

# CSR ACTIVITIES

## GIVING BACK TO COMMUNITY | PERSONAL HYGIENE SESSIONS ZIAUDDIN COLLEGE OF NURSING'S CSR INITIATIVES



Third year students from Ziauddin College of Nursing visited Aliabad Community School to explore the health concerns of students and highlight the need for nurses in schools. Thirty seven female students enrolled in Diploma programme conducted health teaching sessions on junk food eating, dental caries, pubertal changes, dysmenorrhea and hand washing.

The goal of the training was to give back to the community and equip students with knowledge needed for a healthy lifestyle. To get optimum results, teaching strategies were designed especially for the students of Grade I to IX under the supervision of faculty member. Students of primary classes were briefed on the dangers of eating fast food and the importance of hand hygiene. They were shown proper techniques of hand washing and how it can prevent the spread of diseases. Information about dental caries (tooth decay) was also

disseminated during the session, which are common among children aged 6 to 11 years and adolescents aged 12 to 19 years.

Young girls were educated about the changes of puberty and what to expect for themselves. They were also given an in-depth understanding of dysmenorrhea and its effects on women.

Students of ZCON conveyed their messages through charts, models and puppets shows which kept the students motivated. The community session was successful for both nursing and school students and they learned a lot from it. Principal of Aliabad Community School praised the students and faculty members of Ziauddin University and requested them to conduct healthcare information sessions more frequently.

Ziauddin University is planning to host its first ever Alumni Reunion Dinner and bring together its outstanding alumni for a celebration of golden memories. Registration is now open and available to alumni around the world. ZU grads can also email at [alumni@zu.edu.pk](mailto:alumni@zu.edu.pk) to complete the registration process and receive their alumni cards. For latest updates, join the official Facebook page <https://www.facebook.com/ZUAlumni>

### Ziauddin University Alumni Information

The purpose of this form is to collect the basic information of the ZU Alumni for future reference and correspondence.

\* Required

Full Name \*

ZU Registration No. (if available) \*

College/Faculty \*

Choose your College/Faculty

# REGISTRATIONS OPEN

FOR FURTHER DETAILS:  
CALL AT: +9221 35833675 OR EMAIL AT: [alumni@zu.edu.pk](mailto:alumni@zu.edu.pk)  
AND LIKE US AT: <https://www.facebook.com/pages/ZUA/1603756333185350>



# ZIAUDDIN UNIVERSITY

NEWSLETTER OCTOBER '14 - DECEMBER '14  
VOLUME 01 ISSUE 01

## ZIAUDDIN COLLEGE OF BIOMEDICAL ENGINEERING HEALTH CLOUD APP APPRECIATED WIDELY

Students of Ziauddin College of Biomedical Engineering marked a milestone by developing an outstanding mobile app and web portal the Health Cloud, in order to promote connectivity between patients and health care providers. The app allows patients to create and access their health profile online.

Health Cloud app works on the advanced technology of "Cloud Computing" which relies on sharing computing assets. It is designed and built by final year students Osama Ali, Ammar Ashraf and Rabiya Sethi under the supervision of Muhammad Nsr Khan and Eng. Yusra Ehsan. "The idea is to improve health care by implementing the information technology into the healthcare," says Osama Ali.

Besides keeping the online medical record and tracking real-time heart rate via a chest belt, the app is loaded with numerous other features. It enables hospitals to initiate a blood donation request and provide important details about doctors. The app also provides Geo-mapping facility to help patients with the easiest route to the hospital. It assists physiotherapists to teach exercises to their patients while sitting at home or clinic. For those who want to know the uses and the side effects of a

particular medicine, there's a Medicines Search Engine which filter out this information on entering the pill formula. Health Cloud app also reminds patients and caregivers to take medication on time. Another significant feature is the Emergency text which will automatically send a text message, mentioning patient's details to the nearest doctor in case of emergency.



