



PRESTON

Views

Newsletter of Preston University-Pakistan

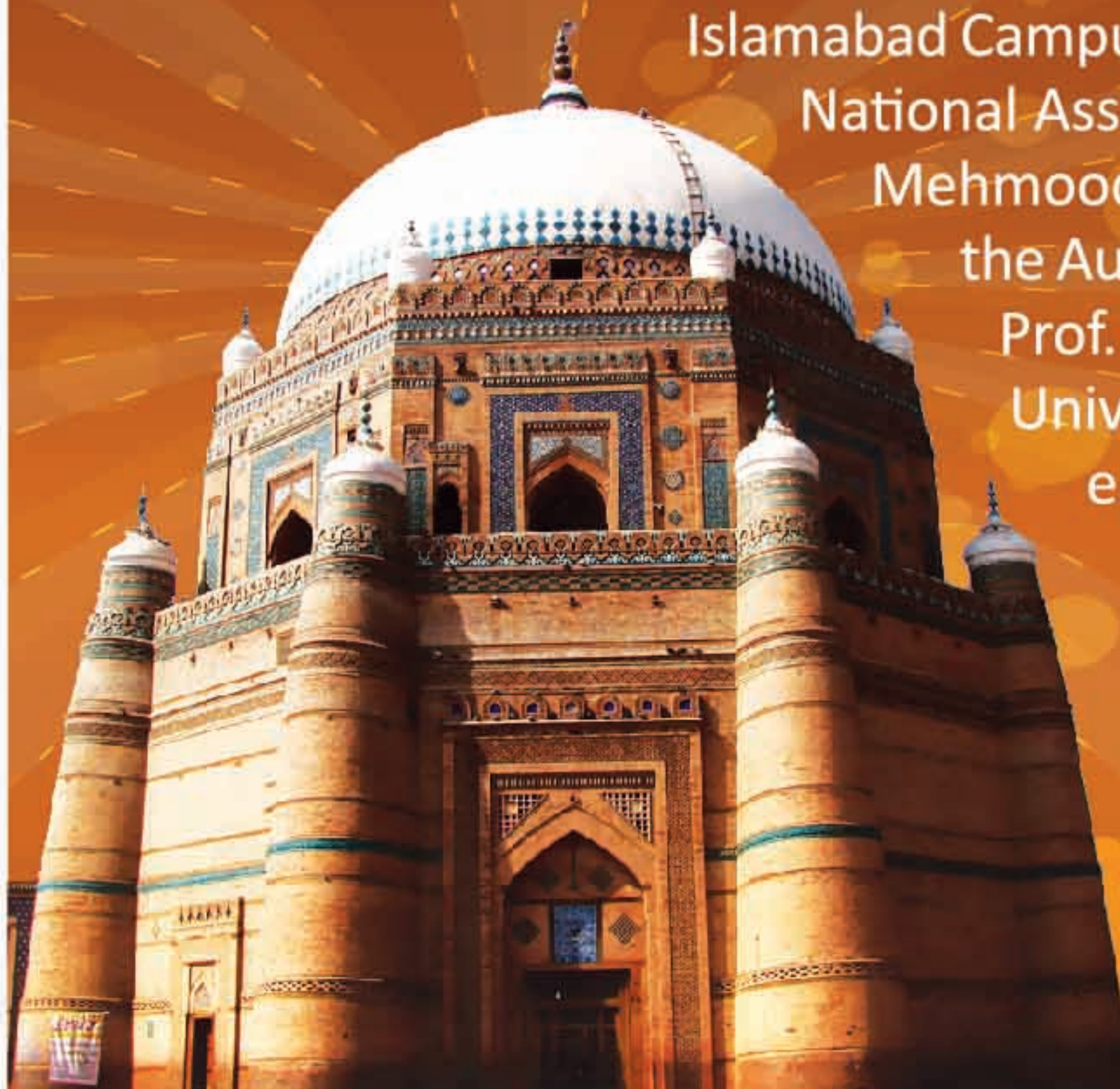
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Preston University Commemorates “700th Birth Anniversary” of Hazrat Shah Rukn-e-Alam (RA)



