



R&SI DIVISION ANNUAL REPORT 2022



NUML

R&SI
NUML

RESEARCH & STRATEGIC
INITIATIVES

TABLE OF CONTENTS

	Pages
▪ Introduction	01
▪ Research Management	05
▪ Rankings & Policies	17
▪ Industry Technology Cell (IT CON)	23
▪ Business Incubation Centre (B ICON)	33
▪ Research Journal Facilitation	52
▪ Professional Development Centre	61
▪ Placement Centre	75
▪ Collaborations	91

RESEARCH & STRATEGIC INITIATIVES DIVISION



Publications

747 **SNAPSHOT**



Faculty Members Trained

+1500



Students Trained

2,945



Students Engaged in IT CON

300



Business Ideas Registered in Cohorts

345



Funding (PKR million)

33.601



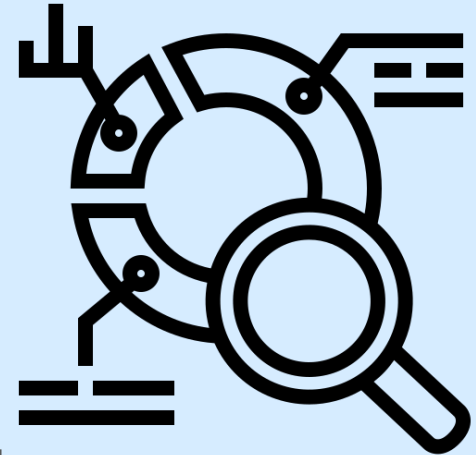
Jobs/Internships

182/81



Collaborations

06



In Research Excellence, NUML has been ranked, for the first time, in X-Category by the Higher Education Commission (HEC). We won 9 research projects - and generated **PKR 33.191 million** revenue. We published various editions of 6 research journals including 76 articles and **PKR 0.41 million** funding received from HEC.

NUML has been ranked for the first time in Times Higher Education (THE) Impact Rankings in 601-800 band out of 1, 406 institutions; in SDG-4 (Quality Education) the University ranked in 101-200 band out of 1,180 institutions. This shows the University's focus on impact oriented quality contribution in the community.

The Professional Development Center organized 5 faculty development programs and 19 individual trainings which resulted +1500 trained faculty members and engaged +50 resource persons. The Placement Center works to develop linkages with the corporate sector to provide internship/job opportunities for students and organizes grooming sessions and recruitment drives.

The Center organized 11 corporate grooming sessions, 2 recruitment drives and 1 job fair, trained around 3,000 students and placed +100 students.

The Business Incubation Center promotes the entrepreneurial culture for the start-ups, accelerators and spin-offs from the students, alumni and faculty members. The Center organized 3 cohorts, 27 awareness sessions (for cohorts), around 30 mentoring sessions and registered 345 business ideas.

The Industry Technology Cell helps transform research and ideas into commercially viable products. The cell provides technology services and support to business, industry and academia; it completed 5 NUML projects, 30 student level projects, engaged 300 students and filed 10 copyright applications. The cell generated revenue of **PKR 7 million** from in-house projects. The Research and Strategic Initiatives (R&SI) Division made six national and international collaborations with various organizations and is continuously striving to bridge the gap between academia, social and public sector and technology firms. The total number of collaborations of NUML stands at 111.



Research Management

HEADLINE
INFOGRAPHIC
DESIGN

■ Lorem ipsum
■ Lorem ipsum
■ Lorem ipsum
■ Lorem ipsum



RESEARCH MANAGEMENT



NUML ranked in

X



Category

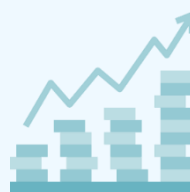
in Research

Excellence by HEC



09

Research
Projects



33.191

Research Funding
(PKR million)



747

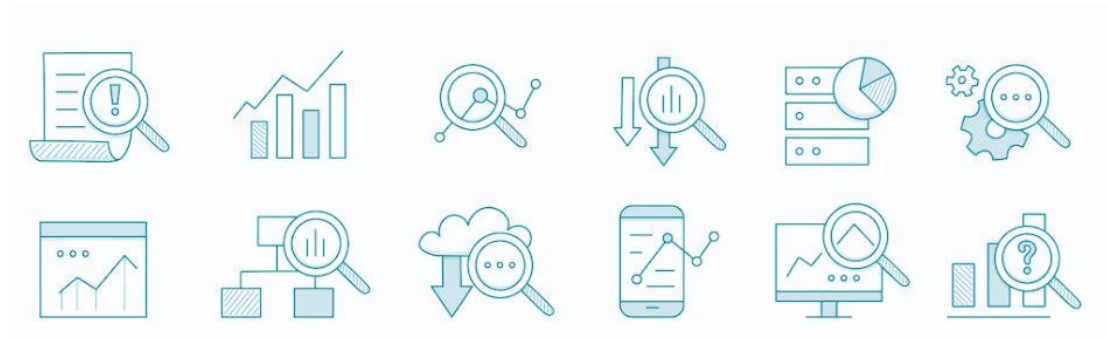
Publications



2.523

ORIC Overhead
(PKR million)

Research Management



Research Management Unit develops, maintains, and communicates pre- and post-award administrative procedures for externally sponsored projects with faculty members. The Unit facilitates faculty members in submission of research proposals and projects - provides support to **Principal Investigators (PI)** in compilation of utilization reports, hiring of project staff, and in managing accounts.

The Unit provides following research facilitations:

- Faculty research audit.
- Provides support on financial, admin and reporting.
- Identification and dissemination of funding opportunities.
- Publication Management System.
- Training of project award holders.
- Research themes identification and specialization.
- Space facilitation for researchers.
- Indirect support to the departments.

The Unit maintains record of:

- Research proposals submitted, approved, and completed.
- Joint research projects submitted, approved, and completed.
- Contract research awarded by industry or government organizations.0 identified and circulated to faculty.
- Consultancy opportunities identified and circulated to faculty.
- Consultancy contracts executed through this Unit



FUNDED RESEARCH PROJECTS (2020 onwards)

PROJECT TITLE	Program	Name of PI	Name of Co-PI	Amount (Rs.)	Status
Equitable English learning experience: a gender based study of remote areas of Baluchistan	NRPU	Dr. Ghazala Kausar	Dr. Munazza Yaqub	3,253,640	In progress
Building up an alternative investment market for smes: challenges and way forward	NRPU	Dr. Abdul Wahid	Dr. Gulfam Khan Khalid	4,809,629	In progress
Creating women's empowerment by developing the narrative from iqbal's perspective	NRPU	Dr. Humaira Shahbaz	Dr. Amber Yasmin	2,824,307	In progress
Harmonizing the university and madrassah curriculum, teaching methodology and research approaches	NRPU	Dr. Syed Abdul Ghafar Bukhari	Dr. Qibla Ayaaz	3,536,076	In progress
Establishment of media sustainable index: a case study of compliance of news channels in Pakistan	NRPU	Dr. Abdul Wahid		973,383	In progress
Fast machine learning based cloud detection	NESCOM	Dr. Sajid Saleem		200,000	In progress

FUNDED RESEARCH PROJECTS

(2022 onwards)

Project Title	Program	Name of PI	Name of Co-PI	Amount (Rs.)	Status
Effectiveness of Culturally Adapted Group Conative Behavior Therapy on Substance Use Disorders and their Careivers: A Randomized controlled Trial from Pakistan	NRPU	Dr. Anila Sadaf Qureshi (FSS)	Dr. Rizwana Amin	2,755,500	In progress
Prioritizing Economic Agenda in Pakistan's Foreign Policy: Lessons Drawn on the Discourse Analysis of its Relations with the US, China and the European Union, 2015-2020"	NRPU	Dr. Muhammad Riaz Shad (FSS)	Amir Mustafa	3,715,800	In progress
GymUstaad: Design and Development of Smart AI-Enabled System for Fitness Coaching"	NRPU	Dr. Saima Nazir (FE&CS)	Dr. Muhammad Haroon Yousaf	5,155,500	In progress
Measuring Success of Public sector funded social health initiatives – Case of Sehat Sahulat Program (SSP)"	NRPU	Dr. Nisbat Ali Malik (FMS)	Dr. Hina Ismail, Dr. Rao Akmal Ali	6,512,000	In progress
Modeling and simulation of hybrid Nano fluid over stretching surfaces"	NRPU	Dr. Anum Naseem (FE&CS)	Dr. Naila Farooq	1,672,000	In progress
Women Participation, Leadership and Empowerment: Case studies on learning for Policy design and action"	NRPU	Dr. Zain Rafique (FSS)	Shahid Habib, Yasir Ameen	4,144,800	In progress
Educational Leaders Attitude towards Technology Adoption: Gender and Professional Development Perspective"	NRPU	Dr. Wajeeha Aurangzeb (FSS)	Dr. Saima Nudrat	1,342,000	In progress
Building Up Policy Framework for Real Estate Market Regularization and Sustainability: Challenges and Way forward"	NRPU	Dr. Faid Gul (FMS)	Dr. Abdul Wahid	4,400,000	In progress
Religious Minorities in Pakistan: Identities, Citizenship with a special Focus on Issues, Challenges and Solutions	NRPU	Dr. Riaz Ahmad (FSS)	Dr. Noor Hayat Khan	2,398,000	In progress

Publication Management & Research Audit

The Research Management Unit maintains record of research publications; the system helps in checking honorarium cases of faculty members as per Higher Education Commission's (HEC) criteria.



Research Publications (2022)

Faculty	W	X	Y	Total Publications
Faculty of Management Sciences	35	11	76	122
Faculty of Engineering and Computer Sciences	99	33	6	138
Faculty of Social Sciences	17	9	104	130
Faculty of Languages	0	6	165	171
Faculty of Arts & Humanities	2	6	64	72
Rawalpindi Branch	8	12	22	42
Regional Campuses	19	8	45	72
Total	180	85	482	747

HEC ORIC SCORE CARD

Higher Education Commission (HEC) measures the performance of ORICs through a ‘Self-Assessment Scorecard’ on an annual basis under the following four performance metrics.

- Human Resource & Operations
- Research Excellence
- Innovation & Commercialization
- Sustainability & Capacity Building.



These Indicators include ORIC human resource, infrastructure and governance, assistance/research support, research proposal submissions, joint research projects run, contract research agreements, policy advocacy & consultancy, agreements signed for collaborations, linkages established with HEIs/corporate sector, MoUs signed with HEIs, commercialization of research, IP/Research Policy status, MoUs with industries/chambers for industrial linkages, patents filed and granted, liaison with industry, revenue generated, strategic plan, workshops, training and showcasing organized.

NUML has been ranked in X category (Top 25) based on the above parameters.

Board of Advance Studies & Research (BASR)

Board of Advance Studies and Research is a governing body that monitors, approves and advises all research related matters. Research titles of postgraduate scholars and other important matters related to postgraduate studies are discussed and approvals are granted as per directions of Higher Education Commission (HEC). Office of Research and Strategic Initiatives (R&SI) playing an important role in order to streamline University's research strategic direction. In this regard, awareness sessions with all faculties were conducted from time to time before BASR. The main objective of these awareness sessions is to streamline the research work, address societal, industrial issues and contribute towards the country's economy.



ORIC-STEERING COMMITTEE (ORIC-SC)

Office of Research Innovation and Commercialization - Steering Committee (ORIC-SC) is the governing body - it provides strategic leadership and governance oversight. ORIC-SC provides advice to Rector-NUML for decisions and actions to be taken in accordance with the objectives, approach and scope of ORIC.

