

THIRD ISSUE

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EDUCATION

4th International Conference on Contemporary Issues in Business Management (ICIBM)









L to R Mr. Syed Raza Ali Gillani, Minister Higher Education Punjab, Dr. Muhammad Zafarullah, Pro-Rector UCP, Dr. Yahiya Zoubair, Kedge Business School and Dr. Jean-Pascal Gond from Cass Business School, UK while addresing on the conference

UCP Business School organized its 4th International Conference on Contemporary Issues in Business Management (ICIBM) in collaboration with Kedge Business School, France. The conference was held on March 21-22, 2017 on the theme of Sustainable Business Practices in South Asia. A total number of 229 abstracts were received for the conference and 69 papers were presented in 16 technical sessions by researchers from 30 national and international universities and institutions

The Conference was chaired by Dr. Muhammad Zafarullah, Pro-Rector UCP. The Keynote Speakers included Dr. Yahiya Zoubair from Kedge Business School, France and Dr. Jean-Pascal Gond from Cass Business School, UK.

In his opening address, the Conference Chair Dr. Muhammad Zafarullah, Pro-Rector UCP welcomed the honorable guests and highlighted that research and its promotion for education purpose is of immense importance. According to him the research papers presented in the conference aimed to help the corporate sector in South Asia, which is the main purpose of the conference

The Chief Guest of the Inaugural Ceremony, Mr. Syed Raza Ali Gillani, Minister Higher Education Punjab cherished the efforts which UCP Business School has made in order to promote research culture within

students. He mentioned that Business has great role to play in the future of the country and for its long lastingness excellent strategies must be followed. He moreover said that organizing of such conferences is a dire need. The Closing Ceremony concluded with a Vote of Thanks by Dr. Muhammad Zafarullah who lauded the overall enthusiasm of young scholars, and efforts made by UCP in arranging a successful conference.

Dr. Yahiya Zoubair, Director Research, Kedge Business School France, expressed his views about the International Conference on behalf of Kedge Business School and appreciated the efforts put together by University of Central Punjab Business School. He also praised the hospitality of Pakistanis

A high-profile panel discussion including academics and industry leaders was conducted on the topic of "Investment Prospects in Pakistan: Challenges & Opportunities". The discussion was moderated by Mr. Zeshan Afzal, Former CEO - Peshawar Zalmi & Peshawar Zalmi Foundation.



From Left to right (Ms. Maleeha Bangash, Mr.Manzoor-ul-haq Malik Mr.Tahir Malik, Mr. Zeeshan Afzal (Moderator), Mr.Azhar Noor, Mr.Fairel Nicer, and Mr. Yogar Bashid)

Pharmacist Role in Immunization Delivery & Poster Competition—



Poster depicting the role of pharmacists in immunization delivery prepared by students of Pharm.D

A one-day seminar on "Pharmacist Role in Immunization Delivery" followed by a poster competition was organized by UCP Health Club & Faculty of Pharmacv.

The session was an innovative and interactive program, aimed to teach pharmacists, the basics of immunology with special emphasis on practice implementation and legal/regulatory issues.

Engineering Olympiad 17'-



Students working on engineering projects during the Olympiad

The two vibrant engineering societies of UCP, Society of Electronics and Telecommunication (SET) and Society of Mechanical Engineers (SME), organized the 5th Engineering Olympiad 17.

The event aimed at providing a platform to the future engineers for practically applying and competing their engineering knowledge and skills!

TEC Emporia 2017



Zeeshan Suhail (PepsiCo) presenting trophy to the winning team of Emporia – 17

The Entrepreneurship Club (TEC) of UCP organized the one of its kind case study competition - UCP Emporia. Participation from different universities was witnessed in The Harvard Case Method. After a rigorous heated contest, team Rockefellers from Global Institute bagged the winners' title. The speakers included Asif Jehania, high official from Punjab Government, Zeeshan Suhail, PepsiCo and Muhammad Uns, CEO Dockit.

Robo - Mela' 17







Professor Karsten Berns, University of Kisers Slautern (left), Dr. M. Zafarullah, Pro-Rector UCP (middle and participants (right) in the Robo Mela' 17

A three Days event - Robo Mela 2017 was held on October 12-14, 2017 at Ali Institute, Lahore, jointly organized by four prestigious universities of Lahore including the University of Central Punjab (UCP). The event was sponsored by all the four universities, Higher Education Commission of Pakistan (HEC) and German Academic Exchange Service, Germany (DAAD).