Preston University commemorated the ‘700th Birth Anniversary’ of Hazrat Shah Rukn-e-Alam (RA). The event which was held at the Islamabad Campus of Preston was organized in collaboration with the Archaeological and Historical Association of Pakistan. Member National Assembly (MNA), Vice Chairman Pakistan Tehreek-e-Insaf and former foreign minister of Pakistan, Makhdoom Shah Mehmood Qureshi presided over the event as Chief Guest. Eminent among the speakers who spoke on the subject were the Australian High Commissioner to Pakistan, H.E. Peter Maxwell Heyward, Dr. Abdul Basit, Chancellor Preston University, Prof. Dr. Riaz Ahmed, former DG (NIHCR), Prof. Farhat Iftikhar Gill, National Institute of Pakistan Studies, Quaid-e-Azam University, Dr. Ghazanfar Mehdi, Chairman Archaeological and Historical Association of Pakistan, and Mr. Hashim Abro, eminent broadcaster and columnist. Distinguished educationists, intellectuals, and faculty and students of Preston University participated in the seminar in large numbers.

Addressing the distinguished gathering on the occasion, Makhdoom Shah Mehmood Qureshi at the outset expressed his gratitude to the Chancellor of Preston University, Dr. Abdul Basit for arranging a round table to commemorate the 700th Birth Anniversary of Hazrat Abul Fateh Shah Rukn-e-Alam (RA), and providing him the opportunity to chair it. [▶▶ Continued on page 7](#)



Preston University, Islamabad participated in the second All Pakistan Inter-University and Inter-collegiate Quiz Competition organized by the Government College University (GCU), Lahore. The event was held in Lahore from May 13-14, 2014. GCU, one of the oldest educational institutions of Pakistan, organized the referenced mega inter-university event to commemorate 150th year of its inception. The competition was very well participated. More than 34 institutions from across Pakistan took part in it. The two-member team that represented Preston University at the competition comprised of Prestonians Humayun Shuja and Aymen Habib.

Institutions which participated in the Quiz Competition were University of Agriculture Faisalabad, GCU Faisalabad, UET Lahore, Punjab University Main Campus Lahore, King Edward Medical University Lahore, Center for Research in Microbiology Punjab University Lahore, Allama Iqbal Medical College Lahore, University of Gujrat, CECOS Peshawar, Kinnaird College Lahore, Islamia College Peshawar, Sind University Tando Jam, UCL Lahore, Services Institute of Medical Sciences Lahore, Sardar Bahadur Khan University Quetta, Preston University Islamabad, Superior College Lahore and National College, Lahore.

Prestonians Humayun Shuja and Aymen Habib grabbed second position in the All Pakistan Inter-University Quiz Competition organized by GCU, Lahore. They attained this outstanding position after a neck and neck competition with their counterparts. They were awarded a trophy and souvenir for their remarkable achievement in the competition. The award was given to them by eminent singer and social worker Ibrar-ul-Haq. The Chancellor of Preston University, Dr. Abdul Basit heartily congratulated the Preston University team on winning second position in the GCU Quiz Competition. He also commended team members Humayun Shuja and Aymen Habib for their outstanding performance in the event.

Preston University Wins 2nd Position in Inter-University and Inter-Collegiate Quiz Competition



Preston University Organizes “Entrepreneurial Challenge 2014”

