

Alumni Annual

 LUMS
A Not-for-Profit University

2023 - 2024





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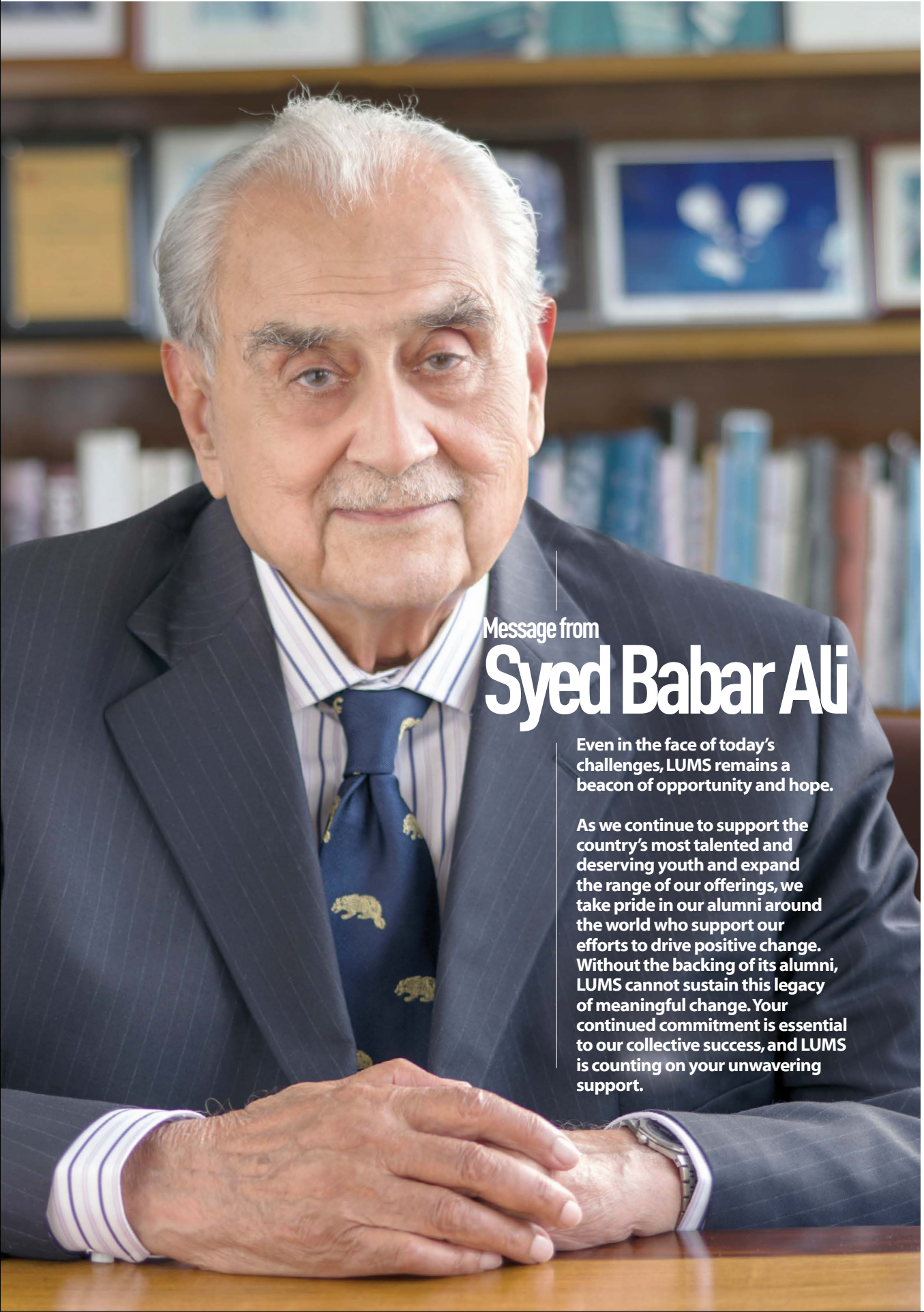
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Message from
Syed Babar Ali

Even in the face of today's challenges, LUMS remains a beacon of opportunity and hope.

As we continue to support the country's most talented and deserving youth and expand the range of our offerings, we take pride in our alumni around the world who support our efforts to drive positive change. Without the backing of its alumni, LUMS cannot sustain this legacy of meaningful change. Your continued commitment is essential to our collective success, and LUMS is counting on your unwavering support.

Taking on the responsibility of leading LUMS has been both an honor and a profound learning experience. I've had the privilege of meeting many of you, and I am continually inspired by the unwavering commitment and generosity that define our alumni. Whether through mentoring students, championing initiatives, or giving back to the university in ways big and small, you continue to exemplify the values that have shaped LUMS into an institution of excellence.

This year has been particularly remarkable for LUMS. From establishing alumni networks

Message from
Dr. Ali Cheema
 Vice Chancellor

across the globe to creating class funds and supporting students in need, your contributions have strengthened our community and expanded the reach of a LUMS education. The impact of your support is evident in the extraordinary accomplishments of our students. Jovera Shakeel (BSc 2025 Economics and Mathematics), named Rhodes Scholar-Elect 2025 for Pakistan, and Haider Sultan (BSc 2024 Accounting and Finance), Pakistan's first-ever Silver Scholar for the MBA program at Yale, are inspiring examples of how your generosity enables our students to excel on a global stage.

Beyond academics, LUMS students continue to shine in extracurricular pursuits. The LUMS Model United Nations delegation made us proud by winning the Best Small Delegation Award at the Harvard National Model United Nations for the second consecutive year, with Sabeen Hamood earning the Best Delegate award. Closer to home, budding poets from LUMS have earned national recognition at the Pakistan Youth Poet Laureate event.

The University is also embracing a renewed focus on engaging with communities and preserving our cultural heritage. In this spirit, we are proud to have assumed custodianship of the Lutfullah Khan Collection—one of the most significant historical, cultural, and social archives of Pakistan and the South Asia region. This collection was created by an extraordinary citizen dedicated to recording the voices of those who shaped our society. By safeguarding it at LUMS, we ensure that future generations of scholars and citizens inherit a legacy of knowledge, empathy, and resilience.

LUMS is now at a pivotal juncture. Approaching our 50th anniversary, we are embarking on an ambitious journey to reimagine our vision and strategy for the next decade. This milestone calls for bold thinking and collective reflection on how to empower our community to navigate the complex challenges of our times. It is also an opportunity to reaffirm LUMS' role as a driver of innovation, inclusion, and societal impact. As we embark on this journey, I invite you to become our partners in shaping the next chapter of LUMS.



Message from the
Director Advancement

Nuzhat Kamran

Dear Alumni,

Welcome to the *Annual!*

As we reflect on the power of advocacy in this issue of our magazine, we celebrate the incredible impact each of you has made, both at LUMS and beyond. Advocacy is about standing up for values that shape our world, and your efforts — whether through mentorship, giving, or championing important causes — continue to help create lasting change.

Over the years, our alumni have exemplified the spirit of advocacy in numerous ways: from advancing impactful endeavours through their work to championing social justice, from driving environmental sustainability to fostering inclusivity. You have consistently demonstrated that change begins with action and that even the smallest efforts, when multiplied, can transform the world.

As you skim ahead, you'll see that this past year brought several fresh changes and new initiatives to the University. From renovations of favourite spaces to new activities on campus, we too are making strides for growth. At LUMS, we remain committed to educating, empowering, and inspiring future leaders. Your continued support ensures we can keep pushing forward, and we are grateful for all you do to further our shared mission.

As we look ahead, I encourage you to continue your advocacy. Keep making a difference—whether through your time, your voice, or your generosity. Together, we can continue to create positive change in our community and beyond.

Thank you again for your continuous support.



LENS on LUMS

The University underwent an array of changes this past year, from new leadership at the helm to expanded spaces on campus.
Catch up on the biggest news from LUMS...



LUMS Welcomes a New Vice Chancellor

This year started with the appointment of Dr. Ali Cheema as the Vice Chancellor. Dr. Cheema joined LUMS in 1999 and served as the Chair of the Economics Department from 2004 to 2010. He is currently Associate Professor of Economics and Politics at the Mushtaq Ahmad Gurmani School of Humanities and Social Sciences (MGSHSS) and is also the former Director of the Mahbub UI Haq Research Centre at LUMS. He is a co-founder of the Centre for Economic Research in Pakistan (CERP), a Senior Research Fellow at IDEAS Pakistan, and a co-lead academic of the International Growth Centre's Pakistan Programme. He is an Invited Researcher at the Abdul Latif Jameel Poverty Action Lab (J-PAL) at MIT, and a member of Evidence in Governance and Politics (EGAP). Dr. Cheema has served as a member of the Board of Trustees of the Institute of Development Studies, Sussex, and was a founding member of the Stockholm Challenge Award-winning portal, Relief Information System for Earthquakes, Pakistan (RISEPAK). Additionally, he has contributed to high-level provincial and federal government task forces and commissions, including the National and Punjab Provincial Finance Commissions. Alongside, he is a serving director of the Kashf Foundation and the State Bank of Pakistan.



Driving Electric Vehicle Innovation in Pakistan: LUMS Launches E-Mobility Centre

Signalling a significant step forward for sustainable technology in Pakistan's Electric Vehicle (EV) industry, officials from the US government and LUMS celebrated the launch of their jointly funded 'E-Mobility Research and Development Centre' at SBASSE. The opening event marked a milestone in fostering scientific collaboration and advancement. The US Consul General Lahore, Kirsten Hawkins, along with government officials, industry leaders, and representatives from USAID, were present at the occasion. The Centre will spearhead advancements in electric vehicles, which will lead to a potentially cleaner Pakistan by addressing issues of air pollution and climate change. Its role in accelerating the adoption of electric vehicles in Pakistan aligns with national targets for EV sales by 2030.



New Dean of SBASSE Appointed



In 2023, Professor Walther Schwarzacher was appointed as the Dean of the Syed Babar Ali School of Science and Engineering (SBASSE). He also serves as a Professor of Physics at the School. Bringing a wealth of experience from senior academic roles in the UK, Professor Schwarzacher has been a distinguished Professor of Physics at the University of Bristol since 2005. His research portfolio spans electrochemistry, nanoscale physics, materials physics, and ice nucleation. Notably, he chaired the Electrodeposition Division of the Electrochemical Society from 2005 to 2007. With over thirty mentored PhD students, Professor Schwarzacher is a strong advocate for interdisciplinary research, reflected in his thrice-awarded School of Physics Teaching Award.

Women in Leadership: SOE Appoints New Dean



In April 2024, Dr. Tayyaba Tamim was appointed as the Dean of Syed Ahsan Ali and Syed Maratib Ali School of Education (SOE). Dr. Tamim brings an outstanding academic background in education, offering a rich blend of expertise and qualifications for this role. Dr. Tamim joined SOE as an Associate Professor in its early days in 2018, making significant contributions to its establishment and growth. She has been Director of Academics at SOE since 2020, and her leadership has been instrumental in shaping the School's identity. Her impressive track record includes leading numerous research projects funded by USAID, the British Council, and the World Bank.



Faculty Wins: Bagging the Young Membrane Scientist Award

Dr. Faheem Hassan Akhtar, Assistant Professor at SBASSE was honoured with the North American Membrane Society (NAMS) Young Membrane Scientist Award, a prestigious accolade in the field of separation science. Dr. Akhtar is the first individual from South Asia to receive this esteemed recognition. The Young Membrane Scientist Award is presented annually to outstanding individuals who have nearly five years of professional experience in the field of separation technology. With this recognition, Dr. Akhtar feels a heightened responsibility to excel further. His research focuses on membrane technology and engineering, particularly in ultra-thin membrane applications and the physics of penetrant-induced transport of gases and vapours through polymer layers. As the lead of the Laboratory of Advanced Membranes and Separations (LAMS) at LUMS, Dr. Akhtar's group develops high-performance membranes and adsorbents for industrially important and energy-intensive separations.

Campus Expansion: The Yusuf H. Shirazi Complex Groundbreaking

In September 2023, LUMS hosted the groundbreaking ceremony for its first green building, 'Yusuf H. Shirazi Complex', named after the former Chairman of Atlas Group and one of the founding members of LUMS. LUMS has a long-standing association with the Atlas Group, which has supported to the National Management Foundation (NMF) and provided scholarships for financially disadvantaged students. The Yusuf H. Shirazi Complex will pave the way for cutting-edge research in partnership with industry and government, offering solutions to the region's grand challenges. The Complex will serve as a hub for research, innovation, and intellectual exchange at the University, housing high-impact centres that collaborate with industry and government to address South Asia's key challenges. The building is designed to meet Leadership Energy and Environmental Design (LEED) Gold certification standards, ensuring sustainable design with efficient material usage to ensure a prominent green footprint. Powered by renewable energy, the building will support nine different classrooms, each offering a unique learning experience. It will facilitate collaboration on multidisciplinary research in areas such as water, energy, entrepreneurship, learning, gender, and technology. It will also house a Makers Lab, a state-of-the-art, multifunctional facility for students to unleash their creativity and build prototypes.





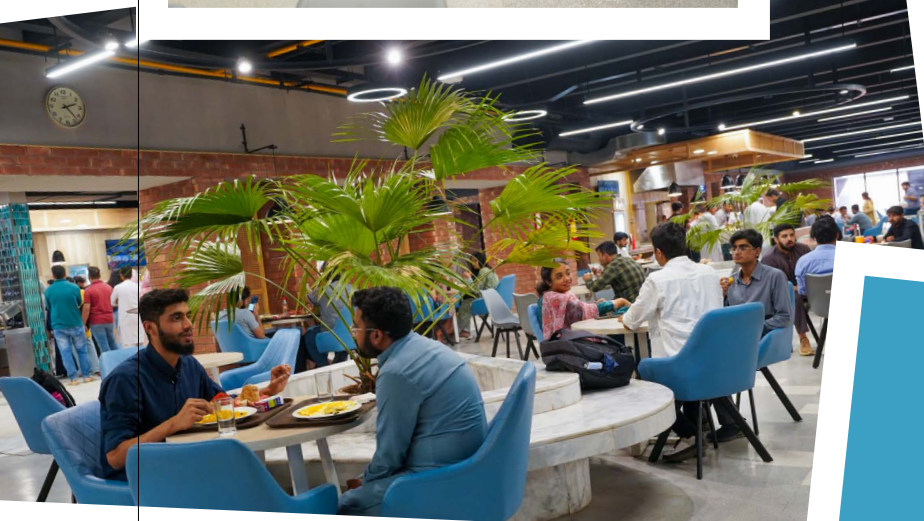
Flying High: Graduates Pass the CSS Exam

Marking a proud moment for the LUMS community, 14 alumni successfully passed the CSS exam this year. Qualifying for the CSS is a coveted goal for many talented Pakistani students. Each year, thousands of candidates nationwide participate in the exam, but only a select few are chosen. In recent years, an increasing number of LUMS alumni have been participating and succeeding in this highly competitive exam soon after graduation. This year's successful graduates include Muhammad Jamshaid Mushtaq (BS 2022), Sabeeh Ahmad (BSc 2021), Ali Bin Rizwan (BSc 2019), Saadullah Hummayun (BSc 2022), Hassan Abid (BA-LL.B 2019), Haider Abbas (BSc 2021), Usman Javed Sipra (BSc 2021), Alishba Ashraf Rai (BSc 2021), Najeeb Ullah Khan Nangialy (BSc 2018), Mateen Tariq (BA-LL.B 2022), Risham Noor (BSc 2018), Iman Muddasar (MS 2022), Adnan Ali (BSc 2016), and Zahid Ali (BSc 2017). Alumni who have passed the CSS exams recently have proceeded to hold prominent roles within the civil service, contributing significantly to the progress and development of the country.

LUMS Model United Nations Shines on the Global Stage

The LUMS Model United Nations (LUMUN) delegation created history this year by winning the Best Small Delegation Award at the Harvard National Model United Nations (HNMUN) for the second consecutive year. In addition, Sabeen Hamood, a member LUMUN was declared Best Delegate within her committee, marking a historic first for LUMS as the institution's freshman to attain such recognition at HNMUN. This victory is not only a momentous accomplishment for LUMS and Pakistan but also Asia at large, as the first non-American or European team to achieve this feat. This year's delegation comprised Rafay Hakeem (President), Rohail Hasan Siddiqui (Captain, Class of 2024), Hubaib Sheheryar (Class of 2026), Sabeen Hamood (Class of 2027), Mahnoor Gul (Class of 2026), Danyal Khan (Class of 2026), Laiba Abid (Class of 2027), and Shanzay Hashim (Class of 2027). In preparation for the competition, the team engaged in rigorous sessions, dedicating two to six hours daily over a month. Despite arriving late on the day of the event and facing the disadvantage of other teams having stayed and conducted research at a hotel near Harvard for several days, the LUMUN team demonstrated exceptional resilience and skill. HNMUN is one of the oldest and most prestigious Model UN conferences in the world. Ranked number one, it houses 1,500 to 1,800 delegates from across the globe who debate policy on pressing international issues.



