

ZIAUDDIN UNIVERSITY

NEWSLETTER

OCTOBER 2024 – DECEMBER 2024 | VOLUME 11 ISSUE 4



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NEWS

EDITOR'S NOTE:



Dear Readers,

As 2024 comes to a close, I am proud to present the fourth and final issue of our quarterly newsletter, offering a glimpse of all the amazing things that have happened at Ziauddin University.

This year has been a big one for us—we have climbed the ranks among top universities, launched a new campus, and of course, a huge shoutout to our amazing community—leaders, staff, faculty, students, and everyone who's made it all happen.

Thank you for being a part of our journey this year.

Enjoy the read!

Warm Regards,

MS. BUSHRA ASIM

Content Writer, Marketing & Media Department

UI GREEN METRIC RANKING

Let's start with one of the incredible achievements that the last quarter of 2024 brought us: Ziauddin University's impressive performance in the UI Green Metric World University Ranking secured by the efforts of our Quality Enhancement Cell (QEC).



- Ranked 257th Most Sustainable University in the World
- Ranked 135th Most Sustainable University in the Asia.
- Top 6th University in Pakistan.
- Ranked 1st in Sindh.

ZIAUDDIN UNIVERSITY X RED BULL

Whenever our Marketing and Media Department at Ziauddin University collaborates with Red Bull, it's always an event to remember! This year's final quarter was no exception, with two incredible events that brought excitement and energy to our campus.

On October 5, 2024, "Red Bull Off The Roof" took over our Clifton Campus Park, offering an unforgettable evening of thrilling performances and captivating music. With an impressive lineup featuring Hasan Raheem, Young Stunners, Faris Shafi, Shamoon Ismail, and more, the event was an electrifying experience for all.

Then, on December 21, 2024, the "Red Bull MEO Grand Final" lit up Clifton Park with intense gameplay and fierce competition, followed by a sensational live concert from Hasan Raheem. The energy from both events was palpable, leaving everyone buzzing with excitement.



SAFE ANTI-HARASSMENT COLLOQUIUM

While the campus buzzes with lively events on one hand, on the other, we remain committed to fostering awareness and promoting a safe, respectful environment, as demonstrated by the SAFE Anti-Harassment Colloquium. Ziauddin University, Office of Research, Innovation & Commercialisation, successfully hosted the Colloquium on 19th December 2024 at its Clifton Campus. This engaging forum highlighted the often-overlooked signs of harassment, providing critical insights into how to identify and address such issues effectively. The workshop not only raised awareness but also empowered attendees with practical knowledge to combat harassment, fostering safer and more inclusive spaces across various environments.

The university remains deeply committed to cultivating safe, respectful, and inclusive settings for all. This event was part of

our ongoing efforts to promote awareness and empowerment around critical social issues. We believe that by leading such conversations, we can contribute to the development of a more conscientious and supportive community.

Ziauddin University continues to prioritise the wellbeing of its students, faculty, and staff, ensuring that all individuals feel valued and protected in every setting. Together, we are taking meaningful steps toward positive change.



UNITED WE BATTLE: BREAST CANCER AWARENESS POSTER COMPETITION

On October 29th, 2024, the Marketing Department of Ziauddin University organised a grand poster competition that transformed a canvas of pink into a powerful expression of purpose for breast cancer awareness under the theme United We Battle. With its compelling visuals evaluated by our distinguished judges, the poster competition elevated creativity. Our respected jurors, Mr. Matthew Fitzpatrick, Xenab Ansari,

Nomaan Bhatti brought a wealth of expertise to the table, while Ms. Belinda Longhurst, Mr. Ian Reilly and Mr. Matthew Collison transformed the event into an international celebration of resilience, where every poster was a testament to strength, awareness, and the art of unity. We are grateful to every student who took part and brought their unique colours to the event.



ZIAUDDIN UNIVERSITY CAREER FAIR 2024

On 19th December 2024, the Alumni Department and HR Department hosted a Career Fair, showcasing Ziauddin University's dedication to fostering career growth. The event connect-

ed students and professionals with diverse opportunities and industry leaders, reinforcing the university's role in empowering future talent.



NEWS

WOMEN ENTREPRENEURSHIP DAY SEMINAR

Ziauddin University, in collaboration with NBP Bank, hosted the Women Entrepreneurship Day Seminar, focusing on the opportunities and challenges faced by women entrepreneurs. Guest of Honour, Mr. Khizer Pervaiz from SeDF, highlighted the importance of supporting women-led businesses to foster empowerment and inclusivity.