The composition of ORIC-SC is as follows:

- Rector NUML (Chairman)
- President Islamabad Chamber of Commerce and Industries (Co-Chair)
- Pro-Rector Academic Division (Member)
- Pro-Rector R&SI Division (Member)
- Dean Management Sciences
- 4 x Nominations from Industry



The 2nd and 3rd meeting of ORIC-SC were held on 19th January 2022 and November 23, 2022 respectively. The Committee agreed to strengthen academia-industry collaborations and agreed to



develop a commercialization model for the research prototypes and industrial participation.

The house agreed to strengthen academia industrial linkages and proposed a plan of action for future collaboration.

ACTION PLAN



Activities

Responsibilities

ORIC NUML

- Reach out to other industries
- Enhance the collaboration with industries with department level.
- Invite the industry leaders for entrepreneurship and mentoring

Industry

- To provide the industry problems and seek advice from NUML
- Make effort assign focal persons against each action plan.
- Spread the word about the pro-active environment at NUML in diverse field.

Faculties

- Reach out the industries with self-contained portfolios of their respective specialization
- Invite industry elders in various boards and committees.
- Incorporate (if appropriate) these suggested changes in respective curriculum after approval from appropriate bodies.
- encourage faculty students to extend their industry relationship to get increased number of projects/consultancies

ETHICAL INSTITUTIONAL REVIEW BOARD

The Ethical Institutional Review Board was constituted to check the ethical aspects of research proposals before submission to funding agencies. The composition of the IRB is as under:

- Pro-Rector R&SI Division (Chairman)
- Pro-Rector Academic Division (Member)
- Respective Dean (Member)
- Director Quality Enhancement Cell (QEC) (Member)
- Domain Expert (Member)
- Manager Research (Member)

FACILITATION & SUPPORT

The **Research Management Unit facilitates** faculty members and postgraduate scholars. Depending on the requirements of researchers, state of the art laboratories for students and faculty members were established in Ibn-e-Rushd Block with fast internet connectivity and access to **HEC's digital libraries** and other resources.





**Rankings
&
Policies**

Rankings & Policies



NUML ranked in Times Higher Education (THE) Impact Rankings 2022 among

600-800

World Universities



In SDG-4: Quality Education [THE Impact Rankings 2022] NUML ranked among

101-200

World Universities



Policy Documents Devised

06



Got Membership of

**United Nations
Academic
Impact**

Rankings & Policies



Times Higher Education (THE) Impact Rankings 2022



'Times Higher Education' (THE) Impact Rankings - world's only rankings measuring universities' contributions to the United Nations' (UN) Sustainable Development Goals (SDGs). Impact Rankings assess university commitment to sustainability; progress is measured for each of the individual 17 SDGs. In the year 2021, 1,524 institutions participated in Impact Rankings-2022; 1,406 of them were ranked in Overall Level and the rest were ranked in SDG Level.

ORIC applied for the first time to **THE Impact Rankings**.

We participated in 12 out of 17 SDGs. Globally, NUML was ranked in **601-800** band out of 1,406 institutions from 106 different countries.

In the following *five* SDGs, rank of NUML is as under:

Quality Education World Ranking: 101-200 out of 1 180 institutions. National Ranking: 4th out of 62 institutions.	
Gender Equality World Ranking: 401-600 out of 938 institutions. National Ranking: 6th out of 49 institutions.	
Decent Work & Economic Growth World Ranking: 401-600 out of 849 institutions. National Ranking: 4th out of 32 institutions.	
Climate Action World Ranking: 301-400 out of 674 institutions. National Ranking: 5th out of 30 institutions.	
Partnerships for the Goals World Ranking: 601-800 out of 1 438 institutions. National Ranking: 4th out of 64 institutions.	

THE Impact Rankings 2022 Award

Ceremony

For Times Higher Education (THE) *Impact* Rankings, ORIC developed a data collection plan, made/coordinated various policies with other departments in the context of SDGs.

The Office collected the data of year 2020 from various branches and departments of five faculties of the University for twelve SDGs, which were SDG-1 (No Poverty), SDG-2 (Zero Hunger), SDG-4 (Quality Education), SDG-5 (Gender Equality),

SDG-7 (Affordable and Clean Energy), SDG-8 (Decent Work and Economic Growth), SDG-9 (Industry, Innovation and Infrastructure), SDG-10 (Reduced Inequalities), SDG-11 (Sustainable Cities and Communities), SDG-13 (Climate Action), SDG-16 (Peace, Justice and Strong Institutions) and SDG-17 (Partnerships for the Goals).

NUML got ranked in international rankings for the first time; to acknowledge the efforts of ORIC's team, an Award Ceremony was organized on May 12, 2022. Rector-NUML Maj. Gen. *Muhammad Jaffar HI (M) (Retd.)* was the chief guest. All Pro-Rectors, Deans, Directors, Head of Departments along with faculty members were present.



SDG-4 Quality Education Ranking

NUML was ranked in 601-800 band out of 1,406 institutions and in SDG-4 (Quality Education) ranked in 101-200 band out of 1180 institutions.



Policies / Procedures

ORIC has been making various policy making efforts, collaborating policy making activities with other branches/departments, disseminating/improving awareness about new/updated policies, creating/maintaining University policy repository and contributing in developing/updating various University statutes/rules/procedures.



ORIC prepared following documents:

- CSR Policy, Plan and Measuring Impact of CSR Activities
- Placement, Internship and Alumni Policy
- Faculty Development Policy and Plan of Action
- Engagement with Industry and Community Policy
- NUML Library Policy and Procedures
- Faculty/Student National and International Exposure and Exchange Policy

MEMBERSHIP OF UNITED NATIONS

ACADEMIC IMPACT (UNAI)

NUML got membership of the 'United Nations Academic Impact' (UNAI) - an initiative that engages institutions of higher education with the United Nations (UN) in supporting and contributing to the realization of the Organization's purposes and principles, including the promotion and protection of human rights, access to education, sustainability and conflict resolution.

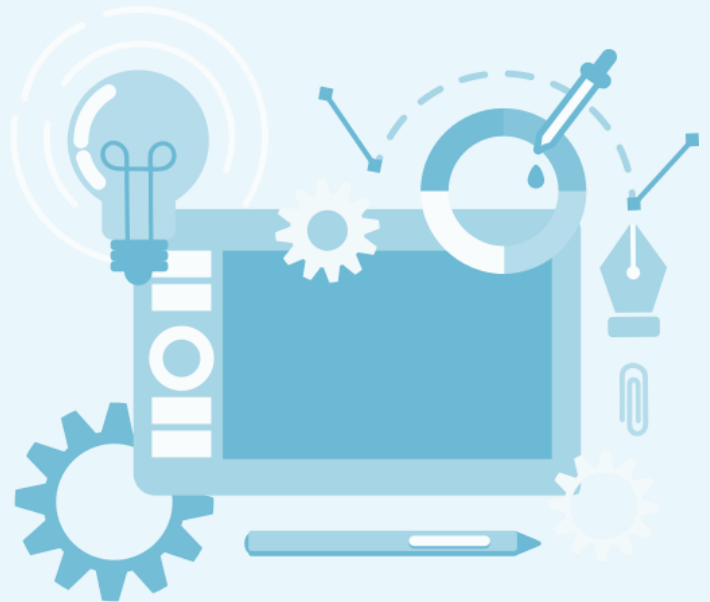


UNAI provides a collaborative platform where members can learn from each other and enhance each other's skills and tools. UNAI provides information on UN activities and provides guidance on how students, professors and researchers can apply their knowledge to the work of the UN and make a difference in their classrooms, communities and campuses.



**Industry
Technology
Cell of NUML
(IT CON)**

Industry Technology Cell



05

NUML Projects



300

Students
Engaged



30

Student Level
Projects
Completed



+4000

Software Users
Interacted/Trained



10

Copyrights
Filed

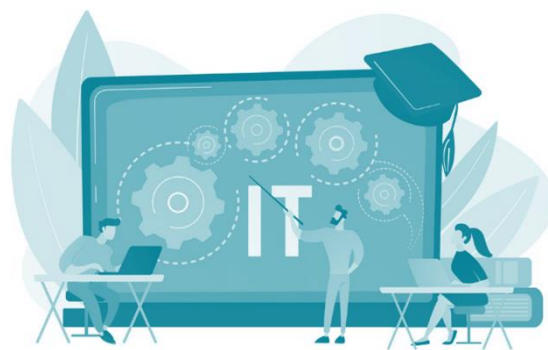


07 Million

Revenue Generated
(PKR) from In-House
Projects

Technology Cell

The students join Industry Technology Cell of NUML (ITCON) to flourish their programming and relevant IT Skills. It helps the students of 2nd to 8th semester to work for a specialized tool to become “Master of One” until the completion of degree. During this year, more than 500 students visited ITCON to get guidelines regarding the latest tools and technologies in Software Development. They were also guided about the IT based innovative ideas, job opportunities and company startup. The students from the Computer Science and Software Engineering departments joined ITCON for an internship in the following tools.



- Front-end Web development using HTML, CSS, JavaScript, Bootstrap, WebAPIs, Firebase. The framework is development based using REACT, Angular and VUE JS.
- Designing using Adobe Illustrator, Adobe Photoshop
- Mobile App wire-framing on Front-end using Figma
- Back-end development using C Sharp / ASP.net on 3-tier and Model View Controller architectures based webforms along with .net Core, Web APIs, LINQ, WCF Services
- Back-end web development using Custom PHP, Laravel, Code Ignitor, Node JS and Django.
- Mobile Application Development using Android (Java, Kotlin), Flutter, Xamarin
- Java based development for Windows and Web Applications using JSF, struts, SPRING, Hibernate, REST APIs, Web Services
- Unity 3D based Game Development

The students who learn with more dedication are able to develop new Software for the NUML and other organizations. They are paid cash prizes after the deployment of Software. The students develop these Software at ITCON under the supervision of Acting Director ITCON and in collaboration with senior fellows. The prominent students who worked with dedication for the development of Software at ITCON are as follows.

Shining Stars of IT CON



Muhammad Shahmir Khan just completed the 8th semester of BSCS and is working with dedication to achieve the milestones along with other commercial projects. He has been working since 2020 at ITCON and then joined B ICON as incubate in FALL 2021.

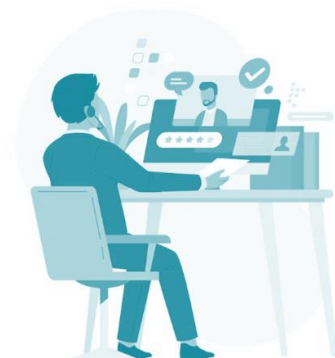
He actively participated in business ideas for AR based Gaming and flourished as the incubatee under the title of Grow Up. He has won 5 competitions for this idea.



Muhammad Sami Uddin has completed the BSCS degree and involved in the technical enhancement of the E-Registration System, Online Feedback System for QEC and Publication System.



He works using C Sharp / ASP.net web-forms with 3-tier and MVC. He is working at “Synergy IT” on an attractive package.



Mr. Muhammad Saif ul Azeem Abbasi completed the BSSE degree and is now working at ITCON to learn the latest tools. He also involves the students working on different tools and technologies at ITCON as per the demand of the projects assigned to them.

He is also incubated at B ICON to develop his idea for a commercial software.



Hanan Nawaz is in 7th semester of

the BSSE and working with dedication on the C# and ASP.net based web development. He worked for 3-tier and MVC based applications.

