



PRESTON

News

Newsletter of Preston University-Pakistan

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Literary Reference in Honor of Mr. Majid Nizami held at Preston University



Preston University and Daira Islamabad organized a Literary Reference in honor of the icon of journalism and Editor-in-Chief of Nawa-e-Waqt Group late Mr. Majid Nizami. The event was held at the auditorium of Preston University in August 2014.

Eminent among those who shed light on the life and contributions of late Mr. Majid Nizami, on the occasion, were Engr. Khurram Dastagir Khan, Federal Minister for Commerce, Mr. Irfan Siddiqui, Special Assistant to the Prime Minister, Dr. Ghazanfar Mehdi, Chairman Daira Islamabad and Dr. Abdul Basit, Chancellor Preston University. Other eminent personalities who were conspicuous by their presence and also spoke on the occasion were Barrister Arbab Mehdi Rizvi, Mr. Nayyar Sarhadi and eminent Businessmen, Mr. Zafar Bahtawari.



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Preston University and Jump Start Pakistan Jointly Organize Seminar on 'Entrepreneurship'



Preston University and Jump Start Pakistan jointly organized a seminar on 'Entrepreneurship'. The event was held at the Islamabad Campus of Preston in August 2014. The faculty and students of the university participated in the referenced event in large numbers. Eminent among the speakers who spoke on the subject, on the occasion, were Mr. John Duhring, an Education Technology Specialist at Cogswell Polytechnical College, Sunnyvale California, Mr. Muazzam Ali Bhatti, founder & CEO of Alfoze Technologies Pvt. Ltd. Mr. Mueen Batly, Member Competition Commission of Pakistan, and Mr. Fakhar Abbas Product Manager Jump Start Pakistan.

In his presentation, Mr. Muazzam Ali Bhatti, CEO of Alfoze Technologies Pvt. Ltd. at the outset emphasized that the reasons to become an entrepreneur includes passion, a true need existing in the market that is marketable and belief on innovation (making things easy for people). He said that Startups must have trustworthy, reliable and diverse team members, and mentoring is very important for Startups. Regarding the issue of financing of Startups, Mr. Muazzam informed the participants that funding can be arranged in monetary or non-monetary terms. Bootstrap financing, he said, could also be an important source of funding. He asserted that customer feedback and customer retention holds the key to success in this regard.

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Preston Organizes Launching Ceremony of Dr. Bughio's Book

"The True Face of Islam"



A book launching ceremony was held at Preston University, Islamabad to launch Dr. Azizur Rahman Bughio's book titled 'The True Face of Islam'. The event was jointly organized by Preston University and the Archaeological and Historical Association of Pakistan in September 2014. The Federal Minister for Planning and Development, Mr. Ahsan Iqbal was the Chief Guest on the occasion. Eminent among the speakers who spoke on the occasion were former Senators Mr. Akram Zaki and Mr. Farhatullah Babar, Dr. Riaz Ahmed, former Director General NIHCR, Dr. Ghazanfar Mehdi, Chairman Archaeological and Historical Association of Pakistan and Dr. Azizur Rahman Bughio, the author of the book.

In his keynote address, the Federal Minister for Planning and Development, Mr. Ahsan Iqbal said that we have not yet been able to appreciate the teachings of the Holy Quran. This is specifically the reason why we are being compelled to

present the true face of Islam to the world today. He emphasized, time has come for us to ensure that we start giving due preference to collective interest and benefit of the people over individual interest. He said it is indeed very unfortunate that we have put the teachings of Islam on the back burner which is why we have today become victims of chaos and social injustice and discrimination. Mr. Ahsan Iqbal further said it is truly regrettable that we the followers of this great religion have always interpreted its teachings according to our liking and for our personal benefit. Expressing his views on Dr. Bughio's book 'The True Face of Islam' Mr. Ahsan Iqbal said the book is remarkable. That Mr. Bughio has drawn intense inspiration from the teachings of the Holy Quran, teachings of eminent Sufi-Saint Hazrat Shah Abdul Latif Bhitai and renowned poet of the East Dr. Allama Muhammad Iqbal, in the process of writing the book, makes the content of the book even more enlightening and thought provoking. ————— ▶▶ *Continued on page 7*



