

# ICCA: 100YLC (Outline of the Program)

UNIVERSITY OF THE PUNJAB (OLD CAMPUS), LAHORE, PAKISTAN

## Day-1: Monday 27 Jan 2025

### OPENING CEREMONY GRAND HALL (Venue A)

**1<sup>st</sup> Half: (10:00 AM - 01:00 PM)**

1. Prof. Elaine Shemilt (UK)
2. Javed Siddiqui (India)
3. Mr. Shahzad Rafique
4. Mr. Syed Noor
5. Ms. Samina Peerzada
6. Patron in Chief: Vice Chancellor, University of the Punjab
7. Chief Guest

**Ribbon Cutting, An Opening Mime, Shields and Picture 12:30 pm**

**Lunch (1:00pm – 1:30pm)**

**2<sup>nd</sup> Half: DAY 1 (1:30 PM - 05:00 PM)**

**GRAND HALL (Venue -1)**

**Panel Discussion- 1 (1:30-3:00) - Day 1**

**The Golden Period (Pahli si Mohabat) پہلی سی محبت**

1. Mr. Sajjad Gul
2. Mr. Nasir Adeeb
3. Ms. Samina Peerzada
4. Mr. Shahzad Rafique
5. Ms. Neelam Bashir
6. Dr. Riaz Shaikh
7. Mr. Khawaja Najam Ul Hasan
8. Prof. Elaine Shemilt (UK)

Prof. Dr. Ahmad Bilal (Moderator)

Mr. Syed Noor (Conclusion)

		<b>Workshops Brief with Shan and Prof. Dr. Ahmad Bilal</b>	<b>2:00 pm</b>
<b>Book Launch by Dr. Nusra Inayat (V-1)</b>	<b>3.00-3.30 pm</b>		
<b>An interactive Session with Aasim Akhter (V-1)</b>	<b>3.30-4.00 pm</b>		

**Panel Discussion- 2 (4:00-5:00) – Day 1**

**Where We Lost it (Roothay ho Tum...)-روٹھے ہو تم---**

1. Mr. Saji Gul
2. Mr. Fasih Bari Khan
3. Ms. Amna Mufti
4. Mr. Hafeez Tahir
5. Mr. Rashid Khawaja
6. Dr. Muneeba
7. Dr. Fouzia Naz

Ms. Nirmal Bano (Moderator)

Mr. Asghar Nadeem Syed (Conclusion)

**Picture, Certificates, and Shields**

**5:00 pm**

**Turdi Kahani ٹردی کہانی with Sadia Sarmad**

**5.15 pm**

## Day-2: Tuesday 28 Jan 2025

1<sup>st</sup> Half: (10:00 AM - 1:00 PM)

### Paper Sessions

VENUE-1	VENUE-2	VENUE-3
<b>Coordinator: Humera Umar</b>	<b>Coordinator: Mamoona Rahim</b>	<b>Coordinator: Arooj Rizvi</b>
<b>Resource &amp; Management: Nomana Masood</b>	<b>Resource &amp; Management: Sana Yousaf</b>	<b>Resource &amp; Management: M. Ashfaq</b>
<b>Coverage: Arfeen</b>	<b>Coverage: Shahid Anjum</b>	<b>Coverage: Abdullah</b>
<b>Paper Session 1 (Venue 1) (10.00-11:00)</b> <b>A UNIQUE SCREEN</b> <b>(Way Sab to Sohnaya...)</b> وے سب تو سوہنیا	<b>Session 2 (Venue 2) (10.00-11:00)</b> <b>ESTABLISHED CINEMA</b> <b>(Bhula Na sako Gey)</b> بھلا نہ سکو گے	<b>Session 3 (Venue 3) (10.00-11:00)</b> <b>ART FORMS AND AESTHETICS</b> <b>(Taroo say Karain Batain...)</b> تاروں سے کریں باتیں
Session Chair: Prof. Dr. Mahboob Hussain Co-Chair: Prof. Dr. Nusra Inayat  Mediator: Sarmad Cheema, Maryam Iftikhar Support: Hina (MPhil) Session timekeeper: Eman (MPhil), Nawal (MPhil) Volunteer: Aisha Rehman (BFA), Mirha Amna (BFA)	Session Chair: Dr. Kanwal Khalid Co-Chair: Dr. Wajeeha Raza  Mediator: Amna Anwaar Khan, Samia Shahzad Support: Mahak (MPhil) Session timekeeper: Hajra (MPhil) Volunteer: Fatima Adnan, Amtul Musawara (BFA)	Session Chair: Prof. Dr. Murtaza Jafri Co-Chair: Dr. Masooma Abbas  Mediator: Sophia Miraj Malik, Sana Yousaf Support: Iqra Butt (MPhil) Session timekeeper: Jawaria Rafaqat (MPhil) Volunteer: Hafza Abid, Arooj (BFA)

