

# PU



# NEWS

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# Education, environment and thalassemia are priorities: Governor Punjab

**I**MPROVEMENTS in the higher education sector, defeating climate change and fighting thalassemia are the areas of high attention in Punjab. Governor Punjab Muhammad Baligh ur Rehman highlighted these issues during a meeting with senior journalists from the print media.

He said that "I wished to introduce positive change in the higher education sector of the province as chancellor of the public sector universities and patron-in-chief of the private sector universities."

Shedding light on environmental issue he expressed "fight against climate change is the need of the hour and the vice-chancellors of the universities should introduce measures and strategies to fight the menace and free the country from the ill-effects of climate change. He said "the universities have also been asked to work on measures to fight smog." He further said "We must put up efforts to fight thalassemia in the province. ■

## Research is important for new knowledge creation

**P**UNJAB University Vice Chancellor, Dr Zaidi said that new knowledge could be achieved by investing in the research field to solve socio-economic problems of the country and society. He expressed that it was the era of knowledge economy and the nations who were spending on research were ruling the world. He said that no nation could progress without spending required money on education so funding of research projects would also promote research culture in the academia. He said that research funding would increase the research capabilities of teachers and students. ■



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# Unity must for economic stability: Dr. Shahid Munir

**C**HAIRMAN Punjab Higher Education Commission Prof. Dr. Shahid Munir has said that all political parties should be united on the agenda of peace and economic development for economic stability in the country.

He was addressing the opening ceremony of a two-day international conference on the theme 'Digitalization of Sustainable Education, Economics, Business and Society in Emerging Economies', jointly organized by Punjab University Institute of Education and Research, Department of History, School of Economics and Institute of Special Education.

On this occasion, Deputy Rector Academic Affairs UiTM, Malaysia Prof. Dr. Muhammad Azlan, Director UiTM Shah Alam, Malaysia Dr. Rohana Zur, Director IER Prof. Dr. Abdul Qayyum Chaudhry, Chairman Department of History Prof. Dr. Mahboob Hussain, conference Secretary Dr. Ghulam Fatima, Senior Vice President Lahore Chamber of Commerce and Industry Zafar Mehmood Chaudhry, national and international renowned researchers, faculty members and students were present.

**Dr. Shahid Munir**, in his address, presented his nine-point reforms agenda by stating that the government should take measures regarding tax collection, control population, strong local



government system, use of modern technology in agriculture, skilled manpower, cheap sources of energy, construction of hydraulic dams, peace talks with neighboring countries and trade in local currency.

He said that the higher educational institutions should use the services of the experts of the Chamber of Commerce to prepare the curriculum according to the market needs. He said that the future of the world is related to information technology for which Pakistani students should be provided proper guidance. He congratulated the organizers for organizing the conference.

**Dr. Muhammad Azlan and Rohana Zur** said

that they are ready to work with Punjab University at all levels for the promotion of higher education. They said that Pakistanis are very hospitable, delicious food and historical places are also commendable. They called participation in the PU conference a matter of honor for them.

**Dr. Qayyum** said that steps are needed to promote entrepreneurship in educational institutions. He said that investment in education, research and skilled professionals are necessary for the country's development.

**Dr. Mehboob** said that the purpose of organizing the conference was to provide awareness about new trends of the region to the young scholars. He said that the conference will bring suggestions for the improvement of the country's economy which will benefit the policy makers. He said that as many as 260 research papers are being read in the conference.

**Zafar Mahmood** said that for 75 years, industries have been trying to improve the country's economy, but policy makers have never given importance to business community. He said that the economic conditions of Pakistan are weak, for the improvement of which everyone has to play a role, otherwise the future generations will not forgive us. ■



A group photo of participants along with Chairman Punjab Higher Education Commission Prof. Dr. Shahid Munir and others after the opening ceremony of a two-day international conference on the theme 'Digitalization of Sustainable Education, Economics, Business and Society in Emerging Economies'.



# CEMB organizes world moot on trends and challenges in health sciences



Dr. Shahid Baig and Dr. Kausar Malik present souvenir to invited speaker at the closing ceremony of two-day international conference organized by PU Centre of Excellence in Molecular Biology.



**P**UNJAB University Centre of Excellence in Molecular Biology (CEMB) has organized a two-day international conference on 'Trends and Challenges in Health Sciences'.

Caretaker Health Minister Punjab Prof. Dr. Javed Akram, Chairperson Punjab Higher Education Commission Prof. Dr. Shahid Munir, CEMB Director Prof. Dr. Kausar Malik, faculty members and over 180 scientists from US, UK, Taiwan as well as from different prestigious institutes of Pakistan were present.

**Dr. Javed Akram**, in his address, said that CEMB stands forefront of other life sciences departments in Molecular Biology research and researchers at CEMB are working for the welfare of common man. He applauded the efforts of scientists and staff of CEMB for working hard and developing innovative biotech products. He appreciated the productive idea of Dr. Kausar Malik to provide a platform for scientists to present their research.

**Dr. Shahid Munir** applauded the progress made by CEMB researchers in the field of stem cells' therapeutics and genetic diseases especially vision impairment, deafness, and intellectual disability disorders.

**Dr. Kausar Malik** said that CEMB has always created opportunities for our researchers to collaborate with foreign scientists and CEMB

researchers are contributing for mankind by developing products like the stem cells-based treatments for numerous pathological conditions such as wound healing including burns and diabetic wounds; ocular defects, cartilage defects such as osteoarthritis, spine injuries, liver fibrosis and diabetes.

She said that CEMB has developed methods for production of various recombinant therapeutic proteins and biosimilars such as Filgrastim, Oprelvekin, and Insulin. She said CEMB has also developed methods for indigenous production of high quality Taq Polymerase. She stressed upon the need of developing commercialized Health biotech products via cost effective innovative methods to strengthen the economy of our country.

Dr. Shahid Baig, in the concluding ceremony,

applauded the progress made by CEMB in Health Sciences and said that CEMB has always been at forefront in field of Molecular Biology.

Later, in various sessions Dr. Ihtesham-ul-Haq, Dr. Tayyab Hussnain, Dr. Hirohito Yamaguchi, Dr. Muy Teck Teh and researchers from USA, Taiwan, South Korea, UK, China and from all over Pakistan gave their talks and shared their research experiences.

In poster competition, among the 35 presenters, Noor Fatima from Panjwani Centre ICCBS, University of Karachi won the first position; Mubashra Inam from Kinnaird College for women and Sana Khawar from KIBGE University of Karachi won second and third positions respectively.

Later, souvenirs were presented to the participants and organizers. ■



A group photo of participants along with Caretaker Health Minister Punjab Prof. Dr. Javed Akram, Chairperson PHEC Prof. Dr. Shahid Munir and CEMB Director Prof. Dr. Kausar Malik in a two-day international conference on 'Trends and Challenges in Health Sciences'.



