

# THE HORIZON

BREAKING FRESH GROUNDS

EXPLORING NEW HORIZONS



Volume 1, Issue 1, November 2017

# NUMML



## Department of Management Sciences



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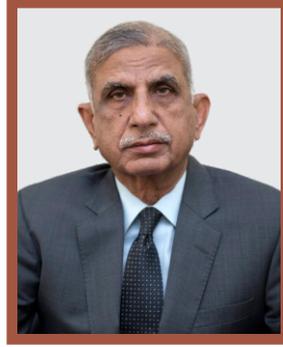
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## Message from Patron-in-Chief



Welcome to the first edition of "The Horizon", – the Newsletter of Department of Management Sciences. Its need was long felt which has finally seen the light of the day. I complement those who imaginatively used their talent, skills and focus of effort to enable the publication of 'The Horizon'.

We are living in an age of rapid advancement in knowledge and information. We can hardly afford information gaps-The Newsletter is expected to judiciously promote sharing of Information and Knowledge. Bulk of space has been reserved for the activities of MS Department which while imparting fruitful awareness to the common readers, would promote higher level of esprit-de-corps and motivation among the faculty and students. Hopefully the publication would attract the Alumni as well as who may be given some space in subsequent issues.

The format of the newsletter is balanced and well thought out. With more experience it may be fine-tuned further. Let the faculty and the students enthusiastically avail the platform of 'The Horizon' to develop their literary skills and intellectual powers.

The emerging NUML Business School is deeply committed to excellence in teaching and research as well as to cultivating close bonds with business and industry in consonance with its vision and mission. The Horizon is expected to facilitate the vital linkage

Wishing the readers a happy visit to the inaugural issue of 'The Horizon'.

**Dean Faculty of Management Sciences  
Brig (R) Dr. Maqsood ul Hassan**



## Message from Patron



The first edition of "The Horizon" is in your hands. With the deep vision and lofty mission of excelling and landmark achievements of NUML Business School, it is rendering its part of the service to the nation wholeheartedly. The Horizon will further add to the glory of the department by further imbibing the spirit to excel by accepting ever going challenges zestfully and rather taking them as opportunities to break new grounds in the field of business administration.

The programs being offered at NUML Business School include graduate and postgraduate programs in Business Administration, Accounting and Finance, Entrepreneurship and Supply Chain Management. The programs are being modernized to suit the current market needs so as to facilitate the students for their placements.

Currently the Department has ten full time PhD faculty members while the rest have MPhil/MS degrees in different specializations of Management Sciences including Supply Chain Management from leading national and international universities. Nine permanent faculty members of Management Sciences Department are pursuing their PhD from leading international universities under faculty development program.

The Department of Management Sciences encourages the faculty and students to undertake research-oriented activities, such as producing research articles in refereed journals and organizing and participating in International Business Conferences. For the last four consecutive years, our Department has been organizing International Business Conferences duly participated by large number of scholars from within the country and abroad. NUML International Journal of Business and Management sponsored and published by our Department, despite short life has made commendable professional strides. It is graded in Y-Category by HEC Pakistan and God willing is poised to attain the next higher category i.e. X in the near future.

The Department with its focus on entrepreneurship, industry academic linkages, corporate social responsibility and involvement of its alumni, curriculum Indigenization as well as persistent effort of its leadership, faculty and staff, the Department has a developed a strategic plan 2015-20 which provides a road map to achieve its vision.

**Happy reading**

**Head Faculty of Management Sciences  
Dr. Nadeem Talib**



## Chief Editor's Note



Welcome to the first edition of "The Horizon", Department of Management Sciences' newsletter.

First, I congratulate the team who worked hard and contributed a lot to bring this newsletter in shape. This newsletter will be published four times a year, and particularly issued to communicate the events and activities of the Department of Management Sciences. As, this is the first issue, few sections will be published in this edition only. These are, Department profile, vision and mission.

The goal of this newsletter is to provide our readers with a concise yet comprehensive picture of all Departmental news nationally and internationally. This newsletter has five sections. First section covers the events and activities of the department. Second, covers the initiatives of the Department. Third section conveys the news. Forth is about the young entrepreneurs and fifth section is the article written by students or faculty members.