The seminar provided a platform for aspiring and established women entrepreneurs to gain financial insights, strategic resources, and practical knowledge to scale their ventures. By promoting a culture of empowerment, the event encouraged participants to unlock their entrepreneurial potential while building valuable networks. It underscored Ziauddin University's commitment to fostering innovation and inclusivity in the business world.



20TH DAWN EDUCATION EXPO 2024

The Admissions Department proudly represented Ziauddin University at the 20th DAWN Education Expo, held at the Pearl Continental Hotel, Karachi. Over two inspiring days, we connected with enthusiastic students, parents, and professionals eager to explore academic opportunities.

The Expo highlighted the vibrancy of Pakistan's academic community, as attendees expressed curiosity and ambition across fields like health sciences, engineering, social sciences,

and the arts. This event served as a testament to the shared dedication to shaping brighter futures and achieving educational excellence. We look forward to welcoming these aspiring minds to Ziauddin University!



CLINICAL TRIALS ACADEMIC SESSION BY IQVIA RDS PAKISTAN

In keeping with our ongoing commitment to shaping the future of healthcare through education, our Clinical Trial Unit collaborated with IQVIA RDS Pakistan to host a significant social initiative focused on clinical research in Pakistan. An engaging academic session, led by Senior Clinical Research Associates, was filled with interactive discussions, workshops, and

thought-provoking presentations on clinical research. The participants had the opportunity to delve into key topics such as ethical considerations, methodologies, and the practical applications of clinical research in healthcare settings. This initiative aimed to ignite a passion for clinical research among students, fostering the next generation of healthcare pioneers.



NEWS

23RD INTERACTIVE SERIES OF ZU DIALOGUES FIGHT AGAINST BREAST CANCER: EARLY DETECTION, SAVES LIVES

The PR & Communications Department of Ziauddin University organised the 23rd interactive series of ZU DIALOGUES under the theme, "Fight Against Breast Cancer: Early Detection, Saves Lives", aimed to raise awareness about breast cancer, direct society's attention toward the gravity of this issue, and emphasize the critical role of early screening and detection in saving lives.



ZU BOYS SNOOKER CHAMPIONSHIP 2024: A THRILLING DEBUT

The Ziauddin University Sports Department successfully hosted the 1st-ever ZU Boys Snooker Championship on October 15th, 2024, at Miscoe Snooker Club. This highly anticipated event brought together participants from 12 colleges and departments, creating an atmosphere of excitement and camaraderie. After intense matches, the Faculty of Pharmacy emerged as the champion, with ZCRS Clifton Campus as the runner-up and ZCOMS earning the title of Best Player of the Tournament. The event highlighted the sportsmanship, teamwork, and passion that define the university's commitment to holistic development.



NEWS



FACULTY OF HEALTH SCIENCES

ZIAUDDIN MEDICAL COLLEGE SEXUAL HARASSMENT AWARENESS SESSION

The Department of Forensic Medicine and Toxicology at Ziauddin University hosted an enlightening session on sexual harassment awareness for 3rd-year MBBS students. Led by Professor Qudsia Hassan, Chairperson of the department, the session covered a range of essential topics, including the types of harassment, relevant legal frameworks, psychological and social impacts, reporting mechanisms, and preventative measures.

The interactive format encouraged active participation, with students expressing appreciation for the clarity and depth of the discussion. Many highlighted the importance of understanding this pressing issue within both professional and personal contexts.

The session concluded with a strong call for regular workshops to reinforce awareness and equip students with the knowledge to handle such situations effectively. This initiative reflects Ziauddin University's commitment to fostering a safe and informed academic environment.



ADVANCING RESEARCH AND EDUCATION: PPS AND SAAP IX PRE-CONFERENCE SEMINAR

The Department of Physiology at Ziauddin University hosted an insightful pre-conference seminar titled "Advancement in Research and Education by Physiologists in South Asia" on 23rd November 2024. Held in the Board Room at the Clifton campus, the event was a significant part of the preparations for the prestigious PPS and SAAP IX conferences.

The seminar brought together distinguished physiologists and educators from across the region, fostering discussions on innovative approaches in research and education within the field of physiology. Topics ranged from emerging research methodologies to collaborative opportunities in advancing physiological studies in South Asia.