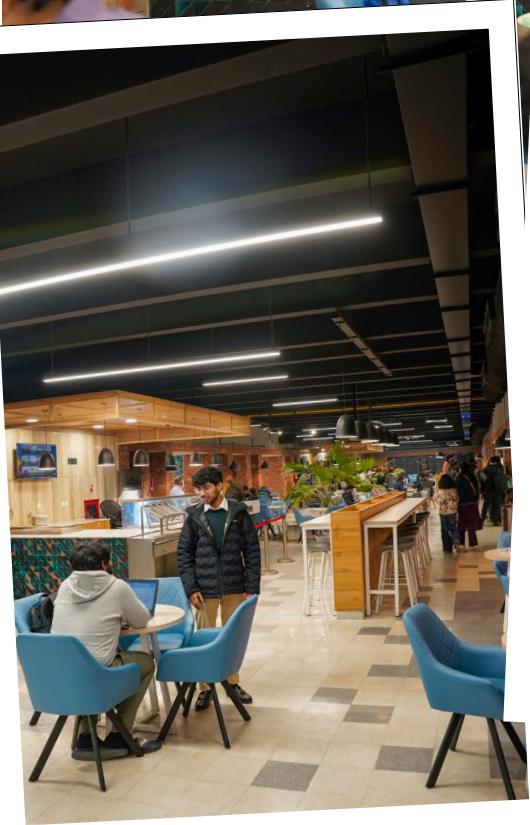


Cooking Up Connections: The New PDC

The all-time campus hotspot Pepsi Dining Centre (PDC) got a makeover!



PepsiCo supported LUMS by funding the complete redesign and renovation of the dining area, transforming it into a modern, functional space that aligns with both PepsiCo and LUMS brands.



naugurated in 1995, PDC is one of the most cherished spots on campus. It was later extended in 2000 to accommodate the growing needs of the University. Between 2006 and 2008, the facility underwent further renovation with the support of PepsiCo, leading to an increased capacity to accommodate a total of 480 students. Between 2016 and 2020, the brand also donated towards the modernisation of kitchen equipment.

This year's renovation entailed a total revamp of the premises. The refurbished facility now serves different varieties of food and accommodates at least 660 students, a 37.5% increase in capacity. The aim of the entire project has been to establish international standard recreational spaces that

comfortably accommodates the growing population of the University and facilitate learning and meaningful engagement within the LUMS community.

The food variety at PDC includes Pakistani cuisine, Pan Asian/ Mediterranean cuisine, a healthy corner, fast food, and desserts. Local cuisine offered at the facility reflects the rich and diverse culinary heritage of Pakistan. It includes a variety of dishes such as *biryani*, *karahi*, *daal*, *naan*, and *kebabs*, representing different regions of the country. This variety not only caters to the taste buds of those who enjoy traditional flavours but also provides a sense of comfort and familiarity for students and staff who may be far from home. Offering desi cuisine ensures that the LUMS community can enjoy wholesome, nutritious meals that are a part of their home life, making their daily dining experience more enjoyable and satisfying.



Pan Asian and Mediterranean cuisine at PDC brings a world of flavours to the LUMS community. This category includes dishes that range from Chinese and Thai noodles and curries to grilled meats, representing a fusion of Asian and Mediterranean culinary traditions. These dishes are not only flavourful and diverse but also rich in nutrients, offering balanced meals with a variety of proteins, vegetables, and healthy fats. For students, faculty, and staff looking to explore international flavours, these options provide a delightful break from routine meals while contributing to a well-rounded diet.

The Healthy Corner is dedicated to promoting wellness within the LUMS community by offering nutritious, low-calorie options. This section includes salads, fresh juices, grilled proteins, whole grains, and other health-conscious choices designed to support a balanced lifestyle. For those mindful of their dietary intake, this corner provides the perfect solution to maintain energy levels and focus throughout the day. By prioritising healthy eating, PDC helps the LUMS community cultivate better eating habits, contributing to their overall well-being and supporting students' academic performance.

Fast food options cater to the busy schedules of the LUMS community, offering quick and convenient meals such as burgers, fries, sandwiches, shawarmas and pizzas. These options are ideal for those who need a satisfying meal in a short amount of time, without compromising on taste. While fast food may not always be the healthiest choice, its availability ensures that everyone has access to a quick meal option during busy periods, such as between classes or meetings. The fast-food offerings at PDC strike a balance between convenience and comfort, making it a popular choice for many.

With something to offer for everyone, including visitors that experience LUMS for the first time, the new PDC space promises to be a favourite spot to grab a bite, hang out over a chai, discuss work, or simply let loose with friends. For all this and more, don't forget to drop by next time you're on campus!



We CAN and We Have:

Introducing the Computer Science Alumni Network (CAN)

As the alumni community multiplies every year, so too does the need to build and strengthen alumni affinities. In light of this, the Department of Computer Science, in collaboration with the Office of Advancement, took the exciting step of establishing the Computer Science Alumni Network (CAN) this spring.

With over 2,500 Computer Science alumni and counting, LUMS harbours a vibrant CS alumni community that now has the ideal affinity space to come together for professional growth, learning opportunities, personal networking, and lasting connections.

To provide structure to the network and serve as its pillar moving forward, the CS Alumni Network also established its first Executive Board, comprised of 11 dynamic alumni from different organisations and professional streams around the world. The

five key leadership positions of the network have also been elected from within this board and include Yasser Bashir (BSc 1997), CEO of Arbisoft, as President; Sadia Saleem Cheema (MS 2008), Assistant Professor at IIUI, as Vice President (Academia); Mohsin Ali (BS 2014), Business Engineering Manager at Meta, as Vice President (Industry); Ifrah Idrees (BS 2018), Applied Scientist at Amazon Lab126, as General Secretary; and Fahad Dogar (BSc 2005), Associate Professor at Tufts University, as Treasurer. Working in close tandem with the Computer Science faculty at LUMS, CAN aims to become an integral wing of both the CS department and the alumni community at large. With the inaugural board up and running, key discussions on the role of the network have taken place, with a focus moving forward on providing industry preparations for students, such as international industry referrals, resume and interview coaching, and a more systematic approach to faculty-industry liaison.

“This initiative is not just about reconnecting but creating avenues for collaboration, support, and growth,” said Dr. Muhammad Hamad Alizai, Associate Professor and Chair, Department of Computer Science, LUMS. “As we move forward, we commit to transparency and engagement with the community.”

The hope is to build an interconnected community that thrives on its strengths and actively shapes the future of the Computer Science landscape, creating a legacy that transcends generations of CS alumni.



Yasser Bashir
President
Arbisoft



Sadia Saleem
VP (Academia)
IIUI



Ifrah Idrees
General Secretary
Amazon



Mohsin Ali
VP (Industry)
Meta



Fahad Dogar
Treasurer
Tufts



Elected Members

“
As we move forward, we commit to transparency and engagement with the community.
”



Getting together for a CAN Reunion in New York in June 2024



Celebrating a CS Alumni Reunion at the CHI Conference in Hawaii in May 2024



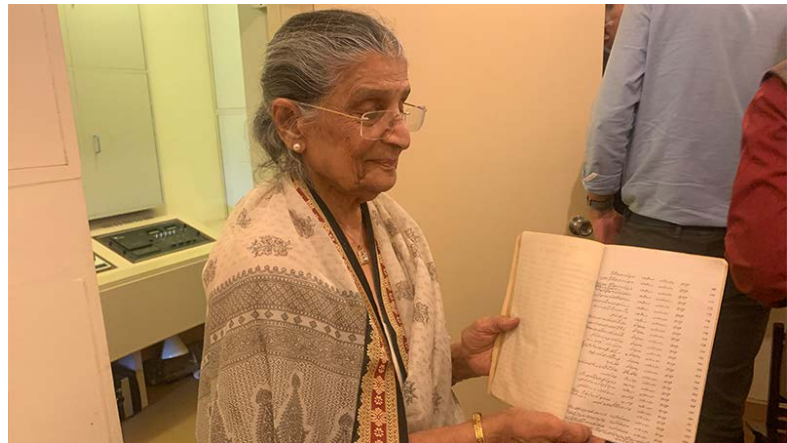
Hosting the network's first ever CS Alumni Reunion in Boston in May 2024

LUMS Welcomes the Extraordinary Lutfullah Khan Sound Archive

This past year, LUMS obtained the extraordinary Lutfullah Khan Sound Archive, a one-of-a-kind collection that preserves the literary, cultural, musical, and intellectual heritage of Pakistan and the wider region, and includes thousands of hours of audio-visual recordings.

LUMS is proud and thrilled to acquire the Lutfullah Khan Sound Archive, the premier repository for the literary, cultural, musical, and intellectual heritage of Pakistan and the wider region. There is no other audio library in the region that comes close to matching the scale, richness, and uniqueness of this incredible collection that is bound to serve as an invaluable resource for interdisciplinary scholarship, student learning, and community outreach across various disciplines, including history, sociology, religion, cultural studies, musicology, film studies, and more.

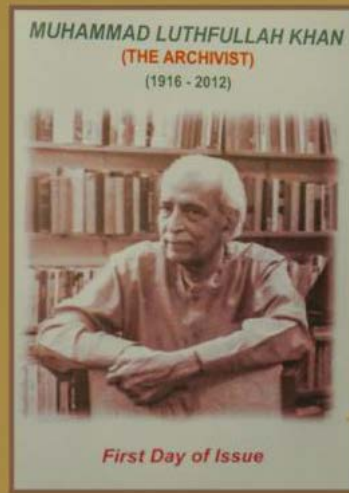
Mr. Lutfullah Khan (1916 – 2012) was a renowned collector, archivist, photographer, patron of the arts, and classically trained and accomplished musician. Throughout his lifetime, he dedicated himself to assembling an unparalleled assortment of audio recordings. With tens of thousands of hours of recordings, his extraordinary collection includes oral recitations and conversations with more than 800 poets, writers, intellectuals, critics, and other prominent personalities from Pakistan



and the wider region. Ranging from the music of Bade Ghulam Ali Khan to Suraiya Multanikar, the Lutfullah Sound Archive also has a remarkable and exceptionally rare archive of classical, semi-classical, instrumental, and folk music. The typed catalogue of this collection alone is close to nearly 40 volumes. In recognition of his services to preserving cultural heritage, Mr. Khan was awarded the Pride of Performance in 2012.

Commenting on the collection and her motivation to select LUMS to house her late-husband's archive, Ms. Zahida Lutfullah Khan said, "My husband devoted his entire life to this library, and I have worked with him, so I know how much hard work has gone into this. Therefore, I wanted an institution where it would be cherished and preserved. There were a lot of institutions reaching out to us to acquire it, but I thought that LUMS is the right place because I have a lot of confidence in this university."





Speaking about the acquisition that marks a significant milestone in LUMS' dedication to safeguarding and advancing the cultural and literary legacy of Pakistan and South Asia, Dr. Ali Cheema, Vice Chancellor, LUMS, said, "It is with great pride that we assume the custodianship of the Lutfullah Khan Collection—one of the most significant historical, cultural, and social archives of Pakistan and the South Asian region. This collection embodies the essence of a citizen who dedicated his life to recording the voices of individuals who have profoundly shaped our society. By safeguarding it, we ensure that future generations of scholars and citizens inherit a legacy of knowledge, empathy, and resilience. The commitment underlying this collection reflects a social ethos that defines the civic and metropolitan spirit of Karachi—a spirit that our nation needs to celebrate and uphold. Preserving it is another crucial step in deepening the bond between LUMS and the city of Karachi, whose youth have enriched our university community as students, alumni, faculty, and staff."

The collection will be housed at the Gad and Birgit Rausing Library at LUMS and, in the coming months, the

“ This collection embodies the essence of 'a citizen' who dedicated his life to recording the voices of individuals who have profoundly shaped our society. By safeguarding it, we ensure that future generations of scholars and citizens inherit a legacy of knowledge, empathy, and resilience. ”

university will be working to catalogue, digitise, and make these invaluable materials accessible to students, faculty, researchers, and the general public. Opportunities for collaborative research projects, public exhibitions, and educational programming to showcase the richness and significance of this collection will also be explored.

Dr. Ali Khan, Bilquis Dawood Chair and Dean, Mushtaq Ahmad Gurmani School for Humanities and Social Sciences (MGSHSS) at LUMS reiterated the importance of this acquisition, "The archives are a precious and unique resource for students to learn about the cultural heritage and history of Pakistan and South Asia, and it is now our responsibility to preserve this national treasure and make it accessible for generations to come."

Dr. Khursheed Abdullah, a collector and archivist who has worked extensively on the Lutfullah Khan Archive, was instrumental in making this acquisition possible. While entrusting LUMS with this collection, he expressed, "I thank Allah that I was able to transfer this unique cultural heritage into responsible hands in my lifetime. Now, better people than me will do it, and I pray for their success." LUMS is grateful to the Gurmani family for their generous support in acquiring this archive and to Professor Kamran Asdar Ali, former Provost, LUMS, and former Dean, MGSHSS, for his invaluable help throughout this process. Finally, the university is thankful to the MGSHSS faculty, Drs. Ali Khan, Ali Usman and Ali Raza, for leading this project which marks an exciting new chapter in LUMS' history.



Brewing Conversations, Empowering Voices

The Chaudhry Nazar Muhammad Department of Economics, in collaboration with the Saida Waheed Gender Initiative (SWGI), hosted a 'Women Leaders Networking Tea', offering a platform for powerful discussions with trailblazing women from various professional backgrounds, including journalism, education, health, academia, the development sector, and the arts. The event featured distinguished speakers such as Ms. Sheema Kermani, Dr. Alia Haider, and Ms. Nighat Dad, who shared their unique experiences, insights, and perspectives on critical gender issues. Dr. Haider and Ms. Dad delved into their life journeys, highlighting how their personal challenges in male-dominated fields fuelled their dedication to advocating for marginalised communities. This gathering not only celebrated the accomplishments of these remarkable women but also acknowledged the ongoing struggles they face. It created an inclusive and empowering space where diverse voices were heard, and a shared commitment to gender equality was reinforced.



EmpowHERment in Action

At LUMS, the pursuit of women's empowerment is deeply rooted in the University's ethos, as reflected in its diverse programming and plans aimed at fostering gender equality and creating a more inclusive campus environment. This past year saw LUMS take on new initiatives that underscore the institution's commitment to empowering women across various spheres, and promoting a culture of equality, safety, and well-being for all.





'Women in Charge' Fuels Independence and Skill

The Office of Human Resources (HR), in collaboration with Atlas Honda Limited, launched the 'Women in Charge' initiative, a groundbreaking programme aimed at empowering women through enhanced mobility. The initiative provided participants with the essential skills to ride a bike, starting with a real-time simulation activity that introduced them to the basics. This was followed by a two-week intensive bike riding boot camp designed to refine their abilities further. The programme kicked off with an inaugural session emphasising the significance of women's empowerment, road safety, and independence. The training sessions covered critical aspects of road safety, including accident prevention, response times, and the importance of peripheral vision while driving. As a show of support, Atlas Honda offered special benefits to the LUMS community, including discounts on bike and car maintenance services.



Think Pink

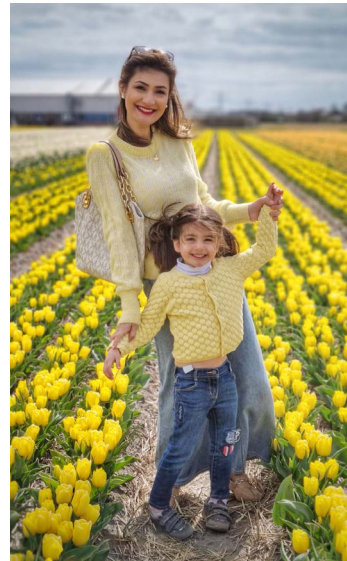
LUMS joined forces with Pink Ribbon-Pakistan, Cancer Care Hospital & Research Centre, and Dr. Essa Laboratory and Diagnostic Centre to host a breast cancer awareness event. This impactful initiative, rooted in a shared commitment to health awareness and sustainable societal change, aimed to educate and empower the LUMS community, particularly women, by destigmatising conversations around breast cancer and promoting proactive health measures. The panel highlighted the resilience of survivors, addressed significant responsibilities and the psychological impact on caretakers of those battling the disease. A key component of the day was a self-check tutorial, led by a breast cancer surgeon, which provided female attendees with vital knowledge on early detection practices. In addition to the discussions, a full-day medical camp was set up at the LUMS Medical Centre, offering attendees access to essential health services. The event culminated in a powerful awareness walk, led by students from the LUMS Community Service Society, alongside faculty, staff, and event partners.