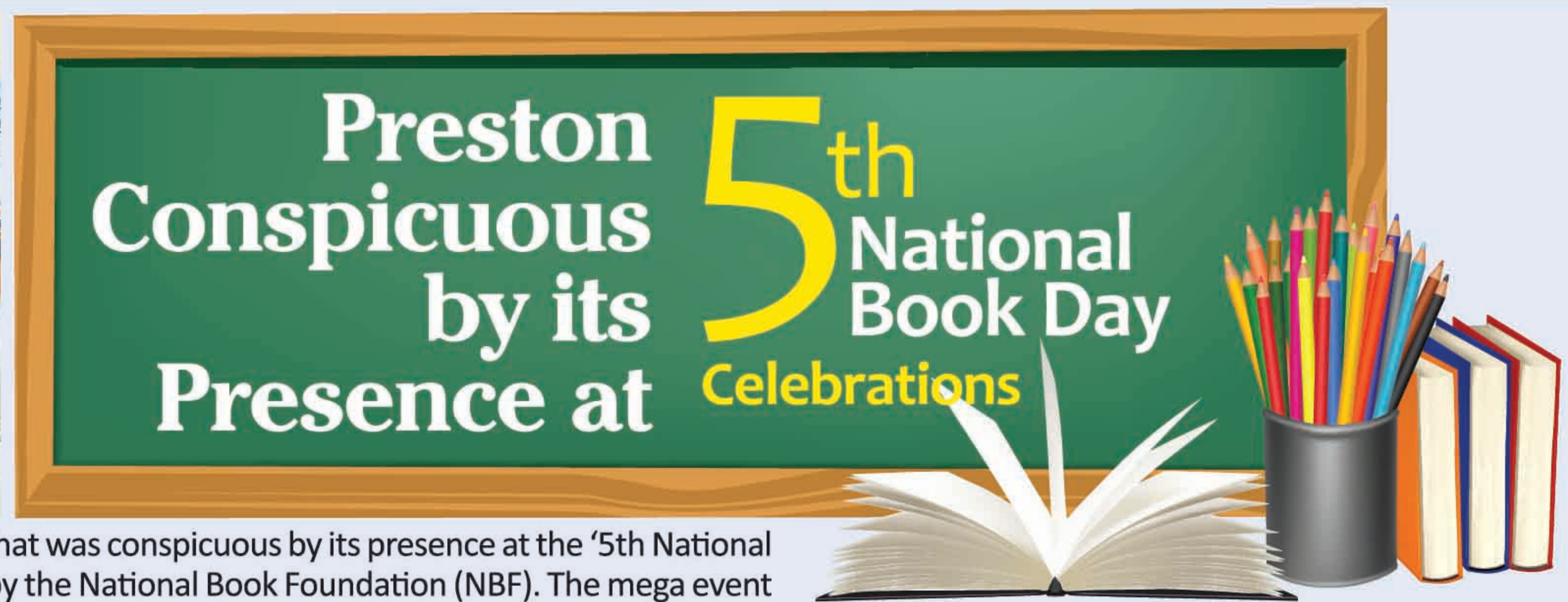


Seventy-five teams representing thirty-eight eminent universities from across the country took part in the mega event ‘PEC 14’. The teams that won first, second and third positions in the competition received attractive cash prizes of Rs.100,000, Rs.75, 000 and Rs.50, 000 respectively. In addition to cash prizes, seed money to the tune of Rs. 800,000 was also awarded to the winners for establishing their business.

Preston University organized “Preston Entrepreneurial Challenge (PEC 14)”. The referenced two-day mega inter-university competition was held at the Islamabad Campus of Preston University from April 24-25, 2014. Eminent public and private universities from across the country participated. The program encompassed Business Plan Competition, Elevator Pitch Competition, Launch Pad Competition, Business Quiz Competition, surprise activities and workshops. This competition showcased the entrepreneurial prowess of students in major areas of ICT, Healthcare, Education, Livestock and Dairy, Agriculture, Environment, Energy, Food, Chemical, Mechanical Engineering, Textile and Garments, Media and Communication, Disaster Relief, Rehabilitation and Reconstruction, Sports, Tourism etc. The organizers tagged the event with the Slogan “KHUD PEY YAQEEN”.