Press Release: Iram Syed	Press Release: Maryam Iftikhar	Press Release: Adnan Miraj
<a href="#">Lahore Mode of Production?</a> <a href="#">Ashish Rajadhyaksha (India)</a>  <a href="#">Reminiscence of Romance: Lahore Cinemas 1944-49</a> <a href="#">Prof. Dr. Shaukat Mahmood</a>  1. Shaping Cultural Identity <b>James (Xing Xuanyu), Prof. Dr. Mehboob Hussain</b> 2. From Script to Screen <b>By Iram Syaed</b> 3. Video Art - Cinematic Catastrophe <b>By Sarmed Cheema</b> 4. Resilient Identities in Global Media <b>By Uswa Naeem, Dr. Moneeba Iftikhar</b> 5. Analysis of Children's Content on OTT <b>Marriam Iftikhar</b>	<a href="#">Trends of Pakistani Films: An Analytical Study of Restoration of Cinema</a> <a href="#">Dr. Fouzia Naz (Karachi)</a>  1. 6. Content Analysis: 'Maula Jatt' <b>By Amna Anwaar Khan</b> 2. 7. Cinema in Lahore <b>By Iqra Ashraf</b> 3. 8. Revolutionizing the Silver Screen <b>By Iqra Chaudhry</b> 4. 9. Role of the Tawaifs <b>By Saud-ul-Hassan Khan</b> 5. 10. Thematic Evolution 'Rahguzar' <b>By Dr. Chaman Hussain, Amna Latif</b> 6. 11. Firdous Begum; the "Heer" <b>By Sarosh Tariq</b> 7. 12. Loud, Proud, ... 'Oye' <b>By Samia Shahzad</b>	<a href="#">Un-silencing Resistance and Decoloniality in Lahore and Early Pakistan Cinema</a> <a href="#">Salman Asif</a>  1. 13. Visual Culture and Identity <b>By Dr. Amna Khalid Qureshi</b> 2. 14. Movement-image in Deleuze's <b>By Mr. Rogar Anwar &amp; Faiza Kanwal</b> 3. 15. Beyond the Pieta <b>By Sana Yousaf</b> 4. 16. Art Films <b>By Mahnoor Imtiaz</b> 5. 17. Sustainability in the Fashion <b>By Dr. Zafar Javed</b> 6. 18. Image of Buraq <b>By Afshan Mehmood</b> 7. 19. Sustainability in Textiles <b>By Madiha Zulfiqar</b> 8. 20. Truck Art: Motif Bird <b>By Sophia Mairaj Malik</b>
Book Launch by Prof. Mehboob Hussain	11.00-11.30 pm	Workshop with Prof Elaine 11.00 (Venue 4)
<a href="#">A Movie by Amir ul Arham</a>	11.30-12.00 pm	