He also worked for the HR system, minute-sheet system at NUML and other mini Software for different clients. Recently, he is also working on Mobile application development.

Osama Zameer

Shujja Ahmed



They have completed BSCS in last semester. They worked for the front-end development using REACT with material design for ITCON projects.

They have developed multiple projects for national and international clients. They also worked with a senior UK based Software developer to learn demanding tools.

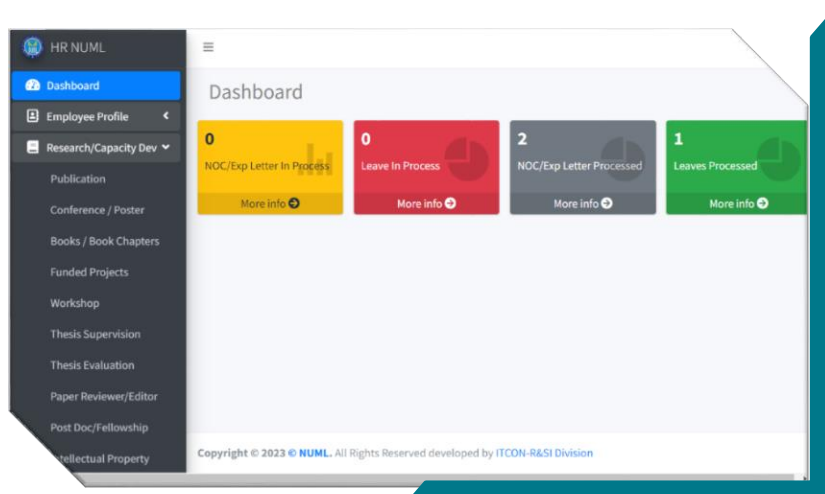
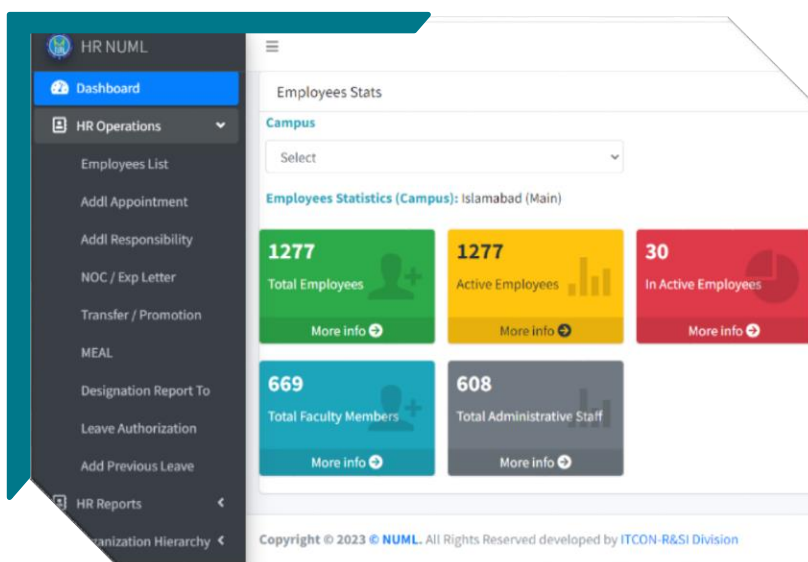
In-House Projects

The prominent Software developed, deployed and updated at ITCON during 2022 are as follows.



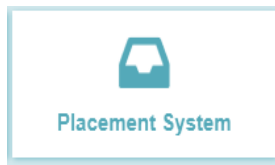
Human Resource Management System

HR System was launched in August 2022 to register the details of academic and admin staff of Main campuses and regional campuses as well. All the employees of NUML can save their education, experience, research publications, Books, Conferences, Trainings and administrative duties. The system is actively in use to apply for Leaves, NOC, experience letter, tax returns and details of other financial matters. The transfer and promotion and contract renewal records are also maintained. Employee records and statistics are maintained for each category to be viewed by the HR department.

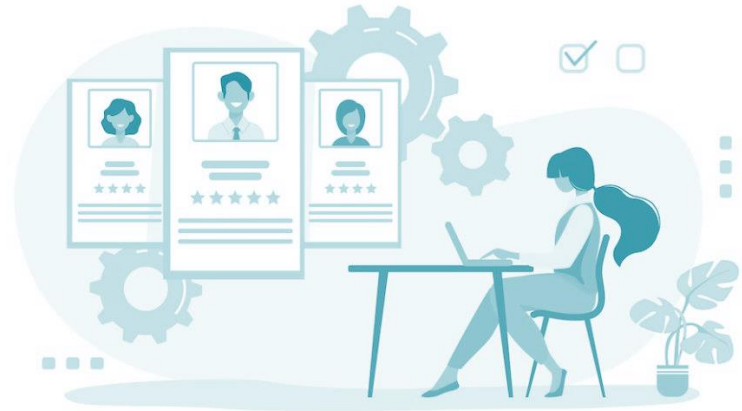


Annual Report 2022

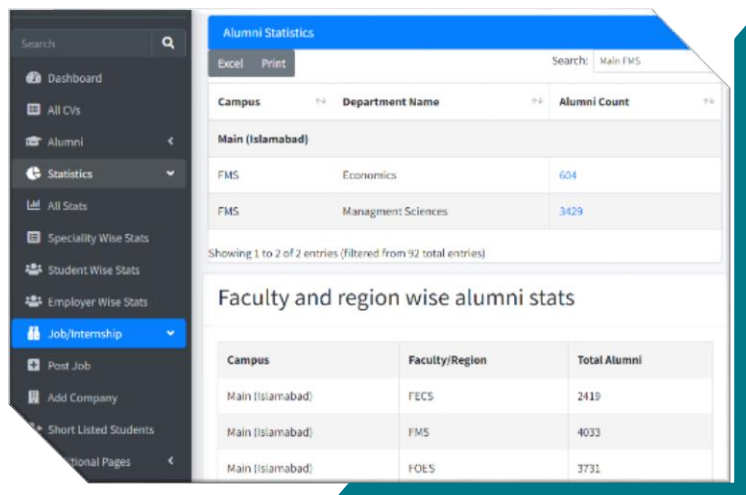
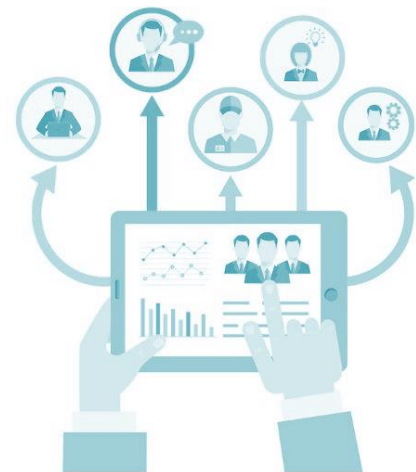
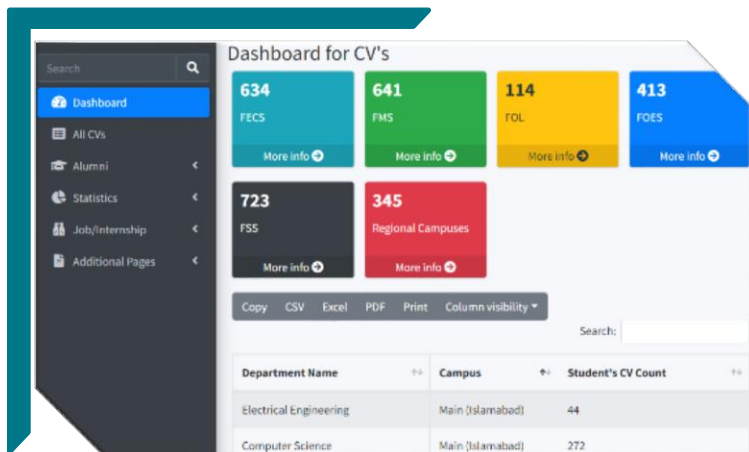
Placement System



The System is developed to manage the internship and jobs for the students of 6th to 8th semesters from Main campus and regional campuses as well. They are offered a life time account to manage their CV details during the degree and after graduation.



Alumni records and statistics are maintained. A number of focal persons are nominated for each department to manage the job opportunities shared by the companies from the industry and then forwarded by the [Manager Placement Centre](#).



Annual Report 2022

Publication System



The System supports the faculty members to enter the details for their publications. It manages online applications to apply for the honorarium cases on successful publication at HEC approved Journals. It manages the date wise and category wise statistics for the number of publications by the faculty members. The overall statistics for each department under a faculty or in a campus are also maintained.

The screenshot shows the 'NUML Publications' interface. The sidebar menu includes: E-Library, Zain Uj Abideen Library Staff, Dashboard, Add Book/Thesis, Inactivate Students, NUML Publications, High Achievers, Achievers, Competitions, Competition Categories, Contact Us, and Logout. The main content area has filters for 'Select the Campus:' (Main) and 'Select the Department:' (Computer Science). Below the filters is a table of publications:

S.No	Authors	Title	Journal	Impact Factor	Category	Publishing Year
1	Fakhr e Alam Afridi, Bushra Ayaz, Yousof Khan, Izzatullah Shahid	Investigating the Spillover Effects of the US Interest Rate on CO2 Emissions. A Case of a Developing Country	Abasyn Journal of Social Sciences	0.0	Y	2023
2	Mohibullah Khan, Ata Ullah, Isra Naz, Sajjad Haider, Nz Jharji, Mohammad Shorfuazzaman, Mehedi	Alpha Fusion Adversarial Attack Analysis Using Deep Learning	computer system science and engineering	4.397	W	2023

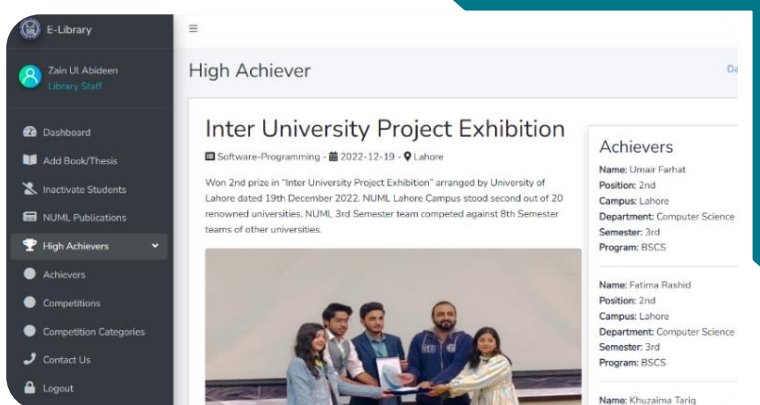
E-LIBRARY



All the students of any department can access the Course books of each semester in all **degrees**. They can also access the general purpose books. **E-library** is accessible to all regional campuses as well. The system is modified further to provide following facilities;

1. Publications are dynamically loaded from the Publication System
2. Thesis completed by **MS / PhD** students are available to all users
3. The competition winners / high achievers are shown to all users and also accessible from the **NUML** Website

High Achievers




Future Plan

We shall encourage the interns at **IT CON** to start their IT companies for software development, IT services, game development and mobile application development. The students will be encouraged to join the Business Incubation Centre of **NUML (B ICON)** to flourish their business Ideas. They will avail the funding opportunities and co-working with commercial companies to scale up their ideas.

In the next year, we intend to work for the following Software.

