



R&SI  
NUML














# NUML Annual SDGs Report

2023-24







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**SUSTAINABLE  
DEVELOPMENT GOALS**

Empowering Change  
NUML and the SDGs



# EMPOWERING CHANGE

## NUML AND THE SDGS

At NUML, we are driven by a shared purpose: to empower positive change. Our vibrant community of students, faculty, staff, researchers, and partners collaborate tirelessly to make a lasting difference in academia. Guided by our vision, we strive to generate knowledge that fosters inclusive development, aligning with the United Nations Sustainable Development Goals (SDGs). In essence, we are committed to using education as a powerful tool to build a more just, sustainable, and equitable future for all.



# RANKINGS

## QS WORLD UNIVERSITY RANKINGS 2024



The **QS World University Rankings** portfolio is a popular source of comparative data about university performance. This year's QS World University Rankings with 1,500 universities across 104 locations, up from 1418 last year. The results account for the distribution and performance of 17.5 million academic papers published between 2017 and 2021 and the 141.6 million citations received by those papers; they also account for the expert opinions of over 144,000 academic faculties and over 98,000 employers around the world.

National University of Modern Languages (NUML) has been named as one of the world's top universities, according to the twentieth edition of the world's most-consulted university rankings. The 2024 edition of the QS World University Rankings, released by global higher education analyst QS (Quacquarelli Symonds), placed NUML at #1201-1400 in the world and #12 in Pakistan.

## QS ASIAN UNIVERSITY RANKINGS 2024



In 2009, QS launched the **QS World University Rankings: Asia** in partnership with The Chosun

Ilbo newspaper in Korea to rank universities in Asia independently.

The **QS Asian University Rankings 2024** ranked NUML at 551 out of 857 universities of Asia and 166 among Southern Asian universities. In Pakistan, NUML got ranked 36 out of 63 universities.

## QS SUSTAINABILITY RANKINGS 2024



The **QS Sustainability Rankings** is focused on social and environmental sustainability performance in higher education institutions. This rankings framework highlights the different ways in which universities are taking action to tackle the world's Environmental, Social and Governance (ESG) issues.

The QS Sustainability Rankings 2024 ranked NUML at 1201 universities out of 1,403 universities; 390 out of 478 Asian universities and 14 out of 17 universities of Pakistan. The University got ranked 668 in 'Environmental Sustainability' and 892 in overall performance for 'Governance'.

## QS SUBJECT RANKING 2024



In QS Subject Rankings 2024 under the subject "Modern Languages" \_ NUML's rankings are:

**WORLD RANKINGS: 201 – 250**

**ASIA RANKINGS: Top 60**

**UNIVERSITIES NATIONAL RANKING: 01**



# **SUSTAINABLE DEVELOPMENT** GOALS

# NO POVERTY



A photograph of an elderly man with a long grey beard and a white cap, carrying a young child on his shoulders. The child is wearing a red and black striped headscarf. The man is wearing a white robe and a brown shawl. They are walking on a dirt path with trees in the background. A semi-transparent red banner is overlaid across the middle of the image.

**NO POVERTY**

# END POVERTY IN ALL ITS FORMS EVERYWHERE

1 NO  
POVERTY



## Winter Clothing Drive for Street Children



The 'Corporate Social Responsibility (CSR) Society' of 'Faculty of Management Sciences' organized "Winter Clothing Drive for the Street Children" for 'Each One Teach One (EOTO) Foundation' on November 28, 2023 in the University.

The purpose of this event was to spread warmth and love for the deserving kids. The CSR Society believes in sharing and caring and to remember all those who cannot afford to spend on winter clothing.

University bus picked fifty street children from the Foundation's school. Those children got the chance to engage in activities including football, musical chair, tug of war etc. They got gifts like winter dresses, shoes, jackets, sweaters, gloves, caps for themselves and their family members from the University. Students of BBA Department presented them goodie bags. The children were dropped back to the Foundation on University bus.

Dr. Sarah Imran and Ms. Ramsha Zakariya supervised the event, students of Bachelor of Business Administration (BBA-section 1-D) participated in the event management. This event developed sense of empathy, compassion and responsibility in students towards the society.



## Wedding Support Case

The purpose of this initiative was to support underprivileged families in financing and managing the cost for the wedding of their daughters and also making families understand to condemn the act of dowry alongside. The 'Corporate Social Responsibility (CSR) Society' has been assisting underprivileged families through fund raising and collaborative efforts.

The members of CSR Society – students of the 'Management Sciences Department' arranged marriage essentials for the wedding of daughter from a needy family during March-May 2023. They arranged bed, two side tables, cupboard, two chairs, one coffee table and a mirror.

The students made teams, drafted an application, designed flyers, and collected donations. They were glad to negotiate with the people in the business - bought items on economical price and were satisfied on completion of tasks on time.

## Winter Clothing Drive for the Staff

The members of 'Corporate Social Responsibility (CSR) Society' – students of the 'Management Sciences Department' arranged a Winter Clothing Drive for the staff of the University on November 28, 2023.

The purpose of this event was to spread warmth and care for the deserving persons in the staff as a token of appreciation for their dedicated services to the University. The CSR Society believes in sharing and caring for all and to remember all those who cannot afford to spend on winter clothing.



## DAUGHTER WEDDING

We are organizing the wedding celebrations of Imran Darzi's daughter. He is a heart patient and has few days left to live and not able to do much work and is finding it very difficult to support his family in this time of inflation. So his dream to wed his daughter in his life your little amount of money can help someone to fulfill his dream. So kindly Donate some money in this Holy Month of Ramzan.

EASYPAYSA 

0313 5924177

Head of CSR Society  
DR SARAH IMRAN

ms-csr@numl.edu.pk

PROJECT SUPPORTER  
BBA 3 (MORNING)

TALHA HASSAN  
Shanza Akhlaq  
REST OF THE CLASS

CONTACT

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+92 313 5924177

University staff of Security Department, Transport Department, Daycare Center, Library, and Sanitary Department were provided with winter clothing including winter dresses, shoes, jackets, sweaters, gloves, caps etc. for them, their kids and family members.



The event was supervised by Dr. Sarah Imran and Ms. Amna Saleh. Students of Bachelor of Business Administration (BBA \_ Section 1-E and F) and Bachelor of Accounting and Finance (BSAF \_ Section 2-D) participated in the event management. The event developed sense of empathy and responsibility in students towards the society.



## Uplifting the Society - Small Business Startup Case

The students of Bachelor of Business Administration (BBA \_ Section-2) performed the management of a home-based small startup for Ramadan (March 2023) for a deserving lady. In doing so, they learned about modalities and process of starting a small business.



Students also developed sense of serving the community by helping others. The case-based project helped to develop sensitivity among students for the less-privileged and awareness about student's role in contributing to society by focusing on their personal, professional, and ethical values.





The 'Department of Persian Studies' organized a scholarship distribution program in the Iranology Centre on March 16, 2023. The Cultural Counselor of the Islamic Republic of Iran - Mr. Ehsan Khazai distributed the scholarships to BS students.

## Scholarships Awarded



**Program**  
**HECs Needs Based**  
**Scholarships**  
**398 Students**



**Program**  
**Punjab Education Endowment**  
**Funds**  
**25 Students**



**Program**  
**Ehsaas Scholarship**  
**629 Students**



**Program**  
**Pakistan Bail-ul-Mall Scholarship**  
**461 Students**



**Program**  
**Qarz-i-Husna Scholarship**  
**03 Students**

## Project: The Acts of Kindness

The students of Bachelor of Business Administration (BBA-Section-1-C\_evening program) started a project titled, 'Acts of Kindness'. They performed various activities at the 'Welfare Society' in Liaquat Bagh (Rawalpindi) during March-May 2023 to contribute towards the community. The students visited orphanage, old-age home along with gifts for them, distributed food among the poor and took small charity initiatives. The project developed a sense of community service, empathy and an understanding of the importance of helping those in need among the students.



### ACT OF KINDNESS



### PERSONAL MANAGEMENT AND GROOMING

#### SPENDING TIME WITH CHILDREN AT WELFARE SOCIETY

Distribution of colour book, colour pencil, stationery and gift to the children at welfare society





**TEAM NAME:**  
Step Ahead Welfare Society

**TEAM MEMBERS:**


- Rida Kazmi
- Yousaf Maan
- Usama Khan
- Murad gull

**BBA (1C) EVENING**


**PROJECT SUPERVISOR:**  
Miss Ramsha Zakariya

ALLAH WILL BLOT OUT INTEREST AND WILL CAUSE CHARITY TO INCREASE. AND ALLAH LOVES NOT ANYONE WHO IS A CONFIRMED DISBELIEVER AND AN ARCH SINNER  
SUHRA AL BAKRA 2:276

Venue: Welfare Society in Liaquat Bagh Rawalpindi  
Date: 9 May 2023  
Time: 1:30 pm to 5:00 pm



### ACT OF KINDNESS




### PERSONAL MANAGEMENT AND GROOMING

#### Food Drive

**Mission**  
To create a community that is free of hunger and food insecurity

*Life is short, make it sweet.*  
supervised by:  
Miss Ramsha zakariya

Group members  
• Umair Khan  
• Saroosh  
BBA 1st C Afternoon





### ACT OF KINDNESS



### PERSONAL MANAGEMENT AND GROOMING

#### Food Drive

Food is a human right and is an immediate and tangible way to help someone.

**MISSION OF GREAT HEART**  
"Lunch box for the hungry project" is a food donation project that aims to feed the hungry, destitute and poor souls living so that we may help change these people's lives for a better tomorrow

**TEAM MEMBERS**

1. RAJA MUHAMMAD TALAL
2. TAHA SOHAIL
3. LAIBA MUMTAZ
4. YUSRA AMJID

**BBA-1C(AFTERNOON)**

**SUPERVISED BY:** mam RAMSHA ZAKARIYA





LOVE

and

KINDNESS

are NEVER wasted



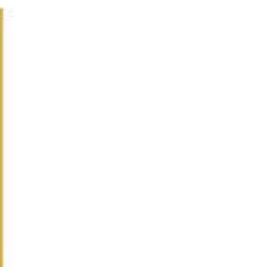
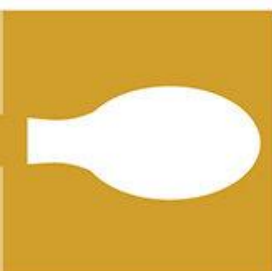
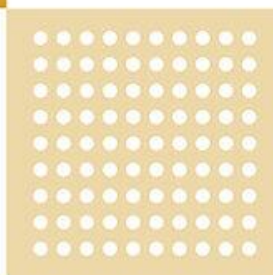
They are one  
who receive

that bless  
you  
the  
GIVER

they always  
make a  
difference

# GOAL 2

ZERO HUNGER



A close-up photograph of a person's hand, palm up, holding a large quantity of golden-brown rice grains. The grains are piled high in the palm and spill slightly over the edges. The background is a blurred field of similar rice grains, suggesting a harvest scene. The lighting is warm and natural, highlighting the texture of the rice and the skin of the hand.

**ZERO HUNGER**

# END HUNGER ACHIEVE FOOD SECURITY AND IMPROVED NUTRITION AND PROMOTE SUSTAINABLE AGRICULTURE

2 ZERO HUNGER



## Ramadan Drive in collaboration with 'Pakistan Sports Council of Persons with Disabilities'

The drive was aimed at helping differently-abled persons, which was carried out in collaboration with the 'Pakistan Sports Council of Persons with Disabilities'. The distribution ceremony was held on April 15, 2023 at Jagnu Marquees, Marquee Complex in Islamabad.

The project included the provision of Brail Quran, Food Packages, and Customized wheelchairs to differently-abled persons. Students of Bachelor of Business Administration (BBA \_ Semester-2) volunteered for this event's management.

The event helped in promoting the Department's social inclusion initiatives focusing on people with disabilities. It also helped in developing sensitivity among students regarding people with special needs and to develop awareness about students' role in contributing towards people with disabilities.



Respected,

In the month of Holy Ramadan you have always extended your support for Persons with Disabilities for last few years. To continue this prophetic job for Persons with Disabilities we need your support in this Holy Ramadan, 2023 concerning provision of

- Brail Quran = 18,000/Pkr- Hadiya each
- Food Package =12,000/Pkr each
- Customized Wheelchair = 22,000 /Pkr each
- Dress & Shoes for Children with Disabilities =3,000/Pkr each

Hopping for a positive nod in this concern.

Thank you & JAZAKALLAH.

Agha Hussnain Raza

+92 321 4927468, +92 335 5204450

## Visit to Alkhidmat Foundation

The students of the 'Governance and Public Policy' (G&PP) Department visited 'Alkhidmat Foundation', a non-governmental organization located in Sector G-7, Islamabad on November 29, 2023. The visit was part of their Social Action Project (SAP), "Make Protein Your Routine".

The SAP is based on social and volunteer work - an initiative of the G&PP Department, which is being carried out under the supervision of **Mr. Ali Shafqat Khan** (Lecturer, G&PP Department).

The team members met **Mr. Shehzad Abbasi** - Head of Food Department. They discussed protein poverty – it's widespread across Pakistan but more evident in weak socio-economic households. It's necessary to aware those vulnerable groups on the importance of protein for that we have to work closely with the community.



**Social &  
Volunteer  
Work**



## Ramadan Drive-2023 in collaboration with

### 'Save the Humanity'

The project was assigned to students in second week of February 2023; they executed the drive during March 22 – April 07, 2023 in collaboration with 'Save the Humanity'.

The project was to enlighten the students about helping underprivileged in the community. The aim was to build a feeling of responsibility among students towards the needy by providing assistance to 'Save the Humanity' in arranging *Iftaar* on daily basis throughout the holy month of Ramadan.

The students experienced the concepts of marketing [i.e. Marketing Mix - the 4 Ps (Product-Price-Place-Promotion)] through this project as they worked in the field starting from understanding the reason to provide the product and service along with the flyer making, promotion, then where to get the products from in bulk at economical price. One of the challenges was to find a place to start the Drive as more people were to be served. The venue was selected with consultation with representatives of 'Save the Humanity in Sector I-10.





Department of Management Sciences  
In collaboration with 'Save the Humanity'



**BSAF - II A**

*Project Supervisor:*  
**Dr. Sarah Imran**



**Ramazan Drive 2023**  
(a project by CSR Society)

No one has ever become poor by GIVING

*Group Members*

1. M. Arsalan (Leader).
2. Talha Nasir.
3. M. Zeeshan.
4. Areesha Israr.
5. Malaika.

*Account Details*

• **Jazzcash:**  
03213980513  
(M. Usman)

• **Meezan Bank:**  
08210107446718  
(M. Arslan)



## Hunger Interventions

Across the globe, up to **783 million** people do not have enough food and **47 million** people in **54 countries** are at 'emergency'

or worse levels of hunger. The consequence of diets poor in vitamins, minerals and other nutrients are affecting the health and life prospects of millions more, and casting a shadow over the future of communities and entire countries.

Although enough food is produced to feed everyone on this planet, the goal of a world with zero hunger, as set out in the 2030 Agenda for Sustainable Development and specifically in Sustainable Development Goal-2, remains hugely challenging due to a toxic cocktail of conflict, climate change, disasters and structural poverty and inequality.

**1 IN 3 PEOPLE**



**WORLDWIDE STRUGGLE  
WITH MODERATE TO  
SEVERE  
FOOD INSECURITY**



# GOOD HEALTH & WELL BEING



A female surgeon is shown in a clinical setting, likely an operating room. She is wearing a blue surgical cap, a light blue face mask, and blue scrubs. She is looking towards the right side of the frame, where a computer monitor is visible. The background is filled with medical equipment, including monitors and surgical instruments. A semi-transparent green banner is overlaid across the middle of the image, containing the text "GOOD HEALTH & WELL BEING" in white, bold, sans-serif capital letters.

**GOOD HEALTH & WELL BEING**

# ENSURE HEALTHY LIFE AND PROMOTE WELL-BEING

3 GOOD HEALTH AND WELL-BEING



## Visit to Pakistan Institute of Medical Sciences (PIMS)



The students of the 'Governance and Public Policy' (G&PP) Department visited 'Pakistan Institute of Medical Sciences' (PIMS) hospital on October 12, 2023 to learn about Thalassemia, a genetic blood disorder that affects millions of people worldwide. Thalassemia is not just a word - it's a lifelong battle for those living with it.

The students working on their Social Action Project (SAP) titled, "Thalassa Warriors" met some incredibly strong individuals and children who are fighting this condition with unwavering determination and grace. During the visit, the team members witnessed the dedicated healthcare professionals who work tirelessly to support Thalassemia patients.

It's crucial to know that Thalassemia is a preventable condition. Genetic counseling and prenatal testing can help prospective parents understand their risk and make informed choices.



## Visit to Pakistan Institute of Medical Sciences (PIMS)

The students of the 'Governance and Public Policy' (G&PP) Department conducted

### An awareness campaign on Pollen Allergy in Islamabad based on their Social Action

#### "Pollen Warriors"

On November 6, 2023. The team members raised awareness on the harmful impacts of paper mulberry trees, which spread pollen allergy in the twin cities, Rawalpindi and Islamabad.



