,  
Counselling and Psychological Services

### How does CAPS address the mental health needs of students at LUMS?

The team at CAPS recognises the impact of positive mental health on productivity, energy levels, concentration, mental ability, optimism and academic performance. Dedicated to help students flourish in their academic journey, we aim to increase and promote student mental health and well-being, primarily through therapy and counselling.

### What kind of therapy does CAPS provide?

We use evidence-based protocols. In most instances, the common therapeutic model we use is cognitive behavioural therapy (CBT). CBT is a short, sharp therapeutic technique in which the client is given skill-based help. It works very well with stress, anxiety and depression. For some cases and in consultation with me, the therapist might also refer the student to a psychiatrist.

### How is your team equipped to cater to the huge student body at LUMS?

Initially the University only had two counsellors to attend to a 6,000 strong student body. I was brought in early 2020 and since then we have added clinical psychologists to our team who can assess, make interventions and provide a diagnosis as well.

We have also started a placement programme with Forman Christian

College where every semester, their Masters of Clinical Psychology students work for us. We have a similar internship programme for Psychology graduates. I am licensed by the Psychology Board of Australia and supervise all students that come to us through these programmes.

### How long do students need to be in therapy?

We are not rigid. At least 6 sessions are required, while the maximum sessions we give in a semester is 12. However, if there is a need it can take more than 12 sessions. We decide on a case-to-case basis but avoid giving endless sessions so that everyone who needs counselling can have access to it.

Whenever a student schedules a therapy session at [student.counselling@lums.edu.pk](mailto:student.counselling@lums.edu.pk), we give them an agreement that outlines their right to confidentiality. Information is shared with a third party only

when harm is indicated to the student themselves or someone else, or when the student asks us to provide information to a psychiatrist or a teacher.

### Apart from therapy, what other mental health services does CAPS provide?

We have a closed Facebook group that only LUMS students have access to, where I upload information in the group on a weekly basis on topics such as anxiety, CBT, time management, anger management etc. We also host live sessions in the group based on what students want to talk about, in addition to circulating a bulletin every three months that consists of articles on common problems.

CAPS also assists students with the petition process and provides a written recommendation to the Office of Student Affairs in case a student has missed an assignment or a quiz, cannot give an exam, or

wants to withdraw from a course due to mental health struggles.

### How did CAPS adapt to ensure accessibility during online classes?

At home, students often do not have the privacy they had in our offices. Thus, students were given the option to use the chat box on Zoom rather than audio, and they were also encouraged to email their problems at [askcaps@lums.edu.pk](mailto:askcaps@lums.edu.pk) which are then addressed by one of our counsellors.

If the issue is complex, then we advise them to schedule an appointment with a therapist and have a full session. We also have provided an emergency number in case there is no internet and the client has a severe need for counselling.



## Ms. Angbeen Mirza

Director,  
Office of Accessibility and Inclusion

### What does the Office of Accessibility and Inclusion do?

The Office of Accessibility and Inclusion (OAI) aims to make the University a more inclusive campus, equally owned by all members of the LUMS community regardless of their gender, social background, ethnicity, religion, language, and disabilities etc. It works to provide those with disabilities, as well as vulnerable and minority groups an equal

opportunity to participate in the University's programmes, benefits, and services as their peers, and empathetically addresses any issues that might be hindering their life on campus.

### What are some of the focus areas for your Office?

The Office works to bring forward an inclusive environment where equality of opportunities for students is fully recognised with

regards to student initiatives on campus and otherwise. Making the community more informed, nuanced and sensitive on matters relating to discrimination, bullying, harassment, and inclusion are looked after by OIA. Inquiry into and resolution of complaints of harassment, while also supporting the various schools and departments to improve diversity and inclusion on campus are part of OIA's aims.

### **How will you go about achieving this?**

First, a campus climate survey will be conducted to help identify where the University falls short in its aims of inclusion and equal opportunity. Then focused and effective interventions will be made to improve the campus climate and the current facilities to make them more supportive for people with different physical, mental and learning abilities. Developing safe spaces for women, religious minorities and nursing mothers will also be done.