- 1) A Software will be developed for the administration branch to manage the repository for allocated equipment and furniture for the academic and administrative staff as per the room/office as well.
- 2) **Alumni Management** system to manage the current status of our passed out students.
- 3) Automation for the annual performance report for the faculty members and admin staff as part of HR system
- 4) Automation of recruitment system for the job applicants at the **NUML**
- 5) A Software will be developed for the automation of Translation and Interpretation System.
- 6) A Software will be developed to manage the thesis proposal allocation, supervisor allocation and Final defense for the MS/PhD Thesis.
- 7) Manage the Minutes-sheets processed at **NUML** for the approval of purchasing new items.

A vibrant red cardinal perched on a tree branch in a winter setting. The bird is the central focus, with its bright red feathers contrasting sharply against the muted, greyish-brown background of bare tree branches. The lighting is soft, highlighting the texture of the bird's feathers. A red rectangular box is overlaid on the left side of the image, containing white text.

**Business
Incubation
Center of NUML
(B ICON)**

Business Incubation Centre



345

Business Ideas
Registered



27

Awareness Sessions for
Cohorts



+5500

Students
Interacted for Cohorts



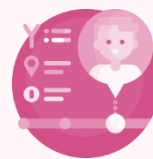
70

Teams
Incubated



12 Teams

Graduated



03

Cohorts Organized



+30

Mentoring
Sessions & Investor Connects



08

Participation in
Business Expo & Idea
Competitions

Business Incubation Centre



Overview of B ICON

Business Incubation Centre of NUML (B ICON) is a flagship project of the Higher Education Commission (HEC) and formally started its operations in October 2016. B ICON triggers entrepreneurial spirit, provides state-of-the-art infrastructure, supports problem-solving innovation, and strengthens business development. B ICON promotes the entrepreneurial culture for start-ups, accelerators and spin-offs from the students, alumni and faculty members.



We encourage business ideas from students, alumni and faculty members to register for different batches / Cohort.

We help to flourish basic ideas into business opportunities. We help students to link with Industrial experts for the grooming of ideas. We also provide funding opportunities from National and International Organizations.

What We Offer

- B ICON Hall for providing a place to incubate
- Idea Room for Discussions and Sessions
- Meeting Place for Clients and other Companies
- Free Internet, No charges for facilities at Incubation Hall
- Mentoring support for faculty and student Start-ups
- Furnished co-working space
- Support for video-conferencing rooms, meeting rooms, discussion rooms, idea room, conference rooms and auditorium.
- Free training/capacity building sessions / Mentorship
- Meet ups with industry experts/practitioners

B ICON Steering Committee Meetings

The 2nd Meeting of the BIC Steering Committee was held on 18th January, 2022. Pro-Rector R&SI chaired the meeting and President Rawalpindi Chambers of Commerce and Industry Co-Chaired.



3rd Meeting on BIC Steering Committee was held on 29th December, 2022. Pro-Rector R&SI chaired the meeting and President Rawalpindi Chambers of Commerce and Industry Co-Chaired.



B ICON's Idea Competitions

Cohort-6

An Idea Competition was arranged where the Start-ups presented their business ideas. Selection Committee was held on 31st March, 2022 with the following members approved by Rector NUML.



Number of Ideas Registered

• 107

Ideas Shortlisted for Competition

• 50

Selected teams for Cohort 6

• 30



Cohort-7

An Idea Competition was arranged where the Startups presented their business ideas. Selection Committee was held on 7th December, 2022 with the following members approved by Rector NUML.



Number of Ideas Registered

• 185

Ideas Shortlisted for Competition

• 46

Selected teams for Cohort 7

• 19

Idea Competition-NUML Rawalpindi

An Idea Competition was arranged at NUML Rawalpindi Branch where the Startups presented their business ideas. Selection Committee was held on 21st December, 2022 with the following members approved by Rector NUML.



Number of Ideas Registered

• 58

Ideas Shortlisted for Competition

• 34

Selected teams for Cohort 7

• 18

Mentoring Sessions

Mentoring sessions have been organized at B ICON on a weekly basis where renowned resource persons from industry and academia mentor our Startup teams to enhance their skills.

Online Session on **Critical Thinking in Business** by Mr. Humayun Shujja, MD Net Solutions held on Feb 12 2022 with teams of HULT prize and Cohort-5.



How to Pitch a Business Idea

Dr. Qalandar Hayat, Assistant Professor, Department of Management Sciences, NUML and Islamabad was held at the Incubation Centre, Ibn-e-Rushd Block on 07 March, 2022.



Idea Enhancement for Pitching Competitions

By Mr. Muhammad Usama on 08 March, 2022.



HRM Software for Startups

Mentoring and one-to-one discussion session on **Human Resource Strategies** and **HRM Software for Startups** by Mr. Salman Khan HR Consultant at MTBC 18 March, 2022.



Social Impact

An online Session by Mr. Jehangir Raja, Lecturer, Department of Management Sciences, SZABIST, Islamabad on “**Social Impact**” on **10th August, 2022.**



Session on IP Registration Process

Session on “Intellectual Property (IP) Registration Process” held on 16 June, 2022 at Iqbal Hall, Ibn-e-Rushd Block.



Session on Idea Exploration & Future Directions

Session on **Idea Exploration & Future Directions** on 12 October, 2022 organized by B ICON Startup “**Grow Up Tech Solutions**” business promotion. It helps to flourish the business ideas and assign the duties as per the demands of achieving the milestone.

Proposal Writing for PMIL

Acting Director B ICON conducted a session on 07th November, 2022 at B ICON Hall, Ibn-e-Rushd Block on **Proposal writing for PMIL** with the shortlisted ideas teams to provide guidance regarding the queries in writing the proposals for Prime Minister's National Innovation Award.



Session on Innovative Small Business Ideas

Session on **Innovative Small Business Ideas** held on 14th December, 2022 at Iqbal Hall, Ibn-e-Rushd Block.



Session on Business Model Design

A Session by Mr. Waqas Ahmad, CEO, Atom Global on “**Business Model Design**” on 15th December, 2022.



Awareness Sessions on COHORT-6

- Dr. Ata Ullah - Acting Director B ICON delivered various online "Awareness Session on Cohort-6" during February, 2022.



- For all campuses including main campus, 6 awareness sessions were conducted for all faculties.

- At Rawalpindi Branch, 2 sessions for the awareness and motivation of students.

- Session at Rawalpindi Branch by Dr. Ata Ullah - Acting Director B ICON held on 04 March, 2022. Online sessions have also been conducted with the students of NUML Rawalpindi on Cohort-6.



COHORT-7

At Main Campus, delivered 8 online awareness sessions of 15 minutes each at the end of each class/ lab connected via LED in the classroom for BSCS, BSSE, BEEE, BBA, MBA, economics, IR and Mass Com. Moreover, 03 in person sessions were also delivered in the Salaam Block.



A series of awareness Sessions at auditorium Salam block with the students of Faculty of Engineering & Computer Sciences both Morning & Afternoon shifts on Cohort-7 by Acting Director

Awareness Session at NUML, Rawalpindi for Cohort-7

At Rawalpindi Branch, 5 short sessions of 15 Minutes were conducted for the awareness and motivation of students from 5th to 8th semesters of BBA, BSCS, Electrical, BSSE, BS-English and CIVIL Engineering at NUML, Rawalpindi Branch.

Furthermore, Acting Director B ICON conducted an awareness session on 24 October, 2022



with the final-year students of the MSCS, MSSE, MSEE and MSCE departments. He shed light on the B ICON activities and encouraged the graduating students to actively participate in the Cohort 7.

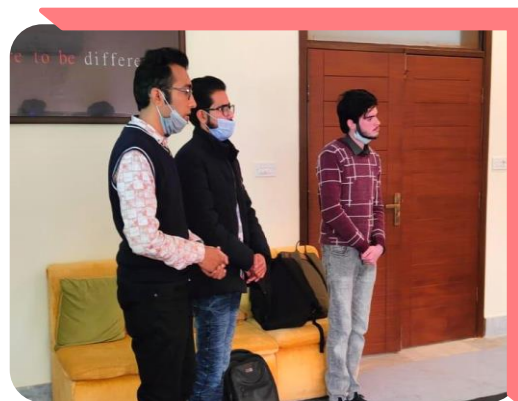
Prize Distribution Ceremony

Awareness Session Cohort-7 & Prize Distribution Ceremony held on 20th October, 2022 at Jinnah Auditorium, Salaam Block, NUML and Islamabad. Certificates were given to the 08 graduated teams of Cohort-5. The first position-holder team of the Business Idea Competition was awarded by a cash prize of Rs. 15,000/- and the second position-holder team was awarded a cash prize of Rs. 10,000/-.



Investor Connect Sessions

B ICON arranged an investor connect session on 2nd March, 2022 at Idea Room, B ICON, Ibn-e-Rushd Block where our Start-ups presented their ideas to the industry.



Business Idea Competitions / Investor

Connect

The Business Idea Competition was held on 29th September, 2022. 8 graduating teams from Cohort-5 participated in the competition.



Investor Connect for the teams of Cohort-5

B ICON invited industry representatives from renowned companies for the investor connect session on 15 December, 2022 at Idea Room, B ICON, Ibn-e-Rushd Block where our Start-ups presented their ideas to avail the funding and co-working opportunities in collaboration with the market.



Exhibition / Pitching Competitions

Exhibition at Jinnah Convention Centre

Our Startups showcased their projects at the BUSINESS EXPO at Jinnah Convention Centre, Islamabad which successfully got the attraction of many customers and companies.



B ICON startups **Paprecious**, **Grow up Tech Solutions**, **NutriMedz** & **Har Kisam Ke Kitabain** got an overwhelming response from the visitors and got a handful of orders regarding their respective businesses.

Exhibition at Islamabad Chamber of Commerce & Industry

One of our Startups got the opportunity being a female led startup to showcase at Islamabad Chamber of Commerce & Industry at ICCI Environment Expo on 1st June, 2022.

One of our Startups got the opportunity being a female led startup to showcase at Islamabad Chamber of Commerce & Industry at ICCI Environment Expo on 1st June, 2022.

Dr. Humaira Shahbaz, Senior Instructor, Persian Department and founder of

“Paprecious” start-up of B ICON got an opportunity at the event to team up with the female-led start-ups funded by the first lady of the ambassador of a European country.



Participation of B ICON Startups in NUML

Book Fair 2022

A promising startup of B ICON Cohort-5 “Har Kisam Ki Kitabain” participated at NUML Book Fair 2022 and got an excellent response from the visitors.

Female led faculty startups titled “Paprecious” and “THESIS” of B ICON actively participated in NUML Job Fair held on 23 Feb, 2022. The highlights are as:

Paprecious

More than 100 interviews were conducted. Interns shortlisted for content writing (blogs), Social Media handlers, Artists, graphic designer

Paprecious got the opportunity to connect with NUML Scholars. Offering them an opportunity to get internships within university premises.

A pool of potential interns from NUML developed and a number of interns got the opportunity to work with Paprecious.



Future Fest 2022

Tech Conference & Expo at Jinnah Sports

Stadium

Future Fest 2022 was a 3-day conference and expo bringing together Pakistan’s top tech start-ups, entrepreneurs, investors, innovators, and technology professionals along with leaders from the public and private sectors, to pave the way for the future of Pakistan through technology.

Acting Director B ICON sparks the curiosity of students who want to be a part of Pakistan’s top tech start-ups, entrepreneurs, investors, innovators, and technology professionals and are looking to pave their way for the future of Pakistan through technology.