Peshawar Campus Organizes Seminar on "Drug Prevention and Awareness"



The Peshawar Campus of Preston University organized a seminar on "Drug Prevention and Awareness-Say no to Drugs." The referenced seminar that was held at the university in September 2014 was attended by the students, faculty and senior management of the university in large numbers. Eminent among the speakers who vent their views on the subject were Prof. Dr. Alay Ahmed, Associate Dean Psychology, Preston University Peshawar, Prof. Dr. Maher Bano from Department of Psychology, Preston University Peshawar, Ms. Zarmina Gul from the Department of Psychology, University Peshawar, and Col. (R) Zafar Gul, Assistant Professor, Preston University Peshawar. Prof. Dr. Mohammad Anwar Hassan, Vice Chancellor Preston University, Kohat presided over the seminar as Chief Guest.

The topic on which Prof. Alay Ahmed spoke on the occasion was 'Alcohol and Tobacco-Gateway to Death.' Prof. Dr. Maher Bano talked about 'Drug Abuse-Its Causes and Effects.' Ms. Zarmina Gul from the Department of Psychology, University of Peshawar spoke on 'Psychological Effects of Drugs.' The topic on which Col. (R) Zafar Gul based his presentation was 'Drug Abuse in Pakistan.' Though all the speakers spoke on different aspects of the menace of drug abuse they unanimously agreed that drug abuse is a stigma. It not only takes a heavy toll on the drug users but also badly tarnishes the image of the society to which they belong. They said that effective measures must be taken by the state and the community to eliminate this menace.

In his keynote address, as Chief Guest, Prof. Dr. Mohammad Anwar Hassan at the outset expressed his profound gratitude and appreciation to the speakers for their enlightening and thought provoking presentations on different aspects of drug abuse. He said drug abuse has now acquired international dimensions, as this critical problem today affects not only the countries of the third world but the entire world. The Pakistani society also stands badly affected by this perilous and nerve-racking problem which is growing rapidly and destroying the social fabric of our society, he said.



Preston University Karachi Organizes **Video Show** on **Polio Eradication**

Preston University, Karachi organized a video show on Polio Eradication Campaign sponsored by Rotary International USA. The referenced event was held in the auditorium of the main campus of the university located at Shahrah-e-Faisal, Karachi. The video recording screened on the occasion was based on the song of Dr. Salman Ahmed of Junoon Group. The event was attended by



the faculty, staff and students of the university in large numbers. Speaking briefly on the occasion, eminent singer Dr. Salman Ahmed highlighted the importance of community service. He endeavored to motivate the students to involve themselves in community service as by doing so they would have the pleasure of serving the millions of downtrodden and hapless people of the Pakistani society, he said. Dr. Salman emphasized on the occasion that those who are fortunate and endowed with the best of everything in life must consider it an obligation on their part to come forward and help those who are hapless and cannot even enjoy the basic minimum requirements of life such as food, shelter and clothing. He expressed his profound gratitude to the management of Preston University for providing him the opportunity not only to screen his video on the extremely important issue of 'Polio Eradication', but also share his views on a vital subject like community service with the students of the university.

Board of Advanced Studies and Research of Preston University holds its **57th Meeting**

The Board of Advanced Studies and Research (BASAR) of Preston University held its 57th meeting in August 2014. The referenced meeting was presided over by Prof. Dr. Muhammad Anwar Hassan, Vice Chancellor Preston University, Kohat and Chairman BASAR. Members of BASAR participated in the meeting. Recitation from the Holy Quran marked the opening of the meeting. Chairman BASAR, Prof. Dr. Muhammad Anwar Hassan at the outset warmly welcomed the Board members to the 57th meeting of the Board. He then thanked all the members for sparing time out of their heavy work schedule to participate in the meeting. Thereafter, he declared the 57th meeting of the Board open.

The proceedings of the meeting began with the permission of the Chair. Secretary BASAR, Prof. Dr. Allah Wadhayo Baloch presented the agenda of the meeting on being requested by the Chair. He, thereafter, requested the Chair to approve the minutes of the 56th BASAR meeting which was held in May, 2014, with some amendments. The Board unanimously approved the minutes of the 56th meeting of BASAR with the proposed amendments.