Participants appreciated the engaging dialogue and shared expertise, which highlighted the pivotal role of regional collaboration in addressing global challenges. This seminar not

only underscored Ziauddin University's commitment to academic excellence but also paved the way for meaningful contributions to the upcoming PPS and SAAP IX conferences.



WORLD DIABETES DAY 2024: EMPOWERING WELLBEING IN DIABETES CARE

Ziauddin University, in partnership with Ziauddin Hospital, marked World Diabetes Day with the theme "Empowering Wellbeing in Diabetes Care: A Solution for a Healthier Future." The day commenced with a Walk of Awareness, followed by the launch of a specialised Medical Camp aimed at community support and care. Expert speakers from the Departments of Medicine & Allied, Molecular Medicine, and

Family Medicine delivered impactful talks, emphasising effective diabetes management and the significance of healthy lifestyle choices. This collaborative initiative reinforced Ziauddin University's dedication to raising awareness, empowering individuals, and advocating for proactive healthcare measures. Together, we strive for a healthier future where wellbeing and informed care take precedence.



COLLEGE OF DENTISTRY FIRST EVER TOOTH CARVING COMPETITION

Ziauddin College of Dentistry, in collaboration with the Department of Oral Biology, proudly organised its first ever Tooth Carving Competition on 21st October 2024. Held at Ziauddin University, this unique event highlighted the artistic and anatomical prowess of dental students as they meticulously crafted intricate tooth models. The competition aimed to strengthen participants' understanding of dental anatomy while honing their fine motor skills. It also fostered creativity and precision, essential attributes for aspiring dental professionals. Students showcased remarkable talent and dedication, demonstrating their ability to merge artistry with scientific knowledge. The event not only provided a platform for skill enhancement but also inspired a sense of camaraderie and healthy competition among participants. Ziauddin University continues to champion such initiatives, nurturing future dental experts and promoting innovative approaches to education. The success of this event paves the way for more enriching opportunities in the field of dentistry.



COLLEGE OF PUBLIC HEALTH WORLD ANTIMICROBIAL RESISTANCE (AMR) AWARENESS WEEK 2024

The College of Public Health at Ziauddin University marked World AMR Awareness Week 2024 with an impactful seminar at its Clifton campus. The event brought together healthcare professionals, students, and advocates to address the pressing issue of antimicrobial resistance.

Key highlights included discussions on prevention strategies, interactive knowledge-sharing sessions, and a call to action for collaborative efforts in combating this global health threat. The

seminar reinforced the urgent need for education, advocacy, and immediate action to protect the efficacy of life-saving medicines.

As proud supporters of the #GoBlue movement, Ziauddin University is committed to building a safer and healthier future. Let's unite in the fight against AMR—because safeguarding the future of medicine starts with informed action today.



NEWS



FACULTY OF ALLIED HEALTH SCIENCES

COLLEGE OF PHYSICAL THERAPY - KARACHI

WOMEN'S HEALTH CAMP

On 20th December 2024, Ziauddin University's College of Physical Therapy successfully organised a Women's Health Camp, continuing its mission to empower women and prioritise their health. The free screening event focused on a variety of female health and well-being concerns, offering treatments for pelvic floor therapy, cervical health, lumbar pain relief, joint pain examinations, and back pain treatment. The event provided a platform for women to receive professional and standard care at reasonable fees, aimed at addressing common health issues and enhancing their overall quality of life. This initiative was

designed to raise awareness and provide accessible healthcare options for women, ensuring their well-being remains a top priority. The camp proved to be an invaluable resource for the participants, highlighting the College's ongoing commitment to supporting women's health and making a positive impact in the community.



COLLEGE OF OCCUPATIONAL THERAPY

1ST INTERNATIONAL AND 2ND NATIONAL PAKISTAN OCCUPATIONAL THERAPY CONFERENCE

Ziauddin University on November 22, 2024 hosted the 1st International and 2nd National "Pakistan Occupational Therapy Conference," a landmark event aimed at promoting national and international collaboration in the field of occupational therapy. The conference, held in collaboration with the Pakistan Occupational Therapy Association (POTA) and the World Federation of Occupational Therapists (WFOT), brought together esteemed professionals, researchers, and educators. Samantha Shann, President of WFOT, emphasised the need for global collaboration to improve access to occupational therapy services, while Shahida Zakir, President of POTA,

reflected on the journey of resilience that led to the event's success. Prof. Dr. Sumaira Imran Farooqi, Dean of the Faculty of Allied Health Sciences, expressed pride in Ziauddin University's role in advancing the profession. The conference featured expert speakers, engaging sessions on topics like mental health, oral paediatrics, and interprofessional collaboration, and highlighted the significant strides made in occupational therapy in Pakistan.