The project has been widely appreciated by Aga Khan Hospital, Indus Hospital and Dr. Ziauddin Hospital. Talks with software giants such as Rewterz, 2cimple, 24world are underway for the commercial launch of this project.

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## HEC RECOGNISES DR. RUBINA HUSSAIN AS BEST TEACHER

Dr Rubina Hussain, Chairperson and Professor of Department of Gynaecology and Obstetrics, Ziauddin University received the Best University Teacher award for the year 2012-2013 at a ceremony held at Higher Education Commission (HEC) Secretariat on December 23, 2014.

Under the Best University Teacher Award Scheme, HEC honours university teachers for their extraordinary performance. Of the 85 nominations received by HEC for 2012-2013, 45 teachers were awarded with a certificate of excellence and a cash prize of Rs100, 000. Teachers are evaluated by Awards committee on the basis of their qualification, teaching strategies, research work and co-curricular activities. This is the third time Ziauddin University has been honoured with this Award.

In addition to honouring her competencies as a teacher, Vice Chancellor Ziauddin University Prof Dr Pirzada Qasim Raza Siddiqui commended her for leading extracurricular activities, and providing counseling to students.



Dr Hussain has made some exceptional contributions in the field of Gynaecology and Obstetrics and is actively involved in researches like the Pan Asia Study. She has also authored several publications. The award-winning professor is Secretary General, Treasurer and Executive member of Society of Obstetricians and Gynaecologists of Pakistan (SOGP).





## FROM THE DESK OF EDITOR

I am privileged to present the new Ziauddin University quarterly Newsletter, the goal of which is to provide our associates with a concise yet comprehensive picture of all the ZU news and views generated by the faculty, colleges and students.

Education, information, learning are synonyms to knowledge and we are committed to futuristic awareness in the field of medicine, social sciences and media studies through academia research and development.

I would like to take this opportunity to thank everyone who contributed to the first edition of this newsletter. Please feel free to bring any comments, suggestions or new stories to my attention for future editions.

We are keen in hearing Ziauddin University news from our associates and alumni around the world.

Best regards,  
Editor.

# MESSAGES

## DR. ASIM HUSSAIN

CHANCELLOR, ZIAUDDIN UNIVERSITY

This newsletter will, we hope, give you a flavour of what makes Ziauddin University special, in terms of our academic expertise and research. This newsletter will give you an insight of a dazzling array of resources, news, events, programmes, and opportunities at Ziauddin University.

This University has come a long way in a short amount of time. We have a strong professional orientation with focus on academic excellence and graduate employability. We provide an integrated value system that encourages students to adapt ethical and moral principles. Imparting the positive characteristics in students increases their level of commitment professionally, which leads to further strengthening their Careers.

I hope things will settle down and we can plan ahead in a peaceful environment. I hope for us, and for our country and aspire for a much brighter tomorrow.



## PROF. DR. PIRZADA QASIM RAZA SIDDIQUI

VICE CHANCELLOR, ZIAUDDIN UNIVERSITY

Ziauddin University is proud to present among its other publications a very own quarterly newsletter highlighting various remarkable events of the University. The newsletter has many dimensions which cover at length varied aspects of students and faculty.

Ziauddin University has been and always will evolve with the passage of time adding new programmes and modifying the others according to the growing demands of the time, keeping in focus a high standard of professionalism and human values for the new generation of students.

I hope that you find interesting reading through the contents of this first issue of the University newsletter.



# SEMINARS & WORKSHOP

## ZU COMMEMORATES WORLD AIDS DAY

### PROTECTING YOUR GENERATIONS FROM HIV/AIDS

Ziauddin University held an interactive seminar on 'Protecting your generations from HIV/AIDS' to commemorate World AIDS Day.

Highlighting the importance of international days, President of Pakistan Society Dr Saleem Azam stated that the efforts to spread the word should not be confined to just one day; it needs consistency throughout the year. Drawing attention towards the alarming situation of the disease he said, "Number of AIDS patients in Pakistan has risen to 11 percent annually."