**Choose The Best Care  
for Yourself**



## Visit to Jamila Sultana Foundation

The students of the 'Governance and Public Policy' (G&PP) Department visited 'Jamila Sultana Foundation', where dedication meets compassion in the fight against Thalassaemia.

They visited the Foundation under their Social Action Project  
**Titled, "Thalassa Warriors" on November  
30, 2023**

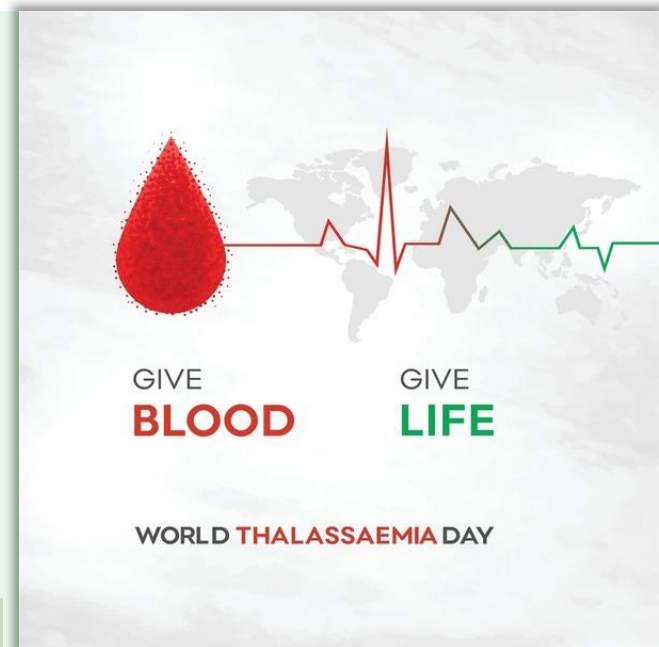
Team members witnessed their unwavering commitment to raising awareness about Thalassaemia.

The representatives of the Foundation briefed about their facilities, equipment and how they collect donations.



World  
Thalassaemia Day:

**May 8**



## The Psychological Counselling Center

At the Psychological Counselling Center, our psychologists **Dr. Ulfat Nisa** and **Ms. Tayyaba Safdar** provide Psychological Assessment, Psychotherapy, Counselling, and debriefing/referral from 8:30 am to 1:30 pm - Monday through Friday at the ground floor, Ibn-e-Rushd Block. In case of Emergency/Unusual circumstances, online zoom service is available. The Counselling Center provides services on weekly basis to the Rawalpindi Campus.

## NOTABLE STRIDES HAVE BEEN IMPROVING GLOBAL HEALTH OUTCOMES



## Visit to Institute of Psychiatry

The students of the 'Governance and Public Policy' (G&PP) Department visited 'Institute of Psychiatry' at Rawalpindi Medical University on November 06, 2023. They met **Dr. Mehboob**, working as Psychiatrist at the Institute to discuss mental health and wellbeing in Pakistani youth in the context

of relationship breakups. He enlightened the team members on the reasons that lead to breakups among Pakistani youth. Furthermore, he also highlighted the post traumatic effects of the breakup and shared coping strategies as well. The activity was based on their Social Action Project titled, "**Relationships Breakups**".



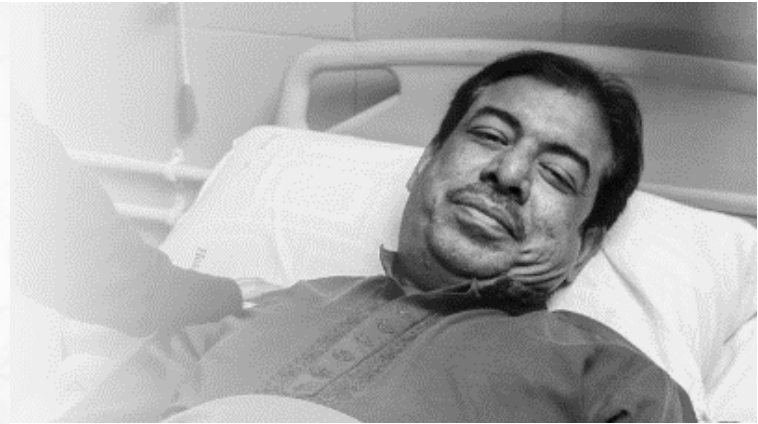
## FOR HEALTH PUSHED OR FURTHER PUSHED

## Visit to Darul Sakun

The students of 'Department of Psychology', Karachi Campus along with the faculty members on May 13, 2023 visited 'Darul Sakun' – a special home for differently abled children. The representatives briefed their working, showed the facilities and rooms for the children. It was an educational visit for the students to know the challenges faced by the parents.



## Visit to Agha Dialysis Center



The students of 'Applied Psychology Department', Karachi Campus visited Agha Dialysis Center along with faculty members.

The purpose of the visit was to introduce inpatients therapies as the patients with Renal failure have low motivation and life satisfaction, which requires close participation through therapeutic interventions along with the dialysis. Students were given opportunity to participate in the process actively. The students learnt about conducting Psychotherapeutic interventions under the Supervision of Ms. Sumaiyya Hashmi.



# NATIONAL GAMING EVENT

The 'Department of Electrical Engineering' organized the second National E-Gaming Event on March 02 and 03, 2023. The event was held simultaneously at Ibn-e-Rushd Block and Salam Block. Six Games were included i.e, 8 Ball Pool, Call of Duty, FIFA, TEKKEN, PUBG, Ludo Star. Participants from all departments from various universities took part in the event.



**E-GAMING EVENT**

GRAB YOUR CONTROLLER NOW

**GAMES**

8 BALL POOL | CALL OF DUTY | FIFA | TEKKEN | PUBG | LUDO STAR

Organized by : Department of Electrical Engineering ,FE&CS NUML Islamabad

Closing Ceremony | Winner/Runner up Prizes | First come first served base

Final in Auditorium (Fifa,Tekken) | Certificates | LIVE Streaming

VENUE	Event Date	Registration Date	Contact:
• Ibn e Rushd Block • Salam Block	2, 3 March	21-28 Feb 2023 At Ghazali Block	Atta ur Rehman:0349-5028577 Faisal Akhtar: 0301-6505513

\* Salam Block  
• Ibn e Rushd Block

2, 3 March

Event Date

At Ghazali Block  
21-28 Feb 2023

Registration Date

Contact:

Faisal Akhtar: 0301-6505513  
Atta ur Rehman:0349-5028577

VENUE

Event Date

Registration Date

Contact:

Faisal Akhtar: 0301-6505513  
Atta ur Rehman:0349-5028577

Closing Ceremony | Winner/Runner up Prizes | First come first served base

Final in Auditorium (Fifa,Tekken) | Certificates | LIVE Streaming



## CSR Activity

### District Civil Defense Headquarters

The 'Department Electrical Engineering' organized a CSR activity at District Civil Defense Headquarters, Rawalpindi on May 22, 2023.

The primary objective was to educate students on civil defense in emergency situations such as fire prevention techniques, effective firefighting activities, first aid, and the different classes of fire extinguishers.

The event was comprised of lecture on different types of fires and fire extinguishers, demonstration on how to give cardiopulmonary resuscitation (CPR) until the emergency services arrive, drill of firefighting on two classes of fire (normal and liquid), drill on how to make an emergency stretcher with blanket and sticks.

The activity was a resounding success, contributing to knowledge and preparedness concerning fire safety, firefighting and first aid.



# Recreational Trip to *Siran Valley*

The NUML Electrical Engineering Society (NEES) arranged a recreational trip to Siran Valley (Masheral) for the students of the Department of Electrical Engineering on March 18, 2023.

'Siran Valley is a valley situated near the banks of Siran River in Pakhli region of District Mansehra, Khyber Pakhtoon Khwa, Pakistan. The valley consists of many union councils. The valley gets its name from the River Bogarmang, which flows through it. The valley was earlier known as Dara Bogarmang getting its name from village Bogarmang centrally situated in the valley.



## Blood Donation Camp

The CSR Society of 'Faculty of Management Sciences' and 'Directorate Student Affairs' in collaboration with 'Pakistan Red Crescent' successfully carried out the Blood Donation Program on October 10, 2023.



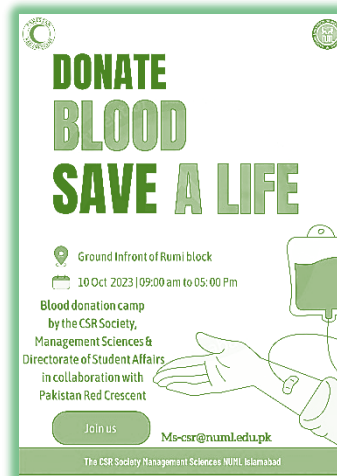
Camp was Organized under the supervision of **Dr. Sarah Imran** and **Ms. Ramsha Zakariya**.



Volunteers were Momina Zawar, Sail Abbas, Nida Zahra, Daniyal Abid, Shyan Izhar, Basit Ali, Saltanat Khan.



The students, staff and faculty were happy to donate blood; ninety-four units were collected. Pakistan Red Crescent provided certificates along with giveaways on the spot.



## First Aid and CPR Training



**CPR**  
(Cardiopulmonary  
resuscitation)



The 'CSR Society' of 'Faculty of Management Sciences' organized one-day training on "First Aid and CPR (cardiopulmonary resuscitation) in collaboration with 'National Youth & Development Society' (NYDS) and 'Rescue 1122' for faculty and students of NUML. More than seventy participants attended the session. Mr. Gohar Khan (from Agha Khan Hospital) and Mr. Mobeen (from Rescue 1122) conducted the session. The session covered essential life-saving techniques and equipped participants with the knowledge and skills needed to respond effectively in emergencies. Participants received certificates approved by the 'Government of Pakistan'.



## Awareness Talk on Mental Health

The 'Career Planning Society' (CPS) of 'Department of English – Undergraduate Studies' (UGS) organized

## The awareness talks on Mental Health on

**March 17, 2023** in Iqbal  
Hall, of

**Ibn-e-Rushd Block**

The objective of this talk on mental health awareness was to educate and raise awareness about mental health issues, reduce stigma-surrounding mental illness, and promote the importance of mental health wellness.

The worthy speakers included **Ms. Ume Aiman**, Certified Psychotherapist (Mental Health Counsellor), Counselling and Psychotherapy Central Awarding Body (CPCAB), and **Mr. Shehryar Shahid**, Psychologist - Level 4 CPCAB. The event was successful in achieving its primary purpose by providing informative and engaging activities to the attendees. These activities included expert presentations, interactive discussions, and various mental health exercises.

Because of the event, attendees gained a better understanding of the importance of mental health and the resources available to support their own and others' mental health. The event also helped to reduce the stigma surrounding mental illness, by fostering an open and non-judgmental environment where attendees could share their experiences and struggles with mental health. Overall, the event achieved its primary purpose of promoting mental health awareness and wellness in a supportive and inclusive manner.



## Seminar - Importance of Drug Testing and Avoiding Drug Abuse

The CSR Society organized a seminar on



### “Importance of Drug Testing and Avoiding Drug Abuse”

MAY 25, 2023

At Multipurpose Hall, Department of Management Sciences. The distinguished guest speaker Dr. Humaira Shafi Makhdoom from ‘Chughtai Lab’ enlightened the audience about the significance of drug testing and the causes and detrimental effects of drug abuse. It was an engaging and interactive session for students that promoted the idea of a drug-free lifestyle for a better quality of life and overall community well-being.

2023

Importance of Drug Test and Avoid drug Abuses

Awareness Seminar

**DR HUMERA SHAFI MAKHDOOM**

**SPEAKER**

Organized by CSR Society  
Department Management  
of Sciences Collaboration  
With Chughtai Lab

25 May, 2023  
11:15 Am  
Multipurpose Hall

Advocate against the drug and substance abuses among our young people in the society and the community at large so that we may have a future generation and when we are gone. The time is now to rise and fight against drugs

A seminar organized by The CSR Society on

“Importance of Drug Testing and Avoiding Drug Abuse.”

**THE CSR SOCIETY**  
at Department of Management Sciences NUML Islamabad organized an awareness session on the topic of “Importance of Drug Testing and Avoiding Drug Abuse.” on 25th May, 2023. Our distinguished guest speaker Dr. Humaira Shafi Makhdoom from Chughtai Lab enlightened the audience about the significance of drug testing and the causes and detrimental effects of drug abuse. It was an engaging and interactive session for students that promoted the idea of a drug-free lifestyle for a better quality of life and overall community well-being.

**INCHARGE CSR SOCIETY**  
**DR. SARAH IMRAN BADAR**

**GUEST SPEAKER**  
**DR. HUMAIRA SHAFI MAKHDOOM**  
From Chughtai Lab

- May 25, 2023
- Multipurpose Hall Department of Management Sciences, NUML, Islamabad

# STOP

DRUG ABUSE



# GOAL 4

## QUALITY EDUCATION





# QUALITY EDUCATION

## ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL

4 QUALITY EDUCATION



### CSR activity at Government

#### Elementary School

The 'Department of Electrical Engineering' at NUML-Islamabad is committed to nurturing future engineers and contributing to societal development. As a continuation of different SDG-mapped Corporate Social Responsibility (CSR) activities, the Department of Electrical Engineering organized a CSR activity at 'Government Girls Elementary School', Arazi Sohail-Islamabad.



The visit arranged by the 'Electrical Engineering Society' (NEES), which sought to make a meaningful impact on the lives of the young students at the school. Their primary objective was to support their educational journey while spreading awareness and fostering a sense of friendship.

During the visit, the team distributed essential stationery supplies such as pens, pencils, erasers, sharpeners, and notebooks, aiming to alleviate some of the academic burdens the students might face. Alongside these supplies, they provided snacks, candies, and toys to bring smiles to their faces and infuse a sense of joy into their learning environment. They engaged the students in various fun-filled activities including drawing competitions and races, aiming to promote creativity, teamwork, and healthy competition among them. Additionally, an important aspect of the session dedicated to raising awareness about Palestine, teaching the children the proper way to perform ablution, and instilling motivation to study diligently. The heartfelt engagement and enthusiasm from the NUML students and the Elementary School's students made this CSR initiative a resounding success.



**“Education is the passport to the future, for tomorrow belongs to those who prepare for it today.”**

## Seminar by Microsoft Learn Student Ambassadors (MLSA) NUML

The 'Computer Science Department' at NUML in collaboration with 'Microsoft Learn Student Ambassadors NUML' (MLSA NUML) organized a seminar titled, "Deep Diving into Career, Community & Technology". This insightful event took place on November 15, 2023. The seminar gave participants a chance to learn more about building careers, making communities stronger, and the latest technology. The speakers, Mr. Muhammad Aashir and Mr. Usman Aslam from 10Pearls, shared useful information about understanding the software development process and working in the tech industry. This event was a great opportunity for students to get about technology and career growth.



**HELPING IN  
ACHIEVING  
QUALITY  
EDUCATION**



### Professional Development Centre



Faculty Development Programs

Organized

**08**



Trainings  
Organized

**10**



Workshops  
arranged

**03**



Faculty members  
participated

**+800**



National  
workshops

**09**



Sessions  
Organized

**+70**



Resource person  
engaged

**+40**



## **Student Clubs and Societies**

**The following societies and clubs are run by the Student Affairs Branch to improve students' innate abilities:**

**NUML Debating Society**

**NUML Art & Music**

**NUML International Cultural Society**

**NUML Camera Club**

**NUML Excursion Club**

**NUML Alumni Club**

**NUML Engineering & Science Club**

**NUML Allama Iqbal Society**

**NUML Environment Society**

**NUML Essay Writing**

**NUML Pakistan Cultural Society**

# PICTURE GALLERY



# Students Facilitation Center

## | Faculty Lounge

The 'Students Facilitation Center' has been established for the students, academic staff and administrative staff with the following facilities:

- Students Cafe
- Stationary Shop
- Composing and Printing Shop
- Mobile and Laptop Shop
- Photocopy Shop
- General Store
- Faculty Lounge
- Cafe Sarace on the Theme of Iqbaliat / Iqbal's poetry



## Workshop on Occupational English Test (OET)

The 'Department of English Language Teaching' (ELT) organized a one-day workshop on "Occupational English Test" (OET) on March 17, 2023 at Rumi Block. The focus of the workshop was to discuss OET format, assessment criteria, and the pedagogies for improving healthcare workers' clinical communication skills. The focal person was Ms. Saba Shafique.



## Seminar on 'Theological Roots of Social Norms and Responsibilities'

The 'Department of Accounting and Finance' organized a seminar on "Theological Roots of Social Norms and Responsibilities" on May 25, 2023 in Confucious Hall, Ibn-e-Khaldun Block. The resource person was Mr. Abid Iqbal Khari - CEO-Positive Pakistan.

The seminar provided participants with an opportunity to delve into deep connections between theological principles and social norms. The seminar was honored by the presence of the worthy Rector-NUML, Maj. Gen. Muhammad Jaffar HI(M)(Retd.).

Throughout the seminar, participants were engaged in discussion on the theological foundations that underpin social norms and responsibilities. They explored the significance of ethical principles and how they shape individual and societal conduct. The seminar focused on highlighting the interplay between theological teachings and social values, emphasizing the shared responsibilities individuals have within their communities. The program fostered an environment of critical thinking and self-reflection.