Resultantly, 110 students from NUML main campus and Rawalpindi Branch participated in the expo and get a good response from the visitors.

HULT Prize Competition

B ICON teams participated in the HULT Prize competition 2022. The final selection was held at the Idea Room of B ICON. It was arranged after many virtual and on Campus sessions and meetups. The B ICON and other teams presented their business ideas, in front of judges. Now, the B ICON team has engaged the students through regular one-to-one discussions in finalizing the new business ideas for the upcoming HULT prize in 2023.



Prime Minister's Innovation Award (PMIA)

The Prime Minister's National Innovation Award (PMNIA), is an initiative of the Prime Minister's Youth Programme executed by the Higher Education Commission of Pakistan. It provides funding as well as technical support to turn their ideas into a business with a grant of up to PKR 2M.

Pro-Rector, R&SI met Startup teams from B ICON Cohorts to motivate them

for active participation in the Prime Minister's National Innovation Award held on 03rd November 2022 at B ICON Hall, Ibn-e-Rushd Block.

Acting Director B ICON conducted awareness sessions among students of all faculties and encouraged them to be a part of this opportunity. As a result, 22 ideas have been submitted from NUML during 2022.



Innovator Seed Fund (ISF)

Innovator Seed Fund (ISF) supports a grant up to \$35,000 for the early-stage start-ups in seed funding. In addition, successful start-ups will be connected to a range of funding sources that can help them meet their capital needs during the scale-up phase post-program. B ICON NUML played a vital role in encouraging the students and faculty to actively participate in the program.

There were 08 Teams from B ICON who submitted the ideas for the ISF call 2021-22. After filtration by HEC, 04 teams were shortlisted to attend the mentoring sessions at the HEC to compete for the next round. The final round was held on 24 November 2022, and Pro-Rector R&SI and Acting Director B ICON attended the ISF Award ceremony.

In next round of ISF launched on 06 December, 2022, B ICON team guided the students, faculty members and alumni for the awareness to participate in ISF call. Moreover, the B ICON team helped in refining the proposal documents and resolving the queries by the start-up teams. Resultantly, 05 business ideas are submitted till 25th January, 2023.



Winning Competitions by the Startups

- BY: AIESEC NGO on 21/Nov/2022
- 1st position in SIGHT Congress 2022 (ISYWSC' 22). Organized by: IEEE Islamabad Section at FAST Islamabad on 02/Dec/2022
- 1st position at B ICON Idea Competition held at NUML Islamabad on 20 October, 2022
- 2nd position at Open House FECS NUML Islamabad on 26 Dec, 2022
- Hamid Mir from GEO NEWS conducted an interview with Mr. Shahmir Khan during a business idea competition to promote the startup culture and gather feedback on government policies. He was highly impressed by the work, energy, and motivation displayed by the young startup.



Student's Start-up for Food Points / Kiosks at NUML

Kiosks (Dhaba) activity is a great initiative of Rector NUML to promote on-campus entrepreneurial culture by empowering students to learn and earn through physical space and business activity. This activity will ignite healthy competition and will improve on-campus quality delivery of services.



Future Plan

The Business Incubation Centre of NUML (B ICON) intends to conduct Investor Connect Sessions for co-working activities with industrial partners and Chambers of Commerce & Industry at Islamabad (ICCI) and Rawalpindi (RCCI).

- Arrange Cohort-8 & 9 in 2023 for taking new business ideas of students/ Alumni and Faculty. Teams from Regional Campuses will also participate in virtual Cohort-8 by submitting their business ideas online.
- Setup and manage the B ICON at Rawalpindi Branch to conduct the mentoring sessions, investor connects and funding opportunities for co-working
- Conducting sessions for Regional Campuses and on-site awareness sessions to motivate the students and faculty members at the main campus and regional campuses.
- Arrange Business Idea Competitions for upcoming Cohorts by involving the selection committee.
- Engage the teams in different opportunities for funding, competitions, prizes and innovation awards.
- Graduate the prominent Startups to join Accelerator Stage to grow further towards commercial activities.



Research Journal Facilitation



Research Journals



06

Journals



247

Articles Received



76

Articles
Published



31%

Acceptance Ratio

+46000



No of Visitors
On Journals

+5600



No of Articles
Downloaded

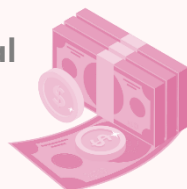
52

International Editorial
& Advisory Board
Members



0.41

Funding received
From HEC
(PKR million)



Research Journal Facilitation



ORIC provides continuous support to Research Journal Editorial Committees and faculty members in terms of training, guidance and correspondence.

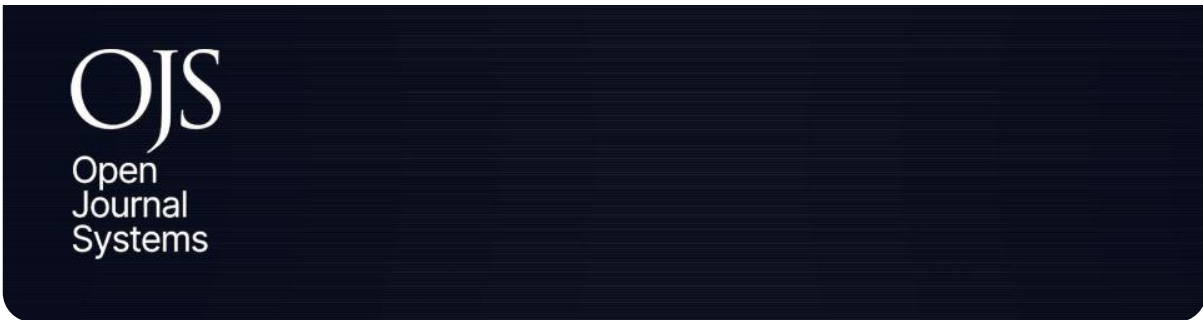
The promotion of research is one of the core strategic goals of the ORIC along with improving the trends of research activities and transforming ideas into innovative products and services. ORIC is a platform that encourages multidisciplinary research and it works for managing and escalating the research activities.



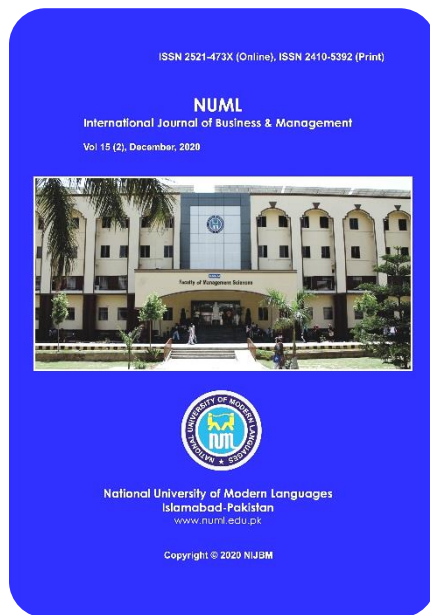
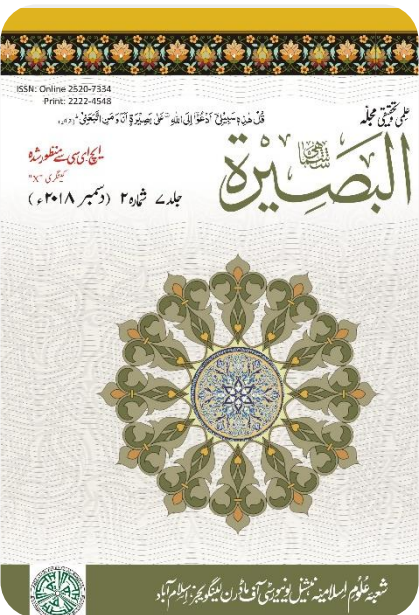
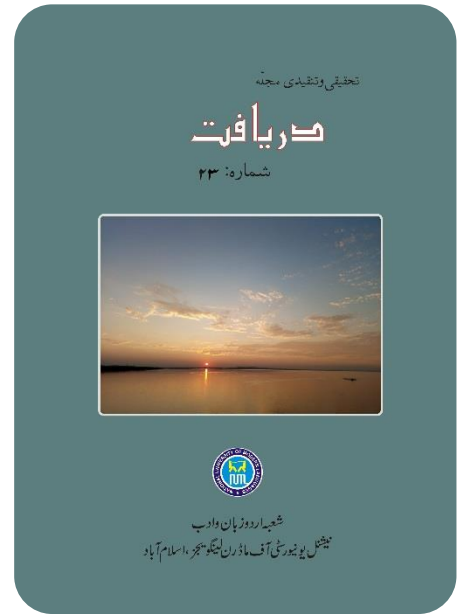
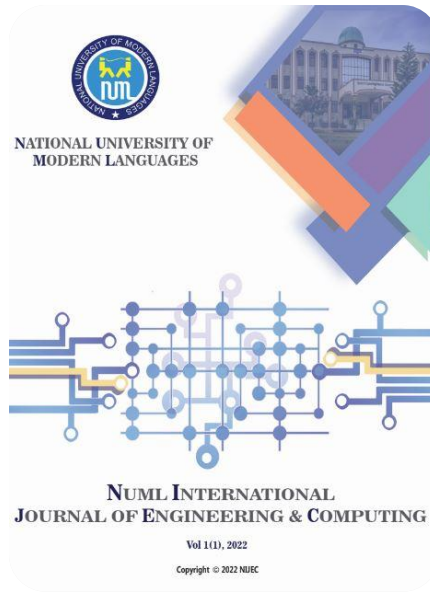
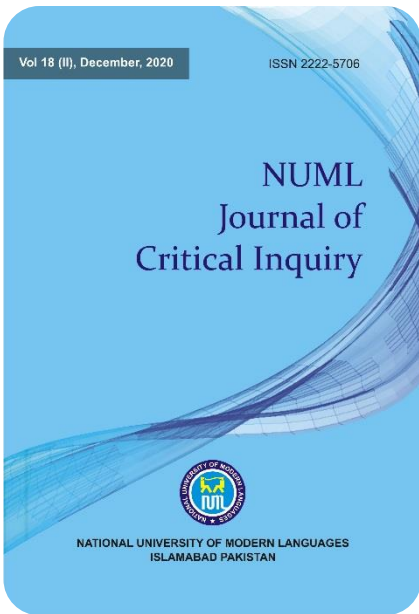
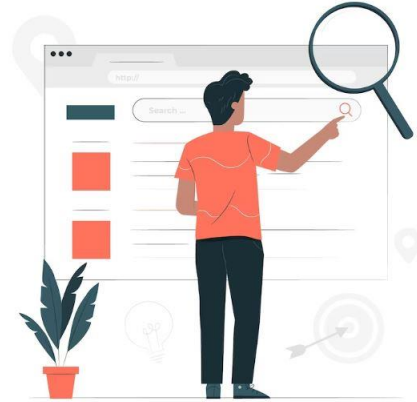
To enhance research productivity and disseminate evidence-based scientific knowledge, NUML is publishing research journals in six categories.

All journals are using the Open Journal System (OJS) for paper submission and review processes for the purpose of publications in the interest of transparency, efficiency and integrity.

EVERYTHING A SCHOLARLY JOURNAL NEEDS



Research Journals



Activities

1. Higher Education Journal Recognition

Higher Education Journal Recognition division annually calls applications for accreditation of journals. Manager journal publication assist editors in their application process to HJRS.



