Department of Governance & Public Policy
National University of Modern Languages (NUML)



* Developed by students as part of a Social Action Project, the G&PP Bookshelf transforms a simple wall into a community library.

2025

SDG ANNUAL REPORT

numl.edu.pk/departments/197

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Sector H-9, Islamabad

Activity: Governance Education Network (GEN) Student's Body Oath Taking

Supervised by: Dr. Shahid Habib

SDG – 4 Quality Education
Date: 15 May 2025

Brief Discription: The Oath Taking Ceremony of the Governance Education Network (GEN), a student body of the Department of Governance and Public Policy, was held to formally induct its newly elected members and reaffirm their commitment to fostering leadership, academic excellence, and a culture of responsible governance among students.

Social Media Links:
https://www.facebook.com/share/1GoDQqw2jV/
https://www.linkedin.com/company/social-action-projects/



Project: Social Action Project on Environmental Justice

Supervised by: Dr. Athar Rashid

SDG – 3
SDG – 5
SDG - 13

Time Period: Sept 2024 to January 2025

Brief Discription:
The Department of Governance and Public Policy students carried out the *Social Action Project on Environmental Justice*to raise awareness about environmental challenges and their unequal effects on different communities. The project highlighted the importance of ensuring that everyone has fair access to a clean, safe, and healthy environment, regardless of their social or economic circumstances.
Through this initiative, students encouraged public awareness and community responsibility for protecting natural resources and addressing environmental concerns. The project also helped students connect principles of governance and public policy with practical social action, emphasizing the role of citizens and institutions in promoting environmental fairness and sustainable development.

Social Media Links:
https://www.facebook.com/share/1GoDQqw2jV/
https://www.linkedin.com/company/social-action-projects/



Project: Social Action Project on E-cycle Revolution

Supervised by: Dr. Athar Rashid

SDG – 03
SDG – 08
SDG - 12

Time Period: Sept 2024 to January 2025

Brief Discription:
Students of the Department of Governance and Public Policy carried out the E-Cycle Revolution project to promote awareness of electric cycles as a cleaner and more sustainable mode of transport. The initiative highlighted how e-cycles can help reduce reliance on fuel-powered vehicles, lower transport-related emissions, and support healthier, more environmentally friendly communities.

Social Media Links:
https://www.facebook.com/share/1GoDQqw2jV/
https://www.linkedin.com/company/social-action-projects/



Project: Social Action Project on Education for All

Supervised by: Dr. Athar Rashid

SDG – 04
SDG - 08

Time Period: Sept 2024 to January 2025

Brief Discription:
Students of the Department of Governance and Public Policy carried out this project to promote awareness of the importance of inclusive and equitable access to education. The initiative highlighted the right of every person to learn and the need to address barriers that prevent children and young people from attending and succeeding in school. It also encouraged communities and stakeholders to support accessible, quality education for all.

Social Media Links:
https://www.facebook.com/share/1GoDQqw2jV/
https://www.linkedin.com/company/social-action-projects/



Project: Social Action Project on Climate Action for Youth and Communities

Supervised by: Dr. Athar Rashid

SDG – 13
SDG - 16

Time Period: Sept 2024 to January 2025

Brief Discription:
Climate Action for Youth & Communities" is a Social Action Project (SAP) designed to tackle the urgent challenge of climate change through education, community engagement, and hands-on environmental initiatives.
Led by a team of dedicated students, this project transforms theoretical understanding into real-world impact by:

- Driving Eco-Action: Organizing plantation drives across Islamabad—planting over 60 native trees — and encouraging participants to adopt sustainable habits like reducing

Social Media Links:
https://www.facebook.com/share/1GoDQqw2jV/
https://www.linkedin.com/company/social-action-projects/



Project: Social Action Project on SDG Scouts for Climate Action
SDG – 03
SDG – 13
SDG - 16

Time Period: Sept 2024 to January 2025

Brief Discription:
Students of the Department of Governance and Public Policy carried out this project to encourage young people to take an active role in addressing climate change. The initiative highlighted how SDG Scouts can promote climate awareness, responsible environmental practices, and community participation. It also emphasized the importance of individual and collective action in supporting a more sustainable future.

Social Media Links:
https://www.facebook.com/share/1GoDQqw2jV/
https://www.linkedin.com/company/social-action-projects/



Project: Social Action Project on SDG Scouts for Democratic Energy, Energy Citizenship & Energy Communities

Supervised by: Dr. Athar Rashid

SDG – 07
SDG – 11
SDG - 16

Time Period: Sept 2024 to January 2025

Brief Discription:
Students of the Department of Governance and Public Policy carried out this project to raise awareness about inclusive and participatory energy governance. It highlighted the role citizens and communities can play in energy-related decisions, promoting responsible energy use, access to sustainable energy, and community involvement in building a fairer and more sustainable energy future.

Social Media Links:
https://www.facebook.com/share/1GoDQqw2jV/
https://www.linkedin.com/company/social-action-projects/



Project: Social Action Project on SDG Scouts for Out of School Childern

Supervised by: Dr. Athar Rashid

SDG – 04

SDG – 08
SDG - 16

Time Period: Sept 2024 to January 2025

Brief Discription:
Students of the Department of Governance and Public Policy carried out this project to raise awareness about the challenges faced by out-of-school children and the importance of ensuring every child's access to education. The initiative encouraged community support and collective action to help identify barriers to schooling and promote inclusive learning opportunities for all children.