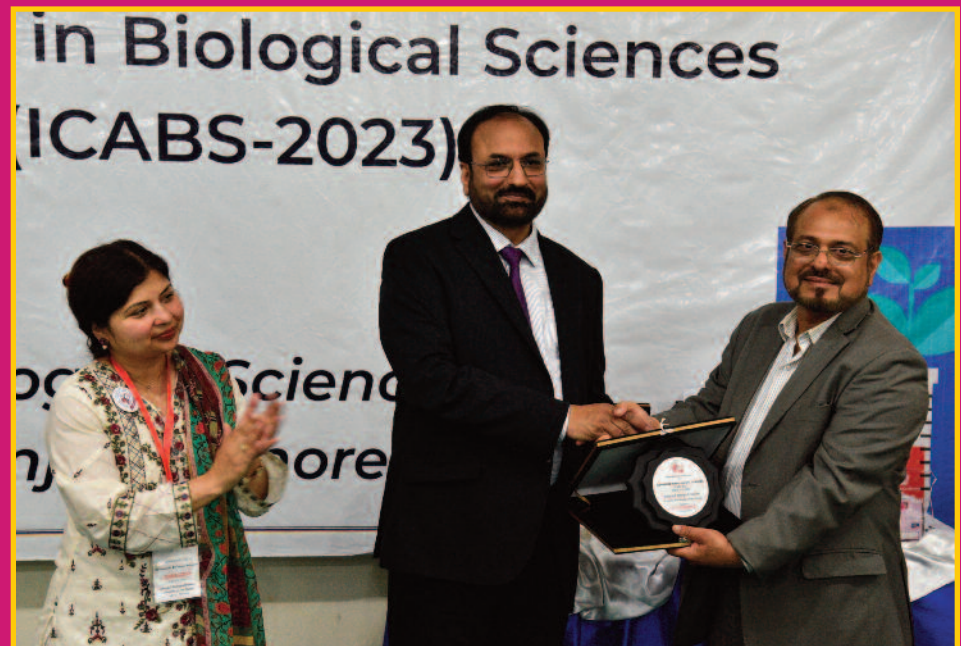
# Latest trends in biological sciences explored

**P**UNJAB University School of Biological Sciences has kicked off three-day international conference on "Advances in Biological Sciences" at Law College Auditorium.

On this occasion, Chairman Pakistan Science Foundation Prof. Dr. Shahid Baig, Director General School of Biological Sciences Prof. Dr. Sadaf Naz, nationally and internationally renowned scientists, researchers, faculty members and a large number of students were present.

**Dr. Shahid Baig**, in his address, lauded the efforts of the organizers for organizing such a meaningful conference. He said that the scientists of the SBS are playing their role in research on modern trends in relevant fields. He said that more investment is needed to deal with the challenges faced by the science sector in the country and to promote a world-class research culture.

**Dr. Sadaf Naz**, while welcoming the guests, said that the purpose of the conference is to provide a platform to the scientists where they can share their experiences with each other. She said that the School of Biological Sciences has been playing its role in research on genetic disorders, environmental pollution, infectious diseases, cancer treatment, bio-



Chairman Punjab Higher Education Commission Prof. Dr. Shahid Munir receives a souvenir from Dean Faculty of Life Sciences Prof. Dr. Javed Iqbal Qazi in a closing ceremony of the three-day international conference on 'Advances in Biological Sciences' organized by PU School of Biological Sciences.

pharmaceutical products, industrial enzymes and local problems of sustainable agriculture for the last two decades.

The first director of SBS Prof. Dr. Muhammad Akhtar addressed the participants online.

At the closing ceremony, Chairman Punjab Higher Education Commission Prof. Dr. Shahid

Munir, Dean Faculty of Life Sciences Prof. Dr. Javed Iqbal Qazi, Director General School of Biological Sciences Prof. Dr. Sadaf Naz, national and international renowned scientists, researchers, faculty members and students were present.

Dr. Shahid Munir, in his address, congratulated the organizers for organizing a meaningful conference and appreciated the quality of research going on in the School of Biological Sciences. He emphasized on applied research that can be commercialized.

Dr. Sadaf Naz said that 85 papers were presented during 18 sessions on various topics of biological science in the three-day conference while 70 posters on different thematic areas of the conference were also presented. She said that experts shared their research experiences related to environmental pollution, climate change, causes of water scarcity, genetics, cancer and deadly diseases. The researchers emphasized that everyone has to play their role to deal with the problems facing the country for which the use of modern technologies is the need of the hour.

Later, certificates of appreciation and souvenirs were presented to the participants. ■



A group photo of participants along with Chairman Punjab Higher Education Commission Prof. Dr. Shahid Munir, Dean Faculty of Life Sciences Prof. Dr. Javed Iqbal Qazi, Director General School of Biological Sciences Prof. Dr. Sadaf Naz and others after the three-day international conference.



# International fisheries & aquaculture conference



VC University of Education Prof. Dr. Talat Naseer Pasha, VC University of Veterinary and Animal Sciences Prof. Dr. Nasim Ahmed, VC University of Baltistan Prof. Dr. Muhammad Naeem Khan and PU Dean Faculty of Life Sciences Prof. Dr. Javed Iqbal Qazi and others sit on stage during the inaugural ceremony of two-day International Fisheries and Aquaculture conference 2023.

**P**UNJAB University Institute of Zoology in collaboration with academia, government bodies, private farming sector and industry organized the inaugural ceremony of two-day International Fisheries and Aquaculture conference 2023.

The conference theme "Pakistan and China Belt and Road advancement towards modern aquaculture encompassing wide range themes related to CPEC long term plan 'sustainable agriculture and poverty alleviation', 'Tourism coastal development and ocean economy' besides sustainable development goals pertaining to aquaculture and fisheries sector'.

On this occasion, VC University of Education Prof. Dr. Talat Naseer Pasha, VC University of Veterinary and Animal Sciences Prof. Dr. Nasim Ahmed, VC University of Baltistan Prof. Dr. Muhammad Naeem Khan, Director General Punjab Fisheries Board Dr. Sikandar Hayat, Director of Life Science Resource Centre, Purdue University Fort Wayne, USA Prof. Dr. Ahmed Mustafa, Director Pearl River Fisheries Research Institute, China Dr. Huaping Zhu, Dean Faculty of Life Sciences Prof. Dr. Javed Iqbal Qazi,

Organizing Secretary Prof. Dr. Noor Khan, researchers from various countries, research scholars, faculty members and a large number of students were present.

**Prof. Pasha**, in his address, said that Pakistan's fisheries sector is developing according to international standards. It is a very good opportunity for the experts to come together under a single roof to address the issues faced by the industries. More initiatives should be taken by the concerned authorities for the sake of this mega industry, serving the humanities on a high-ranking scale.

**Prof. Nasim** said that the promotion of research activities along with teaching benefits the society. He said that like food science and pharmaceuticals, the fisheries sector should also be brought into the mainstream, for which, the means of modern technologies will have to be used. Young scholars should play their roles in swiping out misconceptions for the industry through a vigorous campaign on social media.

**Dr. Muhammad Naeem Khan** said that fisheries in Pakistan are becoming an international standard industry with a lot of

career opportunities for students.

**Dr. Sikandar Hayat** said that despite the limited resources, the Government has taken many measures and is making all out efforts for the development of the fisheries industry. The government will continue to support the best research projects for the development of the sector.