ON HER WAY:

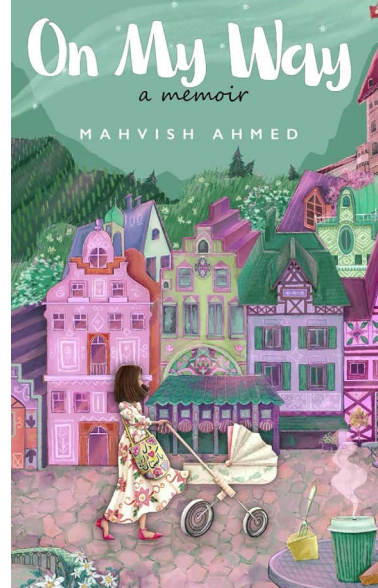


Inside with Debut Author
Mahvish Ahmed
 (BSc 2006)

Former economist turned content creator, **Mahvish Ahmed** (BSc 2006) is a “mama in boots,” based in Rotterdam, Netherlands, where she runs a popular Instagram blog known as ‘*Safarnamay*’ that focuses on women-centric topics, such as challenging unsustainable social standards, claiming your space and voice in society, and loving yourself unapologetically. The positive feedback from her audience of over 100k followers inspired Mahvish to write her debut book, *On My Way: A Memoir*, which became a bestseller on Amazon. We sat down with her to discuss the success of her new book, online fame, and more.



empowering, exhilarating, and deeply relatable. Author Mahvish Ahmed's debut memoir is full of wise nuggets that will help you find, and fall in love with, yourself.
 Nida Hasan, Managing Editor Brown Girl Magazine





I wanted to make sure all women feel seen and validated when they read through the book.

How did you first start *Safarnamay* and foray into the world of content creation?

Delving into the world of content creation was both accidental and intentional. I was teaching at the Institute of Business Administration (IBA) as an Economics lecturer when my husband got an opportunity in Switzerland. I moved for his job as a trailing spouse, and suddenly my career (and the PhD aspirations I had attached with it) came to a halt. Surviving in a new country without any friends or a support system was difficult. Not speaking the language didn't make it easier to build new connections. Taking care of my young family 24/7 without any creative juices flowing, without a professional purpose, was wearing me down as a woman who is passionate about her dreams.

That is when I thought: what skills do I already have that I can use to build something new for myself? Those skills were photography and writing. I combined them both and created an Instagram space where I began sharing my challenges and daily wins



as a *desi* mother in a foreign land. My learnings, observations, and anecdotes made women connect with me instantly. Their warm feedback, respect, and love has motivated me to keep creating content over the past seven years.

In what ways has your experience as a content creator contributed to your personal growth and perspectives on life?

This job means talking to hundreds of different women from diverse backgrounds every single day. All those conversations have enlightened me and opened my eyes in more than one way to the problems that women face and share globally. When I was not a content creator, I feel I lived a very privileged life in my own little bubble and was oblivious to many realities. I thought that all women live lives similar to the life me or my friends live. I thought our struggles are also similar. But spending so many years as a content creator has educated me, as well as made me aware of all the privileges I have grown up with and continue to enjoy. This exposure has enabled me to unlearn and relearn a lot of beliefs. It has helped me let go of my social conditioning in many ways. It has also enabled me to speak about topics that are not spoken about as much as they deserve, especially topics that centre the needs of women. These topics need to be talked about so that we can work together to bring about much-needed changes in our social structure. As mentioned earlier, life brought me to this profession very unexpectedly, but in retrospect I am happy about the way things turned out. The learning and growth my space has offered to me is invaluable.

A life in the public eye brings scrutiny with it. How have you learned to manage the ‘trolls’ and negative messages?

By focusing on all the positive comments and their sheer number. On a bad day, when a harshly critical message affects me negatively, it becomes even more important to remind myself of all the love I have received over the years. Messages from ‘trolls’ can be powerful enough to trigger you, and send you down a negative spiral for days, so kind reminders to yourself are of

utmost importance.

What inspired you to take the plunge and write a memoir?

Feedback from my Instagram audience over the years. Despite this being a time of bite-sized content, where creators are encouraged to make 17-seconds reels for maximum engagement, I had a sizeable audience that still enjoyed the long captions written by me. They found them relatable, insightful and to inspiring. I'd get lots of DMs asking me to write a book, to collect all my captions in a single place where people could easily go back to their favourite ones for reference. So, by the end of 2019, I started considering writing a book seriously. I thought, if I am building a community that wants me to write a book, then why not do it? I briefly did consider writing fiction to be able to write without anything holding me back, but I knew writing a memoir will have the maximum impact on my readers. I also felt ready to tell my story. I had worked on myself enough to have the courage to finally speak my truth(s) with honesty.

What was the most challenging part of writing *On My Way* and what kept you motivated during the process?

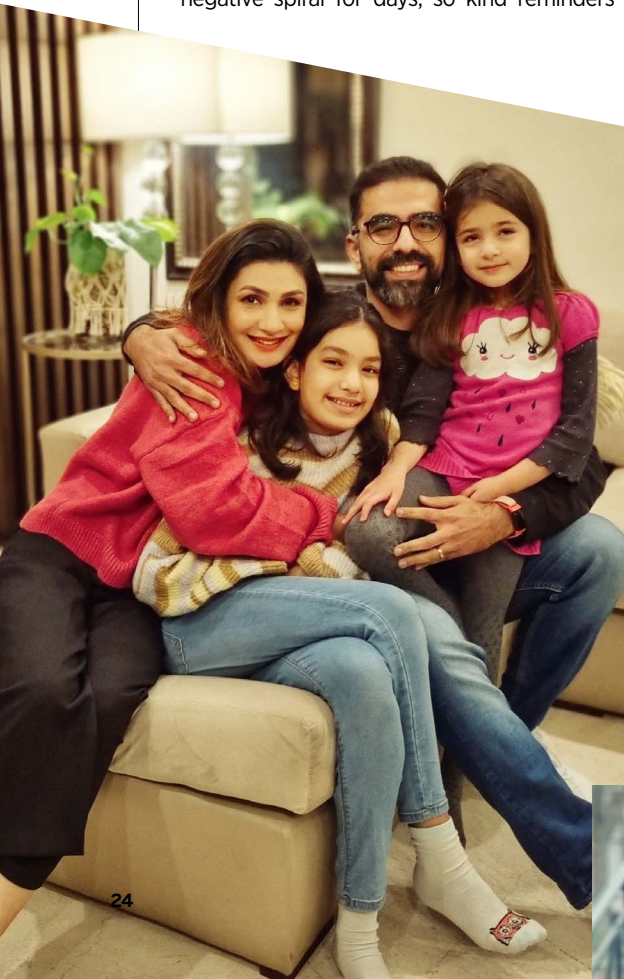
There were various challenges—taking out the time being the first and biggest. When you are an expat mum, all the responsibility of the household has to be shared by you and your partner alone. When you are both professionals, it is always a balancing act. There is no family to rely on. There is no house help to delegate some of the chores to. With growing children, the emotional needs of your family are also expanding. Therefore, making sure you write consistently on a daily basis can be tough, as well as physically draining. You have to devise a system to accommodate enough time for thinking, conceptualising, and writing. Sometimes, that system can mean decreasing social commitments to the bare minimum, and even letting go of other projects that could have been a source of income. It could also mean that your kids would have to survive on frozen pizza on many evenings! All in all, getting a book out there is an enormous undertaking and requires not just

passion and determination, but also support from all those around you.

What kept me motivated in this demanding time was thinking about the day when the book would release! I'd imagine what it would feel like to hold it, to make sales, to have others read it, and to receive



I wanted to make sure the book offers a lot of encouragement and the perspective that while our challenges or opportunities that come on the way may not always be our choice, what we make of them or how we see them always is.”





In this new era of life, I am teaching myself that slowing down, doing less and taking time to rest are essential for generating good ideas and doing better quality work.

their feedback. Keeping my eye on the prize generated the dose of motivation that I needed to keep going!

What key themes or messages do you hope for readers to take away from your book?

I wanted my book to be many things for my readers.

A balm to their emotional wounds. Growing up as a woman in our society is not easy. There are many social expectations that wear us down and hold us back. Those pressures hurt us in many ways, but our pain remains unseen and unacknowledged most of the times. I wanted to make sure all women feel seen and validated when they read through the book.

I also ensured that the book offers a lot of encouragement and the perspective that while our challenges or opportunities that come on the way may not always be our choice, what we make of them or how we see them always is.

I wanted the book to reiterate that relationships are not automatically strong – they need a lot of work. I have spoken at length about marriage, parent-child dynamics, friendships, and even the relationships we make with new places and homes. In our culture, we hold relationships in high regard. But we don't necessarily understand or talk about how to make sure those relationships are authentic and nurturing, and those that offer space and openness. Those that don't bind but allow us to fly. My readers will see this discussed at various points in my book. I'd like to add that while my readers may have read about conscious parenting, breaking free of social norms, self-acceptance, self-love, making boundaries or saying no when you need to in other books written by Western authors, I have talked about all these topics keeping the social conditioning of the Indian subcontinent in mind. This will make the discussions around these vital topics very relatable.

How do you balance your time and roles as an entrepreneur, content creator, travel guide, and now writer?

To be honest, it gets very hard to wear so many hats. Many of us see the world and our own self-worth through the lens of capitalism which makes us believe that constant productivity is what measures our value as human beings. Just like companies need constant growth for shareholders, this system pushes people to constantly strive for more. In this new era of life, I am teaching myself that slowing down, doing less, and taking time to rest are essential for

generating good ideas and doing better quality work.

Therefore, during the months I was writing this book, I took on fewer content creation projects. I needed to remove something from my plate to be able to add writing a book without compromising on my health and the happiness of my home. Overall, I try to use the morning hours for my work while my kids are at school. Once they are home, I give my time to them and home chores. I use the evenings to connect with my husband. I try to not work on weekends (which is not always possible when you are an entrepreneur). If I have heavy days in terms of work, I keep the following days light. I try to be as intentional as possible with my calendar, and how much I fill it up.

How does it feel to finally have *On My Way* out in the world and what has been the reception so far?

It feels amazing and the reception has gone beyond my wildest dreams, both in terms of sales and reviews. The book became a number one bestseller on Amazon for over a week when it released. My first batch got sold out within the first ten days of release in Pakistan and went for a reprint. That batch is sold out as well. *On My Way* got a lot of attention by the Pakistani media and was also reviewed by the New York-based *Brown Girl Magazine*. The reviews from readers are stellar, and so heartwarming. Women are sharing how they see their own story in my story and the relatability has left so many of them deeply moved. Everyone has appreciated the simple (and almost conversational) style of writing. I am over the moon and this achievement makes me extremely gratified personally and professionally.

What's the best piece of advice that you've received that's helped you move ahead in life?

That would have to be: "look at yourself through your own lens". This was a life-changing advice given to me by a friend who is a practicing psychotherapist. With this, I can ensure I don't let others define me or put labels on me. Allowing others to tell you who you are and what you are worth can be very limiting. I feel a deep sense of freedom ever since I have let that control on me by others go. I can be true to myself and honour my own needs now that I have learnt to not resort to people-pleasing.



Solidarity in Action: Gathering for Gaza

As we've watched the world close its doors on those who raise a voice for the Palestinian struggle, this past year, LUMS has been a bold advocate of justice. We've fostered dialogue, held collaborative events and watched our students lead the way in a passionate mission to highlight the realities of this escalating global conflict.



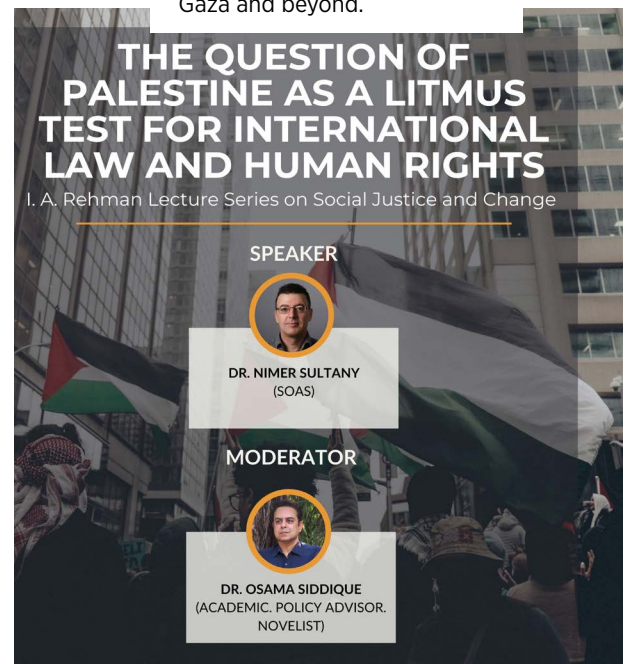
A Week of Advocacy

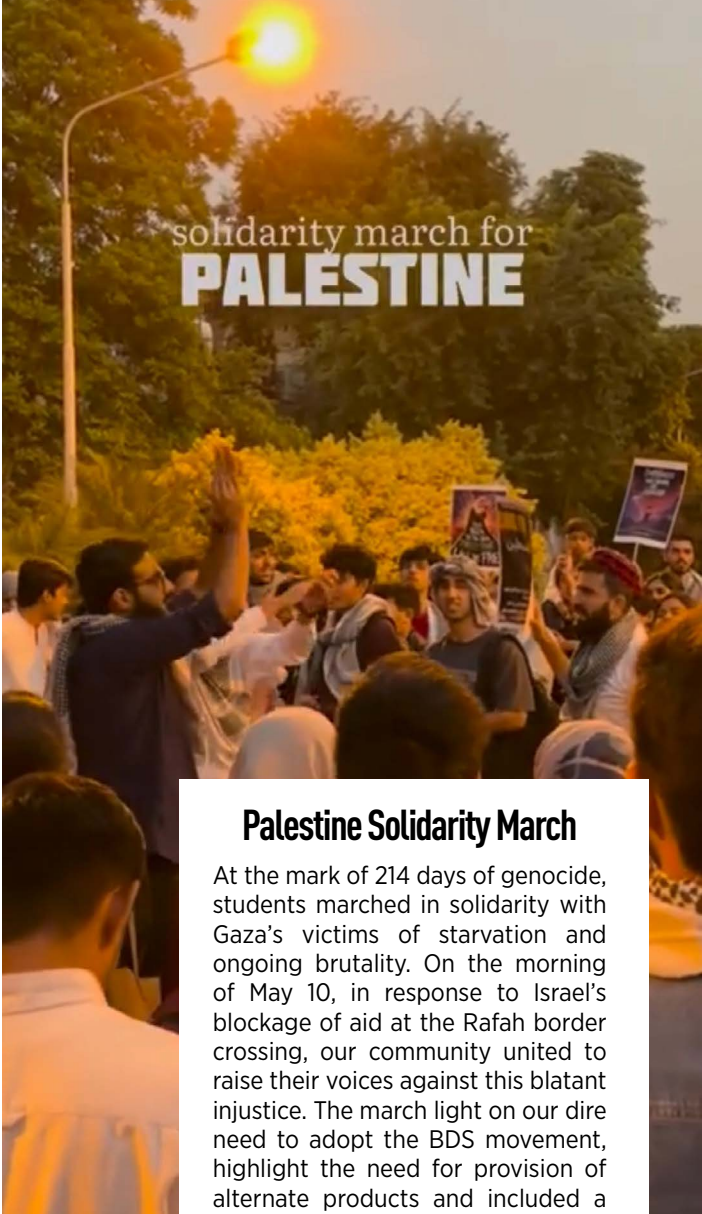
The week of October 16, 2023, saw campus transform into a hub of current affairs awareness. The LUMS Student Action Committee's (SAC) *khokha* fundraising stall kicked off a week of Palestine advocacy with documentary screenings and panel discussions aimed at exploring various perspectives on the region's plight. A record turnout at the Palestine Solidarity March saw the air thick with students and their keffiyehs as we rounded off our week with a special dua for Palestine at the LUMS mosque.



Conversations on a Global Conflict

- The Palestine of today is the product of a tale as old as civilization itself. We unearthed and delved deep into this history during our session, 'Decolonizing Palestine' with Dr. Ali Raza on April 22, 2024.
- Leading legal experts answered our toughest questions during 'Gaza, a primer', a discussion held on October 25, 2024 on the pervasive narratives and state-sanctioned misinformation shaping global perceptions of the ongoing onslaught in Palestine.
- Our expert law panellists provided ongoing analysis of on-ground aggressions in Gaza during a much-appreciated panel on 'The ICJ's judgement on the War in Gaza', held at the Moot Court on February 1, 2024.
- Dr. Nimer Sultany, an Israel-born scholar of International Law at SOAS posed the question of Palestine as a 'litmus test' for human rights during his speaker discussion on February 12, 2024 highlighting the institutionalized nature of Israeli oppression in Gaza and beyond.





solidarity march for
PALESTINE

Palestine Solidarity March

At the mark of 214 days of genocide, students marched in solidarity with Gaza's victims of starvation and ongoing brutality. On the morning of May 10, in response to Israel's blockage of aid at the Rafah border crossing, our community united to raise their voices against this blatant injustice. The march light on our dire need to adopt the BDS movement, highlight the need for provision of alternate products and included a teach-in by the secretary of PrSF. Amidst the collective turmoil of watching the innocents of Palestine be trapped to death, the 'March for Palestine' ended on a note of hope, as faculty and campus staff joined arms with students and helped amplify their voices.