Social Media Links:
https://www.facebook.com/share/1GoDQqw2jV/
https://www.linkedin.com/company/social-action-projects/



Project title: SDGs Scouts for Child Protection and Rights

Supervised by: Dr. Athar Rashid

SDG - 4

SDG – 5
SDG - 6

Time period: Feb–June 2025

Brief description: Department of Governance and Public Policy students conducted awareness sessions at 36 educational institutions in Islamabad and Rawalpindi. The sessions reached more than 500 students and covered child rights and protection, financial literacy, cyber safety, gender equality, and hygiene.

Social Media Links:
https://www.facebook.com/share/1GoDQqw2jV/
https://www.linkedin.com/company/social-action-projects/



Project title: SDGs Scouts for Combating Child Malnutrition

Supervised by: Dr. Athar Rashid

SDG - 2 (Zero Hunger)
SDG - 3 (Good Health and Well-being)
SDG - 4 (Quality Education).

Time period: September 2025 to January 2026

Brief description: Students from the Department of Governance and Public Policy conducted campus visits, awareness sessions, seminars, and stakeholder interviews to raise awareness about child malnutrition, balanced nutrition, and child health. The report states that the project engaged 3,010 students and 300 teachers and stakeholders.
Social media link:
https://www.facebook.com/share/1GoDQqw2jV/
https://www.linkedin.com/company/social-action-projects/



Project title: SDG Scouts for Disaster Risk Reduction

Supervised by: Dr. Athar Rashid

SDG - 11 (Sustainable Cities and Communities)
SDG - 13 (Climate Action)

Time period: 8 September 2025–8 January 2026

Brief description: Students from the Department of Governance and Public Policy conducted awareness sessions, workshops, demonstrations, and outreach visits to help students and community stakeholders prepare for disasters. Topics included identifying hazards, early-warning systems, evacuation planning, emergency response, and basic first aid. The report records engagement with 3,020 students and 333 teachers and stakeholders.

Social media link: The report shows the Instagram account **@sdgs.scouts_drr**.
https://www.facebook.com/share/1GoDQqw2jV/
https://www.linkedin.com/company/social-action-projects/



Project title: SDGs Scouts for Cyber Shield: Localized Digital Defense for Inclusive Governance
Supervised by: Dr. Athar Rashid
SDG - 4 (Quality Education)
SDG 10 (Reduced Inequalities)
SDG 16 (Peace, Justice and Strong Institutions)
SDG 17 (Partnerships for the Goals)

Time period: September 2025–January 2026
Brief description: Department of Governance and Public Policy students conducted cybersecurity awareness sessions and workshops in Rawalpindi and Islamabad. Participants learned practical digital safety skills, including spotting suspicious links, protecting accounts, using two-step verification, and reporting cybercrime. The project also developed a prototype for the Cyber Shield app and reports reaching 1,565 people.

Social media link:
https://www.facebook.com/share/1GoDQqw2jV/
https://www.linkedin.com/company/social-action-projects/



Project title: ***SDGs Scouts for Students with Disabilities***

Supervised by: Dr. Athar Rashid

SDG - 4 (Quality Education) and **SDG - 10 (Reduced Inequalities)**.

Time period: Feb 2025 and **July 2025**.

Brief description: Department of Governance and Public Policy students engaged with students with disabilities, educators, the Saaya Foundation, and Ministry of Law and Justice representatives. The project explored barriers faced by students with disabilities and promoted inclusion, equal educational opportunities, accessibility, and rights.
Social media link:
https://www.facebook.com/share/1GoDQqw2jV/
https://www.linkedin.com/company/social-action-projects/




SDGs Scouts for Cyber Shield
The initiative was aligned with four Sustainable Development Goals:
SDG 4 – Quality Education: Digital literacy and practical learning.
SDG 10 – Reduced Inequalities: Inclusive access to digital safety knowledge.
SDG 16 – Peace, Justice and Strong Institutions: Digital rights, accountability and awareness of reporting mechanisms.
SDG 17 – Partnerships for the Goals: Multi-stakeholder collaboration for sustainable digital resilience.

Discription
SDGs Scouts for Cyber Shield: Building a Safer and More Inclusive Digital Society. The rapid expansion of digital connectivity has created new opportunities for education, communication, and economic participation. It has also intensified exposure to phishing, identity theft, financial fraud, cyberbullying, and other forms of digital exploitation. Addressing this challenge requires more than technological solutions; it requires digital literacy, institutional awareness and inclusive public engagement.
In response, students of the BS Public Administration and Governance programme, Department of Governance and Public Policy, National University of Modern Languages (NUML), Islamabad, implemented Cyber Shield as a student-led Social Action Project from September 2025 to January 2026 in Rawalpindi and Islamabad.
The project sought to translate academic learning into practical community engagement through cybersecurity awareness sessions, institutional outreach, stakeholder consultations, digital safety demonstrations and the development of a Cyber Shield App prototype.

Its principal objectives were to:

Project Team

Rabeel Aslam (Project Manager); Shah Zaman (Finance Manager); Samiha Rafiq (Outreach Manager); Mudabbira Rashid (Content Manager); and Alishba Wajid (Media Manager).
Project Supervisor: Dr.Athar Rashid, Assistant Professor, Department of Governance and Public Policy, NUML.

Cyber Shield demonstrates how student-led action research, public engagement and social entrepreneurship can connect academic knowledge with contemporary governance challenges. Its central message is that digital safety is a shared responsibility requiring informed citizens, responsive institutions and inclusive partnerships.

Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524022956319170562

Research, mentorship and project planning
SDG 4 – Quality Education: Digital literacy and practical learning.
SDG 10 – Reduced Inequalities: Inclusive access to digital safety knowledge.
SDG 16 – Peace, Justice and Strong Institutions: Digital rights, accountability and awareness of reporting mechanisms.
SDG 17 – Partnerships for the Goals: Multi-stakeholder collaboration for sustainable digital resilience.

