

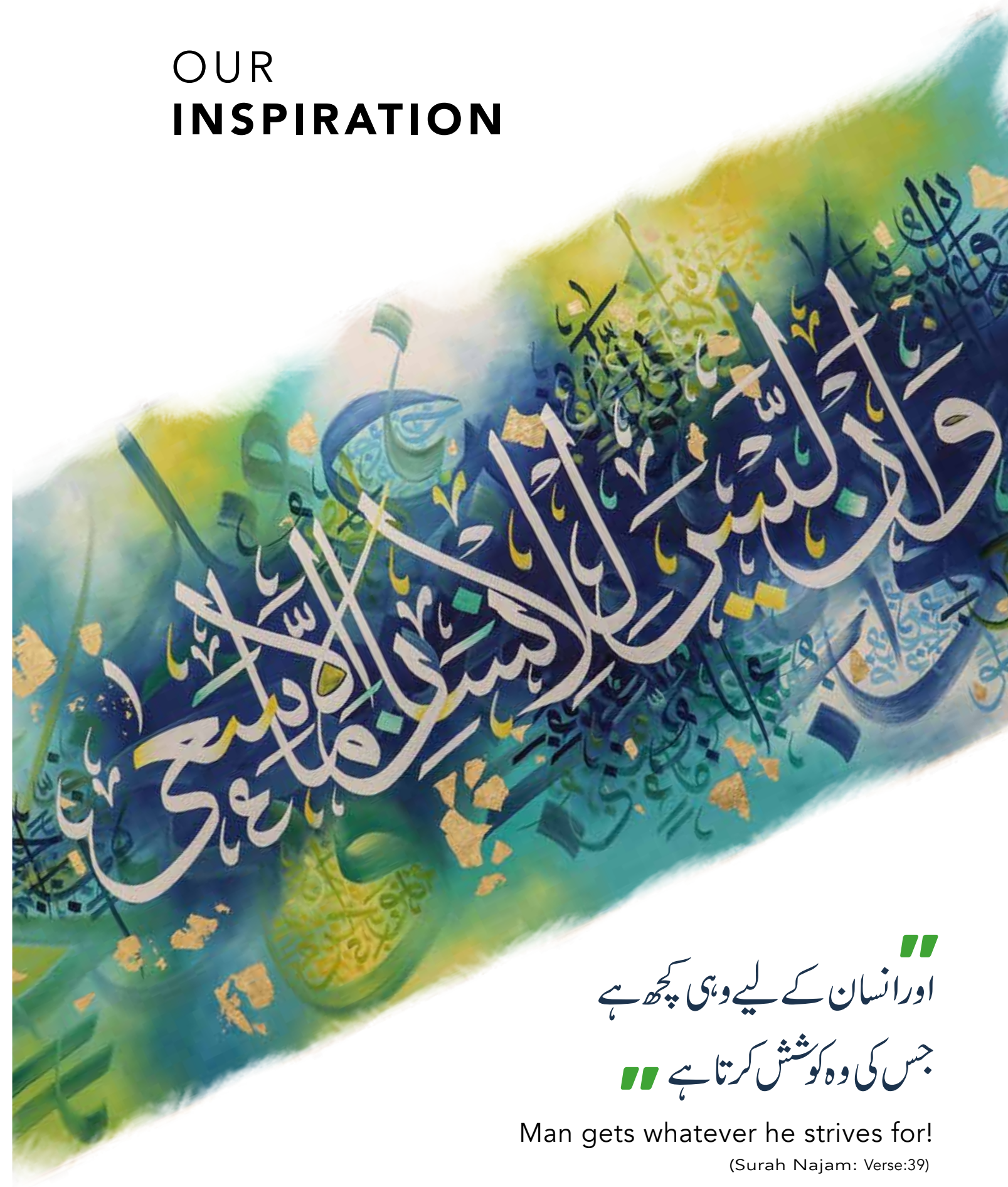


Embracing
International
Opportunities:

Nurturing Student Success with **1M Global Experience**



OUR INSPIRATION



اور انسان کے لیے وہی کچھ ہے
جس کی وہ کوشش کرتا ہے

Man gets whatever he strives for!

(Surah Najam: Verse:39)

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Our Rein vigorated Sense of Purpose

As we embark on a journey of evolution and growth, and remain steadfast to our vision, Superior University is proud to unveil a reinvigorated mission, inspired by our ethos and driven by a profound commitment to make a difference in educational, economic, and societal landscape. **At the heart of this reinvigoration lies a dedication to character mastery,** guiding our every action, decision, and aspiration. This mission encapsulates our relentless pursuit of shaping not only academic excellence but also cultivating leaders of integrity and purpose who will redefine the future landscape of Pakistan and extend our influence beyond borders.

Vision

To be a leading Pakistani university driving excellence in learning, Innovation and research.

Mission

We are committed to transform the lives of our students, faculty, staff and alumni by providing an excellent learning and research environment which ensures success in their personal, professional and spiritual lives. We believe in developing ‘Superheroes’ who can create social and economic impact by exhibiting Character Mastery and Entrepreneurial Mindset to build a thriving community.

Our Values

STUDENT SUCCESS

We prioritize the success and well-being of our students, providing them with the support, resources, and opportunities. they need to thrive academically and professionally.

EXCELLENCE

We strive for excellence in everything we do, setting high standards for teaching, research, and service to ensure the highest quality outcomes for our students and stakeholders.

INNOVATION

We embrace innovation as a catalyst for positive change, fostering creativity, curiosity, and forward-thinking solutions to address complex challenges and seize new opportunities.

TEAMWORK

We value collaboration and teamwork, recognizing the strength of diversity and inclusivity in achieving our collective goals and fostering a sense of belonging within our community.

FAIRNESS

We uphold principles of fairness, integrity, and ethical conduct in all our interactions, promoting a culture of trust, respect, and accountability.

AGILITY

We adapt and respond swiftly to changing circumstances and emerging trends, remaining flexible, resilient, and proactive in navigating challenges and seizing opportunities.

SUSTAINABILITY

We are committed to sustainability in all its forms, from environmental stewardship to social responsibility, ensuring that our actions and decisions contribute to a better, more sustainable future for generations to come.



Foreword

Another year of fulfilling our pledge to student achievement and societal advancement through research and innovation:

Throughout the year our Soar to Roar Strategic Framework 2023-28 guided us in transcending conventional confines and shaping a globally competitive workforce

In the vibrant tapestry of Superior University's journey, the year 2024 stands out as a chapter of unparalleled achievement and unwavering dedication. As we delve into the pages of our Annual Report, we are reminded of a year characterized by innovation, collaboration, and a steadfast commitment to our founding principles.

Throughout its history, Superior University has been guided by a relentless pursuit of excellence and a visionary outlook on the future of education. The year 2024, in particular, epitomized our institution's ethos of pushing boundaries and pioneering new frontiers in academia and beyond.

From the outset, the year was marked by a series of groundbreaking events that set the stage for transformative change. SEE Pakistan, hosted under the auspices of APSUP, brought together the brightest minds from across the nation to showcase their entrepreneurial prowess and innovative spirit. It was a moment of pride for Superior University, as we witnessed firsthand the boundless potential of our youth to shape the future of our country.

The Rectors' Conference served as a forum for dialogue and collaboration, with over 110 visionary leaders coming together to discuss the future of education in an increasingly interconnected world. It was a testament to our institution's commitment to fostering partnerships and driving meaningful change on a global scale.

Amidst the celebrations of Superior Nights and the excitement of the Sports and Cultural Festival, we remained true to our values of social responsibility and solidarity with the oppressed. Our unwavering support for the people of Palestine served as a reminder of the power of education to inspire empathy and drive positive change.

The crowning achievement of the year came with the 7th Convocation of 2024, where we celebrated the accomplishments of our graduates and welcomed them

into the ranks of Superior University alumni. It was a moment of reflection and pride, as we witnessed the culmination of years of hard work and dedication.

"In addition to our domestic successes, Superior University made significant strides on the international stage. The opening of a new campus in the UAE marked a milestone in our global expansion efforts, while the launch of the 1M stream under the Go Global program underscored our commitment to providing students with access to world-class education and opportunities."

Our collaborative efforts in tandem with the agenda of esteemed institutions such as Babson College , USA and the United Nations further solidified our position as a leader in entrepreneurship education and sustainable development. As the first entrepreneurial university from Pakistan to join hands with Babson College , the leading entrepreneurial institute in the world, and recognized by the United Nations Academic Impact Report for our contributions to the UN Sustainable Development Goals agenda, we reaffirmed our commitment to driving positive change and innovation on a global scale.

As we look to the future, we are guided by a renewed sense of purpose: to empower youth through the mastery of character. By instilling in our students the values of integrity, resilience, stewardship and empathy, we are shaping future leaders who are not only equipped to succeed in their chosen fields but also driven to make a meaningful impact on the world.

In the pages that follow, we invite you to join us on a journey of reflection, celebration, and inspiration. Together, let us continue to push the boundaries of knowledge, foster innovation, and empower generations to come.

www.superior.edu.pk

Dedication to Our Soul of Success

He dreams, makes strategies and wins.

In the transformative year of 2024, Superior University embarks on a new agenda, led under the visionary guidance of Prof. Dr. Chaudhary Abdul Rehman himself: Character Mastery. This bold initiative underscores Dr. Rehman's unwavering commitment to student success and his profound understanding of the challenges facing our youth.

As a true patriot, Dr. Rehman recognizes that the success of a nation is intricately linked to the character and values instilled in its youth. In an era defined by rapid change and uncertainty, the need for individuals with strong moral compasses, resilience, and integrity has never been more pressing.

Character Mastery is not merely a program; it is a philosophy that permeates every aspect of the Superior experience. It encompasses the development of essential life skills, ethical decision-making, and a deep sense of social responsibility. Through workshops, seminars, and experiential learning opportunities, students are empowered to cultivate the virtues of leadership, empathy, and civic engagement.

Under the able guidance of Dr. Rehman, Superior University made significant strides on the international stage. The opening of a new campus in the UAE marked a

milestone in the global expansion efforts, while the launch of the 1M stream under the Go Global program underscored his commitment to providing students with access to world-class education and opportunities.

This initiative builds upon the foundation of Professor Rehman's previous endeavors, including his commitment to excellence and 100% employability, which have set Superior University apart as a trailblazer in education. By addressing the holistic development of students, Professor Rehman continues to demonstrate his visionary leadership and unwavering dedication to nurturing the next generation of leaders.

As we reflect upon the achievements of the preceding year, we are proud to dedicate our successes to Prof. Dr. Chaudhary Abdul Rehman. His visionary leadership, tireless advocacy for student success, and commitment to fostering excellence have been the driving force behind Superior University's continued progress and innovation.

We express our deepest gratitude to Dr. Chaudhary Abdul Rehman, our soul of success, for his steadfast dedication to student success and for guiding us towards a future where character and integrity stand as the pillars of excellence.

“

In the pursuit of excellence, character serves as the foundation.

It is the bedrock upon which personal, professional, and spiritual success of individuals and societies stands tall and enduring. ”

Prof. Dr. Ch. Abdul Rehman

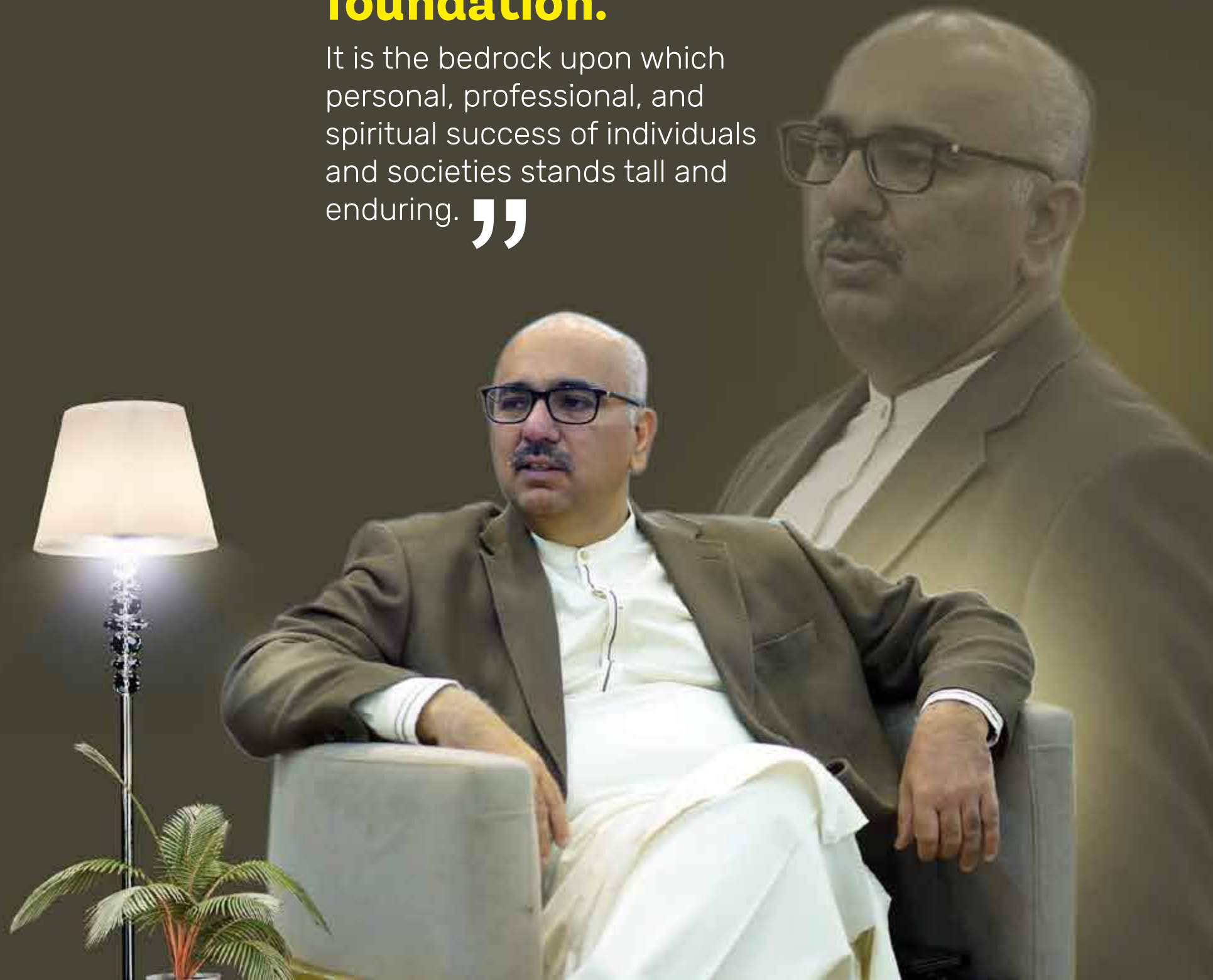
Chairman The Superior Group

Chairman APSUP (Association of Private Sector Universities of Pakistan)

Chairman BOG (Board of Governors)

President PAMI (Pakistan Association of Medical and Dental Institutions)

Director PBA (Pakistan Broadcasters Association)



Rector's Message

As we embark upon another year of academic excellence and growth at Superior University, it is imperative to acknowledge the evolving landscape of global markets and the challenges and opportunities they present. In the midst of today's era of globalization, it is clear that merely focusing on traditional academic frameworks is not enough. We must shift our attention towards cultivating a mindset that goes beyond conventional boundaries, preparing our workforce to excel on the international stage.

Pakistan, like many nations, faces significant economic hurdles, exacerbated by political instability and a scarcity of employment and business prospects, particularly for our youth. With 63% of our population comprising young individuals, the urgency to address the pressing issue of unemployment, especially among graduates, cannot be overstated. The staggering 17 million unemployed youth, with an annual increase of 0.8 million in graduate unemployment, underscores the gravity of the situation.

Considering these challenges, it falls upon us, as leaders in higher education, to reassess our role in shaping the future. While economic uncertainties may loom domestically, the global landscape offers myriad opportunities, driven by trends in globalization and technological advancement.

As the Rector of an entrepreneurial and rapidly advancing institution, dedicated to the success of our students, I am filled with optimism. Our focus on developing an ecosystem within the university that empowers our students to thrive in international markets has become much stronger. To achieve our vision, we have improvised our teaching and learning framework and fostered an enabling ecosystem that empowers students to become part of the global workforce.

Superior University has embraced the challenges of today with a commitment to equipping our students for the global stage. With our determination and visionary leadership, we are poised to navigate through complexities and pioneer a path towards a future where our graduates not only achieve success but flourish in the international arena.

“The academic year 2023-2024 marks a decisive moment in our journey, as we set ambitious target of opening doors of global opportunities for our students and implement innovative strategies to empower them to become part of global workforce.”