COLLEGE OF SPEECH LANGUAGE AND HEARING SCIENCES

BAKE SALE FUNDRAISER: "GIVE THE GIFT OF VOICE: HELPING EVERY CHILD BE HEARD."

On 5th November 2024, the College of Speech Language and Hearing Sciences at Ziauddin University organised a successful Bake Sale Fundraiser under the theme "Give the Gift of Voice: Helping Every Child Be Heard." Held at the Clifton Campus from 9:00 am to 4:00 pm, the event aimed to raise funds for providing audiology and speech services to deserving patients at the university's clinic. The fundraiser brought together faculty, students, and the local community, creating a positive and supportive atmosphere. All proceeds from the sale were directed towards ensuring that high-quality healthcare services, including speech therapy and audiology treatments, remain accessible to those in need. The event highlighted Ziauddin University's commitment to making a meaningful impact on the

lives of children and individuals facing speech and hearing challenges, reaffirming the importance of healthcare accessibility for a healthier future.



BLOOD DRIVE: SAVING LIVES THROUGH COMPASSION:

On October 23, 2024, the College of Speech Language and Hearing Sciences at Ziauddin University successfully organised a blood drive to support Ziauddin Hospital's ongoing efforts to provide life-saving blood to those in need. The initiative, led by the dedicated students of the college, aimed to encourage community participation and raise awareness about the importance of blood donation. The blood drive was held at the Clifton Campus, where students, faculty, and staff enthusiastically came forward to donate, demonstrating a strong sense of social responsibility and solidarity. The event highlighted Ziauddin University's commitment to contributing to public health and supporting essential healthcare services. With each donation helping to save lives, the blood drive underscored the university's ongoing efforts to engage students

in meaningful social causes while fostering a culture of care and compassion within the community.



NEWS

COLLEGE OF CLINICAL PSYCHOLOGY MENTAL HEALTH WEEK

On 28th November 2024, Ziauddin University's College of Clinical Psychology inaugurated Mental Health Week at the Clifton Campus, with a focus on the theme "It's Time to Prioritise Mental Health in the Workplace." The event kicked off with a Mental Health Awareness Walk, followed by a cake-cutting ceremony and a series of interactive activity stalls. This initiative aimed to foster awareness about mental health issues and highlight the importance of mental well-being in professional environments. By engaging the university community in discussions and activities, the event provided valuable insights into managing stress, work-life balance, and creating a supportive work environment. The inauguration of Mental Health Week reinforced the College's commitment to prioritizing mental health and promoting open conversations around it in the workplace. The event was a significant step towards raising awareness and encouraging individuals to take proactive steps in maintaining their mental health.



COLLEGE OF HUMAN NUTRITION AND DIETETICS WORLD FOOD DAY 2024: ADVOCATING FOR NUTRITION AND FOOD SECURITY

On 21st October 2024, Ziauddin University's College of Human Nutrition and Dietetics organised a seminar to mark World Food Day, held at the Abul Hassan Jaffery Auditorium, Clifton Campus. The event, centred around the theme "Right to Food for a Better Life and a Better Future," featured a Poster & Product Development Competition to raise awareness about global nutrition challenges. The seminar began with a welcome address by Dr. Musarrat Jahan, followed by keynote speeches. Dr. Naveed Bhutto, a public health nutritionist, discussed micronutrient deficiencies and the role of food fortification. Ms. Noor Zehra Bilal, Consultant Dietitian at Tabba Heart Institute,

emphasised nutrition and health as fundamental rights. Mufi M. Talha Siddiqui, MPhil Scholar in Food Science and Technology, addressed food waste and its impact on food security. The event concluded with an evaluation of the posters and product displays, and certificates were awarded to the winners and speakers, highlighting the importance of nutrition for a healthier future.