### Academic Programs

Number of Total undergraduate degree programs offered: **86**

Number of Total postgraduate degree programs offered: **40**

### Academic Programs

#### Faculty staff

**930**

#### Staff with PhD

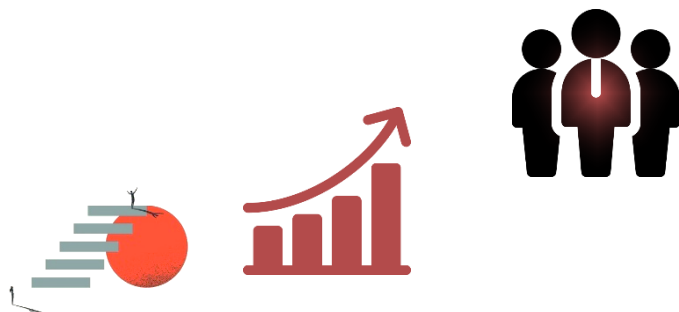
**234**

# “Business Practices

aiming for Social Wealth Maximization  
in combination with Financial Wealth

## Maximization”

The seminar on "Business Practices aiming for social wealth maximization in combination with Financial wealth maximization" was designed to provide participants with a comprehensive understanding of the principles and practices that enable businesses to simultaneously pursue financial profitability and social impact. The resource persons were Mr. Khalid Mehmood Abbasi and Mr. Kaiwan Anwa. The program delved into the concept of social wealth maximization, emphasizing its importance in today's business landscape. Participants explored various business strategies, tools, and approaches that promote both financial success and positive societal outcomes. The seminar held on February 27, 2023 in Iqbal Hall, Ibn-e-Rushd Block. Throughout the seminar, participants engaged in interactive discussions, case studies, and practical exercises to deepen their understanding of how businesses can create value for both shareholders and society. They learned about successful examples of organizations that have effectively integrated social responsibility into their core business practices and examined the challenges and trade-offs associated with this endeavor.



## “Understanding about IFRS for SMEs in Pakistan”

The workshop on "Understanding about IFRS for SMEs in Pakistan" was conducted by Mr. Asad Yaqub (Lecturer - Accounting and Finance Department) for participants of the BS Accounting and Finance program on March 16, 2023 at Ibn-e-Khaldun Block. The workshop aimed to provide participants with a comprehensive understanding of the International Financial Reporting Standards (IFRS) applicable to small and medium-sized enterprises (SMEs) in Pakistan. During the workshop, participants were introduced to the concept of IFRS and its global significance in financial reporting. They explored the specific IFRS standards and guidelines tailored for SMEs in Pakistan, focusing on the key differences between IFRS for SMEs and full IFRS.



**OBJECTIVE**

- The objective of this workshop was to help students comprehend a framework that generates relevant, reliable and useful information; which should provide a high quality and understandable set of accounting standards suitable for SMEs in Pakistan

**TOPICS DISCUSSED**

- DEFINITION OF SMEs in accordance with company Act 2017
- CLASSIFICATION OF COMPANIES & CATEGORIES OF SMEs IN PAKISTAN
- TIMELINE OF IFRS FOR SMEs
- A SNAPSHOT OF IFRS FOR SMEs - Comparison to Full IFRS
- A SNAPSHOT OF AFRS FOR SSES - Comparison to IFRS for SMEs

**CHIEF ORGANIZERS**  
**DR. MUHAMMAD FARHAN**  
**SIR ASAD UR REHMAN**

**GUEST SPEAKER**  
**ASAD Yaqub**  
Lecturer at National University Of Modern Languages (NUML)

- March 16, 2023
- Confucius Hall, Ibn-e-Khuldoon Block, NUML

# All Pakistan Business Plan Competition 2.0 at NTU



The students of 'Bachelor of Accounting and Finance' Department participated in 'NTU-INTERLOOP - All Pakistan Business Plan Competition 2.0' at 'National Textile University' (NTU), Faisalabad. They presented two business plans: "Wonder Moms" and "Safe Safar". The event was supervised by Dr. Sadia Saeed (Lecturer) and Ms. Iram Iqbal Qazi (Assistant Professor); the students learnt a lot by participating and got much appreciation from NTU and their Department at NUML. The competition held on March 13-14, 2023.

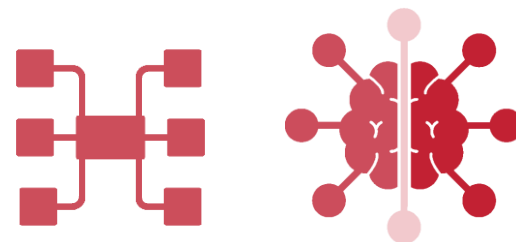
## Management Accounting Rhymes and Mind

# Mapping Activity

The "Management Accounting Mind Mapping Activity by Novel Approach" of 31, 21, 32 for understanding standard costing techniques was conducted by Mr. Asad Yaqub (Lecturer - Accounting and Finance) from May 10-17, 2023. The activity was designed for students of semester-5 of the Bachelor of Accounting and Finance.

The mind-mapping approach of 31, 21, 32 facilitated visualization and organization of standard costing concepts. Through this approach, students were able to connect and comprehend complex ideas, leading to a deeper understanding of the subject matter. The activity emphasized the practical application of standard costing techniques.

Students were engaged in interactive exercises and case studies, utilizing the mind mapping approach to analyze and interpret standard costing data. This hands-on experience allowed students to identify areas of improvement and make informed managerial decisions based on the insights derived from the mind maps.



Seminar on

# ‘Evolution

in Capital Markets and Emerging Trends  
of Mercantile

# Exchange of Pakistan’

The ‘Department of Accounting and Finance’ organized a seminar on “Evolution in Capital Markets and Emerging Trends of Mercantile Exchange of Pakistan” to explore the historical development and current dynamics of capital markets in Pakistan, with a specific focus on the Mercantile Exchange. The resource person was Mr. Awais Cheema - Branch Manager, Blink Capital Management, Islamabad.

He discussed the regulatory framework, market structure, and operations of mercantile exchanges in Pakistan, while analyzing the impact of economic and geopolitical factors on these markets. Furthermore, he addressed the latest trends and innovations shaping the Mercantile Exchange of Pakistan, including risk management strategies and the role of various market participants.



**THE SEMINAR WAS  
ORGANIZED ON OCTOBER  
10, 2023 IN IQBAL HALL**

**Ibn-e-Rushd Block.**

# ‘Taxpayers

Rights and Privileges in

# Pakistan’

A seminar on “Taxpayers Rights and Privileges in Pakistan” was organized by the ‘NUML Finance Society’ of ‘Department of Accounting & Finance’ on

**October 19, 2023 at  
Confucius Hall,**

**Ibn-e-Khaldoon Block.**

The event featured an esteemed presenter, Mr. Nazim Saleem – Legal Advisor at Federal Tax Ombudsman, who delivered an interactive session. Students from the Departments of Management Sciences and Accounting & Finance had the opportunity to gain valuable insights and knowledge during this enlightening event. It was an enriching experience that allowed students and faculty to better understand their roles and responsibilities as taxpayers while fostering a deeper appreciation for their rights and privileges.



Seminar on

# 'Data Visualization and Use of Power BI'

A seminar held at Main Campus on November 22, 2023 centered on the theme of "Data Analysis and Visualization with Power BI." The session, specifically tailored for the Faculty of Management Sciences students, was graced by the esteemed presence of Mr. Abdul Shakoor - CEO of Lexicon, as the guest speaker. With a focus on Power BI, the seminar aimed to impart in-depth knowledge and practical insights into harnessing data for analysis and visualization.

Mr. Shakoor's expertise and experience in the field offered invaluable insights, providing attendees with a comprehensive understanding of Power BI's capabilities and its relevance in contemporary data-driven decision-making. The seminar's deliverables encompassed enhanced understanding of data analytics tools, practical techniques for effective data visualization, and a deeper comprehension of leveraging Power BI for insightful business analytics.



## Poster Presentations

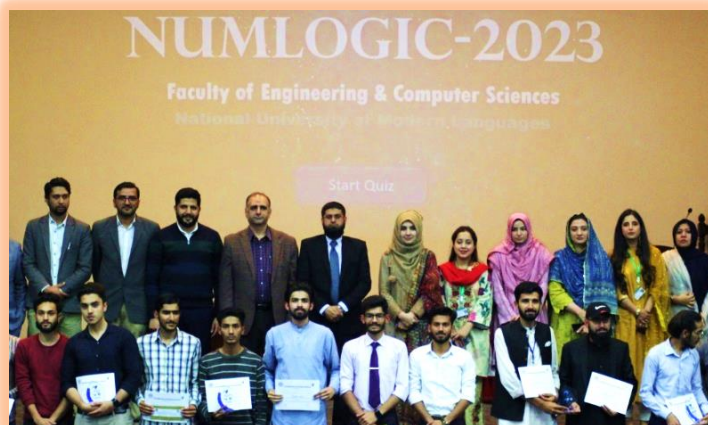
The 'Faculty of Management Sciences' organized a new learning experience platform for the students to present their research ideas through poster presentations. Poster presentation is an art form that condenses days of hard work in which the audience is enriched by the researcher's creativity and intellect without much explanation. Special thanks to the evaluators who engaged with the students in discussing their research ideas and provided valuable feedback for further improvements.

The seminar was organized  
on November 22, 2023 at  
Iqbal Hall of

Ibn-e-Rushd Block.



The 'Faculty of Engineering and Computer Sciences' organized a competition,



## 'NUMLogic'

On March 16, 2023. The competition was open to bachelor's level university students majoring in computing-related disciplines, electrical engineering, and mathematics from across Pakistan. Participants were invited to participate in various categories such as Programming Competition, Computing Quiz Competition, Poster Design Competition, DLD Challenges, and Math Challenge. The event aligns with Sustainable Development Goal 4 (Quality Education) by fostering academic excellence and encouraging participation in educational competitions to enhance the skills and knowledge.

## Seminar on Freelancing & Digital Marketing

The 'Computer Science Department' organized a seminar on freelancing and digital marketing on March 20, 2023. The event brought together industry leaders and experts to share valuable insights and knowledge with the attendees. Distinguished speakers included Syed Arslan Ali Shah, CEO-Connected Pakistan and Ismail Blogger, CEO-LEARN Online. The seminar served as a platform for students to gain a comprehensive understanding of freelancing opportunities and digital marketing strategies, aligning with the dynamic trends in the ever-evolving digital landscape. OOP aligning with the dynamic trends in the ever-evolving digital landscape.



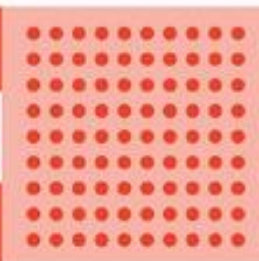
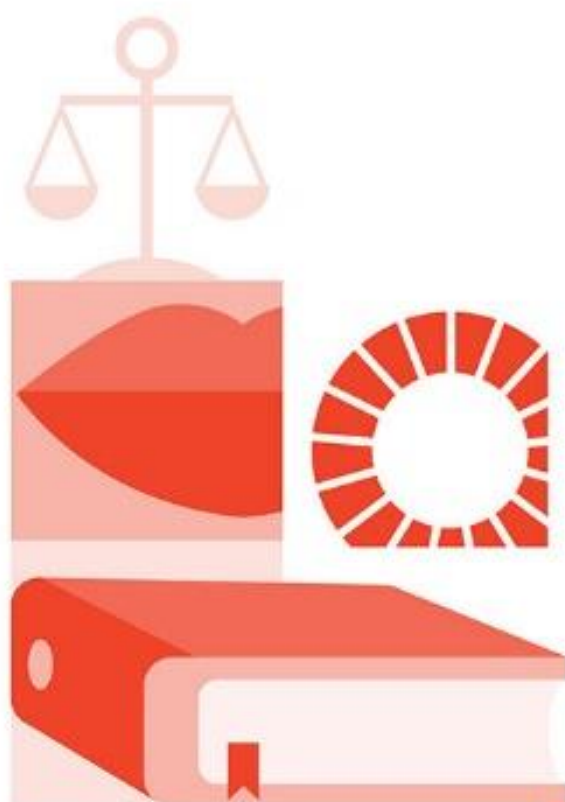
# Seminar on 3D Printing

The 'Department of Computer Sciences' organized a seminar on April 4, 2023 on 3D printing to impart students with the skills necessary for developing sustainable solutions. During the event, students received insights into the various applications of 3D printers in healthcare, manufacturing, space technology, and education. A live demonstration was conducted, showcasing 3D modeling using Blender software and the subsequent 3D printing process. This hands-on experience offered students an innovative learning opportunity, providing them with practical exposure to the realm of 3D printing.



# GOAL 5

GENDER EQUALITY



A person's hands are holding a white rectangular sign in front of a blurred background of a city street with trees and buildings. The sign features a male symbol (a circle with an arrow) on the left, an equals sign (=) in the center, and a female symbol (a circle with a vertical line) on the right. Overlaid on the sign and hands is a semi-transparent red horizontal band containing the text "GENDER EQUALITY" in white, bold, sans-serif capital letters.

**GENDER EQUALITY**

# ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS

5 GENDER  
EQUALITY



## Programme: Together We Stand

### Against Breast Cancer

A breast cancer awareness programme was held in **Aiwan-e-Sadar** on October 23, 2023; **Dr. Attia Altaf** along with the students of 'Media & Communication Studies Department' attended the event.

President of Pakistan and Chancellor-NUML, **Dr. Arif Alvi** said, awareness about other key health issues, including mental health, stunting, and women health, should also be raised along with the breast cancer awareness campaign as it is very important to keep women healthy for a healthy nation. He said, woman is the key member of a family that must be kept healthy, financially empowered, and also be kept safe from any kind of harassment in the society. Empowering the women economically was linked with the overall economic growth of the country.

In Pakistan, **24%** of the total population was suffering from mental disease that was due to number of reasons, including diseases & financial issues.

He maintained that due to lack of resources in the country, prevention should be focused on to avoid chronic disease at later stage.



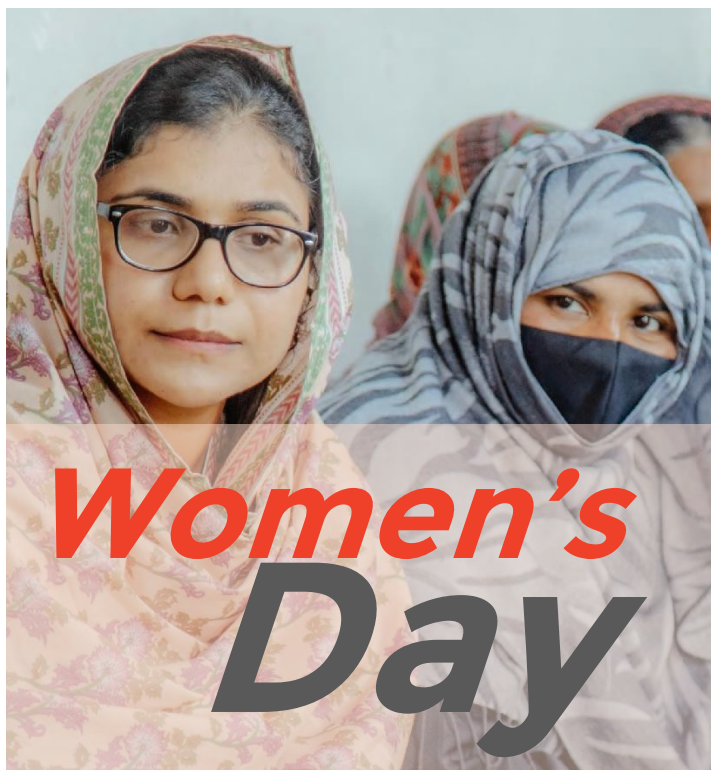
**BREAST CANCER AWARENESS CAMPAIGN AS  
IT IS VERY IMPORTANT TO KEEP WOMEN  
HEALTHY FOR A HEALTHY NATION**

## International Women's Day

The program of the event was prepared by the of students of the 'Department of Russian'. Students congratulated their teachers on International Women's Day - they told history of this day, read poems and sang songs in Russian Language dedicated to women.

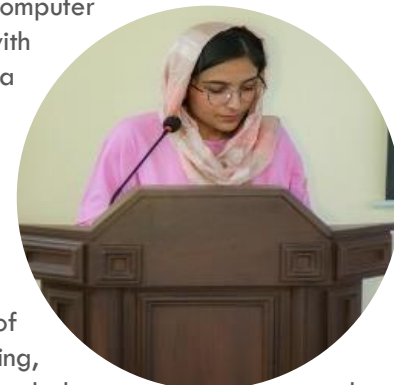
## Women's Day Event

Women's Day event was held on March 9, 2023 and featured a series of talks, discussions, and speeches on topics related to women's empowerment and gender equality. The event was well attended by students, faculty members, and guests from the community; it received positive feedback from the participants. A veteran educationist, Professor Hafsa Bari was the Guest-of-Honor, who spoke on the occasion. The event provided a platform for women to share their stories, learn from experts, and connect with like-minded individuals.