Robo Mela 2017 provided a great opportunity for academics, industry, students and general public to explore robotics technology together and develop community centered solutions. In RoboMela there were 9 foreign speakers, 8 from Germany and one from Switzerland.

Day 1 (October 12, 2017)

On the first day, three tutorial parallel sessions were held.

The tutorial on Deep Learning and GPU programming was held by Dr. Suleman Mazhar from ITU, Lahore. The tutorial started with basics of GPU programming and machine learning concepts needed for deep learning. By working through it, students implemented some machine learning and deep learning algorithms and learned how to apply/adapt these to new problems. The session consisted of the following

- Basics of Machine Learning
- Basics of GPU programming
- Deep Learning Magic
- Deep Learning Case Study

Tutorial on Robot Programming using Arduino was held by Muhammad Hassan Zaheer from UCP, Lahore. The course was designed to provide hands-on experience in programming and controlling a robot. The robots, used in this course, were equipped with Arduino Mega and various sensors to detect obstacles in the environment and internal state of the robot. The students learned various aspects of theory and implemented them on the robot to observe the results. The session consisted of the following

- · Introduction to Robotics and Arduino
- Basic Arduino Programming
- Programming of Ultrasonic Sensor
- Motor Control
- Line Following Robot

Day 2 (October 13, 2017)

The second day started with formal opening of the event. Dr. Syed Atif Mehdi from UCP, Lahore welcomed the guests and provided a brief history of the event. He also elaborated the activities taking place in RoboMela 2017. Afterwards, Pro-Rector UCP Lahore, Dr. Muhammad Zafarullah welcomed the foreign guests, speakers and participants. He highlighted the importance of robotics especially in context of Pakistan. He urged the researchers to take the opportunity of RoboMela 2017 and establish research collaborations to address the challenges faced by Pakistan especially in the field of agriculture and come up with robotic solutions to help farmers in increasing per hector yield of the crops. At the end, Dr. Zafarullah, thanked the foreign guests and wished them a pleasant and enjoyable stay in Pakistan.

Day 3 (October 14, 2017)

The day begun with keynote speech delivered by Prof. Dr. Hubert Roth from University of Siegen, Germany. He presented his research work on "Large scale aerial mapping using autonomous MAVs" to the joint session.



EDITORIAL

The purpose of UCP Times is to inform, engage, inspire and entertain a diverse readership - including alumni, corporate, faculty, staff, students, parents and other UCP allies.

Catering the concern of depleting fossil fuels and fulfilling the CSR, UCP, for self-consumption and to put an end to energy guzzling. installed one of Pakistan's largest Grid -Tied Solar Power Plant in the Education Sector. Keeping abreast with the importance of Research and Development, UCP with Kedge Business School jointly organized a successful 4th International Conference on Contemporary Issues in Business Management with the theme "Sustainable Business Practices in South Asia. The conference discussions highlighted on the maximum opportunities for investment and sustainable business practices. Researchers and industry experts argued for a documented economy with integration between policy makers, government and businesses.

World has become a global village, thus to familiarize our students with the prevailing trends and developments, 20 UCP students were sent to China on full scholarship. A detailed international excursion cum academic trip to Europe was also organized for the student body of UCP.

At UCP, sports is an integral part of the extracurricular activities, and as such maintaining the legacy of winning the phenomenal sportsmen of UCP, for the 6th time consecutively, won the All Pakistan HEC Intervarsity Sports Championship 2016-17, beating 120+ public and private universities of Pakistan.

To honor and celebrate Pakistan's 70th Independence Day with patriotic zest, UCP in Collaboration with Dunya TV hosted a star studded celebration ceremony commemorating the birth of our nation and saluting our national heroes in different professional realms.

Our students also had a privilege to spend a day out with Pak Army. Harnessing the students' potential correctly innumerable events were organized in the year 2017 which includes UCP-MUN, TEC Emporia, Intervaristy Film & Documentary Contest, Shab-e-Midhat, UCP Marketing Gala, Engineering Olympiad, Robo Mela, Parliamentary Debating Competition, Inferno, Pond's Miracle Journey etc.