Universities which participated in the ‘Grand Finale’ included Quaid-e-Azam University Islamabad, Lahore College for Women University, Lahore, Preston University Islamabad, EME-NUST, Rawalpindi, SZABIST Islamabad, International Islamic University, Islamabad, IBA Sukkur, KITE Karachi, COMSATS Abbotabad, Bahauddin Zakariya University, Multan, Islamia University Bahawalpur, University of Agriculture Faisalabad, University of Gujrat Lahore Campus, Sargodha University, Institute of Space Technology, Islamabad, NUML Islamabad and others who qualified out of the total of 75 teams registered from across Pakistan.

After a hard-hitting and nail-biting competition, team ‘Plasto’ from COMSATS Abbotabad Campus lifted the coveted winners’ trophy and cash prize of Rs.100,000 beating their counterparts. Second position was grabbed by team ‘Innovation’ from IBA Sukkur. It was awarded a trophy and cash prize of Rs.75,000. The third position went to team ‘Emergineers’ from EME-NUST, Rawalpindi. It was awarded a trophy and cash prize of Rs. 50,000. [▶▶ Continued on page 7](#)



The Islamabad Campus of Preston University, Kohat was conspicuous by its presence at the ‘5th National Book Day Celebrations’ organized in Islamabad by the National Book Foundation (NBF). The mega event was held at the Pak-China Friendship Centre, Islamabad from April 22-24, 2014.

A booth of the university was set up at the venue of the festival where information and publicity materials pertaining to the academic programs being offered at undergraduate and graduate level by the university were put on display. A large number of visitors, particularly students, thronged the booth of Preston University during the 3-day event. They evinced keen interest in the academic programs being offered by the university and sought information on programs of their interest.

A “Dialogue on Human Rights” was also organized by NBF on the occasion. The referenced event was held at Pak-China Friendship Centre Auditorium on April 23, 2014. Preston University was represented at this high profile event by two of its senior faculty members Prof. Dr. Sohail Mahmood, Associate Dean & Head of the Department of International Relations and Prof. Dr. Muhammad Zubair Iqbal Ghouri, Assistant Professor (IR), Department of International Relations.

Distinguished personalities who visited the venue of the ‘5th National Book Day Celebrations’ organized by NBF also paid a visit to the booth of Preston University. They profoundly appreciated the outstanding contribution that the university has made and continues to make towards the cause of higher education in Pakistan.



Seminar on “Child Marriage and HR Violation” held at Preston Islamabad

A seminar on “Child Marriage and HR Violation” was held at Preston University, Islamabad in May 2014. The referenced seminar was organized by the Idara-e-Taleem-o-Aagahi (ITA) in collaboration with Rutgers WPF, Pakistan and Preston University. A large number of students and faculty members of Preston University and other distinguished guests participated in the seminar. The purpose of the seminar was to address and highlight the adverse effects of child marriages in Pakistan.

The seminar was conducted under Access, Service and Knowledge (ASK) program. The emphasis of the seminar was on strengthening efforts to make ‘Pakistan a Child Marriage Free Zone.’ Eminent child rights workers Memona Sarwar, Dr Azhar Naeem, Waqas Bajwa and Ghulam Mujtaba spoke on the subject, on the occasion, and shared their findings on the critical issue of child marriage with the audience. The speakers unanimously opined that child marriage is not only a crime but also the worst form of injustice to the most vulnerable segment of the society. They said, it leads to social isolation and robs the child of her fundamental right to education. Child marriage, they emphatically stated, must be prohibited and the legal age of marriage should be raised from 16 to 18. The speakers informed the participants that Pakistan is signatory to the UN Convention on the Rights of the Children which lucidly defines child marriage below the age of 18, yet the country allows marriages at age 16. The speakers who spoke on the subject emphasized that the critical issue of child marriage should be highlighted through seminars on the subject, and also through the media, so that this menace could be quickly brought to an end. They also expressed the hope that the lawmakers of the country would take immediate cognizance of this vital social issue and amend the existing child marriage laws.



