



SZABIST
UNIVERSITY
Islamabad Campus

SDGs

Report 2024

SZABIST University - Islamabad Campus



**SUSTAINABLE
DEVELOPMENT GOALS**

Sustainable Development Goals Report

Of

**SZABIST University Islamabad
Campus**

January 2024 - December 2024

SDG 1: No Poverty

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1. Role of NGOs in Building Sustainable Communities – Seminar

A speaking forum on “*Role of NGOs in Building Sustainable Communities*” was organized on 24 October 2024 by Dr. Iffat Rasool, Head of Community Services, Social Responsibility, and Sustainable Society, featuring Air Vice Marshal (R) Aftab Hussain, Director of Sundas Foundation Thalassaemia Centre, as guest speaker. Mr. Hussain highlighted the pivotal role of NGOs in sustainable development, particularly through healthcare and community support, while showcasing Sundas Foundation’s impactful work for thalassaemia patients. The session aimed to raise awareness, inspire students toward social service careers, and encourage reflection on sustainable practices, with participants actively contributing their perspectives.



2. Community Service Projects

Iqra Ijaz and Muhammad Hammad Khan, students of Environmental Studies at SZABIST Islamabad, undertook five community service projects under the supervision of Ms. Huma Maqsood, Faculty of Social Sciences, to promote environmental sustainability and social responsibility. Their initiatives included a plantation drive with Edhi Center involving orphaned children, meal distribution to laborers and underprivileged communities, hygiene awareness sessions at Mashal Model School, and celebrating Mother’s Day with elderly women at Najjat Trust Old Age Home. These efforts highlighted the power of grassroots initiatives in fostering environmental awareness, community empowerment, and meaningful social engagement.



3. Community Services - SZABIST University Islamabad Campus

The Department of Social Sciences engaged students in the “*Friend of Police*” initiative, a community policing program aimed at strengthening trust and cooperation between the police and society. Over a week, students—primarily from International Relations, along with participants from Community Services, Media, Computer Science visited Islamabad Police branches for briefings and interactive sessions. The program provided hands-on exposure to law enforcement practices, encouraged volunteerism, and inspired interest in Civil Services (CSS) and related fields, while reinforcing students’ commitment to community engagement and social responsibility.



4. Inaugural Ceremony of "Education on Wheel" and "Facilitation on Wheel"

Dr. Taraq Waheed and Ms. Sana Mukhtar represented SZABIST University Islamabad at the inaugural ceremony of “*Education on Wheel*” and “*Facilitation on Wheel*” held at F-9 Park on April 29, 2024. Interior Minister Mr. Mohsin Naqvi emphasized the crucial role of students in driving such initiatives, while Inspector General Police Syed Ali Nasir Rizvi commended SZABIST Social Sciences students for their dedicated volunteerism and impactful contributions to community welfare and road safety awareness.



5. Self-Esteem Enhancement Workshop for Orphans at Volunteers Power Pakistan (VPP)

Members of the Social Responsibility Society at SZABIST Islamabad—Habiba Ali, Kumail Hussain Nasir, Amish Abbasi, and Muhammad Afnan Khan—organized training sessions on self-awareness, confidence building, and personal hygiene for orphaned children at Volunteers Power Pakistan (VPP), under the supervision of Dr. Iffat Rasool, Associate Professor, Department of Management Sciences. The initiative offered graduating students practical learning aligned with the Sustainable Development Goals while nurturing empathy and leadership, with children actively engaging and showing marked improvement in self-awareness, confidence, and self-esteem.



6. 'Exploring Economic Policy Growth and Career Paths in Industry'

A seminar titled “Exploring Economic Policy Growth and Career Paths in Industry” was held on March 16, 2024, for students of Pakistan Economy, featuring guest speaker Mr. Adeel Anwar, President and Founder of PHCF. With extensive expertise in executive mentoring and organizational development, Mr. Anwar shared insights on strengthening labor market dynamics, enhancing workforce skills, and shaping policies for sustainable economic growth. Organized under the guidance of Mrs. Asma Javed, the interactive session provided students with valuable exposure to industrial policy and career pathways, fostering meaningful discussions and inspiring them to pursue opportunities in the evolving economic landscape.



7. Fostering Empathy Through Community Engagement

Visiting schools, orphanages, and old age homes is a meaningful way to give back to the community. Throughout the semester, Social Sciences students have actively participated in such initiatives. The core objectives of these visits include: Inspiring young learners through engaging activities and providing educational support. Spreading joy among orphans with thoughtful gifts, interactive games, and emotional care Offering companionship to the elderly, alleviating loneliness, and bringing smiles to their faces. These activities not only make a positive impact on the community but also nurture empathy, kindness, and a profound sense of social responsibility among students.



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1. Bake Sale for Charity: A Resounding Success

Under the guidance of Ms. Ahmareen Farah from the Social Sciences Department, a successful bake sale was held on December 2nd with active participation from the students. In just two hours, a substantial amount was raised to support an organization working in Palestine, reflecting students' dedication, teamwork, and sense of social responsibility. The initiative underscored the department's commitment to fostering socially conscious individuals and demonstrated how academic institutions can contribute meaningfully to society.



2. Ramadan Food Drive for SZABIST Staff

On March 13, 2024, the ZABLIFE Club at SZABIST Islamabad organized a Ramadan food drive for the university's lower staff under the supervision of Mr. Aziz Ahmed Chaudhry, Assistant Professor of Management Sciences. The initiative aimed to promote solidarity, empathy, and shared responsibility, fostering a strong sense of unity within the SZABIST community during the holy month.



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1. Fight for Breast Cancer - Awareness Session

The Social Responsibility Society at SZABIST University Islamabad, under the leadership of Dr. Iffat Rasool, Head of Community Services, Social Responsibility, and Sustainable Society, organized a Cancer Awareness Session in collaboration with Shifa International Hospital Islamabad on Tuesday, 29th October 2024. The session featured an insightful talk by Dr. Saeeda Yasmin, Consultant General Surgeon at Shifa International Hospitals Ltd, Islamabad, who highlighted the significance of breast cancer awareness, the importance of early detection, and proactive measures to reduce risks. The session aimed to educate students about breast cancer while promoting a culture of support and advocacy within the SZABIST community, and it witnessed enthusiastic participation with students actively engaging in the interactive question-and-answer session.



2. Stress Management – Seminar

On Tuesday, December 3, 2024, a seminar on Stress Management was organized by Dr. Iffat Rasool along with the research students of Dr. Shumaila Zeb for the students of Organizational Behavior. The session, led by Ms. Shaista Nauman, a renowned Clinical Psychologist, focused on raising awareness about the causes and effects of workplace stress while equipping students with practical tools to manage stress in both academic and professional settings. Ms. Nauman highlighted the psychological and physiological impacts of stress, shared evidence-based strategies for stress reduction, and engaged participants through interactive discussions and exercises. The seminar concluded with active audience participation, where students shared thoughtful insights, making the session both impactful and engaging.



3. Seminar on Emotional Intelligence

On Tuesday, 3rd December 2024, the Department of Students Career Services and Alumni Relations at SZABIST University Islamabad organized an inspiring seminar on Emotional Intelligence for graduating students of the Management Sciences Department.

The session was led by Mr. Avinash Rajput, a renowned HR professional with over 10 years of international experience across Pakistan, Canada, and the USA. With his expertise in Performance Management and Diversity, Equity, and Inclusion (DEI), Mr. Rajput shared practical strategies and real-world examples to help students enhance their Emotional Intelligence and thrive in their future careers. The audience enjoyed the session and actively participated in insightful and meaningful discussions.



4. 1st Global Young Academy (GYA) Global Health Group Conference

The Office of Research Innovation and Commercialization (ORIC) at SZABIST University Islamabad, in collaboration with the Premium Diagnostic Center and the Global Young Academy (GYA), successfully hosted the Global Health Policy & Practices Conference on November 30, 2024, in a hybrid format with sessions held both online and in person. The in-person sessions took place at SZABIST University Islamabad, Pakistan, and the University of Gadjah Mada in Yogyakarta, Indonesia, bringing together distinguished speakers from Pakistan, Egypt, and Indonesia. Representing SZABIST Islamabad, Dr. Khansa Zaman, Focal Person of ORIC, warmly welcomed the esteemed national and international speakers, while Prof. Dr. Muhammad Qasim, Co-Lead of the Global Health Group at GYA, led the proceedings. The conference concluded with Dr. Zaman extended her sincere gratitude to all speakers for their valuable contributions, which enriched the discussions and provided significant perspectives on the evolving global health landscape.



5. Blood Donation Camp

On October 17, 2024, the Community Services, Social Responsibility and Sustainability Society of SZABIST University Islamabad, in collaboration with the Medicos Aid Society of Rawalpindi Medical College, organized a blood donation camp. The event was aimed at supporting thalassemia patients, raising awareness about the importance of blood donation, and encouraging the community to actively participate in saving lives. The initiative was a successful demonstration of social responsibility, fostering a spirit of compassion and service among students and the local community. The event was managed by Dr. Iffat Rasool Faculty Advisor of Community Services, Social Responsibility and Sustainability Society.



6. Misconceptions, Promoting Awareness, and Fostering an Inclusive Environment

On October 23, 2024, a seminar was organized for students to address misconceptions, promote awareness, and foster inclusivity for individuals with Down Syndrome. Facilitated by Ms. Qunoot Iftikhar, Assistant Manager of Programs at KDSP (Islamabad), the session featured interactive activities that highlighted the importance of therapy for children with Down Syndrome. The event was organized by Ms. Sana Mukhtar, Program Manager for BS Psychology, in collaboration with the Karachi Down Syndrome Program (KDSP), a non-profit organization dedicated to supporting individuals with Down Syndrome.



7. “Boost your confidence: Dive into real-world experiences”

The Department of Management Sciences at SZABIST Islamabad organized a seminar titled “Boost Your Confidence: Dive into Real-World Experiences” on March 16, 2024, under the supervision of Ms. Farah Khawaja (V.F) and Dr. Iffat Rasool (Associate Professor) for BBA-1 and BBA-6B students. The session aimed to provide communication and HRM students with practical strategies to overcome self-doubt, build resilience, and boost confidence. Guest speaker Ms. Ayesha Kamal, Manager Human Resource at Garment Printing Group Australia, shared her international experience and guided students through real-world scenarios to help them step out of their comfort zones and embrace new opportunities. The seminar was well-received, with students actively engaging and leaving the session motivated to apply the strategies in both personal and professional contexts.



8. "Mental Well-Being and Worldly Desires" – Seminar

SZABIST University Islamabad had the privilege of hosting renowned speaker Raja Ziaul Haq on March 20, 2024, for an enlightening session on *"Mental Well-Being and Worldly Desires."* Organized by the RISE Together Society, the event provided a meaningful platform to reflect on the importance of prioritizing mental well-being while balancing aspirations and worldly pursuits. Raja Ziaul Haq's valuable insights were deeply appreciated by the audience, making the session both inspiring and impactful.



9. Stress Management Activity

SZABIST University Islamabad recently conducted an experiential learning activity on stress management, aimed at equipping students with practical techniques to navigate personal and professional challenges. The engaging session introduced students to methods such as Box Breathing, the 54321 Breathing Technique, and the interactive Bursting Stress Balloon exercise, fostering resilience and emotional well-being. With overwhelmingly positive feedback, participants emphasized the transformative impact of the activity on their mindset, reflecting the university's commitment to preparing students with essential life skills beyond academics.



10. Stress Management – Workshop

On Tuesday, May 22, 2024, a workshop on Stress Management was organized under the supervision of Dr. Iffat Rasool for the students of Organizational Behavior. The session aimed to equip participants with practical techniques to manage stress effectively in academic and professional contexts. Led by Ms. Sana Mukhtar, a professional psychologist, the workshop focused on building resilience and developing coping strategies to maintain well-being under pressure. Students actively participated in the interactive activities and expressed appreciation for the valuable tools and insights gained, making the workshop both engaging and impactful.



11. “Uplifting Mental Health of Vulnerable Segments of Population in Pakistan” – Seminar

On May 2, 2024, Psychology students attended an insightful seminar at the National Institute of Psychology (NIP), Quaid-i-Azam University, Islamabad, titled “*Uplifting Mental Health of Vulnerable Segments of Population in Pakistan.*” Organized in collaboration with Pegham-e-Pakistan under an IOM-sponsored project, the seminar featured esteemed speakers including Prof. Dr. Rubina Hanif (Director NIP), Prof. Dr. Shafique Ur Rehman, and Prof. Dr. Muhammad Zia Ul Haq (Director General, Islamic Research Institute, IIUI). Discussions focused on the mental health challenges of women, children, the elderly, and marginalized communities, with a strong emphasis on addressing gender-based violence and systemic barriers to mental health services. The seminar provided a valuable platform for dialogue, fostering awareness, inclusivity, and research-oriented solutions to improve mental health outcomes for vulnerable populations in Pakistan.



12. Role of Psychopharmacology in Mental Health Systems – Seminar

The Department of Psychology at SZABIST University organized a seminar on Psychopharmacology, highlighting its crucial role in the mental health profession and its close connection with psychology. Dr. Muhammad Israrullah Qureshi, Senior Pharmacist and Head of the Quality Assurance Department at WELSON'S HEALTH CARE Islamabad, delivered the session, providing an insightful overview of psychopharmacology in mental health systems. With his extensive experience in pharmacological research and interventions, Dr. Qureshi emphasized the importance of integrating psychopharmacological approaches alongside psychological interventions, particularly in addressing at-risk mental states for long-term functional gains. The seminar was well-received, with students showing great interest and gaining valuable knowledge about the application of psychopharmacology in mental health practice.



13. Thalassemia Awareness – Seminar

The Social Responsibility Society at SZABIST University Islamabad organized an awareness session on Thalassemia on Saturday, May 4, 2024, under the supervision of Dr. Shumaila Zeb and Dr. Iffat Rasool, Head of the Society. The session aimed to educate students about the causes, symptoms, and complications of Thalassemia while fostering empathy for those affected by the disease. Air Vice Marshal (R) Aftab Hussain, Head of Sundas Foundation Fatima Jinnah Park, Islamabad, highlighted the rising prevalence of Thalassemia in Pakistan and shared the Foundation's efforts in providing free medical treatment to underprivileged patients. The seminar enhanced students' understanding of the disease's impact on individuals and communities, raising awareness and encouraging proactive advocacy for effective management of Thalassemia.



14. Blood Donation Camp - SZABIST University Islamabad

Pakistan Sweet Homes, in collaboration with the Social Responsibility Society of SZABIST University Islamabad, organized a Blood Donation Camp to raise awareness about the vital need for blood donations in the community. The event witnessed enthusiastic participation from SZABIST students, who actively contributed to this noble cause, reflecting their commitment to social responsibility and their dedication to making a positive difference in the lives of others.



15. Self-Esteem Enhancement Workshop for Orphans

The members of the Social Responsibility Society at SZABIST University Islamabad, including Habiba Ali, Kumail Hussain Nasir, Amish Abbasi, and Muhammad Afnan Khan, conducted a series of training sessions on self-awareness, confidence building, and personal hygiene for the orphanage children of Volunteers Power Pakistan (VPP), under the supervision of Dr. Iffat Rasool, Associate Professor in the Department of Management Sciences.

The initiative aimed to provide hands-on learning opportunities for graduating students, enabling them to contribute toward sustainable development goals while fostering empathy and leadership skills. The children participated enthusiastically, showing noticeable improvement in their self-awareness, confidence, and self-esteem through the interactive sessions.