FACULTY OF LIBERAL ARTS & HUMAN SCIENCES

COLLEGE OF MEDIA SCIENCES

NAZARIYA 2 FILM FESTIVAL: A JOURNEY OF CREATIVITY AND PURPOSE

Ziauddin University's College of Media Sciences hosted the highly anticipated NAZARIYA Film Festival, a two-day event celebrating creativity and social impact. The festival opened with thought-provoking student films that highlighted important global issues, aligning with the United Nations Sustainable Development Goals (SDGs). Attendees were not only treated to screenings but also engaged in interactive workshops and activities like art therapy and the drum circle, fostering creativity and community. The festival's sessions encouraged meaningful discussions on how media can drive change and inspire action. On the second day, a grand finale included panel discussions and an awards ceremony, recognising the exceptional work of students and participants. The event was a true celebration of

innovation, with filmmakers using their craft to address societal challenges and promote change. NAZARIYA 2 Film Festival ended on a high note, inspiring the next generation of filmmakers to continue shaping impactful narratives for a better world.



FALL 2024 THESIS DISPLAY

The Ziauddin College of Media Sciences hosted its Fall 2024 Thesis Display, where students from the majors of Film & TV, Digital Media Marketing, and Communication Design presented their

exceptional work. Highlights included captivating short films, innovative marketing strategies, and creative design projects, showcasing the skill and dedication of our talented students.



COLLEGE OF LANGUAGES, LITERATURE AND CULTURE MOU FOR ACADEMIC AND CULTURAL COLLABORATION

In the last quarter of this year, Ziauddin University's College of Languages, Literature, and Culture (ZU-CLLC) signed a Memorandum of Understanding (MoU) with Aga Khan University's Institute for Educational Development (AKU-IED). This partnership aims to foster collaboration in areas of mutual interest while preserving the unique strengths and identities of both institutions. The MoU will enhance academic and cultural exchanges, offering valuable opportunities for both staff and students to broaden their experiences and perspectives. Through this collaboration, we look forward to creating enriching opportunities that contribute to the growth and development of both universities.



NEWS



FACULTY OF VETERINARY AND ANIMAL SCIENCES

CELEBRATING PETS AND PROMOTING VETERINARY EXCELLENCE

On 15th December 2024, Ziauddin University's Faculty of Veterinary and Animal Sciences hosted a remarkable day dedicated to celebrating pets and advancing veterinary education. Held at the Family Park opposite the university, the event featured two highly anticipated shows: the Agha Butt Memorial CACIB Dog Show and the PFC Grand National Cat Show. Organised in collaboration with the Pakistan Kennel Club and Pakistan Feline Club, these events brought together pet enthusiasts, owners, and veterinary professionals in a shared appreciation for animal welfare and care.

The Agha Butt Memorial CACIB Dog Show showcased exceptional canine talent, judged on various attributes, including conformation, agility, and obedience. This platform highlighted the importance of responsible pet ownership and the role of veterinary sciences in maintaining animal health and wellbeing.

Similarly, the PFC Grand National Cat Show celebrated the beauty, grace, and individuality of felines. The event underscored the significance of understanding animal behaviour and health, fostering a deeper connection between pet owners and their companions. These events reflect the Faculty of Veterinary and Animal Sciences' commitment to providing quality education that bridges theoretical knowledge with practical experiences. By

hosting such initiatives, the faculty not only strengthens community engagement but also ensures students gain exposure to real-world applications of their learning.

The Faculty remains dedicated to advancing veterinary sciences, promoting animal welfare, and shaping future professionals equipped with the skills and knowledge to make meaningful contributions to the field. These events embody Ziauddin University's mission to empower through education and innovation.





FACULTY OF PHARMACY & PHARMACEUTICAL SCIENCES

WORLD PHARMACISTS DAY

The Faculty of Pharmacy and Pharmaceutical Sciences at Ziauddin University celebrated World Pharmacists Day 2024 with a prestigious 2-Day Research Expo and Symposium, held on October 1st and 2nd at our Link Road Campus. Under the theme "Pharmacists: Meeting Global Health Needs," the event brought together experts from regulatory sectors, industry, and academia to explore the vital role pharmacists play in tackling global health challenges.

The symposium featured thought-provoking panel discussions where attendees delved into the evolving responsibilities of pharmacists in modern healthcare. A highlight of the event was the Poster and Scientific Model Exhibition, which showcased the groundbreaking research and innovative health solutions developed by our undergraduate students. This vibrant exhibition not only demonstrated the creativity and scientific rigour driving the pharmacy field but also provided a platform for

students to present their work to industry professionals.

This event reinforced our commitment to shaping the next generation of pharmacists and encouraging them to pursue careers in various sectors, each contributing to global health advancements. By engaging with industry leaders and fostering dialogue on emerging healthcare needs, Ziauddin University continues to empower future pharmacists to make a meaningful impact on global health.