To reach the readers all around the world, this newsletter will be available online on NUML website: [www.numl.edu.pk](http://www.numl.edu.pk)

We shall highly value the suggestions of our esteemed readers which may be emailed to the chief editor at [irum.jabein@gmail.com](mailto:irum.jabein@gmail.com).

Enjoy reading our very first issue.

**Lecturer FMS, NUML  
Irum Jabeen**

# Newsletter's Credits

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## Department of Management Sciences



NUML is one of those universities which do not only believe in learning but also give importance to practical skills. With its academic excellence, positive placement, highly qualified faculty, library and IT facilities, NUML is moving towards the achievement of its vision of center of excellence in higher education, research and

innovation and creation of new knowledge. The challenge before the University and its Department of Management Sciences is to earn good name in the market as a Producer of Quality Professionals of Business Administration. The students are also aware of the challenge so they work hard to prove

their professional worth. The Department of Management Sciences prides itself on its academic achievements, along with it, the Department is also known for its extensive all round knowledge by offering a diversified range of co-curricular events for students.

### VISION

To establish as a world-class business school acclaiming distinction for research based, innovative and dynamic entrepreneurial approach to knowledge based business education leading to a better society under-pinned by conscious sense of social responsibility.

### MISSION

To develop business leaders by providing conducive environment to our students and staff to conduct teaching and research in effective and innovative ways to bring practical solutions to the industrial challenges and opportunities faced by business organizations at national, regional and global level.

A NEW YEAR **2017** A NEW SPIRIT

**Professional Development Activities**

**Workshop on “The Art and Skills of Supervising and Reviewing Research Theses”**



A faculty development workshop was conducted in Confucius Hall, Ibn-e-Khaldoon Block, NUML Islamabad Campus on 2<sup>nd</sup> February, 2017. Dr. Muhammad Asif Khan, Head of Department, Department of Management Sciences, Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology (SZABIST), Islamabad, gave a detailed guidance to the Faculty of Management Sciences (FMS), NUML regarding the “The Art and Skills of Supervising and Reviewing Research Theses”. The main contents of this seminar were, scope of supervision,

role of supervisor, supervisory approaches, learning approaches etc. At the end of the seminar Dr. Nadeem Talib, HoD NUML Business School, presented the shield to the presenter followed by a group photograph.

**How to Improve Industry Academia Linkage**

This seminar was organized by the Department of Management Sciences on 18<sup>th</sup> February, 2017. The focal person was Mr. Tahir Mehmood Chaudhary, President and CEO Pakistan Institute of Entrepreneurship. With his ample knowledge, experience and entrepreneurship skills, he shared the practical skills on solidifying the bond between academia and industry.



**Students’ Orientation**

The Department of Management Sciences organized the students' orientation session to welcome the students of Spring session 2017 on 14<sup>th</sup> and 20<sup>th</sup> February, 2017. Dean FMS, Brig (R) Dr. Masud-ul-Hassan and Head of Department, Dr. Nadeem Talib, along with the coordinators, Mr. Adnan Ali Khan and

Malik Mazher Hussain and the faculty members, gave a detail orientation to the new students in the main auditorium of Johar Block. The student of BBA, BSAF, MBA and MS attended the orientation.



## Seminar

### Investor Awareness Session : Mutual Funds

This Seminar was conducted on 28<sup>th</sup> February, 2017. It was meant specifically for the students of finance. Syed Murtaza Abbas Naqvi, Deputy Director, Security and Exchange Commission of

Pakistan was the resource person. At the end of the seminar an MoU was signed between NUML and SECP.



### CPEC Opportunities and Challenges

On 10<sup>th</sup> March, 2017, Dr. Tang Mengsheng, Director Foreign Studies Affairs Peking University, Beijing China talked about the CPEC opportunities and Challenges to the faculty members of MS Department. It was an interactive session where the faculty members asked questions about the CPEC related challenges and shared their opinions in this regard.