16. Dr. S. Zulfiqar Gilani Visit - SZABIST University Islamabad

On December 19, 2024, the Department of Social Sciences at SZABIST University Islamabad had the honor of hosting Dr. S. Zulfiqar Gilani, an esteemed educationist, former Professor, Dean, and Vice Chancellor of the University of Peshawar, who brings over 40 years of experience in higher education across Pakistan, the United States, and the United Kingdom. With his diverse expertise as an academic and clinical psychologist, Dr. Gilani has made remarkable contributions to education and psychology on a global scale. The session provided faculty members with valuable insights into professional growth, leadership, and effective practices in higher education. Concluding with a concise yet impactful overview of faculty development principles, the event also featured an engaging question-and-answer session, enabling participants to further explore the ideas discussed and benefit from Dr. Gilani's vast experience.



17. Redefining Yourself – IQ to EQ, AQ, CQ, and Spirituality Quotient

Organized by Ms. Sana Mukhtar and Ms. Maria Rafique, Dr. Fawad Bashir delivered an engaging session on personal transcendence for BS Social Sciences and BS Psychology students. He explored how individuals can redefine themselves through modern psychology, highlighting the roles of IQ, EQ, AQ, CQ, and spiritual intelligence in shaping personal and professional growth. Dr. Bashir emphasized nurturing not just cognitive abilities, but also emotional, mental, and spiritual resilience to navigate today's complex world.

The poster is for a seminar at SZABIST University, Islamabad Campus. The title is "SEMINAR: A Journey Towards Transcendence, Redefining Yourself, IQ to EQ, AQ, CQ, and Spirituality Quotient". The guest speaker is Dr. Fawad Bashir, an Associate Professor at SZABIST University, Islamabad. The seminar is scheduled for October 10, 2024, from 2:00 PM to 5:00 PM in the Auditorium. It is organized by Ms. Sana Mukhtar and Ms. Maria Rafique from the Social Sciences Department. The poster includes the university logo, a circular portrait of Dr. Bashir, and social media icons for LinkedIn, Instagram, Facebook, YouTube, and Twitter. The website www.szabist-isb.edu.pk is also listed.

SZABIST UNIVERSITY
Islamabad Campus

SEMINAR
A Journey Towards **Transcendence,**
Redefining Yourself, **IQ to EQ, AQ,**
CQ, and Spirituality Quotient

GUEST SPEAKER

DR. FUWAD BASHIR

ASSOCIATE PROFESSOR
SZABIST UNIVERSITY, ISLAMABAD

October 10, 2024

2:00 PM to 5:00 PM

Auditorium

Organized By:
Ms. Sana Mukhtar & Ms. Maria Rafique
Social Sciences Department

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18. Global Young Academy (GYA) Health Conference

SZABIST University, in collaboration with the Global Young Academy (GYA), hosted the Global Health Policy & Practices Conference. The event was held simultaneously at two venues: the University of Gadjah Mada in Yogyakarta, Indonesia, and SZABIST University in Islamabad. The conference featured distinguished speakers from Pakistan, Egypt, and Indonesia, fostering international dialogue on pressing global health issues.



19. Activity: Inspirational Talk

Organized by the Character Building and Literature Society, Mugheera Luqman, Head of Tarbiya at Riphah University and Regional Director of Youth Club, delivered an inspiring session on Shukar (gratitude) to students at SZABIST Islamabad. He emphasized the role in mental well-being and personal growth. The event, led by Ahmareen Farah, concluded with the presentation of university shields to the Youth Club team.



20. Activity: Volleyball Match

SZABIST men's volleyball team secured a thrilling 3-2 victory against COMSATS University Islamabad in a friendly match held at the COMSATS campus. Both teams displayed great skill and sportsmanship. The event was supervised by Mr. Zeeshan Hamid, Faculty Advisor of the Sports, Culture, and Adventure Society.



21. Awareness Campaign

The “Cleanliness: A Vital Pillar of Faith” campaign, led by 2nd semester Media Sciences students at SZABIST, highlighted the link between Islamic values and environmental responsibility. Drawing inspiration from the teaching “Cleanliness is half of the faith,” the students used creative play cards to encourage hygiene, eco-friendly habits, and community clean-up efforts. The initiative promoted SDG 3 by fostering health through cleanliness, SDG 11 and SDG 12 by advocating for cleaner surroundings and reduced waste, and SDG 13 by inspiring climate-conscious action. This campaign showed how faith can drive sustainable living and motivated students to adopt responsible practices for a cleaner, healthier future.



SDG 4: Quality Education

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1. Orientation Week Highlights - SZABIST University Islamabad

SZABIST University warmly welcomed its new students, providing them with an insightful introduction to the exciting academic journey ahead. Through comprehensive guidance and exposure to diverse programs, students have begun shaping their educational paths with confidence and enthusiasm. We look forward to witnessing their growth, success, and active engagement in the wide range of opportunities that SZABIST offers, as they embark on this transformative journey as part of the SZABIST family.



2. Research Proposal Writing: Challenges and Solutions - SZABIST University

On September 13, 2024, SZABIST University organized an engaging session for Clinical Psychology students titled “*Research Proposal Writing: Challenges and Solutions.*” Led by Ms. Aliya Abdul Hayee, Assistant Professor and Program Manager, the session provided valuable insights into developing strong research proposals while addressing the essential requirements of the Ethical Review Board. With a focus on both practical strategies and ethical standards, the session equipped students with the knowledge and tools to overcome common challenges and ensure their research meets the highest academic and ethical benchmarks.



3. How to Win a Research Grant – Workshop

SZABIST University Islamabad organized a Faculty Development Workshop aimed at equipping faculty members with essential skills to craft successful research grant proposals. Led by Dr. Muhammad Abbas, Professor of Management at FAST School of Management, the session provided in-depth guidance on writing competitive proposals, aligning research with funding priorities, and navigating the evaluation process. Drawing on his extensive academic and industry experience, as well as multiple HEC awards and publications in top-tier journals, Dr. Abbas shared practical strategies, insider tips, and real-world examples to help participants avoid common pitfalls in grant writing. The workshop also focused on identifying suitable funding opportunities, structuring proposals effectively, and demonstrating research impact. Faculty members actively engaged in discussions, gaining valuable clarity on the intricacies of securing research funding. The session was highly appreciated for its interactive format, actionable insights, and comprehensive approach, empowering participants to strengthen their future grant applications.



4. Data Fest 2024 at Pak China Friendship Centre

The Pakistan Bureau of Statistics hosted a two-day **National Data Fest** at the Pak-China Friendship Centre from October 21–22, 2024. On the second day, Ms. Shahnaz Wazir Ali, President of SZABIST University, participated as a panelist in the session “*Data for Life and Equity.*” Faculty members from SZABIST Islamabad’s Social Sciences Department, including Dr. Taraq Waheed, Ms. Ahmaren Farah, and Ms. Maria, also attended the event.

The National Data Fest serves as a vital platform for sharing knowledge, enhancing skills, fostering innovation, and encouraging collaboration in the field of data. By emphasizing the transformative role of data in modern society, the fest not only highlights its importance for research and technology but also underlines its potential to build connections, drive economic growth, and advance Pakistan toward a more data-driven future.



5. Enhancing Faculty Professional Development

On Tuesday, November 5, 2024, the Faculty of Management Sciences at Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST) University Islamabad participated in the Twenty-Seventh Sustainable Development Conference (SDC), organized by the Sustainable Development Policy Institute (SDPI), as part of their professional development initiatives. The conference featured panel discussions on transforming vulnerable systems into resilient and sustainable frameworks to address pressing environmental, social, and economic challenges. Faculty members gained valuable insights into innovative strategies for integrating sustainable business and economic models, which will not only enrich academic discourse but also better prepare students to design and implement sustainable solutions in today's dynamic global economy.



6. Islamabad Literature Festival (ILF) – 2024

The Islamabad Literature Festival (ILF), first launched in April 2013 following the success of the Karachi Literature Festival (KLF) and the Children’s Literature Festival (CLF), has since become a widely celebrated cultural event. This year, it featured prominent literary figures such as Zahra Nigah, Iftikhar Arif, Hamid Mir, and Sana Hameed, among others. Representing SZABIST, Ms. Ahmareen Farah from the Faculty of Social Sciences attended multiple sessions, including a memorable *Mushaira* held on the night of November 9. The evening was marked by powerful poetic expressions, with the recitations of Zahra Nigah and Iftikhar Arif especially captivating the audience.



7. ABCON 24 - MSLA, SZABIST University Islamabad

ZABCON 24, organized by the Microsoft Learn Student Ambassador (MLSA) Community at SZABIST Islamabad, successfully concluded on October 23–24, 2024, with the participation of over 200 students in a range of competitions, learning sessions, and social activities.

Day 1 featured Web Development, Business Analytics, and Typing Speed competitions, alongside a Microsoft Learn session, gaming activities, a networking lunch, and a movie night. Day 2 focused on professional development, highlighted by an engaging Idea Pitching session conducted by Mr. Shahid Jahangir Raja, and concluded with a Prize Distribution Ceremony offering cash rewards, LinkedIn vouchers, and GitHub swag.

The event, organized under the guidance of Dr. Ahmed Ali Qureshi (MLSA Faculty Advisor) with core team leaders Zainab Sakhawat and Hadiya Asif, surpassed attendance expectations. It fostered collaboration, enhanced student confidence, and set a remarkable benchmark for future events at SZABIST Islamabad.



8. Panel Discussion

SZABIST Islamabad hosted a Panel Discussion moderated by Ms. Saba Butt from the Management Sciences Department, featuring Professor Dr. Shazia Akhtar, Head of the Department, and Dr. Saqib Mahmood as panelists. The session provided valuable insights into the program, highlighting its modular structure, a wide range of specializations such as Management Information Systems and Business Analytics, and the availability of financial aid options. The discussion offered participants a comprehensive understanding of the program's flexibility and opportunities, helping prospective students make informed academic and career decisions.



9. CHRP Batch 3 Launches at SZABIST University - Islamabad Campus

SZABIST University proudly announced the successful launch of Batch 3 of the Certified Human Resource Professional (CHRP) course on December 14, 2024. The diverse cohort included professionals from telecommunications, NGOs, universities, the health sector, insurance companies, and even individuals on career breaks—reflecting the broad appeal and relevance of HR expertise across industries.

The inaugural day began with an insightful session by Dr. Ahmed Ali Qureshi, who provided an overview of HR functions, emphasized the significance of Labour Laws, and guided participants in developing effective job descriptions. In the afternoon, Mr. Muhammad Junaid (CHRP), Talent Acquisition Specialist at Leverify LLC, delivered an engaging session on “The Future of Talent Acquisition: Trends, Tools, and Best Practices.” His session covered Applicant Tracking Systems (ATS), recruitment workflows, aligning screening with organizational culture, candidate experience, interview scheduling, and preparation. A real-time demonstration of JazzHR, a U.S.-based ATS, further enriched the learning experience by showcasing its practical application in streamlining recruitment processes.

The day was marked by high energy, interaction, and enthusiasm, setting a strong foundation for an engaging and impactful learning journey in the weekends ahead.



10.Primavera P6 Training at SZABIST Islamabad!

Dr. Ahmed Ali Qureshi, Assistant Professor and Course Instructor for Fundamentals of Project Management organized a highly valuable Primavera P6 Training session for his students at SZABIST Islamabad. The session was conducted by Engineer Abbas Ali, a seasoned professional with extensive national and international experience in the construction sector.

Engineer Abbas skillfully integrated the practical application of Primavera P6 with the theoretical concepts taught in class, ensuring the training went beyond software usage to reinforce core project management principles. Students gained hands-on experience with Primavera P6, developing critical skills for managing complex projects effectively. The session successfully bridged the gap between academic learning and real-world practice, offering participants a comprehensive understanding of both project management theory and its practical applications.



11. Business Idea Competition 2024- SZABIST University Islamabad.

SZABIST Islamabad proudly hosted the Business Idea Competition 2024 on Tuesday, December 17, 2024, as part of the Business Department's Entrepreneurship Week. The event was supervised by Mr. Shahid Jahangir Raja (Edu-Entrepreneur) and Dr. Kashif, under the guidance of Dr. Shumila Zeb, Program Manager. The competition highlighted the entrepreneurial talent of SZABIST students, who presented innovative and impactful startup ideas with remarkable energy and dedication. Esteemed jury members played a vital role in evaluating the ideas, providing valuable feedback and guidance. The session concluded with insightful remarks from Mr. Khusro Pervaiz Khan, Head of Campus (HoC) SZABIST Islamabad, whose practical suggestions were greatly appreciated by participants. The event received enthusiastic feedback from students, who described it as both inspiring and transformative. They valued the constructive critiques that helped refine their business concepts and recognized the competition as a meaningful platform to gain practical insights into the entrepreneurial journey.



12. Empowering Future Leaders at SZABIST

On December 12, 2024, Ms. Farrah Khawaja, Visiting Faculty at SZABIST University Islamabad, organized an engaging activity titled "Empowering Future Leaders at SZABIST" for students. The initiative aimed to strengthen critical thinking, problem-solving, and communication skills, equipping students to thrive in today's fast-paced business landscape.

The event featured a series of insightful presentations on contemporary topics, including the role of data analytics in decision-making, the impact of artificial intelligence on business analytics, big data in e-commerce, supply chain optimization, sentiment analysis, risk management in financial services, data privacy and ethics, business analytics for startups, text mining, churn prediction models, and fraud detection in e-commerce using machine learning, among others.

Students responded with great enthusiasm, appreciating the opportunity to engage in a comprehensive, hands-on learning experience that broadened their perspectives on the transformative role of analytics in modern business.



13.Proposal Writing Session

On February 20, 2024, a Proposal Writing Session was organized for SZABIST Islamabad students to strengthen their understanding of research proposal development. The session focused on key aspects such as selecting an appropriate research topic, identifying research gaps, and designing a suitable methodology. The primary objective was to equip students with the necessary skills and confidence to prepare and submit their proposals promptly and effectively.



14.Excel session - Inflation Analysis

On February 27, 2024, Dr. Nasir Munir delivered an engaging Excel workshop for students focused on calculating inflation rates using Pakistan's latest data through the GDP deflator and Consumer Price Index (CPI). He guided students step-by-step—covering data sourcing, formula setup, and result interpretation—turning complex economic concepts into practical Excel exercises. The hands-on session enhanced students' analytical capabilities and equipped them with applied techniques for conducting real-world inflation analysis.



15.Seminar - Personal branding & Online Presence

On March 2, 2024, SZABIST Islamabad hosted an inspiring guest lecture by Mr. Muhammad Asif, Communications Consultant, organized by Ms. Sumayya Amra from the Faculty of Management Sciences. The session offered students a valuable opportunity to explore the art of building a strong personal brand and effectively leveraging online presence. Through practical insights and real-world strategies, Mr. Asif equipped attendees with tools to enhance their professional identity and digital visibility, making the event a truly memorable and impactful learning experience.



16. The Media Sciences Department of SZABIST University, Islamabad, had the privilege of visiting the Public News Bureau Office in Islamabad.

During their visit, students received a warm welcome from Amir Saeed Abbasi, Bureau Chief of Public News Islamabad, who shared valuable insights into the responsibilities and duties of his role while also facilitating their tour of the newsroom studio. The visit continued at the CDA Public Relations Office, where Director Kamran briefed the students on the operations of the Capital Development Authority (CDA) and highlighted the critical role of the Public Relations Office in effectively communicating the organization's objectives and initiatives. This engaging experience offered students practical exposure to media operations and public sector communication practices.



17. Experiential Learning Activity: Screening of "The Social Dilemma"

SZABIST University Islamabad students participated in an engaging experiential learning activity organized by Dr. Kashif Abrar, held in the campus auditorium. The session featured the screening of *"The Social Dilemma"*, a documentary exploring the intersection of technology, society, and business within the framework of Management Information Systems (MIS).