Innumerable issues of academic importance were raised and discussed at the meeting. Synopsis of MS / M. Phil and PhD scholars were presented to the Board for due consideration and approval. On the occasion, the Board approved the Synopsis of some MS / M. Phil and PhD scholars. Synopsis of a few scholars were deferred for resubmission in the next Board meeting with changes recommended by the Board. The 57th meeting of BASAR concluded with a vote of thanks to the Chair presented on behalf of all the members of BASAR by Prof. Dr. Firoza Ahmed, Dean Faculty of Social Sciences, DG Human Resource and Social Development and Gender Empowerment and Management, Preston University. In his concluding remarks, Chairman BASAR Prof. Dr. Muhammad Anwar Hassan thanked all the members for participating and giving valuable input in all the issues raised and discussed during the course of the meeting.



Quotable Quotes

“Families are the compass that guide us. They are the inspiration to reach great heights, and our comfort when we occasionally falter.”

Brad Henry

“Good Judgment comes from experience. And experience comes from bad judgment.”

Anonymous

“Adam was the luckiest man; he had no mother-in-law.”

Mark Twain

Training Program for Junior and Senior Faculty held at Preston Islamabad Campus



A two-day training program was organized for the permanent and visiting, junior and senior (non PhD) faculty members engaged in imparting education at the Islamabad Campus of the university. The program kicked off at the Islamabad Campus on September 10, and continued through September 11, 2014. Topics that came under discussion during the two-day program were (1) Innovative Teaching Strategies and (2) Andragogical Skills/Questioning. Thirty four junior and senior faculty members of the

Islamabad Campus participated in the referenced training program on the first day. On the second day, twenty eight members were in attendance. Ms. Rukhsana Nazir, an eminent and well known professional master trainer, was instrumental in conducting the training.

During her discourse on the occasion, Ms. Rukhsana Nazir at the outset emphasizing on the importance and need for continuous training of the staff of the organization said that training has become a significant feature of corporate growth and development. She said, an increasing number of institutions are today identifying a fairly wide range of areas where training is essentially required; and the leading among them has been training and development of the teaching faculty at the university level in particular and at all levels of education in general.

Highlighting the learning objectives of the training program, Ms. Rukhsana said the objectives were innumerable. However, the six important objectives she mentioned during the course of her training sessions were (1) To find the latest, most innovative, futuristic methodology for teaching (2) To enhance the abilities of the educators who exhibit model behavior that will guide the Learners to become productive adults (3) It is almost incumbent upon the faculty members to insist, through professional behavior, that they are, in fact, important and skillful people. [▶▶ Continued on page 7](#)

Preston University Karachi Celebrates 68th Independence Day with Immense Enthusiasm



The 68th Independence Day of Pakistan was celebrated, on August 14, 2014, by Preston University, Karachi with immense enthusiasm. To commemorate the significant event, held at the main campus of the university, a number of activities were organized in which the faculty, staff and students participated with unparalleled jubilation.

The key activity held on the occasion was a flag hoisting ceremony. The national flag was hoisted at the venue of the ceremony by Dr. Nilofer Shaikh, Vice Chancellor Preston University Karachi. The faculty, staff and students of all the three campuses of the university were present on the occasion in large numbers. The other activities held during the festivity were Urdu and English Debate Competition and National Songs Competition. The day-long festivity concluded with a prize distribution ceremony in which the winners of the two competitions were awarded prizes. The prizes were distributed by Ms. Afshan Ahmed, an artist and music instructor of eminence.

In their brief address on the occasion the Vice Chancellor Preston University Karachi, Dr. Nilofer Shaikh and Director General, Dr. Aftab Lodhi highlighted the significance of the day in the lives of every Pakistani citizen. They urged the students to fully devote themselves towards their studies so that they can equip themselves with knowledge and skills that would be essentially required to effectively manage the affairs of the country in the future. They also emphasized that the students must derive maximum benefit from the resources available at the university to attain academic excellence.