FACULTY OF LAW, POLITICS & GOVERNANCE

CAREER COUNSELING SESSION

Ziauddin University's Faculty of Law, Politics & Governance (ZFLPG), in collaboration with the Ziauddin Law Students Association, hosted an engaging and insightful career counseling session focused on the Central Superior Services (CSS) exam. The session featured Mr. Taha Saleem (PAS), the Deputy Commissioner of Karachi Central, who shared his vast experience and expertise with students. As a distinguished officer, Mr. Saleem provided valuable guidance on the CSS exam, helping students understand the process and offering tips for successful preparation. He also spoke about the diverse career opportunities within the civil services and how these roles contribute to public administration and governance. The session not only inspired students but also encouraged them to explore potential career paths in the civil services, fostering ambition and awareness of the significant impact they can make in the country's development. The event was a great opportunity for students to gain practical insights from a seasoned professional.



NEWS

POLICY DIALOGUE

Ziauddin University's Faculty of Law, Politics & Governance, in collaboration with The Knowledge Forum and the Centre for Law & Policy, hosted a significant policy dialogue focusing on Sindh's position on natural resources under the constitutional framework. The event brought together parliamentarians, technocrats, lawyers, and civil society members to address key issues such as gas load-shedding, the marginalisation of the Council of Common Interests (CCI), and the urgent need for equitable resource sharing between the federation and the provinces. The dialogue highlighted the critical importance of strengthening the CCI to ensure the fair distribution of natural resources and to uphold constitutional federalism. Participants emphasised the need for reforms that would foster trust and collaboration among provinces, enabling more effective governance and addressing regional disparities. This dialogue provided a valuable platform for discussions on how to

safeguard the rights of provinces and promote balanced development across the country.



LAW PODCAST HIGHLIGHTS

Ziauddin University's Faculty of Law, Politics & Governance released a series of insightful podcast episodes. These included Episode 9, "Legal Implications of the ICC's Arrest Warrants for Netanyahu," where Professors Alexander Lawson and Aly Hassam analyzed international justice. Episode 10, "Global Aviation Cooperation," discussed the role of international partnerships in shaping the future of the aviation industry. Other episodes explored critical topics such as "Trump 2.0," "Combating Terrorism, Globally," the geopolitical tensions in Lebanon and Syria, and nuclear security, with Episode 2 focusing on disputes in the South China Sea. Each episode highlights our commitment to fostering global discussions, offering deep insights into the legal, political, and international issues shaping our world today. Through these podcasts, Ziauddin University continues to engage listeners with thought-provoking analysis, broadening perspectives and enriching academic discourse.



FACULTY OF ENGINEERING, SCIENCE, TECHNOLOGY AND MANAGEMENT

WORLD FOOD DAY 2024

The Food Science & Technology Programme at ZUFESTM celebrated World Food Day under the theme "Right to Food for a Better Life and a Better Future." Students from various universities across Sindh participated in a poster and project competition, showcasing innovative ideas related to sustainable food production, nutrition, and food security. Several industries supported the event through sponsorship (GSS, SAMA, United King, Dulzer, Igloo, CWTC, PakPure Line) and set up stalls, providing students with insights into the latest trends and innovations in food science and technology. In addition to the competitions, a seminar featured notable experts in the field, including Dr. Mudassir Nazir, Dr. Saqib Arif, Acting Vice Chancellor Prof. Dr. Abbas Zafar, Dr. Fahad Azim (Dean, ZUFESTM), and Dr. Saad Jawaid Khan (Principal, College of Engineering and Technology, ZUFESTM). The seminar underscored that ensuring the right to food is critical for a healthier, more sustainable future.



INDUSTRIAL VISITS: PAK SUZUKI MOTOR COMPANY LIMITED (PSMCL)

BBA VII and V students at ZUFESTM explored the dynamic operations at Pak Suzuki Motor Company Limited (PSMCL) during an industrial visit. Guided by Dr. Yasir Jamal, Dr. Muhammad Ali Ahmad, and Madiha Kanwal, the visit

enhanced their understanding of Total Quality Management, Production & Automation, and Marketing, bridging classroom concepts with real-world industry practices.