### CV Writing and Interview Skills - The Contemporary Approach

The Placement and Liaison Office at NUML Business School organized a skills development Seminar on "CV Writing and Interview Skills" on 17<sup>th</sup> March, 2017. Mr. Furqan Shamsi, Social Confidence Coach/Consultant from Guggu, Accessible Business Solutions addressed a gathering of one hundred and seventy students of BBA and MBA final semester, NUML Business School in Johar Block Auditorium of the University campus. The presenter shared some valuable interview tips and CV of few professional people.



## Competition Law in Pakistan

A seminar on "Competition Law in Pakistan" was organized by the Department of Management Sciences on 15<sup>th</sup> April, 2017. This session was meant to develop awareness about what is/is not a healthy and fair market competition. In this session, the competition Act, 2010 of Pakistan was also discussed. The resource persons were, Mr. Ahmed Qadir, Director General Advocacy and International Affairs, CCP, Syed Umair Javed, Director Legal, CCP and Mr. Noman Laiq, Director Office of Fair Trade, CCP. At the end, Brig (R) Maqsdul Hassan, Dean FMS, gave his concluding remarks, thanked the distinguished guests and presented the shields to the speakers.



## Contemporary Trends in Social Entrepreneurship

Plenty of events have been arranged by the Department of Management Sciences regarding social entrepreneurship. These events create confidence among students to think about and explore their entrepreneurship skills and implement them in real-life. Keeping in view the importance of this thing, a seminar was conducted on 20<sup>th</sup> April, 2017 for the students of BBA and MBA who opted for "Entrepreneurship". The speakers included Mr. Ameer Abbas, Senior Anchor Person at BOL News, Mr. Shafique Sawati, CES owner & CEO at Z.S Global, SMC. Pvt and Ms Imrana Farooqi, Project Manager at Safe World Pakistan. It was concluded by presentation of shields to the participants and speech by the HoD FMS, Dr Nadeem Talib followed by a group photo and refreshment.



## Training Workshop (SECP Workshop on Trading Simulator)

This ninety minutes training workshop was conducted for the students of MBA specializing in Finance, to enlighten them about investment and portfolio management. This was conducted in the IT Lab of NUML Business School on 24<sup>th</sup> April 2017. The trainer, Mr Syed Murtaza Abbas, Joint Director (SECP), Investor Education and International Relation Department conducted an interactive session with the students. Being an expert in this area, he developed some models and provided a great deal of knowledge to students about finance.



## Entrepreneurial Week 2017

Entrepreneurial week was celebrated with great fever by NUML Business School in the university campus on 26<sup>th</sup> and 27<sup>th</sup> April 2017. It is a regular annual event which is conducted by the students of MBA and BBA under the supervision of revered

faculty. This not only provides them an opportunity to showcase their creative skills but also helps them foster their entrepreneurial abilities. The President Islamabad Chamber of Commerce and Industry graciously inaugurated the event.



## Prevalent Recruitment and Selection Practices – A Real-Time Insight

GM Human Resource of NAYA –TEL Mr Taimoor Aziz Bhatti was invited to share the real-time practices and hands-on approach of recruitment and selection on 27<sup>th</sup> April, 2017. Around fifty students from MBA who are specializing in HR were the participants of the event that took place in the Business school's seminar hall. A lively question answer session was also conducted which was followed by the presentation of shields to the guest and group photograph.



## Corporate Grooming



To strengthen the academia-industry linkage and to guide the students for market entry, an awareness seminar on "Corporate Grooming" was organized by Mr. Asad Saleem Malik on 27<sup>th</sup> April, 2017. The focal persons were, Mr. Zahid Farooq, Regional Manager North, Fast

Cables and Mr. Amir Riaz Qureshi, Assistant Professor SZabist. Ninety students BBA and MBA attended this seminar and enriched themselves with the knowledge of self-and professional grooming behaviors.

## 11th Job Fair

NUML FMS Placement and Liaison Office intends to strengthen the Academia-Industry linkages using multiple forums. The 11th NUML FMS Job Fair 2017 was organized by the Placement and Liaison Office, Faculty of Management Sciences on 3<sup>rd</sup> May 2017. More than thirty companies participated in the event. The CEO of Mobilink Micro Finance Bank, Mr. Ghazzanfar Azzam was the Chief Guest at the Opening Ceremony. He was accompanied by Ms. Samia Zahid, HR Head of Mobilink. This event included companies

ranging from local business units to big brands, from domestic business enterprises to multinational enterprises and from government sector to private sector. Approximately one hundred and seventy five students from the final semester of BBA and MBA were given the opportunity to appear for the initial interviews. Several internships were offered and many students were asked to appear for the follow-up interviews at the companies' head offices. The event was a great success administratively and academically.