Talk on “Community Service” held at Preston Karachi

Dr. Samina Ahmad, Co-Chairperson of Salman and Samina Gabol Wellness Initiative (SSGWI) and Business Manager for Junoon, based in USA, delivers talk on ‘Community Service’. Students and faculty of the university attend the event with utmost enthusiasm.



Preston University, Karachi organized a talk on ‘Community Service’. The referenced event was held at the main campus of the university in April 2014. The purpose of organizing the talk was to inculcate in the students the yearning to serve particularly the downtrodden community of the country. Dr. Samina Ahmad, Co-Chairperson of Salman and Samina Gabol Wellness Initiative (SSGWI) and Business Manager for Junoon, based in USA, was invited to deliver a talk on the subject as Guest Speaker.



In her multimedia presentation on the occasion, Dr. Samina at the outset showed the audience the vital project of constructing 40 houses that she undertook for those who were devastated by the terrible floods of 2010. This vital project, she informed, was implemented by her with financial support (donations) from the Pakistani community based in USA. Dr. Samina shared her experience of living in a village and overseeing the construction work personally. Being a doctor by profession, she said she got the opportunity to treat patients suffering from various diseases. With the help of slides she also showed the dilapidated condition of a school in the area and highlighted the efforts she made to improve education there. Dr. Samina’s presentation on community service that she undertook in the flood affected areas was extremely inspiring for the participating students. It enormously motivated them to appreciate the importance and value of community service.



In their address on the occasion, the Vice Chancellor Preston University, Karachi, Dr. Ibrahim Shah Bukhari and Director General, Dr. Aftab Lodhi thanked the distinguished Guest Speaker, Dr. Samina Ahmad for accepting the invitation of the university and delivering an inspirational talk on ‘Community Service’. They also thanked her for sharing her personal experiences in this vital area with the students and faculty of the university. Later, the Vice Chancellor presented a shield of the university to Dr. Samina Ahmad.



Prestonians Excel Yet Again!

Win second position in 'Techno Moot Business Plan Competition' organized by COMSATS Abbotabad, after a tough competition.

Prestonians yet again proved their metal in the 'Techno Moot Business Plan Competition' organized by COMSATS Abbotabad in May 2014. After a very tough fight they beat their counterparts from other participating universities to win second position in the competition and earn laurels for their university.



The Techno Moot Business Plan Competition comprised of an exciting and comprehensive Business Plan Competition. The referenced event was held at the Abbotabad Campus of Comsats. A total of 14 teams representing universities

from northern Pakistan participated in the competition. Eminent among them were Fatima Jinnah Women University (FJWU) Rawalpindi, Preston University Islamabad, Comsats Abbotabad, Islamia College and University Peshawar, COMSATS Attock, Hazara University, University of Sawabi, University of Haripur and Sarhad University. Keeping up to its remarkable tradition of excelling in challenging co-curricular activities, the students of Preston University fought their way up and stood out conspicuously in the Techno Moot Business Plan Competition. The team of Preston University 'Nature's Call' comprising of Nabila Iqbal and Naseem Farwa Kazmi unleashed their entrepreneurial skills to grab second position in the competition after a neck-and-neck fight with their counterparts from other universities. They missed the first position just by 0.06 marks. For their outstanding performance in Techno Moot Business Plan Competition, the team of Preston University was awarded a cash prize of Rs. 15,000/- and a shield. Mr. Hassan Nisar (Director Naimat Pvt. Ltd), who was the Chief Guest at the prize distribution ceremony, presented the awards to the winning teams.



Chancellor Preston University, Dr. Abdul Basit congratulated Prestonians Nabila Iqbal and Naseem Farwa Kazmi on their remarkable win at the Techno Moot Business Plan Competition organized by COMSATS Abbotabad. He also eulogized the efforts of team leader Prof. Humayun Shuja for his contribution towards building the knowledge and skills of the students in entrepreneurship development.