**Dr. Mustafa** said that the fish industry has become the 6th largest industry in the world, in which rapid development is also seen in Pakistan. Apart from protein, fish has many benefits. He appreciated the hospitality, tourist places and foods of Pakistan.

**Dr. Javed Iqbal Qazi** thanked the dignitaries and said that stability and economy cannot be improved in the country without proper use of local resources. He said that the major object of the conference is to provide a platform to gather eminent scientists and researchers of national and international level in various disciplines of aquaculture and fisheries i.e. nutrition, fish feed industrialist, private farming sector and stakeholders from all over the world. He also prayed for the earthquake victims of Turkey and Syria. ■

# Dr. Zafar receives award



Dr. Zafar Iqbal receives a prestigious award in recognition of his services in the field of "Fish Disease and Health Management / Fish Pathology from VC University of Education Prof. Dr. Talat Naseer Pasha during the opening ceremony of "International Fisheries and Aquaculture Conference".

**D**R. Zafar Iqbal of University of the Punjab, Lahore has received a prestigious award in recognition of his services in the field of "Fish Disease and Health Management / Fish Pathology from Vice Chancellor University of Education Prof. Dr. Talat Naseer Pasha.

Dr. Zafar was awarded a "Shield and a certificate of Appreciation" during the opening ceremony of "International Fisheries and Aquaculture Conference". The core Theme of the conference was "Pakistan China Belt & Road Advancement towards Modern Aquaculture".

The conference was organized under the Patronage and guidance of PU VC Prof. Dr. Niaz Ahmad Akhtar, PU Director Institute of Zoology Prof. Dr. Javed Iqbal Qazi and Organizing secretary Prof. Dr. Noor Khan, Department of Fisheries, Govt. of the Punjab; University of Education, University of Veterinary and Animal Science and foreign partners, Pearl River

Fisheries Research Institute, China; Institute of Hydrobiology Chinese Academy of Sciences; Zhejiang Ocean University, China; Pak-FAS & PU-Industry Liaison working Group Fisheries & Aquaculture.

The conference was attended by about five hundred delegates from Pakistan and abroad (USA, Turkey, Indonesia, Thailand, UK, China, Ireland, Mexico, Korea, Nepal, Bangladesh). The Aquaculture Industry and feed mills representatives, fish farmers, senior university faculty and students from all over Pakistan attended the two days conference.

**Dr. Zafar** got his PhD from University of Stirling, Scotland, UK. He served in Department of Fisheries, Govt. of the Punjab and Department of Zoology University of the Punjab Lahore. He retired as Associate Professor of Zoology and has vast experience over 37 years in Teaching and Research in the area of Fisheries / Aquaculture and Fish Disease and Health Management in Pakistan and abroad.

He has published 64 research papers in International and National peer reviewed Journals. He has supervised 83 national and international research students (PhD/MS/MPhil/MSc/BS). Dr. Zafar's research work on 'Fish Health Management' is acknowledged at national and international level. He has worked on many national and International Projects. He is national and International Guest speaker on Fish Health Management.

In Zoology Department, he served as Course Coordinator of MSc and PhD programs. He is reviewer of many national and International Journals and Member of, British Society for Parasitology; Asian Fisheries Society; Biological Society of Pakistan; Fisheries Society of Pakistan and Life Fellow of Zoological Society of Pakistan. He has attended many International Conferences in Pakistan and Abroad. Currently Dr. Zafar is involved in consultancy services in Fisheries / Fish Health management. ■



# IBA conference links development with innovations

**P**UNJAB University Institute of Business Administration (IBA) organized the second two-day international conference on "Business Administration 2023" at its premises. On this occasion, former Director IBA Prof. Dr. Ehsan Malik, Principal Hailey College of Commerce Prof. Dr. Mubbsher Munawar Khan, Principal Hailey College of Banking & Finance Dr. Ahmad Muneeb Mehta, Director IBA Prof. Dr. Muqaddas Rehman, experts, researchers, faculty members and a large number of students were present.

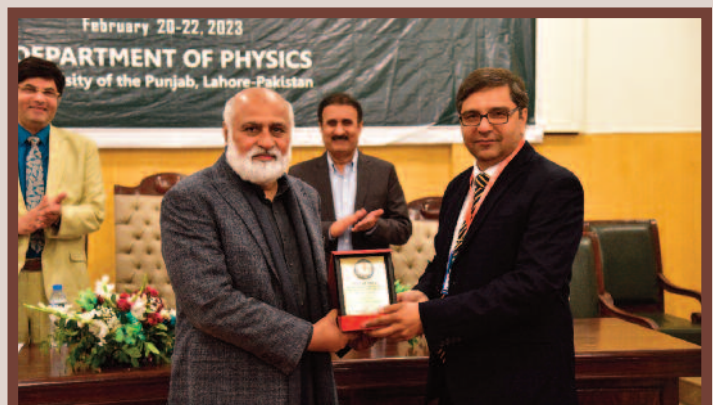
Dr. Ehsan Malik, in his address, said that development is impossible without hard work and developed countries have been adhering to the same principles. He said that the main responsibility of the universities is the creation of new knowledge for which the promotion of research culture is necessary. He said that without impactful innovations sustainability could not come.

Dr. Mubbsher said that MPhil, PhD scholars get an opportunity to learn from such meaningful conferences. He said that educationists, business community and researchers have to work with modern trends for the stability of the country's economy. He said that there can be no sustainability without proper utilization of resources.

Dr. Muqaddas welcomed the participants and said that the purpose of organizing the conference is to benefit from each other's experiences to work on new ideas. She said that organizing the international conference is an honor for IBA. Later, souvenirs were presented to the distinguished guests.



Prof. Dr. Ehsan Malik, Prof. Dr. Mubbsher Munawar Khan, Dr. Ahmad Muneeb, Prof. Dr. Muqaddas Rehman and others sit on stage during the opening ceremony of the second two-day international conference on "Business Administration 2023".



PU VC Prof. Dr. Niaz Ahmad receives a souvenir in international conference on "Advances in Functional Materials" organized by Department of Physics.

## Modern research to solve industrial problems: PU VC



A group photo of participants along with PU VC Prof. Dr. Niaz Ahmad, Chairman Department of Physics Prof. Dr. Mahmood-ul-Hassan and others after the first three-day international conference on "Advances in Functional Materials" organized by Department of Physics.

**P**UNJAB University Vice Chancellor Prof. Dr. Niaz Ahmad has said that modern research should be promoted in higher education institutions to solve the problems of the industry. He was addressing the opening ceremony of the first three-day international

conference on "Advances in Functional Materials" organized by Department of Physics.

On this occasion, Chairman Department of Physics Prof. Dr. Mahmood-ul-Hassan, faculty members, scientists, researchers and students were present. Dr. Niaz, in his address, said that the science departments of Punjab University are getting the services of the best experts and scientists. He said that to stabilize the country's economy, more money has to be spent on modern research. He said that PU's various departments should work together to improve industry-academia relations.

He congratulated the organizers for organizing the conference on a good topic and hoped for good results. He advised the students to play a role in practical life by learning from the experiences of experts in such events.