The screening was followed by thought-provoking discussions, where students critically examined the role of technology companies in shaping social dynamics and considered the ethical implications of information systems. Key reflections included the impact of technology on behavior, mental health, privacy, governance, and societal well-being, alongside discussions on data management, risk mitigation, and ethical responsibility.

By blending perspectives from technology, psychology, sociology, and business, the activity broadened students' understanding of MIS and underscored the importance of ethical and responsible technology management in today's digital age.



18.Exploring Climate Ethics: A Seminar at SZABIST Islamabad

SZABIST Islamabad recently hosted a thought-provoking seminar on Climate Ethics, with active participation from faculty members of the Management Sciences Department. The session explored the ethical dimensions of climate change, underscoring the critical need for responsible environmental stewardship in addressing today’s global challenges. By fostering dialogue on sustainability and ethical responsibility, the seminar highlighted SZABIST’s commitment to promoting awareness and encouraging proactive steps toward building a more sustainable future.



19.Seminar on “The Power of Social Media in Job”

The Department of Student Career Services and Alumni Relations at SZABIST University Islamabad organized a seminar on “*The Power of Social Media in Job*” on Thursday, April 25, 2024, for graduating students. The session aimed to equip students with practical tools and techniques to effectively leverage social media in their job search, enabling them to navigate today’s competitive employment landscape with confidence.

Mr. Osama Siddiqui, Manager Culture and Employee Branding at Telenor Pakistan, led the session, sharing valuable insights through interactive discussions and real-world examples. He emphasized the importance of creating impactful online profiles, adopting effective networking strategies, and using social media platforms to identify suitable job opportunities.

The seminar was well-received by both faculty and students, who appreciated the practical guidance and expressed strong interest in applying the strategies shared to enhance their career prospects.



20. Workshop on Persuasive Communication

In today's fast-paced world, where the ability to persuade and influence plays a vital role in both personal and professional success, the Management Sciences Department at SZABIST Islamabad organized a workshop on persuasive communication for SZABIST students on Monday, April 27, 2024. The session was coordinated by Ms. Farah Khawaja (Visiting Faculty) and Dr. Iffat Rasool, Associate Professor, with the objective of enhancing students' skills in crafting compelling arguments, applying persuasive language techniques, and strengthening their communication abilities for diverse professional settings.

The workshop was facilitated by Mr. Usman Gulzari, CEO of "The Missing P", a corporate trainer and public speaking coach, who engaged students through interactive discussions and practical exercises. He also shared valuable insights into effective public speaking, emphasizing the importance of body language and audience engagement strategies. The session was met with great enthusiasm, leaving students empowered and motivated to apply their newly acquired skills in their academic and professional journeys.



21. Experiential Learning Activities are the backbone of students' learning curve at university level

Students from the Management Sciences Department at SZABIST University Islamabad participated in the Leopardship Conference 2024, under the guidance of focal person Mr. Shahid Jahangir Raja (Educational & Serial Entrepreneur). This unique leadership expedition combined immersive wilderness experiences with corporate leadership training, emphasizing entrepreneurship (*Impactpreneurs*), collaboration, and ethical leadership development.

Through thought-provoking discussions and interactive activities, participants exchanged valuable insights and explored innovative solutions to pressing challenges. Designed for aspiring leaders and entrepreneurs, the conference served as a transformative platform, inspiring students to engage proactively in dynamic environments and equipping them with the skills to lead with vision, resilience, and responsibility.



22. Experiential Learning Activity - Faisal Movers Visit

On April 29, 2024, the management student at SZABIST University Islamabad participated in an insightful experiential learning activity through a visit to Faisal Movers, a leading transportation company. The visit allowed students to connect microeconomic theories with real-world business practices, particularly in areas such as pricing strategies where demand, competition, and costs shape ticket pricing and resource allocation, observed through efficient fleet scheduling and maintenance practices. This hands-on experience not only reinforced classroom learning but also offered students a deeper understanding of how economic concepts are applied in business decision-making, effectively bridging the gap between theory and practice.



23.Exploring Philanthropy: A Visit to the Institute of Rural Management (IRM)

The students of SZABIST University, Islamabad Campus, as part of their course Introduction to Philanthropy, visited the Institute of Rural Management (IRM). The visit proved to be an enlightening experience, offering students a close look at the impactful work being carried out to uplift rural communities. From sustainable development projects to empowerment-driven initiatives, IRM is playing a vital role in creating lasting positive change. This experiential learning opportunity enabled students to explore the power of community-driven efforts and understand how philanthropy can serve as a catalyst for social transformation. Through engaging discussions and immersive interactions, students gained valuable insights into the practical role of philanthropy, deepening their understanding of how such initiatives foster resilience, empowerment, and development within rural communities.



24.4th Research Poster Competition Spring 2024 - SZABIST University Islamabad Campus

The Department of Robotics and Artificial Intelligence at SZABIST University, Islamabad, successfully organized the “4th Research Poster Competition – Spring 2024” on May 24, 2024. The event showcased the research posters of Data Science students, highlighting their semester projects and innovative ideas.

The distinguished jury included Professor Dr. Saud Altaf, Chairperson of the Information Engineering Technology Department at the National Skills University Islamabad, and Professor Dr. Rabeeh Abbasi, Head of the Department of Computer Science at Quaid-i-Azam University, Islamabad. Both esteemed academics praised the outstanding work of the participants.

To recognize excellence, cash prizes were awarded to the top three performers, while all participating students received certificates for their valuable contributions.

The competition not only celebrated the students’ hard work but also provided them with an excellent platform to enhance their presentation skills, preparing them for future national and international research conferences.



25. Workshop on CV Writing

The Department of Student Career Services & Alumni Relations at SZABIST University, Islamabad organized a workshop on “C.V. Writing” on Monday, April 29, 2024, for the graduating Computer Science students.

The primary objective of this workshop was to guide students in identifying common mistakes in their CVs/Resumes and to equip them with strategies to create impactful professional documents.

The session was facilitated by Mr. Hussain Rizvi, Senior Deputy Director, National Counter, who shared valuable tips on crafting standout resumes that effectively highlight skills, experiences, and achievements. His insights aimed to help students gain a competitive edge in the job market and prepare them to step into their professional careers with confidence and clarity.



26. Workshop on Smart-PLS

The SZABIST Research Center, under the Department of Management Sciences, organized a workshop on Smart-PLS on May 2, 2024, for research students and faculty. The session provided participants with an excellent opportunity to gain in-depth knowledge of advanced statistical analysis techniques and explore the practical applications of Smart-PLS in academic research. The workshop was conducted by Dr. M. Imran Tanveer Opel (PhD, Universiti Malaysia Terengganu), who shared invaluable insights and hands-on guidance to strengthen participants' research methodologies and data analysis skills.



27. Workshop on Mendeley

The SZABIST Research Center, under the Department of Management Sciences at SZABIST University, Islamabad, continues its mission to equip faculty members and research scholars with advanced research methodologies. On April 25, 2024, the Center organized a workshop on Mendeley for research students and faculty. The session provided an invaluable opportunity for participants to enhance their research efficiency and skills by leveraging this powerful reference management tool. The workshop was led by Dr. Muhammad Saeed Shahbaz, who delivered comprehensive guidance on Mendeley's features for effective reference management, collaboration, and research organization.



28.Strategic Decision Making & Corporate Social Responsibility – Session

A Guest Speaker Session was held on April 28, 2024, at SZABIST University, Islamabad, on the theme “*Strategic Decision-Making and Corporate Social Responsibility (CSR).*”

The session featured Dr. Shujjah from OGDCL was the distinguished guest speaker, who shared valuable insights on the role of CSR and emphasized the importance of strategic decision-making in ensuring impactful CSR initiatives. SZABIST Students actively participated in the session, gaining practical knowledge from real-world corporate perspectives.

At the conclusion, Dr. Muhammad Shafiq, Program Manager, extended his gratitude to the guest for his thought-provoking lecture. To honor his contribution, Mr. Khuraim Javed, Member of the Corporate Advisory Board at SZABIST Islamabad, presented a shield to Dr. Shujjah.



29. Workshop on Business Analytical Tools – Mastering Tableau

A hands-on workshop on “Business Analytical Software Tools” was conducted on May 7, 2024, at SZABIST Islamabad, focusing on the use of Tableau for data analysis and visualization.

Tableau, with its multifaceted interface, goes far beyond simple visualization—it enables individuals and organizations to decode complex datasets, extract actionable insights, and support informed decision-making. By gaining proficiency in this tool, students can seamlessly integrate Tableau into their research projects, enhancing both efficiency and effectiveness.

The workshop was facilitated by Mr. Syed Shahwar Hussain and attended by SZABIST students who benefitted from practical exposure to cutting-edge analytical tools.



30. Experiential Learning Activity Recap

On May 9, 2024, SZABIST students of E-Commerce gathered in the ORIC Hall for an engaging session on “E-Commerce Security and Payment Systems.” The guest speaker, Mr. Atta ur Rahman Chaudhry, Director Digital Transformation and MIS at the Ministry of National Health Services, shared his extensive expertise in e-governance, AI-driven dashboards, online trade systems, and secure payment solutions.

His presentation emphasized the critical importance of data security in e-commerce, while his practical career examples illustrated how technology can effectively be integrated into governance and business processes. The session not only bridged theory with real-world applications but also provided students with valuable insights to support their professional growth.

Hosted by Dr. Kashif Abrar, the event highlighted the significance of experiential learning and showcased how industry expertise can profoundly enrich academic development.



31. Online Bootcamp: Mastering the Trade - An Insider's Guide to the Investor League's Trading Platform

Students of Financial Management at SZABIST University Islamabad participated in an insightful online bootcamp as part of their final project. The session was led by Mr. Baqar Jafri, CEO and Chief Data Scientist at Investor's Lounge, with moderation by Dr. Raazia Gul and Ms. Nayyab Javed.

The bootcamp provided hands-on training on navigating a sophisticated trading platform, utilizing analytical tools for market analysis, and executing trades for effective portfolio management. An engaging Q&A session further deepened students' understanding of strategic trading, regulatory frameworks, and ethical practices.

Concluding with an emphasis on the role of technology in modern financial markets, the bootcamp proved to be an invaluable learning experience, equipping students with practical skills and preparing them for the upcoming Investor League.



32.Narrative Economics – Seminar

SZABIST Islamabad organized a Guest Speaker Session on “Narrative Economics” on April 30, 2024, led by Mr. Khurram Idrees, a distinguished entrepreneur and economist. The session, arranged by Mrs. Asma Javed, faculty of Macroeconomics, highlighted the powerful link between storytelling, human behavior, and economic outcomes, offering students fresh perspectives on how narratives shape economic realities. The event concluded with a shield presentation by Dr. Tariq Waheed and Mrs. Sana Mukhtar to the guest. The session was both inspiring and thought-provoking, motivating students to critically analyze and interpret contemporary economic phenomena.



33.Seminar on Developing an Entrepreneurial Mindset

To foster innovation and critical thinking, the Department of Student Career Services and Alumni Relations at SZABIST Islamabad organized a seminar on “Developing an Entrepreneurial Mindset” on April 30, 2024. Guest speaker Mr. Zeeshan Saleem, Business Manager at Leverage, shared valuable insights and experiences, encouraging students to think creatively, identify opportunities, and embrace entrepreneurial approaches in their careers. The session was well-received, leaving participants motivated and inspired by the real-world relevance of entrepreneurial skills in achieving personal and professional success.



34.Mock Corporate Interviews - SZABIST University Islamabad

The Mock Corporate Interviews held on April 27, 2024, at SZABIST Islamabad provided students with an invaluable experiential learning opportunity. Executives acted as panelists, simulating a real recruitment process through interviews based on actual job descriptions and specifications. Guided by Dr. Sundas Azeem, students gained insights into both interviewer and interviewee roles, while structured evaluation sheets offered feedback on body language, technical knowledge, and communication skills. For many, this was their first professional interview experience, making the session a significant step in enhancing career readiness and reflecting SZABIST’s commitment to practical, hands-on learning.



35.Empowering Insights: Mastering MS Power BI for Business Analytics – Workshop

A Power BI workshop was held on May 7, 2024, at SZABIST Islamabad, organized by Dr. Ayesha Noor, Faculty of Management Sciences and Incharge QEC. Facilitated by Mr. Aqib Javed from the PTCL Group, the session trained research students in importing, cleaning, and analyzing data, as well as designing interactive dashboards and visualizations. The hands-on workshop enhanced students’ analytical skills, empowering them to integrate Power BI into their research workflows, and reaffirmed SZABIST’s commitment to fostering research excellence through innovative tools and technologies..



36. Girls Guide Association - Visit

SZABIST University Islamabad was honored to participate in an Orientation Session held on May 15, 2024, at the Pakistan Girls Guide Association, National Headquarters, Islamabad.

Representing SZABIST, Ms. Amber Gillani, Faculty of Social Sciences, briefed the audience on the university's community service initiative, "*STAY SAFE.*" The project focuses on addressing key challenges faced by university students, including personal safety, online security, prevention of substance abuse, and emotional well-being.

The session underscored SZABIST's commitment to student welfare, highlighting its efforts to equip young individuals with the awareness and tools needed to navigate today's complex social environment responsibly and safely.



37. Inter-Batch Presentation Competition SZABIST University Islamabad Campus

SZABIST University Islamabad successfully hosted the Inter-Batch Presentation Competition on May 23, 2024, showcasing the exceptional presentation skills of students from the Department of Robotics & Artificial Intelligence. The participants delivered insightful and innovative presentations, demonstrating a strong grasp of the skills imparted by their instructors. Heartfelt thanks to the faculty supervisors — Mr. Raja Shahid Jahangir, Dr. Asma, and Ms. Sadia — for their invaluable guidance and support throughout the competition.



38.Failure of Startups in the Entrepreneurial World - Lesson Learned

The Final Project Presentations management students took place on Saturday, May 25, 2024, featuring a newly designed project aligned with the Course Learning Outcomes (CLOs) of the Entrepreneurship and Family Business subject. The presentations were impressive, reflecting innovative ideas and entrepreneurial thinking, and provided students with valuable learning from a diverse range of projects. Special thanks to Program Manager Dr. Muhammad Shafiq for facilitating this opportunity to share knowledge and experiences in an entrepreneurial context at the management level.



39.“Capacity Building Workshop on Customer Analytical Tools”

On April 26, 2024, Syed Shahwar Hussain, along with Dr. Fuwad Bashir from the Faculty of Management Sciences, SZABIST University, were invited as guest speakers and trainers at NUST Business School, H-11, Islamabad. They conducted a hands-on workshop on “Capacity Building with Customer Analytical Tools” for SZABIST students, providing practical insights and skills to enhance their analytical capabilities in customer-focused business applications.



40. Political Economy of Inequality - Session

On May 22, 2024, SZABIST University Islamabad hosted a screening of Robert Reich's documentary, "Inequality for All", exploring the political economy of inequality. The screening was followed by an engaging interactive session with Dr. Usman Masood, where students examined the economic and political structures that perpetuate inequality in modern democracies. During the Q&A, participants actively discussed the challenges of promoting social justice in capitalist systems, drawing comparisons between the United States and Pakistan's own socio-economic dynamics.



41. MS & PhD Program Review - SZABIST University Islamabad Campus

The MS and PhD Program Review at SZABIST University Islamabad took place on 30th May 2024, organized by the Quality Enhancement Cell (QEC). The event was a resounding success, featuring insightful discussions from esteemed panelists, Associate Deans, Heads of Departments, and Program Managers on curriculum, faculty, student engagement, and research initiatives. We take pride in the collaborative spirit and intellectual curiosity demonstrated throughout the review and extend our heartfelt thanks to all participants for their invaluable contributions in making this event a success.