Discription:
Institution/location: Department of Governance and Public Policy, NUML Islamabad
Period: September–mid-October 2025
Research and Mentorship: Building an Evidence-Informed Foundation for Cyber Shield
The first phase of the Cyber Shield Social Action Project focused on research, problem identification and strategic planning. From September to mid-October 2025, the student team reviewed 30 research papers, examined documented cybercrime cases and explored the digital literacy challenges affecting communities.
Under the academic supervision of Dr. Athar Rashid, Assistant Professor, Department of Governance and Public Policy, NUML, the team refined its project design through consultations and collaborative planning.
This phase illustrates the importance of evidence-informed problem analysis in Social Action Projects. It enabled students to move beyond general awareness of cybercrime and develop a structured intervention focused on practical digital safety, inclusive communication and community engagement.

Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524025105266503681

Activity: Oath-taking ceremony
SDG 4 Quality Education

Discription:
Institution/location: NUML Rawalpindi Campus
Date: October 2025
Formal Launch of Cyber Shield: Commitment to Ethical and Accountable Social Action
The Cyber Shield Social Action Project was formally launched through an oath-taking ceremony at NUML Rawalpindi in October 2025. The event was attended by SDG Scouts, project team members and departmental faculty, under the supervision of Dr. Shahid Habib, Head of Department, and Dr.Athar Rashid, Founder SDG Scouts and Project Supervisor. The oath reinforced the team's commitment to transparency, dedication and responsible implementation. It also highlighted an important dimension of experiential learning: student-led social action requires not only innovative ideas but also ethical conduct, financial accountability and institutional responsibility.
Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524026358704992257

Activity: Social Action Project exhibition at G&PP
SDG-4 Quality Education
SDG - 16

Discription
Institution/location: Department of Governance and Public Policy, NUML
Date: October 2025
Cyber Shield Showcases Applied Digital Governance at the G&PP Social Action Project Exhibition
The Department of Governance and Public Policy, NUML, provided a platform for the Cyber Shield team to present its student-led digital safety initiative during the Social Action Project Exhibition in October 2025.
Through its exhibition stall, the team discussed phishing, cyber-attacks, data privacy, account security, two-factor authentication and cybercrime reporting mechanisms. The demonstrations enabled students and faculty to engage with practical aspects of digital safety and understand the relevance of legal and institutional responses, including PECA and reporting channels.
The exhibition demonstrated the value of experiential learning by connecting research, public policy and community-oriented digital literacy.
Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524028020425441280

Activity: Interactive Cyber Shield awareness seminar
SDG 4 (Quality Education) and SDG 10 (Reduced Inequalities).

Discription:
Participants: 80 students (Classes 8–10) and 10 faculty members
Cybersecurity Awareness and Practical Digital Literacy at Superior Science School and College, Bara Kahu
As part of its community outreach phase, the Cyber Shield team under the mentorship of Dr.Athar Rashid conducted an interactive awareness seminar at Superior Science School and College, Bara Kahu, engaging 80 students from Classes 8–10 and 10 faculty members.

The session addressed fake links, protection of personal data and photographs, suspicious online communications and social-media risks. Interactive discussion and experience-sharing were used to make cybersecurity concepts accessible to school-level participants.
The activity reflects the project's commitment to practical digital literacy and peer-led awareness, contributing particularly to
#CyberShield #DigitalLiteracy #NUML #SchoolOutreach #SDG4 #SDG10
Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524029991496445953

Activity: Outdoor seminar and student interviews

Discription:
Participants: 120 students, Classes 7–12
Ethical Community Outreach and Digital Literacy at The Smart City School and College, Bhara Kahu
The Cyber Shield team engaged 120 students from Classes 7–12 through an outdoor awareness seminar and individual interviews at The Smart City School and College, Bhara Kahu.
The activity combined awareness-building with qualitative engagement to better understand students' digital habits and perceived online risks. Importantly, the team respected the institution's no-photography policy and completed the activity without photographing participants.
This visit offers an important example of ethical field practice: effective social action must be responsive to institutional protocols and participant privacy while maintaining the quality of engagement.
#CyberShield #NUML #EthicalResearch #DigitalLiteracy #CommunityEngagement #SDG4
Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524030618729504768

Activity: Digital privacy and online harassment awareness seminar

Discription:
Participants: 150 students and 10 faculty members
Institutional representative: Principal Sr. Seemina OP
Promoting Digital Privacy and Online Safety at St. Mary’s School and College for Girls, Lalazar
The Cyber Shield team conducted a digital safety awareness seminar at St. Mary’s School and College for Girls, Lalazar, Rawalpindi, reaching 150 students and 10 faculty members. The session focused on digital privacy, social-media security, online harassment and awareness of official reporting channels. The activity was supervised by Principal Sr. Seemina OP, who appreciated the team's efforts and awarded certificates of appreciation.
This outreach illustrates the relevance of gender-responsive digital literacy and the importance of enabling young women to participate confidently and safely in online spaces. It supports the broader objectives of SDG 4 (Quality Education) and SDG 10 (Reduced Inequalities).
#CyberShield #DigitalInclusion #GenderResponsiveEducation #NUML #SDG4 #SDG10
Social Media Links:
https://www.linkedin.com/feed/update/urn:li:activity:7524031608849428480