Dr. Mahmood-ul-Hassan said that the purpose of organizing the conference is to provide a platform to theoretical and applied physics experts. He said that more than 200 delegates from Pakistan and other countries would present 50 oral and 30 poster presentations in the three-day conference.

Later, souvenirs were presented to the distinguished guests. ■



# Actions to eliminate fake news on digital media are the need of the hour, Mansoor Qadir



Caretaker Education Minister Mansoor Qadir, PU VC Prof. Niaz Ahmad and others pose for a photo in the closing ceremony of the two-day AMCAP-PU International Conference on "Revisiting Relationship between Journalism and Society in the Digital Age for Common Good" organized by PU Department of Journalism Studies and Institute of Education and Research.

**C**ARETAKER Education Minister Mansoor Qadir has said that we should discuss such issues that can promote harmony and brotherhood in the society. He was addressing the closing ceremony of the two-day AMCAP-PU International Conference on "Revisiting Relationship between Journalism and Society in the Digital Age for Common Good" organized by Punjab University Department of Journalism Studies and Institute of Education and Research.

On this occasion, PU VC Prof. Niaz Ahmad Akhtar, Dean Faculty of Information and Media Studies Prof. Dr. Khalid Mehmood, Chairperson Department of Journalism Prof. Dr. Bushra Hameedur Rehman, Chairperson Department of

Public Relations and Advertising Prof. Dr. Abida Ashraf, Director Institute of Education and Research Dr. Abdul Qayyum Chaudhry, faculty members, students, researchers and experts from Russia, Nigeria, Czech Republic, Sweden, Indonesia and Pakistan participated.

Mansoor Qadir, in his address, said that journalists, academicians and young students should play their role in promoting positive use of digital media to end hatred and discrimination in society. He said that measures are also necessary to curb such fake news that tarnishes the name of Pakistan.

Dr. Niaz Ahmad said that young students should learn from such conferences and work for the welfare of the society in the field of action.

He said that substantial steps have been taken to improve the international ranking of PU, which is showing encouraging results. He said that the experts and professionals in the conference should formulate practical recommendations for the development of media in industry.

Experts from other countries were on the view that concepts are dispelled and young scholars have the opportunity to learn from the experiences of experts.

Dr. Bushra Hameed-ur-Rehman thanked the VC for his support for the conference.

Dr. Abida said that 117 research articles were presented in three plenary sessions and four special sessions in the two-day conference. ■



# PU marks Babur's Day



A group photo of Ambassador of Uzbekistan Aybek Arif Usmanov along with Dean Faculty of Arts and Humanities Prof. Dr. Amra Raza, Prof. Dr. Mehboob Hussain and others after a seminar on 'Babur: A Symbol of Shared Legacy between Pakistan & Uzbekistan' to celebrate 540th birthday of Zaheer-ur-din Babur.

**A**MBASSADOR of Uzbekistan Aybek Arif Usmanov said that Zaheer-ur-din Muhammad Babur's personality and legacy is well known all over the world and for sure deserved to be in one place and tiers with great scholars as Abu Raihan Beruni, Abu Ali Ibn Sina, Al-Faraby, Al-Khwarazmy, Mirza Ghalib, Allama Muhammad Iqbal who are considered as a common heritage of Islamic cultural renaissance, science and knowledge. He was addressing a seminar on 'Babur: A Symbol of Shared Legacy between Pakistan & Uzbekistan' to celebrate 540th birthday of Zaheer-ur-din Babur.

The seminar was organized by Punjab University Department of History & Pakistan Studies Babur Legacy Center in collaboration with the Embassy of Uzbekistan.

On this occasion, Dean Faculty of Arts and Humanities Prof. Dr. Amra Raza, Chairman Department of History Prof. Dr. Mehboob Hussain, Director Babur Legacy Center Prof. Dr. Rukhsana Iftikhar, diplomats, faculty members and a large number of students were present.

**Arif Usmanov**, in his address, said that the President and the people of Uzbekistan are grateful for honoring Babur's legacy and enrichment of our political and cultural ties and enforcing our scientific and people to people contacts. He said that in 2021, more than 70 art pieces and paintings were displayed in the Art Exhibition and the Art's contest at PU, not just attracted the attention of the common public but strengthening our re-connectivity.

He thanked the PU VC Prof. Niaz Ahmad Akhter, Chairman Department of History & Pakistan Studies Dr. Mehboob, Dr. Rukhsana Iftikhar and others who made noble efforts for conducting a successful event to pay tribute to Zaheer-ur-din Babur.

**Dr. Mehboob** said that South Asia and Central Asia are two geographical regions which share a history of mutual relations dating back to ancient times. He said that hundreds of poets, writers, Sufis, ulama, artists and common people migrated from Central Asia to South Asia. He said that both the regions have been considered the part of

earliest civilizations of the World.

He said that amongst all the countries of Central Asia, Uzbekistan occupies a pride of place as it is the region where most of the centers of Muslim culture and learning are located. These common cultural heritage needs to be explored and academic exchange and collaboration is the need of the hour, he added.

**Dr. Amra Raza** said that the youth should be taught to keep the history in front of them and choose the current leaders. She said that Zaheer-ud-din Babur was a soldier and poet and we get many lessons from his life.

**Dr. Rukhsana Iftikhar** said that Punjab University Department of History & Pakistan Studies Babur Legacy Center will continue to organize events to highlight various aspects of Zaheer-ud-din Babur's personality in the future.

Lt. Col. (r) Khalid Taimur Akram, Prof. Dr. Faraz Anjum, Dr. Hasan Baig from Scotland and Uzbek scholar Muhayo Abdurahman also spoke on the occasion. ■





Ms. Khadija Hafeez, student of Masters in Chemical Engineering Department receives the certificate of 1st position by developing a sustainable way of managing plastic waste through its conversion into luminous floor composite plastic tiles under the supervision of Dr. Yousuf Jamal (Associate Professor, PU-ICET) in Pakistan Chemical Expo 2023.



Punjab University chess team pose for a photo after winning All Pakistan Universities chess championship organized by Dow University Karachi.



PU award winning students pose for a photo after receiving their trophies in different competitions.



A group photo of students along with Chairperson Department of Social Work Prof. Dr. Syeda Mehnaz on the occasion of Sports Gala 2023.



A group photo of Turkish Ambassador to Pakistan Dr. Mehmet Pacaci along with PU VC Prof. Dr. Niaz Ahmad, deans of various faculties and others.





Punjab University team pose for a photo along with their winning trophies in All Pakistan Inter Universities Archery Championship organized by Iqra University Karachi.



A group photo of PUOWA sports fest teams.



Prof. Dr. Abdul Qayyum Chaudhry leads a cleanliness walk organized by Department of Elementary Education, IER.



# Importance of media and public health highlighted



Provincial Minister for Primary and Secondary Health Dr. Jamal Nasir, PU VC Prof. Dr. Niaz Ahmad, Dean Faculty of Information Management and Media Studies Prof. Dr. Khalid Mahmood, Director SCS Prof. Dr. Noshina Saleem and Prof. Dr. Lubna Zaheer sit on stage during a seminar on 'Media and Public Health' organized by PU Department of Film and Broadcasting.