42. Media Report: Enhancing Global Competency - Seminar for Media Department Students

On 31st October 2024, SZABIST Islamabad hosted a seminar for SZABIST students of Pakistan Economy and 'Design for Social Change' Media students, led by Dr. Wajid Zulqarnain. Miss Daniela Draugelis, founder of Cultural Pathways, shared insights on intercultural communication and global leadership, helping students develop a global mindset and skills for cross-cultural collaboration. The event, supported by Dr. Shumaila Zeb and Mrs. Asma Javed, offered practical tools for students in stakeholder engagement and Media students in designing socially impactful initiatives.



43. Summer Courses, Training, and Workshop Program, 2024 - SZABIST University Islamabad

SZABIST University Islamabad is excited to announce its Summer Courses, Training, and Workshop Program, designed to enhance skills and knowledge across Computer Science, Business, Social Sciences, Media, and Engineering. The program offers in-depth courses, technical and soft skills training, and hands-on workshops led by experienced faculty and industry experts. Participants will gain practical, project-based experience, network with professionals, and receive certification upon completion. Open to SZABIST students, graduates, and external candidates, the program runs throughout the summer with flexible schedules. For registration and more details, please visit the link below.

SUMMER COURSES
2024

Sr. No.	List of Courses	Faculty	Fee for external	Registration Deadline	Course Commencement
1	Communication Skills and Personality Development	Ms. Huma Maqsood	3000	30th July, 2024	6th August, 2024
2	Leadership Skills and Professional Grooming/Decision Making	Dr. Ahmed Ali Qureshi	5000	15th July, 2024	20th July, 2024
3	Python for Beginners	Ms. Zainab Iftikhar	3000	8th July, 2024	After 15th July, 2024
4	Introduction to Digital Marketing	Dr. Saqib Mehmood	3000	8th July, 2024	After 15th July, 2024
5	Photography	Mr. Naveed Ullah Hashmi	3000	5th July, 2024	10th July, 2024
6	Certified Human Resource Management	Dr. Ahmed Ali Qureshi	25000	30th July, 2024	4th August, 2024 (Sundays Only)
7	SAT-Prep	Mr. Amer Rizaz Qureshi	3000	24th June, 2024	2nd July, 2024

• Rs 2,000 per course for SZABIST students, faculty, staff & Alumni
 • Duration of each course is 4 weeks

*Students with 80% attendance and passing marks will get 'Certificate of Completion'

Contact Us

☎ 051-4863363-5
 ✉ edc@szabist-isb.edu.pk

Registration Link

<https://szabist-isb.edu.pk/szabist-trainings-workshops/>

44. Building Bridges through Shared Islamic Values Muslim Youth across Borders

Students of Islamic Studies from the management science departments, guided by Mrs. Asma Javed, participated in a live podcast at University FM Radio 106.6 on April 25th, titled “Building Bridges through Shared Islamic Values.” The session explored how young Muslims navigate faith and cultural identity in a globalized world, featuring insightful reflections and dynamic discussions led by the students. Beyond academic expression, the podcast fostered critical thinking, confidence, and intercultural dialogue, empowering students to engage as thoughtful and responsible global citizens.



45. Education Expo

The SZABIST Admissions Team, led by Mr. Said Ghulam, Manager Admissions, participated in the Education Expo at Serena Hotel Islamabad on 31 January 2024. The event provided prospective students with valuable insights into SZABIST’s academic programs, admission procedures, and campus life.



46. Meet the Champion - Noman Abid LIVE - Session

On 4th December 2024, SZABIST University Islamabad hosted “Meet the Champion – Noman Abid LIVE” in the ORIC Hall. Organized by the Department of Robotics & Artificial Intelligence under Shahid Jahangir Raja, the session brought together students, faculty, and professionals eager to learn from Noman Abid, Pakistan’s 2021 National Public Speaking Champion and renowned Corporate Trainer.

Mr. Abid shared valuable insights on public speaking, confidence-building, and effective communication, inspiring attendees to pursue personal and professional growth. Heartfelt thanks to all students, faculty, staff, and participants for making this event a resounding success.



47. Intra-Departmental Bilingual Debate Competition

The Computer Science Department hosted a Bilingual Debate Competition on December 5, 2024, showcasing students' skills in English and Urdu. Judges Dr. Aqeela Asif and Ms. Afroz Ilyas provided valuable feedback, and the event was praised for fostering confidence, critical thinking, and bilingual proficiency.



48. Faculty Orientation

A Faculty Orientation session marked the beginning of the new academic year. The Head of Campus welcomed faculty members and provided a comprehensive overview of the campus infrastructure, academic teams, and support services, highlighting the state-of-the-art facilities that uphold the University's commitment to academic excellence. He also reaffirmed SZABIST's mission and values, emphasizing the University's dedication to cultivating a nurturing, innovative environment that empowers both students and faculty to thrive.



49. Driving Change through Effective Communication

Student Career Services and Alumni Relations organized the seminar on "Driving Change through Effective Communication" to equip the graduating students with practical knowledge and skills in communication and confidence building, empowering them to navigate professional challenges and drive meaningful change in their future careers.



50. Goal-Setting and Time Management

The Management Sciences Department organized a seminar on setting SMART goals and mastering time management techniques, such as prioritization and the Eisenhower Matrix. Interactive activities and practical strategies helped the students manage their academic and professional pursuits.



51. Winning a Research Grant

Under the Faculty Development Workshop Series, a workshop was organized to equip faculty members with essential skills to craft successful research grant proposals. The workshop focused on key strategies for developing successful research proposals and was attended by the relevant faculty members.

The poster features the SZABIST University logo at the top left, which includes a stylized atom symbol and a portrait of a man. The main title 'TRAINING How to win a Research Grant?' is prominently displayed in white and yellow text against a blue background with a building silhouette. Below the title, it specifies '(FOR FACULTY OF MANAGEMENT SCIENCES)'. A circular portrait of Dr. Muhammad Abbas is on the right. The text 'TRAINER DR. MUHAMMAD ABBAS' is centered. Below this, it identifies him as 'PROFESSOR FAST SCHOOL OF MANAGEMENT, NUCES, ISLAMABAD'. The event details are listed with icons: a calendar for 'August 29, 2024', a clock for '12:00 PM to 3:00 PM', and a location pin for 'Conference Room'. A white rounded rectangle at the bottom right states 'Organized By Dr. Raazia Gul, Head of RIG, Finance - Research Centre, SZABIST University - Islamabad Campus'. The footer includes social media icons and the website 'www.szabist-isb.edu.pk'.

SZABIST UNIVERSITY
Islamabad Campus

TRAINING
How to win a Research Grant?
(FOR FACULTY OF MANAGEMENT SCIENCES)

TRAINER
DR. MUHAMMAD ABBAS

PROFESSOR
FAST SCHOOL OF MANAGEMENT, NUCES, ISLAMABAD

August 29, 2024
12:00 PM to 3:00 PM
Conference Room

Organized By
Dr. Raazia Gul
Head of RIG, Finance - Research Centre
SZABIST University - Islamabad Campus

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52. Bibliometric Content Analysis

The workshop aimed to enhance Ph.D. scholars' competence in conducting bibliometric content analysis for research themes related to their dissertations. It enabled students to apply appropriate tools for bibliometric content analysis, map the search landscape in their specific domains, identify research trends, evaluate the impact of specific research works, and discover gaps in the literature that require further investigation.

Additionally, participants learned to increase the visibility and accessibility of their research by identifying influential publications and key authors in their fields.



53. Profile Power; LinkedIn Branding - Workshop

An effective workshop held on 7th May, 2024, titled "Profile Power: LinkedIn Branding" led by Mina Ali, HR Associate at Bestway Consultancy, Islamabad. The workshop is organized by Saba Butt from the Faculty of Management Sciences, SZABIST University, and Islamabad.

The session was more than just informative, through engaging discussions and hands-on activities, students had the opportunity to delve into the intricacies of LinkedIn branding and networking. One of the highlights of the workshop was the vibrant exchange of ideas among students from various disciplines. It was heartening to witness students coming together, sharing experiences, and building connections.

Moreover, participants gained actionable insights on optimizing their LinkedIn profiles to amplify their online presence and attract opportunities aligned with their career aspirations. A heartfelt gratitude to Mina Ali for her invaluable expertise and to all the students for their active participation and enthusiasm.



54. 13th Media Festival

The 13th Media Festival celebrated student creativity through film screenings, design exhibitions, and live performances, offering an inclusive platform that connected students, faculty, and industry professionals. The event advanced SDG 4 (Quality Education) by enriching learning experiences beyond the classroom and provided students with opportunities to receive critical feedback, professional exposure, and public presentation experience. It also contributed to SDG 17 (Partnerships for the Goals) by fostering meaningful collaborations between academia and industry experts. Faculty observed stronger cross-course collaboration, while students reported enhanced confidence, skill application, and motivation to pursue innovation in their creative fields.



55. 14th Media Festival

The Fall Media Festival served as a professional showcase for graduating students to present their final projects, films, and media campaigns to faculty, peers, and invited industry professionals. By emphasizing applied learning and career readiness, the event advanced SDG 4 (Quality Education) and supported SDG 8 (Decent Work and Economic Growth) by promoting creative entrepreneurship and employability in Pakistan's growing media sector. The festival strengthened connections between academia and industry by offering students valuable mentorship, career guidance, and professional feedback, which enriched the academic process and highlighted the department's commitment to fostering innovation and economic growth in the creative industries.



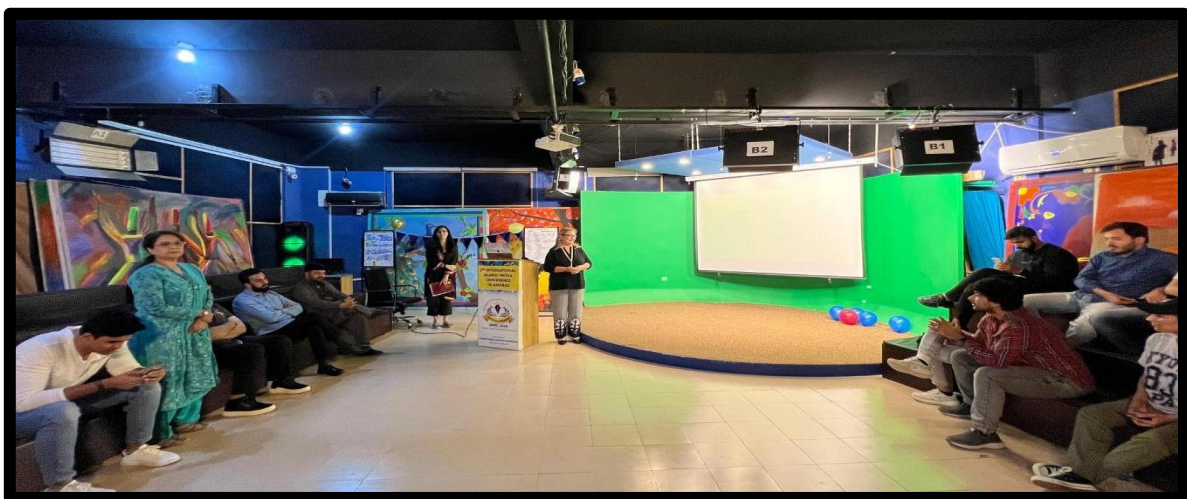
56. HEC Edu TV Program on Accreditation

The HEC Edu TV Program featured an insightful live discussion on the importance of accreditation and quality education, hosted by Abeerah Mehreen from SZABIST Islamabad’s TV Studio. Dr. Jamil Ahmed shared his expertise on how accredited programs ensure academic excellence and align with national and international standards. The session advanced SDG 4 – Quality Education by highlighting the value of recognized and quality-assured programs and promoted SDG 17 – Partnerships for the Goals by strengthening collaboration between SZABIST and HEC in driving education reforms.



57. Enhancing Global Competency – Seminar for BBA and Media Students

The “Enhancing Global Competency” Seminar was held on 31st October 2024 for Pakistan Economy students from the BBA Department and Design for Social Change students from the Media Sciences Department. The initiative was championed by Dr. Wajid Zulqarnain, Head of the Media Sciences Department, who emphasized the importance of equipping students with essential global skills for academic and professional success. The session featured guest speaker Miss Daniela Draugelis, founder of Cultural Pathways, who delivered specialized training on intercultural communication and global leadership. The seminar advanced SDG 4 – Quality Education by fostering cross-cultural understanding and preparing students to thrive in diverse, interconnected environments.



58. Field Study Visit to HUM Network Office

The Media Planning and Strategy students from SZABIST University experienced an enriching field study visit to the HUM Network Office on 15 May 2024. Organized by Puruesh Chaudhary from the Media Sciences Department, the visit provided students with first-hand exposure to the operations of a leading media organization. This initiative supported SDG 4 – Quality Education by bridging the gap between academic learning and industry practice, allowing students to gain practical insights into media planning, strategy, and professional workflows.



59. Summer Photography Workshop

The Summer Photography Workshop, conducted by Dr. Naveed Ullah Hashmi from 18 to 23 July 2024, provided students with a six-day immersive learning experience in the fundamentals of photography. The workshop advanced SDG 4 – Quality Education by equipping participants with practical technical skills, creative techniques, and an understanding of visual storytelling. Through guided practice and expert mentorship, students enhanced their artistic vision and gained confidence in applying photography skills to academic and professional projects.



60. Milestone Celebration and Faculty Meetup

The Milestone Celebration and Faculty Meetup was organized to honor the department's collective achievement in surpassing admissions targets for the academic year. The event highlighted the dedication and collaborative spirit of the faculty and staff whose efforts contributed to this significant milestone. It fostered a sense of unity and professional pride, reinforcing the department's commitment to SDG 4 by ensuring access to quality education and by supporting institutional growth and staff development. The gathering strengthened team morale and encouraged continued excellence in academic and administrative endeavors.



61. SZABIST University Book Fair 2024:

The SZABIST University Library, Islamabad Campus, organized a one-day Book Fair on Thursday, February 22, 2024, at the Open Area of the campus. The event aimed to provide faculty members, researchers, and students with an opportunity to explore and select the latest books for teaching, research, and personal development.

The Book Fair was inaugurated at 10:00 a.m. by the Honorable Head of Campus (HOC), Islamabad, who appreciated the initiative of the library team for promoting reading culture and facilitating academic resource enrichment. Various renowned publishers and booksellers participated in the event, showcasing a wide range of academic and general interest books across multiple disciplines. Faculty members, staff, and students actively participated in the fair, making it a vibrant and engaging event. The fair successfully fostered academic enthusiasm, encouraged knowledge sharing, and strengthened the university's commitment to supporting learning and research activities.



SDG 5: Gender Equality

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1. Anti-Harassment Awareness Sessions - Fall 2024

SZABIST University, upholding its commitment to providing a safe, dignified, and inclusive environment, organized an anti-harassment awareness session on October 11, 2024, for computer science students. The session highlighted the services available at the university, including the role of the anti-harassment committee, social media responsibility, and wellness clinic support. Led by Dr. Shumaila Zeb, Program Manager, and Ms. Amber Gillani, Lecturer in Social Sciences and Focal Person for the Wellness Clinic, the session emphasized the importance of responsible citizenship both on and off campus. Students actively participated and were encouraged to uphold values of respect, equity, and social responsibility, reinforcing a safe and inclusive campus culture.



2. ‘Embracing Diversity at the Workplace’ – Seminar

A seminar on ‘Embracing Diversity at the Workplace’ was arranged on February 27th, 2024 for students of Sociology and Logic and Critical Thinking. Mr. Umair Saeed, Manager of Human Resources and Government Relations at KOAK Power Limited shared his views on various aspects of diversity employees likely face at work. The session, organized by Dr Fatima Ashraf, was interactive and enlightening.