Dr Azam quoted the grim statistics of UNAIDS which affirms approximately one lac HIV positive people living in Pakistan. "Of these one lac people, 50% are living in Sindh and almost 80% of them belong to Karachi, the biggest city of Pakistan". Provincial Coordinator for Sindh Association of People Living with HIV (APLHIV) Mukhtar Ali Memon spoke about the rights of people living with HIV.



Dr Samreen Sarfarz discussed the many faces of HIV/AIDS in Pakistan. She highlighted the factors that contribute to AIDS and explained that effective anti-retro viral therapy (ART) therapy can convert HIV from incurable to chronic and manageable disease. BCC Coordinator of Sindh AIDS Control Programme (SACP) Dr Rajinder Kumar talked about the steps they have taken to eradicate the disease from the society. SACP has 24 Voluntary Counselling and Testing centres for HIV and 41 STI clinics in Sindh. Sharing the future plans of SACP he said, "We plan to extend our reach in communities by conducting awareness sessions in schools, arts councils, madressahs, temples and churches."

Prof Dr N.A. Jafarey, the Advisor of Academic Affairs at Ziauddin University also stressed on the individual efforts to get rid of this fatal disease. "We all have to show dedication and contribute at our own level for Aids-free generation."

"CONTROLLING DIABETES IS NOT ONLY ABOUT RESTRICTING YOUR SUGAR LEVEL IT'S ABOUT COMPREHENSIVE MANAGEMENT OF BP, EXERCISE, INSULIN, DIALYSIS AND SULFONYLUREA"

## HEALTHY LIVING AND DIABETES AWARENESS | WORLD DIABETES DAY

Ziauddin University joined the national and international efforts to raise awareness of diabetes and its complications. The university held a symposium on "Healthy Living and Diabetes Awareness" at Abul Hasan Jafarey Auditorium in Clifton campus to recognise World Diabetes Day.

The symposium focused on promoting healthy lifestyles and effective management of diabetes. "One in two people with diabetes do not know they have it," said Dean Faculty of Medicine (ZU) Dr Kamran Hameed during his introductory speech. The Honorary President of International Diabetes Federation and Secretary General Diabetes Association of Pakistan Dr Samad Shera gave an incredible overview of the disease. He highlighted the risk factors that contribute to Diabetes. "If you are overweight, over 40 years old, have diabetes in your family or belong to South Asian origin you can be at risk of diabetes," said Dr Shera. "Having two or more factors means you should get your blood sugar tested right away," he added.



In his comprehensive plenary lecture, Dr Shera discussed the different types of diabetes, their treatment, management, timing and procedure of taking insulin and how to preserve it with and without refrigerators. "We are going upside down in diabetes management. Controlling diabetes is not only about restricting your sugar level, it's about comprehensive management of BP, Exercise, Insulin, Dialysis and Sulfonylurea". He emphasised particularly on healthy diet and exercise to improve insulin sensitivity and increase HDL cholesterol. Presenting a formula for healthy balanced diet, he said "Normal diet minus sugar. The rest lies in common sense. If you are obese consume fewer calories, if not take adequate calories."

Vice Chancellor Ziauddin University Prof Dr Pirzada Qasim Raza Siddiqui applauded Dr Shera for his enlightening speech and stressed on lifestyle modification for healthy living. Reminding students of their roles in raising awareness he said "You have the responsibility to create awareness among your family, friends and neighbours and help them manage their diabetes."



# SEMINARS & WORKSHOP

## ZU DETERMINED TO ERADICATE POLIO VIRUS FROM PAKISTAN POLIO FREE PAKISTAN – A DREAM? | WORLD POLIO DAY

An interactive seminar on "Polio Free Pakistan – A Dream?" was organised at university's Clifton campus to commemorate the World Polio Day and create awareness about the effect of polio besides gathering support to improve the eradication efforts.