Provincial Minister for Primary and Secondary Health Dr. Jamal Nasir visiting PU Health Center along with PU VC Prof. Dr. Niaz Ahmad Akhtar, Chairperson Department of Film and TV Prof. Dr. Lubna Zaheer.

**P**UNJAB University Department of Film and Broadcasting has organized a seminar on 'Media and Public Health' in Hameed Nizami Hall.

On this occasion, Provincial Minister for Primary and Secondary Health Dr. Jamal Nasir, PU VC Prof. Dr. Niaz Ahmad Akhtar, CEO Health Department Dr. Shoaib Garmani, Dean Faculty of Information Management and Media Studies Prof. Dr. Khalid Mahmood, Director School of Communication Sciences Prof. Dr. Noshina Saleem, Chairperson Department of Film and Broadcasting Prof. Dr. Lubna Zaheer, faculty members and students were present.

**Dr. Nasir Jamal**, in his speech, said that the media needs to play an active role in eradicating diseases. He said that politics is

“  
politics is being discussed on TV channels every evening, but health issues of the poor are ignored  
”

**P Dr. Jamal Nasir**

being discussed on TV channels every evening, but no one talks about the problems of the poor. He said that if the problems and diseases of the poor were not discussed in the media, the problems would not be solved.

He said that the work of doctors is to inspire against diseases on TV and 90 percent of

diseases are preventable with precautionary measures. He said that the Muslims ruled the world as long as they gave priority to knowledge. He said that there was a huge hue and cry when Covid 19 attacked the rich but there is no discussion about the diseases from which millions of the poor people are dying. He said that nobody cares about hepatitis, diarrhea and pneumonia and other such diseases from which the poor people are suffering. He said that ideal hospitals could have been built with the money wasted on COVID 19 testing.

**Dr. Niaz Ahmad** said that the caretaker government is doing excellent work despite limited resources. He appreciated the role of Dr. Jamal Nasir in solving the problems of the health sector. He congratulated Dr. Lubna Zaheer for organizing the awareness program and medical camp.

**Dr. Khalid Mahmood** said that media students would play a role in solving health problems.

**Dr. Lubna Zaheer** announced a film competition to highlight health issues. She said that media students would play their role in disease prevention as awareness could be created through media to solve health problems. ■



# Radio's role in promoting peace discussed



A group photo of participants along with DG PEMRA Muhammad Ikram Barkat, Director School of Communication Studies Prof. Dr. Noshina Saleem and others after a seminar titled "Radio's role in promoting peace" organized by PU Radio Centre FM 104.6.

**P**UNJAB University Radio Centre FM 104.6 has organized a seminar titled "Radio's role in promoting peace" in which Director General Pakistan Electronic Media Regulatory Authority (PEMRA) Muhammad Ikram Barkat, Director School of Communication Studies Prof. Dr. Noshina Saleem, Chairperson Department of Film and Broadcasting Dr. Lubna Zaheer, Associate Professor Dr. Shabir Sarwar, Associate Professor Dr. Faiza Latif, Radio Coordinator Dr. Akram Soomro, Program Manager FM 104.6

Muhammd Irshad Chaudhry, resource person Wajiha Arif, Audio Editor Masood Malhi faculty Members teachers and a large numbers of students participated on this occasion.

**DG PEMRA Muhammad Ikram Barkat** has said in his address that wars actually happen in people's minds, radio resolves these conflicts. Only 18 percent of people in Pakistan have a radio. We have granted radio licensed to Campuses for the promotion of education. We must be used Campus radio to solve the problems of students.

Research should be promoted for good content on media. He further said that in Pakistan the negative role of radio is often discussed while in other countries the positive role is also discussed.

**Prof. Dr. Noshina Saleem** said that the PU Radio is an educational and training platform for students. Many big names of media have been born from our radio. PEMRA will have to play a role to expand its scope.

**Dr. Lubna Zaheer** said that radio has also been used in negative activities and PEMRA should work on it. ■

# Pakistan is the pride of Islamic World, Syed Abolhassan Navab



President University of Religions, Iran Syed Abolhassan Navab presents a souvenir to Prof. Dr. Niaz Ahmad in a seminar organized by Punjab University Department of Persian.

**P**RESIDENT University of Religions, Iran Syed Abolhassan Navab has said that Pakistan is proud of the world of Islam, which has the thought of Allama Iqbal that is more powerful than the atomic bomb. He was addressing a seminar at Al-Raazi Hall organized by Punjab University Department of Persian.

On this occasion, PU Vice-Chancellor Prof. Niaz Ahmad Akhtar, Acting Vice-Chancellor Allama Iqbal Open University Prof. Dr. Nasir Mahmood, from different universities of Iran including Dr. Muhammad Najaf Lakzai, Ustad Abdolhadi Masoodi, Hossein Ahmadi and Ebrahim Amini, former PU VC Prof. Dr. Muhammad Saleem Mazhar, Dean Faculty of Oriental Learning Prof. Dr. Moinuddin Nizami, Chairman of Persian Department Prof. Dr. Muhammad Nasir, heads of departments, faculty members and a large number of students were present.

Syed Abolhassan Navab, in his address, said that the main goal of the Islamic revolution is self-reliance, which was best conceived by Allama Iqbal. He said that terror, fear and

extremism are not part of Islamic teachings. He said that Allama Iqbal and Imam Khomeini have the same view on self-confidence. He said that the presence of Allama Iqbal in Pakistan is a matter of pride for the people of the region.

He said that we breathe with the name of Pakistan. He said that he raised the slogan of 'Pakistan Zindabad' in front of ten thousand people in Skardu and that the country which came into being in the name of Islam has to remain forever. He said that we respect all religions and our message in this regard is very clear. He has said that he can never forget the love and hospitality of Pakistanis.

Prof. Niaz Ahmad said that the exchange program of teachers and student delegations is necessary to further strengthen the ties between the two countries. He said that the aim of universities is to provide the best guidance to their students for which higher education institutions have to work together. He said that Pakistan and Iran have always supported each other at the international level. He said that Pakistan first supported the Islamic revolution in Iran. He said

that the stance of both countries on Israel is very clear until the independence of Palestine.

Dr. Nasir Mahmood said that to strengthen the ties between the two countries, the youth have to play a role, for which there is no better way than education and research. He said that establishment of Iqbal Chair and Departments to promote Urdu language in Iranian universities is commendable.

Dr. Muhammad Saleem Mazhar said that universities have a fundamental role in building relations with neighboring countries. He said that studying in each other's universities reduces the communication gap. He said that Pakistan has a unique position in the world of Islam which is moving forward.

Moinuddin Nizami said that our heroes, knowledge, history, literature, culture, customs are common and more steps should be taken to promote them. The participants of the Iranian delegation declared themselves as lovers of Pakistan and Pakistan as the purest country in the world.

Later, souvenirs were presented to the distinguished guests. ■



# Students urged to promote Pak-Chinese ties



A group photo of participants along with former PU VC Prof. Dr. Saleem Mazhar after a workshop organized by the PU Integration Center in collaboration with the Embassy of the People's Republic of China and the Pakistan Research Center on 'Governance System and Development Model of China'.