Prof. Dr. Sumaira Rehman

Rector Superior University Lahore

Member Higher Education Commission (HEC)

Member PHEC (Punjab Higher Education Commission)

Member Accreditation Committee Government of Punjab

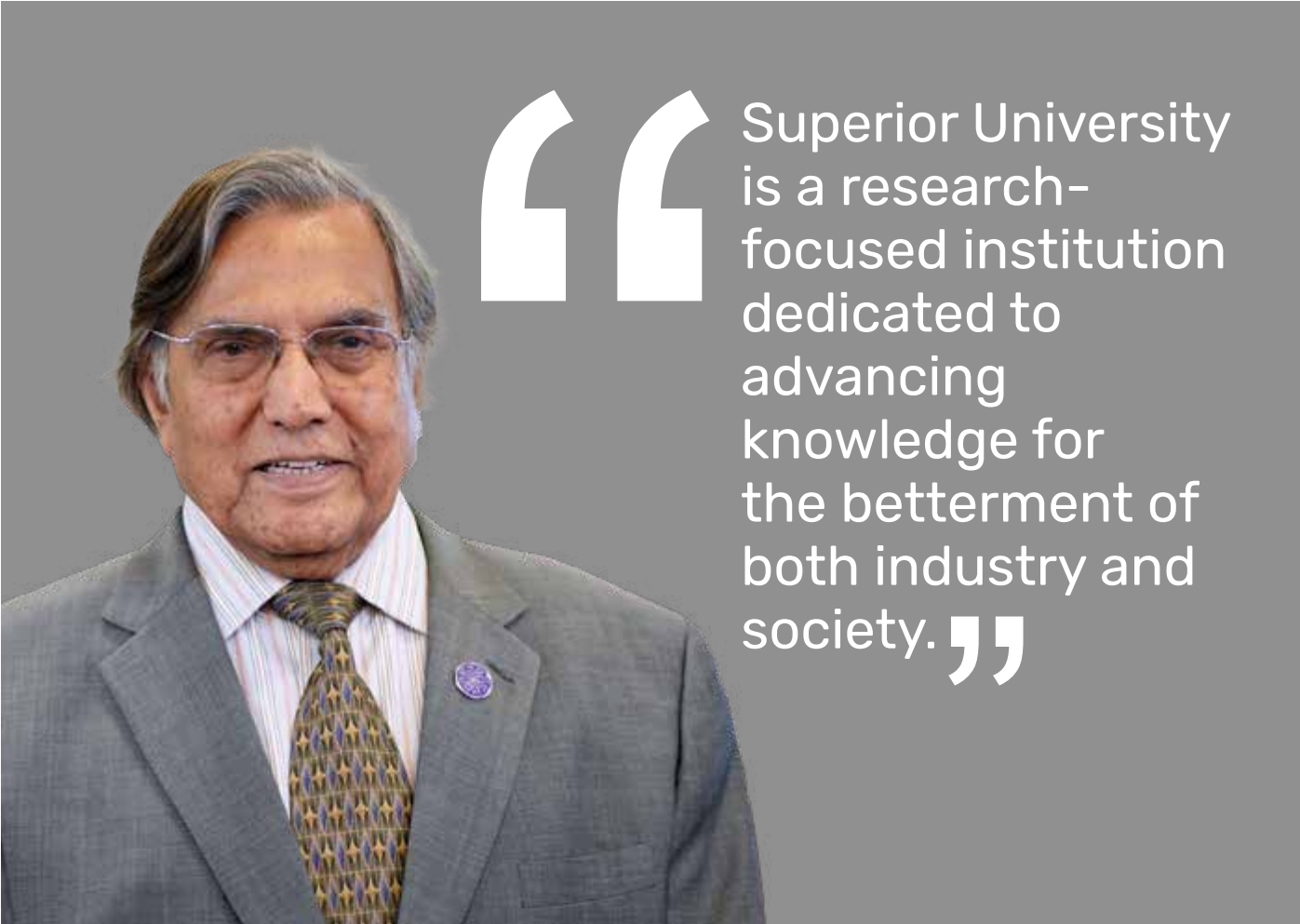
Member Academic Committee, Higher Education Commission Islamabad

Director CMACED (Chaudhry Muhammad Akram Centre for Entrepreneurship Development)

Convenor Governor's Consortium on Entrepreneurship Punjab, Pakistan

Project Leader COMSTECH & Superior University 3U1M Program for OIC Countries





Superior University, under the visionary leadership of Prof. Dr. Ch Abdul Rehman and the dedicated team of faculty and staff, has set new benchmarks in the field of higher education. The strides we have made this year are a testament to our unwavering pursuit of academic distinction and our resolve to stay at the forefront of innovation and progress.

As an academic and having served as a Vice Chancellor and Chairman of the Punjab Higher Education Commission, I bring with me a wealth of experience and a deep understanding of the challenges and opportunities that lie ahead for the higher education sector. I am proud to say that Superior University has positioned itself as a trailblazer, not only in the private sector but also in the broader landscape of higher education in Pakistan.

Our commitment to academic rigor, research, and knowledge dissemination has been instrumental in fostering an environment that encourages critical thinking, creativity, and innovation.

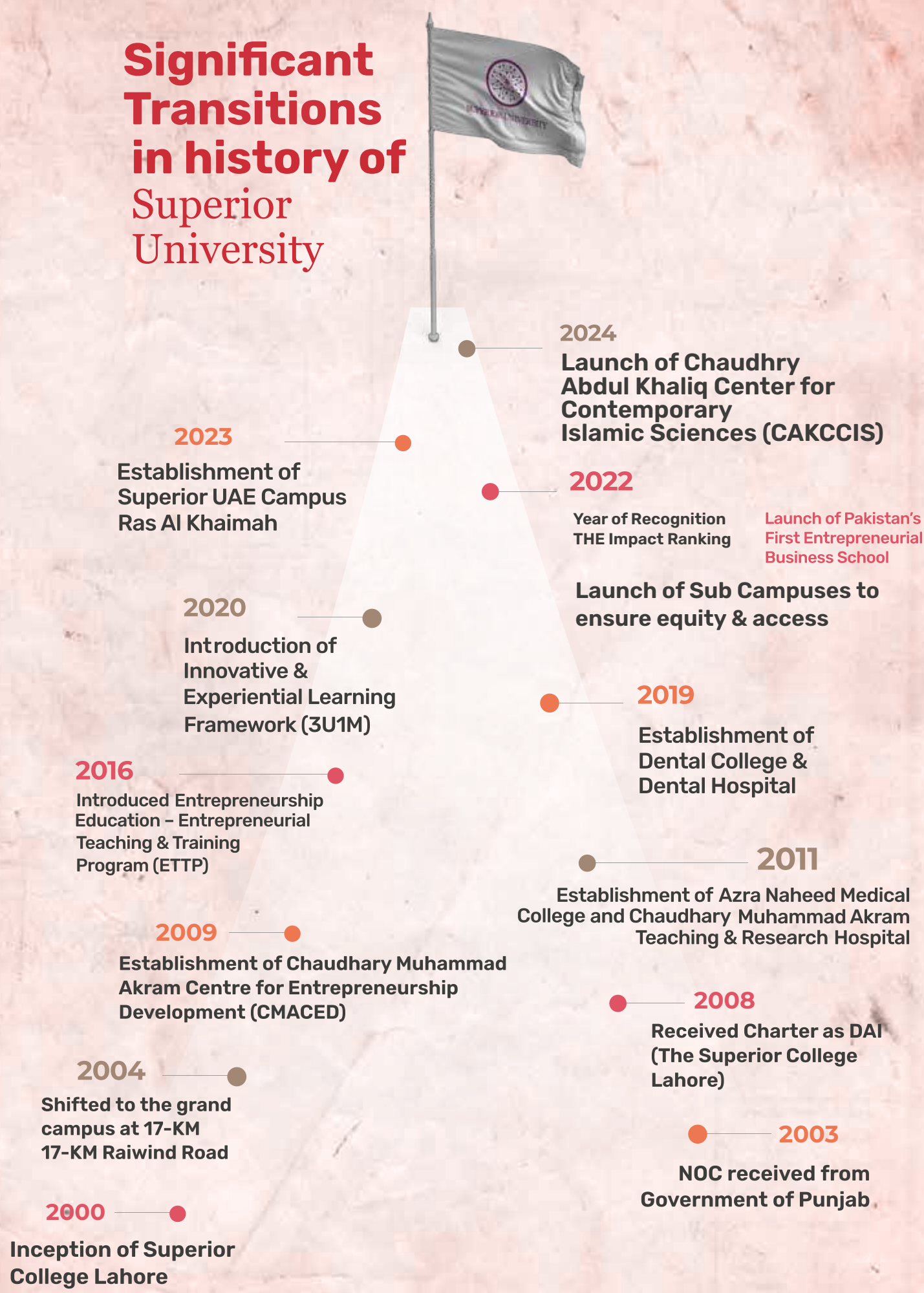
Superior University's focus on holistic development and the personal growth of students is commendable. Our emphasis on experiential learning, career counselling, freshman program working on EQ of the students and co-curricular activities has provided students with a well-rounded educational experience, preparing them not just for the challenges of their chosen fields, but also for a fulfilling and meaningful life beyond academia.

Furthermore, our efforts to strengthen industry-academia linkages and collaborations have resulted in valuable opportunities for our students to gain practical exposure, internships, and employment prospects. By aligning our programs with the needs of the job market, we are equipping our graduates with the skills and competencies that make them highly sought-after by employers.

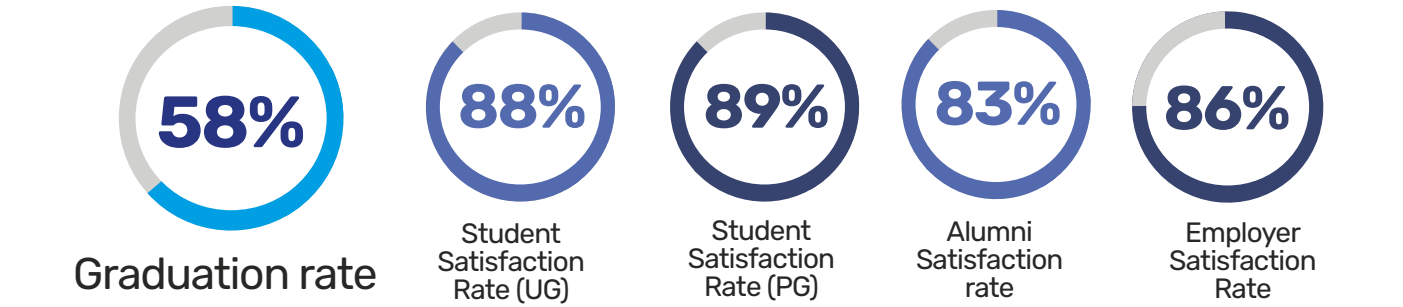
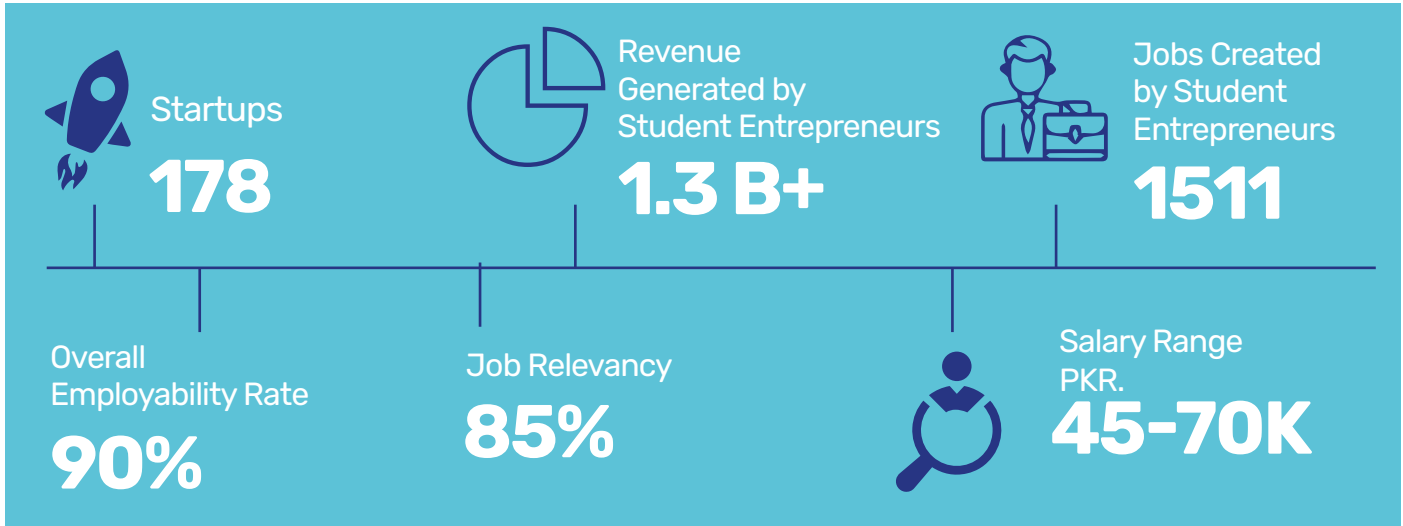
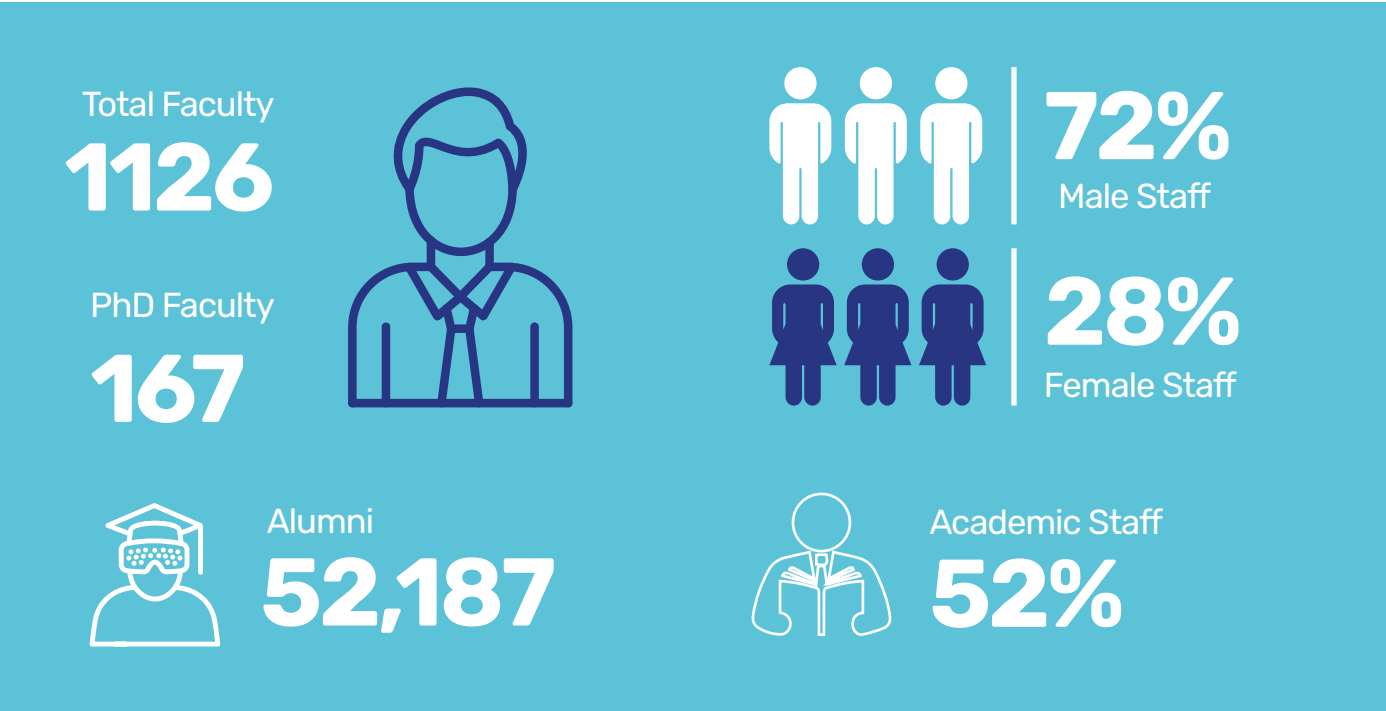
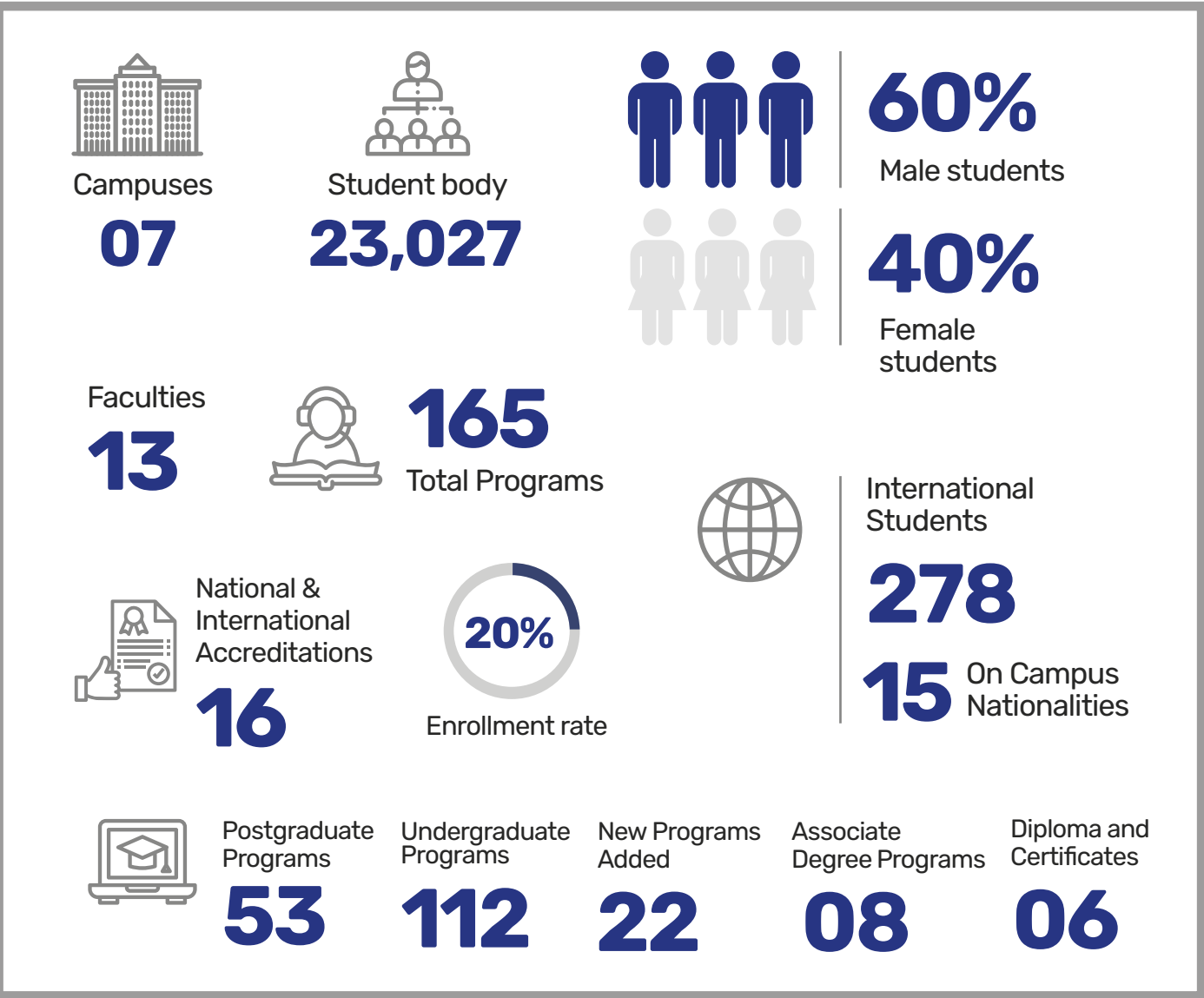
Our commitment to innovation, research, and academic excellence remains steadfast. We will continue to adapt and evolve, embracing emerging technologies and pedagogies to provide our students with the best possible educational experience. Together we achieve more!