## Seminar on Breast Cancer

The 'Department of Computer Science' in collaboration with 'Shifa Foundation' and 'Shifa International Hospitals' conducted an awareness seminar on Breast Cancer on October 23, 2023. Female faculty members and students attended the session from the Faculty of Engineering & Computing, fostering awareness and knowledge about breast cancer prevention. By addressing health concerns and promoting awareness, this initiative aligns with the objectives of Sustainable Development Goal 3,



## Pictures International Women's Day



## FACULTY

NO OF MALE FACULTY MEMBERS	419
NO OF FEMALE FACULTY MEMBERS	511

## STUDENTS

NO OF MALE STUDENTS	15,970
NO OF FEMALE STUDENTS	12,179

### Webinar: "Women's Social Role in Iran and Pakistan: Differences & Similarities"

The Head of Persian Department - Dr. Amber Yasmin, participated in a webinar titled, "Women's Social Role in Iran and Pakistan: Differences and Similarities" on February 25, 2023. The webinar was organized by the 'Directorate for Academic Cooperation', Allama Tabataba'i University (Tehran) in partnership with 'Iqbal Forum'.





# GOAL 6

CLEAN WATER  
AND SANITATION



A young boy with dark hair, wearing a green plaid shirt, is drinking water from a public tap. He is holding his hands under the running water, and water is splashing down. The background is a blurred green landscape under a blue sky. A semi-transparent teal banner is overlaid across the middle of the image.

# CLEAN WATER & SANITATION

# ENSURE AVAILABILITY AND SUSTAINABLE MANAGEMENT OF WATER AND SANITATION FOR ALL

6 CLEAN WATER AND SANITATION



## Visit to Al Khidmat Foundation & PCRWR

The students of the 'Governance and Public Policy' (G&PP) Department visited 'Al Khidmat Foundation' to meet [Mr. Hamid Ather Malik](#), President of the Foundation. They discussed water conservancy and sanitation challenges in the country for their Social Action Project (SAP) titled, "Water Conservation".

[Mr. Hamid](#) highlighted the importance of youth counseling and evidence-based solutions for clean water. He encouraged research and collaboration among the youth and national organizations to address water scarcity challenges in Pakistan.



The SAP team of "Water Conservation" also visited 'Pakistan Council of Research in Water Resources' (PCRWR) to discuss water conservation strategies.



**SAFE DRINKING WATER,  
SANITATION AND HYGIENE**

## Integrating SDGs in English Language

### Learning

#### World Food Day

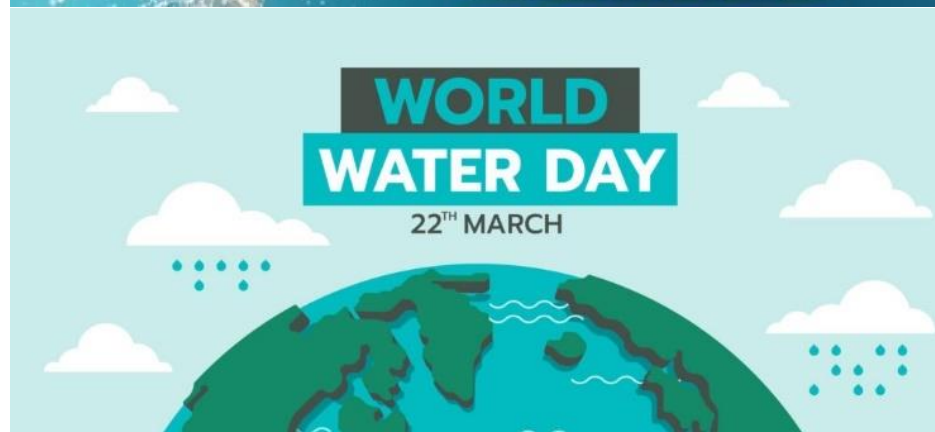
The 'Department of English Language Teaching' (ELT) celebrated "World Food Day" on October 16, 2023. The students used themes of clean drinking water as essential food, foodscape and food hygiene in English speaking, reading and writing activities.

#### World Water Day

The 'Department of English Language Teaching' (ELT), celebrated "World Water Day" on March 22, 2023. The students used themes of water conservation, rain water reservoirs and clean drinking water in speaking, reading and writing activities. The focal persons were Ms. Mehroosh and Ms. Ruth.

#### Cleanliness Day

The 'English Department' organized "Cleanliness Day" on May 17, 2023 to promote a clean and healthy environment. During the event, students actively participated in a unique initiative where they transformed ordinary blue drums into beautiful waste bins through painting.



### PACE OF PROGRESS ACCELERATED

6x

DRINKING WATER

2x

SANITATION

3x

HYGIENE

## Cleanliness Drive

The students of Department of Computer Science under the supervision of Mr. Asim Zaman and Mr. Saadat Ullah organized the cleanliness drive. The initiative aimed at promoting a healthy environment within the University premises. By engaging students in spreading awareness about cleanliness and actively participating in cleaning up designated areas, the activity contributes to creating a safe and hygienic space that directly impacts the well-being of the University community.



## Cleanliness Drive

The students of 'Media and Communication Studies' organised cleanliness drive in

### Shahdra Valley (Islamabad)

As part of their Community Service Project on December 02, 2023.

The drive was led by Assistant Professor, **Dr. Attiya Zulfiqar**

## Cleanliness Drive Picture Gallery



## Campus Cleanliness Drive

The Campus Cleanliness Drive, initiated by the Dean, 'Faculty of Arts and Humanities' – Prof. Dr. Muhammad Safeer Awan and organized by the 'Social Responsibility Society' (SRS) on October 18, 2023. The purpose of this initiative was to promote a culture of cleanliness and environmental responsibility within our University community. By engaging students, faculty, and staff, the drive aimed to create a cleaner and more sustainable campus environment, fostering a sense of shared responsibility.

The drive encompassed the space before Rumi Block, and extended itself till the Iqbal Block. In between these points, the spaces around cafeteria and the lawn of Ibn-Khaldoon Block were also covered. The focus was on communal areas, walkways, and green spaces. Participants were strategically divided into teams, each responsible for specific areas to ensure maximum coverage and effectiveness.

A substantial amount of litter and waste was collected, resulting in a noticeable improvement in the overall cleanliness of the Campus. The initiative successfully engaged a diverse range of participants, including students, faculty, and sanitary staff. This participation underscored the sense of community and shared responsibility on-campus. The drive helped raise awareness about the importance of cleanliness and responsible waste disposal, contributing to a more environmentally conscious University community. The efforts of all participants resulted in a visibly cleaner and more attractive Campus environment. By participating in the drive, individuals became more accountable for the cleanliness of their campus, fostering a long-term culture of responsibility.



— COME AND JOIN US! —

▶ LET'S SAVE THE EARTH ◀



• ENVIRONMENT DAY •

# GOAL 7

AFFORDABLE AND  
CLEAN ENERGY





**AFFORDABLE & CLEAN ENERGY**

## ENSURE ACCESS TO AFFORDABLE, RELIABLE, SUSTAINABLE AND MODERN ENERGY FOR ALL

7 AFFORDABLE AND  
CLEAN ENERGY



### Utilizing Solar Energy

NUML has installed solar panels on buildings of its Main Campus, Rawalpindi Campus and Multan Campus. The University intends to become a carbon neutral university. Panels have been installed on buildings of Ibn-e-Khaldun Block, Ibn-e-Rushd Block, Nazir Library, Hostel# 3-4-5, Salam Block, Rumi Block, Johar Block, Ghalib Block and New Jinnah Block. The panels now collect 793 KW, which are connected to the grid.



## Net Zero Emissions – A Campaign

The students launched a campaign in the University by designing posters to inform about carbon emissions, educate ways to reduce the emissions and briefed about the activities which contribute to carbon emissions. Through the posters, they conveyed the message to take proactive steps towards reducing carbon emissions in their daily lives, fostering a more sustainable future for all.



Students designed a brochure to raise awareness about diseases caused by contaminated air and the impact of pollutants like **CFCs (chlorofluorocarbons)** from industries and transport. The motive was to educate people about the dangers of air pollution.



# GOAL 8

DECENT WORK  
AND ECONOMIC  
GROWTH



# DECENT WORK & ECONOMIC GROWTH



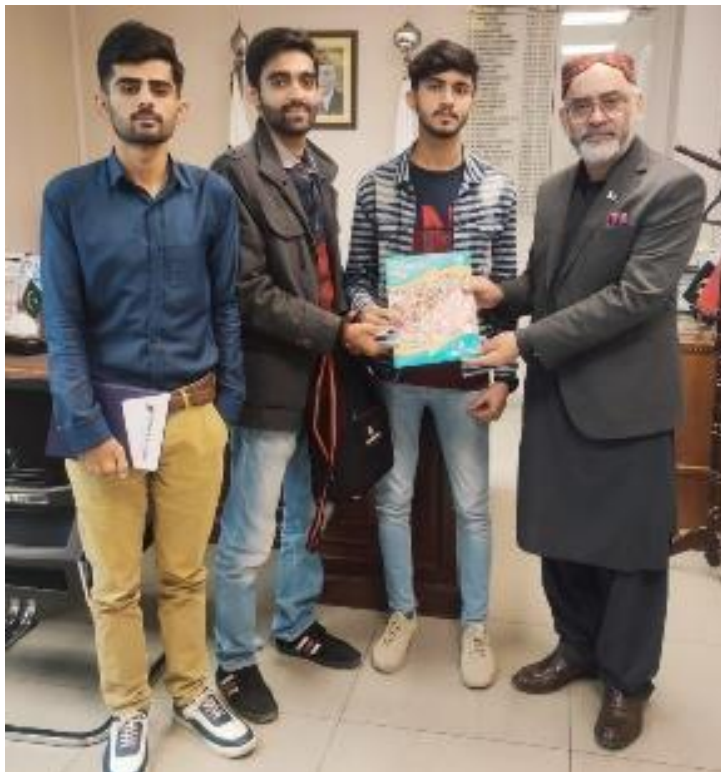
# PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, AND PRODUCTIVE EMPLOYMENT

8 DECENT WORK AND ECONOMIC GROWTH



## Visit to Tourism Development Corporation of Punjab

The students of the 'Governance and Public Policy' (G&PP) Department visited 'Tourism Development Corporation of Punjab' (TDCP) office in Rawalpindi on November 5, 2023. They met *Mr. Mohsin Fazal*, Manager-TDCP to discuss promotion of sustainable tourism practices in Punjab and the facilitation of international tourists. The activity was based on their Social Action Project (SAP) titled, "Verdant Vista Punjab".



## Ibn-e-Rushd Block



Ibn-e-Rushd Block serves as a vibrant intersection, bringing together a diverse array of individuals and entities invested in furthering research, professional growth, and entrepreneurial ventures. From seasoned academicians and researchers to budding startups and established businesses, the Block provides a dynamic space for collaboration and innovation.

The Block houses following facilities, inter alia:

- **Dedicated space for researchers**
- **Office of Research**
- **Incubation Center**
- **Placement Center**
- **Industry-Technology Cell**
- **Computer Laboratories**
- **State of the art conference and training halls**

Envisioned as a comprehensive research hub, the Block offers a multitude of facilities designed to empower various stakeholders. Our ambition is to establish Ibn-e-Rushd Block as the epicenter for research, innovation, commercialization, and entrepreneurial endeavors. We strive to become a one-stop solution for all research-related needs, catering not only to faculty and students but also to external collaborators.

**Through this comprehensive approach, we aim to cultivate an environment that ignites creativity, empowers individuals, and fosters groundbreaking advancements across various disciplines.**



**EPICENTER FOR RESEARCH,  
INNOVATION,  
COMMERCIALIZATION, AND  
ENTREPRENEURIAL ENDEAVORS**

## NUML Placement Center

Established in July 2021, the 'NUML Placement Center' serves as a bridge between the University and the professional world, fostering mutually beneficial relationships with employers for the ultimate benefit of NUML students and graduates. It acts as a career compass, guiding students in defining their aspirations and equipping them with the necessary skills and knowledge to navigate the competitive job market and secure fulfilling internships.



### Placement Centre

▪ Corporate Grooming Sessions	<b>27</b>
▪ Student Orientation Sessions	<b>38</b>
▪ Internships Offered	<b>195</b>
▪ Jobs Offered	<b>84</b>
▪ Focal Person Trainings	<b>03</b>
▪ Placement Software Training Sessions	<b>28</b>
▪ Student Counselling Desk	<b>278</b>

## Business Incubation Center

The 'Business Incubation Centre of NUML' (B ICON) provides a wide range of services to incubatees to propel them to new heights and sustain in industry. The Incubation Centre provides advisory services, consultancy, trainings, workshop advisory services, marketing and promotional services, technology transfer development and business linkages. The Centre connects incubatees with a network of industrial experts, entrepreneurs, angel investors, advisors and mentors for innovation, idea generation and business creation.



### Business Incubation Centre

▪ Awareness Sessions for Cohorts	<b>06</b>
▪ Students Interacted for Cohorts	<b>+4000</b>
▪ Incubated Teams in Cohort	<b>20</b>
▪ Business Ideas Registered in Cohorts	<b>122</b>
▪ Incubated Teams in Cohort	<b>20</b>
▪ Mentoring Sessions & Investor Connects	<b>04</b>
▪ Graduated Teams	<b>21</b>
▪ Participation in Business Expo & Ideas Competitions	<b>15</b>
▪ Seed Funding Won (PKR Million)	<b>13.3</b>
▪	

## Food Points / Kiosks at NUML

The students can operate their own restaurant in cabins provided by the University in an effort to foster an entrepreneurial culture on campus. The goal of this activity is to encourage healthy competition among students so that they could provide high-quality cuisine on campus.

NUML launched the Kiosks (Dhabas) project to encourage an entrepreneurial culture on campus by giving students the opportunity to make money through commercial ventures. Good-quality food items including burgers and biryani, as well as products like shawarma, dahi bhallay, and various drinks, are available at kiosks.



# GOAL 9

INDUSTRY,  
INNOVATION AND  
INFRASTRUCTURE





# INDUSTRY INNOVATION & INFRASTRUCTURE



# BUILD RESILIENT INFRASTRUCTURE, PROMOTE INCLUSIVE AND SUSTAINABLE INDUSTRIALIZATION

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



## Voting-Based Deep Convolutional Neural Networks (VB-DCNNs) for M-QAM and M-PSK Signals Classification

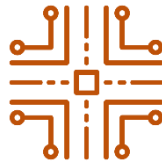
*- Mubashar Sarfraz et. al.*

The research contributes to the advancement of technology and innovation in wireless communication systems. Improving the efficiency and reliability of communication systems aligns with the goal of building resilient infrastructure and fostering innovation.

## Optimized Classification of Intelligent Reflecting Surface (IRS)-Enabled GEO Satellite Signals

*- Mubashar Sarfraz et.al.*

The research contributes to advancing technology and innovation in the field of wireless communication by introducing and optimizing the use of Intelligent Reflecting Surfaces. This can potentially lead to improvements in infrastructure, particularly in communication systems.



## TRMaxAlloc: Maximum task allocation using reassignment algorithm in Multi-UAV System

*- Mubashar Sarfraz et.al.*

The research contributes to the enhancement of infrastructure and innovation in emergency response systems. The use of UAVs for search and rescue operations reflects advancements in technology and the optimization of resources to improve the efficiency of emergency services.

## Multi-criterion Multi-UAV task allocation under dynamic conditions

*- Mubashar Sarfraz et.al.*

The research contributes to the advancement of technology and innovation in the field of multi-UAV systems, specifically in search and rescue scenarios. Efficient task allocation algorithms enhance the infrastructure for emergency response, demonstrating the application of technology to address complex challenges.



## IoT Enabled Health Monitoring System for Miners

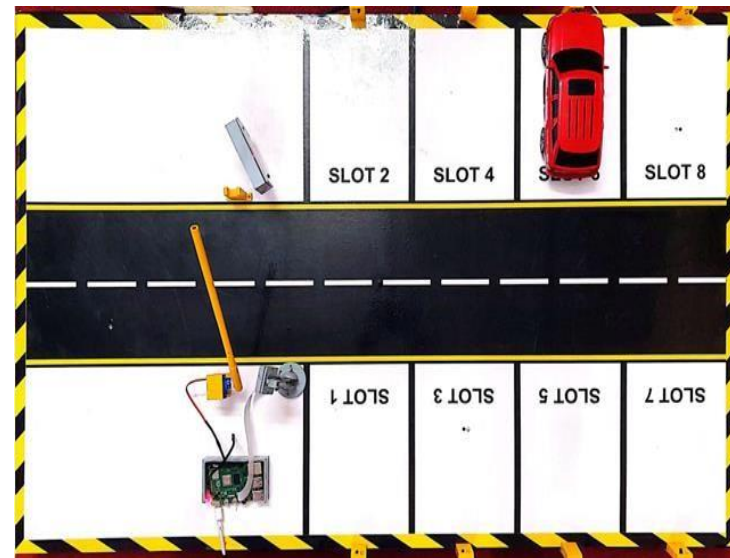
The IoT-enabled health monitoring system for miners delivers multiple advantages that align with SDGs, specifically targeting the goals of SDG 3 (Good Health and Well-being) and SDG 9 (Industry, Innovation, and Infrastructure). The system promotes miner's well-being by regularly monitoring their health status, early detection of health concerns, and safety enhancement, while also illustrating innovation within the mining sector through IoT technology. It ensures miner's well-being and safety. The system not only enhances worker safety and health at work but also relates to the wider global aims of sustainable development.



