

CHAPTER 2

# BUGLE 2022

PULSE OF BAHRIA



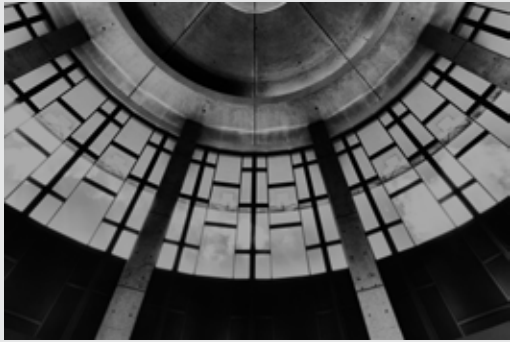
**Cover Story**

BU COe-AI LAUNCHED

# Center of Excellence for Artificial Intelligence

The Center of Excellence for Artificial Intelligence is established by Bahria University to pursue excellence in AI research and innovation. BU seeks to build skilled AI competencies to excel in the modern era and shape the future. Continue reading on page #23.

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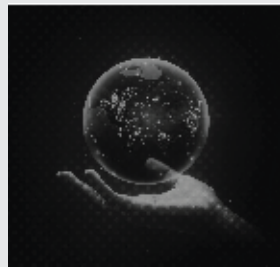
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# **DASTAAN-E-BAHRIA**

# Loud and Proud



**Mr. Usman Manzoor Kirmani**

***From Business Graduate to Humanitarian Leader***

**MBA 2009**

**Deputy Chief of Party (Acting), USAID Investment Promotion Activity**

Mr. Usman Kirmani stands tall among those with a high-standing successful development career. He has had a development career in humanitarian services that spans almost 15 years!

Being a Samaritan, he brought his talent to Chemonics International – a US based contractor for USAID and kicked off the Challenge Fund Grants program through Small and Medium Enterprise Development (SMEA). The Challenge Fund program turned out to be a flagship success for USAID. He also has delivered several orientation sessions to startups at Bahria's Innovation Center. In addition, he has an endless appetite for learning new skills and loves traveling and networking. We wish Mr. Usman Kirmani all the best in his future endeavors and hope he will continue to bring pride to Bahria University in any field he pursues.

**Mr. Tahir Habib**  
**Career of Excellence**  
**MS (CS) 2000**

**Vice President, ICT Consulting Services**  
**BVR Innovations Inc., Toronto, ON, Canada**

Mr. Tahir Habib was enrolled in a Master in Computer Sciences (major in Communication & Networks) in the 1st batch of Bahria University. He secured a CGPA of 3.81 and earned a Magna Cum Laude honor distinction. He secured his experiences while working in different layers of executive & management positions in the Middle East, Europe, North America, and Pakistan.





**Mr. Abbas Khan**

**How your degree from Bahria took you on a journey to Europe?**

**BS(ES) 2014**

**Research fellow at University of Cambridge UK**

I obtained my B.S. in Electrical and Electronics Engineering Magna Cum Laude from Bahria University Islamabad (BUIC) Pakistan (2014-2018). The distinguished faculty and fully equipped labs at Bahria University helped me gain insight into the state-of-the-art research trends and gaps. My success from Bahria University's platform is because of its prestigious scholarship programs, which helped to reduce my financial burden.

When I was a part of Bahria University during my undergraduate studies, I won several awards, including CERN, Switzerland “Conseil Européen pour la Recherche Nucléaire” Summer Program (2018), Türkiye Belediyeler Birliği – Çankaya/Ankara, Turkey, Local\_International Internship (2017), Bahria University Advanced Merit Scholarship, and the best final year project award of 2018.

**Engr. Anum Zorain**  
**Girls Can Be Engineers Too!**  
**BEE 2010-2014**

**General Manager of Organization Development, One Eleven Group**

She graduated in the year 2014 from Bahria University. A notable female alumna of the Bahria School of Engineering & Applied Sciences, Electrical Engineering Department. Having graduated on a high note, she brought talent, energy & dedication to her career. Currently, she is working as a General Manager (GM) at one eleven Group, proving that engineering is not just a boy's club. BU is proud to serve as her parent institution, and we wish her success up the ladder of leadership & may she serve as an example for other women to follow.





**Mr. Usman Khawar Khan**  
**The Embodiment of Entrepreneurship!**  
**BEE 2006-2010**  
**Founder and CEO, AdX Digital Marketing, Pakistan**

The Founder & CEO of AdX, a Pakistani Digital Marketing Agency with footsteps in over 35 countries globally. He completed his Electrical Engineering in 2010 from Bahria University Islamabad. He has also scaled revenues of 10-figure US Dollar based eCommerce giants. Besides his agency, Mr. Usman has been a digital marketing trainer or mentor in numerous organizations such as eRozgaar, Extreme Commerce, Superior Group, Nearpeer, QPro, and many more. Mr. Usman Khawar Khan has taught over 1000+ students the art of earning online with his students have achieved more than Rs. 1 Crore to date.

## Sky Is Not The Limit

**Mr. Muhammad Afnan**  
**You went from an Introvert to a Manager; please tell us your story**  
**& what role did BU play in all of this?**  
**BS(CS) 2015**  
**Project Manager, Bearplex**

I, Muhammad Afnan, was enrolled in BS Computer Sciences in 2015. I've been working as a Project Manager for a year at Bearplex.

Focus on the market demands. Students! You are in a university that helps its students to get jobs and learn skills, so please avail that opportunity. I am always thankful to our respected professors / Teachers for assisting their students in cracking interviews.







**Mr. Murad Khan Rana**

**How did your degree benefit you in the race for success?**

**MBA (2017)**

**Director of Planning & Operations**

**GHS Waste Management & Environmental Solutions**

I enrolled in Bahria University MBA program in 2016 after working for six years in the corporate and semi-government sectors. I realized technical experts need management skills to climb the corporate ladder and reach leadership positions. I am the Planning and Operations Director of Pakistan's leading waste management environmental consultancy company.

Lastly, I thank all my teachers who taught me during my stay at Bahria University and who worked hard to teach students like me with no background in accounting and financial management.

# Unlocking Achievements

**Mr. Ahad Ul Haq**

**Please tell our readers about your incredible journey!**

**BS(CE) 2005**

**Asia Emerging Market At Dell EMC**

I, Ahad Ul Haq Graduated from Bahria University Karachi Campus from the Computer Engineering Faculty in 2001 - 2005. I am currently working with Dell EMC, and my current and previous roles have covered the Asia Emerging Market region. This region comprises 30+ countries, including Indonesia, Brunei, Pakistan, Sri Lanka, Bangladesh, Maldives, Afghanistan, Nepal, Bhutan, Mongolia, Fiji, PNG, GUAM, Timor and Micronesia Islands, Pacific.