ATLAS ENGINEERING (PVT) LTD. (ATLAS HONDA)

Ziauddin University's BBA V and VIII students, at ZUFESTM, explored the principles of Total Quality Management and Production & Operation Management during an industrial visit to Atlas Engineering (Pvt) Ltd. (Atlas Honda). The hands-on

experience deepened their understanding of operational excellence and quality practices in a real-world industrial setting.



IMPACTFUL AND INFORMATIVE SESSIONS: ETHICAL ISSUES IN SOCIETY AND BUSINESS

ZUFESTM at Ziauddin University organised an impactful session on 'Ethical Issues in Society and Business' for BSMT students. Led by Mr. Muhammad Ishtiaq Khan, Corporate Legal Advisor & Senior Counsel at Global Law Associates, the session provided valuable insights into navigating ethical challenges in professional and societal contexts.



NEWS

THE ROLE OF MARKETING RESEARCH IN EMERGING MARKETS

The ZUFESTM session at Ziauddin University on "The Role of Marketing Research in Emerging Markets" went well and included many practical lessons and helpful information. Mr. Ali

Raza Chaudhry, CEO of Four Corners Group, delivered invaluable insights, underscoring our dedication to fostering education.



ORGANISATION NORMS AND ETHICS

Ziauddin University's Faculty of Engineering, Science, Technology, and Management hosted an engaging session on "Organisation Norms and Ethics" with Mr. Syed Faraz Ali, Manager of the Office of Research, Innovation & Commercialisation (ORIC) at the Institute of Business Management. The session provided students with valuable insights into ethical practices and organisational norms essential

for fostering professionalism and integrity in the workplace. This enlightening discussion highlighted the role of ethics in driving innovation and creating sustainable business practices.



INSIGHTS OF INTERNAL AUDIT

Ziauddin University hosted an insightful session on "Insights of Internal Audit" with Mr. Hafiz Riaz, Deputy Manager Internal Audit at Karachi Shipyard & Engineering Works Ltd. Guided by Miss Madiha Kanwal, the lecture provided students with valuable knowledge on internal audit processes, fostering their understanding of real-world applications in the field. This engaging session emphasised the importance of internal audit

in organisational success and inspired students to explore career opportunities in this critical domain.



NEWS

GLIMPSE OF ORIENTATION DAYS!

The last month of this year marked the beginning of a new chapter for many bright minds at Ziauddin University. With open arms, we wholeheartedly welcomed new students into our vibrant community.

Each Orientation Day was filled with excitement, offering opportunities to connect, discover the incredible resources at Ziauddin University, and a promise to help them achieve the biggest dream they came here for.

WELCOME PARTY AT SUKKUR CAMPUS

The Sukkur Campus of Ziauddin University kicked off a warm welcome party for the new DPT students with a memorable Musical Evening that brought the campus alive. The soulful melodies, vibrant performances, and electrifying energy

created an unforgettable celebration. From rhythmic beats to heartfelt tunes, the event reflected the talent and togetherness that make this campus special.



COLLEGE OF PODIATRIC MEDICINE

The College of Podiatric Medicine at Ziauddin University extended its heartfelt wishes to all the brilliant new students joining the college. The Orientation Day was filled with discussions on academic excellence, career paths, and the vibrant community of students.



COLLEGE OF PHYSICAL THERAPY - KARACHI CAMPUS

At the College of Physical Therapy, Karachi Campus, Orientation Day was a celebration of the future leaders of healthcare. The day was marked by interactive sessions and personal introductions to the college's facilities.



NEWS

COLLEGE OF SPEECH LANGUAGE & HEARING SCIENCES

Ziauddin University's College of Speech Language & Hearing Sciences welcomed its freshers with enthusiasm and encouragement. The Orientation Day was filled with engaging

activities designed to help students settle in, discover the college's resources, and connect with peers.



COLLEGE OF MEDICAL TECHNOLOGY

The Ziauddin College of Medical Technology celebrated the arrival of new students with excitement and optimism. The Orientation Day was filled with insightful sessions highlighting the college's strong commitment to shaping the future of healthcare.



COLLEGE OF OCCUPATIONAL THERAPY

Ziauddin College of Occupational Therapy also welcomed its freshers with enthusiasm and a sense of purpose. The college expressed its best wishes to the new students, guiding them toward a journey of knowledge, growth, and compassionate care.





CLOSING THIS CHAPTER

**LEAVING A
LASTING LEGACY
OF
KNOWLEDGE
& BEYOND...**

FOR FURTHER INFORMATION

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