3. International Women's Day celebration at Jinnah Convention Center

On International Women's Day, SZABIST University Islamabad was represented by Ms. Saba Butt, faculty member from the Department of Management Sciences, at an empowering celebration organized by HUM TV at Jinnah Convention Center, Islamabad. The event honored remarkable women who have made significant contributions across diverse fields, including health, education, business, technology, and social change. Graced by the presence of President Dr. Arif Alvi and the First Lady, the occasion highlighted the importance of recognizing and celebrating women's achievements. It served as a powerful reminder to continue uplifting and acknowledging the invaluable role of women in shaping society.



4. Girls Guide Association - Visit

SZABIST University Islamabad was honored to be a part of an Orientation session on the 15th of May 2024 at Pakistan Girls Guide Association, National Headquarters Islamabad. Ms. Amber Gillani, a faculty member of Social Sciences presented SZABIST University Islamabad where the guests were briefed about the community service project "STAY SAFE" for university students. The challenges ensuring personal safety, online security, prevention of substance abuse, and emotional well-being were addressed in the session.



5. Lecture on "Social and Economic Gender Equality" at NUML

The Department of Economics at NUML organized an insightful guest lecture on “*Social and Economic Gender Equality*” featuring Dr. Nasir Munir as the keynote speaker. Dr. Munir emphasized the pivotal role of gender equality in driving societal and economic progress, drawing on his personal educational and professional journey to share success stories that highlighted the value of equal opportunities in personality development and growth. He underscored that gender should never be a barrier, acknowledging the progress made in women’s access to education and the workforce, while also recognizing persistent challenges faced in professional environments. Stressing that with women comprising 52% of the population, their potential cannot be overlooked, he framed equality as a global imperative requiring a shift in perceptions and fair distribution of opportunities. The session concluded with Dr. Hadayat Ullah Khan, Head of the Department of Economics, extending his appreciation and presenting souvenirs to participants as a gesture of gratitude.



6. Seminar on "Gender-Based Violence" at SZABIST Islamabad

SZABIST Islamabad, in collaboration with the Parliamentarians Commission for Human Rights (PCHR), organized a seminar on Gender-Based Violence (GBV) featuring esteemed speakers including Mr. Arshad Mehmood, Ms. Sadia Bukhair, and Ms. Fenny Hum from the High Commission of Canada. Students of Management Sciences and Development Studies actively participated, sharing their perspectives and experiences. The session, opened by Dr. Ahmed Ali Qureshi and enriched with insights from Dr. Abdul Razzaq, concluded with a call to foster awareness and collective action toward building an inclusive and equitable society.



7. Celebrating Human Rights Day 2024 at SZABIST University Islamabad Campus

The Department of Social Sciences at SZABIST University Islamabad celebrated Human Rights Day on December 10, 2024, under the sub-theme “*Remembering the Victims of Conflict*,” in collaboration with the Shaheed Bhutto Foundation (SBF), YFK-International Kashmir Lobby Group, and the Pakistan Mental Health Association (PMHA). Organized by Dr. Abdul Razzaq Khan with moderation by Ms. Zaynab Ghazalli and Ms. Maryam, the event aligned with the global theme “*Our Rights, Our Future, Right Now.*” Distinguished speakers, including Mushaal Hussein Mullick, Dr. Shazia Aslam Soomro, Mr. Rana Qasim Noon, Senator Hajer Rabia Pasha, Senator Krishna Kumari, and others, shared powerful insights on human rights, justice, and dignity. Dr. Tariq Waheed, Head of the Department, welcomed the guests and highlighted the significance of the UN Charter of Human Rights. The event drew strong participation from students, social activists, and media representatives, reaffirming a collective commitment to advocating for human rights and honoring the victims of conflict.



8. Female Youth Empowerment

In line with the ethos of Women’s Day, Telenor Pakistan organized the *Telenor Catalyst Program* on April 29, 2024, where talented female students of SZABIST University Islamabad, accompanied by Dr. Iffat Rasool and Ms. Uzma Sheryar, actively participated. The program aimed to enhance leadership skills, promote digital learning, and encourage financial inclusion among young women from various universities. A group of 70 participants engaged in diverse activities under the guidance of mentors and industry experts, gaining practical knowledge and valuable insights. The program also fostered collaboration and networking, providing an enriching learning experience through the exchange of ideas and perspectives.



9. Education Information Fair 2024 - SZABIST University Islamabad

The Marketing Department of SZABIST University Islamabad actively participated in the “*Education Information Fair 2024*” organized by the Ministry of Federal Education and Professional Training from September 9–14, 2024, across various Islamabad Model Colleges. Aimed at empowering intermediate students of First and Second Year, the initiative provided valuable guidance on higher education opportunities. Representing SZABIST, Ms. Kashaf Shabbir, Marketing Officer, delivered engaging sessions on the admissions process, eligibility criteria, scholarship opportunities, and test preparation tips. Through this initiative, SZABIST reaffirmed its commitment to supporting and guiding students toward a brighter academic future.



10.Paintography Series (Women Empowerment through Education)

The Paintography series fused visual arts with social advocacy, spotlighting themes from women's empowerment to environmental sustainability. Each sub-event leveraged creative expression to highlight SDG priorities: artworks on women's education advanced. The exhibitions brought together students, faculty, and community members, fostering dialogue, raising awareness, and strengthening cultural participation. The initiative effectively showcased how art can become a catalyst for education, advocacy, and positive social change.



SDG 7: Affordable and Clean Energy

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1. Understanding the Nuts and Bolts of the Energy Crisis

On May 24, 2024, a guest lecture was organized by Dr. Usman Masood, in which, Mr. Asjadullah Qureshi, Assistant Director at NEPRA, spoke to students about the “Nuts and Bolts of Energy Crisis” in Pakistan. Mr. Asjad explained the structure of the power sector, all the way from generation to consumption, outlining the problems of cost, pricing, and feasibility, at each stage. In what turned out to be a candid session, the students raised interesting questions on the economics as well as political complexities that surround the problem of circular debt. Mr. Asjad especially praised the students for their appetite and interest.



2. Learning beyond Classrooms: DAKHNI Gas Processing Plant Visit

The students of Mr. Bilal Ahmad, visited the Dakhni Gas Processing Plant on December 11, 2024, to gain practical exposure to Project Management methodologies. The visit offered valuable insights into how mega projects in Pakistan incorporate key areas such as planning, resource management, and risk management. Students observed professionals through the Job Shadowing concept, linking classroom learning with real-world applications. This hands-on experience enhanced their understanding of large-scale project execution and highlighted the vital role of project managers in operational settings. Special thanks to the competent authorities and OGDCL management for their continued cooperation and support in providing such enriching opportunities.



3. Empowering WAPDA's Project Leaders

Mr. Malik Aizaz Ahmad, Member Industrial Liaison Committee, Department of Management Sciences collaborated with Water and Power Development Authority (WAPDA) to conduct a workshop on the art of Project Management for senior managers of WAPDA from diverse DISCOs nationwide. The workshop delved into the essentials of project management, emphasizing hands-on utilization of cutting-edge software tools for planning, tracking, and reporting on real-time WAPDA projects.



SDG 8: Decent Work and Economic Growth

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1. A Career Fair

SZABIST University Islamabad enthusiastically participated in the Career Fair organized by Modernage College, Abbottabad, for HSSC Session 2023-24 students on February 15, 2024. The event provided an excellent platform to engage with prospective students, share insights about SZABIST's academic programs, admission procedures, and vibrant campus life. The admission and marketing team conducted interactive sessions, facilitated career pathway discussions, and highlighted the university's industry collaborations and commitment to fostering a dynamic learning ecosystem. Their dedication to providing personalized guidance and meaningful connections left a strong impression, marking the participation as a resounding success.



2. Exploration of Global Human Resources Practices: Visit International HR Consultancy Firm

On February 20, 2024, students of SZABIST University Islamabad, under the supervision of Ms. Uzma Shahryar, visited an esteemed International HR consultancy firm. The visit offered students valuable exposure to global HR practices and strategies, allowing them to connect theoretical knowledge with real-world applications. This enriching experience not only enhanced their understanding of international HR dynamics but also contributed to their personal and professional development, emphasizing the significance of industry linkages in preparing students for future business challenges.



3. Job Fair 2024 - SZABIST University Islamabad

On May 8, 2023, SZABIST University Islamabad successfully hosted its Job Fair, bringing together 85 renowned companies from sectors such as telecom, media, technology, marketing, finance, and multinational corporations. The fair provided students with a valuable platform to connect with industry leaders, explore career opportunities, and engage in meaningful networking. The event began with a warm welcome by Dr. Muhammad Asif Khan, Associate Dean of Management Sciences, followed by an insightful inaugural address by Mr. Taimur Aziz, Vice President of HR & Administration at NAYATEL. The Head of Campus also visited company stalls, extending support and encouragement to students, faculty, and participating organizations, making the event a highly impactful experience for all involved.



4. Mock Corporate Interviews - SZABIST University Islamabad

On April 27, 2024, SZABIST University Islamabad organized mock corporate interviews for students of Human Resource Management and International Human Resource Management. Executives formed interview panels and assessed students against real-time job advertisements with detailed descriptions and specifications. Prior to the activity, Dr. Sundas Azeem guided students on effective practices as both interviewers and interviewees. Each candidate was evaluated on interview sheets, receiving constructive feedback on body language, technical knowledge, and communication skills. For many students, it was their first exposure to a professional interview setting, reflecting SZABIST's strong commitment to experiential learning and career readiness.



5. Retail Environment Observational Trip

On May 17, 2024, students from the Retail Management course, under the supervision of Mr. Bilal Ahmad, visited I-8 Markaz Islamabad for a retail environment observational trip. The visit aimed to help students practically apply concepts of trading area analysis and site selection for their hypothetical store projects. During the trip, students conducted short surveys and interviews to understand consumer preferences, habits, and satisfaction levels. They also analyzed competitors' size, offerings, pricing, and promotional strategies to identify market gaps and competitive advantages. Additionally, potential retail sites were assessed and rated on factors such as location, accessibility, and suitability, providing students with valuable hands-on experience in strategic retail decision-making.



6. Experiential Learning Activity - Econ-Fest 2024

On May 26, 2024, Development Economics students of SZABIST University Islamabad participated in the Econ-Fest held at F-9, as part of an experiential learning activity. The fest offered students a valuable platform to engage with pressing economic issues and learn from experts through interactive sessions. Key discussions included taxation and its role in development, IMF programs and their impact on developing economies, strategies for documenting the informal economy, and the role of education in fostering sustainable growth. Students also explored innovative academic contributions to development in the session *“Doing Development Better: One University, One Idea.”* This enriching experience enhanced their practical understanding of economic concepts and their applications.



7. Visit to a renowned ground handling services firm

Students of Ma'am Uzma Shahryar, visited Menzies International RAS, a leading ground-handling services firm, to bridge classroom learning of Human Resource Management with real-world practices. The visit provided students with valuable insights into HR strategies, including recruitment, talent acquisition, workforce diversity, employee retention, and networking practices. Alongside a comprehensive office tour, students had the opportunity to interact with employees and executives, gaining firsthand knowledge of practical HR applications. The experience significantly enriched their understanding of how HRM concepts are implemented in professional settings, preparing them for future challenges in the business world.



8. Heavy Industries Taxila - An Industrial Visit

Students of Business Finance and Cost Management at SZABIST Islamabad visited Heavy Industries Taxila on May 9th, 2024, on the gracious invitation of Colonel Shaukat, Director of Budgets. Led by Mr. Muhammad Ali Khan and Dr. Sanaullah Ansari, the visit offered an enriching firsthand experience of heavy machinery production. Students observed the complete manufacturing process of Al-Khalid and Haider tanks, gaining practical insights that complemented their classroom learning. The visit highlighted the importance of experiential learning in bridging theory and practice, while also opening avenues for future industry-academia collaboration. SZABIST Islamabad extends its gratitude to Heavy Industries Taxila for their warm hospitality and to the organizers for facilitating this impactful educational experience.



9. Experiential Learning Activity (Visit to Islamabad Chamber of Commerce & Industry)

Mr. Omer Ijaz from the Management Sciences department organized a visit for Marketing and Supply Chain Management students to the Islamabad Chamber of Commerce & Industry (ICCI) where they had a meeting with Mr Ahsan Bakhtawari, President ICCI. Mr Bakhtawari informed the students about the chamber's operations, methodology, and role in promoting small and medium businesses and encouraged the students to focus on entrepreneurship and businesses.



10. Participation of SZABIST University Islamabad in the Business Idea Competition at NUML-Rawalpindi.

Our students were provided the opportunity to participate in the NUML (Rawalpindi) Business Idea Competition. Under the mentorship of Raja Shahid Jahangir, Faculty of Management Sciences, three teams represented SZABIST University Islamabad with great enthusiasm on April 3rd, 2024. The experience not only enhanced their presentation skills but also imparted valuable lessons in pitching ideas.



11. Guest Speaker Session on Marketing & Communication Strategies at JazzCash

On June 1, 2024, the Department of Management Sciences organized a guest speaker session on “**Marketing and Communication Strategies at JazzCash**”, featuring Mr. Syed Asad Rizvi, Head of Marketing and Communication at JazzCash. Mr. Rizvi shared valuable insights on branding, marketing communication, and the challenges JazzCash faced in strengthening its strategies. He also discussed customer perception and showcased advertisements designed for different target audiences, offering students practical exposure to real-world marketing dynamics. The session highlighted the importance of industry-academia knowledge sharing and was highly appreciated by Dr. Muhammad Asif Khan (Dean, Management Sciences) and Dr. Shumaila Zeb (Program Manager, BBA). The seminar was conducted under the supervision of course instructor, Mr. Omer Ijaz.



12. Industry Expert Seminar on Human Resource Information Systems (HRIS)

On May 19, 2024, the Industry Expert Seminar on Human Resource Information Systems (HRIS) was held at ORIC Hall, SZABIST University Islamabad, featuring Mr. Atta ur Rahman, Director at the Drug Regulatory Authority of Pakistan (DRAP). With his rich academic background in Human Resource Management and Computer Science, Mr. Rahman provided an in-depth discussion on the strategic deployment of HRIS, regulatory frameworks, data security, and integration challenges, supported by real-world case studies. The interactive Q&A session enabled students to actively engage with the speaker, enhancing their understanding of HRIS's transformative role. The seminar was highly appreciated for equipping students with practical insights and knowledge relevant to project management and modern HR practices.



13. Finance, Financial Inclusion, Green Finance, and Economic Growth – Session

We are proud to announce that Dr. Raazia Gul, Assistant Professor, Faculty of Management Sciences, SZABIST University Islamabad, was invited to chair a session on "Finance, Financial Inclusion, Green Finance, and Economic Growth" at the 3rd International Conference of Social Sciences: Contemporary World – Challenges and Transformations 2024, organized by Rawalpindi Women University on November 13, 2024. The session emphasized innovative financial strategies and sustainable approaches to address contemporary global challenges. This honor reflects SZABIST faculty's unwavering commitment to advancing impactful dialogue, research, and practice in the areas of finance, sustainability, and economic development.