We will also be offering rigorous trainings, both online and offline, for every member of the LUMS Community. Informed discussions on social taboos to shift social attitudes related to vulnerable groups, refresher courses and specialised workshops will be conducted for a harassment free and gender sensitive campus.

### **Are there any special considerations being taken for students with hearing/and or visual impairments?**

Visually challenged students

at LUMS need not worry at all. Regular software upgradation is done, as well as provision of learning assistants, who help these students in taking notes and provide any form of assistance required for a fulfilling learning experience.

### **How will the campus be made accessible to people with physical disabilities?**

A thorough audit of the campus to make sure that all spaces are accessible to people with physical disabilities is being conducted by volunteer students under the supervision of the OAI and faculty. A list of requirements will then be prepared and implemented to bring areas of campus into compliance with international standards for accessibility.

### **How will your Office help make the campus more gender friendly?**

The Office plans to conduct campus wide rigorous gender sensitisation trainings and workshops to sensitise the LUMS Community. Schools with graduate female students will be authorising

common rooms and nursing rooms for their female students.

### **What role does the OAI play in ensuring a safe and secure campus?**

With zero tolerance for sexual harassment, all complaints are addressed very seriously. For this purpose, the LUMS Sexual Harassment Inquiry Committee now resides in the Office of Accessibility and Inclusion.



## **Dr. Bilal Malik**

**Director,  
Office of Academic Advising**

### **Why is academic advising important?**

A unique aspect of universities like LUMS is: a student's academic experience requires constant decision-making and selection of various academic options, every semester and every year. (This is very different from

university models where a pre-set pathway is determined for the student by the institution). In this context, academic advising is about enabling students to become better decision-makers. Appropriate guidance and support can make students more aware of the range of choices and

options available to them, and so enable them to make optimal decisions that are in line with their educational and personal goals.

### **What role does the Office of Advising play?**

Each of the five schools at the University offers some form of



formal advising within their own framework, usually involving some combination of faculty advisers, peer advisers, and/or staff advisers. The Office of Advising (OAA) has a school-facing role, and aims to identify how we can support the schools in their work with students. This support involves conducting need-assessments to identify advising strengths and weaknesses in the current system; researching best practices at other institutions around the world as well as findings from scholarship to identify new ideas for LUMS; highlighting good practices occurring in one part of the University and translating these to other parts; developing resources that can support the work of school advisers; and learning from students about where they feel they could be better supported. The mission of all this work is to enhance and standardise advising across schools, while catering to the unique context of each school and department.

### **Are there any resources or tools that the Office provides?**

We are a newly-launched office and in our first year we started with a need-assessment project: speaking extensively with students, faculty and staff to identify what is going well in academic advising and what could be improved. Based on this, we have started working with schools to further strengthen their academic advising. Some initiatives that have arisen out of this partnership with schools includes the recent launch of peer advising at the Syed Babar Ali School of Science and Engineering and Shaikh Ahmad Hassan School of Law. We are also engaged with all schools to explore ways of strengthening student-faculty interactions and are excited about prospects in this area moving forward.

Keeping in mind the unique demands placed by the pandemic, we have developed a **Student Guide to an Online Semester** to help students as well as the advisers and instructors who work with students. This resource synthesises advice from LUMS students, faculty, staff and best practices from around the world.

In addition to this, we are in the process of creating a number of advising resources, including guides to exploring majors and minors at LUMS, exploring and applying to graduate school, and other post-LUMS careers and pathways.

### **How does LUMS cater to students that may have unique needs?**

LUMS offers many kinds of services and support to cater to the individual needs of students. The OAA has prepared a document that lists some of the **Support Services for Students**.

It is important to recognise that not all students come to university equally equipped, and advising must strive to equalise that. 'Equal opportunity' does not mean 'identical treatment' but in fact may mean *different* strategies for different students. So offering a one-size-fits-all approach may lead to different learning experiences. The end goal is that all students must be supported and the pathways and mechanisms for supporting them will need to be tailored. With this in mind, our office has partnered with the Admissions Office to enhance the support available to students from under-resourced and marginalised backgrounds. Several initiatives are underway, including an added layer of peer mentorship for such students in their first year at LUMS and a pilot project to provide support in CP (class participation) and academic writing.