## IoT and Image Processing Assisted Smart Parking System

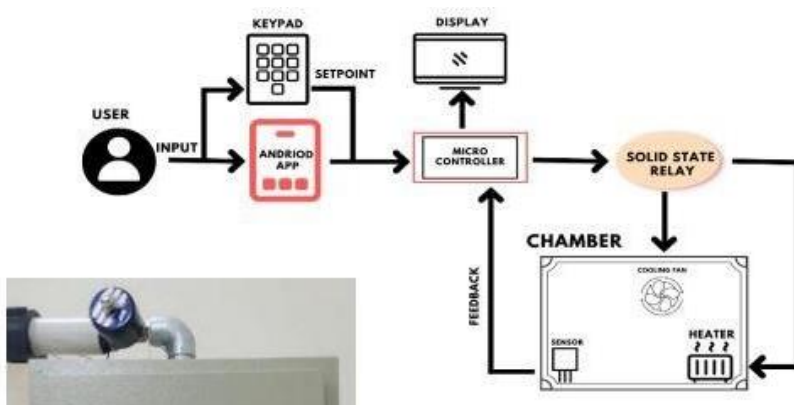
The IoT and image processing assisted smart parking system offers various benefits aligned with the Sustainable Development Goals (SDGs). SDG goals 9 and 11 are addressed. It enhances infrastructure resilience, promotes sustainable industrialization, and fosters innovation by efficiently managing parking, reducing congestion, and minimizing carbon emissions. The system also contributes to sustainable urban planning and management by optimizing parking space utilization, reducing traffic congestion, and providing real-time information to drivers. These efforts conserve energy, reduce the environmental footprint of cities,

and improve the overall well-being of urban communities, aligning with the goals of sustainable cities and communities.



## Multi-Stage Pid Digital Temperature Controller

Temperature controllers available in the market especially in Pakistan can control temperature up to one stage or two stages. Multi-stage temperature controller is built-in in some of the imported systems but not separately available in the market. This temperature controller will help the laboratories, industries, and medical science where the control environment is required. Through the mobile application, this temperature controller will also be remotely accessible which will also be a new feature in the temperature controller.



## Industrial Visit to Software House

Final year students of the Computer Science Department went for an Industrial visit to a reputable Software House "Synergy-IT" in Islamabad, where they were given interactive orientation sessions from industrial perspective. Furthermore, the agenda included discussion on industry readiness of students, skills development, awareness about various domains, skillset enhancement, CV making, and how to search and apply for the right jobs.

The initiative not only enhanced students' understanding of industry expectations but also empowered them with the tools and knowledge needed to succeed in their careers.



## Industry-Technology Cell of NUML

Building bridges between innovation and market success, the Industry Technology Cell of NUML (IT CON) acts as a catalyst for transforming research and ideas into commercially viable products. The Cell serves as a hub, offering comprehensive technology services and support to stakeholders across the spectrum, including businesses, industry leaders, and academic institutions.



Industry Technology Cell		
NUML Projects <b>04</b>	Students Level Project Completed <b>35</b>	Total Copyrights Filed <b>13</b>
Students Engaged <b>400</b>	Software Users Interacted/Trained <b>+2500</b>	Professional Trainings (Hours): <b>11</b>
Students Registered <b>121</b>	Revenue Generated from In-House Projects (PKR million) <b>6.6</b>	

## IT CON did following in-house projects for the University:

### In-House Projects



### Thesis Management System



### Annual Performance Reporting System



### NUML Placement System



### Customer Support Associate Flyer



### NUML Publication System



### Inventory Management System



# GOAL 10

## REDUCED INEQUALITIES



A photograph of a busy garment factory. In the foreground, a man with a beard and a red cap is working on a piece of blue fabric. In the background, several women wearing headscarves are working at sewing machines. The room is filled with large pieces of blue fabric hanging from racks. The floor is made of light-colored tiles. A semi-transparent purple banner with the text "REDUCED INEQUALITIES" is overlaid across the middle of the image.

**REDUCED INEQUALITIES**

## REDUCED INEQUALITY WITHIN AND AMONG COUNTRIES

10 REDUCED  
INEQUALITIES



### Wheelchair Marathon

The 'NUML CSR Society' participated in "Wheelchair Marathon" arranged by 'Pakistan Sports Council' for Persons with Disabilities on November 21, 2023 in Sector F-10. The event participation was supervised by *Dr. Sarah Imran* (In-charge CSR Society), *Mr. Imad*, *Ms. Qurat ul Ain*. Students from the CSR Team, other students from BBA and MBA Departments volunteered and supported the event. The students of MBA showed their appreciation by giving flowers to the winners.

The Marathon fostered inclusivity, showcased the resilience and determination inherent in overcoming physical challenges. It promoted a sense of community, broke down barriers and inspired others to pursue their goals. Embracing diversity in marathons not only enriched the sporting experience but also contributed to a more compassionate and understanding society.





## Celebrating Colombian Culture with Disney's Encanto

The 'Department of Spanish' organized a cultural activity titled, "Celebrating Colombian Culture with Disney's Encanto" on May 18, 2023 at Confucius Seminar Hall, Ibne Khaldoon Block. The aim of this activity was to get the students familiarize with the cultural diversity of one of the Spanish speaking countries i.e. Colombia in an interesting way. Disney's movie "Encanto" based on Colombian culture was shown and students learnt different cultural aspects through interactive activities.



NUML  
Faculty of Languages  
Department of Spanish

## CELEBRATING COLOMBIAN CULTURE

Featuring the award winning film  
**ENCANTO (2021)**  
Winner of 49 awards  
84 film award nominations

Thursday 18 May 2023  
9:30AM-12:30PM  
Confucius Seminar Hall  
Ibne Khaldoon Block

4  
QUALITY  
EDUCATION

10  
IMPROVED  
RESOURCES

## Clothes and Monetary Collection Drive for the Support Staff of the University

The 'Social Responsibility Society' (SRS) of 'Department of English – Undergraduate Studies' (UGS) had set up a time period of three days (April 04-06, 2023) for the collection of clothes and funds. The clothes distribution activity was conducted on April 14, 2023 and the funds were distributed on April 17, 2023,

The monetary and clothes collection activity was carried out on the NUML premises with the benevolent cause of supporting the Support Staff of the University monetarily and by providing some clothes for Eid-ul-Fitr. This activity was organized with the aim of expressing solidarity and care for the lower staff who often do not have access to the same level of resources as other employees. The initiative also aimed at bringing out sense of community and togetherness among the population of the University, during the holy month of Ramazan.

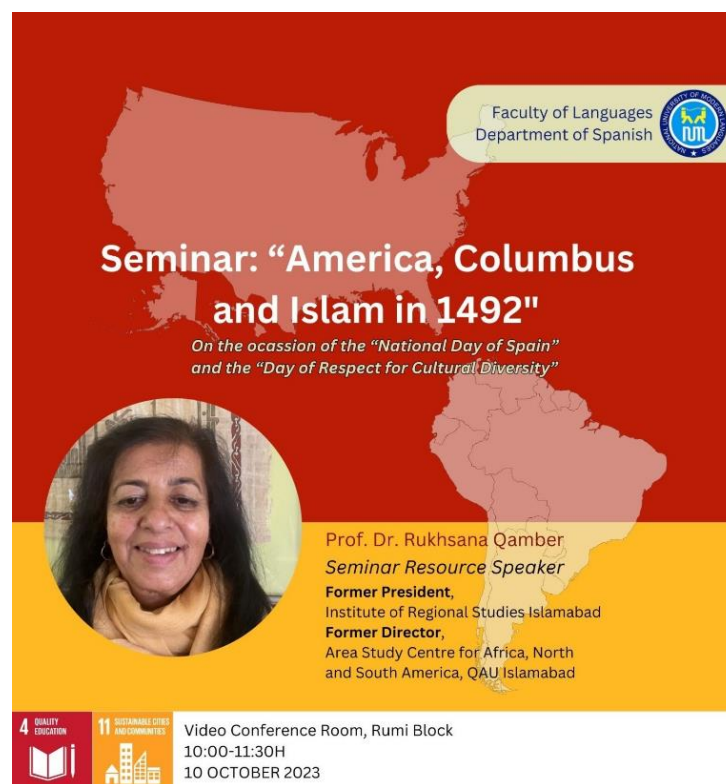
The success of the initiative has inspired volunteers to continue organizing such activities in the future, creating a more caring and supportive environment in the University.



## Seminar: “America, Columbus & Islam in 1492”

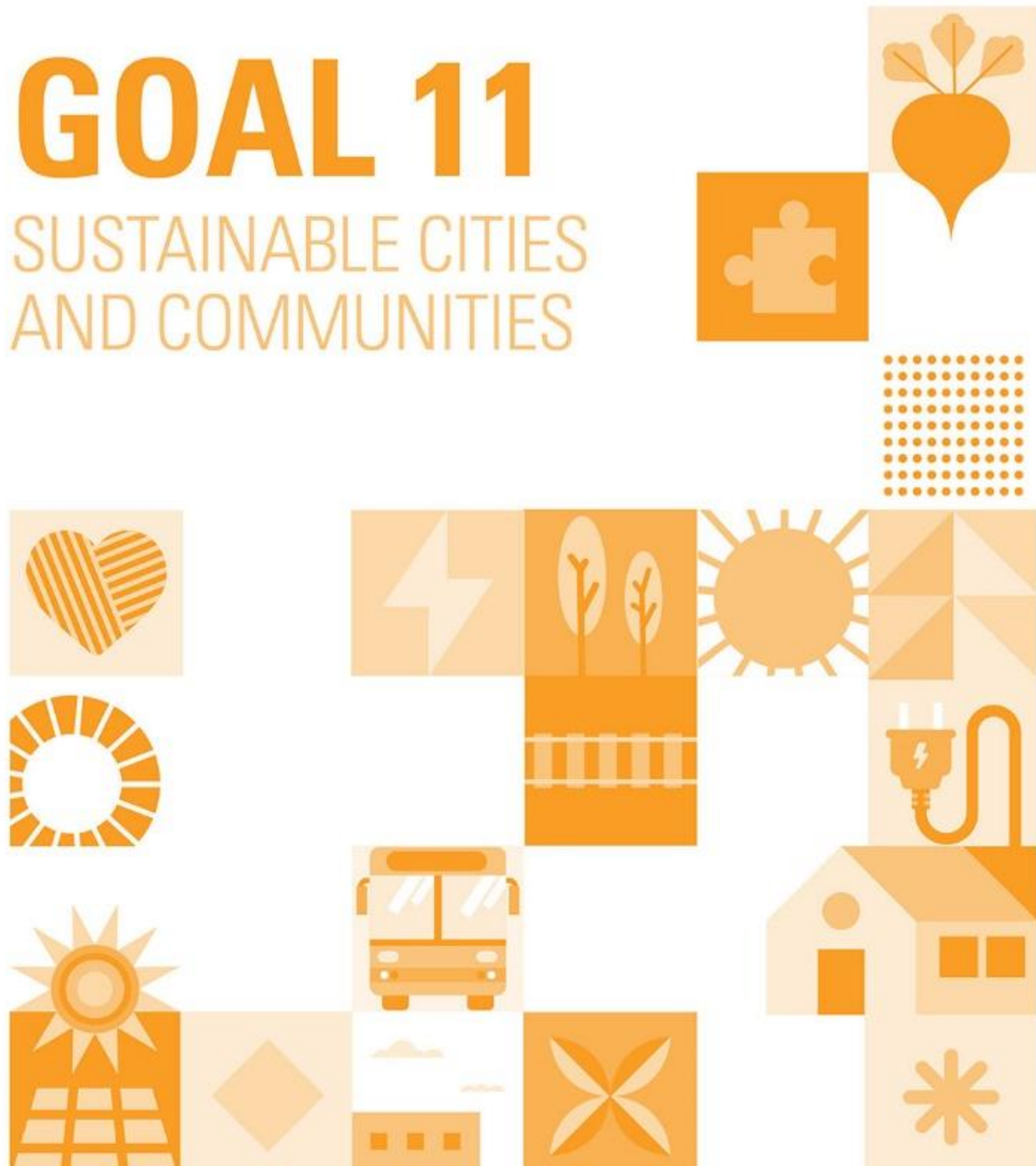
October 12 is celebrated annually as “National Day of Spain” in commemoration of “Discovery of American Continent” in Spain and “Day of Respect for Cultural Diversity” in other Spanish speaking countries of America. On this occasion, the ‘Department of Spanish’ organized a Seminar titled, “America, Columbus & Islam in 1492” on October 10, 2023 at Video Conference Room in Rumi Block. The aim of this seminar was to get the students familiarize with the historical, linguistic and cultural significance of America’s discovery and its impact on the local people and rest of the world.

*Prof. Dr. Rukhsana Qamber*, Former-President ‘Institute of Regional Studies’, Islamabad, and Former Director ‘Area Study Centre for Africa, North & South America’, QAU Islamabad was the Guest Speaker. Students of the Department sang songs in Spanish and the venue was decorated with handmade flags of all Spanish speaking countries.



# GOAL 11

SUSTAINABLE CITIES  
AND COMMUNITIES





# SUSTAINABLE CITIES & COMMUNITIES

# MAKE CITIES AND HUMAN SETTLEMENTS INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE

11 SUSTAINABLE CITIES  
AND COMMUNITIES



## Seminar on “Sustainable Cities and Communities”

The ‘Azerbaijan Language and Culture Center’ and the ‘Department of Russian Language’ organized a seminar titled, “Sustainable Cities and Communities” on November 29, 2023 in the Video Conference Room of Rumi Block.

The interactive seminar was held by *Ms. Xenia Hamayun Sanik* - Director General, Environment and *Ms. Abeera Dilawar* - Director, Public Relations from Capital Development Authority (CDA) for the students of the Department of Governance and Public Policy, International Relations and Russian Languages.

Students were engaged in group work to discuss issues related to transport, infrastructure, water management, and energy. They covered topics such as urban management, water waste management, accessibility to green spaces, sustainability and inclusion of youth.



After the seminar  
participants planted  
trees to contribute to  
SDG-13: Climate  
Action.



# Visit to Thatta

The students of 'Education Department' visited historical places to explore the heritage of Sindh. Thatta is a city in the Pakistani province of Sindh. Thatta was the medieval capital of Sindh, and served as the seat of power for three successive dynasties. Thatta's historic significance has yielded several monuments in and around the city.

Thatta's Makli Necropolis, a UNESCO World Heritage Site, is site of one of the world's largest cemeteries and has numerous monumental tombs built between the 14<sup>th</sup> and 18<sup>th</sup> centuries designed in a syncretic funerary style characteristic of lower Sindh. The city's 17<sup>th</sup> century Shah Jahan Mosque is richly embellished with decorative tiles, and is considered to have the most elaborate display of tile work in the South Asia.

The Archaeological Site of Bhanbhore is situated 64 kilometers south-east of Karachi on the bank of Gharo Creek in District Thatta, Sindh province of Pakistan. Bhanbhore is an early Islamic Archaeological site which has a sequence from 1<sup>st</sup> century BC to 13<sup>th</sup> Century AD. Whilst its earlier phases are waterlogged, the surface remains of the site represents the best preserved early Islamic urban form in South Asia. It is also the region's best preserved medieval port.



# Students Week

The students' week was organized to encourage the participation of students in extracurricular activities. The week comprise of Sports such as cricket, Hand soccer and badminton. Whereas, in NUML Fest - students showcased their stalls with food beverages, gaming, investment opportunities, dresses, and regional foods.



# NUML

## Mehfil Forum

The 'Department of Persian Studies' organized a seminar titled, "The Role of Literature and Fine Arts in the Development of a Society" from the 'NUML Mehfil Forum' on October 18, 2023. Guest speaker was *Dr. Muhammad Saleem Mazhar* - Director General, 'National Language Promotion Department' (Islamabad).

Rector NUML - *Maj. Gen. Muhammad Jaffar HI(M) Retd.* and Dean Faculty of Languages (FOL) graced the occasion.



# Open House & Job Fair

The Open House and Job Fair involved collaboration between the academic institution, final year students, and potential employers, fostering partnerships and aligning with the goal of strengthening the means of implementation and revitalizing global partnerships for sustainable development.



# German Unity Day

The 'Department of German Studies' celebrated "German Unity Day" by organizing a speech contest, painting competition, and quiz competition among the students on October 20, 2023 in Confucius Seminar Hall, Ibn-e-Khaldun Block. Certificates and gifts were distributed among the winners of the competition.