Activity: Advanced cybersecurity seminar and SDG Wall installation

Discription:
Participants: 150 students and 8 faculty members
Advanced Cybersecurity Awareness and SDG Visibility at St. Mary's Academy School and College for Boys, Lalazar
The Cyber Shield team conducted an advanced digital safety seminar at St. Mary's Academy School and College for Boys, Lalazar, Rawalpindi. Led by Project Manager Rabeel Aslam, the activity engaged 150 students and 8 faculty members.
The session explored data encryption, account recovery, cybersecurity practices and the legal framework under PECA. It also provided an opportunity for students to examine their responsibilities in promoting a safer digital environment.
The visit included the establishment of an SDG Wall in the school's Administration Block, extending the project's message beyond a one-time awareness session and creating a visible institutional reminder of the SDGs.
#CyberShield #NUML #DigitalGovernance #SDG16 #SchoolOutreach #YouthLeadership
Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524032651465510912

Activity: Phishing and Identity-theft awareness session

Discription:
Participants: 70 students and 7 teachers
Cyber Shield Promotes Practical Digital Safety at PECTAA School and College, H-9 Islamabad
The Cyber Shield team conducted a cybersecurity awareness session at PECTAA School and College, H-9, Islamabad, engaging 70 students and 7 teachers.
The session focused on phishing, identity theft, suspicious digital communications and practical steps for protecting personal information. The engagement of teachers alongside students was particularly relevant to the project's peer-support and institutional capacity-building objectives.
The report also records appreciation from the Principal for the team's practical approach to digital safety education.
#CyberShield #DigitalLiteracy #NUML #CyberAwareness #SDG4 #SDG16
Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524033789791219713

Activity: Awareness seminar and campus walk campaign

Discription:
Campus-Based Digital Safety Advocacy at Gordon School and College, Rawalpindi
As part of its school and college outreach, the Cyber Shield team combined a cybersecurity awareness seminar with a campus walk at Gordon School and College, Murree Road, Rawalpindi.
The seminar addressed cyber-scam warning signs and digital identity protection. The subsequent awareness walk used banners and placards to take the message beyond the formal session and encourage wider student engagement.
This activity demonstrates the value of combining educational interventions with public-facing advocacy to promote digital citizenship and awareness of SDG 16.

#CyberShield #NUML #DigitalAdvocacy #CampusEngagement #SDG16
Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524035359920316416

Activity: Principal consultation and student cybersecurity seminar

Discription:
Participants: Classes 9–10 students; 3 professors
Institutional Engagement and Cybersecurity Awareness at Government Islamia College and School, Liaquat Bagh
The Cyber Shield team engaged with Government Islamia College and School, Liaquat Bagh, Rawalpindi, through a formal consultation with the Principal followed by a targeted digital safety seminar for Classes 9 and 10.
The session addressed smartphone use, social-media safety, profile protection and the identification of clickbait and suspicious links. Three professors participated in supervising the activity.
The visit highlights the importance of institutional coordination in enabling student-led social action and integrating digital citizenship into the broader educational experience.
#CyberShield #NUML #InstitutionalEngagement #DigitalCitizenship #SDG4
Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524036562473414656

Activity: Interdepartmental peer exchange and digital safety discussion
Discription:
Participants: BS 3rd/4th-semester students
Connecting Public Policy and Technology: Cyber Shield at NUML Rawalpindi Campus
The Cyber Shield team conducted a specialized engagement with students of the Software Engineering Department at NUML Rawalpindi Campus.
The session created an opportunity for peer-to-peer discussion between students of Governance and Public Policy and students from a technical discipline. Participants shared experiences relating to hacking attempts and social-media impersonation, while Software Engineering faculty offered technical suggestions for improving the Cyber Shield App prototype and explaining encryption to non-technical audiences.
The engagement highlighted the complementary roles of technology and governance: while technical knowledge helps develop secure systems, public policy and community awareness are essential for ensuring that digital protection reaches citizens.
#CyberShield #NUMLRawalpindi #SoftwareEngineering #DigitalGovernance #InterdisciplinaryLearning #SDG16
Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524055376628207616

Activity: Student interviews and practical cybersecurity awareness
Discription:
Cybersecurity Awareness and Digital Justice at Quaid-i-Azam University, Islamabad
The Cyber Shield team conducted student interviews and practical digital safety engagement at Quaid-i-Azam University, Islamabad.

The activity addressed data privacy, strong password practices, multi-factor authentication and the identification of phishing and malware. It also explored the relationship between personal digital security and SDG 16 – Peace, Justice and Strong Institutions.
By combining qualitative engagement with practical awareness, the visit connected individual digital responsibility with wider questions of institutional accountability and digital justice.
#CyberShield #QAU #DigitalGovernance #SDG16 #CyberAwareness
Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524056912984993792

Activity: Qualitative interviews and cybersecurity workshop
Discription:
Student Interviews and Cybersecurity Training at International Islamic University Islamabad
The Cyber Shield team conducted a qualitative and educational engagement at International Islamic University Islamabad. Student interviews explored digital literacy and perceived risks, including phishing and social-media impersonation.
The accompanying workshop addressed secure browsing, fake website identification, two-step verification and data sovereignty. The activity also connected personal digital privacy with SDG 16 – Peace, Justice and Strong Institutions.
This engagement demonstrates the value of combining qualitative inquiry with practical cybersecurity education in higher education settings.
#CyberShield #IIUI #DigitalLiteracy #CybersecurityEducation #SDG16
Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524058378348802049

Activity: Financial account security, interviews and cybercrime reporting awareness
Discription
Promoting Financial Digital Safety at PMAS-Arid Agriculture University, Rawalpindi
The Cyber Shield team conducted student interviews and a focused cybersecurity briefing at PMAS-Arid Agriculture University, Rawalpindi.
The engagement addressed financial account protection, mobile-wallet security, social-media privacy and identity theft. It also introduced students to the relationship between cybercrime reporting and SDG 16 – Peace, Justice and Strong Institutions.
The activity highlighted the importance of integrating digital safety into conversations about financial inclusion and responsible use of digital services.
#CyberShield #PMASAridAgricultureUniversity #DigitalFinancialSafety #SDG16 #DigitalInclusion
Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524059431186231298

Activity: Interviews on emerging cyber threats and PECA awareness
Exploring Deepfakes, Phishing and Digital Responsibility at CUST
Discription
The Cyber Shield team, led by Project Manager Rabeel Aslam, conducted a focused engagement at Capital University of Science and Technology (CUST), Islamabad.