Preston University Represented at 6th

Asian Ministerial Conference on Disaster Risk Reduction



The 6th Asian Ministerial Conference on Disaster Risk Reduction (AMCDRR) was held in Bangkok, Thailand from June 22-26, 2014. The referenced

high-profile international conference was organized by countries in Asia in collaboration with the United Nations Office for Disaster Risk Reduction (UNISDR). Preston University was represented at the 6th AMCDRR by Prof. Dr. Allah Wadhayo Baloch, Executive Director, Disaster Research Institute (DRI) Preston University. More than 2,500 participants from over 150 eminent countries of Asia participated in the conference. Preston University was perhaps the only organization from the public and private sector of Pakistan to have participated in the conference. The university was provided a booth at the venue of the conference where publicity materials and literature pertinent to its research and academic pursuits were conspicuously displayed and disseminated.



The Asian Ministerial Conference for Disaster Risk Reduction (AMCDRR) is a biennial conference in the Asian region to ensure political and stakeholder's commitment towards Disaster Risk Reduction implementation. Five AMCDRR conferences have been organized by countries in Asia in collaboration with the United Nations Office for Disaster Risk Reduction (UNISDR) since 2005. Previous hosts were Beijing, People's Republic of China (2005); New Delhi, Republic of India (2007); Kuala Lumpur, Malaysia (2008); Incheon, Republic of Korea (2010); and Yogyakarta, Republic of Indonesia (2012). The 6th AMCDRR is the final regional inter-governmental meeting in Asia before the completion of the Hyogo Framework for Action 2005-15, in January 2015, and the 3rd World Conference on Disaster Risk Reduction (WCDRR) in March 2015.

Preston Karachi Introduces EMBA & MBA Programs in Supply Chain Management



Preston University, Karachi has launched EMBA & MBA programs in Supply Chain Management. To introduce these two new programs to the prospective students an Information Seminar was organized at the main campus of the university in June 2014. Eminent Industrialists of Karachi were invited to speak on the subject of Supply Chain Management. The industrialists who made enlightening presentations on the topic were Mirza Mohsin Baig, a certified Supply Chain Professional and Senior Manager Procurement at General Tyres, Karachi, Mr. Salman from Dawlance Group of Companies and an expert in Supply Chain Management and Mr. Qaiser Alam, President of Aramshop Pakistan Ltd., and a Supply Change Management Specialist.



Speaking on the occasion all the speakers highlighted the importance of Supply Chain Management in the context of businesses. Explaining the participants what Supply Change Management was all about, they said if a particular company makes a product from parts purchased from suppliers, and those products are sold to customers, then it has a supply chain. Some supply chains, they maintained, are simple, while others are rather complicated. They said that complexity of the supply chain will vary with the size of the business and the intricacy and numbers of items that are manufactured. Highlighting the elements of the Supply Chain, the speakers said that a simple

supply chain is made up of several elements that are linked by the movement of products along it. The supply chain starts and ends with the customer, they emphasized.



Earlier, in his welcome address Dr. Aftab Lodhi, Director General Preston University, Karachi warmly welcomed the honorable speakers and expressed his gratitude to them for sparing their precious time and speaking on an important topic such as Supply Chain Management. In her concluding remarks, Dr. Nilofer Shaikh, Vice Chancellor Preston University, Karachi profoundly thanked the speakers for their enlightening presentations on Supply Chain Management. She said their presentations on the topic were truly informative and must have further augmented the knowledge of the students of the university on the subject.

The Board of Advanced Studies and Research (BASAR) of Preston University held its 56th meeting in Islamabad in May 2014. Prof. Dr. Muhammad Anwar Hassan, Vice Chancellor Preston University, Kohat and Chairman BASAR chaired the referenced meeting. Members of BASAR were in attendance. The meeting began with recitation from the Holy Quran. The Chair then extended a warm welcome to the members of the Board to the meeting. He expressed his sincere gratitude to them for their valuable presence. Later, he declared the 56th meeting of the Board open.