I wish very best of luck to the Rector, Prof. Dr. Sumaira Rehman and her entire team.

Prof. Dr. Muhammad Nizamuddin
Pro-Rector Superior University Lahore
Sitara-e-Imtiaz Govt. of Pakistan



Superior University at a Glance



Our Comprehensive Educational Ecosystem for Enriching Students’ Learning Experience

Superior University provides a robust educational ecosystem with professional exposure for both students and teachers. Alongside cutting-edge, market-relevant degree programs, our spinoffs and sister concerns expand learning opportunities and ensure student success. Being part of the Superior Group conglomerate offers students with unique benefits. For instance, Mass Communication students can work with Nai Baat Media Group, including Neo TV, Lahore Rang, and Daily Nai Baat. Culinary students gain hands-on experience at Caffecino, our campus cafeteria. Here is an overview of various Faculties and related companies of The Superior Group that enhance our students’ learning experiences:

Centers of Excellence



Faculties	Subsidiaries for Teaching and Learning Ecosystem
-----------	--

Faculty of Business and Management Sciences

- Department of Hospitality and Tourism Management
- School of Culinary Arts
- Ch. Abdul Rehman Business School (CARBS)
- Department of Emerging Sciences
- Department of Emerging Management Sciences



Faculty of Computer Science and Information Technology

- Department of Computer Sciences
- Department of Software Engineering
- Department of Information Technology



Faculty of Social Sciences

- School of Mass Communication and Media Studies
- Department of Social Science



Faculty of Art and Design

- Department of Graphic and Interior Design
- Department of Architecture



Faculty of Arts and Humanities

- Department of Arts & Humanities



Faculty of Engineering and Technology

- Department of Electrical Engineering
- Department of Civil Engineering
- Department of Mechanical Engineering
- Department of Technology
- Department of Avionics Engineering
- Department of Biomedical Engineering
- Department of Information Engineering



Spotlight

Our Faculty of Allied Health Sciences is the **2nd Largest Faculty of South Asia**

Faculties	Subsidiaries for Teaching and Learning Ecosystem
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Faculty of Economics and Commerce

- Department of Economics & Commerce



Faculty of Medical Sciences

- Azra Naheed Medical College (ANMC)
- Azra Naheed Dental College (ANDC)
- Department of Eastern Medicine



Faculty of Pharmacy

- Department of Pharmacy



Faculty of Sciences

- Department of Biological Sciences
- Department of Sciences



Faculty of Allied Health Sciences

- Department of Physical Therapy & Rehabilitation Sciences
- Department of Biological Sciences/ Member
- Department of Human Nutrition & Food Technology
- Department of Emerging Health Professional Technology
- Department of Optometry & Vision Sciences
- Department of Medical Lab Technolog
- Department of Emerging Allied Health Technology
- Department of Nursing



Faculty of Law

- Superior College of Law



Faculty of Agriculture and Veterinary Sciences

- Department of Agriculture Sciences

13	Faculties	07	Centres	19	Spin Off Companies
22	Clubs	25	Societies		

Our Commitment to Promote Inclusive Education to develop Sustainable Communities

Superior University stands at the forefront of promoting inclusive education and sustainable development, driven by our commitment to democratizing education and empowering communities. Building upon our recognition as the only impactful private-sector university in Pakistan, as reported by The United Nations Impact Report 2023, we are steadfast in our resolve to lead Pakistani universities in research by 2028. Our focus on quality teaching, research-led innovation, and solutions for industry and society underscores our dedication to developing sustainable communities.



Expanding Access to Education

In our pursuit of a progressive and sustainable society, we are dedicated to eliminating educational disparities by expanding access to education. This year, Superior University has embarked on an ambitious endeavor to establish a new university campus in UAE besides making three campuses viz, Sargodha, Faisalabad and Rahim Yar Khan fully operational at Undergraduate and postgraduate level ensuring education at the door steps of every aspiring learner. These initiatives aim to bring quality education closer to underserved communities, ensuring that no aspiring learner is left behind.

Aligning Industry Needs and National Vision for Sustainable Future

Our projects align with Pakistan's Vision 2025, emphasizing education accessibility, highlighting our commitment to national development. Additionally, our institution adds value to the industrial sector, evident in the high satisfaction (86%) of employers with our graduates in 2023. This rate underscores the quality of our programs, equipping students with skills for the modern job market, benefiting both students and the industries they serve. Our curriculum is designed to bridge the gap between theoretical knowledge and practical skills, ensuring graduates are well-prepared to excel in their chosen fields and contribute positively to their communities.

Demographic Distribution of our Students

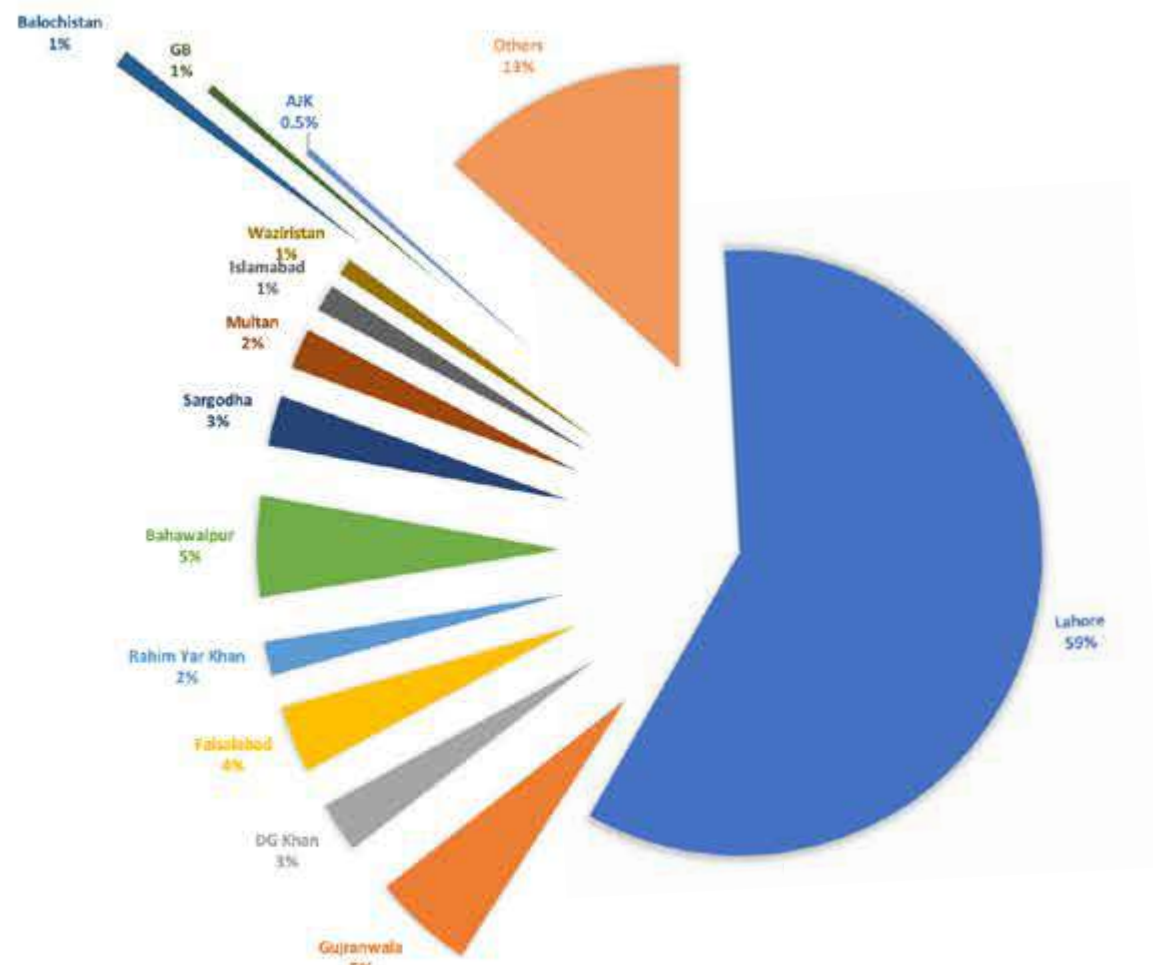


Figure 01: Demographic Distribution of our Students

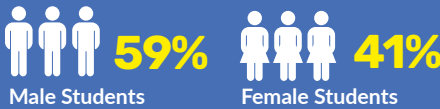
The impact of our initiatives is evident in our growing enrollment rates, which have surged from 20,618 to 23,027, marking a 12% increase in enrollment and hence access. Notably, approximately 40% of our students now hail from cities outside Lahore, reflecting our broader outreach and impact beyond urban centres. Moreover, our scholarship programs have contributed to a better gender parity, with 60% male and 40% female students, fostering a more inclusive learning environment.

What employers say about our students:



Average age of our Students
18-23 Years

Gender Distribution



Promoting Access Through Scholarships worth Over 1 Billion

Pak Rupees to nearly 20,000 students

We have awarded **over 1 Billion rupees scholarships to nearly 20,000 students in 2023-24**. The scholarships aim to reduce financial burdens and provide opportunities for diverse students. They cover 17 categories, including need based, merit-based, women empowerment, and postgraduate scholarships. Through our investment in scholarships we promote academic achievement, inclusivity, and empowers students to excel and contribute to socio economic development.

Scholarship Categories

- Merit Scholarship
- Alumni Scholarship
- Kinship Scholarship
- Rector's Women Empowerment Scholarship
- Outstanding Sportsperson Scholarship
- Extracurricular Talent Scholarship
- Corporate Linkages Scholarship
- Scholarship for Differently Abled Student
- Scholarship for Children of Martyrs
- Remote Area Scholarship
- Scholarship for Children of Government Employees Armed Forces and Teachers
- Scholarship for Referrals of Superior Group Employee
- Dean's PhD Scholarship
- Ch Muhammad Akram Qarz-e-Hasna



Promoting Access through Expanding Local & Global Footprint

We are expanding our outreach within Pakistan and internationally to enhance higher education opportunities for students across a broad geographic spectrum. In Pakistan, we have launched new campuses in various cities, extending our educational services to students in remote and underserved areas, demonstrating our commitment to accessibility and educational equity.

Internationally, following our "Soar to Roar Strategic Plan 2023-28," we have established a campus in Ras Al Khaimah, UAE, marking a significant step in our global expansion to offer our programs to a wider audience.

As part of our 'Go Global' agenda, we have also set up Direction Centers worldwide. These centers support our students in integrating into international markets and enhancing their global employability. This strategic expansion broadens our educational reach and enriches our students' academic experience by exposing them to diverse cultures and global perspectives.



Our Strategic Direction for the Next 5 Years

The Soar to Roar Strategic Plan 2023-28 in Action

تو شاہین ہے پرواز ہے کام تیرا
ترے سامنے آسمان اور بھی ہیں
علامہ محمد تقی عثمانی



We are determined to become
Leading Research University of Pakistan

In response to the rapid technological advancements, geopolitical shifts, and evolving societal ideologies, Superior University crafted its Soar to Roar Strategic Plan 2023-28. It lays the groundwork for continuous improvement, encouraging the reimagining of educational frameworks and meaningful student engagement. Furthermore, it underscores our role as a hub of research-driven innovation, dedicated to addressing current challenges while charting pathways for future advancements.

As we reflect on the past year, it's evident that the principles outlined in this plan have guided every endeavor, from curriculum advancements to expanding our global footprint. Moving forward, we remain resolute in our commitment to the aspirations, ambitions and strategies devised in the plan.

“
The Strategic Plan, derived from extensive stakeholder engagement, is our resolve to lead in the age of transformation.”

Soar to Roar Strategic Framework

The Soar to Roar Strategic Framework is built on the theoretical foundation of the Service Value Chain (SVC). The framework pledges commitment to deliver value to our stakeholders by optimizing the university's core and support activities.

Our stakeholders, esteemed strategic partners, play an integral role in shaping University's value proposition and actively engage in our governance framework through transparent decision-making processes. Identified into six distinct groups, these stakeholders are at the heart of our mission to deliver exceptional value. We are dedicated to delivering value to these stakeholders through six strategic drivers and four enabling factors. The strategic drivers guide us in setting ambitious goals and crafting the necessary strategies to achieve them, ensuring that we fulfill our promise of creating tangible value for all stakeholders. Meanwhile, the enablers provide the essential support and resources vital for realizing our goals and objectives.



Scan for more information



Value for Industry

- Market Ready Graduates
- Solutions to the Problems
- Human Capital Development

Value for Students

- Employability
- Research Productivity
- Life-long learning
- Career Support
- Respect and Recognition
- Brand Reputation

Value for Faculty/Staff

- Career Growth
- Development
- Recognition
- Wellbeing

Value for Community

- Economic Impact
- Social Impact
- Environmental Impact
- Human Capital Development

Value for Shareholders

- Profits
- Brand Reputation
- Market Share
- ROI
- Risk Management
- Revenue Growth
- Operational Margins
- Capital Efficiency (return on assets, proprietary technology, buying efficiency)

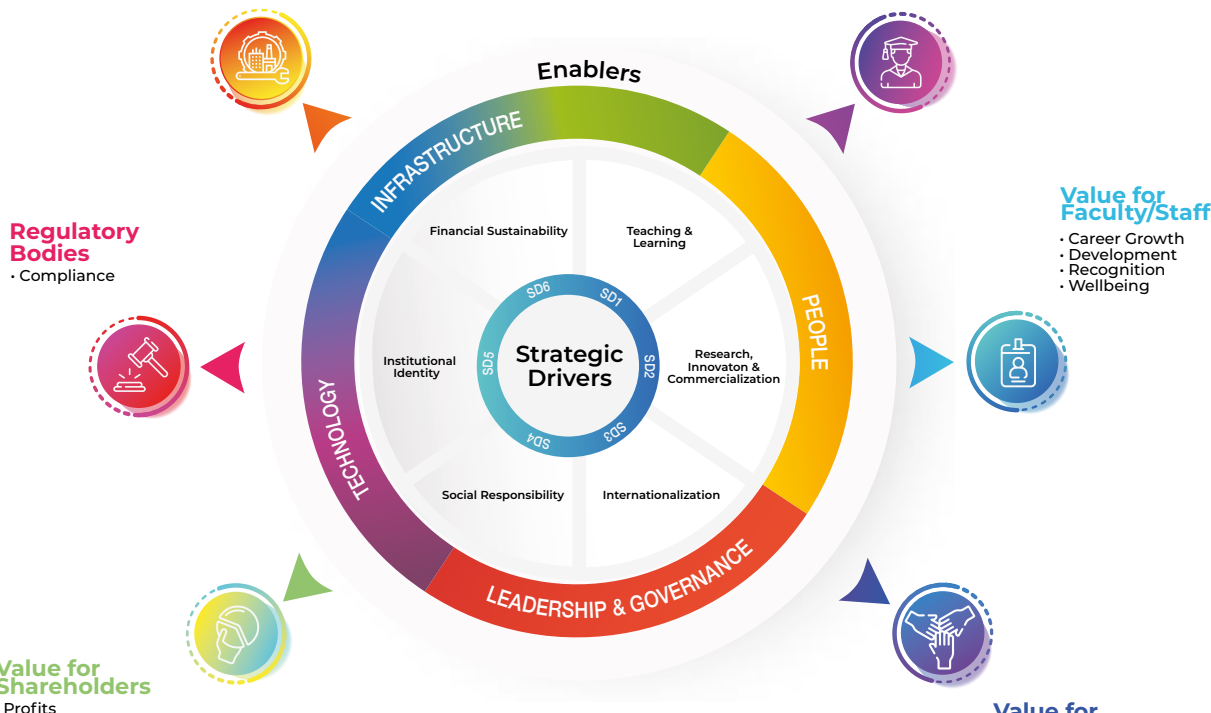


Figure 02: Soar to Roar Strategic Framework



Our Unique
Teaching
& Learning
Approaches

to ensure
**Student
Success**

Our Value-Driven **Graduate Attributes** and **Character Mastery** Framework to shape the Leaders of Tomorrow

Aligned with our vision, mission, and values our integrated academic and student engagement interventions within the teaching and learning framework cultivate 21st-century graduate attributes in our students. These attributes serve as the foundation for developing strong character, empowering students to achieve personal, professional, and spiritual success, and ultimately contributing to the creation of prosperous communities.

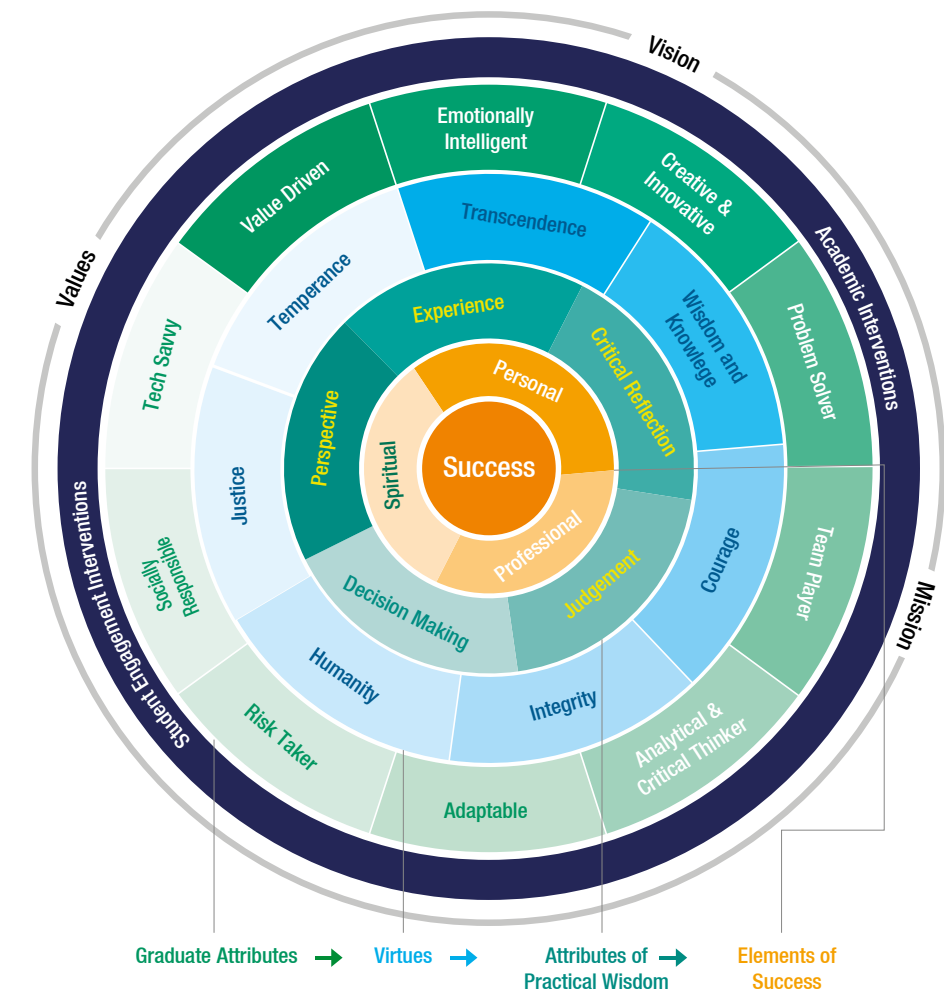


Figure 03: Graduate Attributes and Character Mastery Framework

Our **Graduate Attributes** that culminate into Character Mastery and Student Success

Emotionally Intelligent: Self-aware and able to manage emotions effectively in oneself and others.