Student interviews explored awareness of deepfakes, phishing and social engineering. The session also discussed PECA and cybercrime reporting mechanisms, connecting emerging technological risks with legal awareness and responsible digital citizenship.
The activity underscored the need for interdisciplinary understanding: future technology professionals must consider not only the technical design of digital systems but also their implications for security, transparency and public trust.
#CyberShield #CUST #DigitalGovernance #Cybersecurity #SDG16
Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524060307430793216

Activity: Small-group Cyber Clinics and live privacy audits

Discription
Participants: 20 students
Practical Privacy Audits and Small-Group Cybersecurity Learning at Foundation University
The Cyber Shield team conducted a focused engagement with 20 students at Foundation University, New Lalazar Campus, Rawalpindi.
The session used a small-group Cyber Clinic format, including live privacy audits of application permissions and device settings. Qualitative interviews, discussion of SDG 16 and technical Q&A on VPN safety, encrypted messaging and phishing complemented the practical component.
This activity illustrates how tailored, participant-centred learning can move cybersecurity education beyond general awareness towards practical examination of individual digital practices.
#CyberShield #FoundationUniversity #ExperientialLearning #DigitalPrivacy #SDG16
Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524061065324883968

Activity: Stakeholder engagement- Consultation with former Director General, PTA
Discription
Stakeholder: Mr. Abdul Salam (retired), former Director General, PTA
Policy Consultation on Digital Safety with Former PTA Director General
The Cyber Shield team engaged in a policy-oriented consultation with Mr. Abdul Salam, identified in the project report as a retired former Director General of PTA.
The discussion addressed financial fraud, mobile banking security, institutional coordination and public awareness. The team received guidance on adopting a zero-trust approach to suspicious communications, localizing cybersecurity messages and incorporating simulated reporting exercises into community education.
The consultation reflects the project's effort to connect youth-led digital literacy initiatives with wider governance and institutional perspectives.
#CyberShield #PolicyEngagement #DigitalGovernance #CybersecurityAwareness #SDG16 #SDG17
Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524062085056737280
Activity: Meeting with NCCIA Islamabad
Stakeholder: Deputy Director, NCCIA; the activity narrative names Mr. Akmal
Institutional Learning and Cybercrime Awareness: Consultation with NCCIA Islamabad

The Cyber Shield team held a consultative engagement with the National Cyber Crime Investigation Agency (NCCIA), Islamabad. The report identifies the official involved as a Deputy Director, Mr. Akmal.
The discussion covered digital forensics, online harassment and cyberbullying, confidentiality in sensitive cases and citizen access to cybercrime reporting channels. The report also records a briefing on helpline 1799.
This engagement helped students connect community-level digital literacy with the institutional structures responsible for responding to cybercrime, reinforcing the governance dimension of SDG 16.
#CyberShield #NCCIA #DigitalGovernance #CybercrimeReporting #SDG16
Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524062541061480452

Activity: Cyber Shield Meeting with the SDGs Chief, Ministry of Planning
Stakeholder: Ms. Ambreen Bakhtiar, SDGs Chief
Institution: Ministry of Planning, Development and Special Initiatives, Pakistan
Policy Dialogue with the SDGs Chief, Ministry of Planning, Development and Special Initiatives
The Cyber Shield team held a consultative meeting with Ms. Ambreen Bakhtiar, SDGs Chief at the Ministry of Planning, Development and Special Initiatives, Pakistan.
The discussion focused on aligning youth-led digital safety advocacy with national development priorities. Areas explored included digital amplification through social media, webinars, collaboration with digital communicators and approaches to addressing cyberbullying and online harassment.
The consultation demonstrates the value of connecting community-based social action with national policy perspectives and multi-stakeholder partnerships, particularly in advancing SDG 16 and SDG 17.
#CyberShield #PolicyDialogue #SDG16 #SDG17 #DigitalGovernance #NUML
Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524063230558842880

Activity: Professional guidance and support from Ms. Hina Robin, UN FAO
Stakeholder: Ms. Hina Robin, Procurement Officer, UN FAO
Professional Guidance and Seed Support for the Cyber Shield App Prototype
As part of its social entrepreneurship component, the Cyber Shield team presented its app prototype to Ms. Hina Robin, Procurement Officer at the United Nations Food and Agriculture Organization (UN FAO).
The discussion addressed technical hosting, project management and documentation requirements for moving the prototype towards practical deployment.
The engagement demonstrates the role that professional guidance and seed support can play in nurturing student-led social innovation.
#CyberShield #UNFAO #SocialInnovation #DigitalEntrepreneurship #SDG9 #SDG17
Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524064511654256640
Activity: Technical support from Mr. Shahzad Gill
Stakeholder: Mr. Shahzad Gill, Laboratory Technician
Acknowledging Local Professional Support for the Cyber Shield App Prototype

The Cyber Shield project report records a contribution of PKR 3,000 from Mr. Shahzad Gill, Laboratory Technician, towards the technical development of the Cyber Shield App prototype.
The contribution was received through the project's Finance Manager, Shah Zaman, reflecting the team's stated commitment to transparent financial management.
This support highlights the importance of local professional engagement in enabling student-led social innovation and strengthening the social entrepreneurship dimension of Social Action Projects.
#CyberShield #SocialEntrepreneurship #StudentInnovation #DigitalGovernance #SDG17
Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524065157023723520