# Nouruz A Cultural Festival

The 'Deptment of Persian Studies' organized cultural festival "Nouruz" in front of Rumi Block Lawn on March 16, 2023. The event was jointly organized by the 'Department of Persian Studies' and the 'Embassy of the Islamic Republic of Iran' in Islamabad. Cultural Counselor Mr.Ehsan Khazai inaugurated the festival and visted the cultural exibition



# Alumni Homecoming Event



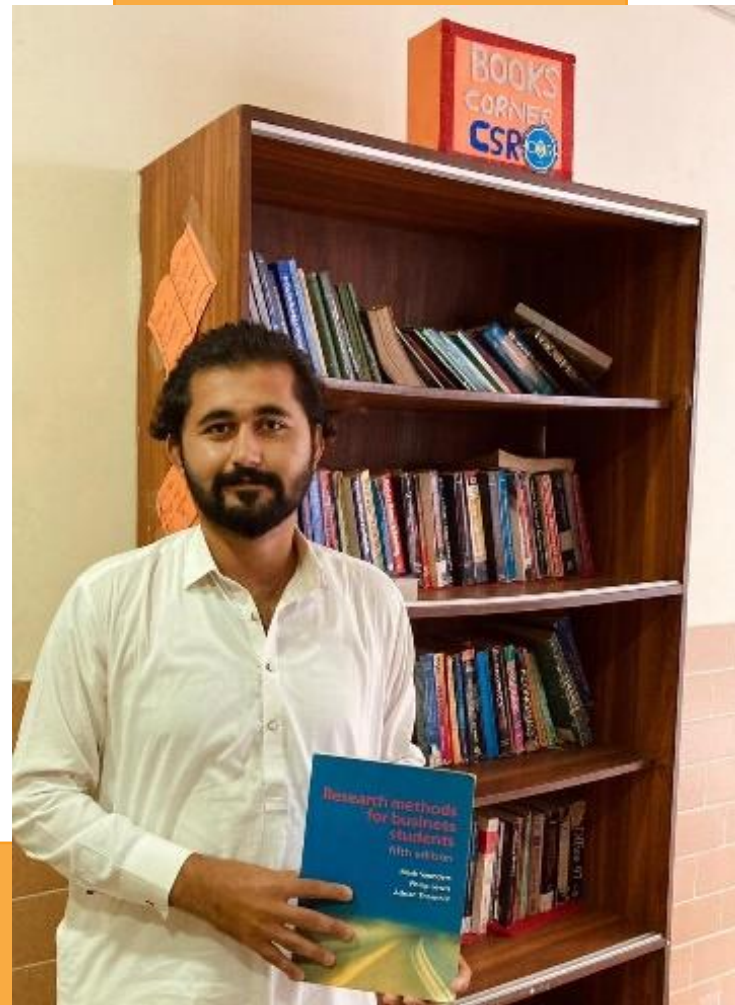
The 'Department of Electrical Engineering' arranged the third Alumni Homecoming Event on January 07, 2023 at Auditorium, Salam Block. Senior faculty members, alumni and final year students participated in the event.



# FMS Books Corner

In October 2023, the CSR Society decided to take the initiative to place some books on a vacant bookshelf not been used for long. The aim of this arrangement was to help the ones who do not ask for the books they require. The students, faculty and staff members participated in establishing the Corner on second floor in front of Room# 25.

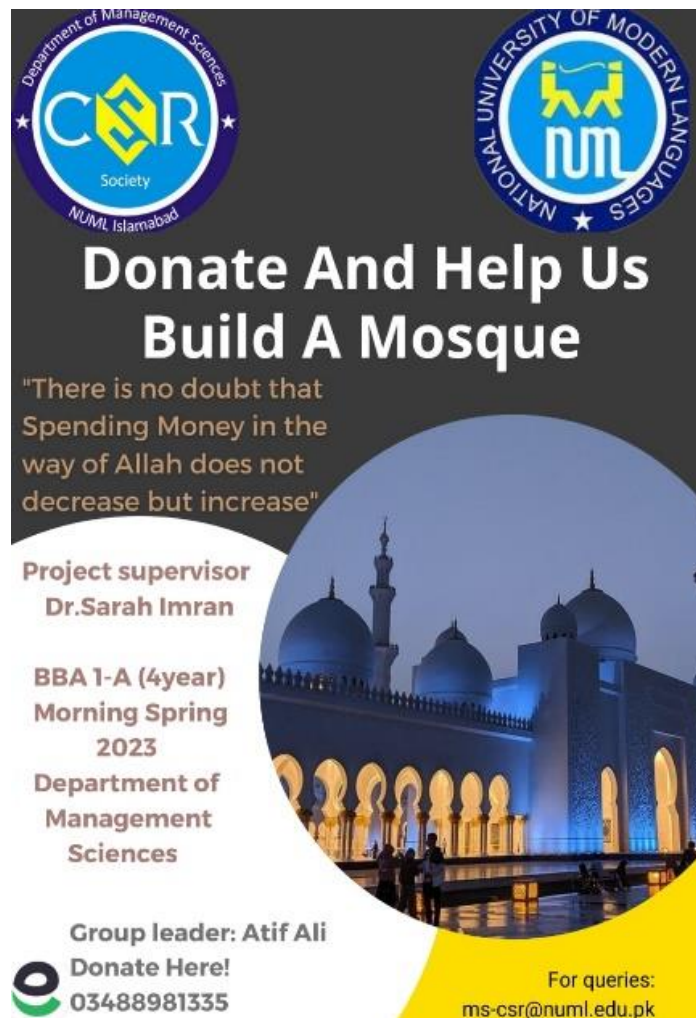
The initiative depicts the positive motive of the CSR team and hard work of volunteers involved. The Corner is open for students and faculty members who can grab a book and place one so everyone can easily help each other.



## Management of Masjid Construction Project 2023

The purpose of this project was to teach students about strategic planning for a non-profit organization - besides this, they learnt defining mission, creating goals and objectives, creation and assembling the work plan. The project's time period was March-May 2023.

In the project, the students learned how non-profit organizations can make their strategies regarding fundraising, project initiation, project launching (performing a task), and successfully closing the project.



**Department of Management Sciences**  
**CMSR**  
Society  
NUML Islamabad

**NATIONAL UNIVERSITY OF MODERN LANGUAGES**  
**NUML**

# Donate And Help Us Build A Mosque

"There is no doubt that Spending Money in the way of Allah does not decrease but increase"

**Project supervisor**  
**Dr. Sarah Imran**

**BBA 1-A (4year)**  
**Morning Spring 2023**  
**Department of Management Sciences**

**Group leader: Atif Ali**  
**Donate Here!**  
**03488981335**

**For queries:**  
**ms-csr@numl.edu.pk**



**Help us to build a Mosque**

**Prophet (PBUH) said:**  
"Whoever builds a Mosque for the sake of Allah, Allah will build a house for him in paradise"

**About us**  
In collaboration with the NUML CSR Society were raising funds for the construction of Mosque. So don't waste your time to earn your good deeds.

Charity doesn't decrease your wealth.  
Send your donations at:  
Easy paisa Account  
Rehan Adil  
0333- 3409607

**BBA -6A**  
**Hania Ikhtlaq**  
**Sana Nabeel**  
**Waqar ul haq**  
**Muhammad Saleem**  
**Rehan Adil**

**Supervisor: Mr. Adnan Iftikhar**  
**Focal person: Dr. Sarah Imran**



**Participate in the construction of masjid**

**In the new masjid Building Project**  
**Who builds a masjid from Halal wealth**  
**ALLAH Almighty will build a house of pearls and rubies for him in paradise.**

**DONATE NOW!**

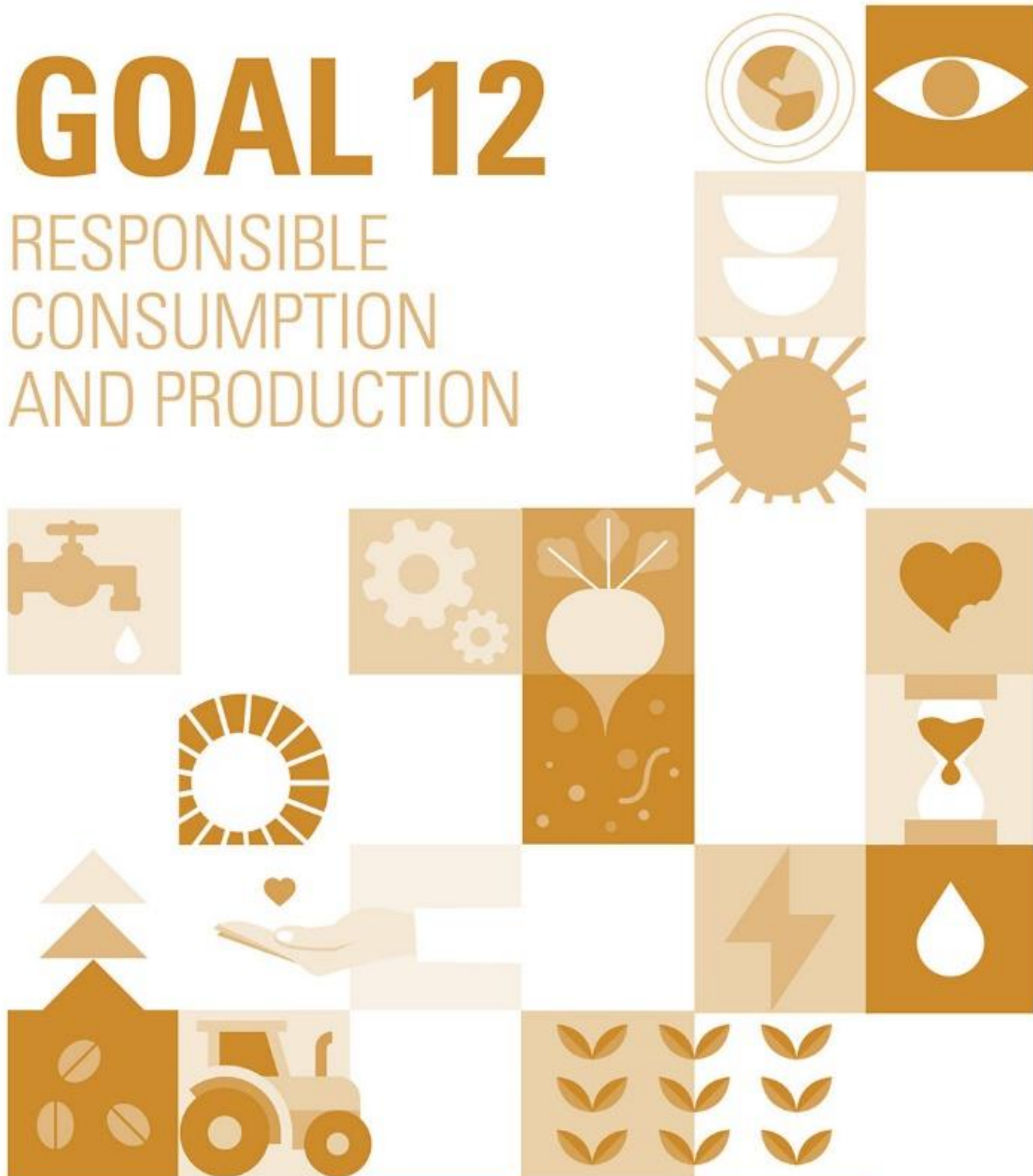
**For online donations**

**03180547800**  
**Sheikh Hamood (Leader)**  
**BBA 1-A**  
**Morning**  
**Spring 2023**  
**Helping hands**  
**ms-csr@numl.edu.pk**  
**SUPERVISED BY: Dr SARAH IMRAN**



# GOAL 12

RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



A pair of hands is shown from the wrist up, cupping a mound of dark, rich soil. A small, young green plant with four leaves is growing out of the center of the soil. The background is a soft, out-of-focus bokeh of green and yellow light, suggesting a sunny outdoor setting. The overall tone is warm and hopeful.

# RESPONSIBLE CONSUMPTION & GROWTH

# ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



## Social Action Projects (SAP)

The two-credit hour "Social Action Project" (SAP) course is focused on welfare and community development, is run by the "Department of Governance and Public Policy (G&PP)." As part of the course, students must collaborate in groups to plan a social project that will be carried out for the benefit of the local population. They must also share their experiences with their teacher and fellow students. Mr. Ali Shafqat Khan, a Lecturer at the 'Governance & Public Policy Department' (G&PP), is in charge of the projects. The Projects (SAP) are based on community service projects and youth-led outreach and awareness activities that align with the Sustainable Development Goals (SDGs) of the United Nations. To work on certain SDGs, students organize into groups known as "SDG Scouts." In light of the SDGs, the Scouts plan community service projects and awareness campaigns. Enrollment in the 'SDG Ambassadors Programme', which aims to enhance collaborations in the framework of the Goals, is open to academic institution students.

Following are the projects initiated by the students:

- Ground Water Conservation in Islamabad
- Eco-Tech Initiative
- Cyber Warriors
- Pollen Warriors
- Public Policy Forum
- Social Isolation and Relationship Breakups
- Make Protein Your Routine
- Shift – A Drug Free Future
- Thalassemia Warriors
- Verdant Vista in Punjab



## Visit to Rawalpindi Waste Management Office

The students of the 'Governance and Public Policy' (G&PP) Department visited the 'Rawalpindi Waste Management' (RWM) Office in Rawalpindi on November 05, 2023. The activity was part of their Social Action Project (SAP) titled, "Eco-Tech Initiatives".

The RWM facility has designated areas for electronic waste, where they collect and sort items for proper disposal and/or recycling. Students got the chance to see how they handle different types of electronic waste and ensured that harmful materials were safely managed. Their staff members are knowledgeable and passionate about promoting responsible waste management practices. During the visit the students found out the importance of properly managing electronic waste for the protection of the environment.



**WORLDWIDE ON  
AVERAGE  
EACH PERSON  
WASTES**



**1 20**

**KILOGRAMS  
OF FOOD PER YEAR**



## Awareness Session on E-Waste

The team members of the Social Action Project (SAP) titled, “Eco-Tech Initiatives” organized an awareness session on ‘Electronic Waste’ in the University on November 22, 2023. The members briefed about the issues caused by improper disposal of waste, challenges faced by companies on disposing off e-waste. They depicted processes and procedures of waste management for a safe environment.



## Observations on Overpopulation & It's Impact

The students gathered public opinion in various areas of Rawalpindi and Islamabad to gauge sentiments and gather insights regarding overpopulation and its impact. The objective was to engage with individuals from diverse backgrounds to understand their viewpoint on the issue. They visited Ganga Bus Stop, Satellite Town, Khanna Pul Bus Stop, and Faizabad Metro Station.



## On-Campus Awareness Drive for Responsible Consumption

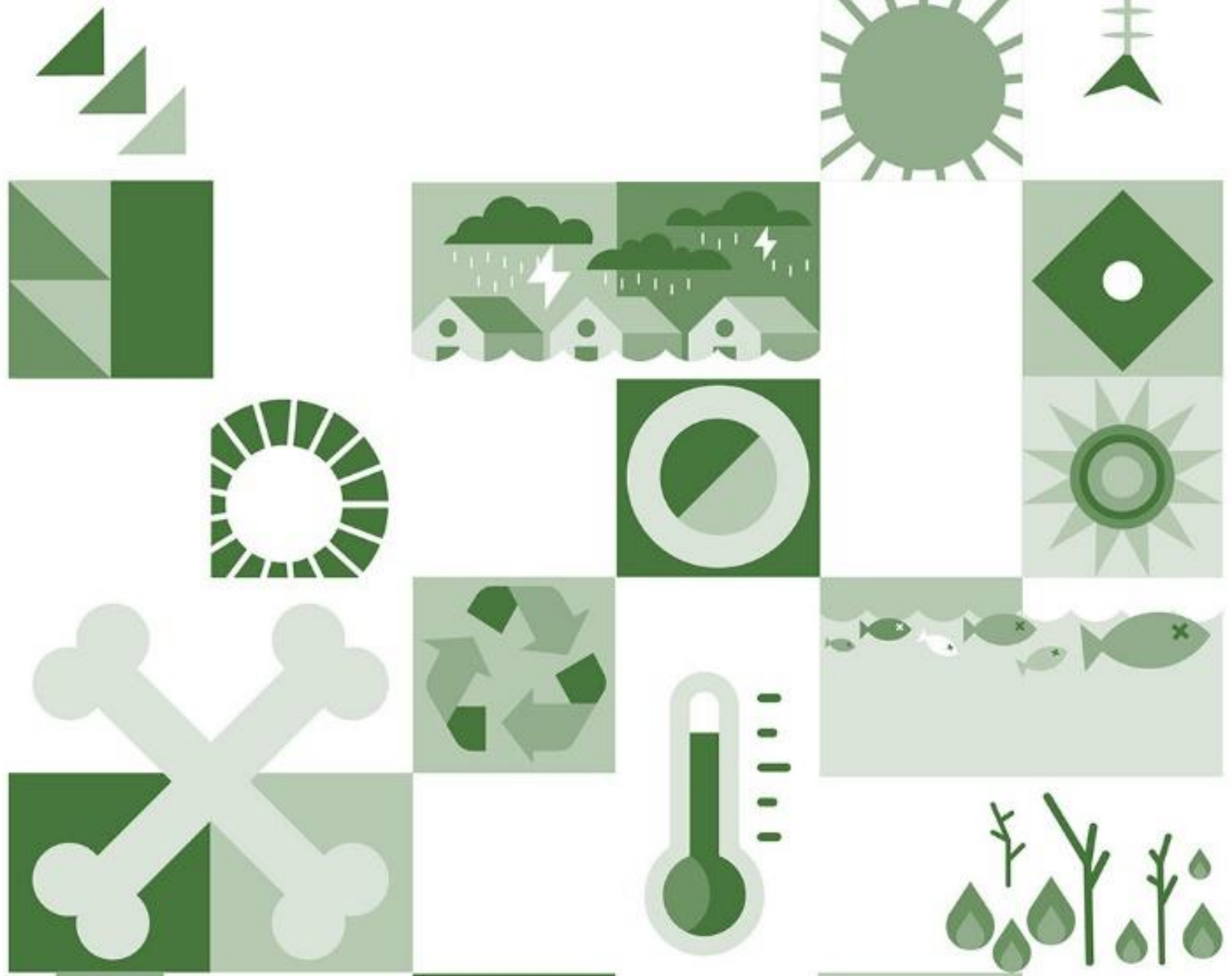
The students organized an awareness campaign on May 15, 2023 within the University premises, involving both senior and junior students to maximize participation and impact. The objective of this initiative was to raise awareness among the students about responsible resource consumption and waste reduction practices, ultimately aiming to minimize emissions on campus.