**P**UNJAB University former Vice Chancellor Prof. Dr. Muhammad Saleem Mazhar has said that there are deep and strong ties between Pakistan and China for 70 years, for the promotion of which young students should play an active role. He was speaking at a workshop organized by the PU Integration Center in collaboration with the Embassy of the People's Republic of China and the Pakistan Research Center on 'Governance System and Development Model of China' in Al Raazi Hall.

On this occasion, Chairperson Department of Political Science Prof. Dr. Iram Khalid, Chairman Department of History Prof. Dr. Mehboob Hussain, Executive Director of Pakistan Research Center Col. (r) Khalid Taimur Akram, Director RIC Dr. Fouzia Hadi Ali, faculty members, researchers and Chinese students studying in PU were present.

**Dr. Muhammad Saleem Mazhar**, in his address, said that CPEC and One Belt One Road project is very important for the prosperity of the

region, for the completion of which everyone has to work together. He said that measures should be taken at all levels to highlight people-to-people contact and cultural heritage, including exchange programs for teachers and students between Pakistan and China.

He said that centers should be established to promote Chinese language in the universities of Pakistan and Urdu language in China so that the languages could be familiarized and each other can be defended in a better way in crises. Appreciating the efforts of the organizers for organizing the event, he said that such workshops give young scholars an opportunity to learn more about other countries.

**Dr. Iram Khalid** said that China is taking great measures to bring countries around the world closer, for the development and prosperity of humanity. She said that China's interests in the CPEC project are small, but they are still striving for its success. She said that the Pakistani nation should play its role in the field of action to remedy the propaganda

against China through fake news.

**Dr. Mahboob Hussain** has said that the world has seen many wars, but countries came closer to each other through trade and progressed. He said that the success of projects like CPEC is necessary to establish in the world, for which conflicts have to be avoided. He said that the Karakoram Highway is a proof of deep and unprecedented friendship between Pakistan and China.

**Col. (r) Khalid Taimur Akram** said that since the establishment of the RIC, relations with South Asian countries including Azerbaijan, Uzbekistan, Kazakhstan have been promoted at all levels. He said that China is casting its iron around the world through practical measures.

Dr. Fouzia Hadi Ali thanked the participants and said that China's development model is admirable which a beacon for developing countries like Pakistan. She said that in the early years, China was one of the opium growing countries, but today its GDP is 17.96 trillion dollars. ■



# PU QEC conducts training workshop



Justice (r) Nasira Javed Iqbal, Dean Faculty of Information and Media Studies Prof. Dr. Khalid Mahmood, Director QEC Dr. Saima Siddiqui and others sit on stage during the training workshop for the QEC focal persons of affiliated colleges in Lahore on "How to Prepare Self-Assessment Report (SAR)".

**P**UNJAB University Quality Enhancement Cell (QEC) organized one day training workshop for the QEC focal persons of affiliated colleges in Lahore on "How to Prepare Self-Assessment Report (SAR)".

On this occasion, Justice (r) Nasira Javed Iqbal, Dean Faculty of Information and Media Studies Prof. Dr. Khalid Mahmood, Chairperson Doctoral Program Coordination Committee Prof. Dr. Anjum Nasim Sabri, Director Institute of Quality & Technology Management Prof. Dr. Muhammad Usman Awan, Director Colleges Lahore Shahzad Munawar Chaudhary, Director QEC Dr. Saima Siddiqui and teachers from various affiliated colleges were present.

**Dr. Saima**, in her address, said that PU QEC is committed to enhance the quality of education in each and every Institute/College/Department/Centre of university of the Punjab, for the fulfillment of learning requirements and satisfaction of its students, their potential employees and stakeholders by introducing market need-based programs and other initiatives.

She said that PU QEC is working hard for the implementation of HEC policies and related Parameters in the Punjab University Affiliated Colleges (PUACs) as well. Higher Education Commission (HEC) evaluates the universities on different parameters; one of those important parameters was Self-Assessment Report. The Director said that HEC was also emphasizing towards evaluation of Affiliated Colleges through implementation of Self-

Assessment Mechanism of their BS 4 Years or above, LLB (5 Years), Pharm-D Programs.

## Training session on digital recording, field survey of heritage sites

**A**DDING another pile of achievement as Department of Archaeology, University of the Punjab in person welcomed the collaboration from The McDonald Institute of Archaeological Research, Cambridge University in a 4-day training session entitled "Introduction to Digital Recording and Field Survey of Heritage Sites" held in the Departmental Conference Room.

All the students from different academic levels

BS - MPhil showed their keen interest in learning new insights along with Chairman Dr. Hameed and his faculty and staff members. The foreign trainers were well acquainted with their knowledge as research associates and developed the field survey framework.

The session constituted an overall view of the history of exploration and approaches used in South Asia from Colonial times till post-partition. Detailed presentation slides were made by the trainers to develop the level of understanding before proceeding to its practicality in the true field.

Different sampling methodologies and systematic survey conduction, use of transects, and preparation and adoption of a certain strategy with regard to recent technological advancements in the survey were discussed. A hand on pre-training was held on the premises of the university in which digital recording and documentation in the newly proposed application by Cambridge (ODK) were made to learn.

The informal collaboration enabled the trainers to interact and use their intuition in suggesting new ideas for the betterment of digital archaeology which they empirically witnessed in the field.

Noteworthy was the proceeding threats overlooked in the site assessment and how many of them are now encroached that once were present in the historic maps.

In addition, a formal meeting of the core team with Dean Faculty of Arts and Humanities Prof. Dr. Amra Raza who welcomed the delegates and appreciated the joint efforts by awarding them certificates. ■



Students pose for a photo after receiving their certificates.



# PU FM Radio Centre marks 'World Radio Day'



A group photo of participants along with Dean Faculty of Media and Information Studies Prof. Dr. Khalid Mehmood, Senior Journalist Shahid Malik and others after a seminar on 'Radio and Peace' to mark World Radio Day.

**P**UNJAB University School of Communication Studies' FM Radio Centre organized a seminar on 'Radio and Peace' to mark World Radio Day at Hameed Nizami Hall.

On this occasion, Dean Faculty of Media and Information Studies Prof. Dr. Khalid Mehmood, Director of School of Communication Studies Prof. Dr. Noshina Saleem, Senior Journalist Shahid Malik, Chairperson Department of Development Communication Dr. Ayesha Ashfaq, Chairperson Department of Digital Media Prof. Dr. Savera Shami, RJ Moona Zia, Assistant Prof. Dr. Muhammad Akram Soomro, Program Manager Radio Center FM 104.6 Muhammad Irshad Chaudhry, Resource Person Wajiha Arif, Masood Malhi and students were present.

**Ms. Moona**, in her speech, said that today's youth does not give importance to radio and think that radio is difficult medium as compared to other media.



Participants pose for a photo in an awareness walk in connection with World Radio Day organized by PU School of Communication Studies' FM Radio Centre to highlight the impor-

**Shahid Malik** said that in Pakistan radio is considered as a backward medium, while in England everyone's morning starts with listening to radio. He said that the culture of dialogue must be promoted to achieve peace in the country.