### **What are some of the decisions that students might need to make during their time at LUMS?**

School-selection is an academic decision that students make even before coming to LUMS; then major-selection is an important decision. Further, they need to think about the courses they want to take each semester, or what optional academic opportunities (like minors, directed coursework, senior project, etc.) they may want to pursue. Other considerations could include extracurricular activities or even opportunities such as studying abroad, summer school or internships or other experiences during vacations.

### **What are some factors that should be considered when making such decisions?**

Universities like LUMS seek to expand our horizons and frameworks, and broaden our thinking in ways we did not initially anticipate. One challenge we face is this: what a student thinks may lead to success, meaning and fulfilment in life may not actually cover the full picture. For example, many times, students are overly-concerned with GPA-impact and future lucrativeness of academic options, and under-concerned about factors like personal interests, aptitude, intellectual growth or personal development more broadly.

Our hope at LUMS is that, alongside equipping students with the skills they need for their future careers, students' cumulative experiences here – in classrooms, extracurricular activities, summer experiences, and also informal social interactions with their friends, peers and faculty – enable them to think in new ways about what they want to accomplish in life and who they want to be, as a person, more broadly.

# Alumni Corner

With a 14,000+ strong network, Luminities around the globe keep making their mark.



## Ayesha Raza Farooq

MBA 1995

Former Senator

*A focal person for Pakistan's polio eradication (2013-18), Ms. Farooq was awarded the Sitara-i-Imtiaz in 2018*

For Ms. Farooq, the measure of success is the ability to rise above challenges and persevere in the face of adversity. Her professional trajectory encompasses this very motto.

A former member of the National Assembly, and currently a member of the Senate of Pakistan, she was the architect for Pakistan's polio eradication turnaround from 2013-2018. Her success at leading the country's Polio Programme

with utmost determination and resolute commitment, taking the country out of a crisis and helping reduce the number of reported cases from 306 to 3, gained her international acclaim. The Government of Pakistan conferred her with the Young Development Leaders Award in August 2016, and the President conferred her with the *Sitara-i-Imtiaz*, Pakistan's third highest civilian honour in March 2018. In 2020, Ms. Farooq also

became a recipient of the Pride of LUMS award.

Ms. Farooq credits her experience at LUMS as the driving force behind her success. "My training at LUMS was instrumental in aiding both my professional and personal life. Respect for diversity, teamwork, perseverance and time management are all values and skills that I acquired and honed while at LUMS."



## Furqan Syed

MBA 1995

CEO, PepsiCo - Pakistan and Afghanistan

*A 20-year journey took Mr. Syed from intern to CEO – and he remains as motivated to drive innovation as on his first day*

For Mr. Syed, a career is not a 100-metre dash, but is in fact a life-long journey and one needs to learn from the different challenges it entails.

He believes that innovation can be a strong enabler of growth, and the key is to anchor innovations into a compelling consumer need that is

rooted in deep consumer insights. Among his various professional accomplishments, Mr. Syed is particularly proud of setting up a powerful multi-year social sector programme in Pakistan and making a meaningful contribution towards a number of social development goals of the country,

such as precision agriculture, youth development, women empowerment, and water.

Like every other professional, he faced peaks and troughs throughout his career. The biggest challenges revolved around managing teams and working through cultural and interpersonal

sensitivities. He, however, saw these as opportunities to learn and grow into a more self-aware leader. A Pride of LUMS award recipient,

Mr. Syed believes his time at the University helped him unlock his potential. "I am greatly indebted to LUMS in many ways but four things that I cherish the most are

self-discipline, teamwork, lifelong friendships, and having a clear sense of purpose," he says.



## Fiza Farhan

BSc 2007  
Global Development Advisor

*Believing that economic empowerment is key, Ms. Farhan is a force to be reckoned with*

A global development advisor in areas as varied as women empowerment, climate change, inclusive development and gender equality, Ms. Farhan continues to forge ahead with no signs of stopping.