Board of Advanced Studies & Research (BASAR) holds

56th Meeting

The meeting commenced with the permission of the Chair. The Chair asked Secretary BASAR to present the agenda items. Secretary BASAR requested the Chair to approve the minutes of the 55th meeting of BASAR which was held in March, 2014 with some amendments. The Board unanimously approved the minutes of the 55th meeting of BASAR with the proposed amendments.



At the meeting a large number of important academic issues were raised and discussed. Synopsis of various MS/M. Phil and PhD scholars were presented before the Board for consideration and approval. Synopsis of some MS/M. Phil and PhD scholars were approved by the Board and some were deferred for resubmission with changes recommended by the Board. The 56th meeting of BASAR concluded with a vote of thanks to the Chair presented by Prof. Dr. Muhammad Rashid, Dean Faculty of Education, on his own behalf and on behalf of the Board members. The Chair expressed his gratitude to all the participating members for their precious time and also for their valuable contribution towards the affairs of BASAR.

Quotable Quotes

“Character may be manifested in the great moments, but it is made in the small ones.”

Phillips Brooks

“When wealth is lost, nothing is lost. When health is lost, something is lost. When character is lost, everything is lost.”

Anonymous

“Fame can be vapor, money has wings, popularity can be an accident. The only thing lasting in life is character.”

Jeff Ruby

Peshawar Campus Organizes Seminar on 'How to Conduct Effective Research'

The Peshawar Campus of Preston University, Kohat organized a seminar on 'How to Conduct Effective Research'. The referenced seminar was held in June 2014. Students and faculty of Preston Peshawar Campus participated in the seminar in larger numbers. The Vice Chancellor Preston University, Dr. Muhammad Anwar Hassan presided over the seminar as Chief Guest. Prof. Dr. Alay Ahmad, Dean Social Sciences, Preston Peshawar Campus spoke on the subject, in depth, on the occasion.

In his brief remarks on the occasion, Dr. Muhammad Anwar Hassan, Vice Chancellor Preston University, Kohat said research holds the key to advancement and success of an individual, an institution and a nation. Countries which have made a conspicuous place for itself in the comity of socially, economically and scientifically advanced countries of the world have been able to attain this remarkable stature

due to the importance they have always attached to research in all vital areas of education and development. He emphasized that Preston University has always encouraged its students to conduct research in their respective areas of interest. In this regard he lauded the efforts of Prof. Dr. Alay Ahmad, Dean Social Sciences, Preston Peshawar Campus who continues to play a significant role in grooming and motivating the students of the university to become research oriented.

Speaking on the occasion, Prof. Dr. Alay Ahmad, Dean Social Sciences, Preston Peshawar Campus explained how to conduct effective research. He said, adjust this advice if your topic is very current events-oriented or very historical. However, mistakes are often made in assuming that history sheds little light on a current event, he said. Go to

the library. Do a search under books of your keywords (<http://catalog.library.nd.edu>). Note the specific call numbers, and note where the general clusters of call numbers are. Be creative in your searches so you search in every area you should (history of the area, international relations of the area, security studies of the area, economics of the area, etc). Dr. Alay emphasized that don't ignore older books and journals. Even if your topic seems very current, analogous situations have probably occurred before. You may find relevant arguments about your topic in places you did not suspect. A good "get list" will likely extend backwards anyway, he maintained. He said that there are a very large number of databases, indexes, search engines, etc. All this can be quite daunting. BUT YOU MUST PERSEVERE.

Mehfil Hamd-o-Naat held at Preston University



A "Mehfil-e-Naat" was organized by Preston University at its campus in Islamabad in May 2014. Sufi Scholar Badr-e-Alam Jan, Patron & Chief of Khawaja Abul-Khair Foundation was the Chief Guest on the occasion. Students and Faculty of the university participated in the event in large numbers.

Eminent among the speakers who spoke on the occasion were Dr. Jamal Nasir (Owner Citi Lab Rawalpindi & President of Green Task Force), Raja Abdul Qayyum (General Secretary, Youth PML-N) & Mr. Ilyas Khan Qureshi (DSP Punjab Police Rawalpindi/Faculty Member Police College Sihala).