HJRS HEC Journal
Recognition System

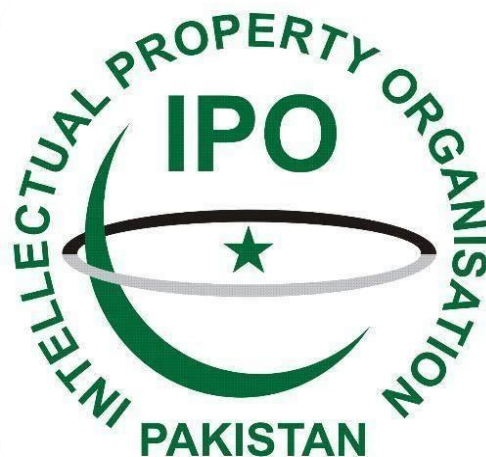
2. Training Sessions with Editors of Journals

Manager research journals, Dr. Irfan Raza arranged a one-day training session to journals' editors about OJS functionalities and editorial work flow processes. He explained processes of articles submissions from authors, peer review, copy editing and final publications on OJS.



3. Intellectual Property Organization

All journals have applied for copyrights to Intellectual Property Organization of Pakistan (IPO). For indexing in SCOPUS and DOAJ, it is important that journals possess their own copyrights. Manager Journal Publication (JP) guided all editors about filling and dispatching the copyright forms to IPO (Karachi).



4. Crossref

All journals are indexed in CrossRef. Crossref is an official digital object identifier (DOI) registration agency of International DOI Foundation. The main benefit of Crossref and DOIs is making research article's content easy to find, cite, link, assess and reuse. The articles published in NUML Journals are being validated by Crossref.



5. Creative Commons Attribution

Uniform journal policies have been made regarding copyright, licensing, plagiarism, open access etc. All journals are licensed under a **Creative Commons Attribution-Noncommercial 4.0 International License (CC BY-NC 4.0)**.



6. Budapest Open Access Initiative

NUML journals are adhering the Budapest Open Access Initiative definition of open access. Both license and open access statements are embedded on every published research article.



7. DIRECTORY OF OPEN ACCESS JOURNAL

Directory of Open Access Journals (DOAJ) is an eminent indexing agency which keeps records of open access journals of the world. Indexing in DOAJ directs towards indexing in SCOPUS and in HJRS. Moreover, Higher Education Commission (HEC) has a stringent policy to derecognize a journal that is removed from DOAJ listing.

Five functional NUML journals have been indexed in DOAJ.



8. NUML International Journal of Engineering & Computing (NIJEC)

NUML International Journal of Engineering and Computing (NIJEC) has launched its first issue in April 2022, which encompassed 5 research articles from renowned researchers. Those articles had been rigorously gone through a double blind peer review process.



9. Number of Visitors on NUML Journals

Journal	Al Basirah	aryaft	NJCI	JRSS	NIJBM	NIJEC	TOTAL
No. of Visitors	8,521	2,147	8,530	7,123	9,349	808	6,478

Articles Downloads History for Year 2022

JOURNAL NAME	ARTICLES DOWNLOADS
ALBASIRAH	1, 241
DARYAFT	295
NIJBM	901
JCI	798
JRSS	2, 913
NIJEC	266
TOTAL DOWNLOADS	5, 694

**NUML
Professional
Development
Centre**



Professional Development Centre



05

Faculty Development Programs Organized



19

Trainings Organized



70

Sessions Organized



+1500

Faculty Members Trained



19

National Workshops



+50

Resource Persons Engaged



07

Workshops arranged on Research, Innovation and Commercialization

NUML Professional Development Centre (NPDC)

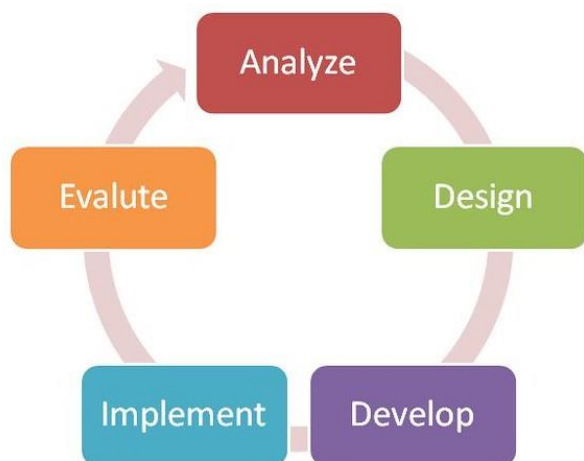


It is a platform to enhance and develop the thinking ability, analytical skills, creation and construction of knowledge to develop a holistic **skill set** that is essential to achieve an optimal performance for the organization **PDC** closely works with the experienced internal and



external faculty members and with seasoned market professionals and consultants to bring in a blend of academic insights and real world practices. We at **NUML** are committed to a continuous improvement and capacity building of our faculty, academicians, professionals, and students to keep them up-to-date in their relevant fields. PDC offers capacity building programs in two streams, stream- I caters to internal employees and stream-II caters to the executives from the external market. **PDC – NUML** offers development programs for **SMEs**, Public and Corporate Sector executives. The center also works in close collaboration with multiple institutes at national and international level to open broader avenues of training and development for the faculty, students and staff members.

OUR DESIGN PROCESS



NUML-PDC believes in learning through experience & exposure. We follow a wide range of procedures for capacity building like **Training Need Assessments (TNA)**, Training Design, Customized Training Process, Training Follow-ups, Mentorship, Counseling and Coaching, Formal Education, Capacity Building Projects and Networking. We at **NUML** value continuous professional development in all areas of teaching, research, and services. In this regard, while

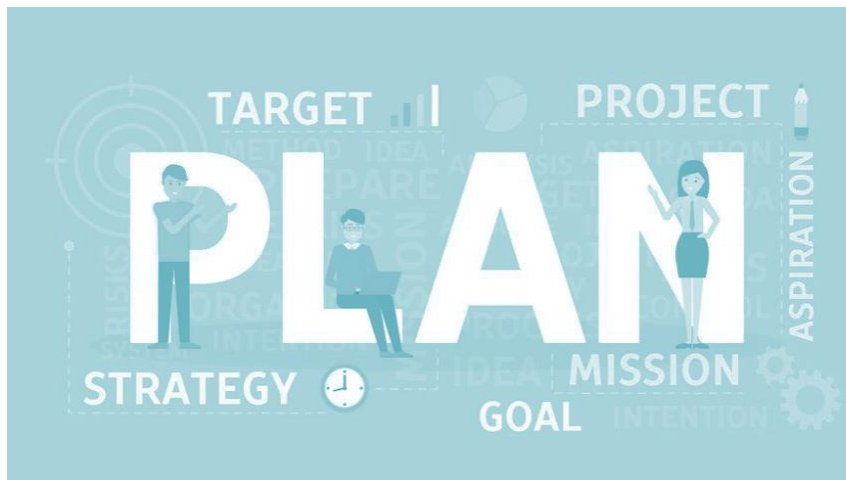
drawing a distinction between training and development, the department of **Research & Strategic Initiatives NUML** is focused towards creating and facilitating the learners with best possible opportunities.

Annual Report 2022

NUML-PDC believes in co-creation of the learning journey where we work with the client to design an innovative program that is aligned with the needs and goals of the organization to achieve *Results That Matter*.

Future Plans

In this era of globalization and rapidly changing industry, we have comprehensive faculty and staff development programs in pipeline for the year 2023 which are strategically designed for beginners to senior members of the faculty and staff also considering factors that are of



vital importance for their professional development. We are planning to enhance the scope to the external market and reach to professionals from all walks of life so *NUML* can strengthen the *industry-academia* relationship.

BE THE DRIVER OF CHANGE

We are looking forward to enrich portfolio of the centre by collaborating with well-known international institutions so we are able to send our faculty and staff and invite faculty members from well-known institutions to promote knowledge exchange and mobility that can add great value to their learning paradigm and will expose them to the global practices in the field of academia.

To develop a sustainable model of learning and development, *PDC* is also looking at options where we can organize trainings and workshops in partnership with other firms to introduce a more hybrid models of learning and networking, also we will be able to offer programs to *SMEs*, Corporate Professionals and Public Sector organizations.



PROFESSIONAL TRAINING PROGRAMS CONDUCTED BY NPDC

NUML - Professional Development Centre conducted following training programs and commercial workshops to enhance and develop the capacity and skillset of the participants.



“An investment in knowledge pays the best returns”

Interactive Workshop on International Phonetic Alphabet for Language Teachers

Date: Dec 27, 2022

Resource Person: Dr. Aamir Zaheer Asst. Professor – NUML



The International Phonetic Alphabet (IPA) is an excellent learning tool for pronunciation. A given letter can vary in sound across languages and dialects, the IPA standardizes these sounds by giving each one its own unique letter or symbol. It breaks them down in a way so you can learn every small difference.

The workshop was well received by the participants from the Faculty of Languages.

Interactive Workshop on Team Management & Conflict Management for Deans and HOD's

Date: Dec 13, 2022

Resource Person: Ms. Sabahat Bokhari, Head of Diversity & Inclusion @Jazz Pakistan



Effective team management involves supporting, communicating with and uplifting team members so they perform to the best of their abilities and continue to grow as professionals. MS. Sabahat Bokhari shared some great experiences and practical approaches practiced by their organization that have benefited from as one of the largest telecom of the country.

The session was very interactive and all the senior management from NUML participated and exchanged their ideas.

Interactive Training Workshop on PAPER SETTING & DEVELOPING RUBRICS for Faculty of Engineering & Computer Sciences

Date: Oct 20, 2022

Resource Persons: Dr. Shehraz Alam - Asst. professor NUML & Dr. Muhammad Rizwan, Asst. professor - NUML

To help **teachers** understand expectations and importance for each assignment, and also enable teachers to assess work fairly, it is of vital importance that a uniform and standardized process for paper setting and developing rubrics is practiced.



For all faculties of **NUML** to bring them on one platform while exchanging ideas and sharing knowledge on future challenges and requirements, the faculties were requested to conduct refreshers on the given topic, the **sessions** were very helpful and well received by the faculty members.

Interactive Training Workshop on PAPER SETTING & DEVELOPING RUBRICS for Faculty of FA&H

Date: Oct 21, 2022

Resource Person: Dr. Samra Afzal Dr. Asma Haseeb – Asst. professor



Interactive Training Workshop on PAPER SETTING & DEVELOPING RUBRICS for Faculty of Languages

Date: Oct 18, 2022

Resource Person: Dr. Jamil Asgher Jami, Dean FOL



Interactive Trainings

Interactive Training Workshop on “PAPER SETTING & DEVELOPING RUBRICS” For Faculty of Management Sciences

Date: Oct 17, 2022

Resource Persons:

Dr. Saima Shafiq Assoc. professor – NUML



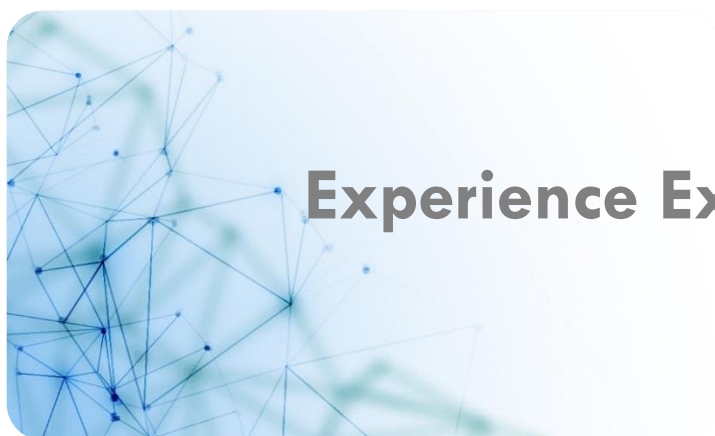
Interactive Training Workshop on “PAPER SETTING & DEVELOPING RUBRICS” For Faculty of Social Sciences

Date: Oct 19, 2022

Resource Person: Dr. Farkhanda Tabassum, Asst. professor – NUML



Professional Trainings



Experience Exposure Education

Faculty Development Program

Level - I for Existing Faculty (COHORT- I)

Date: July 4 - 8, 2022

Resource Person: Dr. Dubash Khusro, Dr. Ata Ullah, Ms. Saima Sherani, Dr. Hina Shahab

Keeping in view the objective of continuous capacity development of faculty members, Professional Development Centre organized a 5-day comprehensive Faculty Development Program LEVEL – I from **July 4 - 8, 2022** for the existing faculty members to **provide exposure and refreshers on latest teaching practices and essentials of a teaching in higher education**. The program **highlighted the importance of assessment strategies and factual feedback, paper setting and rubric development and importance of effective communication** in today's world.