**Mr. Syed Mahmood Masood Ahmed**  
**A Specialist in Action!**  
**MBA (Marketing) 2012**  
**Vice President, UBL**

Mr. Syed Mahmood Masood completed his MBA (Marketing) from Bahria University in 2012. He possesses a diverse experience of 15 years in the Banking industry and is recognized as a specialist in driving technological ventures with a focus on quality outcomes.

**Mr. Muhammad Adeel Aleem Siddiqui**  
**The Financial Wizard!**  
**MBA (Finance) 2009 & MBA (HRM) 2010**  
**Vice President/Senior Manager Compliance**

Mr. Muhammad Adeel Aleem Siddiqui completed an MBA program with majors in Finance & HRM from Bahria University in 2009 & 2010, respectively, with a CGPA of 3.52. He possesses overall 11 years of professional experience.

After serving the local banking industry for approx, in 7 years, he joined a foreign bank “The Industrial & Commercial Bank of China” (ICBC), as an Assistance Vice President (AVP) – AML, wherein he intact with AML systems implementation, Policymaking, Decision Making, and Attending Senior Management Committee meetings. Then, with quick succession, he was elevated to Vice President/Senior Manager Compliance.





**Mr. Mohsin Mohiuddin**  
**A Young Strategist in Action!**  
**BBA/MBA 2014**

**Co-Founder and Head of Strategy at Mechanic Ustaad**

Mr. Mohsin Mohiuddin is the Co-Founder and Head of Strategy at the Country's very first & one of the most prominent startups in the Auto-Care Industry, "MechanicUstaad.pk" – AKA 'MU.'

Mr. Mohiuddin has served the corporate industry for the last 06 years, right after graduating from Bahria University Karachi in 2014.

# Journey To Success

**Dr. Erum Kausar**  
**PhD in Professional Psychology (Clinical Group)**  
**Spring 2022**  
**MPhil in Professional Psychology (Clinical Group)**  
**Fall 2012**



Since becoming a part of the Institute of Professional Psychology (IPP) as a Lecturer in 2018, I have found myself thoroughly exhilarated by both the exposure to some good personalities and to my field.

I fought through the pain of Kidney Stones & Fibroids to submit the first draft of my thesis. In 2021, I was promoted to the position of Senior Lecturer. In March 2022, I was awarded my PhD degree, and in July 2022, I was promoted to Assistant Professor.

I would also like to thank my mentor, Prof. Dr. Zainab Hussain Bhutto, for aiding my journey. I will forever be grateful to the Institute of Professional Psychology & Bahria University.



**Mr. Muhammad Shahzaib Ghayas**  
**MPhil. in Professional Psychology (Organization Psychology)**  
**Silver Medal (2019)**  
**BS. in Professional Psychology (2016)**

Mr. Muhammad Shahzaib Ghayas is working as Head of Talent Acquisition, Learning, and Organization Development at TCS.

Mr. Muhammad Shahzaib Ghayas pursued his Bachelor's and MPhil in Professional Psychology, specializing in Organization Psychology, from the Institute of Professional Psychology, with the motivation to face the challenges and push beyond to achieve the organization's desired objectives confidently and with commitment.

He is a member of National and International Psychology Associations, including the American Psychological Association & British Psychological Society.

**Ms. Nayab Zafar Dehraj**  
**MS Clinical Psychology (2018)**  
**BS Psychology (2016)**  
**Co-Founder and Clinical Psychologist**  
**House of Pebbles**



With my will and passion, I secured a Dean's scholarship for my high academic performance. In the final year of our bachelor's, I published my research that explored the impact of swearing on our well-being.

I am also indebted to the support our Dean and Director, Prof Dr. Zainab Zadeh, provided me as a mentor, teacher, and trainer. In addition, Dr. Zainab Bhutto, Head of the Department, guided me through and through during my research.

Reflecting on the high need for a community and clinical space for practitioners and mental health clients, I founded House of Pebbles. House of Pebbles supports young adults coping with mental health issues, provides space for private practitioners to flourish their practices, and engages the community with student internship programs, awareness workshops, training, and sessions. With 50+ therapists on board with us right now, we have conducted more than 8500+ therapy sessions over two years.



# NEWS FLASH

## BU Alumni - Sponsoring Dreams!

The Directorate of Student Affairs is consistently focused on building robust connections with its Alumni in the guise of various events and activities. Now, this Alumni connection building is bearing fruit by facilitating the university in the “Sponsor a Student” Program. The Following, BU prestigious and well-placed Alumni community members have sponsored underprivileged students for their tuition fees for the current semester;

1. Mr Murtaza Zaidi , BSE-2000
2. Mr Abdul Qadir, BBA- 2000
3. Mr Usman Anwar, MBA-2009

## Mr. Raza Sarwar, HR's Rising Stars of 2022

Mr. Raza Sarwar a prestigious BU-Alumni of the 2001 batch (BSE) is the first Pakistani to be awarded the globally recognized HR Rising Star Award 2022. This is an absolute honor for Pakistan. This award is given by Human Resource Executive to only 5-6 people in the whole world.

## HR's Rising Stars of 2022



Mafalda  
Garcês  
Dashlane



Mandi  
LaRue  
MGM  
Resorts



Adeline  
Looi  
Nestlé



Raza  
Sarwar  
Pakistan  
Telecommunicat  
ion Company  
Limited



Yolanda  
Seals-  
Coffield  
PwC



Jennie  
Yang  
15five

## UEFA Foundation Program

Finally, the future of Pakistan Football seems promising as Mr. Faizan Sameer a prominent BU- Alumnus batch 2013 (BBA), Head Coach of Team Eighteen in Pakistan has become the first man from the country to complete the 10 month long UEFA Certification along with other 34 other participants from around the world. He has achieved another milestone in Football Management CFM with a distinction of merit.

He is the first Pakistani ever to get selected for the seminar in Switzerland arranged by the UEFA CFM. It is a two-day program. The UEFA CFM is the foundation program for people in football organizations who want to gain a comprehensive understanding of how the game is managed.