She has represented Pakistan on the UN Secretary General's High Level Panel on Women Economic Empowerment for two years. She has also worked on several projects with UNICEF, Oxfam International, United Nations Development Programme, the Government of Pakistan, and the Benazir Income Support Programme, covering a vast array of socio-economic

concerns, while also being part of partnerships between UN Agencies, government bodies and the private sector.

Ms. Farhan has also served as Chairperson to Chief Minister (CM) Punjab's Task Force on Women Empowerment. In that capacity, she has worked on both national and provincial government levels to influence policymaking in various areas. This led to taking up the role in CM's Task Force for International Donor Relations.

She is CEO of ORA Global Development Advisors, a company that brings together multiple

development experts to achieve mutual development agendas.

LUMS gave her a solid foundation to become the professional she is today, she believes. "The 4 years of studying at LUMS enables you to challenge yourself, to realise your strengths, to explore your competence, to question your dreams, to create life-long friendships and to gain an awareness about who you really are and who you want to become in life. I can confidently say that I would not have been the woman I am today if I had not experienced life at LUMS."



## Maheen Rahman

BSc 1997  
CEO, Bank Alfalah

*A driven and accomplished executive in the financial sector, Ms. Rahman is a role model for female leaders*

Self-motivation, coupled with a strong desire to make a difference, has been the main driving force behind Ms. Rahman's success. She previously held the role of CEO at IGI Funds. After the firm was acquired in 2013, she transitioned into leading the merged entity, which was subsequently

rebranded as Alfalah Investments. The rest, as they say, is history.

Ms. Rahman has been thriving in the role ever since. Becoming established as a serious player in the financial sector was initially a challenge. Being only 32 when she was appointed CEO, her young age and gender counted against

her. But her perseverance led her through and enabled her to become a leader in the sector – and she has successfully delivered on her commitments to grow and manage the company over the past decade.

She believes that her alma mater was pivotal in her journey. "The

LUMS experience opens your mind to possibilities not available to undergrads in other universities in Pakistan.”

Determined to play her part in helping the country, Ms. Rahman plans to direct her efforts into providing solutions to some of the

most pressing economic, social and financial problems faced by Pakistan.



## Musa Amir

BSc 2017  
Co-Founder, Rizq

### *Ending hunger in Pakistan – one meal at a time*

Mr. Amir’s passion to end food wastage and hunger in Pakistan led him to co-found Rizq while he was still a student at LUMS. Rizq is now a social movement, with student chapters in different cities and countries, creating food banks in underprivileged communities. The organisation identifies food insecure people and provides them with nutritious and stable supplies of food. To date, Rizq has been able to distribute more than 10 million meals, and has collectively saved more than 1 million kilograms of excess food which consequently has been distributed to more than

50,000 families in need.

Initiating a social start-up at a young age did come with its challenges, and the primary one was the constant struggle to strike a healthy balance between work, education, and managing expectations of the people in his life. Mr. Amir persevered and managed to establish Rizq as a flourishing organisation, recognised among the top 50 social enterprises of Pakistan (FAIDA), and top 3 social enterprises of 2017-ENGRO ITAC. The Rizq team has also been recognised by the Governor of Punjab for their humanitarian efforts during COVID-19, and have received the

Commonwealth Points of Light Award from Queen Elizabeth.

Mr. Amir believes he gains his motivation from the contentment that comes with helping those in need. He credits his time at LUMS as a source of inspiration, and says, “Any resolve to end hunger not only needs to be systemic but more importantly needs to be based on human values. Our teachers, professors, friends and the LUMS community at large have helped us realise these human values within us and as such are one of the prime reasons of where Rizq is today.”



## Shazia Ali Khan

MBA 1998  
Filmmaker

### *A storyteller from LUMS goes on to write and direct the globally acclaimed Pakistani film, Pinky Memsaab*

Ms. Khan was introduced to the world of film while in the throes of a corporate job in brand management at Unilever. This exposure solidified her decision to pursue her dream, and in 2005, she joined the London Film Academy.