<p><b>Session 4 (Venue 1) (12.00-1:00)</b>  <b>EMERGENT CINEMA</b>  <b>(Nawa Aya Aye Sohnya)...</b>  <b>نواں آیاں اے سوہنیا</b></p>	<p><b>Session 5 (Venue 2) (12.00-1:00)</b>  <b>DIGITAL TECHNOLOGY AND CREATIVE INDUSTRIES</b>  <b>(Gulo ma Rang Bharay)</b>  <b>گلوں میں رنگ بھرے</b></p>	<p><b>Session 6 (Venue 3) (12.00-1:00)</b>  <b>MEDIA &amp; SOCIETY</b>  <b>(Tery Naal Ma Laiya Akhiya)</b>  <b>تیرے نال میں لائیاں اکھیاں---</b></p>
<p>Session Chair: Prof. Dr. Amra Raza  Co-Chair: Dr. Shahzaib Khan</p> <p>Mediator: Nomana Masood, Izza Bajwa  Support: Hina (MPhil)  Session timekeeper: Eman (MPhil), Nawal (MPhil)  Volunteer: Aisha Rehman (BFA), Mirha Amna (BFA)</p>	<p>Session Chair: Dr. Suraya Chaudhary  Co-Chair: Dr. Saima Khan</p> <p>Mediator: Rabia Shaukat, Hira Gul  Support: Mahak (MPhil)  Session timekeeper: Hajra (MPhil)  Volunteer: Fatima Adnan, Amtul Musawara (BFA)</p>	<p>Session Chair: Prof. Dr. Lubna Zaheer  Co-Chair: Dr. Faiqa Saeed</p> <p>Mediator: Sophia Miraj Malik, Sana Amjad  Support: Iqra Butt (MPhil)  Session timekeeper: Jawaria Razaqat (MPhil)  Volunteer: Hafza Abid, Arooj (BFA)</p>
<p><a href="#">Storytelling in New Bollywood</a>  <a href="#">Prof. Gauri D Chakraborty (India)</a></p> <p><a href="#">Pain, Loss, Anger, and Nostalgia</a>  <a href="#">Dr. Sunayan Bhattacharjee (India)</a></p> <ol style="list-style-type: none"> <li>1. 21. Shaping Cultural Identity  <b>By Nomana Masood</b></li> <li>2. 22. Veiled Visions: Gender, Identity, and Society in South Asian Cinema  <b>By Izza Bajwa</b></li> <li>3. 23. An exploration of Symbolism in “Kamli”  <b>By Farah Ahmad</b></li> </ol>	<p><a href="#">Visual and Cultural Representation in the Contemporary Pakistani Music: Video Song Dil Kee Khair (2019)</a>  <b>Dr. Suriyya Choudhary</b></p> <ol style="list-style-type: none"> <li>1. 34. Constructing Cultural Identity  <b>Dr. Saima Khan</b></li> <li>2. 27. Instant Entertainment  <b>By Rabail Qureshi</b></li> <li>3. 28. Display Surfaces  <b>By Ahmed Shahzad</b></li> <li>4. 29. Traces of Visuality  <b>By Aqeel Abbas, Alia Hadi Ali</b></li> <li>5. 30. Effect of modern-day textiles</li> </ol>	<p><a href="#">"Architectural Narratives in Cinematic Perspective: Comparison of Pakistani &amp; Iranian Cinema</a>  <b>Dr. Shariyeh Hosseininasab (Iran-Pakistan)</b></p> <ol style="list-style-type: none"> <li>1. 39. The Partition of India Through Cinema  <b>By Dr. Lubna Akram</b></li> <li>2. 40. Pakistani Drama Taboo  <b>By Shahzeb Ahmad Shah</b></li> <li>3. 41. Meme Culture  <b>By Iqra Yousaf</b></li> <li>4. 42. Metaphors in Burka Avenger  <b>By Syeda Arooj Zehra Rizvi</b></li> </ol>