Various sessions were conducted to educate students about the importance of responsible consumption of resources. Discussions highlighted the correlation between excessive consumption, waste generation, and resulting emissions.

Engaging activities, such as interactive workshops, quizzes, and group discussions, were conducted to encourage active participation and to reinforce key messages about sustainable practices. Flyers, posters, and informational materials were distributed among students to provide guidance on adopting eco-friendly habits and reducing waste at individual levels.



## CLIMATE ACTION





# CLIMATE ACTION

# TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS

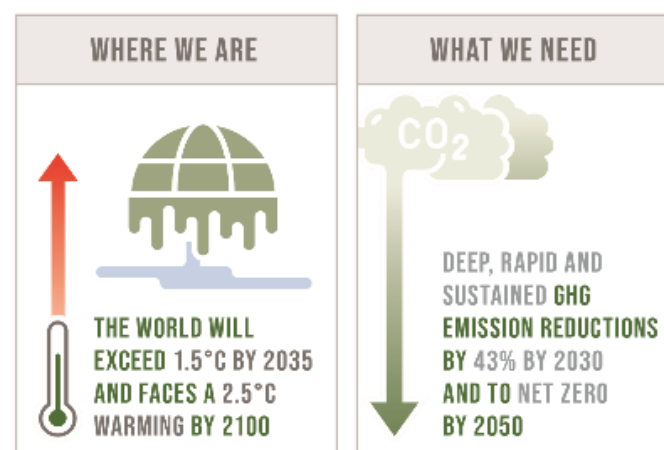
13 CLIMATE ACTION



## Tree Plantation Drive

The students of the 'Computer Science Department' actively participated in a CSR activity, "Tree Plantation Drive". The drive was organized by 'Shifa Foundation' and 'Shifa International Hospitals'. This CSR activity reflects a commitment to addressing the global challenge of climate change by contributing to the increase in green cover and promoting sustainable environmental practices.

The engagement of students from the Computer Science Department underscores the significance of interdisciplinary collaboration in tackling environmental issues. This initiative reflects the understanding that fostering a greener environment is essential for building a more resilient and sustainable future.



Source: UN SDG Progress Report 2023



## HIGHLY VULNERABLE REGIONS

EXPERIENCE **15X HIGHER MORTALITY RATES** FROM DISASTERS  
COMPARED TO VERY LOW VULNERABILITY REGIONS (2010-2020)



## Competition: Climate Change under our Eyes

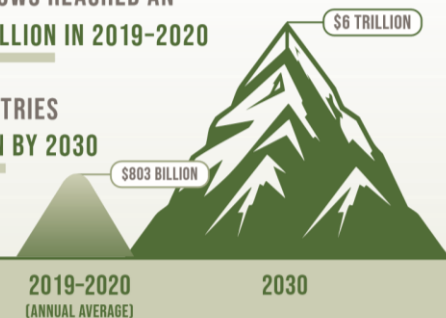
The students of the 'Department of French' participated in the Francophonie competition titled "Dessine-moi la planète" under the category "Climate Change under our eyes". The competition was co-organized by the embassies of Belgium, France and Switzerland. The objective of this competition was to inculcate the idea of how to preserve the environment since Pakistan had suffered a lot due to flooding.



## BILLIONS TO TRILLIONS:

GLOBAL CLIMATE FINANCE FLOWS REACHED AN ANNUAL AVERAGE OF \$803 BILLION IN 2019-2020

HOWEVER, DEVELOPING COUNTRIES REQUIRE NEARLY \$6 TRILLION BY 2030



Source: UN SDG Progress Report 2023

## Visit to the Ministry of Climate Change: Understanding Deforestation & Water Scarcity

The students visited the 'Ministry of Climate Change' to gain insights and briefings regarding their project's focus areas: deforestation and water scarcity. The primary objectives were to understand the existing policies, initiatives, and governmental actions addressing these critical issues impacting Pakistan's environment.



## Session on 'Climate Change & Clean Environment'

An online interactive session for the students of the 'Department of English Language Teaching' (ELT), Faculty of Languages (FOL-NUML) and the students of 'English Language' of the 'Institute of Foreign Languages', Ural State Pedagogical University (USPU), Ekaterinburg, Russia was held in the NUML-HEC SMART Classroom on November 15, 2023. Ms. Ruth Dickinson at NUML, Pakistan and Ms. Irina Myakishieva at USPU, Russia were the instructors. The students integrated SDGs in English speaking and listening activities related to climate change and clean environment.



## Tree Plantation Drive

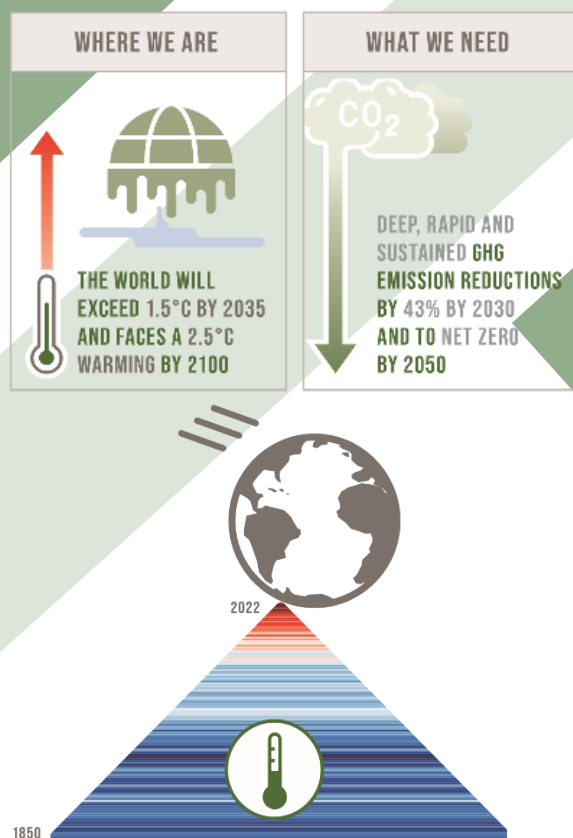
The 'Tree Plantation Drive' was carried out on June 20, 2023 in order to engage faculty members and students towards the need to preserve our environment and ecology. It was organized by the students of Quetta Campus under the supervision of Mr. Munir Ahmed. The purpose behind this event was to teach students about saving our climate from pollution and keeping our campus green and clean.



## Webinar on 'Overpopulation Leading to Resource Depletion in Pakistan'

The webinar titled, 'Overpopulation Leading to Resource Depletion in Pakistan' was organized to address the issues of environmental conservation and climate change on May 24, 2023. Syed Tehzeeb ul Hussain, an environmentalist from Skardu, Gilgit Baltistan - serving as Field Officer at 'World Wide Fund for Nature' (WWF-Pakistan) was the resource person.

The speaker elucidated the multifaceted aspects of environmental catastrophe and climate change. Through a presentation, Mr. Tehzeeb highlighted critical issues, their impacts, and potential mitigation strategies. More than fifty students participated in the webinar – they were engaged in an informative discourse on environmental challenges and solutions.



Source: UN SDG Progress Report 2023



# WEBINAR SESSION

## Overpopulation leading to Resource Depletion in Pakistan.

(Focused on deforestation and water scarcity)

**May 24th, 2023**

**7:00pm - 7:30pm**

**Event Organizer:** Atta Jan Sawab  
**Project by:** BS 3rd Morning  
 Students of Governance and Public Policy

**Speaker:** **MR. Syed Tehzeeb ul Hussain**  
 Ex President EPS GC University  
 Roll of Honor GCU  
 Field Officer WWF  
 Founder Clean GEM

**Supervisor:** **MS. Sidra Ijaz**

**Overpopulation\_in\_Pakistan**

## Tree Plan tation Drive

The 'Social Responsibility Society' (SRS) of 'Department of English – Undergraduate Studies' (UGS) organized tree plantation drive on March 8, 2023 in the University. The purpose of this activity was to shed light on the importance of trees and plants in the ecosystem, and how these plants can safeguard the fundamental fabric of our environment from the menace of climate change.

The saplings were planted in two different locations. The first location was the lawn before the Rumi Block and the second locality was the back end of Jinnah Block. Nine different kinds of plants were successfully planted. Among them were a few saplings of apricot, guava, phoenix palm, and king ficus.

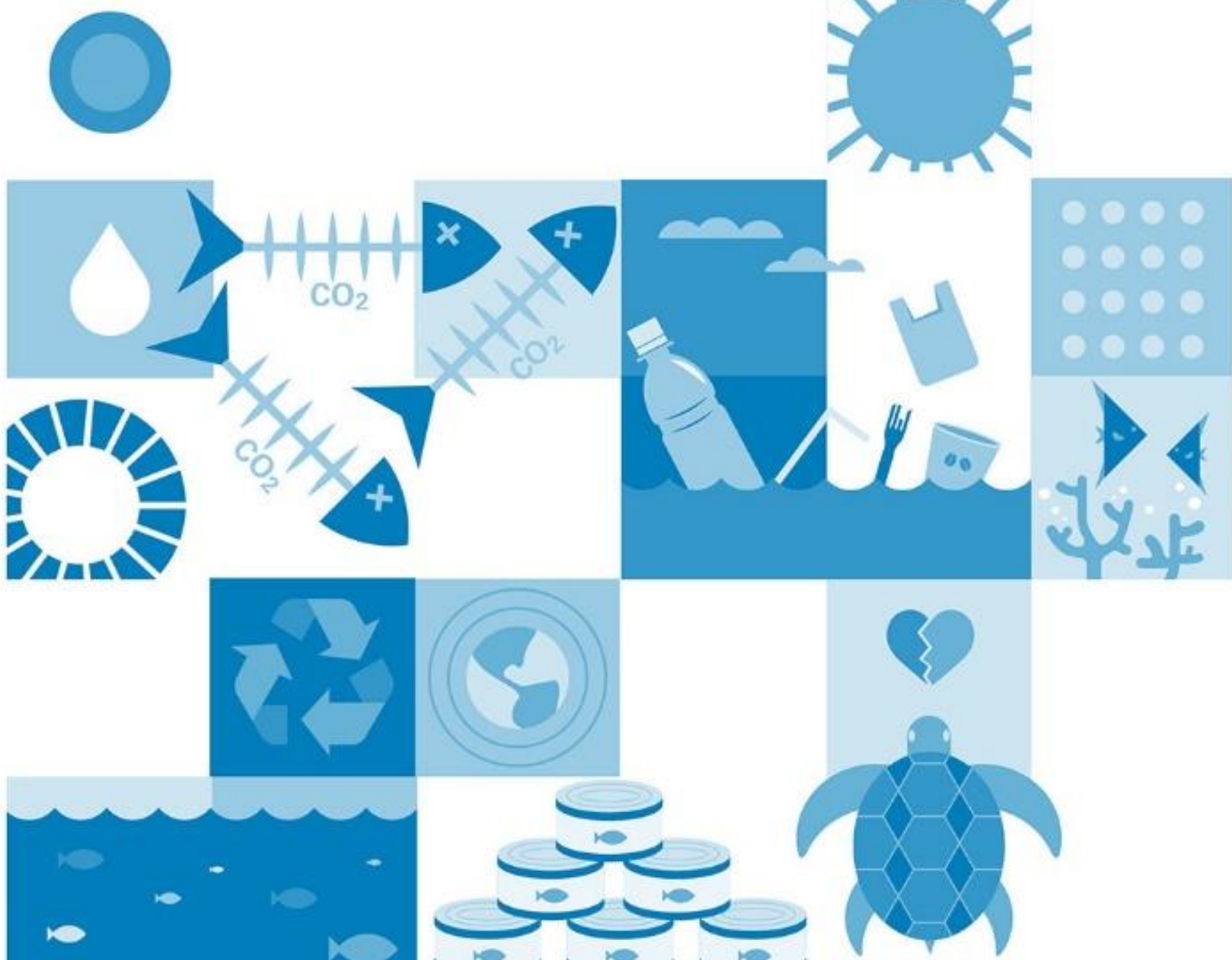


The Plantation Drive was inaugurated by Dr. Zawar Hussain, HoD UGS-English Department and Dr. Sibghatullah Khan. They were joined by Dr. Sana Tariq. The plants were planted by SRS's volunteer team, who were assisted by the University administration and the executive team. The activity would not only benefit the biosphere of the world, but it would also provide some good shade to students in the years to come.





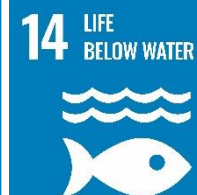
# LIFE BELOW WATER



An underwater photograph of a coral reef. The scene is filled with various types of coral, including large, rounded, light-colored structures in the foreground and darker, more textured ones in the background. Several fish are visible: a prominent yellow butterflyfish with a black stripe is in the center-right, and several smaller, silvery fish are swimming on the left. The water is a clear, deep blue. A semi-transparent dark blue horizontal band across the middle of the image contains the text "LIFE BELOW WATER" in white, bold, sans-serif capital letters.

# LIFE BELOW WATER

# CONSERVE AND SUSTAINABLY USE THE OCEANS, SEAS AND MARINE RESOURCES FOR SUSTAINABLE



## General Public Awareness Campaign

The students of 'Governance and Public Policy' (G&PP) Department initiated an awareness campaign on water conservation on December 17, 2023.

A diverse group of students came together to turn the empty Cricket Stadium (Sector I-9) into an important hub of discussion. This created the ideal platform for sharing knowledge about water conservation.

The students of G&PP provided a wealth of useful advice for students to conserve water in their daily lives, both at home and in their colleges. Their awareness campaign was designed to create long-lasting improvements in everything from culinary procedures to bathroom routines. They distributed pamphlets; their ground-based participation in water conservation impacted young players and students.



**PRESERVE THE BLUE, PROTECT THE EARTH:**  
URGENT ACTIONS NEEDED TO SAFEGUARD  
THE PLANET'S **LARGEST ECOSYSTEM**



## Visit to Iqra Residential School & College

The students of 'Governance and Public Policy' (G&PP) Department visited Iqra Residential School & College, Islamabad on December 20, 2023. The energetic students were motivated by the awareness campaign on water conservation. The campaign created an idea that promised to guide a way towards a sustainable future.



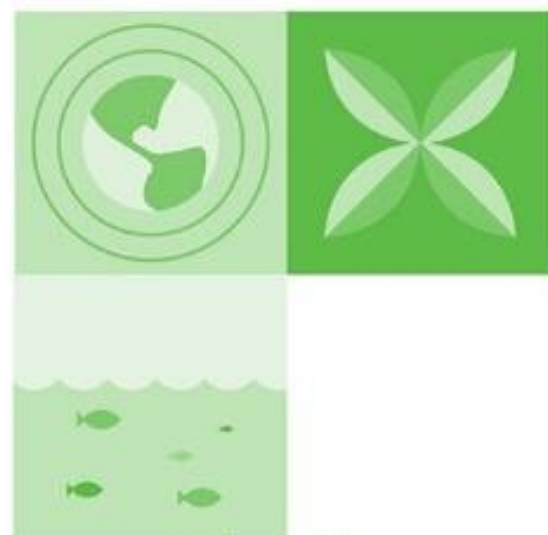
# Awareness Drive at NUML

The students of 'Governance and Public Policy' (G&PP) Department started an awareness drive on water conservation at NUML Islamabad on December 14, 2023. They distributed pamphlets to highlight the importance of water by providing information on water saving techniques including collecting rainwater, reusing it, and following easy steps like shutting off the faucets while performing daily tasks. Groundwater depletion is a serious problem; as a group, we must adopt sustainable practices to prevent water scarcity.



# GOAL 15

LIFE ON LAND



A close-up photograph of a blue-headed vireo perched on a weathered wooden branch. The bird has a dark blue cap, a white face, and a blue back. Its wings and tail are a vibrant green. The bird is facing right. A semi-transparent green horizontal band is overlaid across the middle of the image, containing the text "LIFE ON LAND" in white, bold, sans-serif capital letters. The background is a soft, out-of-focus green.

# LIFE ON LAND

# PROTECT RESTORE AND PROMOTE SUSTAINABLE USE OF ECOSYSTEM AND HALT AND REVERSE LAND

15 LIFE  
ON LAND



## Student-Led Awareness and Conservation Campaign

The students of 'Department of Governance and Public Policy' embarked on a campaign to raise awareness among local communities and tourists regarding the detrimental impact of tourist activities on the natural environment in Kallar Kahar and Soan Valley. The primary goal was to educate and promote sustainable tourism practices while addressing the "environmental degradation" caused by tourism.