## Telenor Pakistan Appoints Ms. Areej Khan as Chief Human Resource Officer

**BBA 1998**

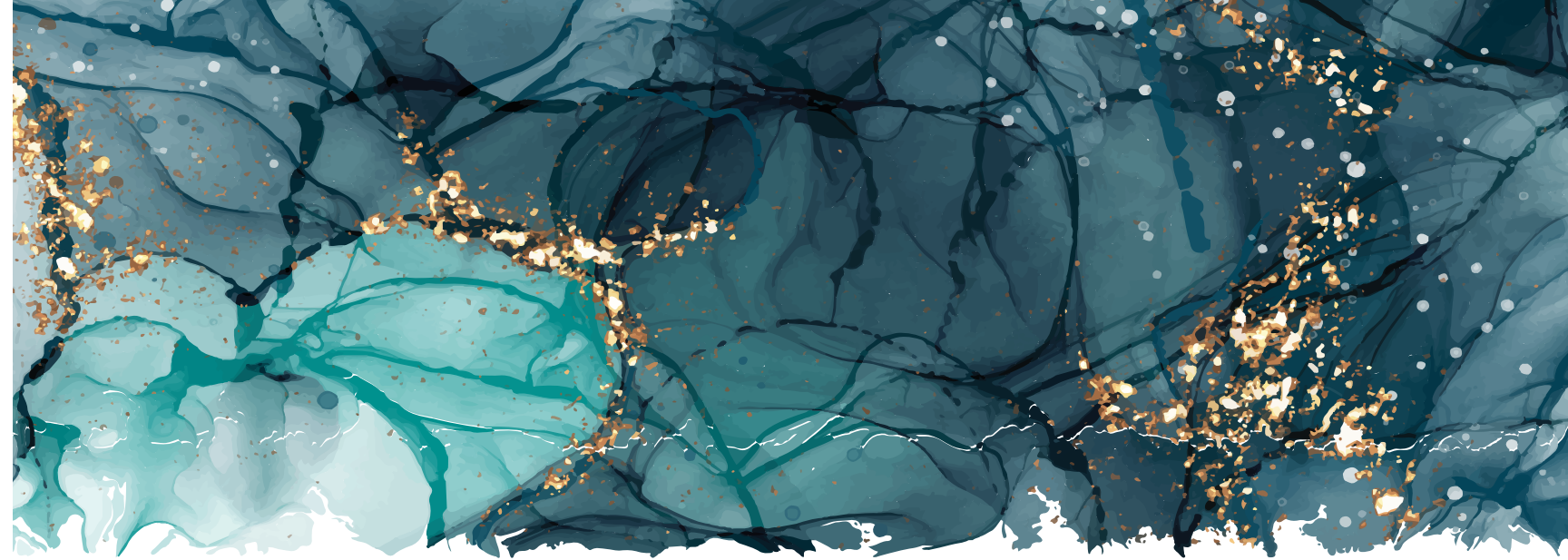
Telenor Pakistan has announced Ms. Areej Khan's appointment as the Chief Human Resource Officer. Ms. Areej has been associated with Telenor Pakistan since the pre-launch phase over 18 years ago.

Ms. Areej was heading the Digital Division as Vice President in her most recent role. During her tenure, she helped shape Telenor Pakistan's digital strategy while the company emphasized growth through industry-leading initiatives, including launching the biggest esports platform, GameBird. Before her time in digital, she held leadership roles across several functions, including Communications and Sustainability in Corporate Affairs and Digital Marketing in the Commercial Division

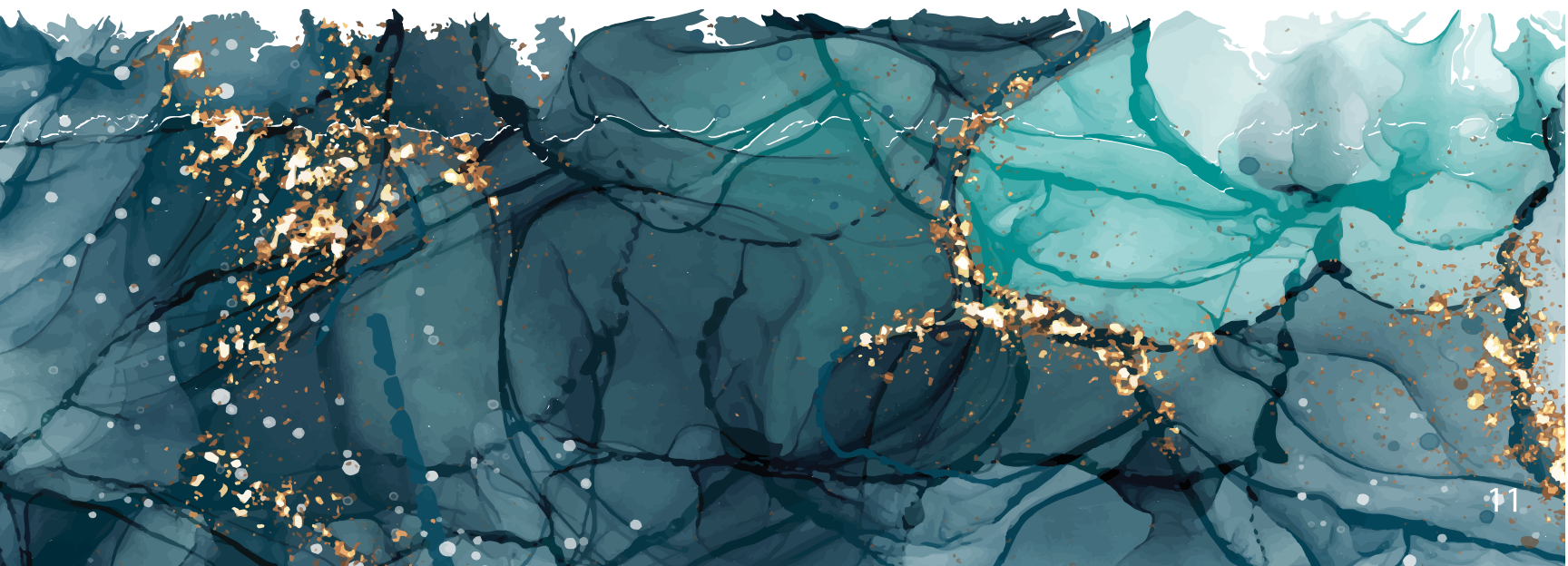
Mr. Irfan Wahab Khan, CEO of Telenor Pakistan, remarked, "Areej's appointment is a reflection of Telenor's drive to cultivate and hone its home-grown talent."