<p>4. 24. Bol: A Social Commentary <b>By Sadia Qutub Hashmi</b></p> <p>5. 25. Drama-Like Structure of Films <b>By Heyyaa Fatmah</b></p> <p>6. 26. Contemporary Cinema <b>By Shahpara Salim</b></p>	<p><b>By Rabia Shaukat &amp; Ms. Aafia Ahmad</b></p> <p>6. 31. Umro Ayyar: A Reluctant Tale <b>By Aysha Bilal, Dr. Asna Mubashara</b></p> <p>7. 32. Art and Sustainability <b>By Fariha Rashid</b></p> <p>8. 33. Impact of AI on Textile <b>By Hira Gul</b></p> <p>9. 35. Cultural Value through Animated Film <b>By Iqra Fahad</b></p> <p>10. 37. Animation and Authenticity <b>By: Rabia Ashraf</b></p> <p>11. 38. Transformation of Visual Arts <b>By Syed Shaheryar Shah</b></p>	<p>5. 43. Social Media Fashion Industry <b>By Iqra Anis</b></p> <p>6. 44. The Art of Self-Care <b>By Dr. Asmarah Ahmad, Amna Butt</b></p> <p>7. 45. Art, Cinema and Society <b>By Sana Amjad</b></p> <p>8. 46. An analysis of adaptation of Alif <b>By Rubaisha Abbasi</b></p>
<b>Break</b>		
<b>Workshop with Prof Chris Meigh Andrews (2:00 pm)</b> <b>Venue-4</b>		
<p><b>Session 7 (Venue 1) (2.00-3:00)</b> <b>VISUAL ARTS &amp; ADVERTISING</b> <b>(Rim Jhim Rim Jhim Paray Phohar...)</b> <b>– رم جھم رم جھم پڑے پھوار</b></p>	<p><b>Session 8 (Venue 2) (2.00-3:00)</b> <b>LAHORE AND ITS CULTURAL SPACE</b> <b>(Tanga Lahore da howay ty... ٹانگہ لاہور...)</b> <b>( دا ہووے تے )</b></p>	<p><b>Session 9 (Venue 3) (2.00-3:00)</b> <b>MUSIC AND POETRY</b> <b>(Ranjish hi Sahi... رنجش ہی سہی)</b></p>
<p>Session Chair: Prof. Dr. Nosheena Saleem Co-Chair: Dr. Sohail Riaz</p>	<p>Session Chair: Prof. Dr. Najma Najam Co-Chair: Dr. Samina Zaheer</p>	<p>Session Chair: Prof. Dr. Shazia Mukhtar Co-Chair: Dr. Sadia Kamran  Mediator: Sophia Miraj Malik</p>

<p>Mediator: Syed Hassan Hadi Ahmed Faraz Support: Hina (MPhil) Session timekeeper: Eman (MPhil), Nawal (MPhil) Volunteer: Aisha Rehman (BFA), Mirha Amna (BFA)</p>	<p>Mediator: Dr. Anila Zulfiqar, Hira Gul Support: Mahak (MPhil) Session timekeeper: Hajra (MPhil) Volunteer: Fatima Adnan, Amtul Musawara (BFA)</p>	<p>Support: Iqra Butt (MPhil) Session timekeeper: Jawaria Razaqat (MPhil) Volunteer: Hafza Abid, Arooj (BFA)</p>
<p><a href="#">The French Dispatch and Visual Postmodernity in Architecture</a> <a href="#">Rajitha Rupasinghe &amp; M.N.R. Wijetunge (Sri Lanka)</a></p> <ol style="list-style-type: none"> <li>1. 47. Advertisements and Animation <b>By Nitasha Waseem</b></li> <li>2. 48. Film Posters: Manual and Digital <b>By Ayesha Latif</b></li> <li>3. 49. AI Potential in Advertising <b>By Nimra Akram</b></li> <li>4. 50. Pakistani Film posters of 1970-80s <b>By Nadia Zafar</b></li> <li>5. 51. Pakistani Film Posters <b>By Asifa Dogar</b></li> <li>6. 52. Artifacts of Cinema <b>By Syed Hassan Hadi</b></li> <li>7. 53. Impact of Geometric and Minimalistic Style <b>By Ahmed Faraz</b></li> <li>8. 54. Entanglements with Colonial Nostalgia <b>Zohreen Murtaza</b></li> <li>9. 55. Art of Pakistan Cinema Billboards</li> </ol>	<p><a href="#">Sindhi Film Industry: History and Future Challenges</a> <a href="#">Dr. Riaz Shaikh</a> <a href="#">Prof/Dean, Faculty of Social Sciences and Education SZABIST University</a></p> <ol style="list-style-type: none"> <li>1. 56. Cinematic Dialogue <b>Dr. Anila Zulfiqar</b></li> <li>2. 57. The Significance of Crafts <b>By Muhammad Shahid Anjum</b></li> <li>3. 58. Historical Significance of Abbott Road <b>By Mamoona Rahim</b></li> <li>4. 59. Legal challenges to Cultural Preservation <b>By Muhammad Tauseef</b></li> <li>5. 60. Decolonizing Museum Narratives <b>By Samavia Zia</b></li> <li>6. 61. Urban Space in Contemporary Painting of Ajaz Anwar <b>By Muhammad Al</b></li> <li>7. 62. Theatre in Lahore</li> </ol>	<p><a href="#">Effect of Augmented Reality</a> <a href="#">M.N.R. Wijetunge, DW Kasun Gayantha, T Chandrasekera, UI Perera and Malthi Rajapaksha (Sri Lanka-USA)</a></p> <ol style="list-style-type: none"> <li>1. 64. Deconstructing Spirituality <b>By Aleena Khan</b></li> <li>2. 65. Echoes of Place <b>By Adnan Mairaj Malik</b></li> <li>3. 66. Artist as a Broken Person <b>By Fajar Sandhu</b></li> <li>4. 67. Creating a Storybook of Sign Language <b>By Fahad Zakir</b></li> <li>5. 68. Poetry of Faiz; Portrayin <b>By Saira Bano</b></li> <li>6. 69. Music in the Cinema <b>By Arshad Khokhar</b></li> <li>7. 70. Punjabi Orchestration <b>By Usman Rana</b></li> </ol>