Faculty Development Program Level - I for Existing Faculty (COHORT-II)

Date: July 25 - 29, 2022

Resource Persons:

Dr. Hina Shahab (Asst. Prof), Dr. Ghazala Kausar (Asst. Prof), Dr. Saira Nudrat (Asst. Prof), Dr. Ata Ullah (Assoc. Prof), Dr. Mariam Din (Asst. Prof), Dr. Fuwad Bashir (Assoc. Prof. Szabist), Dr. Sajid Saleem (Asst. Prof.)

Keeping in view the objective of continuous capacity development of faculty members, Professional Development Centre organized a 5-day comprehensive Faculty Development Program LEVEL – I from July 25 - 29, 2022 for the existing faculty members to provide exposure and refreshers on latest teaching practices and essentials of a teaching in higher education. The program highlighted the importance of assessment strategies and factual feedback, paper setting and rubric development and importance of effective communication in today’s world.



Faculty Development Program Level-I for Existing Faculty (COHORT-III)

Date: Aug 15 – 19, 2022

Resource Persons: - *Dr. Atif Bilal* (Assoc. Prof. Szabist), *Dr. Dobash* (CEO Lahore Institute of Future Education), *Dr. Mustafeez Alvi* (Prof. NUML), *Dr. Hina Shahab* (Asst. Prof. NUML), *Dr. Ghazala Kauser* (Asst. Prof. NUML)

Keeping in view the objective of continuous capacity development of faculty members, Professional Development Centre organized a 5-day comprehensive Faculty Development Program *LEVEL – I* from Aug 15 - 19, 2022 for the existing faculty members to provide exposure and refreshers on latest teaching practices and essentials of a teaching in higher education. The program highlighted the importance of assessment strategies and factual feedback, paper setting and rubric development and importance of effective communication in today's world.



Training Workshop for NUML Staff Members (Maalis/Janitorial Staff)

Date: June 8, 2022

Resource Persons: *Muhammad Asif* (Labor Supervisor) and *Muhammad Ramzan* (Labor Supervisor)

The Professional Development Centre conducted a workshop for staff members (Maalis, Janitorial Staff, Drivers, Conductors, Naib Qasids and Security Team) to emphasize the importance of work excellence, they were briefed about the policies, procedures and protocols that are critical for their roles.



Training Workshop for NUML Staff Members (Maalis/Janitorial Staff)

Date: June 8, 2022

Resource Persons: *Mr. Imran Ahmad* (Assistant Director), *SM (R) M Ikram* (Security Supervisor)



Training Workshop for NUML Staff Members (Naib Qasids & Bus Conductors)

Date: June 9, 2022

Resource Persons:

Mr. Muhammad Mushtaq Transport Manager



Annual Report 2022

Training Workshop for NUML Staff Members

(Naib Qasids & Bus Conductors)

Date: June 9, 2022

Resource Persons: Mr. Muhammad Mushtaq Transport Manager



Faculty Development Program Level - I for Newly Hires Faculty

Date: - Feb 7 - 11, 2022

Resource Persons: Dr. Hina Shahab (Asst. Prof), Dr. Ghazala Kausar (Asst. Prof), Dr. Saira Nudrat (Asst. Prof), Dr. Ata Ullah (Assoc. Prof), Dr. Mariam Din (Asst. Prof), Dr. Fuwad Bashir (Assoc. Prof. Szabist), Dr. Hafsa Zahoor (Asst. Prof)



Professional Development Centre organized a 5-day comprehensive Faculty Development Program LEVEL - I from Feb 7 – 11, 2022 for the newly hired faculty members to develop insights on the latest tools

and techniques being used in the field of teaching, the program also explored areas like role of a university teacher, how to develop and construct knowledge, most common class room techniques to engage students, good practices in higher education, conflict management at workplace, learning through diversity and how they can improve as researchers by using the best possible resources available in the market.



**NUML
Placement
Centre**



**YOUR
FUTURE
DEPENDS
ON WHAT
YOU DO**

today

make it
COUNT!

GOALS:

- o start studying!
- o start studying!
- o studying!

SPANS

wooden
marks

Placement Centre



11

Corporate Grooming
Sessions



11

Students Orientation
Sessions



02

Recruitment
Drives



01

Jobs Fair



182

Jobs Offered



81

Internships
Offered



32

Focal Person
Trained



2945

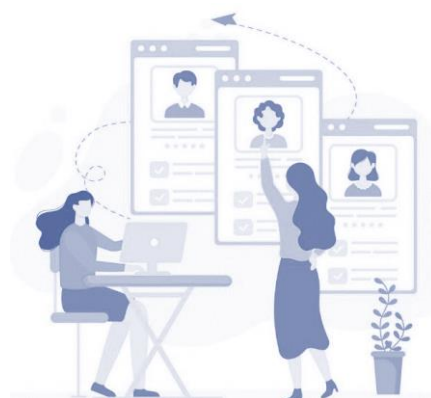
Students
Trained

NUML PLACEMENT CENTRE



The NUML Placement Centre develops and maintains a relationship of mutual benefit between employers and the University for the benefit of students and graduates of NUML.

It helps students define their career goals and equips them with the skills and information necessary for a successful job/internship. The Centre was established in July 2021. All the available internships and job opportunities are shared regularly with the departmental focal persons, faculty, and



students through emails, WhatsApp groups, and social media platforms such as Twitter, Facebook, and LinkedIn. Corporate sector is invited regularly to visit NUML Placement Centre for identifying opportunities for collaboration and to strengthen industry and academia relationships. Students from different faculties visit the NUML Placement Centre for guidance, career counseling, internships, and job placement support services provided on a regular basis.

Following services are offered by the Centre:

- Develop linkages with the corporate sector.
- Provide opportunities for students to link with the corporate sector.
- Intimate students for internships/job opportunities and platforms.
- Organize Job Fairs and campus recruitment drives.
- Develop CV profiles of students.
- Organize visits to the corporate sector/industries.
- Organize alumni engagement activities.
- Organize training/workshops on job searching, CV writing, and interviewing skills.
- Organize mock interviews and corporate grooming sessions to enhance soft skills.

ACTIVITIES OF THE CENTRE

The Placement Centre engages in various dimensions by organizing following different activities:



NUML JOB FAIR 2022

The NUML Job Fair was organized on 23 February 2022 at the NUML Gymnasium. The NUML Job Fair 2022 was inaugurated by Maj Gen Muhammad Jaffar HI (M) (Retd). Students of all faculties of NUML participated and more than 50 companies interviewed the students in the event. Newspapers and Electronic media covered the event, which enhanced NUML



and corporate sector branding. This event allowed students to interact with the corporate sector and networking forum. Companies were able to interview a large number of students and students were able to explore the industry demands firsthand which will allow them to understand and align themselves with the job market.



Orientation Sessions

The NUML Placement Centre (NPC), organized the orientation sessions and visits of the Placement Centre for the faculty members and students of different faculties of NUML. They were informed about the brief introduction and presentation about the NUML Placement Centre and its Vision,



mission, objectives, Scope, and new management, Social media platforms, NUML Placement System and future initiatives. Around 1865 faculty members and students were made aware of NUML Placement Centre initiatives in 11 different brief orientation sessions at the Iqbal Hall Ibn-e-Rushd Block, which enhanced the awareness of the NUML Placement Centre among faculty members and students.



Certiport Seminars

Certiport SET Pakistan Seminar for Faculty of Engineering and Computer Sciences Morning Session Fall 2022

NUML Placement Centre in collaboration with Certiport, SET Pakistan and the registrar's office National University of Modern Languages Islamabad organized an informative seminar for the Faculty of Engineering and Computer Sciences morning students. The session was held on December 15th, 2022 at Main NUML Auditorium to give detail information related to the value of multiple international certifications such as Microsoft, Adobe, Unity, and other business related certifications and how can these assist students to get jobs, develop their career paths and increase capacity building. Dr. Sonia Saleem CEO SET Pakistan was the chief guest and the session was chaired by Dr. Muhammad Zubair Iqbal Pro-Rector R& SI. The resource person for the session was Dr. Jibrán Ali CMO and COO, SET Pakistan.



Certiport Session
December 15, 2022

- >Microsoft® Office Specialist
- >Microsoft® Certified Educator
- >Microsoft® Certified Fundamentals
- >Adobe® Certified Professional
- >Apple: App Development with Swift Certification
- >Autodesk®
- >Communication Skills for Business Entrepreneurship and Small Business Certification
- >Intuit® QuickBooks Certified User
- >Intuit Design for Delight Innovator Certification
- >IC3 Digital Literacy Certification
- >Information Technology Specialist
- >Project Management Institute
- >Unity Certified User Certification

Time: 11:40 to 13:15
Venue: Auditorium, NUML

Dr. Jibrán Ali Khan
CMO & COO, SET Pakistan

SMART EDUCATION TECHNOLOGY GROUP
CERTIPORT
SOCIO ENGINEERING TECHNOLOGIES



Certiport SET Pakistan Seminar for Faculty of Management Sciences

Morning Session Fall 2022

The seminar was organized by NUML Placement Centre in collaboration with the Faculty of Management Sciences morning students. The seminar was held on December 16th, 2022 at NUML Auditorium for the students. Certiport SET Pakistan, the International Accredited Skill Certification provider enlightened students on the value of multiple certifications like Microsoft, Adobe,



Unity, and other business related certifications and how these can help students to get jobs, develop their career paths and increase capacity building. Dr. Sonia Saleem CEO SET Pakistan was the chief guest and the session was chaired by Dean Management Sciences Prof. Dr. Zahid Iqbal. The resource person for the session was Dr. Jibran Ali CMO and COO, SET Pakistan.



Alumni Employment Survey

2022

NUML Placement Centre conducted an Alumni Employment survey for 'QS Asia Rankings' against the indicator, 'Employment'. The target respondents of this survey were the alumni of all NUML Faculties. The survey was conducted to evaluate the



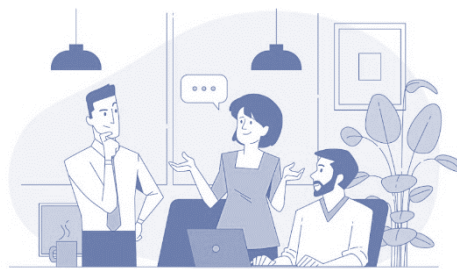
ratio of employed alumni, unemployed, pursuing further education and the ones who are unavailable for work at the moment after graduation. The form was distributed to all NUML main and regional campuses for dissemination to NUML alumni serving the corporate sector nationally and internationally. The total numbers of responses collected amounted to 2089.