Seminar on “Impact of Advertising on Business Promotion” held at Peshawar Campus



The Peshawar Campus of Preston University, Kohat, Khyber Pakhtunkhwa organized a seminar on “Impact of Advertising on Business Promotion”. The event was held at the auditorium of Peshawar Campus in September 2014. The referenced seminar was largely participated by the faculty and students of the university. Prof. Dr. Muhammad Anwar Hassan, Vice Chancellor Preston University, Kohat presided over the seminar as Chief Guest.

In his keynote address on the occasion, Prof. Dr. Anwar Hassan at the outset welcomed the participating faculty members and the students to the seminar. Expressing his views on the topic of the seminar, he said undeniably advertising is an extremely important tool to promote any business, regardless of its magnitude and nature, effectively. He said, as business grew over time the business of advertising also grew phenomenally. Advertising, he said, has become vitally significant for all types of businesses. The manufacturing industries in particular and the services and other industries have always found advertising to be a very effective tool not only to promote their products and services among the potential customers but also to build the image of the organization, he informed.

Speaking on the occasion, Mr. Kamran Khaliq, Lecturer Preston Peshawar Campus said that an advertisement is a link between the advertiser of a product or service and its potential customers. He said, it not only promotes but also furnishes relevant information to the potential customers about a particular product or service. In addition, advertising plays an effective role in motivating a customer to make up his or her mind about the product that is being advertised, he emphasized. Mr. Kamran said that in view of the foregoing facts it cannot be denied that advertising is a very important tool that is available to the manufacturing and services industries to not only promote their goods and services but also make their businesses profitable. At the conclusion of the seminar, a vote of thanks was presented by Prof. Dr. Alay Ahmed, Associate Dean Psychology, Preston University, Peshawar Campus. He expressed his profound gratitude to the Chief Guest, Prof. Dr. Muhammad Anwar Hassan and Mr. Kamran Khaliq for their enlightening and thought provoking presentations on the topic of the seminar.



“Orientation Seminar” for Corporate Executives held at Islamabad Campus

Corporate Executives working with prestigious public and private organizations, based in Islamabad and Rawalpindi, take part in the seminar in large numbers. Eagerly interact with the faculty of the university and take keen interest in the specializations being currently offered by the university under its EMBA Program.

An Orientation Seminar was held at the Islamabad Campus for Corporate Executives aspiring to seek admission in the university’s EMBA Program during Fall 2014. The referenced seminar was held at the auditorium of Islamabad Campus in August, 2014. Corporate Executives employed with national and multinational organizations of repute, situated in Islamabad and Rawalpindi, took part in the seminar with immeasurable enthusiasm. The purpose of the seminar was to provide an opportunity to the prospective EMBA students to closely interact with the faculty and management of Preston University and seek detailed information on its EMBA Program.

Corporate Executives who overwhelmed the Orientation Seminar by their huge presence demonstrated immense interest in the information provided to them by the faculty and the program staff of the university present on the occasion. For the benefit of the participating prospective students, detailed presentations on the EMBA program were made on the occasion by the senior management of the university. During their intensive interaction with the faculty and staff the participants deeply appreciated the high quality and content of the EMBA program of the university.

Speaking on the occasion, Dr. Abdul Basit, Chancellor of Preston University at the outset extended a warm welcome to the participating students to the Orientation Seminar. He spoke at length about the history of the university and also highlighted some of its landmark achievements since its inception in 1984. On the occasion, Dr. Abdul Basit also talked about the rules and regulations and policies governing particularly the academic activities of the university. He emphasized that the EMBA program of Preston University is very popular among the Corporate Executives who are keen to augment their educational qualifications and quickly move up the ladder of success in their professional careers.



**APWA
Honors
Dr. Firoza
Ahmed**

Dr. Firoza Ahmed, Professor/Dean Social Sciences and Director General (HR) Preston University has been nominated by the All Pakistan Women’s Association (APWA), a nongovernmental organization of national eminence, as Consultant to the National Executive Committee of APWA and its provincial and district branches nationwide. Dr. Firoza Ahmed had formally served APWA as National Chairperson of the Executive Committee for two terms and also remained its National Adviser till recently. In her present capacity as Consultant to APWA she will be responsible for youth education, and particularly monitoring and evaluating projects and programs being conducted by volunteers, community organizations and outstanding women professionals throughout the country.