## Faculty Excursion Trip



On Saturday, 6<sup>th</sup> May, 2017, a trip was organized for the faculty of the Department of Management Sciences to Chinar Golf Club, PC Bhurban. This trip was a celebration gift from the Rector NUML, Maj. Gen Zia Uddin Najam HI (M) (Retd) to the faculty of the Department of Management Sciences who had worked hard in refining their students to win the 2<sup>nd</sup> prize in RCCI Competition. In this trip, children also accompanied their parents and collected pleasant memories.

## Paradigm Shifts in Global Trade

This awareness seminar was held on 10<sup>th</sup> May, 2017. The guest speaker, Dr. Imran Qureshi, Professor, consultant and research scholar at SZabist, with his

extensive knowledge and research, discussed the Global Trade and the shifts in its paradigm. This was an enlightening lecture particularly for the business

students as it provided them current knowledge about the external environment and ways to respond to such changes.



### Food War



Students of BBA 2<sup>nd</sup> Organized this activity on 12<sup>th</sup> May, 2017. It was a marketing project assigned by Ms. Rauza. Overall, seventeen groups participated in this event. The basic theme was to come up with the creative food ideas. The purpose of this activity was to test the creativity of the students and to bring in them the sense of entrepreneurship and developing practical awareness of marketing strategies. . All the participating groups put in their exquisite expertise through innovation and creativity. The chief guest was Brig(R) Dr.Maqsud-ul-Hassan, Dean FMS and guest of honor was Dr. Nadeem Talib, Head of Department FMS.



### How to Lead a Successful Career?

A seminar on career' success was held at NUML on 15<sup>th</sup> May, 2017 under the supervision of Mr. Asif Rasool. The speakers were Mr. Omar Manzoor, Head of corporate communications, mobilink and Mr. Younis Iqbal (COO ufone). They talked about the importance of verbal and

non-verbal communication skills, the choice of career and ways to get exposure and experience. It was a one-hour session which enlightened the students about different career paths and ways to lead a successful career.



Contemporary Recruitment and Selection Practices



The compatibility between the employee and the organization is crucial for the better performance of both. Any inability to find this match may lead to undesirable outcomes. Understanding the importance of this process, the Department of Management Sciences

organized a seminar on "contemporary Recruitment and Selection Practices" on 17<sup>th</sup> May, 2017 for the students of BBA and MBA. The focal persons were Mr. Abbas Haq Awan, Sr. Executive, Ufone, and Sheikh Mehtab Elahi HR Manager VOLTA.

Corporate Strategy and Entrepreneurship in Digital Marketing



This seminar was held on 17<sup>th</sup> May, 2017 in NUML Business School. The resource persons were, Mr. Ahmed Junaid, Digital Marketing Expert, LMKR, and Mr. Rizwan Ali, CEO Agilitron Pvt., Induction Landmark

resources. Speakers discussed with audience the importance of digital marketing, online business' success stories and the corporate strategies to be carried out for the prolific implementation and results.

CSR Activity at SOS Villag

Students of BBA visited SOS village on Wednesday 23<sup>rd</sup> May, 2017. One hundred students and three faculty members participated in this cause. This activity created a sense of care and responsibility among students towards the underprivileged people. Students distributed gift packs and carried out interesting activities and games with the children.



“Sharing Happiness”: A Welfare Project at Edhi Homes



On Saturday, 20<sup>th</sup> May, 2017, students of BBA visited Edhi Homes under the supervision of Ms. Zainab Binte Shaheen. The students conducted many games and engaging activities and distributed gifts items among the underprivileged children. Besides need analysis for the facility was conducted and seven ceiling fans were also donated.



Production Innovation Expo



Students of BBA 6<sup>th</sup> displayed the products they have manufactured in the course project of Production and Operations Management (POM) on 23<sup>rd</sup> May, 2017. Some of the prominent products included, Frosty (Homemade AC), Digital Umbrella, Solar Bag, NUML LAMP, Thief Alarm System, Solar Cap, Bluetooth Smart Helmet, Handy Vaccine Chiller etc.