Driving Educational Change in Gaza

LUMS is spearheading educational initiatives to aid students in conflict-affected regions, notably through the 'Tertiary Education for Students in Isolation' (TESI) project led by An-Najah University in the West Bank. This initiative enables Gazan students to continue their education as 'visitor students' at An-Najah, with support from the Palestinian Ministry of Higher Education. LUMS has partnered with An-Najah, contributing significantly to TESI's goals. Additionally, LUMS co-founded the Academic Solidarity with Palestine (ASWP) initiative, aimed at centralizing volunteer professors to support TESI. ASWP ensures a diverse range of courses by mobilising educators globally, with LUMS leading in volunteer faculty numbers outside Palestinian universities. LUMS' involvement also includes logistical support from its Computer Science department, helping to overcome challenges in delivering online courses amid Gaza's internet and security issues. Overall, the University is committed to enhancing educational opportunities for Gazan students, providing access to top-tier professors, advanced teaching methods, and facilities like a state-of-the-art Language Lab.

Shaikh Ahmad Hassan
School of Law

**THE ICJ JUDGEMENT
& THE ONGOING
WAR AGAINST GAZA**

As we enter the 4th month of genocidal aggression in Gaza, please join our panel of experts in a discussion on the developing situation on ground. The panelists will analyze and shed light on the recent interim ruling by the International Court of Justice as well as the withdrawal of funding from the UNRWA. We hope you will join us in this informative and thought-provoking discussion.



MUHAMMAD USMAN HANIF ALVI

MBA 2012
National Sales
Operations
Manager,
Reckitt
Benckiser
Arabia, UAE

Alvi is a seasoned FMCG professional with over a decade of experience in the Middle East. Starting as a Management Trainee in IFFCO UAE in 2012, he has held various commercial roles in Sales and Trade Marketing in the last 11 years across IFFCO and Reckitt. He has served as the ambassador of LUMS, having actively led the UAE Alumni Chapter as Vice President. Alvi initially volunteered for the UAE Alumni Chapter in 2013 and was then elected as Vice President for two terms consecutively. He has worked tirelessly in bringing LUMS diaspora closer through the UAE Alumni Chapter and arranged various events including the annual 2021 reunion which was held in the Pakistan Pavilion at Expo 2020 Dubai. He also took the lead in the 'Give a Day to LUMS' campaign and helped the UAE Chapter become one of the top contributing chapters. He is always eager to help and mentor alumni who are settling in the UAE or visiting for job prospects.

The
Awards
Edit



RIZWAN ATA
EMBA 2009
Chief Executive
Officer & President,
BankIslami,
Pakistan

Ata is one of the pioneers of the Islamic Banking Industry in Pakistan. He has been associated with BankIslami since 2019 and has played an instrumental role in the exceptional growth that the bank has achieved since then. Prior to joining BankIslami, Ata has served in several leadership roles in different local and international banks, such as Group Head Islamic Banking at Bank Alfalah, Group Chief Islamic Banking at Allied Bank, Group Head Branch Network and SME at Meezan Bank, as well as several leadership roles at Emirates Bank International. Along with a rich banking experience, Ata has a strong academic background with an EMBA from LUMS and other leadership and management certifications from INSEAD and the University of London.



SALMAN BEG
MBA 1997
Former CEO,
Aga Khan
Cultural Service

Originally from Hunza, Beg completed his intermediate studies and followed in his father's footsteps and joined the Pakistan Army. As a second lieutenant he was on the frontline in the 1971 combat. He served as an instructor and regimental soldier, and in 1988 led a company on the Baltoro glacier, the highest battlefield in the world. After taking leave from the army in 1995, he completed an MBA in 1997 from LUMS and briefly taught at Bahria University before joining Aga Khan Cultural Service in October 1998. He served as CEO for over 22 years before stepping down in March 2021. Beg pioneered innovative approaches of working with disadvantaged communities in the high mountain valleys of Gilgit-Baltistan and dense urban settings in the walled city of Lahore and improving lives by using natural and cultural heritage as assets for meaningful development. Noteworthy projects include the repurposing of forts-palaces of Altit, Shigar and Khaplu and conservation of the Shahi Hammam, Wazir Khan Mosque and Lahore Forts's Picture Wall, Royal Kitchen, Naulakha Pavilion and Summer Palace. Tangible impacts include employment creation, skills improvement and a sustained and continual flow of material benefits.



YAHYA IQBAL ISMAIL

MBA 1997
Managing Director,
Julius Baer
Middle East

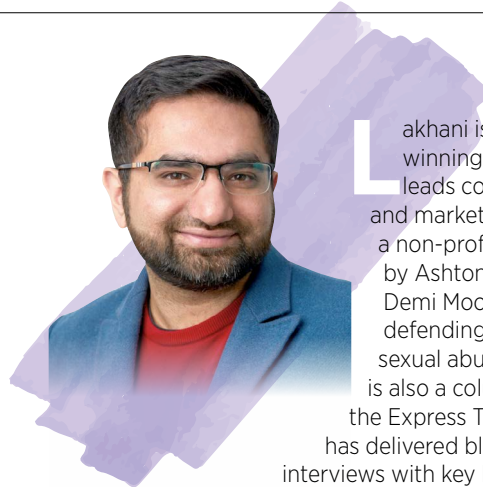
Ismail has been flying the LUMS flag high! In 1997, he represented the University at the World International Business Games and secured the gold medal for LUMS at the Georgia Southern University, USA. Over 100 business schools competed in this competition from across the globe. After graduating from LUMS, Yahya completed his CFA as well as Private Banking Diploma from INSEAD. Over the last 25 years, he has created a name for himself in the corporate world of Dubai, mainly in the Private Banking field. Ismail has been working with multinational banks like ABN AMRO and Julius Baer. Now, he leads one of the largest and most successful team of Private Bankers in Dubai at Julius Baer. Ismail has also been working with some of the wealthiest families in the region and has been able to assist in creating family governance structures that endure multi-generational transition. Prior to all this, Ismail was also a business journalist. He wrote regularly on business issues and company valuation. Besides work, he has also been focusing on giving back to society. He, along with his siblings, successfully completed the fundraising for a TCF School at Tando Allahyar, Sindh. Ismail has also been helping LUMS develop the Dubai Market. He has been actively recruiting and promoting LUMS graduates.



REEMA OMER

BA-LL.B 2009
Senior International
Legal Advisor,
South Asia,
International
Commission of Jurists

Omer completed her BA-LL.B from LUMS, where she graduated on the Dean's Honour List with a gold medal. The same year, she won the Commonwealth Shared Scholarship for an LL.M in Public International Law at the University of Cambridge. After she completed her LL.M in 2010, she was awarded the Pegasus Commonwealth Award to work on human rights issues in the United Kingdom. In 2011, she joined the International Commission of Jurists (ICJ). She currently serves as the ICJ's Senior International Legal Adviser for South Asia. She is also the organisation's focal person for Asia for the independence of judges and lawyers. Omer has authored several reports and book chapters on issues relating to human rights and the rule of law. She also writes for national and international publications on human rights and social justice. She has been appointed amicus curiae by the Supreme Court of Pakistan and the Islamabad High Court on key constitutional and human rights cases. Since 2018, she regularly appears on Geo News as a panellist to provide analysis on legal issues.



MUHAMMAD
BILAL LAKHANI

BSc 2008
Vice President,
Communications
& Marketing,
Thorn

Lakhani is an award-winning journalist and leads communications and marketing for Thorn, a non-profit founded by Ashton Kutcher and Demi Moore, dedicated to defending children from sexual abuse. Lakhani is also a columnist for the Express Tribune and has delivered blockbuster interviews with key leaders in the country, including the President of Pakistan as well as the Foreign Minister. Lakhani also directed a series of mini documentaries on Extraordinary Pakistanis, which have over 20 million lifetime views and helped raise funds to build a primary school in interior Sindh. He has also served as a founding board member for TCF chapter in Switzerland. Lakhani is the first and only Pakistani to win a PR 40 Under 40 award, one of the highest honours in the industry globally. He is also the founder and host of *Pehchaan*, a podcast dedicated to unpacking the stories and identities of extraordinary Pakistani Americans. He started this podcast so we could have these conversations as a community, share stories and hopefully, inspire each other to find ourselves and our voice as a Pakistan-American community.



ANNUM SADIQ
BSc 2011
CEO and Co-Founder,
Edkasa

Sadiq is a 2016 Fulbright scholar, 2017 Education Pioneers Graduate and 2019 Rockefeller Foundation Fellow. More than her own credentials, she is focused on building Pakistan's education system. An optimistic educator who has experienced life in multiple countries, Sadiq remains hopeful over Pakistan's future, and confident that education can bridge the gap between the world that we have and the world that we want. She currently leads education delivery at Edkasa that has taught over half a million students in Pakistan and is the most watched online learning platform in the country. She has over a decade of experience in and around education policy – in Pakistan and the USA – and is now broadening her horizon to Pakistan's rural areas. This, she says, is where the real change begins. She sees herself as a resolute educator and knows her role as an educator and as a mother will evolve over the years to be a mentor – to the thousands of learners she is currently teaching through Edkasa.



NIDA YOUSAF SHEIKH
BSc 2016
CEO, Tayaba Welfare International Association (TWIA)


Sheikh is a determined individual who has discovered her *Ikigai* (life purpose) in social transformation and sustainability. After graduating from LUMS, she began her social innovation journey by supporting female entrepreneurs and emphasising inclusive decision-making for positive impact. She was recognised by the Government of Pakistan

as a young changemaker, for identifying and scaling sustainable projects for marginalised communities. Graduating with distinction and an MSc in Economic Psychology from the London School of Economics in 2019, Sheikh's research on rural female entrepreneurship and social innovation, conducted during the programme, has been published and recognised. Currently, as CEO of Tayaba, Sheikh spearheads the organisation's expansion strategy and organisational development. This social enterprise, driven by blockchain technology, is improving water access, sanitation, and economic opportunities in Pakistan. In less than three years, she has made a significant impact through Tayaba, positively impacting over half a million lives by providing access to H2O (Help-2-Others) solutions. These include H2O Wheels, Solar and Air Water Facilities, and Hygiene Kits, all designed for lasting impact and leveraging renewable resources. She recently became the first Pakistani social innovator ever to win the Young Leader Award in 'One Young World's LEAD 2030 Challenge', which is a highly competitive recognition with less than a 1% acceptance rate.



NADEEM ZAMAN
MBA 1997
Global Category Marketing Head,
Kimberly-Clark

Zaman is a senior executive with more than 25 years of extensive global marketing and commercial experience, working for some of the leading blue chip multinational companies like Unilever, the Coca-Cola Company and most recently, Kimberly-Clark. He has managed over 120 markets across the world ranging from the most developed to newly emerging markets in Asia, Europe, Africa, and USA. He has a strong track record of business and organisational results by leading several areas of emerging to billion-dollar brands. An expert in creating, developing, and implementing business/brand vision and strategies across different categories, Zaman has turned around USD 7B+ Baby & Child Care portfolio at Kimberly-Clark to profitable accelerated growth, transformed businesses in key global markets at Coke like Russia, South Africa, Turkey, Italy, Pakistan (from 15% share of market-to-market leader) and Eurasia. Zaman is the founder of the biggest global branded music platform 'Coke Studio', that was incubated in Pakistan and then scaled to 100+ markets globally with 15 billion views. He is on the Advisory board of Georgia State University, J. Mack Robinson College of Business and Alkaram Studio.

An aerial photograph of the Lahore University of Management Sciences (LUMS) campus during sunset. The sky is filled with soft, golden light and scattered clouds. The campus features several large, multi-story brick buildings with many windows, some of which are illuminated from within. In the foreground, there is a lush green lawn and a dense line of trees. The overall atmosphere is serene and celebratory.

Doing LUMS Proud

Every day we celebrate the remarkable achievements of our alumni around the world, who are breaking barriers and redefining success. This year's stories of success and impact serve as a testament to the impact of the LUMS experience.

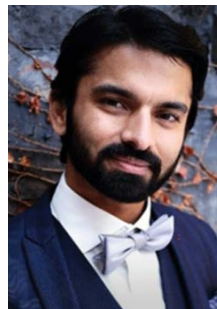


Becoming Minister of State for IT and Telecommunication

LUMS and the SDSB Luminites Association welcomed alumna and Minister of State for Information Technology and Telecommunication of Pakistan, Shaza Khawaja (BSc 2010), back to her alma mater for an exclusive dinner in celebration of her national appointment. The dinner brought together notable alumni, faculty and senior leadership. Dr. Ali Cheema, Vice Chancellor, LUMS, praised her journey from a student and instructor to a significant government leader, highlighting her dynamic contributions to the IT and Telecom sectors. Khawaja captivated the audience with her story, emphasising the transformative impact of LUMS on her career and personal development. She expressed pride in her students' successes and urged the University to collaborate with her ministry in advancing Pakistan's IT industry.

Achieving the Chevening Scholarship

Shayan Rabbani (BSc 2020) was awarded the prestigious Chevening Scholarship this year. Currently pursuing an MSc in Business Analytics at Durham University, Rabbani is the only Chevening Scholar from Pakistan at Durham. He views this scholarship as a significant milestone, providing him with the opportunity to engage with renowned faculty and understand the workings of global organisations, which he believes will greatly enhance his personal and professional growth. The interdisciplinary academic environment at LUMS, ingrained in him the value of continuous learning and self-branding, equipping him to excel in prestigious global platforms.



Appointed Assistant Advocates General

LUMS alumni continue to make strides in the legal arena, with Asghar Leghari (BA-LL.B 2013) and Usama Khawar Ghumman (BA-LL.B 2015) recently appointed as Assistant Advocates General at the Office of the Advocate General, Punjab. Their achievements highlight the excellence of the Shaikh Ahmad Hassan School of Law (SAHSOL) and the broader LUMS community. Asghar Leghari's academic accolades include a cum laude LL.M from Duke University School of Law. Usama Khawar Ghumman brings eight years of experience in research, litigation, and advocacy, along with academic contributions as a visiting faculty at SAHSOL. He holds LL.M degrees from Columbia Law School and Central European University, where he worked on critical issues in peacekeeping and Public Interest Litigation. He leads Indus Law, addressing vital concerns like police reforms, social media regulation, and labour rights. Leghari and Ghumman's distinguished careers exemplify the spirit of LUMS, demonstrating their commitment to justice and the betterment of society.

Attaining Prestigious International Scholarships

From the quiet city of Narowal to becoming one of the youngest physics lecturers at the age of 22 to securing prestigious scholarships in the field of Astrophysics, Haider Khan (BS 2022)

embodies the spirit of determination and curiosity. He has achieved remarkable success this year by securing three fully funded Master's scholarships. Opting for the Erasmus Mundus Masters in

Astrophysics and Space Sciences at the University of Rome Tor Vergata, he also received offers from the Fulbright program and the Erasmus Mundus International Masters in Particle Physics.



Winning Big at PITCH, Web Summit Qatar’s Start-up Competition

Mariam Nusrat (MS 2010) has led her start-up Breshna to victory at the Web Summit Qatar 2024, winning the prestigious PITCH competition against 1,043 global tech start-ups. Breshna, meaning lightning in Pashto, empowers users to create, share, and monetise educational video games swiftly and without coding. Nusrat, founder of the non-profit gaming studio GRID (Gaming Revolution for Inspirational Development), has a decade of experience in the purposeful video games sector and 15 years in EdTech, with projects across 22 countries. Her platform has garnered attention for democratising content creation, with 175k game makers and over 6 million game clicks. Breshna has raised \$2.5 million from investors, including Paris Hilton and Randi Zuckerberg, and is set to launch an AI-powered text-to-game engine and metaverse next quarter. Recognised as a Forbes Next 1k Entrepreneur and Clinton Global Initiative Honor Roll member, Nusrat has shared stages with global leaders and delivered TEDx talks, emphasising innovation in technology and education. Reflecting on her journey, Nusrat credits LUMS for instilling in her the importance of purpose, passion, and perseverance, as she continues to transform the gaming industry one game at a time.