## A FUNDAMENTAL SHIFT IN HUMANITY'S RELATIONSHIP WITH NATURE IS ESSENTIAL



Source: UN SDG Progress Report 2023



## Public Awareness Campaign for Responsible Tourism

A team of students of 'Governance and Public Policy Department' initiated public awareness campaign focused on promoting responsible tourism practices among university students and local community. The aim was to educate individuals about the significance of adopting sustainable tourism practices and the adverse effects of irresponsible tourist activities on the environment. Through the campaign, team members educated university students and local



residents about responsible tourism practices and the need for conservation. By highlighting the benefits of sustainable tourism and the negative impacts of irresponsible activities, they aimed to inspire a collective effort towards preserving natural environment for future generations.



# Earth Day

The 'Department of German Studies' organized "Earth Day" on April 05, 2023; the day was celebrated by tree plantation by the Dean 'Faculty of Languages' (FoL), Head of Department and students. A video session on environmental protection was also organized for the students. A poster competition among the students on environmental protection was also arranged.



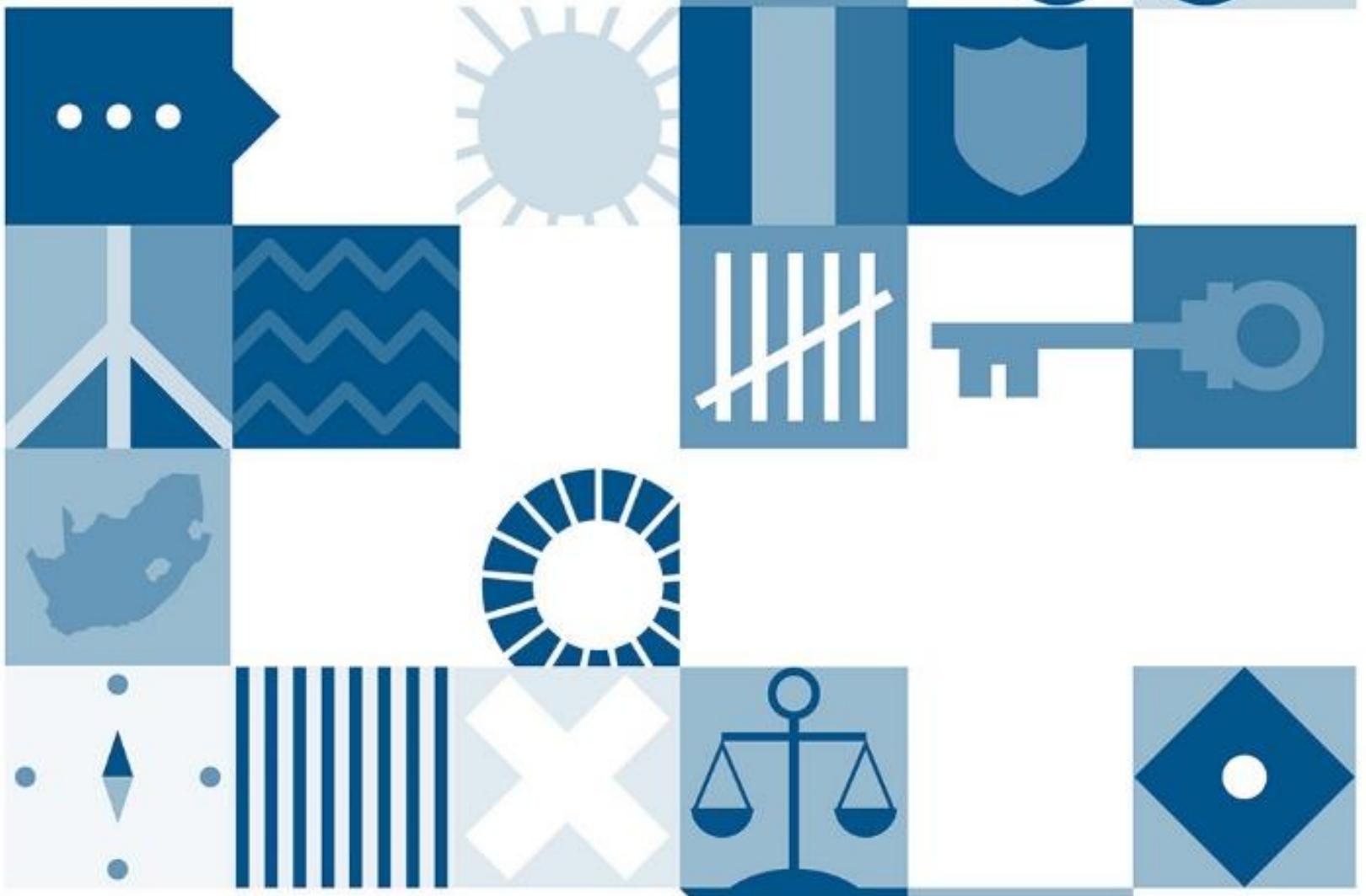
# Excursion Trips

The excursion trips to Nathiagali and Thandiani were organized by the 'Department of Computer Science' on May 06, 2023 and November 25, 2023 respectively. These trips provided an opportunity to explore and connect with nature, the trips promoted environmental awareness and conservation. The aim of these excursion trips was to install a sense of responsibility among participants, urging them to be caretakers of the environment. These excursion trips, with the focus of enjoying and preserving the natural world, align with SDG 15.



# GOAL 16

# PEACE, JUSTICE AND STRONG INSTITUTIONS



A woman in a dark blue police uniform and a beige hijab stands in front of a doorway. She is holding a blue sign with white text and a graphic. The sign reads '16 PEACE AND JUSTICE' and features a white dove holding an olive branch, standing on a gavel. The background is a simple interior with a doorway and some furniture.

# PEACE JUSTICE & STRONG INSTITUTIONS

**16** PEACE AND  
JUSTICE



## PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT, JUSTICE FOR ALL AND INCLUSIVE INSTITUTIONS AT ALL LEVEL



### NUML | Interpretation Services

Ms. Shireen Fatima – Senior Instructor & Incharge Department of Spanish served as Spanish to English and English/Urdu to Spanish Interpreter with the President of Pakistan. Chancellor- NUML - Dr. Arif Alvi, the Ambassador of Venezuela - Mr. Jose Rafael Silva Aponte, and the Ambassador of the Republic of Colombia - Mr. Julio Anibal Riano Velandia, during their Credentials Ceremony and call on President at Aiwan-e-Sadr on September 12, 2023.

### Ambassador Republic of Colombia's Call on President at Aiwan-e-Sadr on September 12, 2023.



### Ambassador of Venezuela's Call on President at Aiwan-e-Sadr on September 12, 2023.



### Visit of Delegation of the 'Ural State Pedagogical University'

A delegation from the 'Ural State Pedagogical University' (USPU) visited NUML on April 19, 2023. Rector-USPU, Svetlana Miniurova met Rector-NUML, Maj. Gen. Muhammad Jaffar HI(M) (Retd.) and discussed the possibility of signing an agreement for opening a Russian Language and Culture Center. Roman Porozov, Associate Professor-USPU attended the meeting along with Danila Ganich, Ambassador of Russian Federation (RF) and Svyatoslav Podoplelov, attache of the Embassy of RF.



**Svyatoslav Podoplelov, attache of  
the Embassy of RF**



**Danila Ganich, Ambassador of  
Russian Federation (RF)**

## **Interpreter (English-Persian-Urdu)**

Dr. Humaira Shahbaz, Senior Instructor, Department of Persian Studies NUML, performed her duty as Interpreter (English-Persian-Urdu) in a high profile meeting of PM Pakistan, Muhammad Shahbaz Sharif with President of Islamic Republic of Iran, Dr. Syed Ibrahim Raeesi, at Pishin Border city of Iran, in an inauguration ceremony of Pishin-Mand Sustenance Border Markets and Polan-Gabd Electricity Transmission Line from Iran to Pakistan on Thursday, 18th May 2023



## Pakistan Day Celebrated

The Pakistan Day event was organized on March 22, 2023 to create awareness about our history and inculcate patriotism. The event featured a patriotic declamation and speeches from speakers from Kashmir showcasing Pakistani and Kashmiri union. The event was attended by students, faculty, staff, and guests. The guest of honour, Mr. Shakeel, former senior official of Radio Pakistan, who also served as Station Manager - Radio Pakistan, Mirpur Station made the event more inspirational by sharing the history of Azad Jammu and Kashmir (AJK) and Pakistan.



## Lecture on a Policy Framework - 'Malaysia Madani'

Consul General of Malaysia H.E. Harman Hardianta visited NUML-Karachi Campus on June 02, 2023 on the invitation of International Relations (IR) Department. Consul General delivered an informative lecture on 'Malaysia Madani' - a new policy framework introduced in Malaysia focusing on good governance, sustainable development and racial harmony. Consul General also discussed with faculty members and students, various education and scholarship opportunities available in Malaysia for Pakistanis. He encouraged Pakistani universities to sign MoUs with Malaysian universities and assured his support for the process.



## Seminar on Kashmir Issue

A seminar on Kashmir Issue was arranged on May 04, 2023. Dr. Rabia Aamir, author of 'Environmental Ethics: Life Narratives from Kashmir and Palestine' travelled from Islamabad to educate the students and faculty. She delved into the lives of people who have experienced displacement and conflict in Kashmir and Palestine. Local educational fraternity as well as faculty and students attended the event from various departments who also gave their perspectives on the Kashmir issue. Regional Director and three senior academicians also spoke on the occasion, dwelling upon the issue. The event was well attended by the students, faculty and community.



## Visit of Ambassador of Russian Federation

Ambassador of Russian Federation (RF) - *Danila Ganich*, visited NUML with *Svyatoslav Podoplelov* - Attache of the Embassy of RF on April 06, 2023. They discussed with the Head of Department (HoD) - *Ms. Elena Sumina*, upgradation of the 'Department of Russian', study materials and upcoming events. Dean Faculty of Languages (Fol) - *Prof. Dr. Jamil Asghar Jami* was also present in the meeting.



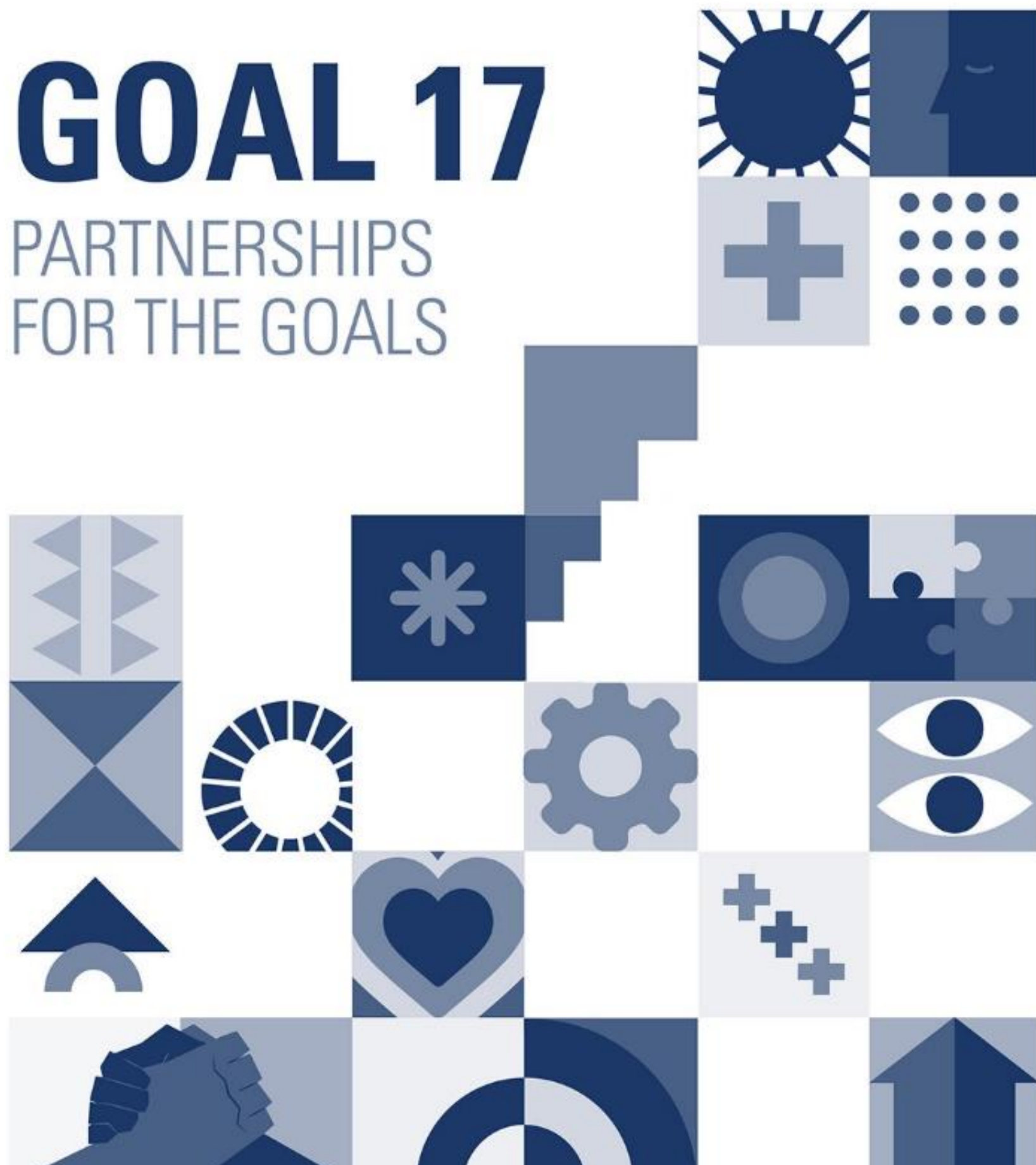
## Session on the topic "Pakistan's Prevailing Political & Security Situation"

A session on the topic "Pakistan's Prevailing Political & Security Situation" was arranged by 'Department of International Relations' (IR - Karachi Campus) on March 15, 2023. Brig (R) Haris Nawaz was invited as a guest speaker. The speaker gave an overview of the situation of Pakistan in the year 2023 followed by Question & Answer session.



# GOAL 17

PARTNERSHIPS  
FOR THE GOALS



A top-down view of several hands reaching towards the center to assemble wooden puzzle pieces. The scene is backlit by a bright, warm light source, creating a strong glow and silhouetting the hands and pieces. A semi-transparent dark blue horizontal band is positioned across the middle of the image, containing the text.

**PARTNERSHIP FOR THE GOALS**

## STRENGTHEN THE MEANS OF IMPLEMENTATION AND REVITALIZE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT

17 PARTNERSHIPS  
FOR THE GOALS



### NUML Collaborations

#### MoU with Alberuni Tech Private Limited

NUML and Alberuni Tech Pvt Ltd signed an MoU on January 05, 2023. The purpose of this memorandum is to promote cooperation and strengthen the ties by creating linkage between industry and academia in the areas of mutual interest.

The MoU was signed by the Director General NUML - *Brigadier Syed Nadir Ali* and Channel Manager of Alberuni Tech Private Limited - *Ms. Maliha Azmat*.

#### MoU with Leverify

NUML and Leverify LLC (Limited Liability Company) signed an MoU on January 05, 2023. The purpose of this memorandum is to promote cooperation and strengthen the ties by creating linkage between industry and academia in the areas of mutual interest. The MoU was signed by the Director General NUML - *Brigadier Syed Nadir Ali* and Director of Leverify LLC Limited - *Mr. Zaka ul Mustafa*.

#### MoU with National Skills University

NUML and National Skills University signed an MoU on February 22, 2023. The purpose of this memorandum is to provide joint educational and research activities, special short and long term academic programs and reciprocal visits of senior management to both institutions. The MoU was signed by the Director General NUML - *Brigadier Syed Nadir Ali* and Registrar of National Skills University - *Dr. Sarwat Naaz Mirza*. Director General NUML - *Brigadier Syed Nadir Ali* and CEO of LEXICON School of Business & Finance – *Mr. Abdul Shakoor*



### MoU with Amazon Gymkhana

NUML and Amazon Gymkhana signed an MoU on August 08, 2023. The purpose of this memorandum is to provide faculty development trainings, trainings to students of NUML and also to provide support to businesses of NUML students.

The MoU was signed by the Director General NUML - Brigadier Syed Nadir Ali and Director of Amazon Gymkhana - Dr. Qasim Zia Malik.



### MoU with Innova Technologies

NUML and Innova Technologies signed an MoU on August 08, 2023. The purpose of this memorandum is to enhance cooperation with each other for the promotion of entrepreneurship in Pakistan.

The MoU was signed by the Director General NUML - Brigadier Syed Nadir Ali and Team Leader & Tax Compliance of Innova Technologies - Mr. Adil Ali.



### MoU with Foundation University Islamabad (FUI)

NUML and Foundation University Islamabad (FUI) signed an MoU on August 31, 2023. The purpose of this memorandum is to enhance cooperation and interaction to promote understanding of high quality professional education in all common domains.

The MoU was signed by the Director General NUML - Brigadier Syed Nadir Ali and Pro-Rector FUI - Brig. Pro. Dr. Abdul Ghafoor, SI(M) (Retd.).