# SITARON SE AGAY



# For Bahrians

## Scholarships & Financial Assistance

Bahria University is committed to the objective of inclusive & quality education for all. It offers scholarships and financial aid to gifted and deserving students by allocating its own exclusive budget & partnering with government agencies for ensuring that no one is denied the right to learn. This FY (2021 -22) alone, Bahria University has awarded scholarships of 203 million Rupees. 54% of the financial contribution of this program has been made by the university alone.

## Bahria University Sponsored Scholarships

Bahria University with pride has awarded 2,675 students across all BU Campuses (nationwide), The BU treasury dispensed Rs 93 Million. The university has also launched a sponsorship program where deserving students' academic expenditures are funded by good Sarmatians. The university utilizes its successful Alumni Networks, Partnerships with individuals & organizations to connect deserving students with benefactors.

**Our flagship programs for providing scholarships are listed as under;**

1. Advance Merit Scholarship
2. Merit Scholarship for Batch Toppers
3. BU Qarz e Hasna
4. Financial Assistance Scholarship
5. Naval Shuhda Waiver
6. BU Sponsor a Student

## Interest - Free Loans

The University herein is profoundly against any form of financial exploitation & believes in maximizing options for its students. In FY 2021 -22, Rs. 2.61 million were dispensed as interest-free loans. Our loan programs are as under;

1. Student Study Loan
2. National Bank Loan Scheme
3. Laptop Loan Scheme

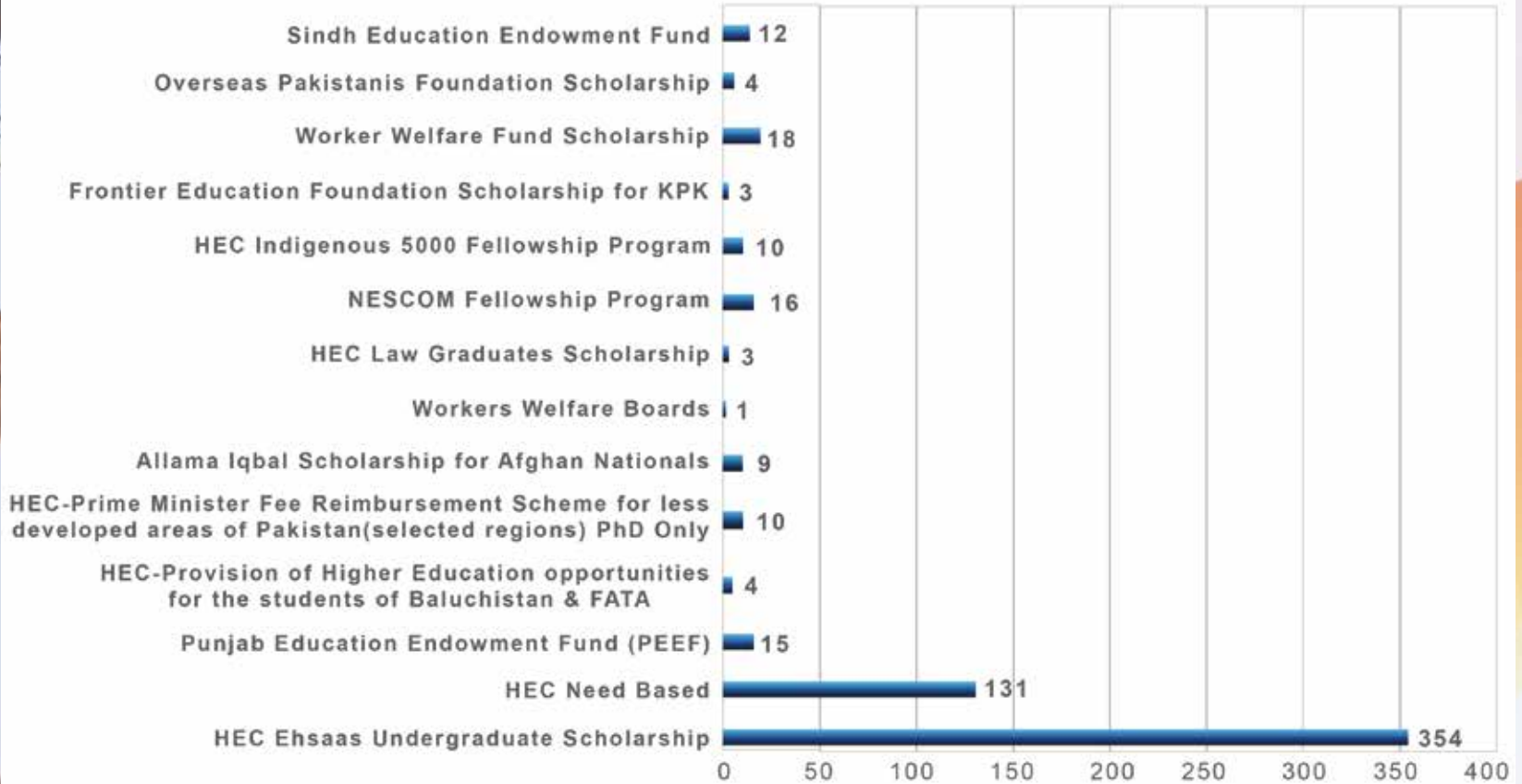
## Externally Sponsored Scholarships

Bahria University's scholarship portfolio is ever-expanding. It is currently partnered with 14 Governmental & Non – Governmental Agencies in providing scholarship opportunities to BU students. In FY 2021 – 22, Rs. 109 million was awarded to 590 students nationwide. The programs available in BU are as follows:

1. HEC Ehsaas Undergraduate Scholarship
2. HEC Need Based
3. Punjab Education Endowment Fund (PEEF)
4. HEC-Provision of Higher Education opportunities for the students of Baluchistan & FATA
5. HEC-Prime Minister Fee Reimbursement Scheme for less developed areas of Pakistan (selected regions) PhD Only
6. Allama Iqbal Scholarship for Afghan Nationals
7. Workers Welfare Boards
8. HEC Law Graduates Scholarship
9. NESCOM Fellowship Program
10. HEC Indigenous 5000 Fellowship Program
11. Frontier Education Foundation Scholarship for KPK
12. Worker Welfare Fund Scholarship
13. Overseas Pakistanis Foundation Scholarship
14. Sindh Education Endowment Fund