Reviving Play-based Learning Opportunities

Farwa Tassaduq (MPhil 2021) is making waves with her educational-toy startup, One Earth Toys. Co-founded in 2018, the startup focuses on creating handmade wooden toys inspired by the Reggio Emilia and Waldorf education philosophies. These toys promote play-based learning, encouraging children’s curiosity and imagination. Farwa’s MPhil degree has been instrumental in refining her leadership, teaching, and research skills, which she applies to her business and workshops. Her start-up not only manufactures toys but also conducts workshops, engaging children in crafting wooden products and developing meaningful skills. Recognised for her contributions, Farwa was a finalist in the UK Alumni Award 2021–22 in Pakistan and received the Commonwealth Scholarship Alumni Community Engagement Fund to run a virtual course on “Understanding SDGs to Respond to Climate Change.” She maintains a strong connection with SOE, presenting at the annual Practicum Showcase Conference and the Regional Conference on Arts and Media Education.

Promoting Mental Health

Saving 9, founded by Usama Mirza (BSc 2013) is revolutionising emergency response and mental healthcare in Pakistan. This groundbreaking initiative, incubated at LUMS, bridges the gap in first aid and mental health training, emphasising prevention and early intervention. Mirza’s experience with LUMS EMS inspired the creation of Saving 9, which has responded to over 1,300 emergencies, including 60 handled by their innovative mental health ambulance, Embrace. This ambulance provides compassionate support during psychological crises, filling a critical void in traditional emergency services. Saving 9’s core values centre on community empowerment and culturally sensitive care, leveraging technology to enhance response capabilities, especially in rural areas. Partnering with organisations like Rubaro and Mahir-e-Nafsiyat, they offer integrated mental health support through hotlines and in-person counselling. Looking ahead, Saving 9 aims to expand the Embrace model nationwide and share insights globally, advocating for innovative solutions in mental health care.



Additionally, Khan advanced to the Chevening Scholarship interview stage, an honour only 240 out of 5,200 Pakistani applicants reached. Khan’s journey is distinguished by academic excellence and

leadership. During his LUMS tenure, he received the Global UGRAD Scholarship and thrived in a multidisciplinary environment, exploring subjects beyond Physics. Khan’s story highlights the

importance of a well-rounded education, mentorship, and active engagement in extracurricular activities.





Faysal Bank Contributes towards Naming of a Discussion Room at LUMS

Displaying a strong commitment to education and philanthropy, a delegation from Faysal Bank Ltd. visited LUMS in May 2024, to contribute towards the naming of a discussion room on campus. This generous gift by one of Pakistan’s leading Islamic banks highlights their ongoing support of educational initiatives at LUMS. Among the guests from Faysal Bank Ltd. were Mr. Yousaf Hussain (MBA 1994), President and CEO; Ms. Farah Asim, Head of Corporate Affairs; and Mr. Jaudat Hussain, Head of Retail Banking. The partnership between Faysal Bank and LUMS has strengthened over the years, particularly through Faysal Bank’s steadfast support of the NOP. Reflecting on partnering with LUMS again, Mr. Yousaf Hussain remarked, “Our previous collaborations have been incredibly fruitful, and I am excited to continue this journey together.” During the event, he presented a cheque to Syed Babar Ali, further solidifying the partnership between the two organisations. The contribution is earmarked for the naming of a discussion room located on the ground floor of the Academic Block at LUMS. This was followed by a plaque unveiling ceremony to acknowledge Faysal Bank’s contribution.

Alumni Giving: Building Futures and Advocating for Change

“Giving is not just money; it is love, time, and advice.”
–Syed Babar Ali

International Petrochemicals (Pvt.) Limited Pledges to Support Student Scholarships at LUMS

International Petrochemicals (Pvt.) Limited (IPC) has signed an agreement to support the NOP at LUMS. A ceremony was held in November 2023, where Dr. Tariq Jadoon, Acting Vice Chancellor, and Provost, LUMS, and Mr. Faraz Ahmed, Director IPC and LUMS Alumnus (BS 2018), signed the agreement. Founded in 1978, IPC has established itself as a global supplier of petrochemical raw materials with state-of-the-art production plants and storage facilities and has grown into a global network in strategic business centers worldwide. Mr. Ahmed was joined at the event by Mr. Asad Cheema, Director IPC, and Ms. Rabia Ahmed. Dr. Jadoon lauded IPC’s support towards the NOP. Mr. Ahmed spoke about the motivation towards giving to LUMS. “As proud alumni, we are eager to play a small part in furthering the mission of LUMS,” he said. “Contributing to LUMS is a privilege, and we are grateful for the opportunity to play any role that we can.”





KalPay and Taleem Finance Company Partner with LUMS on Education Financing

KalPay, along with Taleem Finance Company Limited, has entered into a tripartite agreement with LUMS to provide students the opportunity to manage their semester fees through convenient instalment plans. The agreement will enable students to study now and pay later with the ease of interest-free monthly instalments, which are customisable as per their needs. KalPay, founded by Mr. Shershah Hassan (BSc 2020), is a fintech startup that collaborates with a diverse range of e-commerce merchants, offering buy now, pay later (BNPL) solutions to its clients. In parallel with its e-commerce expansion, KalPay has introduced new ventures, including KalPay Rasayi and KalPay Taleem, extending its BNPL services for the purchase of productive assets like smartphones and fee payments for education and skill development services. The KalPay co-founders were also recently featured in the Forbes 30 under 30 Asia List 2023. In the near future, KalPay and Taleem Finance Company Limited will continue working together to broaden the scope of their collaboration across other educational institutions and help build the foundation of a financially prosperous nation.



MBA Class of 2012 Establishes Class Fund

To support access to a world-class education for talented scholars, the MBA Class of 2012 has signed an MoU with LUMS to establish the MBA Class of 2012 scholarship fund. Exemplifying the transformative impact of alumni in supporting the next generation of students, this partnership aims to support the studies of undergraduate and MBA scholars at LUMS by providing deserving students with interest-free loans. This class gift will enable these students to access higher education and pursue their aspirations. The signing ceremony took place in Dubai in April 2024. The signatories included Dr. Ali Cheema, Vice Chancellor, LUMS, and Mr. Abeer Hamid, representative of the MBA Class of 2012. Mr. Hamid expressed his enthusiasm for establishing the scholarship fund, stating, “We are deeply inspired by the transformative impact this institution has had on our lives and the lives of countless others. LUMS isn’t just a university; it’s a catalyst for personal and professional growth, a beacon of excellence that has illuminated our paths and propelled us toward success. Our inspiration for giving back stems from the profound gratitude we feel towards LUMS for shaping us into the individuals we are today.”



'Give a Day to LUMS' Continues to Empower

Over the past three years, the Give a Day to LUMS (GADTL) campaign, driven by the unwavering support of our alumni, has harnessed the power of education to transform the lives of countless students. The impact of your generosity has resonated globally, with The Council for Advancement and Support of Education (CASE) honouring GADTL with the prestigious Best of CASE Asia-Pacific Region Award! As we continue on this journey year on year, we ask that you join the campaign again and make a tangible difference in someone's life. Thank you for helping GADTL reach the milestone it has! We are counting on you to keep the spirit of generosity going.



**GIVE A DAY
TO LUMS**

WE ARE GRATEFUL TO OUR
ALUMNI
FOR CONTRIBUTING
PKR

141

MILLION

IN THE LAST FOUR YEARS

The journey doesn't end here.
Let's step forward to fund more
scholars this year.

#ADayforLUMS



Give to LUMS today!

Donating towards LUMS Financial Aid and the National Outreach Programme (NOP) will help Pakistan's most talented students bring their dreams to life. You can choose to give once annually or create a named endowment that can provide financial assistance to many students over the fund's lifetime. Donations will go towards awarding scholarships disbursed through various means. The NOP scholarship consists of a complete tuition fee waiver and additional stipends for hostel accommodation, reading materials, and a living allowance. Graduate programme scholarships are awarded as interest-free loans, and undergraduate programme financial aid scholars receive a combination of up to 70% support including waivers and interest-free loans.

Annual Donation

	Annual Requirement
	PKR
Undergraduate National Outreach Programme	1.8 Million
Graduate Programme Scholarship (MBA)*	1.4 Million
Graduate Programme Scholarship (Excluding MBA)*	0.85 Million
Undergraduate Partial Financial Aid*	1 Million

Endowed Gift

	One-time Endowment
	PKR
Undergraduate National Outreach Programme Scholarship (Perpetual)	34 Million

* Scholarships will be awarded in the form of either interest-free loans or a combination of tuition fee waivers and loans

** Exchange rates are subject to change

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 the Office of Advancement, LUMS, DHA, Lahore Cantt. 54792, Lahore



Scan with phone camera to give today!

For details about wire transfer or further information, please visit

giving.lums.edu.pk
or write to us at
giving@lums.edu.pk

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 Road, Saratoga, CA. 95070

Alumni HOMECOMING 2023



LUMS welcomes alumni back to campus at the Homecoming in December 2023

A Year in



Canada Alumni Chapter reconnects for an Eid Celebration Reunion in Toronto in April 2024



Karachi Alumni get together for an exclusive Iftar with the Vice Chancellor and Director Advancement



UAE Alumni community reunites in the heart of Dubai for their annual reunion with the LUMS leadership



Alumni enjoy Annual Reunion in Riyadh in May 2024

Pictures



SDSB Alumni Association celebrates its Annual Reunion at LUMS



The Karachi Alumni Chapter hosts a thought-provoking panel discussion under the theme, 'Karachi - Love It or Hate It, You've Got to Embrace It' featuring eminent alumni professionals

Connect with **LUMS**

Luminites, our very own Alumni Connect has had a makeover!

As the exclusive portal for alumni, Connect is your one-stop shop for all things related to LUMS.

Have you ever wondered how you can:



Apply for Jobs? Access a curated list of job openings specifically for alumni, along with valuable resources to help you land your next role or recruit new talent.



Search the Alumni Directory? Find and connect with former class fellows through our user-friendly directory—who knows what connections await?



Attend Networking Events? Stay updated on upcoming events, webinars, and networking opportunities to expand your LUMS network.



Access LUMS Facilities? Enjoy the benefits of LUMS' state-of-the-art campus facilities from sports spaces to the library.



Get Your Degree Attested? Navigate the process effortlessly with our step-by-step RO services.



Become/Find a Mentor? Leverage the mentorship platform to provide focused support to fellow alumni and students or use it to learn from the wisdom and guidance of accomplished alumni.

Connect is your gateway to all this and more with services and benefits designed to enhance your career and strengthen your connections.

Log onto your alumni portal at <https://connect.lums.edu.pk>, **update your profile** and dive into everything our community has to offer.

In case you don't know your alumni login credentials, click on 'Forgot Password' and/or email us at alumnirelations@lums.edu.pk for your login details.

LUMS offers its alumni five unique ways to stay updated.

connect.lums.edu.pk

The Connect portal is your go-to website to access all things LUMS. It's where you will find job opportunities, connect with other alumni in your network, and update your profiles. The portal enables you to connect to the LUMS alumni network from anywhere in the world, anytime.

alumni.lums.edu.pk

The alumni website features the latest information on LUMS, alumni benefits, corporate discounts, news, and latest events on campus.

LUMS Connect

LUMS Connect, our fortnightly e-newsletter highlights the latest research, programming, and happenings at the University.

Alumni Quarterly

The Alumni Quarterly is an e-newsletter featuring alumni events, interviews, news and much more. We welcome contributions to the magazine and the e-newsletter, so share your thoughts and your success stories with us.

Alumni Annual

The Alumni Annual magazine is where you can enjoy alumni interviews and success stories, read articles on new initiatives and faculty research, and catch up on alumni chapter activities and more!

CONNECT WITH US

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in www.linkedin.com/in/lums-alumnirelations/

f <https://bit.ly/4fgoRkI>

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Scan to Connect

**Office of Advancement
LUMS**

DHA, Lahore Cantt. 54792, Lahore Pakistan

UAN: +92 42 111-11-LUMS (5867)

1988**MBA****Shahzad Mehboob Ellahi**

Alhamdulillah all is going great.

1990**MBA****Adnan Qayum Khan**

After spending 31 years working in different global banks across Asia, I joined the International Finance Corp. (IFC), a part of the World Bank Group in July 2021. I have now been with IFC for 3+ years based in Johannesburg, South Africa. On the personal front, Alhamdulillah my elder two daughters (Iman and Aafreen) are now married and we have become grandparents to baby Sofia since April 2022. My younger two children (Noor and Fateh) are both students in the US; Noor is doing a post graduate degree (LL.M) at Georgetown University while Fateh is pursuing his undergraduate degree at Boston College.

1992**MBA****Tayyaba Ahmad**

Ahmad and I have been in Dubai for 18 years and can surely call it home now! Ahmad is the President for Water and Food for Al Ain, one of the biggest F&B companies in the region. Our son and daughter after graduating from Columbia and Yale respectively are working in NYC in investment banking. I am doing freelance work in qualitative Market Research, which allows me to shuttle between NYC, Dubai and Pakistan, collect miles and build connections!

1993**MBA****Sarah Beg**

Working with HBL at their London office.

1995**MBA****Taimur Shaique Hussain**

Leading a normal life, both personal and professional.

1996**MBA****Mian Hassan Javaid**

I am continuing my work as Deputy Director One Window Operations at Ravi Urban Development Authority. It is challenging due to external and internal

CLASS NOTES 2024

circumstances. On a personal note my daughter Humdah has gotten admission in BS Biology at LUMS. So excited about that.

Mansoor Nawaz

After over 25 years, I have come full circle by teaching at LUMS in the MBA programme this Fall 2024. I also destroy my weekends by teaching in the EMBA programme at LUMS. An overworked practitioner, I spend half of my days as CEO of a leading outdoor advertising agency! Married to my LUMS MBA classmate, I have 2 sons that are almost independent now!

1996**MBA****Saima Rana**

I am presently an adjunct faculty at SDSB LUMS and Director, Business Development for an AI company based in US, *dataRoo*.

1997**MBA****Sajeel Butt**

Imran Mufti and Sajeel Butt, are launching Green Electrical Bikes, offering reliable and affordable electric motorcycles tailored for Pakistan's roads. This venture positions them at the forefront of Pakistan's electric mobility future.

1998**BSc****Shahzad Khan**

Shahzad, along with his wife Zeba and three kids, Hakan, Melike and Hashim continue to live in Ottawa, Canada, where he is growing his start-up Gnowit Inc, and working as an early-stage advisor to the regional economic development centre (InvestOttawa).

Adil Sherwani

Moved to Dubai after 25 years in the US, started a new job at Waseela, a Pakistani firm working on growing the rural and agricultural economy of Pakistan.

Imran Moin

Imran lives in Sacramento, CA with his wife and 3 kids. He is a Managing Director with Deloitte Consulting LLP and focuses on large scale technology implementations for the State of California.

MBA

Time to dust off those LUMS memories and see what everyone's been up to! Spoiler alert: it's way more impressive than arguing over biryani vs. pulao in the DRs! Nauman Khawaja is the digital wizard of Lahore, running Octatude and juggling local and international clients with ease. Saman Jilani thrives in chaos - both at Standard Chartered in Dubai and at home with two energetic kids. Syed Abbas Raza Bukhari swapped the tulips of The Netherlands for the sizzling heat of Jeddah, all in the name of investment portfolios. Syed Aon Mehdi is happily married and marketing his way through Lahore. Ismail Arif Rafi's title should just be "@Cinemanachos," because, let's face it, that says it all. Waseem Akhtar Khan is still CEO-ing at Cotton Web, no major changes, he's consistent! Meanwhile, Ahmed Jahangir, Director of all things under the sun, proudly reports that his wife still likes him - a win in his book. Mian Umar Javaid is now a freelancing superstar after retiring from manufacturing, teaching business while raising two almost-graduated sons. Faraz Khalid is staying cool in UAE's risk management scene, while Asim Hafeez Qureshi is banking innovations left and right, proudly launching credit cards faster than you can say 'MENA region'. Tariq Razi's juggling family in Oakville, kids in university, and off-roading in Riyadh, while Mubbasher Omar, who somehow balances being AkzoNobel's country head and getting bossed around at home by his significant

other, has settled back in Lahore. Saquib Karamat is keeping London's Bank of East Asia in check, while Rizwan Yousuf distributes FMCGs in Lahore. Shazia Ali Khan runs the show "literally" with her production house in Dubai. Saad Khan is currently the CEO of Active Media and the mastermind behind Soul Fest, Pakistan's largest food and music festival. Word on the street is he's turning all his meetings into concert sets – can't decide if that's genius or just wishful thinking! Salman Danish is leading the media ventures in Lahore, the brains behind overnight TV ratings in Pakistan. Lastly, our very own Ahsan Sheikh is elected president of the LUMS SDSB Alumni Association and is leading the revolutionary media agency, Kinetic. What a crew!