Pre-Graduation Ceremony MBA Spring 2017

The Placement and Liaison Office organized the Pre-Graduation Celebration for students of final semester of the MBA Program on 23<sup>rd</sup> May, 2017 at Johar Block Auditorium. The students participated with great enthusiasm considering it a triumph after an absorbing 3.5 years at the NUML Business School.



The event was attended by the Dean FMS, Brig (R) Dr. Maqsood-ul-Hassan, HoD MS, Dr. Nadeem Talib and several respected faculty members.

"Be Good": A Welfare Project at SOS Village



On 26<sup>th</sup> May, 2017, students of BBA visited SOS village located in H/11, Islamabad. This activity was organized by the CSR Society of MS Department. This was a whole day activity where students met the under privileged children, played various games, arranged musical competitions and distributed rewards to them. At the end of this activity, students felt a sense of responsibility towards giving back some thing to society. SOS children also enjoyed their time and cherished CSR team.



# NOVEL INITIATIVES

## 01 COFFEE WITH DEAN

The Department of Management Sciences has initiated Coffee with Dean, a specific rather informal platform of FMS designed to meet the Alumni of NUML who are engaged in practical life and serving the society and the nation with credit. This meeting was conducted on 16<sup>th</sup> November

2015 in Dean's office. The participants frankly shared their businesses experiences and possible collaborations. On 4<sup>th</sup> April 2017, another such meeting was conducted with Alumni as it has become Department's tradition. This was a semi-formal meeting which

included brain storming, discussion and feedback regarding relevant topics. Dean and HoD of NUML Business School attended the gathering and gave the alumni an opportunity to share their thoughts about strategic initiatives, industry linkages and Alumni get together.



## 02 FACULTY DEVELOPMENT PROGRAM



Faculty Development Program is an initiative of Higher Education Commission (HEC) to ensure the quality of the knowledge and abilities of the faculty in different universities of Pakistan. National University of Modern Languages in accordance with the HEC, took the action in this regard and started

development of their faculty. The Department of Management Sciences started a series of workshops for the development of faculty. They started from 19<sup>th</sup> September, 2016 and continued till 30<sup>th</sup> September, 2016. The topics of these workshops range from using the software for research and

analysis, creating an understanding about what the times series analysis is, clarifying the process of scientific research method to the publication of research papers in reputed journals and plagiarism policy of NUML.

# NOVEL INITIATIVES

## 03 CSR TEAM

Corporate social responsibility is a constant commitment with the society, fulfilling organization's social obligations and benefiting the invisible areas of the society. NUML CSR team is working with a clear-cut mission of supporting the less fortunate people of the society without any personal concern and zero materialism. Though the team has been working since 2015 but it is formally systematized in 2017. The students are the vigorous

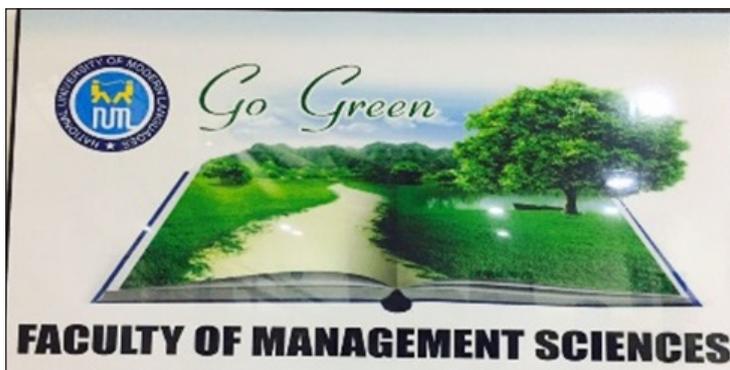
members of the team. Our CSR team is working, under the guidance of Ms. Sarah Imran who is the President of CSR team. The two vice presidents, Muhammad Waseem and Filza Ahmad, two Deputy Presidents, Aimen Asif and Azeem Akram and many associate members are putting in all their efforts to fulfill the social obligations on the behalf of Department of Management Sciences at NUML.