# All External Scholarship Awarded



**Rs. 109.646 Awarded  
FY 2021-22**

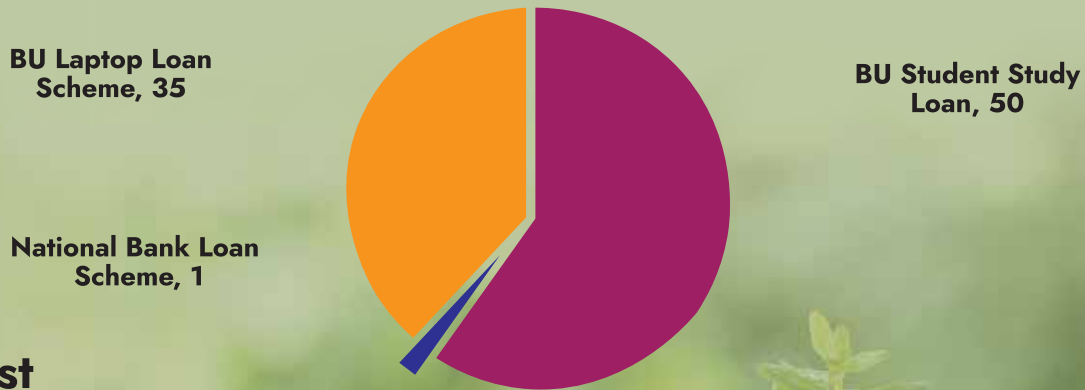
**No. of scholarships**



# No. of Loans FY 2021-22

- BU Student Study Loan
- National Bank Loan Scheme
- BU Laptop Loan Scheme

**Rs. 2.61M  
Loaned**



## BU Interest Free Loans

**BU Sponsor  
A Student**

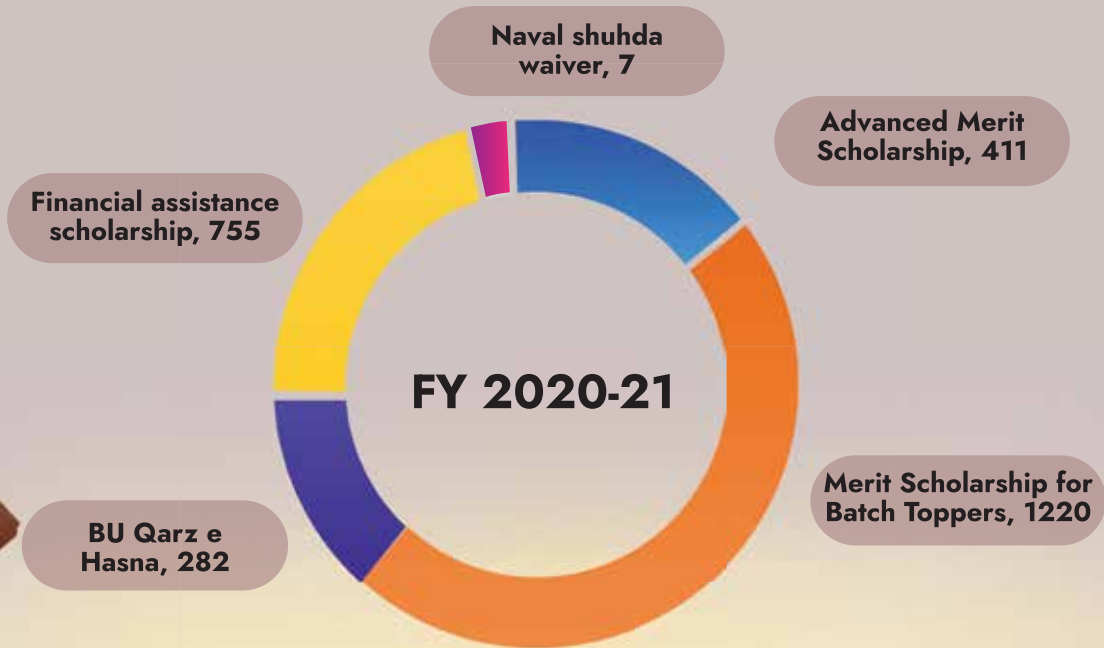
**No. of  
Students  
Sponsored  
44**

**Rs. 3.2M  
Awarded**



# No. of Scholarships

Rs. 93.416M  
Awarded



- Advanced Merit Scholarship, 411
- Merit Scholarship for Batch Toppers, 1220
- BU Qarz e Hasna, 282
- Financial assistance Scholarship, 755
- Naval shuhda waiver, 7

## BU Sponsored Scholarships





# RESEARCH ACTIVITIES

# Islamabad E-8 Campus

## **Paper Title:**

The impact of Organizational Ostracism on knowledge hiding: Analyzing the sequential mediating role of efficacy needs and psychological distress

## **Journal Title:**

Journal of Knowledge Management (JCR Impact Factor: 8.182)

## **Author(s):**

**Dr. Sabeen Hussain Bhatti** (Department of Management Studies, BUIC)

**Ms. Maryam Hussain** (Department of Management Studies, BUIC)

## **Paper Abstract:**

### **Purpose**

Drawing on the conservation of resources theory and the need-threat model, this study aims to analyze the mediating role of efficacy needs (EN) and psychological distress (PD) on the relationship between workplace ostracism (WO) and the knowledge-hiding (KH) behavior of employees.

### **Design/methodology/approach**

Time-lagged data were collected from 225 employees working in the mobile telecommunication sector through online survey instruments prepared in light of past literature. SmartPLS3 was used to analyze the data.

### **Findings**

The results obtained confirm the initial hypothesis that there exists a positive relationship between WO and KH. Furthermore, the results also established the sequential mediating roles of EN and PD between the WO and KH behavior of employees.

### **Originality/value**

This study adds to the literature suggesting that WO represents a real threat to companies that aim to foster knowledge-sharing behaviors. Moreover, it reveals that EN and PD are two underlying mechanisms behind the baseline relationship.

# Islamabad H-11 Campus

## Paper Title:

Resource Optimization of D2D assisted CR network with NOMA for 5G and Beyond Systems

## Journal Title:

IEEE Internet of Things (JCR Impact Factor: 9.471)

## Author(s):

**Mr. Muhammad Waqas** (Department of Electrical Engineering, BUIC)

**Dr. Saleem Aslam** (Department of Electrical Engineering, BUIC)

## Paper Abstract:

Device-to-device (D2D) communication has emerged as a potential candidate for 5G and beyond networks to optimize spectrum utilization, reduce power consumption, and support higher data rates. The energy and spectral efficiency of D2D communication can be enhanced further by adapting cognitive radio (CR), non-orthogonal multiple access (NOMA), and radio-frequency energy harvesting (RF-EH) technologies. Therefore, this paper proposes a sum-rate maximization problem for a D2D-assisted CR network with NOMA, considering the RF-EH mechanism. A joint optimization problem is modeled to maximize the sum throughput of cellular and D2D nodes by considering power assignments, radio resource allocation, user pairing, and transmission time ratio assignment. The problem is then converted into a standard convex optimization problem subject to power allocations at individual nodes, interference temperature limits, individual data rate, and secrecy capacity. The duality theory is adopted to decompose the problem into multiple sub-problems, and Karush-Kuhn-Tucker (KKT) conditions are applied to provide the solution. Finally, the proposed schemes are validated through simulation results. The proposed schemes outperform the existing schemes in terms of sum throughput and energy harvesting under the different quality of service requirements.