1999

MBA

Sheraz Khan

Currently working at Rafhan Maize Products Company as Director Foods Business. Passionate about increasing exports from Pakistan, B2B, Sales, Product Development, Manufacturing, Customer Success and Talent Development.

2001

BSc

Ali Pasha

As I progress through the HBS Advanced Management Program, I am frequently reminded of my days at LUMS. The classrooms and even the dorms are remarkably similar to those I experienced over 20 years ago. It's amusing to see professors still relying on chalkboards, even while discussing advanced topics like how to implement change and AI across our companies.

MBA

Arshia Hassan

I have two wings....my daughter's, Zara and Sara. They take me to unexplored land daily and I intend to show them LUMS someday.

Asghar Hayat Khan

Time passes so quickly after 25 years since I joined LUMS in 1999 my daughter is joining LUMS in the BA-LLB program this year. I am currently working as Manager Commercial and New Ventures at Mari Petroleum since last 06 years. Previously I had worked for BHP Billiton since 2005. I got admitted for MSc. Carbon Management at Edinburgh Univer-

sity in Sep 2024 for which my company has given me a sabbatical leave. This will provide me a family a new experience.

2002

MS

Kashif Raza

Working as a Project Management professional in the oil and gas industry currently based in North Africa.

Amna Saman Asim

CEO ESF since last 10 years, certified PMP. Bringing in new dimensions to ESF.

MBA

Hasan Shahid

Owner of Western Group of firms taking care of import, local trade and indenting business. Collaborated with world's most eminent companies in textiles and working mostly with exclusive arrangements. Specifically, we are authorised resellers of QST worldwide (an MNC), exclusive agents or Intercot Spain and Naveena Industries Pakistan.

Faisal Raja

I am managing my Construction Company (Faisal Farooq Construction), providing construction services for high rise/commercial/infrastructure/industrial and residential projects across Pakistan. I am living in Lahore with family .

Khusrau Nadir Gilani

Currently working as the Chief Commercial Officer at Lucky Cement. Prior to that worked for Engro Corporation for 20 years.

Shuvaschan Saakha

LUMS was an important phase of the student life.

2003

BSc

Ali Malik

I have been promoted to the position of Associate Professor of Software Engineering at FAST-NUCES, Lahore.

Omair Hameed

After 6 years in Malaysia, Omair is moving by end of 2024 to Abu Dhabi and will be working in the Oil & Gas Sector providing Project Management & Consulting for Digital Solutions.

Sadia Saeed

Sadia Saeed is based in Jordan working as the Partnerships Advisor for the Unit-

ed Nations Office for Project Services (UNOPS). Her resilience has increased manifold given that she oversees a highly volatile partnerships portfolio covering Yemen, Iraq, Lebanon, Syria and Jordan! She has a 6-year-old vibrant daughter with a zest for life who very much keeps her on her toes!

Atif Ikram

Recently promoted to Clinical Full Professor of Finance at Arizona State University. Imparting financial education to diverse audiences through different channels, including my own YouTube videos.

2004

BSc

Asif Iqbal

Asif is based out of London with his family (wife and 2 lovely daughters). He is a regular golfer in Surrey and part of the Muslim Golf Association in the UK. Recently, Asif completed 15 years at Unilever where he is working as the Global Head of Commercial Strategy.

Uzair Moosa

Uzair is settling in the expensive and blingy Dubai life while living the entrepreneurial life of fake it till you make it!

MS

Ayaz ul Hassan Khan

Working as an Assistant Professor in the Computer Engineering Department and a Fellow Member of SDAIA-KFUPM Joint Research Center for Artificial Intelligence at King Fahd University of Petroleum and Minerals. Aiming to achieve excellence in research and development targeting new Start-ups and SMEs in the area of High-Performance Computing, Parallel Programming, and Data Science. Contributing to several research funded projects at the national level in the area of AI and Data Science.

MBA

Faraz Siddiqui

Still with Reckitt and working hard to advance its digital and eCommerce agenda. Currently based in USA and living a stone's throw from NYC with wife, Madiha & 13-year-old son, Emad. Often meet with Tahir Shameem & Dr. Javed from MBA 2004 who are also based here. Look forward to connecting with anyone visiting The East Coast.

2005

MS

Syed Muhammad Noman Bukhari

Since graduating from LUMS in 2008, I worked over a decade at Teradata in Data Analytics, earning the Global Consulting Excellence Award. After moving to Japan as a CTO, I founded Godaitec Private Limited last year. My company focuses on software development, Data Analytics, AI, and IT advisory, working with clients globally and in Pakistan. I am excited about expanding Godaitec into various tech fields in the near future.

MBA

Muhammad Abid

The global adventure continues with a clear target of reaching a century of countries visited in the near future. On the professional front, after having ventured into the world of entrepreneurship and realising that it is not the ultimate corporate satisfaction goal, I am now working towards a retirement plan and failing miserably to achieve it. Music remains the real passion and glad to be still pursuing it.

Javed Ahmed

Javed works as General Manager & Chief Compliance Officer at Meezan Bank. A Certified Anti-Money Laundering Specialist and Certified Global Sanctions Specialist, Javed is also looking into fraud risk management with special focus on measures against digital frauds.

2006

BSc

Anabia Jamshed

I completed MSc Management from Imperial College London in 2009. I am now working as a Career Advisor at the University of Wollongong in Dubai, UAE, having worked as a Talent Acquisition specialist prior to this. I also completed a Masters of Art degree in Interior Designing from Staffordshire University, UK in 2017 and have a small business where I make handicrafts and also paint on canvas ready for selling through ecommerce platforms registered in the UAE.

Saman Qureshi

Saman is a multi-tasking wizard, much like most working mothers. She is fully immersed in her exciting senior management and communications role at Aga Khan University, her twin girls are almost 9, her travel bug is alive and well, and her quest for learning continues. A bookworm at heart, full of gratitude for Allah's blessings, trying to do more to

serve those less fortunate than her, and still unsuccessful at learning Spanish.

Nabeel Khan

This May, Nabeel flung his graduation cap high in Massachusetts. Armed with a Conflict Resolution degree, he ponders his life's next big impact. The world feels less safe interchanging between conflicts old and new. He misses the food from back home and the chai and chat sessions with his LUMS friends who are now dispersed all over the world.

MS

Muhammad Asif Tasleem

Now living in Houston, Texas. This year I visited Sydney and met Syed Farooq (MS '04) after 18 years and Akeel Faridee (MS '05) after 12 years.

MBA

Muhammad Saad Munawar Khan

Saad has been working with PepsiCo for over 15 years now. He is leading the Beverages Commercial Agenda for PepsiCo Pakistan and Afghanistan as Senior Director Franchise, National Key Accounts, Trade Marketing and Capabilities.

2007

BS

Ahmed Waheed

Still teaching A-levels Psychology in Lahore.

Zainab Shakir

After living the expat life for a decade, Zainab moved back to Pakistan during COVID times and has since become a serial entrepreneur. She runs two online businesses, ArtscapePk, an online art gallery and Fromtheearthpk, a home accessories and lifestyle store. Hailing from a business family with roots in the pharma business, she feels entrepreneurship is in her blood and she enjoys the challenges it brings with it.

MS

Adeel Munir Butt

Based in Switzerland, Adeel serves as Senior Vice President at an international bank, overseeing corporate communication, internal control systems, and sustainability initiatives. With a focus on enhancing brand reputation, ensuring regulatory compliance, and driving ESG strategies, Adeel leverages extensive expertise to lead impactful changes in the banking sector.

2008

BSc

Umul Awan

Umul Awan is now living in Dubai and is about to complete 10 years of her professional life with the World Bank Group. She is working with the infrastructure development team at IFC, working on projects in Yemen, Oman, Kyrgyzstan, Turkey and Jordan. She continues to explore her love for travel, and recently took a 20-year friendship trip with her LUMS girlfriends to Morocco! If fellow Luminites are ever in Dubai, please do reach out.

Usman Nisar

Usman is heading the Sales and Structuring Unit with Treasury and Capital markets of the Dubai Government owned Emirates Islamic Bank as the Managing Director of Sales and Structuring unit. He was promoted mid of last year and is the only Pakistani serving as the Head of Sales & Structuring in the UAE local bank which indeed is a proud moment for his family and his alma mater LUMS.

MBA

Athar Mansoor

LUMS inspired Athar to achieve excellence. After his MBA, he did an MPA from National University of Singapore, MPP from University of Sydney and MS from Michigan State University. The academic journey culminated in a PhD from Hong Kong University of Science and Technology. He has also done post doctorate in AI manpower for Fintech. He is currently continuing with his government job as a Director and heading US\$ 20.65 m digital government project funded by Korea at the Ministry of Communications.

Fuad Hosein

Fuad often reminisces about his days at LUMS and cherishes the fond memories. Wishing everyone the best!

2009

BSc

Syeda ShahBano Ijaz

ShahBano completed her PhD in Political Science from UCSD in 2023 and joined Occidental College as an Assistant Professor in Diplomacy & World Affairs the same year. Currently, she is based in Los Angeles with her husband and two daughters.

Hussain Aslam

Hussain has been working as a Product Manager for Google for 2 years now. It was extremely competitive to get in Big

Tech and he strongly believes that LUMS prepared him for this journey and kudos to his fellow ACF friends who taught him the importance of beating the curve, especially when it's so steep. If he can get here, so can you inshaAllah.

Saba Azeem

Saba is currently based in the Netherlands, working for a Dutch NGO. She is currently leading research on civilian perceptions on their own safety and security in Iraq, and also just finished facilitating a one of its kind, Protection of Civilians policy for the Government of Iraq, which was approved by the Iraqi Prime Minister in April 2024. Saba continues to contribute towards training initiatives for NATO and the Dutch Ministry of Defence on topics such as understanding the human environment, as well as gender, peace and security.

Syed Shayma

Shayma is in Calgary Canada for the past few years. After graduating from LUMS she studied Multimedia arts. She is working as an e-learning integration manager at Air Canada. She loves to paint and bake with her kids.

Ahsan Dar

Ahsan has returned to Pakistan after spending over 14 years abroad, including nearly 9 years in Singapore. He has joined VentureDive as the Director of Engineering - Data & AI. Embracing his "Bruce Wayne by day, Batman by night" persona, Ahsan is also working on a start-up, DAT AI Systems, which he co-founded with two batchmates from LUMS' 2009 cohort.

Tasawar Ali

Tasawar is an NOP scholar whose vision and confidence were shaped by LUMS. In 2011, he left a promising career to return to his hometown, pursuing entrepreneurship in digital marketing and advanced agriculture. He has led several successful ventures across various digital niches and now serves as CEO of DAT AI Systems, steering it towards the next big innovation.

MBA

Arshad Farooq Bajwa

Currently working as General Manager in MG Motors Pakistan. Residing in Lahore with family.

EMBA

Rizwan Ata

Rizwan has been associated with Islamic Banking for more than 3 decades and is currently serving as CEO at BankIslami Pakistan Limited. He feels blessed offering people Riba-free financial services and humbly takes pride to say that he has served leadership roles in different local and international financial institutions, including leading Islamic Financial Institutions. His association with renowned global academic institutions including LUMS and INSEAD played a pivotal role in his career growth. He is a passionate golfer and loves to explore hiking tracks.

2011

BSc

Haseeb Hassan

Haseeb is based in the Netherlands. He has been living in Europe for more than 10 years now. Currently working at Salesforce Netherlands at an IT strategy advisory.

BA-LL.B

Minam Karim

Currently working as a Senior Associate at the law firm RIAA Barker Gillette.

2012

BSc

Faizan Arshad

Since graduating from LUMS in 2012, Faizan has embarked on a diverse and fulfilling professional journey. His career began at Al-Moiz Industries, where he gained valuable industry experience. He then transitioned to the Institute of Career & Personal Development (ICPD), further honing his skills. Driven by a passion for education and entrepreneurship, he founded ASPIRE Education Solutions in 2013. Despite an encouraging start, he and his team encountered challenges that led them to wind up operations. Undeterred by this setback, he joined Credence Group as an Assistant Manager and has since progressed to leading two significant initiatives: the National Education Consortium and GIFT University, as a Director. Throughout his career, he has had the privilege of collaborating with esteemed institutions such as LUMS, National Testing Service (NTS), and Amal Academy, contributing to his growth and reinforcing his commitment to the education sector. He looks forward to continuing his journey of professional development and making meaningful contributions to the field.

Fazlur Rahman

Fazlur Rahman is currently leading Global Sales & Operational Planning (S&OP) and Demand Planning for the Consumer Beauty Division of Coty at its World Headquarters based in Amsterdam. Coty is the largest fragrance company in the world.

BA

Basmah Sakrani

Basmah is a leader in the field of performance marketing. She is Group Vice President of Performance Strategy, at the ad agency Razorfish in New York City. Alongside, she continues to write and was recognised as the Veasna So Scholar of Fiction this year by The Adroit Journal.

MS

Muhammad Moeenuddin

After a near-death experience, Muhammad has gained a new perspective on life. While seeking employment, he is eager to share his knowledge and give back to the community. He has been transformed by his health journey and now prioritise making a positive impact. He is excited to connect with others, share insights, and contribute to meaningful endeavours.

MBA

Muhammad Baibras

Currently based in Islamabad and working at Jazz as Head of Channel Strategy and Performance.

2013

BSc

Sannan Ijaz

Sannan is currently working as an Independent Consultant in the space of Customer Success where he advises various organisations how to scale engagements across their customer base. LUMS allowed him to develop and nurture a diverse skill-set which was useful in the Australian tech market. After LUMS, he got chances to work in a few Fortune 500 companies, like IBM and Microsoft. He also works with various smaller and medium sized enterprises to increase productivity and scalability across their customers, which is one of the major revenue drivers.

Asif Bahader

Hailing from an underdeveloped region in Mardan district, he studied at LUMS on financial aid and passed the CSS exams. He now serves the public as a senior police officer in KPK. LUMS has truly been a major transformative factor in his career.

2014**BSc****Munaf Qazi**

A decade on, and the lessons learned, friendships forged, and dreams ignited at LUMS still burn bright! Thank you for shaping my journey and empowering my future.

Obaid Khan

After graduating with a BSc (Hons.) in Economics, Obaid secured a Fulbright Scholarship to pursue and complete his Master's degree in International Development Studies from the George Washington University. After an enriching experience in the USA with organisations like the World Bank and Humanitas Global, Obaid returned to Pakistan to work for a digital immunization registry programme (with CCTs) in rural Sindh. Following this experience, he briefly consulted at DAI for a USAID-funded project. Obaid then worked as a Social Sector Advisor for the Planning & Development Department (Govt. of Sindh) for over five years. He is now working as a Technical Advisor for ThinkWell Global (an international health systems organisation focused on health financing). In retrospect, Obaid is grateful for the wonderful opportunities provided at LUMS, which served as a launching pad for him in both academic and professional pursuits.

2015**BSc****Mohammad Usman Mirza**

It's always a great joy to find your LUMS batchmates in different parts of the world working for the same company as you. Recently, in a virtual Pakistanis catchup at Google where Usman works, he found a batchmate of his from 2015! Goes to show how LUMS graduates are in brilliant places all over the world - one was in the US and the other in Ireland!

Mariam Ibrahim

As part of the Union for International Cancer Control's Cancer Advocates Programme, Mariam has been selected for a scholarship to attend the World Cancer Congress in Geneva this year. Initially, she did not apply for the scholarship because she could not imagine herself going. She randomly discussed the opportunity and there was one man from her organisation who asked her a simple question: why not? His opinion was supported by others in the leadership. She applied and ended up getting the scholarship. The episode

made her think about women and their self-imposed restrictions, as well as the role of leadership in any organisation. She would like to take this opportunity to appreciate all those in the position of power who try to promote women's empowerment and gender equity. It is not just about believing that women are equal but about acknowledging that they may have unique challenges and trying to address that.

Zaid Saeed Khan

Zaid finished his PhD in Transportation Systems from New York University and joined SDSB LUMS as a Tenure Track Assistant Professor.

BA-LL.B**Haseeb Ahsan Javed**

After graduation, and working with a law firm for some time, Haseeb started his own solo legal practice with the name "Haseeb Ahsan Javed Law Associates". As its managing partner, he has been working as an advisor to a number of development projects of Government of Punjab in addition to private entities and organisations. He has also drafted and worked on a number of legislations relating to health sector in Punjab. He believes that LUMS has groomed him to stand out in his profession and mark his presence in this vast field of law.

EMBA**Usman Khan**

Usman's work week keeps him busy Sunday till Friday, engaging SAP enterprise customers from key accounts, large telcos, FSIs, public sector and strategic mid-market growth sector. In the past year, his assignment at SAP has evolved to include the Kingdom of Bahrain, a territory he has fond memories of managing while working at SAS institute, based out of Saudi Arabia. This time though, he is managing the rapidly growing mid-market segment and has had a great learning experience engaging with family enterprises and fast growth companies in retail, construction, petrochemicals, manufacturing etc. It's a terrific learning experience, engaging a diverse customer base and speaking with so many nationalities and stakeholders within a workday. His EMBA training comes handy, to manage divergent viewpoints, learning to appreciate various perspectives and channeling discussions to a common goal; reminds him of the case method discourse at SDSB.