By Dr. Umaira Hussain Khan	By Sana Batool Naqvi 8. 63. AKS: Fragmented Society By Amna Shahzad Arif	
----------------------------	--	--

Book Launch by Israr Chishti	3.00-3.30 pm
An Interactive Discussion with Sarmad Khoosat	3.30-4.00 pm

<b>Panel Discussion- 3 (4:00-5:00 and onwards with some music) – Day 2</b>	
<b>Music and Poetry (Wanjli Walarya - ونجلى والريا)</b>	
<ol style="list-style-type: none"> <li>1. Mr. Ali Azmat</li> <li>2. Mr. Zulfiqar Ali Ataray (late)</li> <li>3. Ms. Radhika Sood Nayak</li> <li>4. Mr. Aasim Akhtar</li> <li>5. Mr. Rake</li> <li>6. Mr. Arshad Khokhar</li> <li>7. Mr. Tahir Sarwar Mir</li> </ol>	
<u>Mr. Usman Rana (Moderator)</u>	
<u>Mr. Israr Chishti (Conclusion)</u>	
<b>Picture and Closing</b>	<b>6:00 pm</b>

## Day-3: Wednesday 29 Jan 2025

**Photo Walk...** Searching the Film Frame ---نظارہ میں کراں with MHM (8:00 am)

**Panel Discussion- 4 (11:00-12:00)**

**The Art Scene (Akaily Na Jana) اکیلے نہ جانا**

1. Prof. Dr. Rahat Naveed
2. Prof. Quddus Mirza
3. Prof. Dr. Rukhsana David
4. Mr. Salman Asif
5. Dr. Kanwal Khalid
6. Prof. R. M. Naeem
7. [100 Years of Filmmaking](#)

**Prof. Dr. Christine White**

Dr. Suraya Chaudhary (Moderator)

Prof. Rana Rashid (Conclusion)

## Discussion-5 (12.00-1.00)

### Theatre of Lahore (Shikwa na Kar) شکوہ نہ کر

1. Mr. Shahid Nadeem
2. Mr. Iftikhar Thakur
3. Mr. Zulfiqar Zulfi
4. Mr. Mohsin Gailani
5. Dr. Umar Adil
6. Dr. Salman Bhatti
7. Mr. Qaiser

Mr. Amir Nawaz (Moderator)

Mr. Khalid Abbas Dar (Conclusion)

## Discussion-6 (2.00-3.00)

### Searching for New Forms (Sahilo ki Hawa) ساحلوں کی ہوا

1. Mr. Nadeem Wahid
2. Mr. Irfan Asghar
3. Mr. Yaser Awan
4. Mr. Mohsin Akbar
5. Irfan Asghar
6. MHM
7. Dr. Sharia Hussaini

Aysha A. Bilal (Moderator)

Prof. Chris Meigh Andrews (Conclusion)

## Day-3: Wednesday 29 Jan 2025 (Closing)

### CLOSING CEREMONY GRAND HALL (Venue A)

(3:30 PM – 6:30 PM)

Recitation of Holy Quran		3:30 PM
National Anthem		3:35 PM
Welcome and Closing Note	Prof. Dr Ahmad Bilal	3:40 PM
Keynote Speaker	Prof. Chris Meigh Andrews (UK)	3:45 PM
National Speaker	Mr. Sajjad Gul	4:00 PM
	Student Performances	4:15 to 5:15 pm
Address by Patron in Chief	Vice Chancellor University of the Punjab	5:30 PM
Address by Chief Guest		5:40 PM
Note of Thanks		6: 00 PM

**Closing PIC**

Tea (6:00pm – 6:30 pm)