Creative & Innovative: Generates new ideas and approaches problems with originality.

Problem Solver: Identifies, analyzes, and implements solutions to complex challenges.

Team Player: Collaborates effectively with diverse groups to achieve common goals.

Analytical & Critical Thinker: Evaluates information objectively and forms sound judgments.

Adaptable: Adjusts to new situations and embraces change with flexibility.

Risk Taker: Calculates and takes calculated risks to achieve ambitious goals.

Socially Responsible: Acts with ethical consideration for the impact on society and the environment.

Tech Savvy: Proficient in using technology for learning, communication, and problem-solving.

Value Driven: Guided by strong principles and acts with integrity.

In the journey of Superior University, innovation and student-centricity have been guiding principles. With programs like Freshman, Entrepreneurial Teaching & Training Program (ETTP) and Three Years in University and 1 Year in Market (3U1M), we have redefined education, shifting from traditional methods to experiential learning, igniting students' passion for knowledge. As we chart our course forward, this year has marked significant milestones in advancing our teaching and learning framework. We have achieved notable progress in refining our approach, ensuring it remains at the forefront of educational innovation. Looking ahead, we are committed to continuing this trajectory, preparing students for the challenges and opportunities of tomorrow.



A FRAMEWORK TO ENSURE STUDENT EMPLOYABILITY

The 3U1M is an indigenous research-based educational framework to address the challenge of graduate unemployment and the imperative to reinforce an entrepreneurial mindset among students.

3U1M framework has been further strengthened this year with the launch of 1M with Global Experience, which offers the possibility to our graduates to spend last year in UAE where they continue their formal education in our Superior UAE campus at Ras Ul Khaimah and meantime undertake their Start-up, Scale-up or Design Challenge project in UAE market.

3U1M framework encompasses a comprehensive four-year journey comprising three years of intensive project-based learning and skill development, followed by a fourth year dedicated to tailored market intensive career pathways. The student journey commences with the Freshman Program, equipping students

with foundational self-management skills, emotional intelligence, entrepreneurial mindset, and a belief to make a difference.

Over the subsequent three years, students apply their acquired knowledge through hands-on project-based learning, aligning theoretical concepts with practical applications. Signature interventions such as the Entrepreneurship Teaching and Training Program, Social Entrepreneurship Program, Mentorship Program, Outcome Based Education, and Semester Exchange Program enrich students' educational experience, providing robust experiential learning opportunities and exposure to international perspectives.

In the fourth year, students are presented with four distinct career pathways tailored to their aspirations and interests. The Startup stream empowers students to launch their own entrepreneurial ventures, while the Scaleup stream facilitates the expansion of family businesses. The Design Challenge stream offers avenues for immediate employment, and the Superior Go Global Stream opens doors to global career opportunities. Under the Go Global Stream, students are provided with further options of work permits, immigration pathways, and opportunities for higher education abroad, enhancing their prospects in the global marketplace.

Scan for more information



COMSTech recognized 3U1M Framework as best practice for OIC Countries - 3U1M Framework published in 2 International Languages

Our 3U1M framework gains prestigious recognition from COMSTech by translating it into Arabic and French for OIC countries. This underscores our global impact and pioneering spirit. Proudly representing Pakistan, we set new standards in education.



3U1M[®]

An Innovative Experiential Learning Framework

Year 2 - Exploration | PBL 2

In year 2 students explore the emerging concepts of the relevant industry and gain experiential learning through Project based learning Level 2.

Freshman Program

A rigorous on-boarding program for a smooth transition to university education through IQ & EQ Accelerators preparing students for entering university life.

Year 4 - 1M-Market Intensive Year

For the final Market Intensive Year “1M” (one year in the market), we have designed four indigenous career streams i.e. Design Challenge, Startup, Scaleup and Superior Go Global, so our students may choose any track according to their aptitude.

Year 3 - Innovation & Entrepreneurship | PBL 3

Third year is of innovation and entrepreneurship, students will experience the social entrepreneurship through social action projects under Social Entrepreneurship Program (SEP) and entrepreneurial exposition of new ideas aspired by Entrepreneurship Teaching and Training Program (ETTP) which gets showcased on Superior Entrepreneurial Expo.



Year 1 - Foundation | PBL 1

In year 1 Student understands the basics of the field through customized competency based curriculum and application through Project Based Learning level 1.

Career Pathways

Startup: to become a successful entrepreneur by getting incubated at our Innovation District 92 (ID-92)

Scaleup: to uplift your family business by getting trained at our accelerator “ScaleupPk”

Design Challenge: to become a valuable resource for corporate world by solving a real-time industry problem following Design Thinking approach

Superior Go Global: to prepare you to explore career and immigration opportunities through our 'Go Global Stream'

Powered by:

Powered by:

Powered by:

Powered by:

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1

8

9

17

ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



3U1M[®]

3 Years of University
Project Based Learning



A hallmark feature of Project Based Learning is our
Comprehensive Instructional Design

During the 3 years academic journey of students, a series of three PBLs is designed. Under the 3U part of the program, we offer three different levels of PBLs during three years that inculcate desired skills and graduate attributes in the graduates. Each PBL is carefully curated and contextualized as per the requirement of the respective study program. To further strengthen the development of soft and industry-relevant skills, Superior Mentorship program is designed and embedded in the program. The skill development level is closely monitored through multi-tier PLO-based evaluations having well-defined evaluation rubrics and multiple reports which include monthly skill tracking and final skill analysis reports.

Innovative Assessment Schemes

40% of the overall project assessment is done by the instructor on predefined rubrics, 30% weightage of assessment rests with QCH on grounds of peer review, and the final 30% marks of the overall assessment are awarded by the external evaluator. These incremental stages of PBL assessment have been illustrated below.

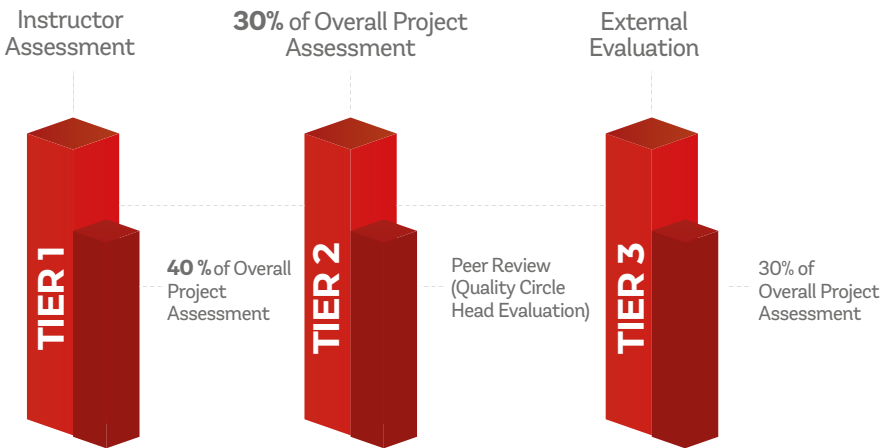


Figure 04: Innovative Assessment Schemes

Year 1
The Foundation Year



A Student in Superior Information Resource Center

Year 1 at the University serves as the foundation year for a life-altering educational journey of students by offering major deviation from the conventional mode of teaching and setting a trajectory of learning that is structured around different sets of carefully designed experiences. The foundation is supported by acquisition of life management skills under the Freshman Program that trains students with the pre-requisites of the experiential learning model practised at the Superior University. Going through these student-centred experiences is what makes learning more significant as compared to conventional learning designed around cognitive development with a teacher-centred pedagogical approach.

Year 2
Exploration Year



Engineers in Superior Aviation Training Center

Based on the learning outcomes acquired during the Foundation Year, students are poised to explore their academic options in a similar environment of well-structured learning. Coursework is offered to students along with avenues for further exploration of their learning styles to enable them to build on their learning achievements in a non-teacher-centric and non-determinant manner. The freedom to choose from academic options within semi-structured learning pathways allows students to explore their true potential at cognitive and experiential levels in a relatively more self-directed mechanism augmenting skills gain and personality development. Therefore, Year 2 under the 3U1M Program truly becomes a year of exploration for students whereby they embark upon creating their identity as budding professionals, achieving clarity of purpose, and deciding their career pathways.

Year 3 - Year of Innovation & Entrepreneurship



Project Display - Faculty of Art & Design

Innovation, entrepreneurship, and social responsibility are at the core of learning processes designed for year 3 of 3U. The year develops socially responsible students having entrepreneurial mindsets through our flagship Entrepreneurship Teaching and Training Program (ETTP) and Social Entrepreneurship Program (SEP), powered by Chaudhry Muhammad Akram Centre for Entrepreneurship Development (CAMACED). The entrepreneurial journey of students drives them through the exposition of new ideas, entrepreneurial safari, and poster exhibition and provides a rich experience of Superior Entrepreneurial Expo. Industry gurus become their mentors and guide them throughout the journey. The year 3 also brings opportunities for students to broaden their horizons with the global orientation and experience in the form of semester exchange and international study programs.

Innovating the Educational Experience: Our Unique Career Pathways to Employment



The 1M Program brings industry onboard to impart contemporary skills, knowledge, and attitudes among students to ensure their employability before the completion of the degree. In this market-intensive year, students put their learning and experiences of the past three years to practice. Along with academic specializations, they are offered four career choices namely Startup, Scaleup, Design Challenge, and Superior Go Global stream. While Startup and Scaleup streams offer a challenge that is entrepreneurial in nature, the Design Challenge stream requires a solution-oriented approach and analytical mindset from students. Go Global Steam of 1M equips graduates with the tools and opportunities needed to succeed in an increasingly interconnected world.

Startup Stream

Powered by



The Startup Stream, powered by ID92, is designed for ambitious students who have a strong desire to start their own businesses. These students have the opportunity to enroll in our incubation centre, ID92, where dedicated coaches help transform their entrepreneurial aspirations into successful startups. Throughout the journey from ideation to commercialization of their ventures, students receive continuous mentoring, access to industry experts, co-working spaces, connections with potential investors, and assistance with business registration and other legal requirements.

178

TOTAL
BUSINESSES

PKR.
1600M

INVESTMENT

1511

JOBS CREATED

PKR.
1.3 B+

REVENUE
GENERATED

Scaleup Stream

Powered by



The Scaleup Stream is designed for students who already have a family business and aspire to take it to new heights. This stream is powered by our accelerator, Scaleup PK, which provides essential support for expanding an existing venture. Through innovative ideas, one-on-one mentorship, technological solutions, expansion strategies, and investor connections, Scaleup PK assists students in scaling their businesses. An experienced team of industry experts guides students in making research-backed foundational adjustments to enhance the growth and efficiency of their existing business.

Design Challenge Stream



The Design Challenge stream is tailored for students who aspire to build their careers as entrepreneurs and valuable employees in national and international organizations. In this stream, students are placed within organizations where they are tasked with identifying and solving real-world problems under the guidance of faculty members. This experience not only exposes students to the practical aspects of the workplace but also fosters the development of critical thinking skills and a design thinking approach to problem-solving.

90% Overall Employability

Departments with 100% Employability

- Mass Communication
- Management Sciences
- Aviation Management
- Hospitality and Tourism

- Doctor of Physical Therapy
- Pharmacy
- Cyber Security
- Software Engineering

- Aviation Technology
- CS & IT
- Accounting & Finance

Cornerstone of Design Challenge Stream is Employability Module

A unique feature of Design Challenge stream is a research-driven Employability Module, offered in the 8th semester with an aim to help graduating students excel in their careers. The module imparts essential skills among students that are recognized by the World Economic Forum. Industry experts conduct training sessions in project management, interpersonal skills, and IT, followed by sessions on self-management, problem-solving, and specialized domain knowledge. The module emphasizes transferable skills, career planning, and technical expertise, tailored to market demands and student aptitudes. From personality development to problem-solving, students gain a diverse skill set to navigate job market challenges and maximize their potential for employers.

Key Milestones

Problem Identification

Stakeholders Consultation

Design Solution

Implementation

Requirements Gathering

Analysis

Testing

Deployment

On Campus Recruitment Drives

08

Drives

58

Organizations Engaged

855

Interviews

392

Hirings

22

DEPARTMENTS

3000+

STUDENTS

350

MASTER TRAINERS

175

COACHES

1315

NO. OF DESIGN CHALLENGE PROJECTS

Go Global Stream



Powered by
International Office

Go Global stream is a testimony of Superior University's commitment to addressing Pakistan's socioeconomic challenges. This initiative not only addresses the pressing issue of the unemployment in the contracting domestic economy but also aims to export our human capital as ambassadors of Pakistan to the global arena, thereby bringing in foreign exchange and new business opportunities to the country.

Go Global stream hinges on equipping our talented youth to make careers in the global marketplace. Following extensive market analysis and consideration of student preferences, we identified key countries to prioritize within the initial phase of the Go Global Stream. Through targeted interventions and guidance provided to our final-year students (i.e., 1M), we enable them to commence their career in countries such as Canada, USA, UK, Australia, Gulf nations, Europe and China.



Introducing
1M with Global Experience at Superior UAE Campus:
A Gateway to UAE and beyond

3U1M framework has been further strengthened this year by the launch of 1M with Global Experience through our UAE Campus in Ras-ul-Khaima. The first batch of final year students have been given the opportunity to experience their 1M in a multicultural and vibrant business environment of United Arab Emirates. The students, travelled to UAE on student visa, are studying in Superior UAE campus while undertaking their start-up, scale-up and design challenge projects in UAE market. This exposure is proving to be a game changer in helping students to start their career in UAE and beyond. The students went through a rigorous International Work Experience Bootcamp and within a span of three months got their placement in the leading companies in UAE.



Why **Go Global Stream**
An Evidence based Agenda

The Superior University's agenda of ensuring student success through their integration into global markets, and in result bolstering Pakistan's economy with multifold increase in remittance, is outcome of our groundbreaking policy research. The paper highlighted that with approximately 17 million underemployed or idle youth in Pakistan, urgent action was needed to tap into this potential workforce. In 2022, India received \$111 billion in remittances from 32 million expatriates, while Pakistan earned \$31 billion from around 10 million expatriates, averaging \$3,400 annually. Pakistan has the potential to achieve \$100 billion in remittances within five years by increasing expatriates to 29 million. Projected increases in worker outflow anticipate remittances to rise to \$35 billion, \$41 billion, \$52 billion, \$71 billion, and \$100 billion respectively over the next five years.

KEY FACTS

There are **17 million** underemployed or idle youth in Pakistan.

Pakistan earned **\$31 billion** from around **10 million** expatriates

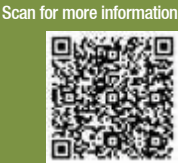
Pakistan has the potential to achieve **\$100 billion** in remittances within five years by increasing expatriates to **29 million**



The policy paper by Azra Naheed Centre for Research and Development at Superior University, titled **From Vision to Reality: Mapping the Course to \$100 Billion Remittances for Pakistan**, underscored the need to send human capital from abroad for boosting remittances and addressing economic and social challenges.

Turn
your
Dreams

into
reality





Quality is our Top Priority

At Superior University, student success is paramount. Our innovative Quality Assurance Framework isn't a static set of rules; it's a dynamic system designed to continuously elevate the educational experience.

Supporting Student Success: A Personalized Approach

Our journey begins with personalized academic guidance. Each student receives a dedicated advisor – a mentor who helps navigate course selection, track progress, and plan future careers. Regular meetings ensure no one gets lost in the crowd, fostering a supportive environment for academic excellence.

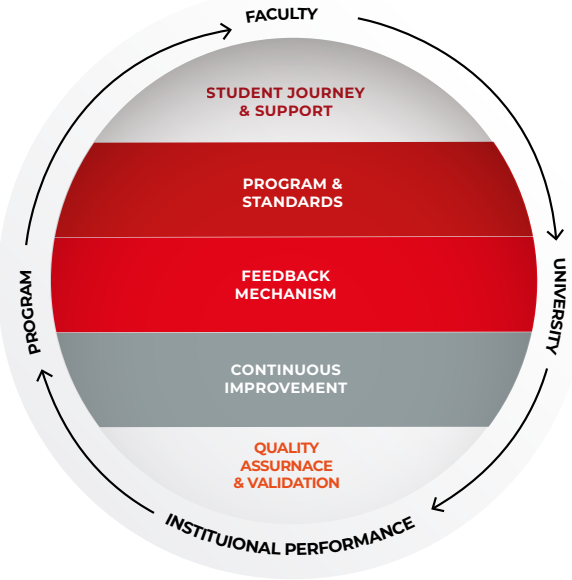


Figure 05: Quality Assurance Framework

WORLD RANK IN
QUALITY OF EDUCATION
101-200

STUDENT JOURNEY & SUPPORT

- Enrollement
- Freshman
- Coaching
- Academic Advising
- Project Based Learning
- Assessment
- Progress Monitoring
- Career Planning
- Graduate with Industry Ready Skills

PROGRAM & STANDARDS

- Curriculum
- Quality Circle Heads
- Board of Studies
- Faculty Meetings
- Exter Reviews
- Benchmarking
- Accreditations

QUALITY ASSURANCE & VALIDATION

- Self Assessment (Academic Program)
- IPE Internal & External
- QEC Review & Improvement Plan
- Report to the HEC
- QEC Score Card
- Validation

FEEDBACK MECHANISM

- Student Surveys
- Student Bodies Surveys
- Faculty Surveys
- Alumni Surveys
- Employer Surveys
- Focused Group Surveys
- QEC Analysis & Evaluation
- External and Internal Reviews (IPE)
- Action Plan

CONTINUOUS IMPROVEMENT & GOVERNANCE

- QEC Reviews
- Transparency & Accountability
- Faculty Industrial Advisory Board
- Faculty Research Boards
- Board of Studies
- Boards of Faculties
- Board of Advance Studies & Research
- Academic Council
- Board of Governors

Listening to Learn, Learning to Improve

We believe feedback is gold. Regularly conducted surveys and focus groups tap into the minds of students, faculty, and alumni. This valuable input is analyzed and shared with relevant departments, transforming feedback into actionable insights that drive improvement.