Fast forward to 2018, and Ms. Khan’s *Pinky Memsaab* is touted as an amalgamation of her experiences as an expat trying to make a home away from home. She explains

her approach to filmmaking: “As a filmmaker, you try not to relay too many messages as it can easily border on sermonising. What you do is present your truth; your own take on life, hopefully in an entertaining and engaging manner and let the audiences connect emotively.”

Producing a film is no different from any start-up venture, she says, and credits LUMS for preparing her for

a highly demanding profession. “In every way possible, the skills you learn at LUMS can help you chart the way.”

Ms. Khan has recently joined the Media and Film department at Middlesex University’s (Dubai), as an Adjunct Professor. She is now working on the final stages of her next project, which is going to be another feature length film.



**Danish Jabbar Khan**  
**MBA 2005**  
**CEO, Kaarvan Crafts Foundation**

*Investing in social development of women in rural areas, Kaarvan is transforming lives*

It was at LUMS where Mr. Khan first felt the social activist within him take root with the belief that the most in need are those at the bottom. At this moment, the social enterprise, Kaarvan, came into existence.

To date, this remarkable initiative has touched the lives of more than 25,000 women in over 1,000 villages across Pakistan by creating livelihoods for them in the remotest villages of the country. These women have been provided skills to enable them to earn a dignified source of living, and lead an empowered life.

Mr. Khan's tremendous work has been recognised locally as well as internationally. In 2019, The International Alliance for Women (TIAW) recognised him as a Champion of Women Economic Empowerment and bestowed upon him the 'World of Difference Award'. He has also been acknowledged by HRH Prince Charles's British Asian Trust for delivering impactful economic solutions to the challenges of poverty and injustice towards marginalised rural women in Pakistan.

He believes that his time at LUMS helped him unlock his potential. "It instilled in me the resilience to remain committed to one's core values of respect for humanity, of rigour and commitment, of perseverance to handle tough and unanticipated situations," he says.



**Shayan Haider**  
**BS 2014**  
**Director Research and Development**

*Providing innovative solutions to water scarce areas in Pakistan, Mr. Haider believes that clean water is a right, not a privilege*

For Mr. Haider, working with Bondh E Shams (BES), a global water charity, is part of his mission to making the world a more liveable place by solving the global water crisis. He believes that no dream is too big, and no dreamer too small.

As Director Research and Development, he has led over 13 solar water projects in Africa and Pakistan, providing clean drinking water to over 50,000 people.

He has also spearheaded the development of a US patent-pending technology, 'OASIS Box', which is an innovative and a mobile solution to water scarcity in under-resourced and off-grid communities.

LUMS, he believes, nurtures visionary leaders and change-makers and it has similarly inspired his journey. "LUMS equipped me to anticipate and tackle challenges in professional and communal settings. It has not

only provided the training and requisite skills to think out of the box but also instilled the resolute drive to give back to the community."



# Join us at LUMS

You too can become a part of the LUMS experience! Wish to learn new skills as you network with a diverse community of individuals? Register at the Centre of Continuing Education Studies (CES) and experience life at LUMS!

CES offers an extensive range of courses led by highly qualified instructors, and provides professionals, non-traditional learners and students the opportunity to develop professional capacity, pursue newly found interests and even rediscover old passions.

Once you successfully complete a course at CES, you are awarded with a certificate. The certificate shows future employers, collaborators and your peers that you have dedicated time and energy to your personal and professional development.

Popular Courses at CES include:

- Advertising 101: Print, Outdoor, and Digital
- Basics of English Grammar and Structure
- Content Marketing, SEO and Google Ad Fundamentals – Level 1 & 2
- Fundamentals of Data Analytics
- Graphic Design – Level 1 & 2
- Global Literature: Short Stories from Around the World
- Interior Design
- Introduction to Psychology
- Powerful Public Speaking for Professionals
- Web Development and E-Commerce
- German Language
- Nutrition and Wellness

For the latest list of available courses, you can visit: [ces.lums.edu.pk](http://ces.lums.edu.pk)

## Message from Director, CES Dr. Ali Raza



CES gives us the opportunity to develop exciting and innovative curricula that address contextually-relevant problems. We can build on the research expertise of our faculty and develop courses that fulfil our commitment to be an institution of educational excellence and seek to sensitively engage with communities outside the walls of this campus.