Dr. Abdul Basit, Chancellor Preston University and the faculty and staff of the university profoundly congratulated Dr. Firoza Ahmed for the honor bestowed upon her by the All Pakistan Women’s Association (APWA) and its affiliated organizations both in public and private sectors.

Workshop on

“Managers: Strategies for Strengthening Teamwork and Effective Performance” held in Islamabad



A one-day Workshop on “Managers: Strategies for Strengthening Teamwork and Effective Performance” was held at the Islamabad Campus of Preston in August, 2014. The Gender Empowerment, Development and Management Division of Preston University was instrumental in organizing the referenced Workshop. The participants of the Workshop comprised of nominated representatives of public and private sector organizations including international non-governmental organizations (INGOs) and local non-governmental agencies (NGOs) based in Islamabad and Rawalpindi.

The Workshop was conducted by Dr. Firoza Ahmed, Professor / Dean Social Sciences and DG (HR) Preston University. It was organized as a part of the university’s series of workshops focused on developing programs for outstanding students, scholars and working women. This vital initiative has been flourishing in a sustained manner under complete support and guidance from Dr. Abdul Basit, Chancellor Preston University. The Gender Empowerment, Development and Management Institute of the Division of Social Sciences of Preston University has the distinction of successfully organizing 75 such workshops so far. The workshops organized by Preston University have provided opportunities to hundreds of working women and others the opportunity to immensely benefit from the professional training imparted through these workshops.

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Literary Reference: Mr. Majid Nizami

The distinguished speakers paid glowing tribute to late Mr. Majid Nizami while expressing their views about him. They said Mr. Majid Nizami was an icon of journalism and his contribution towards promotion of positive journalism in the country has no parallel. They also profoundly lauded Mr. Nizami’s contribution towards Pakistan Movement and the strong stand that he had always taken, during his lifetime, for the ideology of Pakistan and the Pakistani nation at all national and international forums. They said Majid Nizami's purity of thought and courage of conviction is showcased everyday in the pages of the eminent Urdu daily of the country, Nawa-e-Waqt. They said that it is Mr. Majid Nizami's dynamic policies which earned Nawa-i-Waqt the unconditional trust and esteem of the readers in Pakistan and around the world. Of this policy, Majid Nizami's first and foremost concern has always been the benefit of the Muslim nation, they emphasized.

The speakers further said that late Majid Nizami had always lucidly and boldly supported the Kashmir cause and raised his voice at all national and international forums for giving the people of Kashmir the right of self-determination. He always strongly condemned the atrocities committed by India in occupied Kashmir. In their concluding remarks, the speakers emphatically stated that people like late Mr. Majid Nizami are born in centuries and the vacuum that has been created by his sad demise will perhaps never ever be filled.





Addressing the participants on the occasion, Mr. John Duhring, Education Technology Specialist at Cogswell Polytechnical College, Sunnyvale California stressed upon the need of viability of business. He emphasized on convergence between Kauffman Foundation and Silicon Valley model. He said an idea can be taken from three perspectives; idea as a hobby, idea as a passion and idea as an idea. One shall share an idea and obtain feedback. John Duhring stressed that social factors are very important for developing an ecosystem of Entrepreneurship.

Speaking on the topic, Mr. Mueen Batly, Member Competition Commission of Pakistan stated that Entrepreneurship is a solution towards national crisis. He emphasized that while still at universities, it is a perfect time for the students to start business and they can manage both studies and business together without much difficulty. He called upon the students to themselves determine what they are good at; job or entrepreneurship.

Earlier, in his opening remarks on the occasion Mr. Fakhar Abbas, Product Manager Jump Start Pakistan highlighted the mission of Jump Start Pakistan. He shed light on the activities of the organization and unfolded its plan to bring about 1500 Startups from Pakistan during the next five years. Mr. Fakhar made a generous offer to the students interested in starting a business to approach Jump Start for mentoring and financing or any other assistance.