Leadership at the Helm: A Collaborative Approach

Strategic decisions at Superior University are not made in isolation. Senior leadership actively participates in key committees, ensuring academic and administrative goals are aligned with the needs of students and faculty. This collaborative approach

fosters a forward-thinking environment.

A Culture of Continuous Improvement: A Never-Ending Journey

Quality is not a destination, but a continuous pursuit. Departments have dedicated Quality Circle Heads who regularly assess operations and report findings to a central Quality Enhancement Cell (QEC). This constant review ensures every aspect of the university, from programs to resources, is continually refined.

Maintaining High Standards: Rigorous Review and Evaluation

Regular meetings of Boards of Studies and Boards of Faculties ensure academic programs are constantly updated and meet the highest standards. New research and industry trends are factored in, with necessary improvements promptly implemented.

Recognizing Excellence: Motivating Achievement

Superior University celebrates hard work. We have a well-defined system for awarding academic excellence, motivating both students and faculty to push boundaries and achieve their full potential.

A 360-Degree Evaluation: Transparency and Accountability

Superior University takes transparency seriously. We undergo regular Institutional Performance Evaluations (IPE) involving internal audits, external reviews by independent experts, and reporting these results to the relevant authorities. This ensures we meet our own high standards and continuously improve.

Measured Success: Quantifying Quality

Superior University goes beyond simply talking about quality; we measure it. Our QEC Scorecard, based on rigorous Quality Assurance Agency (QAA) guidelines, provides a clear picture of the

effectiveness of our practices. Our recent score of 91.40% speaks volumes about our commitment to excellence.

Investing in the Future: Sharpening Our Skills

Quality Circle Heads at Superior University receive ongoing training to stay sharp and hone their problem-solving skills. This ensures continuous improvement across all faculties – program quality, teaching methods, and overall operations.

The Student Voice Matters: A Commitment to Feedback

Superior University doesn't just listen to faculty and leadership; we actively seek feedback from students. Regular digital surveys gather insights from undergraduates and postgraduates alike, ensuring the student experience is constantly evolving for the better.

No Room for Compromise: Maintaining Academic Integrity

When it comes to academic integrity, Superior University doesn't compromise. Rigorous thesis evaluations ensure the quality, originality, and contribution of student work meet the highest standards.

Spreading Excellence Across Campuses: Consistency and Quality

Superior University's commitment to quality extends beyond our main campus. We conduct regular program reviews and implement best practices at all our sub-campuses, ensuring a consistent high standard of education no matter where students choose to learn.

Superior University Lahore's Quality Assurance Framework isn't just a fancy name; it's the driving force behind our dedication to student success. By constantly listening, learning, and improving, we empower our students to thrive and graduate ready to excel in the ever-evolving world.

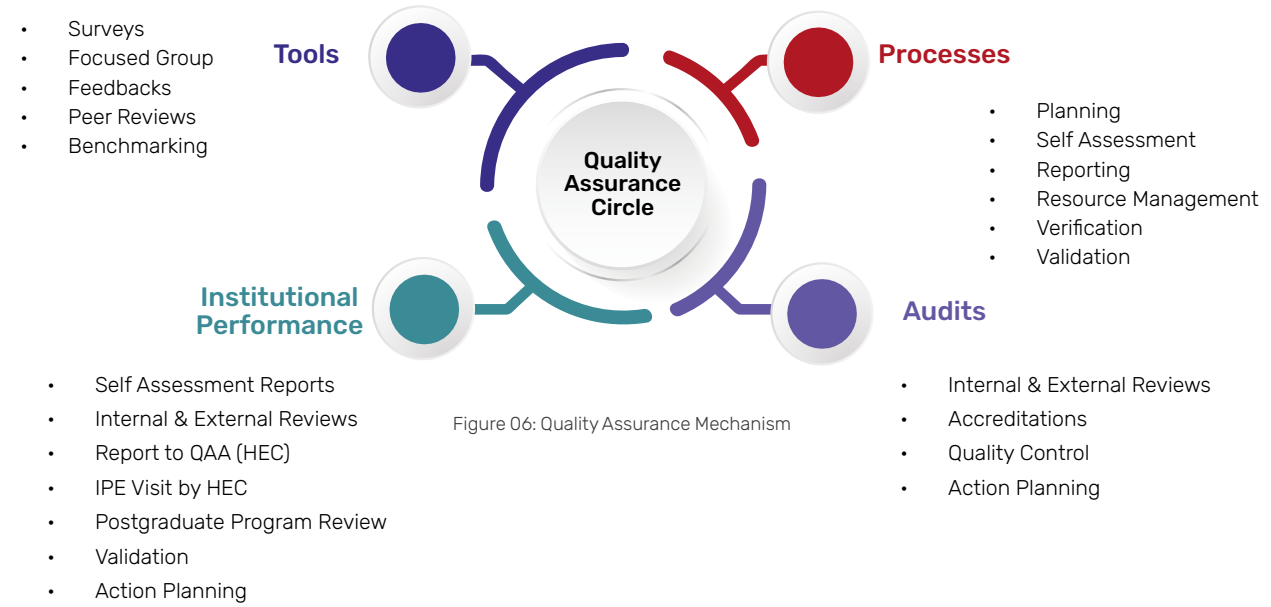


Figure 06: Quality Assurance Mechanism

Quality Assurance throughout the Student Journey

A Journey to Excellence: Superior University's Quest for Quality

In 2017, Superior University embarked on a mission to become Pakistan's top university. "We will establish a culture of quality and excellence, and become the number one University in Pakistan," Prof. Dr. Ch Abdul Rehman Chairman Board of Governors declared.

To achieve this goal, the university established a comprehensive quality assurance system, comprising tools, processes, audits, and surveys. Regular surveys and audits were conducted to identify areas for improvement, and a system of continuous monitoring and evaluation was established to ensure quality standards were met.

The university's efforts paid off when it ranked among the top 100-200 universities in the Times Higher Education Impact Ranking 2022. This achievement was a testament to the university's commitment to quality and excellence.

Students like Muhammad Haris benefited directly from the university's focus on quality. "The faculty is experienced, the curriculum is relevant, and the facilities are state-of-the-art," he said.

Superior University continues to strive for excellence, driven by its vision to become one of the world's top universities. With its quality assurance system in place, the university is confident in its ability to achieve this goal. "Quality is a continuous process," said the Chairman. "We will continue to improve and innovate, ensuring our students receive the best education possible."

Superior University's journey to excellence serves as an inspiration to institutions of higher learning, demonstrating that vision, leadership, and a commitment to quality can lead to remarkable achievements.

Our Academic Framework is Built on Outcomes

Our robust Quality Assurance Framework prioritizes strong education focused on industry needs. Outcome Based Education (OBE) and Project Based Learning (PBL) are central to our approach. We emphasize clear objectives, hands-on projects, dedicated labs and innovation centers, ongoing faculty development, and innovative teaching methods. This combination equips students with the practical skills and problem-solving mindset they need to thrive in their careers.

CLO-Based Teaching and Assessment: Transparency and Accountability

Superior University stands out through its implementation of Course Learning Outcome (CLO) Based Assessments and Program Learning Outcome (PLO) Based Transcripts. CLO assessments ensure evaluations align with course objectives, providing comprehensive feedback for students. PLO transcripts offer a clear picture of student achievement relative to program outcomes, highlighting specific competencies and skills. These initiatives demonstrate our commitment to transparency, accountability, and meeting international standards in higher education.

Our Multi-Pronged Quality Assessment Approach

- Self-Assessment:** We use self-assessment as a cornerstone of maintaining and enhancing quality. Regular assessments of academic programs by the QEC identify areas for improvement and inform effective action plans.
- Stakeholder Satisfaction Surveys:** Digital surveys gather feedback from students, alumni, faculty, and employers on their experience with Superior University's unique experiential and project-based learning environment. This feedback is used to continuously improve stakeholder satisfaction.
- Institutional Performance Evaluation (IPE):** Regular IPEs ensure adherence to University Quality Standards and Assessment Models. QEC conducts self-institutional performance evaluations (SIPE) with internal and external participation, demonstrating transparency and commitment to regulatory compliance.
- Postgraduate Programs Review (PGPR):** Regular internal program reviews ensure programs meet the highest standards and identify areas for improvement to enhance their international competitiveness. External reviewers also provide valuable insights which are translated into action planning for improvement.

Quality Assurance Throughout the Student Journey

We integrate quality assurance throughout the student experience:

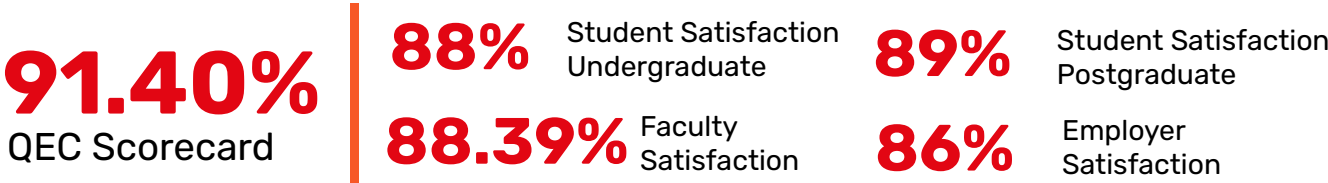
- Freshman Programs:** Trainers receive comprehensive orientation and training on modules, ensuring quality content and delivery. Student feedback is collected to assess satisfaction and identify areas for improvement.
- Project-Based Learning (PBLs):** A comprehensive quality assurance mechanism guarantees the quality of PBLs. This includes program evaluations, student feedback mechanisms, and a five-tier process for monitoring and evaluation.
- Industry Mentorship (1M):** Smooth execution and evaluation of 1M interventions are ensured through regular reports and feedback mechanisms. These assess student attendance, feedback, peer review, task completion, mentor evaluations, and external surveys.

Our Quality Assurance Framework is designed to meet International Standards

"We are committed to upholding quality assurance in all aspects of our international endeavors. As we continue to improve and grow, we are dedicated to enhancing our capacity to adopt and implement international best practices in quality assurance, further solidifying our position as a reputable institution of higher learning."

Quality 4.0 is our Next Agenda

Superior University is charting a course for excellence with Quality 4.0 as the cornerstone of our future endeavors. This innovative approach prioritizes data-driven decision making and a student-centric experience. By implementing Quality 4.0, we aim to elevate our academic offerings, ensuring they remain relevant, rigorous, and responsive to the dynamic needs of our students and the evolving job market. This commitment to continuous improvement positions Superior University at the forefront of higher education, fostering a learning environment that empowers students to thrive in the era of Industry 4.0.



National & International Accreditations & Rankings: A Testament to our Quality in Education

We have 22 accredited programs and are ranked among the top 400 Times Higher Education Impact Ranking 2023.

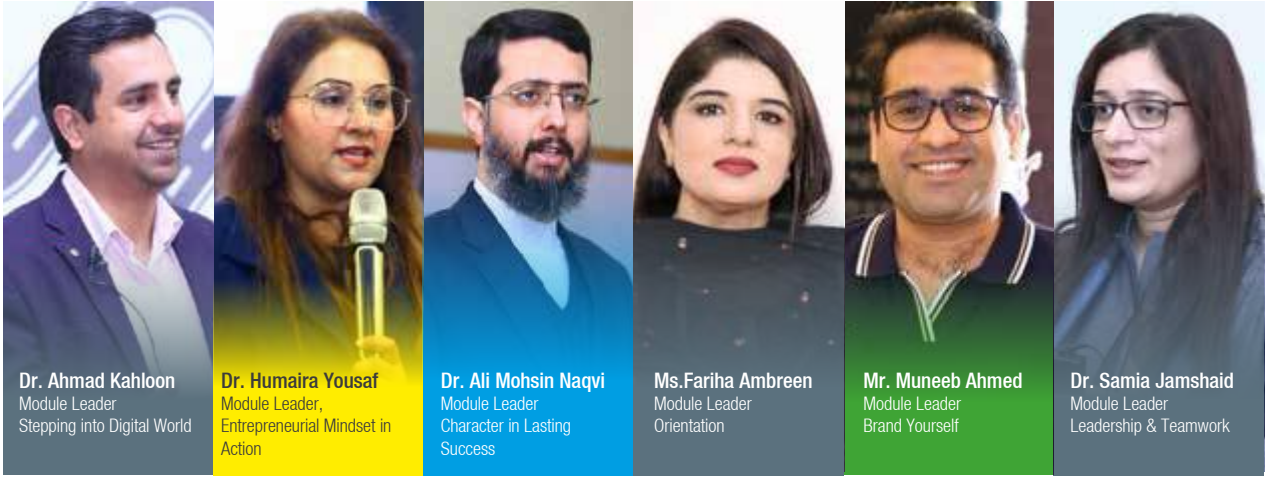
Superior University's unwavering commitment to continuous improvement ensures all our students graduate equipped with the skills and knowledge to succeed in the ever-evolving world.



BUILDING STRONG
FOUNDATIONS
THROUGH

Freshman
Program

Stepping into your **Superhero** Journey



Our recipe for students’ success- 3U1M begins with the ‘Freshman Program’ as a door opener to our students’ Superior life journey. We welcome our students in the friendly environment of this program by teaching them life management skills so they may develop Superior attributes in the beginning of their university life.

Freshman program is an initiative run by Office of Engagement and Co-creation - OEC. This helps our students to get to know their own personality attributes and learn to align with their future goals. We develop soft skills and life management skills in our students with a keen focus on building the qualities of leadership, team building, self-recognition, clarity for future direction, emotional intelligence, entrepreneurial insights, and civic sense for living in a society.

The program develops confident and independent learners by cultivating **life skills mastery** for academic and personal growth.

To provide **Customized Pathways**, this year we tailored our freshman program according to various academic disciplines

The Freshman Program underwent a transformative reimagination this year, with a strategic focus on tailoring its content to meet the distinctive needs of various faculties within our institution. While retaining its core objective of imparting essential life management skills crucial for navigating higher education, the program was enhanced to provide specialized training relevant to each faculty’s academic disciplines. This innovative approach ensured that incoming students not only received foundational skills but also faculty-specific insights vital for success in their respective fields. Customized curricula, discipline-specific workshops, and close collaboration with faculty members facilitated this tailored approach, fostering a culture of academic excellence and innovation across all faculties.

Creating life-long learning opportunities through

Freshman Curriculum

Emotional Intelligence	Entrepreneurial Mindset	Design Thinking
Leadership and Team Work	Art of Communication	Brand Yourself
Building Social Capital	Time and Stress Management	Developing Socially Responsible Youth
Dynamics of Semester System	IQ Accelerator	Power of Belief
Stepping into Digital World	Exploring Plan EQ + Poster Exhibition Guidelines	Beyond the skillsets: The role of Character in Lasting Success

SAY HELLO TO

FRESHMAN SOCIALS

Promoting sense of community and cultural diversity among our students

Being an entrepreneurial university, we believe in continuous improvements in our program design and delivery. This year, we further enriched our Freshman Program by adding another unique feature ‘Socials’ to the program. Following are the three core components of Socials:

Fostering a sense of community: Encourage freshmen to connect with their peers and develop meaningful relationships through shared interests in music, and games etc.

Promoting cultural diversity food: It serves a tool to encourage cultural exchange and appreciation of different culinary delights from diverse backgrounds.

Enhancing campus pride and spirit: It includes organizing competitions and challenges that foster a sense of pride and belonging to the campus community.



Freshman Program in Numbers

15 Modules	167 Trainers	174 Faculty Trained	349 Trainings Delivered	4473 Students Trained	591 Community Projects Initiated	07 Campuses
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NURTURING INNOVATION:

Empowering Innovators and Driving Excellence



CMACED ranked as a Top Challenger Incubator/Accelerator in Asia-Pacific (APAC)



Inspire | Educate | Innovate | Co-Create | Research

The Chaudhry Muhammad Akram Center for Entrepreneurship Development (CMACED) at Superior University is a vibrant hub dedicated to nurturing entrepreneurial talent and fostering innovation. Through education, mentorship, technical and financial support CMACED shapes the future of entrepreneurship, driving positive change within and beyond Superior University's ecosystem.

In alignment with the entrepreneurial thrust of Superior University's Soar-to-Roar Strategic Framework 2023-28, CMACED undertakes a series of initiatives aimed at fostering an entrepreneurial culture within the university community. Through a diverse range of activities including training, forums, expos, competitions, and talk series, CMACED endeavors to promote an entrepreneurial mindset among both students and faculty. These initiatives are designed not only to inspire innovation and creativity but also to provide practical skills and resources necessary for entrepreneurial success. By building the capacity of individuals and showcasing their achievements, it plays a pivotal role in cultivating a vibrant ecosystem where entrepreneurship thrives, aligning with the overarching goals of Superior University's strategic vision.