Tumsah brought some grim facts into the spotlight. He reckoned that Karachi serves as an amplifier in exporting Wild Poliovirus (WPV) nationally and globally, and ending

Polio in the metropolitan will end Polio not only in Pakistan but in all EMRO. "Karachi continues to be a problematic area with 26 of the 33 cases in Sindh Province in the last three years."

Dr Khawar Mehdi, Director Medical Affairs, Getz Pharma stressed that individual efforts can make a huge difference. He encouraged the students to raise community awareness, support the coverage of missed children and impart technical education to masses like methods of hand washing, ORS preparation and use of latrines.

Vice Chancellor of the university Prof Dr Pirzada Qasim Raza Siddiqui ensured that ZU will take all possible measures to control and prevent this contagious disease. "Ziauddin University is determined to eradicate poliovirus and we offer all our services for this noble cause." He urged the teachers, students, scholars, and media to play positive role in raising awareness and educating people.

WHO Polio Eradication Team Leader Dr Salah Muhamed

## INDIA'S LEADING SPEECH THERAPIST CONDUCTS WORKSHOP AT CSLHS MANAGEMENT OF FEEDING, SWALLOWING AND VOICE IN ADULTS

Ziauddin College of Speech Language and Hearing Sciences in collaboration with the Speech and Hearing Association of Pakistan conducted a unique and intriguing series of workshops on 'management of feeding, swallowing and voice in adults on 15th, 17th and 18th November 2014 at the CSLHS and Dr Ziauddin Hospital, in Clifton.

Dr Gurmit Kaur, Speech Language Therapist from the Tata Memorial Cancer Research Hospital, Mumbai was invited by CSLHS to share her extensive experience handling voice, swallowing and communication disorders. A humble person, and gifted educator, Dr Kaur conducted workshops, with inpatients admitted in the hospital wards of DZH, as well as outpatients in the CSLHS clinic. She enlightened the students and professionals about advancements and current clinical practices in assessment and treatment of various disorders of neurogenic origin, post stroke, trauma or accident, as well as those arising from degenerative conditions. The patient pool included patients with tracheostomy, Parkinson's disease,

stroke, and vocal cord palsy. She provided practical tips and treatment strategies not only for patients, but also for their caregivers.

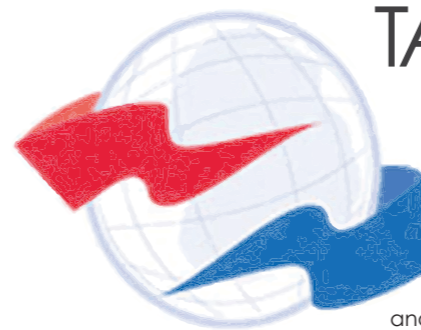
A comprehensive workshop on 'rehabilitation of laryngectomy' was delivered by Dr Salman Baig, otolaryngologist at Dr Ziauddin Hospital, who has recently returned from England after working collaboratively with speech language therapists. He explained students about the use of the Blom Singer valve and the Provox for developing alternative methods of voicing that can aid patients with their speech and swallow functions. Another enriching lecture was delivered by Dr Jehanzeb Mughal on the role of speech language therapists with patients having had surgical interventions of the mandible and tongue, in oral cancers, maxillofacial accidents and trauma.

The senior faculty of CSLHS also discussed recent researches in to enrich students and other professionals about the advancement in the field of speech language pathology.



# MISCELLANEOUS

## ZIAUDDIN UNIVERSITY JOINS PAKISTAN CHAPTER OF THE TALLOIRES NETWORK



Ziauddin University joined the Talloires Network to expand its civic engagement programmes and foster partnerships between institutions of higher education and communities.

With secretariat in Tufts University and Pakistan Chapter in NUST, Talloires Network is an international association of over 320 members in 72 countries committed to strengthening the civic roles and social responsibilities of higher education. This collaboration has made ZU the another university to embrace in Pakistan Chapter of Talloires Network (PCTN) established in 2013.