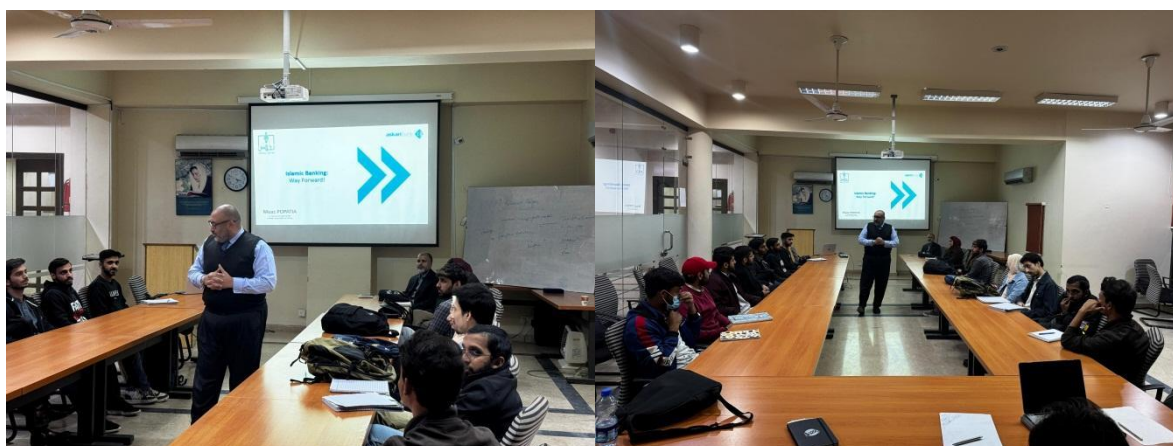
14. Personal Financial Management and Literacy – Workshop

A training workshop on Personal Financial Management and Literacy was conducted on December 12, 2024 by Mr. Khalid Abdul Ghafoor, from the Department of Management Sciences. The event was organized by Executive Development Center (EDC) SZABIST University Islamabad for the SZABIST university students from diverse disciplines, including Computer Science, Artificial Intelligence, Social Sciences, Business Administration, Accounting & Finance. This workshop emphasized the significance of financial literacy as a crucial life skill, equipping students with practical knowledge on budgeting, saving, and investment strategies tailored to their individual needs. It aimed to bridge the gap between academic learning and real-world financial challenges, empowering participants to make informed financial decisions. Such training is invaluable for students, fostering financial independence, reducing stress, and preparing them for future careers.



15. Islamic Banking and Finance- Guest Speaker Session

The Department of Management Sciences at SZABIST University Islamabad organized a guest speaker session on Islamic Banking and Finance for students on December 10, 2024. Mr. Muaz Papotia, Senior Learning Manager North and Head of Islamic Banking Training at Askari Islamic Bank, delivered an engaging talk on the challenges faced in converting conventional banking into an Islamic banking system and shared possible solutions. The session was highly interactive, with students asking insightful questions that were thoroughly addressed by the speaker. The event concluded with Dr. Sanaullah Ansari presenting a shield to Mr. Papotia as a token of appreciation.



16.Digital Marketing, Challenges and Success in Business (06 January 2024)

The Management Sciences Department organized a seminar on 06 January 2024, entitled 'Digital Marketing, Challenges and Success in Business'. The session featured Mr. Kashif Joseph, the CEO of SK Business Solution (a Digital Marketing and BPO company) and the former Head of Academics at the National Incubation Center, Islamabad. The event aimed to cultivate the mental acumen of students by educating and involving them in digital marketing activities.



17.Field Study Visit to HUM Network Office!

Media Planning and Strategy students from SZABIST University Islamabad visited the HUM Network Office on May 15, 2024, in a field study organized by Ms. Puruesh Chaudhary from Media Sciences. The visit provided students with valuable industry exposure, where they interacted with HUM Network professionals, including Syed Faaz Ali, Broadcast Strategist, and Raheel Boricha, General Manager Digital Media. Students gained insights into media operations, programming quality assurance, scriptwriting, fashion design, and the organization of the HUM Awards. They also toured entertainment and news studios, the archive facility, and master control rooms, enhancing their understanding of real-world media practices. The enriching experience helped bridge the gap between theory and practice, equipping students with practical knowledge for their future careers.



18.JS-Zindigi Startup Competition - Islamabad Region 2024

We are proud to share that our faculty member, Shahid Jahangir Raja, served as the main trainer and judge at the JS-Zindigi Startup Competition for the Islamabad Region, held at the Institute of Space Technology (IST) from September 6–8, 2024. He conducted a training session titled "Mastering the Art of WINNING Pitch for Startup," where he guided participants in refining their pitches and evaluated the competing startups. His contribution reflects the active role of SZABIST University Islamabad's faculty in strengthening the entrepreneurial ecosystem and highlights the institution's commitment to fostering innovation, supporting startups, and encouraging both students and faculty to excel on national platforms.



19.JS-Zindagi Competition - KPK 2024

We are pleased to share that Shahid Jahangir Raja, faculty member from the Management Sciences Department at SZABIST University Islamabad, was invited by GIK University to serve as a judge in the Regional Round of the JS-Zindagi Competition – KPK 2024. In addition to his role on the esteemed jury panel alongside industry experts, he conducted a special training session on “Mastering the Art of Persuasive Pitching” for 80 startups from the campus rounds of KPK institutes. This recognition reflects his active contributions to the entrepreneurial ecosystem and the strong support of SZABIST leadership, particularly Khusro Pervaiz Khan, Head of Campus, who continues to encourage faculty and students to represent the institution on national platforms. During the event, Shahid Jahangir Raja also engaged in fruitful discussions with the Director General of Science and Technology KPK, Sajid Shah, and the Vice Chancellor of GIK Institute to explore future collaborations for youth incubation and startup development.



20. Participation: Youth Leadership Convention (YLC)

Students from SZABIST Islamabad attended the Youth Leadership Convention (YLC) 2024, organized by the Youth Association of Pakistan (YAP) on October 5th & 6th, 2024. Under the supervision of faculty member Sir Shahid Jahangir Raja, they participated with great zeal, diving into sessions on Digital Marketing, Freelancing, E-commerce, Leadership Dynamics, and more.



21. Visit: Pakistan Tobacco Company

Students had an industrial visit arranged as part of their academic learning experience. The visit offered them an in-depth understanding of the practical applications of strategic marketing concepts, including internal analysis frameworks. Senior executives from PTC conducted an engaging session, sharing insights into the company's innovative marketing strategies and demonstrating how they leverage internal strengths to capitalize on market opportunities and drive success.



22. AI Trainings in Classes

AI training sessions were integrated into regular classes to equip students with future-ready digital competencies. The workshops focused on practical applications of artificial intelligence in media production, data analysis, and creative design. These sessions advanced SDG 4 by enhancing access to quality, future-oriented education and addressed SDG 8 by improving students' employability for the evolving digital economy. Students reported increased confidence in using AI tools, while faculty highlighted the importance of ethical and responsible AI practices. The initiative prepared students to stay competitive and innovative in the rapidly transforming media landscape.



23. 2nd Fashion Skill Expo

The 2nd Skill Expo showcased MS student projects across media, fashion, and design disciplines. The event contributed to SDG 4 – Quality Education by integrating applied skills into the learning process and supported SDG 8 – Decent Work and Economic Growth by fostering innovation, creativity, and entrepreneurial thinking. It provided students with valuable exposure to professional evaluation and constructive feedback, bridging the gap between academic learning and industry expectations.



24. HEC Edu TV Program on DLSEI – Phase 3

The DLSEI Phase 3 Program at SZABIST Islamabad highlighted the transformative potential of digital learning platforms in shaping Pakistan’s future workforce. The session featured Mr. Faisal Rafique, Deputy Director at HEC, and Mr. Hamza, Project Director at Coursera, who shared insights on expanding access to world-class online education and industry-aligned certifications. Hosted by Abeerah Mehreen from the Media Sciences Department, the event strengthened SDG 4 – Quality Education by promoting lifelong learning opportunities and SDG 8 – Decent Work and Economic Growth by equipping students with globally recognized, employable digital skills. The discussion inspired students to leverage Coursera’s resources to enhance their competencies and remain competitive in an evolving digital economy.



25. Pot Painting & Creative Crafts Display

The Pot Painting & Creative Crafts Display, held on 20 November 2024, celebrated students’ artistic talents and craftsmanship through a vibrant display of hand-painted pots and innovative crafts. The exhibition promoted SDG 4 by encouraging hands-on, experiential learning and SDG 8 by showcasing creative skills that support entrepreneurship and economic growth. The event highlighted the value of integrating traditional crafts with modern design, fostering both cultural appreciation and practical skill development among students.



26. Entrepreneurial Fair to Foster Innovation and Skills

The Entrepreneurial Fair and Student Showcase provided a vibrant platform for students to present their business ideas, creative products, and innovative projects. This initiative promoted SDG 4 by integrating practical, hands-on learning into academics and SDG 8 by encouraging entrepreneurship, self-reliance, and employability. Students showcased startups, handmade crafts, digital designs, and marketing prototypes to peers, faculty, and industry professionals. The event strengthened their communication and presentation skills while connecting them with potential mentors and collaborators, fostering a spirit of innovation and enterprise within the SZABIST community.



27. News Event & Documentary Showcase

The News Event & Documentary Showcase celebrated the creativity and technical skills of Media Sciences students, featuring a selection of their best news packages, event coverages, and documentary films. Guided by industry veterans Ikram Chaudhary and Sarfraz Raja, the showcase bridged the gap between classroom learning and professional media practices. It supported SDG 4 by providing experiential learning opportunities and SDG 8 by strengthening employability through exposure to real-world storytelling standards. The event inspired students to pursue excellence in journalism and filmmaking while receiving constructive feedback from seasoned professionals.



28. Music Workshop with Zainab Dar

The Music Workshop with Zainab Dar offered Media Sciences students a unique opportunity to explore the fundamentals of music and sound as tools for creative expression. Conducted on 15 May 2024, the session combined practical demonstrations with interactive learning, enabling students to understand rhythm, melody, and the role of music in media production. The workshop advanced SDG 4 by enriching students' educational experience with applied artistic skills and supported SDG 8 by fostering creative industry competencies. Participants gained valuable insights that enhanced both their technical abilities and appreciation for music as an integral element of storytelling in media.



29. Faculty Orientation and Teaching Workshop

The Faculty Orientation and Teaching Workshop, conducted on 19 January 2024, provided new and returning faculty members with a structured introduction to SZABIST's academic policies, departmental culture, and teaching expectations. The session combined orientation activities with hands-on training on effective teaching methodologies, student engagement strategies, and curriculum delivery best practices. By strengthening pedagogical skills, the workshop advanced SDG 4 by promoting high-quality education and inclusive learning environments, while contributing to SDG 8 through professional growth and capacity building. Faculty members left the workshop equipped with practical tools, collaborative approaches, and a clear understanding of their roles, setting the stage for a successful and productive academic year.



SDG 9: Industry, Innovation and Infrastructure

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1. ChatGPT for Instructors

HOD Robotics & Artificial Intelligence - Dr. Muhammad Imran conducted a workshop entitled “ChatGPT for Instructors” on 06 January 2024 for the Faculty of Computing and Engineering Sciences. Dr. Imran delved into the applications of ChatGPT in academia, exploring innovative ways to integrate this powerful language model into teaching methodologies.



2. NICAT-National Incubation Center for Aerospace Technologies

On March 15, 2024, the Faculty of Management Sciences at SZABIST University participated in NICAT’s networking event focused on entrepreneurship and innovation in Aerospace and DeepTech. Represented by Prof. Dr. Shazia Akhtar (Head of Department), Dr. Zoya Wajid, and Ms. Saba Butt, the faculty engaged in meaningful exchanges that highlighted the crucial role of academia-industry collaboration. The event featured valuable insights from leading industry figures, including Imran Jatla (Project Director NICAT), Ayub Ghauri (President – Entrepreneur in Residence NICAT), and Salim Ghauri (CEO and Founder of Netsol Technologies), who emphasized the importance of leveraging university talent and collaborating with young entrepreneurs. Their contributions underscored the potential of fostering partnerships that empower the next generation of innovators and strengthen the entrepreneurial ecosystem.



3. Participation of SZABIST Students in Indigenous Entrepreneurship Event.

SZABIST Islamabad's students actively participated in the 7th Indigenous Entrepreneurship Conference, organized by the Youth Association of Pakistan (YAP) at Preston University on February 27, 2024. The event was enriched by the presence of Shahid Jahangir Raja, faculty member of Management Sciences and a serial entrepreneur, who was invited as a keynote speaker to share his expertise on micro-entrepreneurship. Our students not only engaged in meaningful discussions with fellow entrepreneurs but also gained valuable knowledge and networking opportunities, equipping them with practical insights to thrive in the entrepreneurial world.



4. Empowering Pakistani Startups: Insights from ICCI Session

Ms. Sumayya Amra, Head of BIC SZABIST, Dr. Ahmed Ali Qureshi (Assistant Professor/Head of Student Support Services), and Research Associate Mahnoor Altaf, along with our enthusiastic girls, had the privilege of attending an insightful session at the Islamabad Chamber of Commerce and Industry (ICCI). The session, hosted by the "Canada Startup Association and Spring," aimed to facilitate and empower Pakistani startups and SMEs by providing valuable insights, tools, and networks necessary to leverage Canada's vibrant startup landscape for establishing or scaling businesses.



5. Experiential Learning Activity (Visit to Rawalpindi Chamber of Commerce & Industry)

The Department of Management Sciences organized a visit to the Rawalpindi Chamber of Commerce & Industry (RCCI) on May 27, 2024, where students were warmly welcomed by Mr. Saqib Rafiq, President RCCI. He briefed them about the chamber's operations and its vital role in promoting small and medium enterprises, while also encouraging students to pursue entrepreneurship and become job providers rather than job seekers. Inspiring sessions were also conducted by Mr. Muhammad Hamza Sarosh, Senior Vice President RCCI, and Mr. Faisal Shahzad, Vice President RCCI, who shared success stories and motivational insights on entrepreneurship. The visit, aimed at strengthening academia-industry linkages, was highly appreciated by Dr. Muhammad Asif Khan, Dean of Management Sciences, and Dr. Shumaila Zeb, Program Manager BBA, and was conducted under the supervision of course instructor Mr. Omer Ijaz.



6. Conflict Management in Projects - Guest Speaker Session

A guest speaker session was organized on April 28, 2024, SZABIST University Islamabad for the course *Case Studies in Project Management* by Dr. Muhammad Shafiq. The session featured Dr. Saqib Mehmood, an expert in Business Analytics and a renowned entrepreneur, who delivered an insightful talk on *Conflict Management in Projects*. He highlighted different types of conflicts that arise during projects and emphasized the crucial role of project managers in addressing and resolving them. Drawing from real-world cases, he explained conflict resolution strategies and their impacts on project outcomes. The students actively engaged in the discussion, asking thought-provoking questions, and the session concluded with Dr. Shafiq extending his gratitude to the speaker for his valuable insights.



7. FM POWER 99 – Visit

The Department of Management Sciences organized an educational trip on May 17, 2024, for students enrolled in the *Media Management* course to the headquarters of Power FM 99 in Blue Area, Islamabad, under the supervision of their instructor, Mr. Syed Shahwar Hussain. The visit aimed to provide students with practical insights into the planning, operation, execution, and management of electronic media content. The session, led by Ms. Tehniyat Bano, Manager Projects at FM Power 99, covered the functioning of media organizations, regulatory frameworks, evolving media trends, and the channel's commitment to climate change initiatives. An interactive Q&A session further enriched the students' understanding, enabling them to link theoretical knowledge with industry practices. This activity offered valuable exposure to the rules, regulations, and operational dynamics of media management, equipping students with practical insights for their final projects and future careers.



8. Effective communication skills – Seminar

A seminar on “Effective Communication Skills” was organized by Dr. Iffat Rasool and Ms. Farah Khawaja (V.F) on May 11, 2024, for students at SZABIST University Islamabad. The session aimed to strengthen interpersonal relationships by fostering empathy, trust, and mutual understanding through effective communication. Guest speaker Mr. Muhammad Husayn, Manager of Leadership Development at ZONES Islamabad, shared practical tips for communicating in diverse contexts and engaged students in interactive exercises on verbal and non-verbal cues, active listening, and message reception. The seminar was highly appreciated by students, who actively participated and acknowledged the department's efforts in enhancing their soft skills.