## Testimonials

### Mother-daughter Duo, Asma Aneeb and Nawal Aneeb



CES is a great initiative and gave us the opportunity to attend this course together irrespective of the generation gap! It not only exposed us to a diverse peer group from all backgrounds and age groups at the most prestigious institute of Pakistan but also gave us a chance to strengthen our bond.

### Committed Learner, Lubna Shahnaz



I am so proud to have been a part of this journey with CES that started with a purple and white flyer that dropped out of the Sunday newspaper. Since then, I have taken four courses at the Centre and cherish the memories from each one of them. I am also a teacher and after every course found myself better equipped to meet the challenges that came my way, both inside and outside the classroom.

# MAKE A DONATION

Donate towards LUMS Financial Aid and the National Outreach Programme (NOP) and help Pakistan's most talented students bring their dreams to life. You can choose to donate annually and cover the costs of financial awards or create a named endowment; proceeds of which will be directed towards providing financial assistance to many students over the lifetime of the fund.

Financial assistance at LUMS ranges from 20% to 100% of tuition fee. At the undergraduate level, assistance is given in the form of waivers for the scholar's tuition fee and any applicable lab charges. NOP scholarships include additional stipends for hostel accommodation, reading materials, and living allowance. Graduate programme students receive tuition fee support in the form of interest-free loans.

Admission to all programmes at LUMS is purely on merit and independent of the student's ability to pay the related tuition fees. Once a student has been admitted to a programme, financial assistance is provided based on the student's individual need and merit. All assistance is reassessed each academic year based on performance, financial need, available resources and prevailing university policies. LUMS interest-free loans are paid back by the students six months after graduation and within three to five years.

You can make a donation at <https://pay.lums.edu.pk/donations/>

## Annual Donation

Category	Annual Requirement	
	(PKR)	(USD)*
Undergraduate National Outreach Programme	1.2 Million	7,360
Undergraduate Programme	0.9 Million	5,520
Graduate Programme (MBA)	1 Million	6,135
Graduate Programme (Excluding MBA)	0.5 Million	3,065

## Endowed Gift

Category	One-time Endowment	
	(PKR)	(USD)*
Undergraduate National Outreach Programme Scholarship (Perpetual)	34 Million	208,555

\*Exchange rates are subject to change

## How to Donate

### Pakistan-based Donations

Credit card or inter-bank funds transfer  
<https://pay.lums.edu.pk/donations/>

### Cheque

Send a cheque in favour of "Lahore University of Management Sciences" to Office of Advancement, LUMS, DHA, Lahore Cantt. 54792, Lahore, Pakistan

### Wire Transfer

Make a direct bank transfer to LUMS at the following account:  
Account Number: 0334-000520216016  
Account Title: Lahore University of Management Sciences  
Bank: Faysal Bank Limited  
Address: 4/5, Cavalry Ground Branch Lahore Cantt., Lahore, Pakistan  
Branch Code: 334  
Bank Telephone Number: +92-42-3665 5590

### US-based Donations

PayPal  
<https://pay.lums.edu.pk/donations/>

### Cheque

Send a cheque in the name of "Friends of LUMS – USA Association" to Idris Kothari, Friends of LUMS - USA Association, 15491 Bohlman Raod, Saratoga, CA. 95070

### Wire transfer

Make a direct transfer to the Friends of LUMS – USA Association:  
A/C #: 065690703  
Routing #: 121100782  
Bank Name & Address: Bank of the West, Sunnyvale Office, 380 S Mathilda Ave, Sunnyvale, CA 94086-4286 800-448-2265

For more information, please call us at 0312-2822966/0334-4225002 or reach out to us at [giving@lums.edu.pk](mailto:giving@lums.edu.pk)

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