**Dr. Khalid Mahmood** said that radio has access to places where newspapers cannot

reach. He said that Islam teaches peace and radio should be used to establish peace in the society.

**Dr. Akram Soomro** said that communication has become very powerful in today's era; it has a very important role in the 5th generation war.

Later, a walk was organized to highlight the importance of radio. ■



# Moot to discuss digital census

**P**UNJAB University Institute of Social & Cultural Studies (ISCS) Nutrition & Wellbeing Society, Public Health and Demography in collaboration with the Workplace Health Promotion Community (WHPC) has organized a seminar on 'First Digital Census in Pakistan' in its auditorium.

The guest speakers Dr. Syed Wasim Abbas & Ms. Haseena presented overall mechanism on the Digital Census in Pakistan. They enlightened the students on various aspects of Digital Census in Pakistan including history, aims and core function of the Census that was very informative.

The participants of the seminar also contributed through their insightful questions that added more to the knowledge about the procedures regarding the Census in Pakistan. The seminar was concluded with a note of thanks by the Program Coordinator of BS Workplace Health Promotion Dr. Nauman Ali. ■



Students pose for a photo along with Director IAP Prof. Dr. Rafia Rafiq and others on 2nd convocation of PU Institute of Applied Psychology.

## IAP organizes 2nd convocation

**P**UNJAB University Institute of Applied Psychology (IAP) organized its 2nd convocation, in which degrees and medals were distributed among 190 successful students of BS, MS and PhD of batch 2021.

On this occasion, Director IAP Prof. Dr. Rafia

Rafiq, Prof. Emeritus Dr. Najma Najam, Prof. Dr. Ruhi Khalid, Dr. Naumana Amjad, Prof. Dr. Mian Aftab, Dr. Afifah Anjum, Dr. Fatima Kamran, Dr. Saima Ghazal along with other faculty members and students were present.

Dr. Rafia, in her address, congratulated the successful students and hoped that the

graduating youth would contribute to the welfare of the society with their skills. She said that the role of psychologists cannot be ignored to restore mental health in natural disasters like floods, earthquakes and COVID. She said that PU IAP gives quality education to the students and also focuses on character building. ■



## PU Library organizes introductory talk on books



Guest speakers express their views in PU book talk program.

**P**UNJAB University Library has organized introductory talk on the books including 'Mjmooma: Ahmed Mushtaq' by Ahmed Mushtaq and 'Political Conflict in Pakistan' by Muhammad Waseem. Chief Librarian, Acting Director, Centre for South Asian Studies Prof. Dr. Rehana Saeed Hashmi, Lecturer from Institute of Urdu

Language and Literature Mushtaq Ahmed, faculty members and students were present on the occasion.

Dr. Rehana Saeed Hashmi presented the talk on the book of 'Muhammad Waseem'. She described the complicated themes of the political conflict of Pakistan as perceived by Mohammad Waseem.

The Urdu book was a collection of Poetry of Ahmed Mushtaq and Mr. Mushtaq presented the introduction in a literary manner. He has not only recited some lovely poetic chunks from the book but also provided a critical biographical sketch of the poet.

Dr. Muhammad Haroon Usmani thanked the speakers and participants. ■

## HCBF annual sports gala

**P**UNJAB University Hailey College of Banking and Finance (HCBF) organized its annual 'Sports Gala 2023' to encourage students to participate in physical activities and promote the benefits of an active lifestyle.

Students from all semesters, faculty members and administrative staff participated in different games. These games included: Tug of War, Push-ups, Badminton, Table Tennis, Three-Legged Race, Chatti Race, Lemon & Spoon Race, Sack Race, Sprint Race, Ludo, Carrom Board and Arm Wrestling.

Principal HCBF Prof. Dr. Mubbsher Munawar while addressing the event emphasized that sports promote physical fitness, which is essential for a healthy lifestyle. Regular exercise can help reduce stress, boost mood and improve cognitive function, he added.

Participating in university sports can help students develop important teamwork and leadership skills. The sports bring students,



Principal HCBF Prof. Dr. Mubbsher Munawar addresses to the participants of annual 'Sports Gala 2023' organized by Punjab University Hailey College of Banking and Finance.

faculty, and staff together, creating a sense of community on campus, he further added.

Dr. Khan said that sports provide students with opportunities to challenge themselves, set and achieve goals, and develop self-confidence. He

highlighted that research has shown that students who participate in sports tend to perform better academically. He appreciated the efforts of the HCBF Sports Committee, admin staff, and student volunteers to make the event successful. ■



# PU IAP celebrated annual sports day



Some glimpses of annual sports day 2023 organized by PU Institute of Applied Psychology.

**A**NUAL Sports Day 2023 was celebrated at the Institute of Applied Psychology, University of the Punjab. The occasion was graced by Director Center for Clinical Psychology, Dr. Saima Dawood and Faculty Members from CCP. Ribbon cutting ceremony was followed by a welcome address by Prof. Dr. Rafia Rafique.

Dr. Afifa Anjum, being the chief organizer of the Sports Day, along with her team organized several games for students. These included Cricket, Badminton, Chess, Ludo, Tug of War, lemon and spoon race, three leg race, sack race, and back race.

Faculty members including Dr. Iram Fatima, Dr. Saima Ghazal, Dr. Omama Tariq, Mr. Faiz Yunus and visiting faculty members also participated in different games with students. For the refreshment and engagement of the students, several stalls were also put up by the students of IAP.

Event was concluded with the awards' distribution ceremony among the winners and runners-up of all games. Prof. Dr. Rafia Rafique distributed the Trophies, medals and certificates among them and appreciated their enthusiasm towards sports. ■

## Human trafficking issue highlighted

**P**UNJAB University Institute of Social & Cultural Studies (ISCS) organized a seminar on raising awareness among youth about 'Trafficking in Persons in Pakistan' under the Alumni Network Small Grant project.

On this occasion, Vice Chancellor University of Poonch, AJK Prof. Dr. Zakria Zakar, Director

ISCS Prof. Dr. Rubeena Zakar, Executive Director Idea Pakistan / analyst Salaman Abid, Focal Person Punjab, Shahzad Amir, Executive Director SSDO Syed Kausar Abbas, Director PU Centre for Peace and Security Studies Prof. Dr. Farhan Navid Yousaf, faculty members and students were present.

The speakers highlighted various aspects of the topic and gave awareness to the students. They were on the view that civil society, NGOs, experts, security forces, media and academia should play a constructive role to raise awareness regarding the issue. ■



Vice Chancellor University of Poonch, AJK Prof. Dr. Zakria Zakar, Director ISCS Prof. Dr. Rubeena Zakar and others pose for a photo during a seminar on raising awareness among youth about 'Trafficking in Persons in Pakistan' organized by PU Institute of Social & Cultural Studies.





PU VC Prof. Niaz Ahmad Akhtar and Rear Admiral Javaid Iqbal exchange documents after signing an MoU while External Linkages Director Dr. Sobia Khurram also present.