▶▶ Continued from page 2 ————— Launching Ceremony of Dr. Bughio's Book

In their brief remarks on the occasion, the writer of the book 'The True Face of Islam', Dr. Azizur Rahman Bughio and the other speakers said that Islam is a universal religion of peace and brotherhood. The detractors of Islam, world over, have unfortunately always projected the negative image of Islam. They continue to do so, more vehemently, even today for achieving their ulterior motives. It is now the prime responsibility of the followers and believers of Islam to prove the detractors of Islam wrong and bring the true face of Islam to the fore. They said that Dr. Bughio's book 'The True Face of Islam' possesses all the potential to reject the views of the detractors of Islam convincingly and bring the true face of Islam in front of the world.

Earlier, Dr. Allah Wadhayo Baloch, Registrar Preston University welcomed the honorable Chief Guest Mr. Ahsan Iqbal and also the distinguished speakers and guests. He also briefly spoke about Preston University and its achievements since its inception in 1984.

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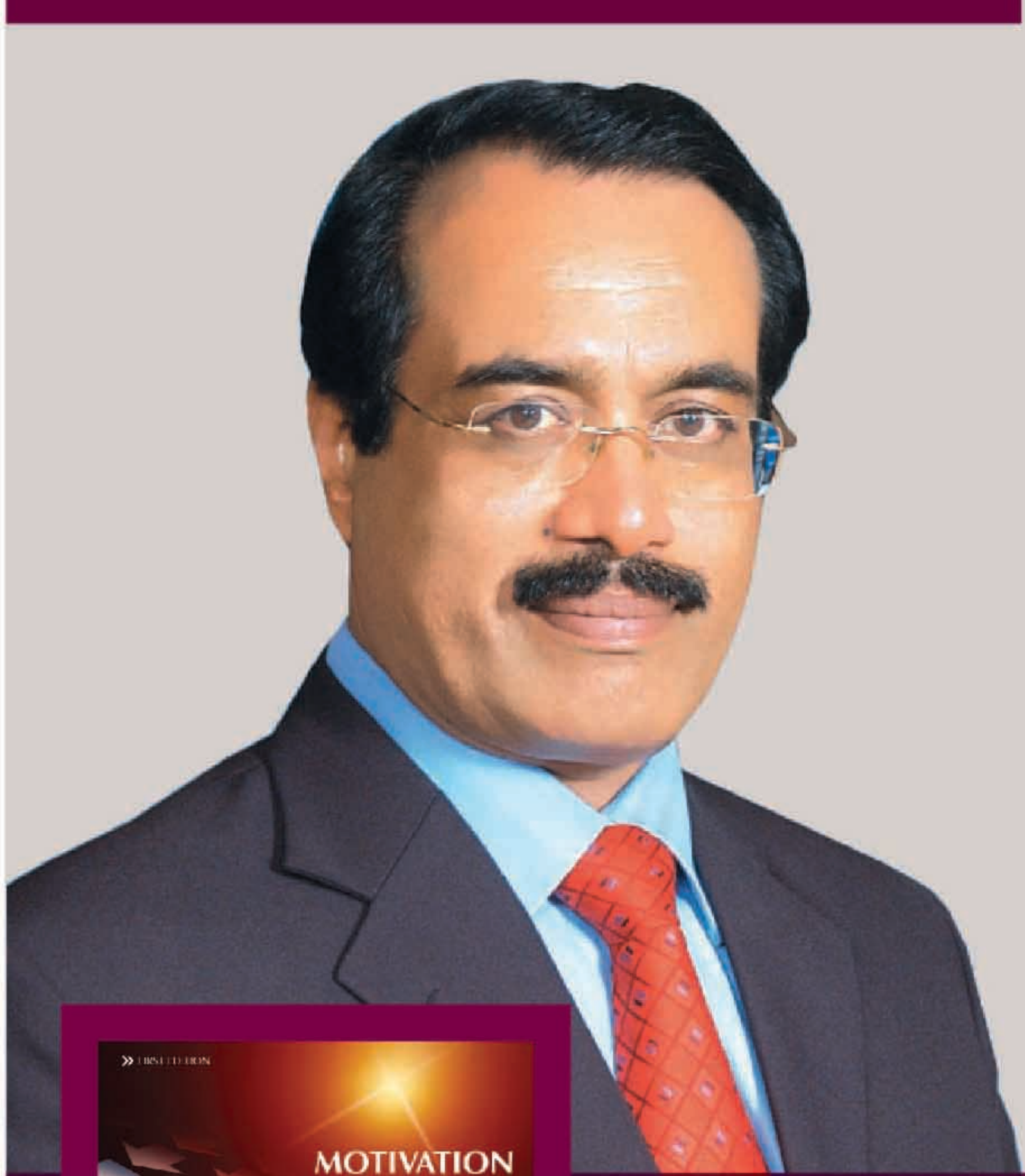
Training Program for Junior and Senior Faculty