Activity: Cyber Shield App prototype: social entrepreneurship and innovation
(Development and presentation of app prototype)

The Cyber Shield Social Action Project incorporated a technological innovation component through the design and development of a localized app prototype.
Its proposed features include a Safety Score dashboard, interactive digital hygiene quizzes, a password-strength checker, secure-link scanning, reporting information, localized content and offline access to essential safety guidance.
The prototype represents an effort to translate a community-identified challenge—limited access to practical cybersecurity knowledge—into a technology-oriented social entrepreneurship idea.
The project illustrates the potential of interdisciplinary student learning to connect digital governance, public awareness and innovation.
#CyberShield #DigitalInnovation #SocialEntrepreneurship #NUML #SDG9 #SDG16
Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524065958542385153

Activity: Establishment of the SDG Wall at NUML
(SDG Wall installation at HOD Office)

Institution: Department of Governance and Public Policy, NUML
Institutionalizing the SDGs: Cyber Shield's SDG Wall at NUML
The Cyber Shield team established an SDG Wall at the HOD Office of the Department of Governance and Public Policy, NUML, as a visible institutional expression of the project's commitment to the United Nations 2030 Agenda.
The installation was reviewed and appreciated by Dr. Shahid Habib, Head of Department. It represents an effort to translate student-led social action into a lasting institutional reminder of the SDGs and the importance of digital safety.
The initiative highlights how academic departments can create visible spaces that connect teaching, student engagement and sustainable development.
#CyberShield #NUML #SDGWall #InstitutionalSustainability #SDG16 #SDG17
Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524066641811443712

Activity: Cyber-abuse story sharing and reporting awareness
(Sharing experiences of financial fraud, identity theft and online harassment)

Evidence:
Addressing Cyber Abuse through Awareness, Dialogue and Reporting Guidance
Cyber Shield team held discussions around financial fraud, identity theft, online harassment and manipulated digital content. These experiences provided a basis for awareness-building around account protection, two-factor authentication and appropriate reporting procedures.
The project sought to encourage informed help-seeking and reduce the stigma associated with reporting cybercrime. Personal experiences were treated as sensitive information, and the report states that confidentiality was maintained.
This activity highlights the human dimension of digital governance: cybersecurity interventions must protect not only information systems but also the dignity, privacy and rights of individuals.
#CyberShield #DigitalRights #CyberAbusePrevention #DigitalGovernance #SDG16
Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524067451341438976

Activity: Cyber Shield team exhibits its stall at International Conference on Real Estate 2025
(Cyber Shield exhibition/stall and digital safety advocacy)

Event: International Conference on Real Estate (ICRE) 2025
Date: December 2025
Cyber Shield at the International Conference on Real Estate 2025
The Cyber Shield team showcased its student-led digital safety initiative through a project stall at the International Conference on Real Estate (ICRE) 2025 in December.
The engagement provided an opportunity to present the project's work on digital literacy, cybersecurity awareness and social innovation to a wider academic and professional audience.
The activity reflects the multidisciplinary relevance of digital governance and the potential of university-led Social Action Projects to connect academic learning with professional and public engagement.
#CyberShield #ICRE2025 #NUML #DigitalGovernance #SocialActionProject #SDG16
Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524068574915825664

Activity:NUML Islamabad, Department of Turkish Language visit by team Cyber Shield (Departmental awareness visit)

Institution: Department of Turkish Language, NUML Islamabad
Interdepartmental Engagement at NUML: Cyber Shield's Visit to the Department of Turkish Language
The Cyber Shield report records an engagement by the SDG Scouts team with the Department of Turkish Language at NUML Islamabad.
This visit is included in the project's photographic record of institutional outreach. The report, however, does not provide sufficient detail about the specific activity or discussion conducted.
Further confirmation from the project team will allow the engagement to be documented more fully and the department's contribution to be appropriately acknowledged.
SDG 16
#CyberShield #NUML #InterdepartmentalCollaboration #SocialActionProject

Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524070052346687488

Activity: Project Defense Day (Academic presentation and defense)
Date: January 2026
Cyber Shield Project Defense: Reflecting on Research, Innovation and Community Engagement
The Cyber Shield team presented and defended its Social Action Project in January 2026 under the supervision of Dr. Athar Rashid, Department of Governance and Public Policy, NUML.
The defense covered the project's research foundation, community outreach, institutional consultations, digital safety awareness interventions and Cyber Shield App prototype.
The defense provided an opportunity for students to reflect on the relationship between academic knowledge and practical governance challenges, while demonstrating learning in project management, research, communication, social entrepreneurship and accountability.
#CyberShield #NUML #SocialActionProject #ExperientialLearning #PublicPolicyEducation #StudentInnovation
Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524070782420037632

Activity: Team CyberShield **Project achievements and reported outreach**
Activity: Project outcomes and institutional network
student-Led Digital Safety Initiative
SDG16 **SDG17**

The Cyber Shield Social Action Project brought together educational outreach, institutional consultation and social innovation to address digital safety challenges in Rawalpindi and Islamabad.
The final report records engagement with 8 schools and colleges and 6 universities, and reports approximately 1,565 students and faculty members reached. Other documented outputs include stakeholder consultations, a Cyber Shield App prototype, an SDG Wall at the Department of Governance and Public Policy, NUML, and a student ambassador registry.
These figures and outputs are presented as reported by the project team. They reflect the initiative's effort to connect practical digital literacy with inclusive governance and the Sustainable Development Goals.
The project illustrates how university-based Social Action Projects can create opportunities for applied learning, community engagement and social entrepreneurship.

Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524071469950361600

Activity: Social Action Project: SDGs Scouts for Combating Child NUML SDGs Scouts for Food and Malnutrition

SDG 2 – Zero Hunger: Promote improved nutrition and contribute to efforts to end hunger and malnutrition.
SDG 3 – Good Health and Well-being: Support awareness of healthy nutrition and child health.
SDG 4 – Quality Education: Use educational outreach to strengthen knowledge and awareness.
SDG 17 – Partnerships for the Goals: Encourage collaboration among educational institutions, communities and relevant stakeholders

Discription:
Project introduction: Aims, objectives, and team
From Awareness to Action: Youth Engagement for Combating Child Malnutrition
Child malnutrition is not merely a health concern; it is a development challenge that affects children's survival, physical growth, cognitive development, and future opportunities. Recognizing the importance of this issue, BS Public Administration and Governance students at the Department of Governance and Public Policy, National University of Modern Languages (NUML), Islamabad, undertook a Social Action Project titled "SDGs Scouts for Combating Child Malnutrition."
The project aimed to promote awareness, education, and stakeholder engagement to address child malnutrition and encourage collective action for better nutrition and child health.
Key objectives

Project Team
Roqia Batool
Faiza Maryam
Shayan Asif Satti
Irshad Hussain
Project Supervisor/Mentor: Dr. Athar Rashid
Department of Governance and Public Policy, NUML, Islamabad.
Through educational visits, awareness sessions, seminars, stakeholder interactions and advocacy activities, the team reported engaging 3,010 students and 300 teachers and stakeholders during the project.

Social Media Link:
https://www.facebook.com/share/p/1M6g8ayDHo/
https://www.linkedin.com/feed/update/urn:li:activity:7523991141654884353

Activity: School outreach and awareness campaign
(Taking Nutrition Awareness to Schools: Engaging Young Minds for a Healthier Future)

SDG 2 (Zero Hunger), SDG 3 (Good Health and Well-being) and SDG 4 (Quality Education)

As part of the Social Action Project "SDGs Scouts for Combating Child Malnutrition," the student team conducted outreach visits to schools to promote awareness of child nutrition, healthy dietary practices and the importance of preventing malnutrition.
The school outreach component focused on engaging students and the wider educational community in discussions about balanced diets, nutritional deficiencies, healthy food choices and the role of awareness in improving child well-being.

The project report records outreach visits to the following schools:
Federal Government Boys High School, I-10/2, Islamabad
CDA Model School, I-9 Markaz, Islamabad
Islamabad Model School for Boys, G-10/4, Islamabad
The City School, Rawalpindi
Islamabad Model School for Girls, F-10/2, Islamabad
Siddeeq Public School, Satellite Town, Rawalpindi
Grammar Public School, Asghar Mall Scheme, Rawalpindi
Iram Bibi School, Barakahu, Islamabad
Iftikhar Abbasi Government School, Murree Road, Rawalpindi
Attia Raees School, Barakahu, Islamabad

Social Media Link: https://lnkd.in/p/dAb8_rAY

Activity: College outreach and student engagement
(Engaging College Students in the Fight Against Child Malnutrition)
SDG 2, SDG 3 and SDG 4.

Educational institutions have an important role in shaping informed and socially responsible citizens. As part of "SDGs Scouts for Combating Child Malnutrition," the project team extended its awareness and advocacy efforts to colleges in Islamabad and Rawalpindi.
The outreach activities aimed to introduce students to the challenges of child malnutrition, the importance of balanced nutrition and the contribution of the Sustainable Development Goals to improved health and social development.
The project report identifies the following colleges among the institutions visited:
Islamabad Model College for Girls, F-7/2, Islamabad
Islamabad Model College for Boys, H-9, Islamabad
Islamabad Model Postgraduate College, H-8/2, Islamabad
Federal Government College of Commerce, H-8/4, Islamabad
Bahria College, Islamabad
Institute of Arts and Design College, F-11/1, Islamabad
Islamabad Model College for Girls (Postgraduate), G-10/4, Islamabad
Government Degree College for Women, Murree Road, Rawalpindi
Government Degree College for Women, Satellite Town, Rawalpindi

Through campus outreach and awareness-based engagement, the project encouraged students to recognize child nutrition as a shared social responsibility rather than an issue confined to health institutions.

Social Media: https://www.linkedin.com/feed/update/urn:li:activity:7524000244888530944

Activity: Engagement with nutrition and development stakeholders
(Connecting with Institutions: Strengthening Stakeholder Engagement for Better Child Nutrition)
SDG 2 (Zero Hunger), SDG 3 (Good Health and Well-being) and SDG 17 (Partnerships for the Goals).

Addressing child malnutrition requires more than awareness; it requires collaboration among public institutions, health professionals, development organizations, educational institutions and communities.
As part of "SDGs Scouts for Combating Child Malnutrition," supervised by Dr.Athar Rashid, the student team engaged with relevant health, nutrition and development stakeholders to learn about the challenges of child malnutrition, existing initiatives and possible areas for collaboration.
The project report lists the following stakeholder organizations:
National Institute of Health (NIH), Islamabad
Nutrition International, Islamabad
Save the Children, Islamabad
UNICEF, Islamabad
Action Against Hunger, Islamabad
World Food Programme (WFP), Islamabad
World Health Organization (WHO), Islamabad
Global Alliance for Improved Nutrition (GAIN), Islamabad
Islamabad Healthcare Regulatory Authority (IHRA), Islamabad
These engagements were intended to broaden the students' understanding of nutrition-related challenges and the institutional efforts required to address them.
The project highlighted the importance of partnerships and coordinated action in advancing

Social Media: https://lnkd.in/p/dnGG4_Nq

Activity: Seminars and interactive awareness sessions
(Learning, Dialogue and Advocacy: Seminars on Child Malnutrition and the SDGs)
SDG 2 (Zero Hunger), SDG 3 (Good Health and Well-being) and SDG 4 (Quality Education).