Impact of CMACED Activities

62 Million PKR Project Funding Secured	13 Faculties Engaged	1511 Jobs Created	1.3 Billion PKR Revenue Generated By The Startups	1300 Coaches Engaged	202 Instructors Engaged	600 Trainees Trained through NAVTTC Programs
90 Partnerships Secured	700 Industry Experts Engaged	178 Students Owned Businesses Established	16K Students Trained	300 Trainings Conducted	1600 Million PKR Investment made by Startups	24244 Active Citizen Students Trained

CMACED ECOSYSTEM



ETTP®

Entrepreneurial Teaching and Training Program



PROMOTING ENTREPRENEURIAL MINDSET BY ENABLING AND EMPOWERING YOUTH TO CREATE SOCIAL AND ECONOMIC IMPACT

ENTREPRENEURSHIP TEACHING AND TRAINING PROGRAM- GENESIS

The Entrepreneurial Teaching and Training Program (ETTP) is a pioneering initiative launched by Prof. Dr. Sumaira Rehman in 2017, aimed at igniting an entrepreneurial revolution. ETTP seeks to transform the traditional learning landscape by emphasizing entrepreneurial teaching and practice. Initially piloted within the business school, its remarkable success led to its university-wide adoption. Built on the innovative Superior Entrepreneurship Education Model (SEEM), ETTP focuses on cultivating an entrepreneurial mindset and skillset essential for launching new ventures and driving innovation within established companies, ultimately creating social and economic impact. This practice-based approach develops entrepreneurial leaders through six core components of SEEM:

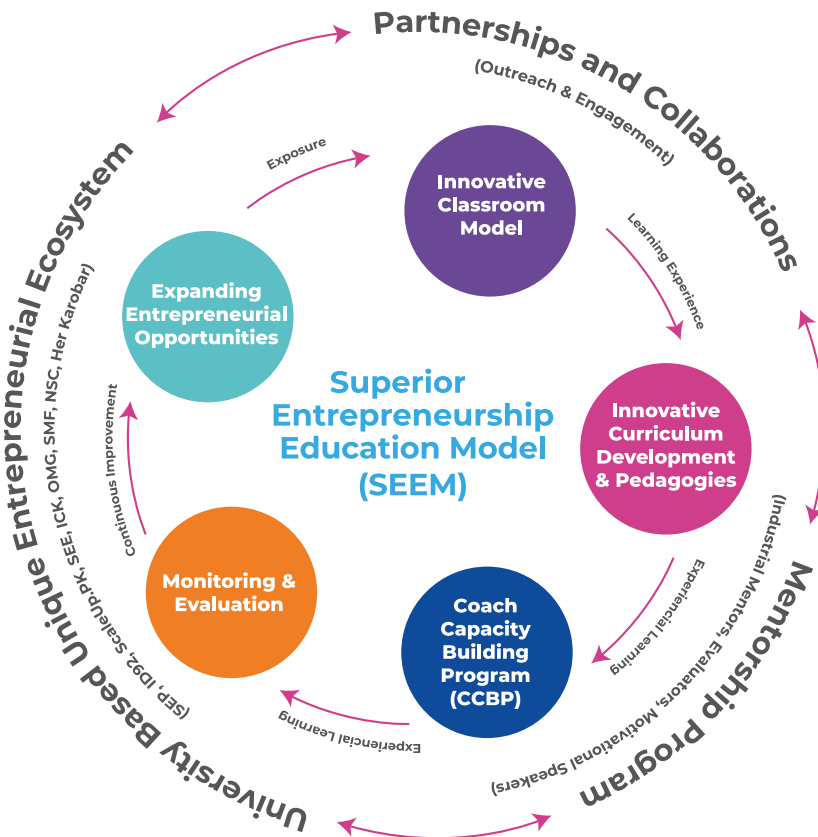


Figure 07: ETTP Ecosystem

INNOVATIVE CLASSROOM MODEL

“Our innovative classroom model for the entrepreneurship course is a collaborative effort between a certified instructor and trained coaches.

The instructor delivers lectures and provides guidance, while the coaches work closely with students to help them bring their business ideas to life. Students are divided into groups of five, where they develop and refine their startup concepts. Once the faculty approves the ideas, each group is assigned a dedicated coach to mentor and support them throughout the journey. This unique approach ensures that both students and faculty benefit from hands-on entrepreneurial training, fostering a dynamic and experiential learning environment.”

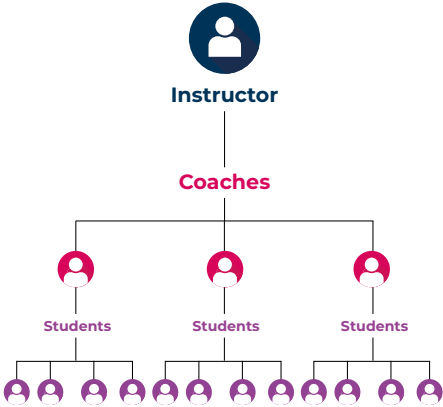


Figure 08: Innovative Classroom Model

INNOVATIVE CURRICULUM DEVELOPMENT & PEDAGOGIES

Our curriculum and pedagogies envisage that every graduate will possess the necessary entrepreneurial skills and knowledge, and entrepreneurship training will aid in developing entrepreneurial attitudes and behaviors, making graduates more prepared and eager to contribute to the progression of the family, society, country, and global community. The curriculum is designed on the foundations of Bloom’s Taxonomy, and Outcome Based Education.



The ETPP team creates the entrepreneurship curriculum in consultation with all faculties and departments.

Figure 09: 5Ds of entrepreneurship curriculum

COACH CAPACITY BUILDING PROGRAM

At the core of ETPP lies the Coach Capacity Building Program (CCBP), a comprehensive training program for faculty members. Through CCBP, faculty members receive cutting-edge training on “teaching entrepreneurship,” equipping themselves with the knowledge and skills to incorporate entrepreneurship theory and practice into their courses effectively. This ensures that entrepreneurship becomes an integral part of the curriculum across various disciplines.

CORE TRAINING MODULES:

- 1. Entrepreneurial mindset in action
- 2. Design Thinking
- 3. Marketing Plan
- 4. Financial Plan
- 5. Business Model



Figure 10

CCBP Identifies potential faculty members with the help of departmental heads, trains them with the help of renowned master trainers of the market, and exhibits the idea Infront of the renowned entrepreneurs.

MONITORING & EVALUATION

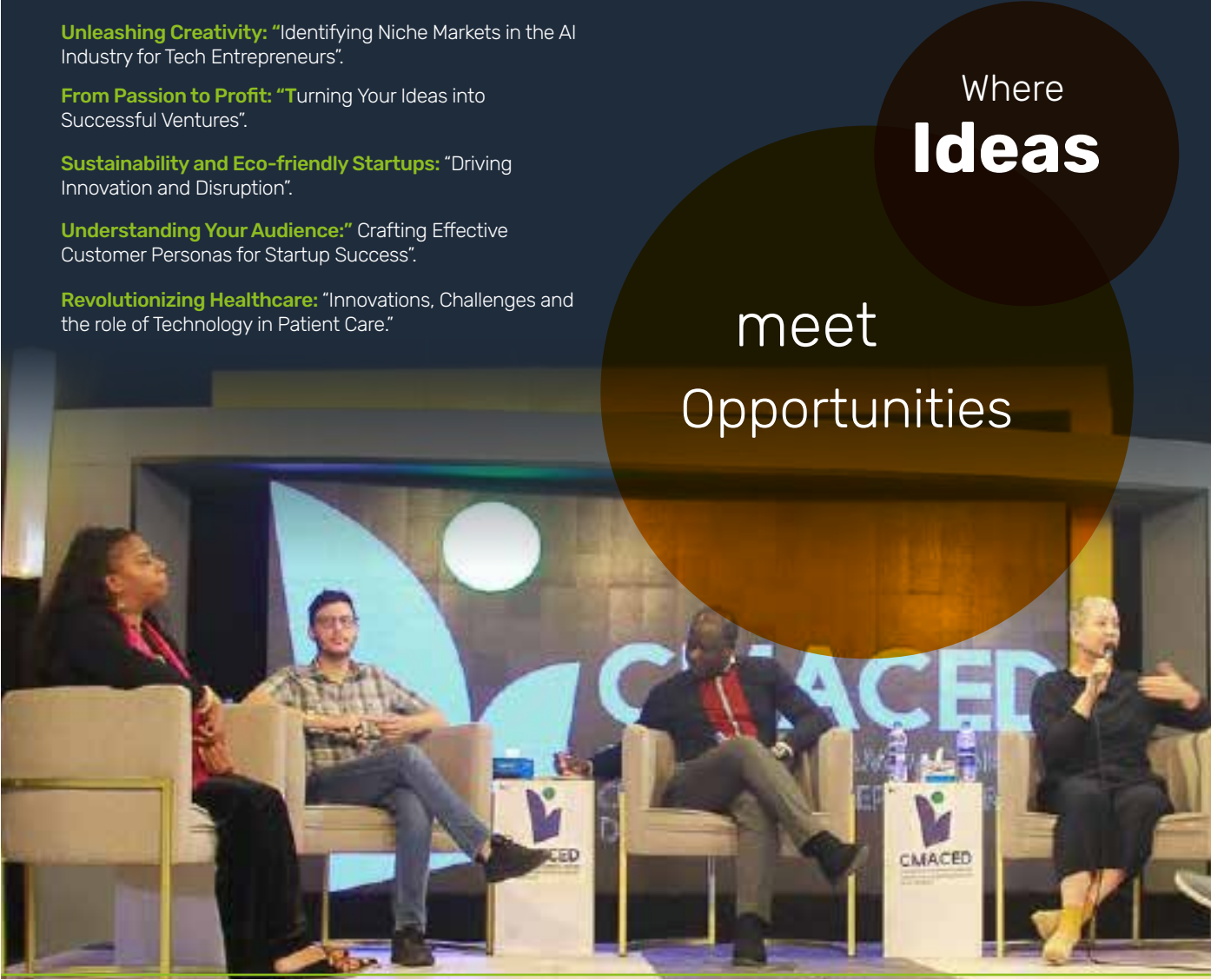
Our monitoring and evaluation approach combines data collection, analysis, and assessment to determine the extent to which our program’s stakeholders - including instructors, students, and coaches - have achieved its objectives. We gather input- and output-focused data to inform our ongoing strategy, enabling us to gauge implementation efficiency, identify performance bottlenecks, and make data-driven decisions to optimize program effectiveness.

ENTREPRENEURIAL FORUM

Entrepreneurial opportunity is the point at which identifiable consumer demand meets the feasibility of satisfying the requested product or service. Through Entrepreneurial Forums CMACED provides exposure, confidence, skills, abilities, etc. to students so that their horizons are broadened and they are able to identify opportunities in situations what others are unable to. The students then pitch their ideas in front of leading entrepreneurs to build networks.

This year CMACED organized following 5 entrepreneurial forums

- Unleashing Creativity:** “Identifying Niche Markets in the AI Industry for Tech Entrepreneurs”.
- From Passion to Profit:** “Turning Your Ideas into Successful Ventures”.
- Sustainability and Eco-friendly Startups:** “Driving Innovation and Disruption”.
- Understanding Your Audience:** “Crafting Effective Customer Personas for Startup Success”.
- Revolutionizing Healthcare:** “Innovations, Challenges and the role of Technology in Patient Care.”



Entrepreneurial Forum In Numbers

05 Total Forums	19 Panelists from Industry	2700+ No. of Students Participated	45 Departments	153 Faculty Members Engaged
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Collaboration of Superior University and Oakland University, USA for Faculty Development



Oakland University delivered a comprehensive training program on equity, access, and learning to 40 faculty members of Superior University, under the auspices of CMACED. This two-year initiative culminated in a closing ceremony and knowledge-sharing session at Superior University, where Ms. Kristin K. Hawkins, U.S. Consulate General Lahore, graced the occasion as Chief Guest. In her welcome address, Dr. Sumaira Rehman explored opportunities for future collaboration between Superior University and American institutions, with the support of the U.S. Embassy in Pakistan. This training program demonstrates the commitment of both universities to promoting inclusive and effective learning environments, and paves the way for further academic partnerships and exchanges.



Spotlight

Ms. Kristin K. Hawkins, U.S. Consulate General Lahore highlighted the U.S. commitment to supporting educational development in Pakistan, and discussed opportunities for further collaboration between Superior University and American counterparts.

Closing Ceremony of Exchange for Pakistani Secondary Educators & Administrators

Superior University hosted the EPSEA program’s closing ceremony, featuring a seminar and training on Equity, Access, and Learning Disability. Ms. Kristin K. Hawkins, U.S. Consulate General Lahore, graced the event as Chief Guest.

The Exchange for Pakistani Secondary Educators/Administrators (EPSEA) program, funded by the U.S. Department of State, involved Pakistani educators who attended comprehensive training on Equity, Access, and Learning Disability at Oakland University. Superior University organized the program’s closing ceremony, which featured a learning seminar and comprehensive training, with Ms. Kristin K. Hawkins, U.S. Consulate General Lahore, as the esteemed Chief Guest.



US Consul General Lahore, Ms. Kristin K. Hawkins addressing the attendees at the closing ceremony of the Exchange for Pakistani Secondary Educators/Administrators Program (EPSEA).



Group Photo of EPSEA participants along with Rector, Superior University, Prof. Dr. Sumaira Rehman and US Consul General Lahore, H.E. Ms. Kristin K. Hawkins.

Summit for
**Entrepreneurial
Educators**

“Empowering Minds, Shaping the Future”



The National Summit for Entrepreneurship Educators was held on October 13-14, 2023, at Sarhad University, Peshawar, under the theme “Empowering Minds, Shaping the Future.” This comprehensive training program enabled participating educators to:

- 1. Implement action-based teaching methods for enhanced classroom engagement.
- 2. Empower current and future generations of entrepreneurs.
- 3. Develop skills beyond traditional entrepreneurship to benefit their students.
- 4. Use the entrepreneurial mindset to create value, inspire action, and provoke change.



Prof. Dr. Sumaira Rehman
presented the Superior Entrepreneurship Education Model (SEEM), a practice-based approach that has led to the creation of over 141 startups since its implementation in 2020.



Dr. Sami Bajwa
focused on the changing social economic landscape which calls for change in entrepreneurial educator’s mindset along with integration of entrepreneurship in educational pedagogies.



Mr. Muneeb Ahmed
undertook an interactive session on “The Power of Networking in Entrepreneurship”. He emphasized the crucial role of professional networks in entrepreneurial success.



Dr. Humaira Qudsia
led a session titled “Business Model Development & The Art of Pitching,” providing key insights into effective communication and presentation strategies for entrepreneurs.



The event concluded at the Governor House with a speech by Haji Ghulam Ali, Governor of Khyber Pakhtunkhwa. The ceremony included the distribution of certificates and accolades, celebrating the

achievements of all participants. Additionally, HEC Chairman Prof. Dr. Mukhtar underscored the pivotal role of entrepreneurship education in shaping the future of Pakistan’s higher education institutes and their instructors.



SUPERIOR
**MAKER
FESTIVAL**

**Where Creativity, Innovation, and
Entrepreneurship Intersect**

A platform for students to showcase their Innovative Projects

Superior Maker Festival (SMF) is a platform that celebrates the vibrant and diverse community of makers, innovators, and problem-solvers in Pakistan. This festival is a platform for creative young minds to showcase their unique ideas and take their first steps towards realizing their dreams. Through the SMF, students can present, test, market, and commercialize their ideas in front of a critical and engaged audience. This event attracts leading business tycoons, experts, investors, mentors, and entrepreneurs who evaluate the students’ efforts and provide guidance for their future endeavors. As a celebration of the grassroots innovators, hackers, and makers in Pakistan, this festival is a testament to the DIY (Do It Yourself) mindset and the global maker movement. It brings together a like-minded community of makers who are passionate about solving real-world problems through innovative and unconventional means. Every year, the Superior Maker Festival showcases a diverse range of raw, unique, and unconventional ideas that have the potential to make a tangible and positive difference in society.

SMF 2024 in Numbers						
07	25+	12	45	60	5000	530K
Partners	Guests	Departments	Startup Exhibited	Faculty Members	Participants	Cash Awards

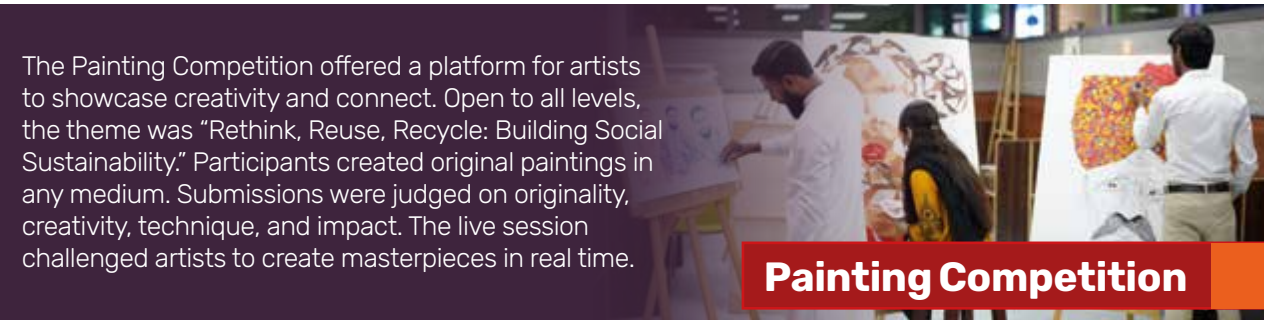
Makers in Action: Igniting Innovation and Creativity

The students experience the spark of innovation as they showcase their groundbreaking projects and compete for top honors. From cutting-edge prototypes to revolutionary ideas, students witness the future of entrepreneurship and creativity taking shape at the Maker Festival's competitions.



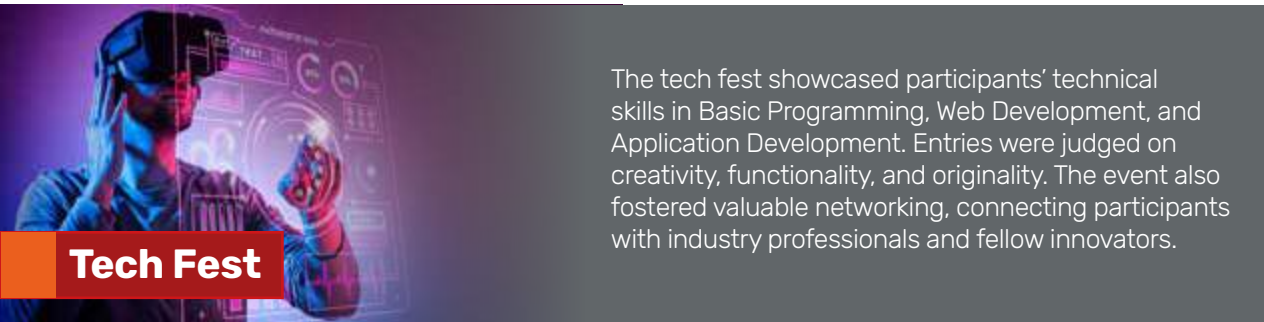
The Art of Recycling Competition promoted sustainability by challenging participants to create art from recycled materials. The event attracted diverse artists, ensuring all entries had an eco-friendly theme. The resulting sculptures, paintings, and mixed-media works were visually striking, urging spectators to rethink consumption habits and encouraging waste reduction and resource preservation.