They are responsible for shaping the thought processes of those who enter other professions (4) To encourage faculty members to utilize higher order thinking skills (5) To facilitate cooperative learning and teamwork (6) To produce professional principals/administrators/teachers who possess theoretical knowledge and understanding, combined with practical skills. Ms. Rukhsana said that yet another vital objective of the training program organized for the faculty members of Preston University is the development of teachers who are 'Reflective Practitioners' and are able to engage in educational research.

The training program was interactive and focused on participation of the participants through activities, exercises and discussions. Audio/Video presentations were made to demonstrate practice of effective teaching skills. The participants were also provided an opportunity to practically demonstrate their teaching skills during the course of the training. In addition, the training program enabled the participating faculty members to learn what it takes to engage students in novel topics and retain their attention for a longer period. It also equipped them with knowledge and skills to use Bloom's taxonomy of learning domains for effective delivery and retention.





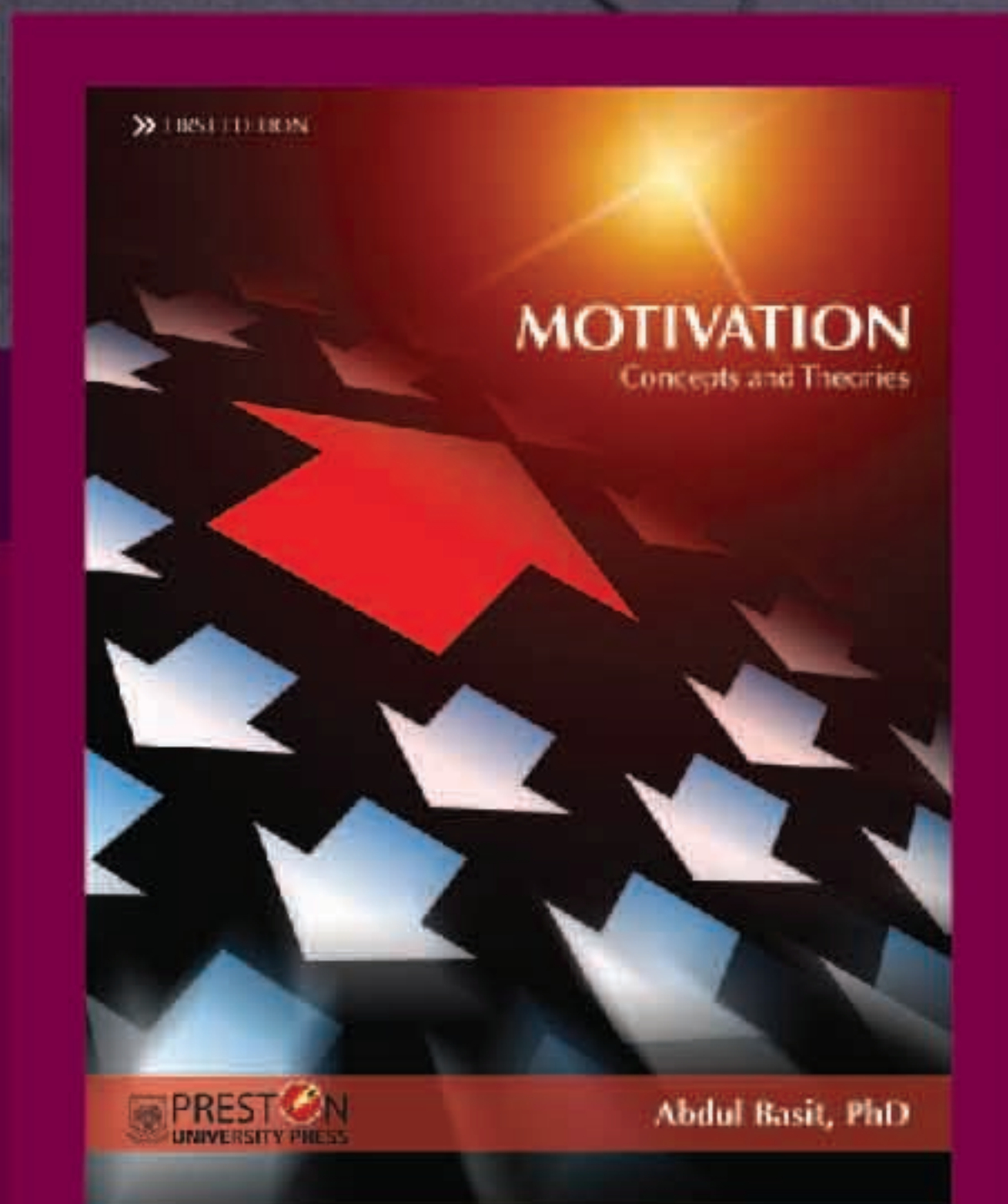
Dr. Abdul Basit Chancellor Preston University Authors a Book on “Motivation”