# Karachi Campus

## **Paper Title:**

Split PO for paging in the B5G Network

## **Journal Title:**

Journal of Network and Computer Application (JCR Impact Factor: 6.281)

## **Author(s):**

**Dr. Mukesh Kumar Maheshwari** (Department of Computer Science, BUKC)

## **Paper Abstract:**

Beyond 5G (B5G) wireless networks, imbued with several beams to support high-frequency spectrum, would require enhancements to the current paging monitoring mechanism in Idle mode Discontinuous Reception (IDRX) for improving UE's energy efficiency. The lengthy pre-wakeup and processing overheads in directional IDRX for beam tracking and time-frequency synchronization in every IDRX cycle would result in higher UE power consumption. Recently, the functioning of the Synchronization Signal Block (SSB) has been standardized for synchronization in New Radio (NR) 5G communications. In this article, we first highlight the inevitability and details of SSB measurements in every IDRX cycle of directional 5G/B5G communication. The UE's power saving reduces substantially due to SSB measurements as the deep sleep duration in every IDRX cycle shrinks. Moreover, during the time gap between periodic SSB transmission(s), the UE can only transit to light sleep. An early indication that can inform UE whether to measure multiple SSB's when paging is expected in an IDRX cycle or continue to deep sleep in absence of paging would be very beneficial in UE's power saving. We propose a novel Split PO Paging (SPOP) mechanism that manifests early indication, avoids unnecessary SSB measurements, and reduces UE's pre-wakeup energy overheads. We use Markov chain modeling to analyze SPOP and validate our modeling through simulations. The Proposed SPOP can save more than 40% power compared to the IDRX mechanism with elaborate pre-wake-up and processing.



# Lahore Campus

## **Paper Title:**

A clinical trial of Cognitive Behavior Therapy for Psychiatric Comorbidity and quality of life with Cancer Patients during Chemotherapy (CPdC)

## **Journal Title:**

BMC Psychiatry (JCR Impact Factor: 3.630)

## **Author(s):**

**Dr. Khawar Bilal Baig** (Department of Professional Psychology, BULC)

## **Paper Abstract:**

Cancer is a common worldwide illness; it evokes psychological distress at different stages, during chemotherapy patient perceives a variety of psychiatric symptoms due to various medication side effects and psychological distress. Studies have shown a significant impact of cognitive behavior therapy (CBT) in the management of psychiatric symptoms during chemotherapy. This study aims to investigate the effectiveness of CBT for depression, anxiety, stress, death anxiety, satisfaction with life, and self-esteem among cancer patients during chemotherapy (CPdC).

Place and duration of the study: Department of Applied Psychology, Government College University Faisalabad in collaboration with Department of Oncology, Allied Hospital Faisalabad from November 20, 2020, and July 31, 2021. A total of 90 cancer patients were enrolled. 70 out of 90 met the eligibility criteria and 60 participants fulfilled all requirements. Participants were randomly allocated to four different groups. The pre-assessment screening was started along with the first trial of chemotherapy. The CBT-based treatment plan was formulated and one session per week was given to each patient for 3 to 4 months. Participants' age range was 18–65 years ( $M \pm SD = 47.51 \pm 12.36$ ). Demographic form, Depression Anxiety and Stress Scale (DASS), Death Anxiety Scale (DAS), Satisfaction with Life Scale (SWLS), and Rosenberg Self-Esteem Scale (RSES) were administered. Descriptive, t-test, and repeated measure ANOVA statistics were used to investigate the findings.

It is concluded that CBT played a very effective role to reduce depression, anxiety, and stress-related psychiatric symptoms. CBT reduces the level of death anxiety and improves the quality of life and level of self-esteem among CPdC.

# Health Sciences Campus

## **Paper Title:**

Augmented Reality and Virtual Reality in Dentistry: Highlights from the Current Research

## **Journal Title:**

Applied Sciences (JCR Impact Factor: 2.679)


## **Author(s):**

**Dr. Afsheen Maqsood** (Department of Oral Pathology, Bahria University Health Sciences Campus)

## **Paper Abstract:**

Many modern advancements have taken place in dentistry that has exponentially impacted the progress and practice of dentistry. Augmented reality (AR) and virtual reality (VR) are becoming the trend in the practice of modern dentistry because of their impact on changing the patient's experience. The use of AR and VR has been beneficial in different fields of science, but their use in dentistry is yet to be thoroughly explored, and conventional ways of dentistry are still practiced at large. Over the past few years, dental treatment has been significantly reshaped by technological advancements. In dentistry, the use of AR and VR systems has not become widespread, but their different uses should be explored. Therefore, the aim of this review was to provide an update on the contemporary knowledge, to report on the ongoing progress of AR and VR in various fields of dental medicine and education, and to identify the further research required to achieve their translation into clinical practice. A literature search was performed in PubMed, Scopus, Web of Science, and Google Scholar for articles in peer-reviewed English-language journals published in the last 10 years up to 31 March 2021, with the help of specific keywords related to AR and VR in various dental fields. Of the total of 101 articles found in the literature search, 68 abstracts were considered suitable and further evaluated, and consequently, 33 full-texts were identified. Finally, a total of 13 full texts were excluded from further analysis, resulting in 20 articles for final inclusion. The overall number of studies included in this review was low; thus, at this point in time, scientifically-proven recommendations could not be stated. AR and VR have been found to be beneficial tools for clinical practice and for enhancing the learning experiences of students during their pre-clinical education and training sessions. Clinicians can use VR technology to show their patients the expected outcomes before they undergo dental procedures. Additionally, AR and VR can be implemented to overcome dental phobia, which is commonly experienced by pediatric patients. Future studies should focus on forming technological standards with high-quality data and developing scientifically proven AR/VR gadgets for a dental practice.