## 04 GO GREEN SOCIETY

NUML GO GREEN society was established in September 2016. The initiative was taken by Mr. Hanif Shahzad Malik under the leadership and guidance of Dean and HoD Department of Management Sciences. This society has done a lot of volunteer work for the betterment of university like plantation, decoration, cleanliness and various awareness programs. And, is still working with full zeal to maintain the flow of spreading awareness

and positivity among the students to work for the environment. The members believe that it is the duty of every individual to keep the environment clean and healthy. Previously the society has directed different campaigns and conducted programs like FM radio shows, plantation, seminars, maintenance of the plants and department cleanliness etc.



# Go Green Society

# PRIDE OF DEPARTMENT

## RCCI Business Plan Competition Success Celebration

NUML Business School celebrated the success of the RCCI Business plan competition by acknowledging the efforts of the related faculty and students for securing 2<sup>nd</sup> Position all over Pakistan. An informal acknowledgement ceremony was conducted in the Business School seminar Hall on 21<sup>st</sup> April, 2017, in which the team was appreciated by the Rector of NUML University, DG, Dean FMS, HoD and all the faculty of NUML Business School over a cup of tea.



## Preston Entrepreneurial Challenge (PEC 2017)

The Talented students of NUML Business School once again made a landmark by winning 1st prize in the inter universities Business plan competition which was held at Preston University on 19<sup>th</sup> and 20<sup>th</sup> May, 2017. Students outperformed in all competitions which included, Business plan, Case Study, Junkyard, Be an Entrepreneur, Elevator Pitch and Advocacy Campaign.



They were awarded with Rs. 100,000/- and earned a lot of gratitude too.

## Express Education and Career Expo

NUML got an overall second position in Express Education and Career Expo 2017. The students of NUML outperformed others in several competitions and brought home the pride of victory and excellence. The success was later celebrated over a cup of tea with the team accompanied by the faculty members and were appreciated



by Brig (R) Dr. Maqsud ul Hassan, Dean FMS, Dr. Nadeem Talib, HoD FMS.

# PRIDE OF DEPARTMENT

## Jama Punji Inter-University Mock Trading Competition



As part of the Jamapunji Investor Education Campaign, the SECP organized a three-week long inter-university mock trading competition for the finance and management students of universities in Rawalpindi and Islamabad from 2<sup>nd</sup> May, 2017 to 23<sup>rd</sup> May, 2017.

The objective of the competition was to help students understand the basic workings of the stock market and to provide them exposure of trading in the capital markets. Over four hundred fifty students participated in the competition. The participant universities included Fatima Jinnah, SZABIST, Hamdard, Bahria, International Islamic, University of Lahore Islamabad Campus and ICMAP's Islamabad Campus.

Despite the intense competition, Haseeb Sadaqat, a student of MBA performed remarkably and secured 3<sup>rd</sup> prize. Dean FMS, Brig (R) Dr. Maqsood-ul-Hassan, HoD MS, Dr. Nadeem Talib appreciated the student and relevant faculty members led by Dr. Faiz Gul.



## MS Department Success Story

NUML Department of Management Sciences success story has been declared among top three best success stories of Indigenization of curriculum out one hundred and sixty seven Business Schools in Deans and Director Conference of National Business Education Accreditation Council (NBEAC) held on February

6<sup>th</sup> August, 2017. Keeping in view the overwhelming importance of CPEC viz. a viz. the economy and projected business ventures of Pakistan, FMS after comprehensive deliberations decided to inject teaching of Chinese Language in BBA program. Early harvest and visible outcome of the program is manifested by the fact

that fifteen Scholarships have been captured by our students in the two universities of Beijing and Shanghai with guaranteed employment in the Chinese companies and CPEC projects after graduation. HoD MS presented the success story in the conference.





### **Congratulations Dr. Nisbat**



NUML Business School congratulates Dr. Nisbat Ali Malik for successfully completing his PhD on 13<sup>th</sup> June 2017. The title of his research work is Development and Testing of Integrated model of Total Quality Management, Supply Chain Management and Human Resource Management on Knowledge Management and Organizational Competitiveness, A study in Textile sector of Pakistan.