Awareness and education are important starting points for addressing child malnutrition. Under the Social Action Project "SDGs Scouts for Combating Child Malnutrition,"mentored by Dr.Athar Rashid, the student team organized and participated in awareness-based sessions and seminars to highlight the causes, consequences and prevention of child malnutrition.
The sessions focused on:
Understanding child malnutrition and its different forms.
Recognizing the importance of balanced diets and healthy food choices.
Discussing nutritional deficiencies and their implications for child development.

Encouraging students and educators to share nutrition-related knowledge within their communities.
These activities provided opportunities for dialogue, learning and youth-led advocacy.
The report identifies improved awareness and increased interest in nutrition-related discussions as short-term outcomes of the project.

Social Media links:
https://www.linkedin.com/feed/update/urn:li:activity:7524004927896121346

Activity: Stakeholder meetings and interviews
(Listening, Learning and Understanding: Stakeholder Consultations on Child Nutrition)

Effective social action begins with understanding the problem and listening to those working to address it.
As part of "SDGs Scouts for Combating Child Malnutrition," the project team conducted stakeholder meetings and interviews to explore challenges related to child nutrition, community awareness and institutional responses.
These interactions provided an opportunity for students to:
Learn about nutrition-related challenges and awareness gaps.
Understand the roles of relevant institutions and stakeholders.
Explore the importance of community participation and institutional coordination.
Develop a better understanding of possible approaches to nutrition advocacy.
Connect academic learning with practical governance and public policy issues.
The project report records the use of interviews and stakeholder engagement as part of its participatory, community-based approach. It also notes that informed consent and confidentiality were observed during interviews.
The experience helped students appreciate the importance of evidence, consultation and collaboration in addressing complex social challenges.
Social Media links:
https://www.linkedin.com/feed/update/urn:li:activity:7524008201542098945

Activity: SDGs awareness corners and project exhibition
(Making the SDGs Visible: Promoting Awareness through Student-Led Displays and Exhibitions)

The Sustainable Development Goals provide a shared framework for addressing global and local development challenges. As part of "SDGs Scouts for Combating Child Malnutrition," mentored by Dr.Athar Rashid, the student team used visual displays and awareness corners to communicate the importance of the SDGs and their connection with child nutrition.
The project included SDG-related displays at different locations and a project exhibition through which students presented their work and promoted awareness of nutrition and sustainable development.
The visual displays highlighted the relevance of:
SDG 2 – Zero Hunger: Improving nutrition and addressing malnutrition.
SDG 3 – Good Health and Well-being: Promoting healthier lives and child health.
SDG 4 – Quality Education: Using learning and awareness to support social change.
The exhibition and awareness corners provided a visible platform for communicating the project's objectives and encouraging students and visitors to engage with the SDGs.

Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524008824371023872
Activity: Social entrepreneurship and practical action
(From Awareness to Practical Action: Exploring Social Entrepreneurship for Sustainable Change)

Social Action Projects are not limited to identifying social problems; they also encourage students to explore practical and innovative responses.

As part of “SDGs Scouts for Combating Child Malnutrition,” the project team under the mentorship of Dr.Athar Rashid developed an activity described as the successful implementation of an entrepreneurship idea of Healthy Snacks for School children/youth and professionals.
This activity reflects the importance of connecting social awareness with practical initiatives and encouraging students to think about sustainable, community-oriented solutions.
The project experience encouraged students to explore how social entrepreneurship, community engagement and innovation can contribute to addressing development challenges.
The activity also created an opportunity to reflect on the relationship between social responsibility, practical problem-solving and the Sustainable Development Goals.
Relevant SDGs: SDG 2 (Zero Hunger), SDG 3 (Good Health and Well-being), SDG 4 (Quality Education) and SDG 17 (Partnerships for the Goals).

Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524010458052472833

Activity: Project outcomes and reflection
(Youth-Led Action for Social Change: Reflecting on the Journey of SDGs Scouts)

SDG - 2
SDG - 3
SDG - 4

The Social Action Project “SDGs Scouts for Combating Child Malnutrition” provided BS Public Administration and Governance students with an opportunity to translate academic learning into practical community engagement.
Through school, college and university outreach, awareness sessions, seminars, stakeholder meetings, interviews, SDG displays and project exhibition activities, the team reported engaging:
3,010 students
300 teachers and stakeholders
The project report identifies several important learning outcomes:
Greater awareness of child malnutrition and related SDGs.
Increased interest in nutrition-related discussions.
Better understanding of the role of institutions and stakeholders.
Development of leadership, teamwork, communication and research skills.
Recognition of the need for sustained nutrition education and institutional collaboration.
The project also highlighted challenges, including limited time and financial resources, varied levels of participant engagement and cultural misconceptions about nutrition.
The experience demonstrates the value of experiential learning and youth participation in addressing public policy and development challenges.
Project Team: Roqia Batool, Faiza Maryam, Shayan Asif Satti and Irshad Hussain.
Project Supervisor/Mentor: Dr. Athar Rashid
Department of Governance and Public Policy, NUML, Islamabad.
A step towards informed communities, healthier children and a more sustainable future.
Social Media Link:
https://www.linkedin.com/feed/update/urn:li:activity:7524011875223728128