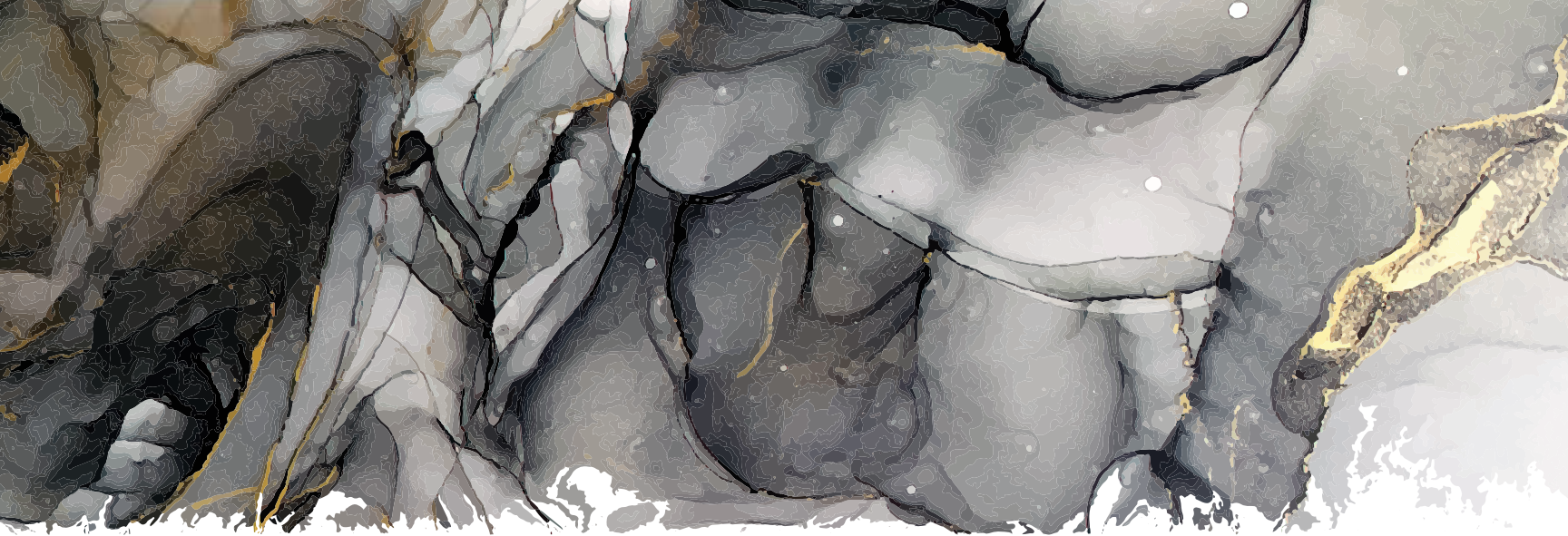
# BU has launched its CoE-AI



Artificial Intelligence is refashioning human society, depicting human cognitive abilities; AI is redefining the future. Bahria University launched the 'Center of Excellence for Artificial Intelligence to achieve excellence in AI Research and Innovation, Bahria University aims at developing skilled AI competency to excel in the contemporary era, reshaping the future. COEAI aims on developing a capacity to facilitate AI start-ups and to provide the students and workforce with the proficiency to meet challenges in the AI-driven future.

CoE-AI has three sub-centers i.e., AI Enabling Technologies Research Center, AI Applied Technologies Research Center, and the AI system Engineering Research Center. CoE-AI is currently pursuing many research projects related to audio/video analysis, object detection, natural language processing, augmented and virtual reality, intelligent control systems, etc. Bahria University plans on evolving it into a self-sustaining facility to provide consequential services to the market and industry including the health, environment, and security sector.





# HALL OF FAME





# Aspire to Inspire

## SHOR Brands

BU BIC is committed to build a strong entrepreneurial Eco-system for nurturing innovation for Startups and Commercial Research Spinoffs in Pakistan with our network covering almost all major cities and metropolises in Pakistan. Our goal is to drive sustainable economic growth, commercialize startups and SMEs, and empower them to grow through innovation and design. The management at Bahria Innovation Centre is proud to announce that our startup - SHOR Brands has been appointed for media management of the Kashmir Premier League Franchise - Mirpur Royals. SHOR Branding is a Marketing and Media Agency that helps build a strong identity for any enterprise, from its inception (idea stage) till its launch. We wish Shor Brands all the best for its future ventures.



# DriveLu

The management at Bahria Innovation Centre, Bahria University is proud to announce that our startup DriveLu is now serving more than Ten Thousand Customers and is currently the safest carpooling app in the country. Mr. Mughira Irfan the founder of the carpooling platform is also a proud bahrian, and is focused on expanding DriveLu's network all across Pakistan. DriveLu is operating in Islamabad, Rawalpindi, Lahore, and Karachi right now and expanding rapidly. We're excited to have Mr. Mughira and his team spearheading this industry from our own Bahria Incubation Center. We encourage all our students to download this app and support the developers on their entrepreneurial journey.