ZU's strong agenda for social responsibility and impressive portfolio of civic engagement activities compelled the association to award its prestigious membership to the varsity. The University is determined to implement the recommendations of the Talloires Declaration and build a global movement of engaged universities.

## PHARM. D STUDENT BAGGED 2ND POSITION AT DSU DECLAMATION CONTEST



Pharm. D student Zehra Akber Shahnawaz gave tough competition to hundreds of students and clinched the second position at the 2nd DSU All Karachi Bilingual Declamation Contest held on October 14, 2014. Ms Shahnawaz wooed the judges with her remarkable speech on "Is This The Pakistan Mohammad Ali Jinnah Wanted." She is a first year student of Faculty of Pharmacy, Ziauddin University.

DHA Suffa University's Public Speaking Society organised the 2nd DSU All Karachi Bilingual Declamation Contest to encourage students and boost their oratory skills. Ms Shahnawaz appreciated the opportunity provided by Ziauddin University and is really happy for making ZU proud.

## EMPLOYEE APPRECIATION

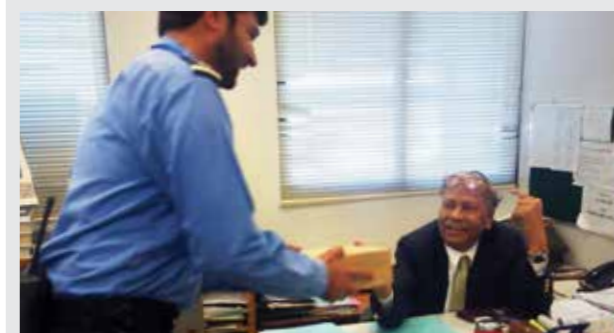
We're a 650-employees institution and that makes us a force to reckon with! Each of us can make a difference in taking our university to even better heights. We're part of an enterprise whose goal is to become one of the best national universities, the best provider of healthcare, and the number one provider of information in health, wellness, and lifestyle.

We have many employees that have been associated with us for past five, ten or more years. And all of us can say that we've seen the university go through beneficial changes because probably each one of us has contributed in big or small ways.

It is a pleasure for us to recognise and appreciate colleagues whose contribution has helped in elevating our institution to a better position. This will be an ongoing section in the newsletter.

## BIRTHDAY WISHES FROM THE VICE CHANCELLOR AND REGISTRAR

A fun initiative that was started in February 2014 is wishing employees on their birthdays. The day starts with HR calling the employee to say "many happy returns of the day!" We receive a pause from the other end and then a sudden, excited reaction from employee "You are the first person who is wishing me!" At 3pm they meet the VC or Registrar for more good wishes, a cake and picture.



**FROM THE DESK OF**  
**HR** ZIAUDDIN UNIVERSITY  
HUMAN RESOURCES DEPARTMENT



# ACHIEVEMENTS

## BEST DELEGATE AWARD COMES TO ICMS HAMMAD SHAHID, INSTITUTE OF COMMUNICATION AND MEDIA STUDIES BROUGHT HONOUR TO ZIAUDDIN UNIVERSITY



Hammad Shahid, an ICMS student brought honour to the Alma Mater by winning Best Delegate Award at the Karachi University Model United Nations Conference organised between November 13-16, 2014 at KU campus. He represented Ziauddin University among the 80 delegates in the Parliament of Pakistan (PP) Committee.

Over 50 universities, colleges and schools participated in KUMUN'14 and ZU was one of them. The topics discussed at the conference were two major destabilising factors in the country's political, social, religious spectrum. Delegates of the PP committee spoke on sectarian violence in Pakistan that has claimed more than 4,900 lives in 25 years and raised the issue of people disappeared in Pakistan's troubled province Baluchistan. Shahid represented Muttahida Qaumi Movement (MQM), the second largest political party in Sindh province. His remarkable arguments kept the audience hooked and spread the vibes of patriotism at the event. "I was spreading Pakistani-ness at there instead of sectarian, religious, ethnical, racial, linguistic hatred," says Shahid. The confident speaker received a huge applause for presenting his vision impressively and was awarded a certificate at the end of ceremony.