Events that add glam factor to this newsletter include the Cultural Carnival' 17, Funkariyan' 17 and UCP Taakra, the biggest multi-category five days' event of Pakistan, executed after successfully arranging and winning series of events! The event offered different competitions in varied categories with huge intervarsity participation.

The leading areas of performance by UCP are adding to the continuous excellence of the institution on both national and international levels. Our newsletter is just another addition to the set of publications covering up all our notable activities. We hope that the third issue of this newsletter adds more information in the UCPs hall of fame. For yet another better version, any inevitable suggestions and creative ideas are welcomed, from students and faculty equally.

SIGNING OF MOU

Between University of Central Punjab and Premier Energy, UK



Dr. Muhammad Zafarullah, Pro-Rector UCP Usman Mubarak, Director Premier Energy signing the MOU

A new chapter of collaboration with Premier Energy, UK in the form of a Memorandum of Understanding between the two parties started. Under this MOU, both PE & UCP

shall collaborate in sharing the knowledgebase, database, human resource, conducting trainings and workshops, setting up of solar lab for practical training of engineering students and relevant activities to bridge the gap between Academia and Corporate Sector, resulting in a long term mutually beneficial relationship. Dr. Zafarullah representing UCP and Mr. Usman Muabarak, representing Premier Energy signed the MOU.

University of Central Punjab signed an MOU with South Eastern Regional College, Bangor Campus, Northern Ireland



Dr. Ken Webb Principal and Chief Executive of the South Eastern Regional College (SERC) & Dr. Muhammad Zafarullah, Pro-Rector UCP while signing MOU

University of Central Punjab signed an MOU with South Eastern Regional College, Bangor Campus, Northern Ireland on 2nd May, 2018. The purpose of this Memorandum of Understanding (MOU) is to develop academic and educational cooperation on the basic of equality and reciprocity and to promote sustainable partnerships and mutual understanding between South Eastern Regional College in Northern Ireland and the University of Central Punjab in Pakistan.

4th One Day Symposium on Recent Trends in Life Sciences



Prof. Dr. Anwar-ul-Hassan Gilani (center), Dean Dr. Mushtaq Ahmed (left) and Faculty Members of Life Sciences

Society of Life Sciences organized a day long symposium on the "Recent trends in Life Sciences." Prof. Dr. Anwar-ul-Hassan Gilani chairman PCST, graced the occasion as chief guest. The session revolved around ways of tackling certain diseases like obesity and hypertension and how to utilize the month of Ramadan and life to observe style changing in a manner that prolongs our life expectancy.

Dissemination Session: Disaster Management and First Aid



Dr. Aisha Azhar, Patron UCP-DMS, presenting a Token of Facilitation to the Chief Guest

UCP Disaster Management Society (DMS) in collaboration with Red Crescent Pakistan organized a dissemination session on Disaster Management and First Aid. Dr. Shaukat, Senior Member Management Committee, Red Crescent graced the occasion as Chief Guest. The Guest Speakers included prominent names from the organizing parties and UCP Business School. The purpose of seminar was to create awareness regarding disasters and volunteerism to save people from any mishap. The session culminated with exchange of souvenirs and a group photo.

Parliamentary Debating Competition 2017—



Miss Banun Sabri (Chief Adjudicator) along with Patron Debating Society presenting souvenir to a participant

UCP Debating Society (DEBSOC) fulfilled its promise of quality adjudication and hospitality by bringing together the biggest names in Asia and teams that were second to none. The tournament had 5 preliminary rounds, quarter, semi, and a final. Out of 30 institutions, LUMS and WESTMINSTER College managed to qualify for the finals. LUMS outshined WESTMINSTER in their finals and won the trophy for the third consecutive time.

The Zain Haider Award (Best Speaker Trophy) was won by Taha Iqbal from Universities category and Sarim Karim from U-19 category.

UCP believes that it is more to be given to this amazing society of debaters, therefore the winning team was awarded a cash prize of PKR 60,000. The winning team trophy was awarded by Chief Adjudicators of the Championship, Miss Banun Sabri and Mr. Hafiz Usman Tanveer Malik.