Book titled “Motivation” has been recently introduced at the Bachelors and Masters programs in Business Administration being offered at all the campuses of Preston University located at Islamabad, Kohat, Peshawar, Lahore and Karachi. The referenced publication has been authored by Dr. Abdul Basit, Chancellor Preston University.

The book ‘Motivation: Concepts and Theories’ is intended as a first course on motivation for business students. It is a concise and simple introduction to the basic concepts in motivation and presents the various theoretical perspectives and approaches to this important topic in management and allied fields. In this book, the author Dr. Abdul Basit has attempted to present a simple but analytical review of the historical evolution of the concept, from the earliest philosophical conceptions (those of Aristotle and Plato) to the modern, scientific exploration of the subject in the twentieth and twenty-first centuries. The text contained therein further develops a thorough understanding of the major theories of motivation under three major classifications: need theories, cognitive theories and process theories of motivation. Finally, the text shows the applications of motivation theories to various aspects of management in modern organizations, both public and private.

The text uses a simple and straight forward style of presenting information and elaborates the various view points on different concepts in a light, informal way. More importantly, the presentation and discussion of various theories of motivation in the book is deliberately kept simple and supported by abundant use of illustrations and diagrams. For a better understanding by students, the key issues are highlighted and supported by extensive examples. The teachers will find it useful to trigger a class discussion on the relevant concept or theory by picking up the examples in the text and run a critical review on the same.

Dr Abdul Basit, the author of the book titled ‘Motivation: Concepts and Theories’, is an academic administrator of international eminence. He has over thirty years of university teaching and administration experience. His research and teaching interest is in both motivation and organizational communication. Dr. Basit has the distinction of authoring over two hundred reports, research papers, articles and other publications.



The book, the author firmly believes, will be very useful as an introductory text on the subject of motivation for students of

business, management, organizational behavior and human resource management. The text uses a simple and straight forward style of presenting information and elaborates the various view points on different concepts in a light, informal way.

Preston Mission Statement

“Preston is committed to providing university education of the highest quality for preparing students for professional careers, and promoting research and development. Its two-fold mission is to give students the opportunity for personal growth and development, skill enhancement and professional career advancement, and to create, sustain and promote research and development for expanding the horizons of knowledge.”

PRESTON UNIVERSITY CHARTER

Preston University, Kohat-NWFP is chartered by the Government of NWFP vide NWFP Ordinance No. LII of 2002. Preston University, Karachi is chartered by the Government of Sindh vide act V of 2004. Both, Preston University at Kohat and Karachi are fully recognized by the Higher Education Commission (HEC) the highest regulatory body of the Government of Pakistan in the field of Higher Education, and placed in the highest category “W”. The Islamabad Campus has been Ranked as “W-4”.

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