### **Dr. Akhtar Tanveer Joined the NUML Business School**



Dr. Akhtar Tanveer joined the NUML Business School in February 2017. He was awarded a PhD in Supply Chains by Lanzhou Jiaotong University (LZJTU), China in 2015. His research interests are in Supply Chain Integration and Optimization, Transportation and Logistics Management, Warehousing Management, Physical Distribution Management, E-logistics and SCM, Reverse Logistics, Legal issues of Logistics and Logistics outsourcing.

### **Ms. Zainab Binte Shaheen Joined the Department of Management Sciences**



Ms. Zainab Binte Shaheen joined the Department of Management Sciences in February 2017 as a Lecturer. She secured MS in Human Resource from Ripah International University, Islamabad in 2013. She has five years of field experience and nine years of teaching experience in a variety of renowned educational institutions. She is also the founder of a social enterprise, "Sunshine- (Kids and Moms)". She is an active associate member of Pakistan Institute of Management and ambassador of "Global Coherence Initiative, California, USA". Her research interests are in Training & Development and Emotional Intelligence.

### **Mr. Muhammad Ehtasham Azhar Joined NUML University as a Lecturer**



Mr Muhammad Ehtasham Azhar joined NUML University as a Lecturer in the Department of Management Sciences in February 2017. Before joining NUML, he was a Senior Network Administrator at Pakistan Air Force Project Vision. He received his bachelor degree in Computer Science from Air University Islamabad and his Masters from Bahria University Islamabad. His primary research interests are in the field of Wireless sensor networks, Internet of Things and Network Security.

# Students' Corner



## YOUNG ENTREPRENEUR

The students at NUML are talented and enthusiastic. Throughout their business studies, they are given various projects to discover and use their business' talents. In this regard, few move one step ahead and start their own business. **Sadam Hussain, M. Faizan Shaheer Khalid** and **Usama Bin Tariq** are those who came up with a business plan and took initiatives to start their own enterprise. Here are their stories:

### Fruto Veggie "The Online Grocery"



The students of BBA 8<sup>TH</sup> M.Faizan, Shaheer Khalid, Usama Bin Tariq have initiated a very different concept introduced in Islamabad, "The Online Grocery", fruits and vegetables buying and delivery. Now, one can online purchase the household necessities and can get them without stepping out. As in today's modern era online shopping is a trend, so addressing this need of customers, Fruto Veggie serves customers in Islamabad and Rawalpindi. Currently they are serving the customers of the sector I/9 and I/10, Islamabad. The group has plans to expand their operation in all sectors of Islamabad in future as it is one of the new businesses in the market and has a lot of potential to grow.

### Sadam Hussain "Friends Collection and Company"



This company deals mainly with footwear. The products range from Charsada Chappal, Peshawari Chappal, handmade shoes to leather wallets and Charsada Khaddar. Sadam Hussain came up with this idea when he was assigned a course project in 2<sup>nd</sup> semester of BBA in 2012. Initially, he started this business with the investment of 15000 Rs/- with twelve pair of shoes. Because of his hard work and consistency, he now is a successful supplier of footwear across Pakistan with his own production unit. He supplies items to big brands of Pakistan like Bissino, Metro Shoes, Midec, One Step, Foot Locker and Borjan. His future plans include introducing his own brand and extending operations at national and international levels.

The science that we have been studying in our text books has taught us that the human heart is a blood pumping machine which pumps up to 7000 litres of blood to the whole body. Brain is considered to be the centre of all commands and emotions. All the feelings and actions are guided and originated by the brain. But for very long rather from the inception of human history all the ancient religions, philosophers, priests, Sufis and poets have talked about the human heart in a different context. They refer to it for depicting feelings and emotions and relate it with the psychological aspect more than the physiological aspect.