New Social Media Platforms

Social media is an important part of business strategy. It helps to reach potential employers, build relationships with existing employers, and disseminate jobs and internships for the corporate sector and students. In order to stay competitive in today's digital world, businesses need to make sure that their social media platforms are up-to-date and optimized for maximum engagement. NUML Placement recently upgraded their social media platform by adding Twitter and LinkedIn accounts, which will allow them to better target potential organizations and engage with the corporate sector. This upgrade will help them stay ahead of the competition while providing an improved user experience for their followers.

Corporate Grooming Sessions

The Placement Centre organized 11 sessions on ‘Student Employability Skills, Soft Skills, CV Writing and Interview Skills’ in collaboration with different Faculties.



Session for Faculty of Management Sciences

Morning Session 2022

The NUML Placement Centre organized a session for the students of the final semester for the Faculty of Management Science (FMS). Session (morning program), titled ‘Job Ready Employability Skills for Future Work 2030’ was conducted by Mr. Khurrum R. Ghorri CEO Prudential Solutions (PVT) LTD on December 02, 2022 10:00 am at Iqbal Hall Ibn-e-Rushd Block.



Session for Faculty of Management Sciences



Morning Session Fall 2022

Another session for the Faculty of Management Science (FMS) morning program titled ‘CV and Resume Writing for Business’ was conducted by Mr. Muhammad Adnan Corporate Trainer and Consultant on December 02, 2022 at 11:00 am Iqbal Hall Ibn-e-Rushd Block.



In this session the trainer explained different strategies for employability and successful interviews. Further, I also explained how to develop Curriculum Vitae (CV).

Session for Faculty of Management Sciences

Evening Session Fall 2022

The evening session was organized by NUML Placement Centre for the students of the final semester (evening program), Faculty of Management Science (FMS). The session was conducted titled ‘Contemporary Interview and CV Writing Skills’ by Ms. Mishael



Mushtaq HR Manager Code Hub. Systems on December 02, 2022 at 4:00 pm at the Iqbal Hall Ibn-e-Rushd Block.

Session for Faculty of Social Sciences

Morning Session Fall 2022



The NUML Placement Centre organized the session in collaboration with the Faculty of Social Sciences (FSS), for students of the final semester of the morning program.

The Session was chaired by Dr. Mudassir Mukhtar HOD Department of Media and Communication Studies Department Faculty of Social Sciences (FSS). The session was conducted by Ms. Mishaal Mushtaq HR Manager Code Hub, titled 'Employability Skills for Students' on December 07, 2022 at 10:00 am at the Iqbal

Hall Ibn-e-Rushd Block.



Session for Faculty of Social Sciences

Morning Session Fall 2022

The NUML Placement Center organized the session in collaboration with the Faculty of Social Sciences (FSS), final semester students of the morning program. The Session was chaired by Dr. Muddasir Mukhtar HOD Department of Media and Communication Studies Department Faculty of Social Sciences (FSS), the session, was conducted by Ms. Mariyam SSDO, titled 'Employability Skills for Students' on December 07, 2022 at 11:00 am the Iqbal Hall Ibn-e-Rushd Block.



Session for Faculty of Arts & Humanities

Morning Session Fall 2022

The NUML Placement Centre organized the session in collaboration with the Faculty of Arts and Humanities (FAH), for students of final



semester of morning program. Dr. Muhammad Uzair Dean Faculty of Arts and Humanities

(FAH), chaired the session conducted by Mr. Khurram R. Ghori CEO Prudential Solutions

(PVT) LTD titled ‘Job Ready Employability Skills for Future Work 2030’ on December 09, 2022 at the Iqbal Hall Ibn-e-Rushd Block.

Session for Faculty of Arts & Humanities

Evening Session Fall 2022

The Corporate Grooming Session was organized by the NUML Placement Centre in collaboration with the Faculty of Arts and Humanities (FAH) for students of the final



semester of the evening



program. The first session for the evening students was chaired by Pro Rector R& SI and the chief guest was Amir Abbasi, Consultant and trainer.

The session was conducted by Ms. Wajeeha Abbasi Assistant Manager – Recruitment and Selection Teach for Pakistan titled ‘CV Writing and Future Employability Skills’ on December 07, 2022 at 4:00 pm in the Iqbal Hall Ibn-e-Rushd Block.

Session for Faculty of Arts & Humanities

Evening Session Fall 2022



Another session was conducted in collaboration with the Faculty of Arts and Humanities (FAH), for students of the final semester of the evening program. The chief guest was Amir Abbasi Consultant and trainer. The session was

conducted by Mr. Muhammad Adnan Corporate trainer and Consultant titled ‘, ‘CV and Resume Writing for Business’ on December 07, 2022 5:00 pm at the Iqbal Hall Ibn-e-Rushd Block..

Session for Faculty of Engineering & Computer Sciences

Morning Session Fall 2022

The Placement Centre in collaboration with the Faculty of Engineering and Computer Sciences (FE&CS), organized Corporate grooming session for the final semester students.



(Morning program), titled ‘Computer Science and Medical Billing Careers Skill Development’.

The session was chaired by Dr. Basit Shahzad Dean (FE & CS) NUML and was conducted by Raeesa Babar, Manager Operations Medical billing PRG Physicians Revenue Group (I-Med) Claims Division on December 29, 2022 at the Iqbal Hall Ibn-e-Rushd Block.



Session for Faculty of Faculty of Languages

Morning and Evening Session Fall 2022

The Placement Centre in collaboration with the Faculty of Languages (FOL), organized Corporate Grooming Session for the final semester students (morning & evening program), titled ‘CV and Resume Writing for Business’.



The Corporate Grooming Training session was chaired by Dr. Muhammad Zubair Iqbal Pro-Rector R& SI and was conducted by Mr. Muhammad Adnan Trainer and Consultant on December 29, 2022 at the Iqbal Hall Ibn-e-Rushd Block.



Session for Faculty of Engineering and Computer Sciences

Evening Session Fall 2022

The NUML Placement Centre in collaboration with the Faculty of Engineering and Computer Sciences (FE&CS), organized another session for the final semester students (evening program), titled ‘The Career Caravan: Important touch points and elements to progress’ on December 29, 2022 at the Iqbal Hall Ibn-e-Rushd Block.



Future Plans

Future plans of the Placement Centre are:

Job Fair

Job Fair 2023 will be organized by the end of February 2023 for all the graduating students. Renowned companies/organizations will be invited from the Corporate, Public and Development Sector. The event will provide a platform to students to interact with employers regarding jobs/internships.

Corporate Grooming Sessions

The sessions will be organized for the final semester students of various departments of different faculties for career counseling, personality development, job searching, CV writing and interview skills.

Alumni Sessions (Faculty Level)

NUML alumni working in the corporate/public sector at middle and upper level will be invited. Interactive sessions with the Deans, HOD's and faculty members will be arranged to share their success stories and gain corporate insights. Purpose of these sessions will be alumni networking and developing corporate industrial linkages.

Campus Recruitment Drives

Companies/organizations will be invited from the corporate, development and public sectors to conduct on-campus interviews for providing internship opportunities and job placements for the students.

Graduate Profile Directory

A graduate profile Directory will be developed for the graduates of all the departments of NUML for database management.

Career Counseling Sessions

The sessions will be conducted at a regular basis throughout the year to guide the students regarding career and job placement support services.

Student Clearance Portal

It is a student clearance Portal which will assist the students and NUML Placement System for data management.

collaborations



Collaborations



04

**Internships and Job
Placements**



03

**Capacity Building
Opportunities**



02

**Creation of Awareness
Campaigns**



02

**Research Links
established with
NGOs**



Collaborations

MOU with the Diabetes Centre:

NUML and The Diabetes Centre (TDC) signed the MoU on **18th May 2022** at the Main Campus. The purpose of this memorandum is to provide clinical services and patient consultancies to NUML employees on discounted rates.

The MoU was signed by the Director General NUML Brigadier Syed Nadir Ali and Chief Executive Officer of TDC



Mr. Tahir M. Abbasi, *Pro-Rector (R&SI)* was also present on the occasion.

MOU with Pakistan Girl Guides Association (PGGA):

NUML and Pakistan Girl Guides Association (PGGA), Islamabad signed MOU on **10th June 2022**. The purpose of this memorandum is to promote physical and outdoor activities for upbringing the NUML female students.

The MoU was signed by the



Director General NUML Brigadier Syed Nadir Ali and National Commissioner Mrs. Maria Maud Sabri, *Pro-Rector (R&SI)* was also present on the occasion.

MOU with Physicians Revenue Group (PRG) Pakistan



NUML and Physicians Revenue Group (PRG) Pakistan signed MOU on **30th September 2022**. The purpose of this memorandum is to provide Internship and Job Placement opportunities for NUML students & Alumni.

The MoU was signed by the

Director General NUML Brigadier *Syed Nadir Ali* and Director Strategic Planning

Mr. Tahir Iqbal.

MOU with Islamabad Wildlife Management Board (IWMB)

NUML and Islamabad Wildlife Management Board (IWMB) signed an MOU on **1st December 2022**. The purpose of this memorandum is to create environmental awareness and organize cognizance campaigns to protect wildlife at Margalla Hills.

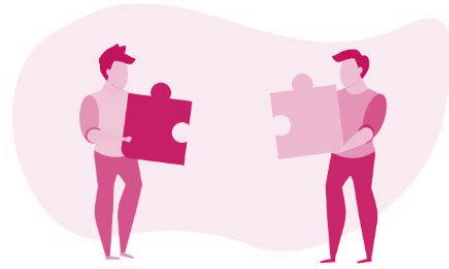


The MoU was signed by the Director

General NUML Brigadier *Syed Nadir Ali* and Director IWMB *Dr. Tariq Mahmood Bangash*.

Pro-Rector (R&SI) was also present on the occasion.

MOU with Plus W, Tokyo, Japan



NUML and Plus W, Tokyo, Japan signed MOU on **16th December 2022**. The purpose of this memorandum is to provide job opportunities with Japanese Corporations for NUML students/alumni and arrangement of customized Japanese language learning programs.

The MoU was signed by the Director General NUML Brigadier *Syed Nadir Ali* and Head of Japan Centre/Manager of Global Division of Plus W *Mr. Kango Hayashi*. *Pro-Rector (R&SI)* was also present on the occasion.

MOU with Institute of Cost Management and Accountants Pakistan (ICMAP)

NUML and Institute of Cost Management and Accountants International (ICMA International) has signed MOU on **29th December 2022**. The purpose of this memorandum is to facilitate student / alumni / faculty members / staff in their Continuous Professional Development Programs through various initiatives and also to provide practical training in various fields of Accounts & Finance.



The MoU was signed by the Director General NUML Brigadier *Syed Nadir Ali* and President of ICMA International

Mr. Shahzad Ahmad Malik. *Pro-Rector (R&SI)* was also present on the occasion.





Research and Strategic Initiatives (R&SI) Division
Ibn-e-Rushd Block near Gate# 03,
National University of Modern Languages (NUML)
Sector H-9, Islamabad-44000, Pakistan.
Tel: +92 51 92 65 100; Ext: 2031
E-mail: oric@numl.edu.pk
Website: www.numl.edu.pk99333