9. Transformation of Services Industry in the age of AI - Panel Discussion

Students of Services Marketing organised a panel discussion on "Transformation of Services Industry in the age of AI" November 21, 2024. The industry expert on the subject topic was Mr. Aqib Javed and students performed the roles of moderator, discussants, and host. Students learnt from the session in terms of subject knowledge and skills to act as key persons in panel discussions.



10. Digitalization & Sustainability - Guest Speaker Session

On December 5, 2024, a panel session on “Digitalization & Sustainability” was organized by Strategic Marketing students under the supervision of Dr. Khansa Zaman. Industry experts, including Mr. Zahid Farooq Chaudhary, Chief Strategy Officer at Newage Cables, and Mr. Muhammad Salam Khan, Head of HRD at Shifa International Hospital, shared insights on leveraging IT to enhance sustainability in products and services. The session was moderated by the students and concluded with an engaging Q&A segment, receiving positive feedback and appreciation from all participants.



11. Management and Leadership in the Age of AI - Panel Discussion

On December 17, 2024, SZABIST University Islamabad hosted a panel discussion on “Management and Leadership in the Age of AI,” featuring Mr. Ubaid Chaudhary, Founder & Lead Consultant at The Zero Gap; Dr. Sana Aroos, Organizational Psychologist and Senior Assistant Professor at Bahria University; and Dr. Sundas Azeem, Assistant Professor of Organizational Behavior and Management at SZABIST. The panel explored the transformative impact of artificial intelligence on leadership and management, discussing challenges such as decision-making, employee engagement, and organizational ethics. The speakers provided valuable insights on leveraging AI to enhance leadership effectiveness while maintaining a human-centric approach.



12. ZAB AI CUP 2024 - Event Highlights

The Department of Robotics & Artificial Intelligence at SZABIST University Islamabad hosted the ZAB AI CUP 2024 on December 18–19, supported by the Predictive Analytics Lab and sponsored by FINTASH. The event brought together talented students from universities in and around the twin cities to build deep learning models for analyzing complex medical image datasets, competing for top performance. The top three teams received cash prizes, while all participants were awarded certificates and souvenirs in recognition of their efforts. The expert jury included Dr. Aun Irtiza, Chairman of Computer Science at UET Taxila, and Dr. Arif-ur-Rahman, Professor at Bahria University. The event was graced by Dr. Waseem Shehzad, Campus Director at FAST National University, and Khusro Pervaiz Khan, Head of Campus, SZABIST. Beyond competition, ZAB AI CUP 2024 provided a dynamic platform for learning, collaboration, and knowledge exchange within the AI community.





13. Artificial Intelligence & Data Science Using Python

On August 16, 2024, the Faculty of Computing and Engineering Sciences at SZABIST University Islamabad hosted a session as part of the training course “Artificial Intelligence & Data Science Using Python,” delivered by Mr. Waqas Munim, Head of AI and Analytics at CMPak. With over 15 years of experience in Business Intelligence and AI, Mr. Munim shared his expertise in data governance, data warehousing, data engineering, and AI applications in the telecommunications industry, drawing on his work with multinational corporations such as Ufone and Zong. The session offered practical insights into the transformative role of AI and data analytics, concluding with an engaging Q&A. In appreciation of his contribution, Mr. Munim was presented with a shield by Dr. M. Imran, Head of the Department of Robotics and AI.



14. TERADATA Event

Students from SZABIST University Islamabad visited Teradata, where they were welcomed with an in-depth presentation on the company's background, core principles, and operations. Dr. Sajjad Siddiqi, Manager of Data Science at Teradata, delivered an insightful talk covering the organization's focus on AI/ML solutions, cloud data analytics, data architecture, and data security, along with the tools and techniques used by Teradata engineers. Students engaged in discussions on topics such as data warehousing, computer vision, and natural language processing, directly relevant to their FYP projects, and participated in interactive Q&A sessions with Teradata's Data Engineering team. The visit provided valuable practical exposure to industry practices, cutting-edge tools, and the market demands shaping the future of AI and data science.



15. ZAB – EXTRAVAGANZA

ZAB EXTRAVAGANZA was held on 19th December, 2024 under the ZAB Entrepreneurship Week, Fall 2024 at SZABIST Islamabad. ZAB EXTRAVAGANZA is one of SZABIST Islamabad’s signature events to support students who plan to go solo in the marketplace.

The event gathered undergraduate program exhibitors to provide a single place for students to showcase their marketing plans, discover business start-ups and support services, and access the latest marketing trends. To help students understand this, the department of management sciences hosted “ZAB Extravaganza (Rise of the Phoenix) Fall 2024, a sophisticated platform designed for business students to gain a better understanding of key concepts in marketing and business behavior (e.g. entrepreneurial personality, business decision making, need-based entrepreneurship), and to use this knowledge to identify market trends.

The young entrepreneurs and supervisors of the student team, Dr. Zoya Wajid, Dr. Kashif Ibrar and Mr. Syed Shahwar Hussain of the ZAB Extravaganza Fall 2024 received outstanding appreciation by the Guests of Honor, Mr. Khusro Pervaiz Khan (Head of Campus) along Dr. Muhammad Asif Khan (Associate Dean), Dr Shazia (Head of Department) and Dr. Shumaila Zeb (Program Manager).



16. Innovation Gala Experiential Learning Activity

The Department of Management Sciences in collaboration with SZABIST Administration organized a Sales Gala on 06th Jan, 2024. Students of (Marketing / Supply Chain Management) exhibited 30 stands relating to assigned innovative business projects. Students applied several unique product innovation/marketing and sales strategies to promote their business ideas. Furthermore, students were able to effectively carry out operations, and earned fair profits by selling unique products & services. Students also displayed self-made Advertisements along with Business Models of their proposed businesses.

The event was attended by various faculty members and a large number of university students from different disciplines. The purpose of the event was to reflect on the importance of realistic sales, promotions, supply operations, customer value propositions, and customer development in the modern business world.

Dr. Shazia (HOD Management Sciences) and Dr. Shumaila Zeb (Associate Professor & Program Manager BBA) highly appreciated the efforts of the students. The event was conducted under the supervision of course instructor Mr. Omer Ijaz.



17. Exciting Real-Time Project Management Learning Experience!

On May 11, 2024, students from the Master's Program in Project Management had the opportunity to immerse themselves in real-time projects across Islamabad and Rawalpindi. Led by the esteemed faculty, the visit provided invaluable insights into project management in both the construction and IT sectors.

Here's a glimpse of their enriching experience: **Bandhar Bridge on Islamabad Expressway:** Students received a comprehensive briefing on the construction phase, with a focus on the role of the executing agency (FWO) and various planning and operational aspects. **Soan Bridge on Islamabad Expressway:** Another insightful briefing on the construction phase, shedding light on the role of the executing agency (FWO) and key project aspects.

Rawalpindi Ring Road (RRR): The project manager and planning engineer shared invaluable insights into the construction of RRR, highlighting the challenges faced and lessons learned. **Pakistan Software Export Board (PSEB) Islamabad:** Mr. Zeeshan Khattak, HoD IT, provided a detailed overview of PSEB's role in Pakistan's IT sector. An interactive session followed, offering students the chance to engage and delve deeper into the subject. **Tunneling Institute of Pakistan (TIP):** Students explored Building Information Technology (BIM) in an interactive knowledge session, discovering its applications in projects and its significance in the industry.

It was a day filled with learning, inspiration, and invaluable insights. Our students gained firsthand experience and knowledge that will undoubtedly enrich their project management acumen!"



SDG 10: Reduced Inequalities

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1. Youth Engagement Session

SZABIST Islamabad students participated in Akhuwat's first Youth Engagement Session on February 24, 2024, with Campus Ambassadors Fatima Pasha and Mohammad Anas representing the university under Ma'am Sana Mukhtar. The session empowered students to actively contribute to community service, highlighting their vital role as youth ambassadors in driving positive social change.



2. Misconceptions, Promoting Awareness, and Fostering an Inclusive Environment for Individuals with Down syndrome - Seminar

On October 23, 2024, a seminar for Psychology students focused on raising awareness and promoting inclusivity for individuals with Down Syndrome. Facilitated by Ms. Qunoot Iftikhar from KDSP Islamabad, the session included interactive activities to highlight the importance of therapy. The event was organized by Ms. Sana Mukhtar in collaboration with Karachi Down Syndrome Program (KDSP).



3. Celebrating Human Rights Day 2024 at SZABIST University Islamabad

The Department of Social Sciences at SZABIST Islamabad marked Human Rights Day on December 10, 2024, under the theme “Remembering the Victims of Conflict,” in collaboration with SBF, YFK-International Kashmir Lobby Group, and PMHA.

Organized by Dr. Abdul Razzaq Khan and moderated by Ms. Zaynab Ghazalli and Ms. Maryam, the event featured speakers including Mushaal Hussein Mullick, Dr. Shazia Aslam Soomro, Mr. Rana Qasim Noon, Senator Hajer Rabia Pasha, Senator Krishna Kumari, Mr. Zulqarnain Asghar, Dr. Bashir, and Mr. Asif Khan.

Dr. Tariq Waheed, Head of Social Sciences, welcomed guests and highlighted the UN Charter of Human Rights. The event saw strong participation from students, activists, and media, reaffirming a collective commitment to human rights and remembering victims of conflict.



SDG 11: Sustainable Cities and Communities

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1. An Enlightening Visit to Read Foundation

As part of their Introduction to Philanthropy course, Social Sciences students visited the Read Foundation, gaining firsthand insights into educational and community development initiatives. Through interactive sessions and discussions, students learned about innovative philanthropic approaches and were inspired to contribute to a better, more educated world. Special thanks to the Pakistan Centre for Philanthropy (PCP) and Read Foundation for hosting and guiding our students.



2. Inaugural Ceremony of "Education on Wheel" and "Facilitation on Wheel"

Dr. Tariq Waheed (HOD-SS) and Ms. Sana Mukhtar represented SZABIST Islamabad at the inaugural ceremony of “Education on Wheel” and “Facilitation on Wheel” on April 29, 2024, at F9 Park. Interior Minister Mr. Mohsin Naqvi and IG Police Syed Ali Nasir Rizvi lauded the impactful volunteer work of SZABIST Social Sciences students in community and road safety initiatives.



3. Art Exhibition at SZABIST University, Islamabad Campus

The Department of Social Sciences hosted an Art Exhibition on May 14, 2024, in collaboration with SZABIST Literature & Debating Society, Dramatic Society, and Social Sciences Society. Students from various departments showcased paintings, sketches, and creative artworks, earning appreciation from visitors. The exhibition provided a platform for students to express their creativity, gain practical experience, and enjoy a break from academic routines.



4. Educational trip to Taxila and Dharmarajika.

Students of SZABIST University, accompanied by Miss Maria Rafique, embarked on an educational trip to Taxila and Dharmarajika. The visit offered a deep dive into the rich history and culture of the Gandhara civilization. At the Taxila Museum, students explored ancient artifacts, sculptures, and relics, while the serene Dharmarajika Stupa provided insights into the spiritual influence of Buddhism in the region. The trip was a holistic learning experience, enriching students' understanding and appreciation of Pakistan's cultural heritage.



5. Celebration: Pashtoon Cultural Day

The SZABIST Sports, Cultural, and Adventure Society organized a Pukhtoon Cultural Day to celebrate the rich heritage and traditions of the Pukhtoon community. Esteemed Chief Guests, Mr. Farhat Ullah Babar, Ex-Senator, and Senator Miss Robina Khalid graced the event. The speakers emphasized the importance of unity, shared ethical values, and the pivotal role of youth in advancing Pakistan's progress and prosperity.



6. Celebration: Gilgit-Baltistan Independence Day

Students, faculty, and guests gathered to honor the region's cultural legacy and its journey to freedom. The Sports, Culture, and Adventure Society of the University organized the event. This colorful celebration served as a beautiful reminder of unity and pride in Pakistan's diverse history.



7. Road Safety Awareness Program – ZAB FM 106.6

The “Road Safety Awareness Program” on ZAB FM 106.6 aimed to educate the community about essential road safety practices, traffic regulations, and the importance of responsible driving. The session featured expert advice on accident prevention, pedestrian safety, and safe driving behaviors, encouraging listeners to become more mindful road users. By promoting safe mobility, the program contributed to SDG 3 – Good Health and Well-being by reducing risks of road accidents and SDG 11 – Sustainable Cities and Communities by fostering safer and more organized urban spaces. The initiative raised awareness among drivers and pedestrians alike, inspiring collective responsibility towards safer roads and a safer community.



8. Awareness Campaign on Cleanliness

The Photo Walk at Golrah Station, organized for BS Media Sciences Semester 1 students, offered a unique hands-on learning experience under the guidance of visiting faculty member Hamza Talat. Held on April 29, 2024, the activity allowed students to step out of the classroom and explore the historic Golrah Station, capturing its heritage and ambiance through their lenses. The session enriched students' technical photography skills, encouraged creative expression, and deepened their appreciation of cultural heritage sites. Valuable feedback from their instructor enhanced their artistic vision and boosted confidence in applying theoretical knowledge to real-world settings.



9. Collaborative Mural Painting – Creative Community Initiative

The Collaborative Mural Painting event brought together students from the Media Sciences Department to transform a shared space into a vibrant visual narrative. Held on 9 April 2025, the initiative encouraged teamwork, creative expression, and environmental appreciation. By engaging students in hands-on artistic collaboration, the activity advanced SDG 4 by promoting experiential learning, supported SDG 11 by enhancing campus spaces as inclusive cultural hubs, and embodied SDG 17 by fostering partnerships among students, faculty, and staff. The mural now stands as a lasting testament to student creativity and the power of collective effort in enriching shared environments.



SDG 12: Responsible Consumption and Production

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1. Canva Poster Design Awards Distribution Ceremony

The Canva Poster Design Competition Awards were presented on December 20, 2023, with Dr. Sundas Azeem and Dr. Nasir Munir as guests of honor. The top three groups were recognized for their creativity, teamwork, and dedication. The ceremony celebrated not only individual talent but also the spirit of collaboration, reinforcing SZABIST Islamabad's commitment to fostering creativity, entrepreneurship, and future leadership among students.



2. 7th Edition of the Ethical Finance and Sustainability Conference (EFS-2024)

We are thrilled to share that Dr. Raazia Gul, Assistant Professor, Faculty of Management Sciences, represented SZABIST at the 7th Ethical Finance and Sustainability Conference (EFS-2024) at the University of Leeds, UK, on 15th May 2024. She presented her paper, “Unlocking Sustainable Futures: Exploring the Non-linear Linkages between Green Finance and Environmental Sustainability in Developing Countries,” and chaired the session on Renewable Energy and Green Finance.

Conferences like EFS-2024 are vital for fostering dialogue, collaboration, and knowledge-sharing among professionals and scholars dedicated to ethical finance and sustainable development.



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1. Exploring Climate Ethics: A Seminar at SZABIST Islamabad

SZABIST Islamabad recently hosted a thought-provoking **Climate Ethics** session for Management Sciences faculty. The seminar explored ethical considerations in addressing climate change and highlighted the importance of responsible environmental stewardship.



2. Seminar: Climate Action and the Role of Youth

On Saturday, 12th [Month] 2024, Social Sciences students Fatima Pasha and Aqsa Sarfaraz organized a **Climate Change Seminar** in collaboration with ZAB Life Club and Youth Diplomacy Forum. The event featured distinguished speakers—Mr. Muhammad Sheraz, Mr. Talha Tufail Bhatti, and Musawar Tanoli—who highlighted global environmental challenges, youth engagement, and the role of educational institutions in climate action. Dr. Taraq Waheed, Head of Social Sciences, emphasized the importance of more such initiatives to mobilize youth for sustainable solutions. The seminar attracted students, faculty, and environmental enthusiasts, fostering interactive discussions on actionable steps to combat climate change.