# MoU signed on promotion of research

**P**UNJAB University and Pakistan Navy War College signed a Memorandum of Understanding (MoU) to promote joint research projects and organize several academic activities. In this regard, the signing ceremony of the MoU was held in the committee room of Punjab University Vice Chancellor office.

On this occasion, PU VC Prof. Niaz Ahmad Akhtar, Commandant PN War College Maritime Centre of Excellence, Lahore Rear Admiral Javaid Iqbal, Deputy Commandant, Commodore Ehsan Ahmed, PU Director External Linkages Dr. Sobia Khurram and others were present.

According to the agreement, the parties will not only promote joint research projects

but also start short courses. PU and Pakistan Navy War College will jointly organize seminars, conferences and exchange delegations of teachers and researchers.

Dr. Niaz Ahmad Akhtar, in his address, said that the role of Navy is important in making national defense impregnable. He said that the martyrs of Navy kept Pakistan safe from enemies by giving sacrifices. ■



# Positive use of digital media is essential to end division in society, Fahad Hussain

**S**PECIAL Assistant to Prime Minister Fahad Hussain has said that digital media should be used as a salve to end the polarization in the society. He said that for the positive use of social media, we have to adopt the code of conduct and principles of journalism. He addressed the opening ceremony of the two-day AMCAP-PU International Conference on "Revisiting Relationship between Journalism and Society in the Digital Age for Common Good" organized by Punjab University Department of Journalism Studies and Institute of Education and Research.

On this occasion, PU VC Prof. Niaz Ahmad, Senior Analyst Mujeeb-Ur-Rehman Shami, Dean Faculty of Information and Media Studies Prof. Dr. Khalid Mehmood, Chairperson Department of Journalism Prof. Dr. Bushra Hameed-ur-Rehman, Chairperson Department of Public Relations and Advertising Prof. Dr. Abida Ashraf, Director Institute of Education and Research Dr. Abdul Qayyum Chaudhry, faculty members, students, researchers and experts from Russia, Nigeria, Czech Republic, Sweden, Indonesia and Pakistan participated.

Fahad Hussain, in his address, said

that the digital age is a reality now; however, the relationship between journalism and society is becoming weaker. He said that journalism is no longer our main source of information. He said that people need true, complete and quick information. He said that providing reliable information is a challenge based on which a fair analysis is done. He said that there is a need for training of social media users and journalists. He said that many changes are coming in our society and we should use digital journalism to heal the wounds of our society.

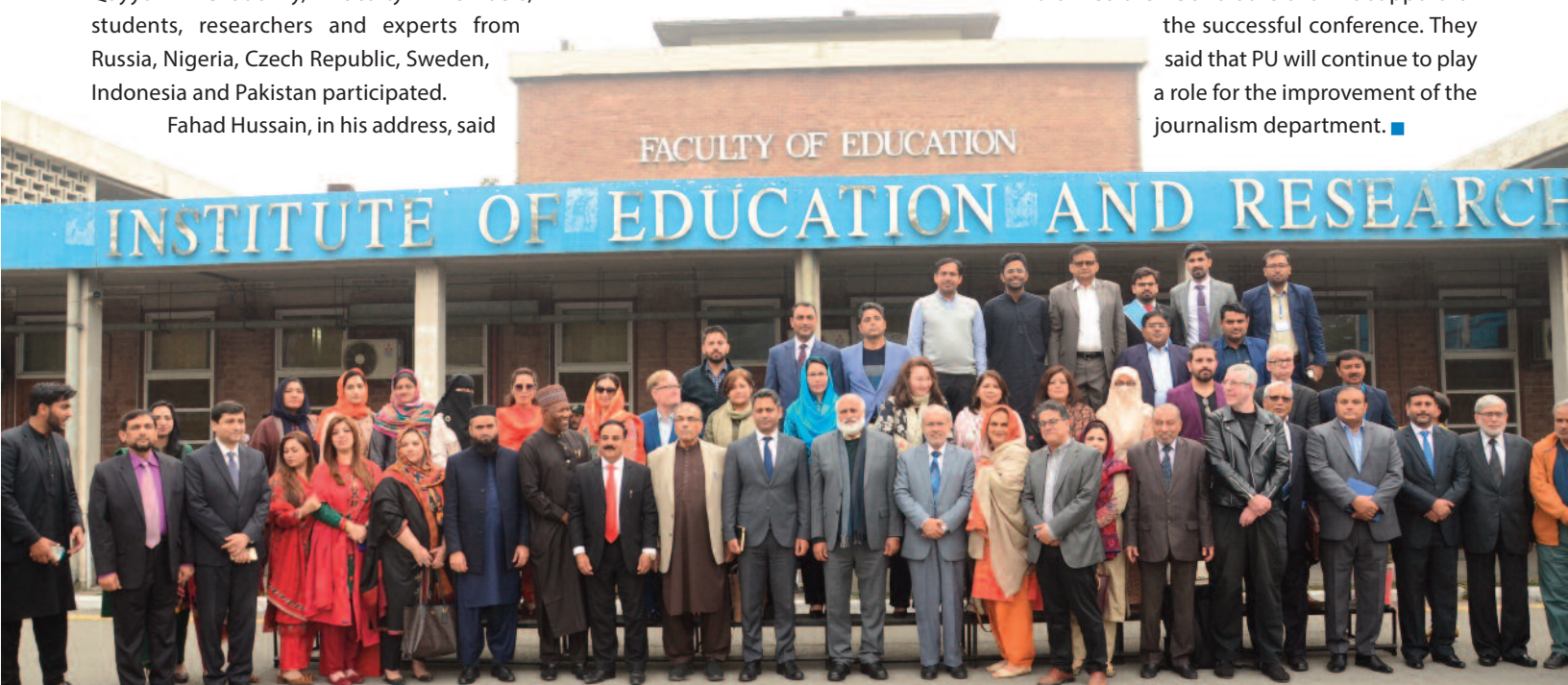
Prof. Niaz Ahmad Akhtar conferred the title of Professor on Fahad Hussain for his extensive discussion on the subject. He said that in view of the emerging changes in the field of journalism, the School of Communication Studies was restructured and the departments formed due to the restructuring are playing an active role in the field of journalism. He praised Fahad Hussain and said that he highlighted the problems of

journalism in the best way.

Mujeeb-Ur-Rehman Shami said that the lack of quality journalism, fake news and the rise of social media are challenges for journalism. He said that such conferences promote unity and strong linkages among the journalism community at the global level. He said that more measures are needed to promote responsibility and ethics in journalism, to provide security, empower and strengthen the journalistic community. He said that Pakistan's enemy countries want to spread religious and political chaos through social media, therefore, experts should play a role to remedy.

Dr. Khalid Mahmood said that social media is leading to promotion of all activities in the society. Nico Carpentier said negative and positive activities are covered by digital media. Youth use social media platforms to learn about culture, lifestyle and religion of different countries, he added.

Dr. Bushra, Dr. Abida and Dr. Qayyum thanked the VC and others for his support for the successful conference. They said that PU will continue to play a role for the improvement of the journalism department. ■



A group photo of Special Assistant to Prime Minister Fahad Hussain, PU VC Prof. Niaz Ahmad and others pose for a photo on the opening ceremony