Near the Ganga river there was a saint preaching his pupil the matters of life and wisdom. On the other side of the bank, stood a group of people which suddenly started fighting with each other over some issue. The saint asked his disciplines "Do you know why people talk so loudly while they are fighting?" to which the disciplines gave different answers. One said "It is because they are angry", another one believed "because they want to be heard with strength" while some thought it was a routine reflex of being furious. The saint then replied that when you are really annoyed with someone your heart visualizes the other person at a great distance, so in order to fill that gap they speak loudly, while if you are in a cordial relationship with someone you tend to speak softly because you see your heart close to them, even more when you have a strong bond of affection with someone you don't even need to speak and the other person understands, simply because your hearts are connected. The Buddhist religion talks about seven areas in human physiology known as "chakras" to be the centres of spiritual powers. The middle and the most important chakra is known to be the "heart" chakra. The development of this chakra is said to open up the mystic doors of wisdom and causes the self-awakening and spiritual ascension.

A bestselling novel by French born Turkish writer Elif Shafek "The Forty Rules of Love" recently gained immense popularity in the south Asian muslim youth. This novel is based on the teachings the Sufi saint Shams Tabraiz

and Maulana Rumi, it summarizes pearls of great wisdom into forty valuable quotations said to be the forty rules of the mystic love. The second rule states that "The path to the Truth is a labor of the heart, not of the head. Make your heart your primary guide! Not your mind. Meet, challenge and ultimately prevail over your nafs with your heart. Knowing your ego will lead you to the knowledge of God." Maulana Rumi and Allama Iqbal are separated by seven centuries but latter's poetry is known to be greatly inspired by the former whom he considered as his spiritual teacher. Iqbal opens his famous poem "jawab e shikwa" with the famous line "dil se jo baat nikalti hai asar rakhti hai"; something which is said from the depth of heart makes an impact.

Above all the Quran says that "Only through remembrance of Allah do heart find peace" (13.28). Not only this but fourteen hundred years ago the Quran mentions about heart around one hundred and thirty times always referring it as a spiritual center related to wisdom, purity, peace and tranquility. Sometimes it refers to the wrongdoers as having the hearts which are "sealed". At other occasions, it mentions that "their eyes were not blind but it was their hearts which were blind" (22.46).

In 1992, an institution in the state of California, USA was established to study the human heart beyond the physiological context. This institute known as the "Heart-Math" institute gathered doctors, psychologists, statisticians, researchers, scholars, engineers etc. for conducting focused researches on the human heart beyond its conventional role. Their findings were intriguing, lacking conformity with the conventional role of heart and in line with the religious beliefs. Science has been able to prove something which was already mentioned 1400 years more so even before. The series of experiments in the Heart Math institution proves that "heart sends more powerful signals to the brain as compared to the signals brain sends to the heart". The heart beats produce waves that reach the brain and then the brain react or responds according to the heart. It is furthermore interesting to note that heart has an electric field 100 times more

powerful than brain and a magnetic field 5000 times more powerful than the brain. Now when the nature of these signals was assessed it was revealed that when an individual is confronted with a positive situation these signals flow in harmony. They named it as the heart's coherent state. When an individual is facing some negative situation the signals or these waves flow in a rough manner. They are named it as heart's incoherent state. Now the coherent state of heart is proved to be favorable for the physical health of the human heart and incoherent state is unfavorable for the physical health of human heart.

Let's now explore what are those positive circumstances that serve as positive stimulus for the coherent state of heart and what are the negative ones. The results of a series of experiments and diligent study showed that there are certain emotions which are appreciation, gratitude, kindness, care and love etc which form the coherent state. The emotions causing the incoherent state are that of anger, jealousy, criticism, greed, hate, etc.

So strong is the power of human heart that not only ancient religions and above all Islam emphasizes its importance but also the contemporary researches have proved the heart connection in mystical light. The heart is acclaimed to be the center of all human matter and its powers considered to be unfathomable. Mystics label heart as a spiritual receptor, an organ that differentiates between being and not being. And what makes this pivotal organ healthy are the attributes of appreciation, gratitude, care, compassion, kindness and love. We as individuals must put in deliberate effort to keep this organ healthy just by adopting these divine traits. This will not only lead us to live a happy and peaceful life but also make us deserving of the eternal bliss. We must put in our best to keep these sentiments active in our daily lives and to practice kindness in all our relationships. It will directly effect our wellbeing and the wellbeing of our loved ones. Mother Teresa once said "If you want to change the world, go love your family".

# THE HORIZON

BREAKING FRESH GROUNDS

EXPLORING NEW HORIZONS

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