Hammad Shahid has been named for the second consecutive time as the Best Delegate at Model United Nations Conference. He has also won the title at the CBMUN'14, hosted by the Literary and Public Speaking Society at IoBM in February last year. He was a member of Pakistan National Assembly (PNA) committee and stepped into Prime Minister's shoes to represent Watan Party, which believes in communism, secularism and socialism.

Shahid feels both proud and sad for hoisting university's flag at MUN alone. "Delegates from other institutions chant their institution's name whenever there is a best delegate from their delegation. But there was no one from my campus to cheer for me." He wants to hold a Model United Nations Conference at the Ziauddin University and is working actively to raise awareness about MUN Conferences. The bright student aims to become a journalist and news anchor in future so he can bring attention to serious problems that are ignored and sidelined.



# MISCELLANEOUS

## FACULTY OF PHARMACY WINS CAMPUS T-20 QUIZ COMPETITION



The Faculty of Pharmacy at Ziauddin University outshined the Institute of Advancing Careers and Talents in an exciting T-20 Quiz Competition arranged by Health TV on November 20, 2014. Each contending team comprised eight members. The students who represented ZU were Sharjeel Shoukat, Qasim Siddiqui, Salman Hussaini, Madiha Ishtiaq, Tehreem Moosani, Zehra Akbar Shahnawaz and Ufaq Khalid. The quiz competition consisted of questions ranging from General Knowledge to Pakistan Studies.

## DESPITE DECADES IQBAL HOLDS HIS CHARM



In honour of the illustrious poet, Allama Iqbal, Student Affairs Department at Ziauddin University held a declamation contest inviting students from diverse disciplines to speak on topics which highlighted Iqbal's visionary career and his influence on the youth. The event took place at Abul Hasan Jafarey Auditorium, Ziauddin University Clifton Campus on November 20, 2014. It was a synergy of emerging and established young debaters from Pharmacy, Physical Therapy, Speech Language and Hearing Sciences, MBBS and Media Studies.

Students showed their talent in both English and Urdu languages. ICMS student Hammad Shahid won the Urdu declamation contest with his electrifying speech on Iqbal's passion whereas English Declamation contest was led by Fizza Saeed, first year student of Pharmacy.

## COMMENCEMENTS '14 FACULTY OF MEDICINE



Ziauddin Faculty of Medicine welcomed its 20th batch in MBBS programme at a commencement ceremony held on November 7, 2014. The college inducted 150 aspiring doctors from nearly 2000 candidates who appeared in the entry test.

Dean Faculty of Medicine Dr Kamran Hameed expressed his wishes to the students and gave a brief introduction about the university. Vice Chancellor Ziauddin University Prof Dr Pirzada Qasim Raza Siddiqui also addressed the newly enrolled students. He emphasised the importance and great value of time they had to cherish and the various resources they could make use of during their studies.

Dr Ejaz Fatima, the founder of Dr Ziauddin Hospital graced the occasion with her presence. She congratulated students on their selection as ZU fellows and urged them to work hard during their academic tenure.

## COLLEGE OF DENTISTRY



Ziauddin College of Dentistry hosted a commencement ceremony for its 6th batch of BDS. Held on November 22, 2014, the event marked the progress of college and defined the commitment and dedication of students for their patients and themselves.

Dr Nuzhat Hassan, Principal of the college introduced the faculty and expressed her pleasure to see Ziauddin College of Dentistry rising as one of the best dental institutions in the country.

Honourable Vice Chancellor Prof Dr Pirzada Qasim Raza Siddiqui highlighted the progress of the University since its inception. ZU's Academic Advisor Prof Dr N.A. Jafarey congratulated all students and motivated them by sharing his life experiences. "Your real challenge begins now as you utilise the knowledge that you have acquired and blend it with professionalism to make this world a better, more humane and more tolerant place," he said.