SDG 16: Peace, Justice and Strong institutions

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1. "Pakistan's Current Socio-economic and Political Situation and Future of Youth in the Country"- Seminar

Students of social 8 -International Relations (Humair Chaudhary, Abdulrehman Abbassi, Javeria Khalid, Adil Nawaz Solangi, Waleed Feroz, and Hanan Shahid Bhutt) represented SZABIST at the special event organized by Islamabad Chamber of Commerce on 5th March 2024. Former prime minister Shahid Khaqan Abbassi and the business community of Islamabad led the discussion on "Pakistan's Current Socio-economic and Political Situation and Future of Youth in the Country". The Students participated in the event and gave their insights on the current situation in Pakistan and what innovations needed to be made.



2. Ethical Dilemmas – Industry Voices

We are pleased to share the successful conduction of the event, "Ethical Dilemmas – Industry Voices" on May 18, 2024, presented by the management sciences students under the supervision of Mr. Shahid Jahangir Raja. This activity was thoughtfully crafted with student consent at the semester's start and aligned with our subject objectives.

As the instructor and an entrepreneurial thinker, Mr. Shahid guided students to engage with local business owners, uncovering the ethical challenges they face while conducting their venture. Students employed a case study approach to develop practical, indigenous case studies for future cohorts.

Our students showcased their findings to industry executives, who generously offered their time and invaluable feedback for further improvement. I extend our gratitude to everyone involved for making this event a resounding success.



3. Recap of the Soulful Mehfil e Naat!

On the evening of 14th March 2024, RISE Together Society hosted a heartfelt Mehfil-e-Naat on the 3rd of Ramadan Kareem. Students celebrated the blessings of Ramadan through soulful recitations. The event was graced by Prof. Dr. Shazia Akhter as chief guest, with esteemed faculty in attendance. Special thanks to Ms. Sara Shireen from the CS department for adding warmth to the evening. It was a memorable gathering of devotion, unity, and spiritual reflection.



4. Anti-Harassment Session

SZABIST University hosted an Anti-Harassment Session on 27th February 2024 for fresh SZABIST students. The session highlighted responsible citizenship, the role of social media, the Anti-Harassment Committee, and wellness services. Facilitated by Dr. Shumaila Zeb, Ms. Amber Gillani, and Ms. Sana Mukhtar, students were encouraged to actively participate and embrace social responsibility while fostering a safe, respectful, and inclusive campus environment.



5. Seerat-un-Nabi Session - SZABIST University

Humera Masihuddin Inspires Students with Talk on the Life of the Holy Prophet (PBUH) at SZABIST Islamabad On Thursday, 17th October, the Character Building Society hosted an enriching talk by Humera Masihuddin in celebration of the Holy Prophet Muhammad's (PBUH) birth anniversary. She highlighted the Prophet's exemplary character, compassion, leadership, and teachings on social justice and tolerance, emphasizing their relevance in contemporary life. The session inspired students to embrace these values in daily life, while Naat recitations by students added to the spiritual ambiance. The event was warmly appreciated by both students and faculty



6. SZABIST Student Council ISB Elections 2024-2025 Oath-Taking Ceremony - SZABIST University Islamabad

On December 4, 2024, SZABIST Islamabad held its Student Council Oath-Taking Ceremony, welcoming the new leadership team: President Naveed Ali, Vice President Yashfi Saboor, and General Secretary Syed Ali Hassan. Senator Sehar Kamran delivered an inspiring speech on leadership and teamwork, while Dr. Ahmed Ali Qureshi emphasized the council's role in promoting collaboration and innovation. The new leaders shared their vision to enhance student engagement, organize impactful events, and enrich campus culture.



7. Artificial Intelligence for Unethical Content Identification and Eradication

On July 15, 2024, the Computer Science Department organized a seminar on “Artificial Intelligence for Unethical Content Identification and Eradication,” presented by Dr. Fadia Shah. The session highlighted AI techniques, including machine learning and natural language processing, for detecting harmful content, discussed real-world applications and challenges, and emphasized ethical considerations for responsible AI use.

Participants gained valuable insights into current trends and the future role of AI in promoting safer digital spaces.



8. Cyber Security Workshop

On December 23, 2024, SZABIST Islamabad hosted a Cyber Security Workshop in collaboration with the Cyber Crime Wing, FIA Pakistan. Focused on privacy protection and social engineering attacks, the session equipped students, faculty, and professionals with practical strategies to safeguard digital identities. Mr. Muhammad Akram Mughal, Deputy Director of Network Security at NR3C, shared his expertise, while the workshop, organized by Dr. Danish Mahmood and Mr. Safi Ullah, highlighted the importance of cybersecurity awareness and online safety.



9. Campaigns for Solidarity with Palestine

Awareness campaigns were organized across campus to express solidarity with the people of Palestine. Activities included poster exhibitions, advocacy drives, and student-led discussions focusing on justice, human rights, and global peace. The initiative supported SDG 16 by raising awareness about peace, justice, and strong institutions, while also contributing to SDG 17 by promoting global solidarity and partnerships for human rights. Students played a central role in producing compelling visual and digital content, amplifying the message beyond the campus. These campaigns nurtured empathy, critical thinking, and advocacy skills, underscoring the responsibility of media students to act as engaged and ethical global citizens.



10. Seminar on Journalism Ethics

The Seminar on Journalism Ethics, held on 24 March 2024, featured distinguished journalists Kamran Khan and Naseer Abbasi, who shared invaluable insights into ethical reporting and responsible media practices. The seminar contributed to SDG 4 by enhancing students' knowledge of journalistic standards and SDG 16 by highlighting the media's critical role in promoting justice, transparency, and strong institutions. Students actively participated in discussions about the evolving challenges of journalism, gaining a deeper understanding of accuracy, impartiality, and integrity in media work.



11.NACTA Team Visit for Countering Extremism and Promoting Peace

On 25 April 2024, a delegation from NACTA visited SZABIST Islamabad to engage students in a meaningful dialogue on countering extremism, fostering peace, and promoting civic responsibility. The session contributed to SDG 4 by providing quality educational insights into national security challenges, SDG 16 by raising awareness about peacebuilding and justice, and SDG 17 by strengthening collaboration between academia and national institutions. Students actively participated in discussions, gaining critical perspectives on the role of youth in promoting tolerance, unity, and a peaceful society.



SDG 17: Partnerships for Goals

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1. Online Panel Discussion

SZABIST Islamabad organized a panel discussion for PhD Management Sciences students, moderated by Prof. Dr. Shazia Akhtar, Prof. Dr. Muhammad Asif Khan, and Dr. Saqib. The session covered admission pathways, including the internal test and GAT, and specializations like Project Management, Business Analytics, Supply Chain, Marketing, Finance, and HRM. Broadcast live on SZABIST social media, the discussion allowed students to interact and pose questions, fostering an engaging and informative experience.



2. MOU b/w SZABIST Media Sciences Department and Journal of Peace and Development Foundation

The Department of Media Sciences at SZABIST University formalized an MOU with the Journal of Peace and Development Foundation in a ceremony attended by Mr. Khusro Pervaiz Khan, Mr. Asmat Ullah, and key SZABIST faculty.

This partnership, highlighted by Dr. Wajid Zulqarnain and Dr. Naveed Ullah Hashmi, paves the way for research paper presenters at the upcoming May 17 & 18 conference to access enhanced opportunities for publication and dissemination, strengthening academic collaboration and advancing scholarship in media sciences and peace studies.



3. SZABIST University had the honor of attending the Beaconhouse Potohar Campus University & Internship Fair 2024

SZABIST University participated in the Beaconhouse College Potohar Campus Fair, offering students and parents a platform to explore higher education options. Our Admissions and Marketing teams showcased SZABIST's academic programs, admission procedures, and provided guidance to aspiring students.

The event also fostered valuable networking opportunities, allowing meaningful interactions between university representatives, students, and the Beaconhouse team. We extend our gratitude to Beaconhouse Potohar Campus and all attendees for making the event engaging and inspiring.



4. Study tour to NICAT

The Management Science Department arranged the study tour for the girls from the management sciences Department to NICAT on 5th March 2024.

The seminar was hosted by Financial Markets International, Inc. in collaboration with USAID under the She Leads Pakistan Rises Activity (SLPRA). The seminar, titled "SHATTERING CEILINGS: Women Redefining Business in Pakistan," was an enlightening and empowering event.



5. Industrial visit to NRTC

Management science students from SZABIST visited the National Radio and Telecommunication Corporation (NRTC) in Haripur on May 10, 2024, under the guidance of Mr. Amer Riaz Qureshi, Dr. Khansa Zaman, and Mr. Zeeshan Hamid. The visit offered students insights into NRTC's advanced technologies, state-of-the-art facilities, and effective project management practices. Students engaged with NRTC professionals, gaining practical knowledge of real-world challenges and solutions in communication and security technologies.



6. Experiential Learning Activity – Visit to Dubai Islamic Bank

As part of their Experiential Learning Activity, SZABIST students visited Dubai Islamic Bank (I-8 Markaz Branch) on May 23, 2024, under the supervision of Dr. Sanaullah Ansari. The visit provided practical insights into the Islamic Banking System and products studied in their “Islamic Banking and Finance” course. Mr. Anwar Ali Gondal, Cluster Head DIB, and the branch staff gave detailed presentations and addressed students’ questions professionally. Students also toured all departments, gaining hands-on understanding of bank operations. Dr. Sanaullah Ansari thanked Mr. Gondal and his team for their time and guidance.



7. MLSA SZABIST Islamabad Engages in HEC-Microsoft Event!

Our team was thrilled to participate in the "Bridging the Academia-Industry Gap" event hosted by HEC and Microsoft at the HEC Auditorium, Islamabad, on May 30th, 2024.

We had the opportunity to present our project as part of Imagine Cup 2024 contributions. The event featured insightful sessions, project showcases, and keynotes from industry leaders, offering valuable insights and connections.

Thank you to HEC and Microsoft for an impactful event. Stay tuned for more updates from MLSA SZABIST Islamabad!



8. Community Service Projects (Entire Semester Activities)

Iqra Ijaz and Muhammad Hammad Khan (Environmental Studies), under Ms. Huma Maqsood's supervision, carried out five community service projects promoting environmental sustainability and social responsibility. They planted 80 trees with orphaned children at Edhi Center, distributed meals to the needy, conducted hygiene awareness sessions at Mashal Model School, and spent time with elderly women at Najjat Trust Old Age Home on Mother's Day. These initiatives highlighted the value of grassroots engagement in fostering community empowerment and environmental consciousness.



9. International webinar on "New Horizons in Organizational Development,"

The Research Center SIG/HR at SZABIST Islamabad hosted an international webinar, "New Horizons in Organizational Development," on May 9, 2024. Dr. Atif Bilal, Senior Lecturer at Bristol Business School, UK, shared insights with students on emerging trends and practical applications in organizational development. Moderated by Dr. Iffat Rasool, the session encouraged active student participation through Q&A discussions. Professor Dr. M. Asif Khan, Dean of Management Sciences, concluded the webinar by highlighting key takeaways and future opportunities in the field.



10.A Delegation from Macquarie University, Sydney Australia - SZABIST University Islamabad

On September 18, 2024, SZABIST University Islamabad hosted a delegation from Macquarie University, Sydney, Australia, to discuss research collaborations and conduct a session on “Publishing Quality Research,” moderated by Dr. Khansa Zaman. Mr. Khusro Pervaiz Khan, Head of Campus, along with SZABIST faculty, welcomed the distinguished guests. The delegation included Professor Rahat Munir, Head of Accounting and Corporate Governance and Chairperson of the Accounting and Finance Forum (CAFF) for Australia and New Zealand, Dr. Adnan Mahmood, an expert in IoT and Intelligent Transportation Systems, and Ms. Rumla Tahir, Senior Country Manager (South Asia & Middle East). They shared their expertise and offered opportunities for SZABIST students, faculty, and researchers to engage with Macquarie University’s think tanks and research teams. The informative session was highly appreciated by all participants.



11.Strengthening Academic Ties!

On October 3, 2024, SZABIST University Islamabad and the Pakistan Institute of Development Economics (PIDE) signed an MoU, marking a milestone in collaborative research and academic growth. The agreement was signed by Mr. Khusro Pervaiz Khan, Head of Campus SZABIST, and Dr. Nadeem Ul Haque, Vice Chancellor PIDE, with Mr. Vijay Kumar also in attendance. Dr. Faheem provided an overview of PIDE's 5-year achievements, followed by a discussion between the two leaders on shared goals in academic excellence and collaboration.

The MoU opens avenues for research, knowledge exchange, and innovation, leveraging PIDE's RASTA network to foster high-quality, evidence-based social sciences research. Associate Deans of Management and Computer Sciences briefed participants on future collaborative initiatives between the institutions.



12.SZABIST Representatives Attend National Productivity, Quality, and Innovation (PQI) Summit 2024

Mr. Khusro Pervaiz Khan, Head of Campus, Prof. Dr. Shazia Akhtar, Head of Management Sciences, and Ms. Sumayya Amra, Head of the Business Incubation Center, represented SZABIST Islamabad at the National Productivity, Quality, and Innovation (PQI) Summit 2024 on November 20-21. Organized by the Ministry of Planning, Development, and Special Initiatives, the summit, inaugurated by Prof. Ahsan Iqbal, focused on “Driving Growth Through Excellence in Productivity, Quality, and Innovation.” Key sessions addressed sustainable productivity, global quality standards, and fostering innovation for a competitive economy. Ms. Ismat Gul Khattak, former DG at PNAC, emphasized the importance of international benchmarks in quality and productivity. The summit also highlighted Pakistan’s 5Es Framework—Exports, Energy, E-Pakistan, Environment, and Equity—with a vision for a trillion-dollar economy by 2035 and three trillion by 2047. SZABIST’s participation underscores its commitment to academic-industry collaboration and contributing to Pakistan’s economic growth.



13. Media Research Conference

The Annual Media Research Conference convened scholars, students, and industry professionals to discuss urgent challenges in communication, technology, and society. Central themes included media’s contribution to achieving the SDGs 2030, sustainable communication practices, AI-driven storytelling, combating misinformation, and the evolving landscape of science communication. The conference advanced SDG 4 by fostering critical inquiry and a strong research culture, SDG 8 by highlighting media’s role in economic development, and SDG 17 by strengthening partnerships across academia, industry, and policy circles. Participants presented papers, exchanged insights, and proposed actionable recommendations, reinforcing the department’s standing as a hub for impactful media research and innovation.



14. HEC Edu TV Program on Admissions in Foreign Universities

The “How to Get Admission in Foreign Universities” session was organized to guide Pakistani students aspiring to pursue higher education abroad. Led by Dr. Jamil Ahmed, PhD in AI from King’s College London and Member IT at HEC, the program offered invaluable insights into international application procedures, scholarship opportunities, and the importance of academic preparedness. The initiative advanced SDG 4 – Quality Education by promoting access to global academic opportunities and SDG 17 – Partnerships for the Goals by fostering collaboration between national institutions and international universities. Students gained clarity on navigating admission requirements and were motivated to pursue advanced studies abroad to enhance their skills and contribute to Pakistan’s development.



15. Advertising Campaign Exhibition – Showcasing Creativity in Action

The Advertising Campaign Stalls and Exhibition, held on 11 June 2024, offered Media Sciences students a professional platform to present their innovative advertising campaigns and creative strategies. The event featured interactive stalls showcasing projects across various industries, highlighting students’ skills in branding, research, and strategic communication. By enabling applied learning and exposure to real-world campaign execution, the exhibition advanced SDG 4 by enhancing academic learning with practical experience, supported SDG 8 by promoting employability and entrepreneurial skills, and aligned with SDG 17 by fostering collaboration between students, faculty, and visiting industry professionals. The initiative boosted student confidence and readiness for future careers in advertising and media.





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