UCP Goes Green One of the Largest Solar Power Plant in the Education Sector of Pakistan installed at UCP!



An aerial view of UCP 0.5 MW grid-tied solar plant

In current scenario, the renewable energy has become a need for the future of energy independence in Pakistan. In the same regard University of Central Punjab, for self-consumption and to put an end to energy guzzling, installed one of Pakistan's largest Grid - Tied Solar Power Plant in the Education Sector.

The cost effectiveness and energy efficiency associated with the said installation undoubtedly is huge. And the aforementioned initiative takes Punjab Group of Colleges, one step closer to becoming Pakistan's largest chain of Green Energy based educational Institutes.

With the said installation, completed and commissioned in a record period of 3 months, UCP shall be experiencing a production of 710 Mega Watt Hour per annum accordingly reducing the carbon emission by 392 tons every year. It is also expected that the sophisticated technology, installed by the students of UCP, including 5 bus bar solar modules, galvanized iron structure and Italian String Inverters shall entitle UCP to a clean, reliable and resilient energy system.

Prof Dr. Muhammad Zafarullah, Pro Rector UCP, formally inaugurated the .5 MW Grid Tied Solar Power Plant at University of Central Punjab. The formal inauguration and ribbon cutting ceremony was followed by an informative panel discussion where eminent personalities from energy and various departments highlighted the significance and potential of Renewable Energy Resources in general and Solar in particular. A Symbolic Walk was also organized in favour of the Green Initiative.

The praise worthy initiative by UCP, of installing 0.5 MW Grid-Tied Solar Power Plant, was not only appreciated by various notables of Pakistan but it also brought UCP in the list of Green League Universities, UK.

UCP - MUN



Participants during an ongoing session on "Reshaping generations through Diplomacy."

Model UN Society of UCP – International Crisis Chamber hosted the second edition of University of Central Punjab International Model United Nations from $27^{\rm in}-29^{\rm in}$ October. A total of 300 delegates participated in this event. The attendees of the conference were from all over Pakistan, Jordan, and the Netherlands. UCPMUN is the first conference to become international in its second edition. UCPMUN was collaborated with different conferences around the world, including HASMUN (Istanbul, Turkey), EURO-MUN (Maastricht, Netherland), JOMUN (Amman, Jordan) and C'MUN (Barcelona, Spain). UCPMUN gave delegates electrifying social events including SUFI Night with ASIF ALI KHAN SANTOO and DJ FEST for delegates.



INDUSTRY

D' Lisa R. Simmons, PDG



UCP Law Faculty Members along with Dean presented UCP Souvenir to D'Lisa R.Simmons

D' Lisa started her Rotary adventure as Rotary Ambassadorial Scholar at the National University of Singapore and currently serving as an Administrative Law Judge for the Social Security Administration. D' Lisa had a discussion with UCP Students and shared her valuable views regarding the facets of Law in Pakistan and the need to aid the under-privileged through proper legal channel.

Broadway Bridges at UCP



The Boadway Bridges performing at UCP Auditoriu

UCP Student Council in collaboration with US Consulate organized a Musical Theater. The Broadway Bridges executed their live performance in collaboration with American Voices, FACE. The performance was greatly applauded by the cheerful crowd. Prof. Tahir Ashfaq, Director Student Affairs delivered vote of Thanks and presented souvenirs to performers and Guests

UCP Career Fair' 18



The Career Services Office arranged the Career Fair 2018 on March 15, 2018 which was a huge success. 40+ renowned companies from various sectors participated in this Career Fair.

Seminar on General Awareness of Traffic Laws



Mr. Rai Ejaz, CTO along with UCP officials while attending Semina

UCP Students Council Office in collaboration with the City Traffic Police organized an awareness session on "General Laws of Traffic" on 4th April, 2017 at UCP Auditorium. The students were briefed about fundamentals of road safety and traffic etiquettes.

Interactive Session by US. Consulate on Development Issues



UCP Student Council in collaboration with US. Consulate organized an interactive session on Development Issues by Ms. Lea E. Swanson, Provisional Director Punjab USAID Lahore, Pakistan. She highlighted the significance of good governance in sustaining development of a country. According to her the foundation of any developing country lies in their education system and its easy access to the people. The session culminated with the presentation of souvenir and Question Answers session.