Art of Recycling competition



The Painting Competition offered a platform for artists to showcase creativity and connect. Open to all levels, the theme was "Rethink, Reuse, Recycle: Building Social Sustainability." Participants created original paintings in any medium. Submissions were judged on originality, creativity, technique, and impact. The live session challenged artists to create masterpieces in real time.

Painting Competition



Tech Fest

The tech fest showcased participants' technical skills in Basic Programming, Web Development, and Application Development. Entries were judged on creativity, functionality, and originality. The event also fostered valuable networking, connecting participants with industry professionals and fellow innovators.



Startup Idea Pitch

The Startup Idea Pitch Competition sparked innovation, showcasing diverse visions from seasoned entrepreneurs to newcomers. Each pitch addressed problems, proposed solutions, and outlined execution plans within allocated time slots. Ideas spanned products, services, technologies, and business models, emphasizing sustainability.



Social Media Influencer Competition

The Social Media Influencer Competition sought top influencers, offering a platform to showcase skills and connect with brands. Participants with significant followings on platforms like Instagram, Twitter, and TikTok submitted 2-minute videos displaying creativity. Judges assessed for originality, relevance, while a lively audience cheered finalists, creating a dynamic atmosphere.

Knowledge Sharing Sessions on Student Entrepreneurship and Societal Development

Youth Entrepreneurship and Development of the Society

Mr. Azam Malik led an insightful knowledge sharing session on Youth Entrepreneurship and Development of Society. The session focused on empowering young individuals to drive social and economic progress through innovative entrepreneurial ventures. Mr. Malik shared valuable strategies for identifying opportunities, securing funding, and overcoming common challenges faced by young entrepreneurs. He emphasized the importance of creativity, resilience, and community support in fostering a thriving entrepreneurial ecosystem.

Sustainable Futures: Empowering Student to Make a Positive Impact

The session highlighted the critical role students play in shaping a sustainable future and provided actionable insights on how they can contribute to environmental and social sustainability. Mr. Fraz discussed innovative approaches to sustainability, emphasizing the importance of sustainable practices in various sectors. He encouraged students to adopt a proactive mindset, integrate sustainability into their academic and personal lives, and leverage their skills to drive positive change. Attendees left inspired and motivated, equipped with the knowledge to make meaningful contributions towards a sustainable future.

Importance of Entrepreneurship for Students

Ms. Ambrin Sipra highlighted the Importance of Entrepreneurship for Students. She discussed how entrepreneurial skills are crucial in today's dynamic job market, fostering innovation, critical thinking, and problem-solving abilities. Ms. Sipra discussed practical ways students can develop an entrepreneurial mindset, such as embracing creativity, taking calculated risks, and learning from failures. She also emphasized the role of entrepreneurship in personal and professional growth, encouraging students to pursue their passions and create opportunities.



Empower HER: A Panel Discussion on Igniting Change through Women Entrepreneurship

As part of SMF, a compelling panel discussion titled "EmpowerHER: Igniting Change through Women Entrepreneurship" was organized. The discussion explored the pivotal role of women in entrepreneurship, highlighting their contributions to innovation, economic growth, and social change. Distinguished panelists including Mr. Umer Hadeed, CEO Ali Zeeshan Theater Studio; Ms. Sana Khan, Founder & CEO of HospitAll; Mr. Muhammad Rashid, CEO of Premier Engineering; Ms. Javaria Qais Joiya, International Climate Reality Mentor at UCP; and Ms. Aziza Soleh, CEO & Founder of Mountain Shop, shared their insights and experiences, inspiring attendees to embrace and support women's entrepreneurship.

From Students to Social Entrepreneurs: Our Innovative Approach to Developing & Nurturing **Socially Responsible Citizens**



Developing Communities | Engaging Youth | Promoting Active Citizenship

As the world grapples with complex social and environmental challenges, a new generation of leaders is emerging to tackle these issues head-on. At Superior University, a pioneering **Social Entrepreneurship Program** is empowering students to become agents of positive change, equipping them with the skills, knowledge, and passion to create a better future for all. From addressing poverty and inequality to promoting sustainability and social justice, these young change-makers are harnessing innovation and creativity to drive meaningful impact.

The Superior Social Entrepreneurship Program (SEP) is a pioneering initiative in private sector universities of Pakistan that focuses on cultivating a sense of civic responsibility among young people, particularly students at Superior University. The program collaborates with local and international social enterprises to foster a culture of social entrepreneurship and enhance students' skills through education and training. SEP's key component is a 3-credit hours course called the Active Citizenship Program, which includes lectures, seminars, and community development projects aligned with the United Nation's Sustainable Development Goals. The program emphasizes practical, experiential learning and encourages students to identify social issues in their communities and

develop and implement social entrepreneurship projects to address them. SEP acknowledges the importance of context-specific solutions and equips students with the skills and knowledge to assess local needs, develop appropriate solutions, and evaluate project impact. SEP has had a significant impact on Superior University, which secured a top position in the Times Higher Education Impact Ranking 2022, 2023 due to the program's community service activities and volunteerism spirit. The program's ultimate mission is to empower young people to create social change through community outreach initiatives, contributing to a prosperous Pakistan. Over the year SEP has generated a significant impact across the university and in the local community as follows:

Our Features

- Youth Capacity Building Program
- Aligned with United Nations agenda of Sustainable Development
- Self-sustainable Model
- A strong Networking of NGOs/CSOs
- Young, creative and expert team national and international outreach
- First HEI in private sector working with British Council with our featured projects in British Council booklet



How SEP Works?
Figure 11

63.48
Million Project Funding

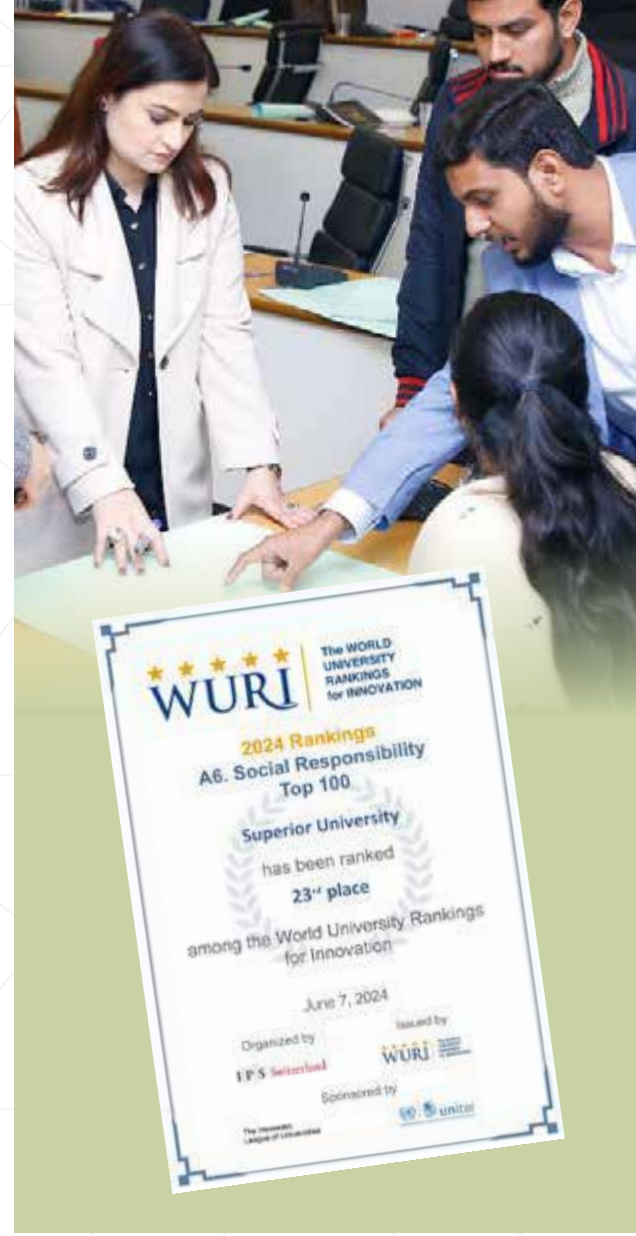
1.55
Million Community Hours Served

The Social Entrepreneurship Program (SEP) Our Action Learning Approach



The SEP fosters a dynamic learning environment designed to equip young students with the knowledge, skills, and character to become effective social entrepreneurs. Following are the key components of this comprehensive program:

- 1. Introduction to Social Entrepreneurship:** The program begins by establishing a strong foundation in social entrepreneurship principles. Participants gain an in-depth understanding of key concepts such as social impact measurement, sustainable business models, and effective fundraising strategies.
- 2. Youth-Led Participatory Action Research:** This stage empowers youth to identify critical issues within their communities. Through participatory action research methods, they gather data, analyse the root causes of the issues, and co-create solutions with community members.
- 3. Youth Capacity Building:** Building on the identified needs, the program focuses on honing the specific skills young people require to implement their solutions. This could involve workshops on leadership development, project management, communication, and advocacy.
- 4. Youth Character Development:** Recognizing the importance of personal growth, the program integrates character development initiatives. This may include workshops on ethical decision-making, empathy building, and fostering a sense of social responsibility.
- 5. Action Research Project:** The program culminates in the development and implementation of a social action project. This project allows young people to apply their acquired knowledge and skills, tackling a real-world issue and making a positive impact within their communities.



The WORLD UNIVERSITY RANKINGS for INNOVATION

WE ARE RANKED **NO.1** in PAKISTAN in Social Responsibility

KEY Progress

270
Coaches

30,000+
Volunteers trained

Catalyzing Growth through Coach Capacity Building for Social Impact Leaders

Behind every successful Social Enterprise, there is a dedicated coach who provides guidance, support and expertise

The Coach Capacity Building Program (CCBP) empowers facilitators of SEP to drive sustainable community development. This program equips them with the skills and knowledge necessary to tackle real-world challenges. Through a journey of self and community exploration, participants develop a foundation for building lasting positive change. CCBP leverages the expertise of external trainers from diverse industry backgrounds, fostering creativity and innovation. This unique approach empowers facilitators to develop real-time solutions for their communities, fostering active citizenship and civic engagement amongst youth. By participating in CCBP, facilitators become vital changemakers, contributing to a stronger and more vibrant future.

Renowned changemakers, philanthropists, and social workers lead CCBP trainings throughout the year, igniting SEP facilitators' passion and equipping them with the skills to build sustainable communities.



Prof. Dr. Sumaira Rehman
Rector, Superior University



Mr. Muneeb Ahmed
Director, SFRD - Superior University



Dr. Amjad Saqib
Chairman
Akhuwat Foundation - PAK



Syed Waqas Jafri
Secretary General
Al-Khidmat Foundation - PAK



Mr. Rana Hassan Afzal
National Manager - PR & Marketing
Allah Wala Trust



Dr. Javeria Qais Joya
Director, Sustainability
UCP Lahore



Ms. Kanwal Cheema
CEO - My Impact Meter - PAK



Ms. Tehmeena Anjum Ranjha
CEO - Sundar STEM School
System



Ms. Sofia Warriach
Founder - Almarah
Foundation



Ms. Rida Ashraf
Envoy, Movers Community

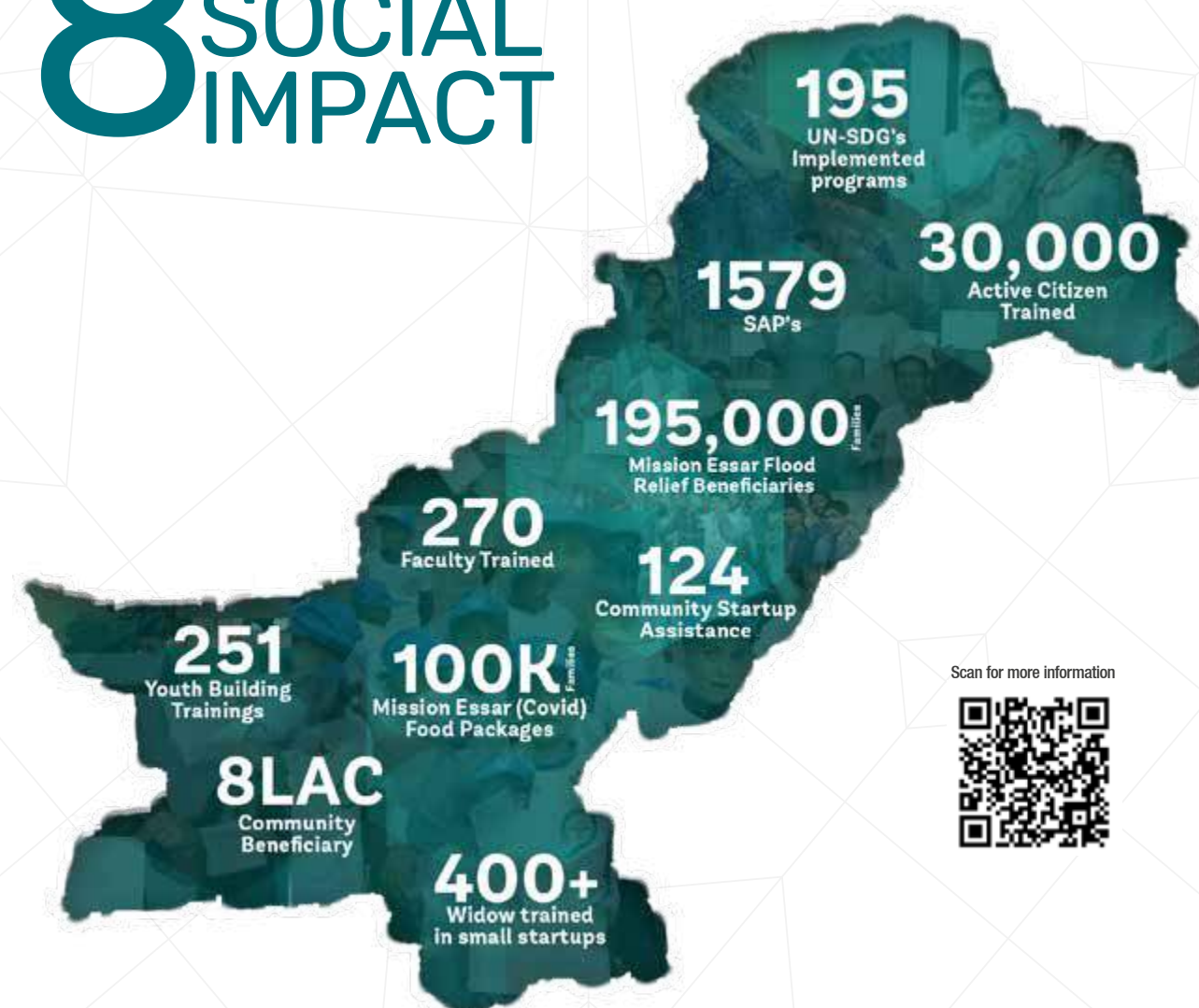


Dr. Hiba
Motivational Speaker



Dr. Usman Sadiq
Assistant Director
SEP - Superior University

8 YEARS OF SOCIAL IMPACT



Scan for more information



Driving Sustainable Progress: Our Commitment to a better future under UNSDGs

The activities of Superior Social Entrepreneurship Program are aligned with United Nations Sustainable Development Goals (UNSDGs). Since SDGs have been adopted by Pakistan as National Goals, the ensuing national level efforts bear specific consideration for creating synergies amongst the stakeholders. SDGs relevant initiatives of SEP are in sync with the critical pathways defined by the Pakistan National SDGs Framework, and correspond to prioritization of SDGs by The SDG Framework Punjab. Team SEP engaged thousands of volunteers contributing towards SDGs.



ALIGNED WITH THE UNITED
NATIONS SUSTAINABLE
DEVELOPMENT GOALS

Weaving Hope for Life on Earth: A few student led Sustainable Community Development Projects to create social impact

A quiet revolution is underway, driven by our volunteers and their sustainable projects. From ancient water wheels to modern biogas plants and sanitary pad vending machines, they're making a lasting impact. Recognizing the intricate web of life on Earth, our projects harmonize human needs with nature, creating a more just, equitable, and thriving world for all.

WATER WHEELER

Water resources are decreasing greatly in the world. The scarcity of water is a global crisis with pure water being unavailable in several areas across Pakistan. The people living in desert areas are majorly prone to this water shortage. Superior University's Social Entrepreneurship Program (SEP-CMACED) is working actively on United Nations Sustainable Development Goal-6: Clean Water and Sanitation. The Active Citizens from Superior Social Entrepreneurship Program (SEP-CMACED) under the mentorship of Dr. Mahwish Zafar from Faculty of Management Sciences, built and provided water wheels to the women in the desert of Thar. These water wheelers will help in the ease of movement of water from far fetched well and filtration plants to their homes.



BIOGAS PLANT



A biogas plant is a facility that utilizes organic materials, such as animal waste, agricultural residues, or food waste, to produce biogas through a process called anaerobic digestion. Biogas is a mixture of gases, primarily methane (CH4) and carbon dioxide (CO2), along with small amounts of other gases.

The Active Citizens from Superior Social Entrepreneurship Program (SEP-CMACED) under the mentorship of Mr. Ahsan Bilal from Department of Emerging Management Sciences, installed a biogas plant to provide gas for cooking in a distant village in Lahore. Through this project they facilitated 5 families with a free of cost sustainable gas supply.

This Project is under the UN SDG-7 (Affordable and Clean Energy), UN SDG-12 (Responsible Consumption and Production) and UN SDG-13 (Climate Action).

BIRD HOUSES

Every year several birds die due to increasing global warming. Many birds also fall prey to airplane accidents. This decline is greatly impacting life on Earth as the birds are a major part of the natural cycle. The Active Citizens from Superior Social Entrepreneurship Program (SEP-CMACED) under the mentorship of Dr. Usman Sadiq from Faculty of Management Sciences, built and placed more than 150 bird houses in Lahore. The real purpose behind these birdhouses is to give birds a safe place during the heat of summer in accordance with United Nations Sustainable Development Goal-15: Life on Land.




This project "Efficient Gas Stove" has been initiated by the active citizens of the Department of Emerging Management Sciences under the mentorship of Mr. Ahsan Bilal. This project is focusing on SDG 12 Responsible Consumption and Production, and SDG 13-Climate Action. The efficient gas stove project aims to revolutionize cooking practices with a unique stove that maximizes energy efficiency and reduces emissions. The stove's design ensures even heat distribution, reducing cooking time. The project prioritizes affordability and accessibility, making it suitable for households across socioeconomic backgrounds. By promoting clean cooking practices, it mitigates the adverse effects of traditional stoves on air quality and public health. Overall, the efficient gas stove project represents a significant step forward in sustainable cooking technologies, offering an efficient, clean, and affordable solution for cooking needs. As a part of their social responsibility, the project team also donated free efficient gas stoves to twenty families in Kharian City.