2016**BSc****Shahrukh Swati**

After graduating from LUMS, Shahrukh co-founded Nearpeer, where he recently launched an AI-powered solution for subjective exam assessments for the FBISE. This innovative tool enhances grading accuracy and efficiency, reducing costs and promoting transparency in the education system, impacting 5 lac students in 2024. It's a major step towards modernising educational assessments and providing high-quality, affordable education to students across Pakistan.

Muhammad Abbas Reza

Abbas is currently building his career in supply chain management at Unilever, where he currently serves as a Manufacturing Operations Manager in the Ice Cream category. He completed the Unilever Future Leaders Program (UFLP) in Supply Chain and has since taken on several key roles within Unilever Pakistan. He completed his BS Electrical Engineering from LUMS with an excellent academic record. Being a One Young World Ambassador, he also possesses valuable work experience in several avenues including FMCG Supply Chain, Sustainability, Projects within FMCGs and multiple social work organizations.

Muhammad Hammad Mazhar

Hammad completed his PhD at the University of Iowa in December 2023, and is now an Assistant Professor of Computer Science at the University of Northern Colorado. At UNC, he is excited to develop the new CS major programme and also add a Cybersecurity emphasis in the major. These have been exciting times, but also challenging as a new professor.

2017**BSc****Zoraiz Riaz Syed**

Zoraiz runs Health Warriors Foundation which stems from Corona Recovered Warriors group, for which he was given "Pride of Pakistan" by ISPR on March 23, 2024 and was also selected as Ambassador of the Year 2023 by Shaukat Khanum Hospital as their best fundraiser. He is helping patients of cancer, dialysis, liver and all other domains who need fundraising through his Facebook group which has 329K followers.

BA-LL.B**Omer Aamir**

Graduated from Georgetown University and returned to Pakistan to join the position of Senior Research Associate at the policy think tank that he was employed at.

EMBA**Yasir Ahmed**

The story starts about 24 years back when Yasir got admission in the MS EE programme at Virginia Tech USA. Here he got a scholarship from the world renowned Mobile and Portable Radio Group and also worked as an RA. Later on, he went to California to work for the ASIC Systems Test Group at Qualcomm. This gave him deep insight into the workings of Wireless Communication Systems and culminated in a book published by Springer Nature last year.

2018**BSc****Sharjeel Shahab**

As an NOP scholar hailing from a small town in the outskirts of Sheikhpura, Sharjeel has now started his own venture by the name of Lemon Leads and has recently raised a pre-seed fund from a French Investment Fund. The goal is to empower the Pakistani IT Sector by becoming a Lead Generation and Sales Platform that brings in software projects. Overall, Lemon Leads has helped companies generate over USD 10 million in revenue. He has placed over 400 engineers on the software projects through Lemon Leads and aims to curb poverty by providing more jobs to our software engineers and building the Pakistani IT industry, the fastest growing IT exporter in the region.

Sonan Memon

Sonan has been accepted in the PhD Economics programme at the University of Oregon, USA.

Afnaan Qayyum

He completed his master's in public policy from UT Austin last year and is now joining the UK Civil Service as a Policy Advisor in the Ministry of Justice.

Iqra Nadeem

Pursuing her MBA at MIT Sloan School of Management.

BA**Sanauallah Khan**

Successfully finished a PhD in anthropology focusing on global health from Johns Hopkins University. Went on to teach at Brandeis University. Current, an assistant professor of medical anthropology at the University of Akron in Ohio.

MBA**Muhammad Sannan**

Living the good life in Islamabad, working in the Telecom sector and attempting to build competency on Python language. Also, have recently developed an interest in Climate initiatives so like-minded individuals feel free to reach out!

2019**BSc****Azaan Kazmi**

It's been 5 years since Azaan graduated and he clearly remembers the last days with the recruitment-drives and Masters-applications. He had a different path; which was to eventually start his own venture in an industry he had been observing for years. Being determined, he spent 2 years gaining industry experience before taking the leap and then creating a success story out of his startup. It was not just the education at LUMS but his learnings beyond the scope of academics that empowered him to think differently and aim big.

Sheikh Faizan-ul-Haque

Faizan has been involved in the family textile business for some time now, focusing on the strategic side of operations. While he hasn't been able to stay in touch with all his batchmates as much as he'd like, he's looking forward to reconnecting with everyone at the reunion!

Muhammad Baha Ud Din

Muhammad Baha Ud Din has been making strides since graduation. He launched a home textile eCommerce brand, Tulips, in 2021, which has seen exponential growth and is now expanding globally. Muhammad credits his success to his time at LUMS, saying it has greatly enhanced his business acumen and decision-making. He is excited and satisfied with his career path and grateful for the LUMS experience.

Syed Aal E Raza Jafri

Relocated to Estonia in 2022 for a new role with Bolt, focusing on expanding technical expertise in Data Analytics. The move has been both a professional and

personal adventure, allowing for international travel across Europe, while furthering skills in analytics and leadership. When not working, he enjoys exploring different cultures and sights. Feel free to reach out if you're in the area!

Talha Madni

This year Talha started a graduate programme in peace and conflict studies as a Fulbright scholar. He intends to come back to Pakistan and improve the state of human security and peace in the country.

BA-LL.B**Noor Zafar**

Working as a litigator in Multan after completing her Masters from Notre Dame law school. First ever LUMS grad to be practicing law in Multan and appearing before district courts and high court Multan.

MS**Muhammad Zeeshan Sardar**

Zeeshan has embarked on an exciting journey in robotics and AI. Currently a Senior Researcher at Irish Manufacturing Research in Dublin, Zeeshan leads vision and motion planning for automated welding robots. Previously, he led the AI-based robot development at Xavor Corp. and authored papers on robot learning. Zeeshan's global career spans from Pakistan to Saudi Arabia and now Ireland, where he continues to push the boundaries of AI and robotics.

2020**BSc****Shershah Hassan**

Graduating from LUMS in 2020 with a focus on Accounting and Finance laid the foundation for Shersha's entrepreneurial journey. As the founder of KalPay, he has dedicated himself to providing Shariah-compliant financial solutions, impacting over 20,000 families across Pakistan. LUMS equipped him with the tools and vision to create meaningful change in the fintech landscape.

Raza Abidi

Raza was a part of the first graduating class after Covid hit. They were uncertain and unsure of what the future held. Among hiring freezes and deteriorating economic situation, it all seemed doomed. To his surprise, 4 years later, he finds himself living in Dublin working in the Audit department of Grant Thornton Ireland auditing major financial services clients with international presence.

Salman Noor

Salman works as a Senior Operational Policy Analyst for the Saskatchewan Housing Corporation, Ministry of Social Services, Government of Saskatchewan. His role involves preparing responses to government, public, and tenant inquiries by collaborating with experts to craft letters, briefing notes, and other essential documents. He also contributes to the development of new housing programmes and initiatives. The work ethics and discipline he practiced at LUMS has been instrumental in shaping his professional journey and success today.

Zubda Hameed

After receiving a Fulbright for a Masters in Public Administration from the University of Washington, Zubda is now serving as Assistant Commissioner Inland Revenue in Pakistan. Her focus is on applying insights from the Finance Commission in Washington to improve our country's fiscal policies. This journey, bridging global best practices with local governance, has been challenging yet rewarding. LUMS was the launching pad for the successful path she is on today!

Syed Wajeesh Haider

Wajeesh co-founded Pattern Technologies in 2022, a food and beverage-focused software as a service (SaaS) start-up. Backed by leading local and international venture capitalists, including Deosai VC, Accelerating Asia in Singapore, and other strategic investors from across the globe, Pattern Technologies is making strides in the industry. The platform is currently powering over 300 brands globally across the GCC and Africa regions. They are committed to transforming the online ordering experience for food and beverage brands, helping them reach more customers and grow their businesses. Looking forward to connecting with fellow alumni and sharing more about this journey!

Muhammad Ali Irfan

Ali has successfully completed his Chartered Accountancy qualification from the Institute of Chartered Accountants of Pakistan (ICAP). This journey was both challenging and rewarding, filled with rigorous exams and invaluable practical experiences. The support of mentors, peers, and family kept him going through countless hours of study and work. He is now eager to apply his knowledge to real-world financial challenges and contribute to the field. He looks forward to

staying connected with the LUMS alumni community!

BS**Taimoor Ali**

Coming from an NOP background, secured a Software Engineering role at Microsoft. Currently working in the Microsoft Copilot Studio Team.

MPhil**Tahira Parveen**

After graduating from LUMS, Tahira previously worked as an Academic Manager at Elysian Education System, overseeing curriculum reviews, teacher assessments, course accreditation, school reports, meetings, admissions, policy-making, staff training, and quality education. She resigned when she moved to Islamabad. Currently, she is a Global Academic Manager at *Our Aim Foundation*, managing sub-projects such as the "Adopt a Child" programmes, "Awareness in Mind" initiatives, school programmes, scholarships, and women empowerment initiatives.

PhD**Muhammad Haider Farooq Khan**

Haider completed his PhD in Biology from the Department of Life Sciences at LUMS in 2020. His journey has been unconventional, and he hopes it serves as an inspiration to current students and fellow graduates who are navigating their own paths. After completing his PhD, he faced the challenge of limited opportunities in Pakistan's BioTech sector, coupled with financial constraints. All of his peers chose to pursue research opportunities abroad or seek academic positions. However, his aspiration was to contribute meaningfully within Pakistan's industrial landscape. He decided to start his career as a "Junior" Business Analyst at Soliton Technologies, a Pakistani digital product-based healthcare IT company. This role might seem unconventional for someone with a PhD, but it was a strategic move to integrate himself into the industry. Thanks to the invaluable training he received and the ability to work hard, he was promoted to lead a diverse team comprising a medical doctor, two bioinformaticians, two pharmacists, and a medical lab technologist within just three months. This achievement was not only the result of his efforts but also the support of mentors. After gaining significant experience as a team lead in clinical support at Soliton Technologies, he transitioned to a Senior Scientist role at Formulatrix, an internationally renowned manufacturer of automation instruments for life sciences laboratories.

Within six months, his contributions were recognised, and he was promoted to Support Manager. In this new role, he led a team of scientists and engineers to help scientists globally in utilizing our instruments to advance their research. As he looks back on his journey, he is grateful for the opportunities and support that have shaped his career. He is excited about the future and the possibilities it holds. To current LUMS students and alumni, he encourages you to be open to unconventional paths and to pursue something meaningful. Sometimes, taking the road less traveled can lead to the most rewarding destinations. Let us continue to support one another and strive to make a significant impact in our fields and beyond.

2021**BSc****Alishba Ashraf Rai**

After graduating from LUMS in 2021 with High Distinction in Joint Major BSc Honours Economics and Mathematics, Alishba sat for the CSS Examination. With only a 2% passing rate, it was Tawakkul more than anything that drove her. She sat for her first attempt in 2022 which, she could not clear. However, she did not lose her determination. With only 2 months to give the second attempt, she gave it her all and cleared CSS 2023. Subsequently, she got allocation in Inland Revenue Service (81st merit position).

Bareha Naqvi

Has 2.5 years of work experience as a UNDP consultant and with Oxford Policy Management, a development consulting firm. Bareha was also awarded a Fulbright Scholarship to pursue a Masters in Public Policy and Administration at UMass, Amherst. Additionally, she was awarded the Civic Action Project's Summer Fellowship. Former Massachusetts State Senators have been alums among other notable alumni. Moreover, she was awarded the first prize at the Richard Beinecke Best Capstone Competition 2024 hosted by Suffolk University for presenting her research.

Muhammad Uzair Butt

LUMS sets you up for success, within and out of Pakistan. Moving to the US was a big step in Uzair's life and he believes the grooming and training provided at LUMS made his graduate studies fly by. Proud to be an alum, whose car in Boston has the LUMS sticker on the rear window.

MS**Shehryar Malik**

Shehryar founded his AI software development company, which has now grown to 25 team members. They specialise in delivering cutting-edge AI solutions for businesses across various industries, helping them adopt advanced technologies for growth and innovation. The journey has been challenging yet rewarding, and he is excited to continue expanding their impact.

Arsal Abbas

Arsal is now a senior team lead in Quality Assurance department.

MPhil**Zareena Qureshi**

Zareena graduated with the degree an MPhil in Educational Leadership and Management from the School of Education at LUMS in 2021 and is moving ahead with life. Whenever she visits academic institutions and organisations, she receives a lot of respect because she has graduated from LUMS and is grateful for the life-changing educational experiences. Currently, she is working as a Research Associate with faculty in the Education department at the Institute of Business Management, Karachi.

EMBA**Zehra Rizvi**

After completing her EMBA, Zehra's career took a significant leap, leading her to the role of HR Director across the US, EMEA, APAC, and other global regions at IDR. The exposure and knowledge she gained during the programme empowered her to play a pivotal role in policy-making, hiring, procurement, and strategic initiatives. This has included setting up and managing offices worldwide, with our global expansion continuing successfully. The journey has been incredibly rewarding, and she looks forward to the challenges and opportunities ahead.

Muhammad Touqeer

With a dual Master's in Electrical Engineering and Business, completed alongside a full-time career, Touqeer has successfully led both Project and O&M functions in the power sector. His global experience spans 10 countries, enriching his understanding of energy markets and renewable innovation. Currently, he is mastering AI to bring transformative solutions to the energy industry, where he has already made impactful contributions. His journey reflects a commitment

to continuous growth, blending technical expertise with leadership.

2022**BSc****Ali Haider**

Reflecting on his time at LUMS, Ali fondly remembers the vibrant campus life, friendships, and enriching experiences. Especially the finance courses at SDSB were particularly impactful, equipping him with the knowledge and skills that have been instrumental in his career. Today, he is proud to be working at a leading investment management firm in Germany, and he owes much of his success to the solid foundation he built at LUMS.

Tanveer Saleem

Tanveer has a simple message: "I just want to say to you that never give up on your dreams easily. Try hard to achieve your goals and always give your hundred and cent per cent to the things that really matter to you. With hardwork, persistence, and a little bit of luck, you can accomplish anything you desire. I'm not saying this randomly—it's based on my personal experience. For instance, I got into LUMS on my second attempt. I failed in my first two semesters and got dropped out of the programme. Then, I was able to graduate from LUMS with my batchmates. After graduation, I did not land my dream job; it took me a year to find a suitable. To cut it short, I am currently on a fully funded master's programme in the Netherlands. I'd just say, do not quit and keep going, even steady and slowly."

Muhammad Jamshaid Mushtaq

Jamshaid recently cleared CSS-2023, and got allocated to the Foreign Service of Pakistan (FSP) by virtue of standing at the 13th merit position all over Pakistan. The next stage in his life's journey is the training phase, about to commence in a few days in the 52nd CTP at Walton, Civil Services Academy Lahore. His studies at LUMS provided him with the resilience and determination to endure the long and challenging journey toward achieving his ultimate goal. He aspires to grow into an outstanding diplomat for Pakistan, ready to serve in its hour of need.

BA-LL.B**Muhammad Umar Arif**

Umar is pursuing an LL.M at York University's Osgoode Hall Law School, one of the most prestigious law schools in Canada. After graduating from LUMS,

he practiced Tax Law, and the research, drafting and analytical skills he developed at LUMS have been instrumental in helping him achieve favourable outcomes for his clients in various forums, in over 30 cases.

MSc**Mahjabeen Tauqir**

Mahjabeen says, "LUMS was truly the place where I not only learned in the classroom but also generally through interactions with colleagues and professors. It was a journey filled with many ups and downs and I would say I turned out to be resilient and consistent in the face of challenges and more confident in life. LUMS helped me achieve a path I had just sketched out for myself and inspired me to keep dreaming and achieving slowly but surely."

Humzah Haroon

Founded FBS - Furnishings by Sol. At FBS, we aim to preserve the traditional art of Rattan/Cane furniture in Pakistan. The company was founded to highlight the cultural significance of our furniture and to give opportunity to talented artisans specialising in this unique craft. Their commitment to preserving these time-honoured styles is evident in every piece they make!

MS**Arwa Farrukh**

Postdoctoral Research Fellow at the University College London, UK.

PhD**Amina Farooq**

Postdoctoral Research Fellow at the University College London, UK.

2023**BSc****Sardar Muhammed Ahmad**

Life after LUMS has been a journey of growth, discovery, and new horizons. Each step has brought its own set of challenges and triumphs, fuelling a deeper passion for making a meaningful impact. The experiences and connections forged at LUMS continue to inspire and guide Ahmad. Grateful for the foundation built and excited for the future that lies ahead.