Pond's Miracle Journey





ena Peerzada and Hadiqa Kiani sharing their success stori

Pond's TEDx in collaboration with University of Central Puniab, organized a motivational interactive session in UCP. The session was based on the success journeys of the two most renowned and powerful personalities Ms Sameena Peerzada and Ms Hadiqa Kiani. The speakers mesmerized the audience by sharing their intriguing life challenges and their strength to overcome those hurdles to reach the prestigious and iconic positions. The session was pivoted on the everyday challenges that women face and the transition of women role in contributing to our economy and overall image of the country, from past to recent times. Ms. Hadiqa Kiani on the request of students performed song of her new album which was applauded by her immense fan following.



EVENTS

VIRSA' 17 - A Photo walk through the Walled City of Lahore -



UCP Photography Club in collaboration with the Walled City of Lahore Authority organized a photo walk for the UCP students. The walk commenced from Mochi Gate and the route included Mohalla Shiyan, Mubarak Haveli, Haveli Wajid Ali Shah, Wazir Khan Mosque, Tezabiyan Bazar, Waan Market, Surjan Singh Chowk, Pani wala Talab, and Laangay Mandi. The Walk aimed at promoting the tourism and historical importance of Lahore through the lens of Camera.

Intervarsity Film & Documentary Contest



Sved Noor, while addressing on the

UCP Media Club arranged a two days event -"Dream and Screen Contest". The Guest of Honor were Prof. Dr. Mughees-ud-din Sheikh, Dean SMCS, Mujeeb-ur-Rehman Shami, Senior Journalist, Syed Noor, Pakistani Film Director and Ms. Anjum Zoya, HOD Mass communication at LCWU. It was an inter-varsity short film and movie making competition and more than 15 institutes participated in this event.

Movie Trivia' 17



UCP Movie Club organized the Movie Trivia' 17, a quiz based competition with participation of over 21 teams from across Pakistan witnessed intense competition. The nerve-racking quiz revolved around questions from 70 movies. Team Alpha Bravo Charlie won the Trivia '17 title and were awarded cash prize.

UCP Taakra' 18-



niversity of Central Punjab, is known for its meritorious and scrupulous co and extra-curricular activities. With an aim of promoting healthy competition, UCP organized its first ever edition of mega event - UCP Taakra'18, an intervarsity competition. More than 80 institutions participated from all over Pakistan to compete in 38 varied competitions including Sports, Debates, Business Idea, Case Study, Cooking, Performing Arts, Music, Photography, Law Moot, Gaming, Fine Arts, Movie Making and Robotics and they were judged by noted personalities. Cash Prizes of More than PKR. 1,500,000/- were awarded to Winners and Runner Ups. The event also comprised of Social Nights which included Qawali Night, DJ Night, Fashion Show, Concert and a magnificent Prize Distribution Ceremony.



















Funkariyan' 17



Dramatics club demonstrating their dance skills

UCP Dramatics Club hosted an Inter-University competition Funkariyan' 17. Twenty institutes from all over Pakistan participated in this mega fun-filled creative event. The purpose of the event was to provide a platform for talented amateurs to showcase their latent skills along with promoting conducive culture.

Cultural Carnival' 17



Students celebrating the vibrant customs and traditions of Pakistan

UCP Student Council & Ushers Club organized a colorful & exuberant Cultural Carnival. The audience was mesmerized by Asif Ali khan Santoo's spell bounding performance, danced on the beats of Papu Saen's dhol, enjoyed the melodies voice of Kashif Ali & swayed on the rhythms of DJ Some-WhatSuper. To represent Pakistan's cultural diversity, students were dressed up in traditional attires and installed various stalls.

Shab-e-Midhat



Qari Sadaqat receiving souvenir from Students

UCP Islamic Guidance Club arranged "Shab-e-Midhat". The program was graced by some of the renowned reciters of Pakistan.

Inferno - Annual Play



UCP Student performing as "Lucifer" in Dante's Inferno

UCP Literary Society in collaboration with the English Department staged its 3rd Annual English Play "Inferno". The lyrical play was an adaptation of Dante's Inferno portraying Lucifer, ruling the hell, along with the seven deadly sins. The play was a big hit and audience gave a standing ovation to the excellent show.