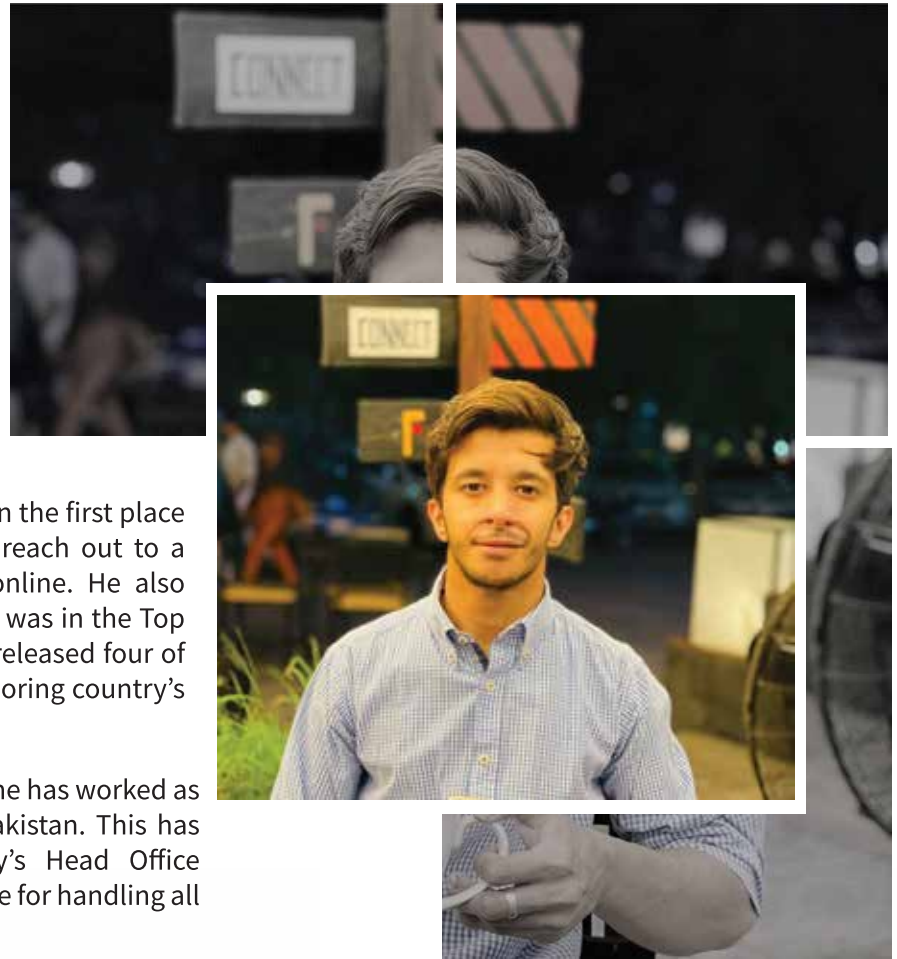
# The Dreamer, The Achiever

Mr. Anzik Majid, a graduate of Bahria University Islamabad Campus (BBA 2014 – 2018) and (MS 2018-2020) is one of those individuals who have not let their passion suffer for the sake of career growth.

His love for music showed him the way to Digital World in the first place as he used to wonder how to promote harmony and reach out to a maximum number of people throughout the globe online. He also participated in the music reality show Pakistan Idol and was in the Top 50 musicians (all over Pakistan). After Pakistan Idol, he released four of his original songs, and one was released under a neighboring country's music label in 2015.

Keeping his passion for music alongside his profession, he has worked as a freelancer and with many real estate firms across Pakistan. This has helped him secure a position at Bahria University's Head Office Islamabad as a Digital Marketing Officer. He is responsible for handling all Official Social Media Platforms of the varsity.

“In today's world, multitasking is important, especially if you are doing online work. If one has a mission of surviving, doing regular duties will work, but to thrive, you need to upgrade yourself with the changing world and new technology/ ways that are affecting the world (in my case, marketing tools). For that, one has to look into different learning opportunities, which is why I believe one should try different things (in his field) rather than sticking to one continuous line of work”.



# Building A Stronger Community

Bahria University feels pride in being part of a process where it extends support to individuals to become self-sufficient and reach new heights in life – building a stronger community.

## Al-Jannat Gull Restaurant

Mr. Gull a beneficiary of our SIYB training intervention at BIC, has had his share of struggles/challenges and his utmost devotion to get back up and keep on moving forward.

Hailing from South Waziristan Mr. Gull has been working day and night, multiple odd jobs simultaneously to meet his ends and that of his family.

While exploring job opportunities online, he came across a training intervention being conducted by our International Certified Trainers of Enterprise development and engagement program that completely changed his life.

During a group speaking session at the training, Mr. Jannat disclosed despite facing many challenges from leaving his home and migrating to areas safe in light of the operations to root out terrorism from the peaceful area of SW, to working as a waiter in multiple eateries without pay, all narrated with a smile on his face.

Mr. Gull knowing the ins and outs of the restaurant services industry always wanted to bring better services by merging the practices adopted by the ones in Urban areas to his hometown. His motivation to take this training was to better understand the financial and marketing aspects of opening and running a business with a vision to provide the best quality and value in food and service.

Mr. Gull has now Successfully opened and launched his own eatery known as “Al-Jannat Gull Restaurant” at Razmak, with a promising footfall and happy customers. He now has 3 more small restaurants in the heart of Peshawar, serving more than 1500 clients daily.





The background of the page is a vibrant blue marbled pattern with scattered gold and white speckles, resembling a watercolor or ink wash effect. The marbling is more intense in the top and bottom corners, fading towards the center where the text is located.

# **GOING GLOBAL**

# There is Always “One More Thing” to Learn

Traveling always teaches you something and if that is for education, it really broadens your horizon. I, Saad bin Arif (BBA 4th Semester) was given the opportunity to study for my Fall 2022 semester at Izmir University of Economics, Turkiye. I'll always be grateful to Bahria University for this amazing opportunity.

I used to believe that I am capable of handling anything that will come my way, but this exchange program gave me a reality check and reminded me that growth is a continuous process, and it does not come to halt. Living in a country with a huge language barrier, a completely novel culture, and a new teaching style. This was a challenge for me that made me push my boundaries which really shaped me as a person.

I learned to adapt quickly and take prompt decisions. Studying, hosting, and traveling with exchange students from all around the world gave me an opportunity to represent my country Pakistan in a positive manner as well as become more accepting towards other cultures and ideologies. Being able to offer Eid prayers held at Hagia Sofia after 8 decades was a spiritual experience.

The road trips exploring Turkiye made me take exciting new risks. Overall, this exchange program was a self-growth opportunity that helped me boost my confidence and become a more positive person. Most of all, being able to spend time with my own self cycling at Izmir's seaside helped me know and understand myself better. This chapter of my life is always going to be really close to my heart as it taught me great lessons in a short period.



# Stepping into The Multicultural Arena

My name is Alishia Shafiq, and I am a senior at IPP Karachi. In the Fall of 2021, I spent an exchange semester at Montana State University Billings, Montana, USA. I've always been intrigued by the prospect of living somewhere that is outside of my comfort zone but also provides opportunities for autonomy, cultural experiences, and meeting new people; I believe this is what prompted me to apply for exchange program.

My time in Billings was incredible; not only did I make friends who were like family from all over the world, but I also served as Vice President of the Multicultural Club. This club was in charge of organizing events to bring American and International visitors together. During my stay, I explored the city, tasted different ethnic foods, learned about Montana culture, attended social events, and went hiking with my friends. As a result, I never had any difficulties adjusting to this place or my studies; it felt completely natural and effortless to me, and I was able to score a 4.0 GPA while also making it to the dean's list. I strongly encourage students to apply for exchange; it's a great opportunity and there is so much to see and learn with such exposure.



# Meet Our Team



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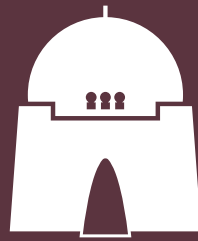




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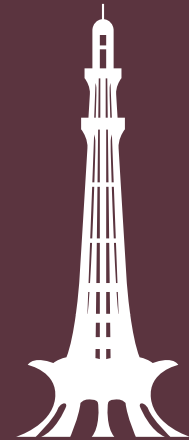
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