Noor Us Sahar

Noor is currently doing a dual degree in MSc Economics and Business Administration from the Norwegian School of Economics, in conjunction with her MSc in International Business from Ivey Business School in the University of Western Ontario.

Zainab Shahid

Zainab says, “I’ve always believed in the power of authentic connections. In a world where everyone is just a click away, I saw an incredible opportunity as a way to bridge the gap between amazing brands and their perfect audience. I envisioned a space where stories aren’t just told; they resonate and inspire action. That is the heartbeat of social media, and let’s face it, it’s the modern-day campfire where people gather and stories unfold. But here’s the catch: not everyone knows how to harness this power. There are entrepreneurs with incredible stories and world-changing ideas, but they’re like secret recipes locked away in a vault. That’s where we come in. Our mission? To be the storytellers of this digital age. We are here to help businesses not just market, but connect; to translate their passion into a language that their audience not only understands but loves. We’re here to turn posts into conversations, likes into relationships, and followers into loyal customers. We are here to make social media not just a tool, but a genuine extension of a brand’s voice and values. In simple terms: we’re in the business of making connections that count, stories that stick, and helping both brands and their audience thrive together in this digital world. That is why I started my own creative agency.”

Momina Majid

Got my first job after graduation at PepsiCo International.

BA-LL.B**Sameen Ahmed**

Learning how to ensure regulatory compliances of companies with the SECP in Pakistan.

MS**Rafi Khattak**

LUMS empowered Rafi to tackle complex healthcare challenges. Since graduating, he has been instrumental in shaping the Khyber Pakhtunkhwa Health Department’s Primary Healthcare reforms. His work on improving the health system by expanding access to quality care, especially in underserved areas has been pivotal in creating value, improving patient outcomes and reducing MMR. It’s incredibly fulfilling to see our innovative efforts improve the lives of countless people.

Faizan Mohsin

Faizan’s Accounting with Data Analytics has been instrumental in his role as

Senior Relationship Manager at Meezan Bank. The programme’s emphasis on data-driven decision-making, financial analysis, and technical skills has enabled him to excel. He can analyse complex financial data, identify trends, and provide actionable insights, building strong client relationships and driving business growth. The programme’s strong foundation in accounting and data analysis has been a game-changer in his career.

Nabeel Mustafa

Nabeel was the only in his town who was accepted at LUMS. In 2022, he was a Teaching Assistant for the Math department and an instructor for NOP and the CBSxTCF programme at LUMS. He actively contributed to over 15 volunteer events, enriching his experience. While pursuing his Master’s, he joined Simplitaught as Content Curator, where he has now been working for nearly three years. LUMS’ dedication to providing high-quality education has helped shape his career and personal growth.

MPhil**Nosheen Hsaan**

Nosheen pursued her MPhil in Education Leadership and Management while leading the Mathematics department at TCS Head Office. This dual role allowed her to integrate theoretical knowledge with practical experience. She now applies the knowledge gained from LUMS in school effectiveness, development leadership, and comparative education as a school leader. She is grateful for the strong foundation laid during her time at LUMS.

Ayesha Khan

Ayesha says, “Every chance life throws at us, there are a million opportunities in that, it’s on how we hold it and make way. This year life threw such a chance at me and I took a risk on it, my first own business. I started the 2nd Kumon franchise in Karachi this year and it has been an absolutely amazing start! Last year when I was at LUMS for my MPhil, I knew I had to do bigger things for the education system in Pakistan and this is just the start of that. Hoping we all make greater impact through the ripples that we create.”

EMBA**Gohar Khan**

Gohar joined the Supply Chain Manager role at the Packages group in July 2024. This new role is a significant milestone in his career, made possible by the strategic insights and leadership skills he gained

through his EMBA. The programme has been instrumental in preparing him for this opportunity.

Abdul Hannan

Hannan says, “When I think of being a LUMS alum, I feel a deep sense of achievement in my professional career. The EMBA programme at LUMS provided me with invaluable practical knowledge, which continues to shape my growth. I’m still learning, evolving, and seizing new opportunities, building on the solid foundation I gained during my time there.”

Adeel Zaidi

Adeel says, “Pursuing the EMBA programme at LUMS was a pivotal step in advancing my career within my organisation.. Previously, I held a mid-tier leadership role, heading the business department focused on Pakistan’s oil and gas sector sales. After experiencing a few years of stagnation in my position, I recognized that enhancing my skills and decision-making abilities was essential to achieving a Vice President role.

The comprehensive journey through the EMBA programme provided me with in-depth knowledge of various financial models and tools. Following the completion of the EMBA programme, I was promoted to Vice President of Sales & Marketing within my organisation, with an expanded role that now includes overseeing sales, proposals, digitalization, and marketing departments, as well as spearheading regional growth initiatives in the Southeast Asia region.

2024**BSc****Huzaiifa Rashid**

Right after graduating from LUMS, Huzaiifa started his Master’s in Innovation Management and Entrepreneurship at Brown University (an Ivy league). With a semester at Harvard, a Silicon Valley trip, and a mandatory internship all in one year, he is looking forward to find out what the future has in store for him.

Daim Sajid

Coming from a background where opportunities were limited, and being the first in his family to attend university, Daim’s journey to LUMS was not just about academics but about breaking barriers. Moving to a new city, he embraced the challenges head-on, pushing beyond his comfort zone. He immersed himself fully

in the experience, seizing every opportunity to grow and make a difference.

Mohsin Hafeez

During his undergrad, Mohsin did a lot of research on Blockchain and Distributed Systems. Infact, he did his senior year project on Crypto Arbitrage and its implications on financial markets. Luckily, that paper got accepted in IEEE BCCA'24 edition and he will be presenting that paper to a wider audience in Dubai.

Muhammad Maisem Syed

Maisem is now working at Standard Chartered Pakistan. He believes LUMS and its environment enabled him and his peers to stand out and shine. He thinks the key to fully unlock your potential at LUMS is to talk to people, embrace and appreciate differences and form meaningful friendships and connections. One bad grade is just another opportunity to improve and learn.

Anas Bilal

Anas says, "I wouldn't recommend anyone take as many courses as I did so you can finish your degree on time, but I wouldn't trade my six years at LUMS for anything. LUMS is a magical place that accepts everyone and shapes them into their best selves. If you ever feel vulnerable, just talk to your teachers, and they will provide the support you need. The HSS faculty is a personal favourite."

BA-LL.B

Muhammad Mohad Zulfiqar

Admitted to the BCL at Oxford, one of the most prestigious and selective post graduate law degrees in the world. Additionally, awarded an Oxford Pakistan Programme (OPP) scholarship for the programme. The only Pakistani to be admitted to the BCL with a local LL.B in almost two decades, and naturally the first one from the Law School at LUMS.

Maryam Asad

Maryam secured approximately \$5000 funding for a community project called "Building Future Behind Bar" from International Research and Exchanges Board (IREX) and the US Department of States, along with the association of Global UGRAD and Pakistan-US Alumni Network (PUAN). This project aimed to provide psychological, social, and entrepreneurial training to former prisoners to help them reintegrate into society. It was a three-day extensive training where former prisoners from Lahore and Sahiwal

were given sessions by experts in their field on topics related to mental health, legal rights, storytelling, use of social media, CV making, and job hunting.

MSc

Muhammad Faisal Haroon

After a 10-year gap in his academic journey, pursuing an MSc in Supply Chain and Retail Management has opened doors to exciting new opportunities for Faisal. This degree played a pivotal role in helping him secure the position of Head of Procurement at Devsinc, a leading software house in Pakistan.

Mohsin Ali Tanvir

A tech enthusiast on his journey to create a tech company at par with the best companies of the world, Cloftech. On this journey to create this software organisation and staying back in the country despite the odds.

MS

Memona Zafar

Memona is now a PhD student at Texas A&M University, USA.

Abu Sufyan

Abu Sufyan applied to USA for a PhD degree and secured admission in two universities there. However, he was unable to travel this year so had them deferred. Meanwhile, he is working as an IB, DP Chemistry instructor at TNS Beaconhouse, DHA, Lahore. He would not be where he is without LUMS and the expert guidance of Ms. Ayesha from CSO.

Daniyal Aslam

After completing his Masters in Technology Management & Entrepreneurship, Daniyal co-founded a start-up called Mint Source and they have successfully hired over 30 resources who are currently working for international marketing agencies.

Muhammad Hamza Fayyaz

Since graduating with an MS in Business and Public Policy from LUMS in 2024, Hamza has been actively engaged in gender advocacy and policy research. At the National Commission on the Status of Women, he contributed to the report 'Women's Vulnerability to Climate Change in Pakistan' and is coordinating the rollout of the Women's Agenda on 10 key areas in collaboration with the UN development Organisations. He is eager to expand his impact in transforming pub-

lic policy and advancing global development initiatives.

Nimra Afzal

Nimra says, "I'm thrilled to share that I recently experienced both a personal triumph and a major career milestone. I was promoted to a managerial position, a testament to my hard work and commitment. While I recognise the increased responsibility, I'm genuinely excited about the challenges and opportunities this new role presents."

MPhil

Asia Batool

Asia thinks her time at LUMS has been profoundly impactful in shaping her educational journey. With a background in government schooling, her experience at the School of Education at LUMS was both challenging and rewarding. The programme provided her with invaluable insights into research, leadership and inclusion, guided by the expertise of Dr. Tayabba and Dr. Jessica. Their mentorship not only deepened her understanding of educational equity but also fuelled her passion for creating inclusive learning environments. The knowledge and experiences gained at SOE continue to inspire and drive her commitment to educational excellence.

Farwah

Farwah today proudly serves as a Training Specialist at the Ali Institute of Education, applying the knowledge and insights gained from SOE to shape future educators of Pakistan.

EMBA

Owais Zahir

Owais has moved to Sulaymaniyah, Kurdistan Region of Iraq. He aims to contribute his expertise in renewable energy to the region and actively participate in the industry's growth. He has started to learn Arabic and make basic conversation in Kurdish with full immersion into the culture. The city is one of the safest and the people are very nice to Pakistanis (which is unprecedented in other parts of Arab countries).

Hadi Ahmed

Hadi graduated from the University of Engineering and Technology, Lahore as a Mechanical Engineer and joined Packages Group in year 2015. He then felt the need to develop managerial skills which gave birth to an ambition and dream of joining the EMBA at LUMS which turned into reality in 2022. Two years at LUMS were of great

learning opportunities and skills and gaining knowledge, which was different from the technical skills which he had developed during his undergraduate degree and practical exposure at work. In his final module, he had the opportunity to join Kompas Pakistan, which is the second largest flexible packaging company in Pakistan as a Production Manager. Now around 400 people report to him and he is looking after the plant operations. This has been a great experience and a remarkable milestone in his career.

MBA
Ali Ammar

Ali says, "Perseverance has been my guiding principle for the last five years. While others might celebrate their triumphs. I would like to draw focus on enjoying the process. My admission to LUMS was a testament to my determination to get the best out of my journey. It took four GRE/GMAT attempts, three tries at IBA, and two at LUMS before I finally chose LUMS as my port of call. Always remember to stay focused and choose the best for yourself."

Syed Hashim Zaman

Since completing his MBA at LUMS, Hashim has been shaping Fintech solutions as a Product Manager. He has led the end-to-end product Lifecycle of SuperApps in Malaysia & Dubai, collaborating with Mastercard and relevant Governmental Bodies. His work continues to push the boundaries of digital transformation on a global scale and his journey reflects a blend of entrepreneurial spirit and innovative Fintech management. He is eager to keep contributing to meaningful projects and driving change!

Jannat Tahir

Who knew that the sleepless nights, panic-fuelled assignments, and occasional crying sessions at LUMS would turn out to be the best bootcamp for the corporate jungle? Every all-nighter and every 'I am dropping out' moment is now Jannat's secret weapon as she dodges deadlines and navigates endless meetings. It turns out, the chaos at LUMS was just a preview of real life and she is loving the plot twist!

1998, 1999, 2009

BS, MS, PhD
Numan Sheikh

Having called Lahore home his entire life, Numan has spent over 15 years teaching at various universities, and since 2018, has been at Motive as a Research Scien-

tist and Engineering Manager. When he is not managing tech projects, he is managing life at home with his wife, Rizwana and three lively "start-ups" Sophia, Abeer, and Ahmed.

1998, 2000

BSc, MBA
Aliya Khan

Elected Councillor and Shadow Cabinet member for Children & Education Services for London Borough of Hammersmith and Fulham. Head of Computer Science at Lady Margaret School.

1999, 2002

BSc, MBA
Runaas Deheem Yousaf

Runaas is based in Riyadh serving as Sr. Vice President of Saudi Tourism Authority. He heads Brand, Global Sponsorships & Partnerships, and Loyalty for Saudi Tourism. Previously he has been employed with NEOM, PIF, EMAAR, and P&G.

2001, 2006

BSc;MBA
Saad Tawwab Khan Rao

Saad is Chief Marketing Officer for Samsung Pakistan. He is board member of the SDSB Alumni Association and teaches marketing strategy at CES LUMS. Saroop is Asia Middle East Africa OnShelf Availability Leader at Procter & Gamble. They are based in Lahore with their three kids: Fatemah (13), Zaynab (8), and Muhammad (5).

2004, 2008

BSc, MBA
Ahmed Ali

Ahmed is the CEO and Managing Director for Bayer Pakistan, which is one of the largest and most dynamic MNCs operating in Pakistan. He has been recognised by 3 global organisational awards, with a proven track record of transforming businesses, building high performance teams through strategic governance and oversight. This also makes him one of the youngest and most dynamic CEOs in Pakistan and he owes this to LUMS and its fantastic faculty that built him up for this.

2008, 2021

BSc, MPhil
Mariam Durrani

Mariam is based in Karachi since 2021, heading a special education initiative for mainstream schools across Pakistan. Mariam and her husband, MBA alumnus Khurram Hussain, continue to maintain strong ties with LUMS through various forums. Mariam is also a Board Member of the SOE Alumni Association.

2009, 2013

BSc, MBA
Najam Us Saqib

This year, the MBA batch of 2013 proudly came together to launch a scholarship fund, giving back to the LUMS community that shaped our paths. Driven by gratitude and a commitment to future leaders, they are supporting the next generation of MBA students. This initiative ensures that deserving students can thrive at LUMS, just as we did. Najam and his class are excited to contribute to something that will inspire and uplift for years to come!

2010, 2012

BSc, MS
Mavra Mushtaq Ahmad

Years and pounds (the weight, no money!) have been increasing at a flying speed. Still at LUMS, Mavra is heading the Programme Enhancement Office and can truly call LUMS her second home now, having spent almost 18 years here in different capacities (woah!). Raising two little humans with full time job and a surgeon husband, life is a daily game of tag at our residence.

اللَّهُمَّ إِنَّا إِلَيْكَ رَاغِبُونَ

IN MEMORIAM



Umar Mahmood Kitchlew
(MBA 1996)



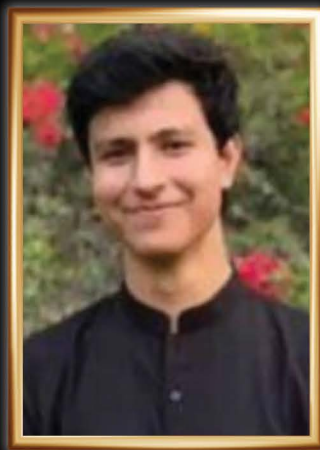
Muhammad Qasim Awan
(BSc 2014 and MBA 2021)



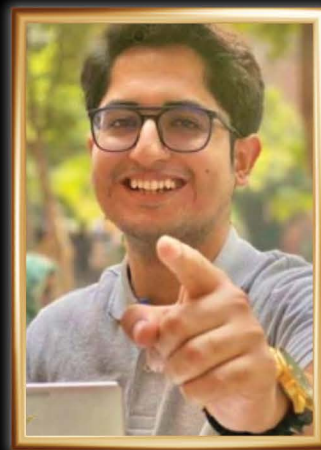
Aqsa Fatima
(MBA 2022)



Amna Khan
(MS 2021)



Abdul Hadi Khan
(BS 2025)



Muhammad Zaryab Saroya
(BSc 2025)



Editor's Note

As we close this issue of the *Annual*, centered around advocacy, I am reminded of the power of collective action and the lasting impact of individuals who stand up for what they believe in.

From the stories of student activism on campus to the inspiring achievements of our alumni driving change around the world, we at LUMS are so proud to showcase the commitment to making a difference that defines our community. It's what the LUMS story is all about.

I hope the stories you've read here inspire you to stay connected, continue advocating for the causes that matter, and contribute to the ongoing success of your alma mater.

Thank you for being an integral part of all that we do at LUMS.

Warmly,

Marwa Mohkam Sheikh



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