Freshers' Eve 2017 -



Students while posing on Welcome Eve

UCP Student Council Office organized an exuberant Welcome Party for the F16 & S17 Batches. The event was graced by Col. (R) Mubasher Javed, Lord Mayor of Lahore, along with Dr. Muhammad Zafarullah, Pro-Rector UCP and Faculty members. Students were welcomed into their new home and entertained through best performances.

World Thalassemia Day -



Dr. Yasmin Rashid receiving a souvenir from Dr. Tabrez Aslam Sham

UCP JZT Society in collaboration with Thalassemia Free Pakistan Society organized World Thalassemia Day. Thalassemic kids gave startling performances and received standing ovation. Dr. Muhammad Zafarullah, Pro-Rector UCP, Dr. Yasmin Rashid, a renowned gynecologist, Ms. Andleeb Abbas, Dr. Javaria Manan and representatives from the collaborating organizations admirred the efforts of UCP.

Workshop on Freelancing



Participants of different universities at Freelancers Meetup

UCP ACM along with IEEE UCP Student Chapter organized "Freelancers Meetup" with the aim to create awareness regarding online earning. Pakistan's top Freelancers and Entrepreneurs including Mr. Hisham Sarwar & Mr. Ayub Ghauri, graced the occasion.



ACHIEVEMENTS

Proud moments for Pakistan!

UCP Wins Pakistan the First Gold Medal



Muhammad Inam Butt earns Pakistan the First Gold Medal

UCP proud alumnus and wrestler Muhammad Inam Butt earns Pakistan the first gold medal at Commonwealth Games' 18, held on the Gold Coast, Queensland, Australia from 4th to 15th April 2018.

In the Men's Freestyle wrestling competition, Muhammad Inam Butt from Pakistan overpowered his opponent Melvin Bibo of Nigeria in the final of 86kg weight category. Butt won the match by 6-0 on points in just two rounds.

Asian Taekwondo Championship 2018



Our proud alumnus, Rab Nawaz won Pakistan a Bronze Medal in the Asian Taekwondo Championship 2018, held in Iran

Guinness World Records



The Guinness World Record Breaker Student of UCP – Farhan Ayub

Student of UCP, BS Media (Hons), Farhan Ayub broke 3 world records which include:

- The most Kip-Ups in one minute.
- 2. The most no handed Kip-Ups in one minute.
- 3. The most golf balls picked up with feet in one minute

Determined to uplift the image of Pakistan, Farhan Ayub is all ready to attempt and break 6 new world records.

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SPORTS

Trophy Comes Home

MAINTAINING THE LEGACY OF WINNING



Pro- Rector UCP, Prof. Dr. M. Zafarullah presenting prize money to the Champions of HEC General Sports Trophyl

The phenominal sportsmen of UCP for the 6th time consecutively, beating 120+ public and private universities of Pakistan, accomplished to win the All Pakistan HEC Intervarsity Sports Championship 2016-17.

Last year, in All Pakistan Higher Education Commission Sports Championship competition, University of Central Punjab secured 1st position in 19 games, 2nd position in 9 games, 3rd position in 3 games and won total of 196 gold medals, 70 silver medals and 15 bronze medals that made UCP to lift the trophy and set the record of becoming the first private sector university to win All Pakistan Intervarsity Sports Championship for the sixth time in a row

To celebrate this glorious achievement, UCP sports team along with the former captain of Pakistan Cricket Team Misbah-ul-Hap presented the HEC General Trophy to Pro-Rector UCP Dr. Zafarullah



TRAVEL

International Trip to Europe & Asia Paradise: Malaysia



during a visit to University of Van Amsterdam

University of Central Punjab organized an excursion trip to Europe. The group visited Amsterdam (Netherland), Milan (Italy), Frankfurt, and Switzerland. Students explored European Universities, historical & beautiful sites and returned to the mother land with happy memories to cherish for the rest of their lives. Likewise, Kuala Lampur, Sunway Lagoon, Genting Highlands, and Bird Park were few of the many amazing sites enjoyed by the students of UCP on their excursion trip to the Asian Paradise: Malaysia.