MCS & MEd Classes Commence at Preston University Kohat

Preston University, Kohat launched MSc and MEd classes at its campus in Kohat in June 2014. An orientation session was organized at Kohat Campus to acquaint prospective students with admission requirements of the two new programs. In his address on the occasion, Pro-Vice Chancellor Preston University, Kohat Professor Dr. Asmatullah Khan welcomed the participating students to the orientation session. At the outset he highlighted the achievements of the university since its inception in 1984. He said that the contribution Preston University has made towards the cause of higher education in the country has no parallel in the comity of private sector higher education institutions in Pakistan. He further said that the university, over the past three decades of its existence, has produced more than 100,000 students who are gainfully employed by reputed national, multinational and international organizations within the country and abroad. He assured the students that by joining Preston University they would ensure a bright career for themselves. In the attainment of their educational and career goals the faculty of the university will give them the best of education and extend every possible help and guidance to them, he asserted.



Prestonians Steal the Show at “Express Education and Career Expo 2014”

Enthusiastically participate in a number of events organized during the Expo, and win commendable positions after a thrilling competition.

The students of Preston University participated in the “Express Education & Career Expo 2014”. The two-day event that was held at the Pak-China Friendship Center, Islamabad from May 17-18, 2014 was organized by the Express Media Group. In addition to arranging a large number of educational and career stalls of different universities and other educational institutions of Islamabad and Rawalpindi, a number of extra-curricular activities were organized on the occasion.

More than 25 universities from across Pakistan participated in several inter-university competitions organized during the Expo. The students of Preston University enthusiastically participated in competitions such as Dramatics, Mime, Debates, Group Dance, Singing, Photography, Innovative Business Idea (IBI), Fashion Show, Battle of Bands, Short Film, Advertising, Documentary and Painting. The team of Preston University was led to these events by Ms. Sabina Khan Wazir, Ms. Nazma Iqbal, Mr. Kashif Khan Durrani, and Mr. Humayun Shuja.



Prestonians won positions in the following competitions:

- Ms. Aliya Bashir (MSc. Psychology) stood 2nd in Singing Competition (Category: Solo Female Singing)
- Mr. Atobatele Abiola Moshood (BSCS) stood 2nd in Debate Competition (Category: English)
- Mr. Aymen Habib (MBA), Ms. Naseem Farwa Kazmi (BBA) & Ms. Mehreen Habeeb (BBA) stood 2nd in Ad Competition
- Ms. Anum Javed (MBA) & Ms. Sundas Naseem (BBA) 3rd in IBI (Innovative Business Idea)
- Muhammad Jawad (BSCS), Uzair Rafique (BSCS), Ahsan Ali (BBA), Ch. Shahbaz Nasir (BBA) & Shahrukh Mehmood (BS-IR) 3rd in Group Dance (Category: Break Dance)

The outstanding performance of the students of Preston University was highly appreciated by Dr. Abdul Basit, Chancellor Preston University. He profoundly congratulated the students on their remarkable success in the events in which they won positions.

Preston Mission Statement

“Preston is committed to providing university education of the highest quality for preparing students for professional careers, and promoting research and development. Its two-fold mission is to give students the opportunity for personal growth and development, skill enhancement and professional career advancement, and to create, sustain and promote research and development for expanding the horizons of knowledge.”

PRESTON UNIVERSITY CHARTER

Preston University, Kohat-NWFP is chartered by the Government of NWFP vide NWFP Ordinance No. LII of 2002. Preston University, Karachi is chartered by the Government of Sindh vide act V of 2004. Both, Preston University at Kohat and Karachi are fully recognized by the Higher Education Commission (HEC) the highest regulatory body of the Government of Pakistan in the field of Higher Education, and placed in the highest category “W”. The Islamabad Campus has been Ranked as “W-4”.

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