EFFICIENT GAS STOVES



INSTALLATION OF SANITARY PADS VENDING MACHINE:



Sanitary pads are an essential part of feminine hygiene. Every month, 1.8 billion girls across the world menstruate. Millions of these girls, women face gender inequality, discriminatory social norms, cultural taboos, poverty and lack of basic services like toilets and sanitary products can all cause menstrual health and hygiene needs to go unmet leading to deadly diseases in females. The Active Citizens from Superior Social Entrepreneurship Program (SEP-CMACED) under the mentorship of Ms. Tahreem Fatima from Faculty of Allied Health Sciences and in coherence with United Nations Sustainable Development Goal-3: Good Health and Well Being and Goal-5: Gender Equality, installed a sanitary pad vending machine in Superior University to promote female health and hygiene. The purpose of the installation of this machine was to provide the females both faculty members and students studying at this university, with an emergency supply of sanitary pads.

THALASSEMIA SCREENED UNIVERSITY

Thalassemia has become one of the major and fast spreading disease in Pakistan with over 10 million patients in Pakistan requiring constant blood donation. The only way to curb its spread is through proper screening. The Active Citizens from Superior Social Entrepreneurship Program (SEP-CMACED) under the mentorship of Dr. Usman Sadiq from Faculty of Management Sciences organized a Thalassemia Screening Camp at Superior University. The purpose of this screening camp was to screen the entire faculty and students at Superior University for Thalassemia Beta and help curb the widespread of Thalassemia in Pakistan.



Our Collaborators



PROESTHETIC PLACEMENT



Proesthetic placement stands as a beacon of empowerment for the differently abled community. Recognizing the untapped potential of skilled individuals with disabilities, this project aims to break down barriers hindering their participation in society. By forging partnerships with ABL and Lahore Limb Centres, “Proesthetic placement” seeks to provide prosthetics and sponsorships, enabling these individuals to showcase their talents and become self-sufficient contributors to their families and communities.

MILK TEST & SOLUTIONS



In response to the prevalent concern of milk adulteration, the “Milk Test & Solutions” project emerges as a beacon of assurance for households. Recognizing the risks associated with consuming milk tainted with harmful substances, such as urea and starch, this initiative offers a simple yet effective solution. Through the provision of user-friendly testing kits containing iodine solution and pH paper, families can now easily assess the quality of their milk at home.

ECOLOOM



Plastic waste poses a significant global environmental crisis, with over 300 million tons produced annually, much of which ends up in oceans and landfills. Efforts to combat this issue include waste reduction and promoting alternatives to single-use plastics. Sustainable fabric, prioritizing environmental and social responsibility, is gaining traction in the fashion industry. This includes fabrics made from recycled plastic wrappers, transforming discarded materials into eco-friendly textiles, aiding in reducing plastic waste.

ZAN PROJECT



The ZAN project aims to transform menstrual hygiene management in Pakistan by providing high-quality, culturally appropriate, and affordable reusable sanitary pads. These pads are designed for multiple years of use, reducing waste and environmental impact. Additionally, ZAN offers educational workshops led by female health professionals to address taboos and promote healthy menstrual practices. Through these sessions, women gain essential knowledge and tools to manage periods confidently, contributing to a holistic solution that addresses social, economic, and environmental aspects of menstrual hygiene.

ECOWONDER



ECOWONDER is a transformative initiative born from a deep concern for the escalating crisis of plastic pollution. With a mission to combat the adverse effects of plastic on ecosystems and human health, this innovative project ingeniously repurposes discarded plastic bottles into practical, eco-friendly products. Through a meticulous process of collection, sorting, cleaning, crushing, and crafting, each bottle finds a new purpose, transformed into a valuable item for daily use. By offering these sustainable creations to the community at an accessible price, ECOWONDER not only mitigates environmental harm but also promotes a culture of conscious consumption and waste reduction.

ORGANOBREATH



ECO CHIC



Eco Chic epitomizes the marriage of fashion and sustainability, offering a stunning array of eco-friendly accessories meticulously crafted from repurposed fabric scraps. By ingeniously transforming textile remnants into stylish jewelry, this initiative not only addresses the pressing issue of textile waste but also champions responsible consumption and production, aligning seamlessly with Sustainable Development Goal 12. In a world where fast fashion prevails, “Eco Chic” serves as a beacon of conscious consumption, advocating for social awareness through its upcycling process and educating individuals on the importance of sustainable fashion choices, ultimately empowering wearers to make a positive environmental impact with each accessory adorned.

OrganoBreath transcends the realm of traditional mouthwashes, emerging as a transformative initiative aimed at uplifting underprivileged communities beyond Lahore by promoting optimal oral health. At its core, OrganoBreath is committed to crafting an affordable, environmentally-friendly mouthwash formulated with natural ingredients, ensuring accessibility for marginalized populations while minimizing ecological footprint. However, OrganoBreath extends far beyond the confines of its bottle; it embodies a comprehensive approach to empowerment through education.

PURE RELIEF WARM PADS



Pure Relief Warm Pads offer a convenient and effective solution for relieving muscle aches and minor injuries. These handy patches provide targeted warmth to relax tight muscles and alleviate discomfort. Perfect for athletes and individuals experiencing soreness, Pure Relief Warm Pads are simple to use just apply them directly to the affected area for soothing relief. With Pure Relief, you have your own personal pain relief kit at your fingertips, ready to provide comfort whenever and wherever you need it. Say goodbye to muscle tension and hello to enhanced relaxation and well-being with Pure Relief Warm Pads.

SEP Drives for Empowering Communities by making positive Societal Impact

“From planting trees and feeding communities to spreading warmth during the cold months, our annual initiatives reflect our dedication to nurturing both people and the planet”



Plantation Drive

The Plantation Drive, a collaboration between ANDC and Superior Social Entrepreneurship Program, aimed to promote environmental sustainability and community involvement by planting trees. Over 50 volunteers planted more than 50 saplings, fostering environmental awareness and encouraging active participation in sustainability efforts. This initiative is a step towards a greener, more eco-friendly future, instilling responsibility towards the environment among students and volunteers. In 2023-24 10,000 plants have been planted with cooperation of Government of Punjab

Food Drive at AWT

The objective of this initiative was to address immediate food needs while fostering a culture of compassion and service within the community. Dedicated voluntary support from students exemplified a commitment to community service, fostering solidarity among community members and raising awareness about prevalent food insecurity issues.



Winter Drive

The drive addressed basic necessities for deprived children, promoting equality and a sense of community responsibility, demonstrating the impact of collective action in improving the lives of vulnerable populations and fostering empathy among participants. The winter drive also facilitated collaborations between the university and local charities to organize similar initiatives in other communities.

Fostering Emotional Well-being and Resilience

SEP, dedicated to nurturing emotional well-being and resilience, meticulously curates impactful initiatives that resonate with communities. Each initiative is designed to address the diverse emotional needs of individuals and communities, leaving a lasting impression on their lives. As we analyze the SEP activities of the year, it becomes evident that these initiatives have not only enriched lives but have also contributed significantly to promoting resilience and positive social change across various segments of society. Following is overview of the key activities in this regard:

Hum Mashal-E-Rah

The program fostered emotional well-being in children, creating joy and leaving a lasting positive impact, embodying a commitment to positive social change and nurturing a sense of belonging and support among marginalized communities. The program also facilitated partnerships between educational institutions and NGOs to organize similar emotional support programs in other communities.



Pakistan Sweet Home

The program fostered joy and emotional well-being in children, creating positive memories and a sense of community and friendship, thereby enhancing the quality of life for marginalized youth and promoting emotional resilience. The emotional support program also facilitated collaborations between the university and orphanages to organize similar emotional support programs in other institutions.

Nasheeman

The program provided emotional support and uplifted spirits, nurturing mental and emotional resilience in children, leaving them with joyful memories. The program also facilitated partnerships between the university and child welfare organizations to provide ongoing support and resources to vulnerable children.



Old Age Home

The program bolstered emotional well-being in the elderly, fostering empathy and social responsibility among students, and promoting community well-being. The program also facilitated partnerships between the university and elderly care facilities to organize regular visits and activities for the elderly residents.

Ensuring Healthcare Access: Community-focused Camps for Building a Healthier Tomorrow

SEP is committed to making a meaningful contribution to society through a range of camps aimed at addressing various social needs. These include blood donation camps, specialized medical camps focusing on specific diseases, nutrition camps, dental camps, and more, all aligned with the goals of SDG 2030. Each camp serves a specific purpose in promoting health and well-being within communities. Following is the highlight of the key activities undertaken this year in this regard:



Dental Screening Camp At The Lyceate School

BDS students organized a dental screening camp at the Lyceate School, providing essential oral health care and education to over 200 students. The camp identified dental issues early, enabling timely intervention and treatment, while empowering children with knowledge to maintain their oral health. The initiative had a significant impact on addressing immediate dental needs and preventing potential issues among the students.

Blood Camps

The blood camps, organized by SEP in different campuses of Superior University, directly contributed to saving lives and fostering community health. It highlighted the power of collective action in promoting community well-being and encouraging a culture of altruism and civic responsibility. Additionally, it facilitated partnerships between the university and healthcare institutions to organize regular blood donation drives in the community.



Nutrition Awareness Camp

The camp enlightened students about nutrition, promoting health consciousness and informed dietary choices, positively influencing overall well-being and contributing to a culture of preventive health care. The nutrition awareness camp also facilitated collaborations between the university and healthcare professionals to provide ongoing nutrition education and resources to the community.

Medical Camp at Gobi's Paint

The camp enhanced healthcare access for underserved communities, offering immediate well-being improvements and promoting sustainable health practices, thereby addressing health disparities and promoting health equity within marginalized communities. The medical camp also facilitated collaborations between the university and healthcare providers to organize regular medical camps in underserved areas.



Hope in Crises: **Standing with those in need** through our Flagship MISSION ESSAR PROGRAM

Scan for more information



In the face of adversity, Mission Essar has emerged as a shining example of compassion, resilience, and collective action. Through our community rehabilitation drives, we have made a tangible impact on the lives of thousands, providing critical relief and support to those affected by natural disasters and crises.

COVID-19 Pandemic Response

100,000

Distributed essentials to over families

20,000

Youth Volunteers Engaged

Provided ration, medical supplies, and other necessities

2022 Floods Response

Phase 1: Immediate Relief		Phase 2: Rehabilitation	
5,000	2531	76	46
Cooked Food Boxes	Ration Packs	Reconstructed Homes	Repaired Critical Infrastructure Projects
14,607	500	Fostered resilience and aided communities in their recovery	
medical aid to patients through medical camps	medical aid packages		

Global Aid Efforts

Provided support to affected communities in Turkey and Palestine

30,000+

Volunteers Engaged

PKR 123+ M

Funding Amount

1,23,800

Total Beneficiaries

147

Rehabilitation of houses and local businesses



Mission Essar stands as a beacon of hope and compassion, inspiring a new generation of leaders to embrace social responsibility and make a positive impact on their communities.

Impact

- Empowered over 30,000 youth volunteers to embrace social responsibility and volunteerism
- Demonstrated unwavering commitment to serving humanity in times of crisis
- Provided tangible relief and support to thousands of families and individuals
- Exemplified the power of collective action in times of crisis



Building a Better Future: Inspiring Collective Action with our SDGs Hub



Superior University is committed to the United Nation's SDGs and aims to create an SDG-ready generation. They prioritize accessibility to higher education, producing graduates with an entrepreneurial mindset and emotional intelligence. They integrate the SDGs into their policies, research, and teaching to contribute to their achievement. The university offers capacity-building training for faculty, incorporates SDG-themed pedagogy at various academic levels, and promotes SDG-based research practices.

SDGs INITIATIVE AT SUPERIOR UNIVERSITY

Toward an Inclusive and Sustainable Society



The United Nations Sustainable Development Goals (SDGs) were adopted in 2015 as a global agenda to address poverty, protect the environment, and promote peace and prosperity for all. There are 17 SDGs, encompassing areas such as poverty eradication, hunger, health, education, gender equality, clean energy, sustainable cities, climate action, and more. These goals are interconnected, and progress in one area can have positive impacts on others.

Universities have a significant role to play in promoting the SDGs among youth. They can integrate the SDGs into their curricula, incorporating them into courses, research projects, and extracurricular activities. By doing so, universities provide students with the knowledge and skills to understand and address global challenges.

Furthermore, universities can conduct research on SDG-related issues, contributing to innovative solutions and informing policy and practice. They can also engage with the wider community through events, lectures, and campaigns, raising awareness about the SDGs and promoting sustainable development.

Superior University's Figurative Tapestry of SDGs' Advocacy-

Superior University recognizes the role that higher education institutions can play in achieving the United Nation's SDGs. We educate our students to actively participate in the socioeconomic development of our country, supported by an enabling ecosystem. By integrating the entrepreneurial and research ecosystems, we empower our students to make a meaningful impact.

Superior University : Leading the Way in Sustainable Education

Superior University's efforts in promoting the SDGs have garnered global recognition. In the Times Higher Education Impact Ranking 2022, we were ranked as the No. 1 private sector university in Pakistan last year. Moreover, we secured a place among the top 10 universities in the subcontinent and adjoining countries in South Asia. These accolades affirm our commitment to sustainable development and our dedication to excellence in education.

Building A Sustainable Academic Frontier

Superior University has established the Superior SDG Hub, which serves as the foundation for our sustainable impact. Our SDG framework encompasses various aspects of academia, student engagement, and high-impact initiatives.

Academia

We believe academia plays a crucial role in advancing the SDGs. To contribute to this, Superior University has implemented several initiatives, including: Capacity building training for faculty members, mapping of over 195 programs with SDGs, alignment with UNESCO learning objectives, incorporation of SDG-themed pedagogy at undergraduate, graduate, and postgraduate levels, integration of the SDGs with the Self-Assessment Reports (SARs) of all programs, launch of independent programs focused on SDGs and sustainable future and promotion of research practices aligned with the SDGs.

Student Engagement

Engaging students is essential for the success of the SDG framework. At Superior University, we foster student engagement through the following initiatives:

1. Incorporating SDG awareness workshops during the freshman semester.
2. Mapping of student-led activities to the SDGs for a sustainable impact.
3. Conducting regular SDG awareness sessions and interventions.
4. Collection of sustainability reports from student body advisors.
5. And rolling out SDG awareness surveys to compile reports on sustainable development.

Empowering Change Agents, Driving SDG Impact: Superior University - Where Opportunities Flourish

Superior University aims to promote the SDGs through high-impact initiatives that encompass various domains and create opportunities for the community. Some of these initiatives include:

1. Student opportunities such as international volunteering and youth leadership training.
2. Community engagement programs addressing poverty, health, education, and more.
3. Research and partnerships aligned with the SDGs.
4. Integration of SDGs into operations and governance.
5. Hosting SDGs events like colloquiums, seminars, and conferences.

Superior University's commitment to the SDGs is reflected in our comprehensive SDG framework. Through our focus on academia, student engagement, and high-impact initiatives, we strive to create a sustainable social and economic impact. We are proud of our achievements and the recognition we have received, which position us as a leading institution in promoting the SDGs. We remain dedicated to inspiring and empowering our students to become agents of change, working towards a more sustainable and equitable world.



SPOT LIGHT

United Nations Academic Impact Report 2023 features Superior University among Top 25 Best practicing universities of the World

PAKISTAN (Superior University)

The university started the SDG Ambassador program, which aims to empower students, faculty, and staff to become agents of positive change by promoting sustainable practices, driving awareness, conducting research, organizing events, and taking actions that align with the Global Goals. Activities within the program include workshops, seminars, lectures, and panel discussions, aside from campaigns to raise awareness, projects, collaborations with different stakeholders, competitions, and challenges. E-mail the university for further details.



ROADMAP FOR SUSTAINABLE LIVING

- SDG 01 - No Poverty
- SDG 02 - Zero Hunger
- SDG 03 - Good Health and Well-Being
- SDG 04 - Quality Education



ROADMAP FOR PRESERVATION OF THE PLANET

- SDG 13 - Climate Action
- SDG 15 - Life on Land
- SDG 14 - Life Below Water
- SDG 06 - Clean Water and Sanitation



ROADMAP FOR COLLECTIVE GROWTH

- SDG 08 - Decent Work and Economic Growth
- SDG 07 - Affordable and Clean Energy
- SDG 09 - Industry, Innovation and Infrastructure



ROADMAP FOR LASTING PEACE & HARMONY

- SDG 10 - Reduced Inequalities
- SDG 12 - Responsible Consumption and Production
- SDG 11 - Sustainable Cities and Communities
- SDG 05 - Gender Equality
- SDG 16 - Peace, Justice and Strong Institutions



ROADMAP FOR A COLLABORATIVE FUTURE

- SDG 17 - Partnerships for the Goals



UN-SDGs Conference on Sustainable Development Goals 2023

Empower, Engage, Evolve: A Collective Pledge to Sustainability



A collaborative and productive effort was made to advance the United Nation Sustainable Development Goals (UN-SDGs) agenda during the UN-SDG Conference, which was organised by Kinnaird College for Women University (KCWU) and co-hosted by Superior University Lahore. Bringing together the academic excellence of Superior University and the heritage of Kinnaird College, this conference symbolised a strong commitment to education, research, and advocacy for sustainable development.

By joining forces, both universities leveraged their resources, expertise, and networks to create a dynamic platform for dialogue and action. This conference

fostered critical discussions, research presentations, and workshops, uniting students, academicians, policymakers, and stakeholders from diverse backgrounds.

The synergy between Superior University and Kinnaird College highlighted the importance of multidisciplinary approaches to address the complex challenges encompassed by the UN-SDGs. It also exemplified the power of partnerships in driving sustainable change. Superior University has aimed to inspire innovative solutions, empower future leaders, and drive collective efforts toward achieving the UN-SDGs, ultimately contributing to a more sustainable, equitable, and prosperous world for all.

“His Excellency, Governor of Punjab Mr. Baligh ur Rehman, recognized the efforts of young activists for Sustainable Development by presenting them with Lifetime Excellence Awards.”

Advocacy for a Better World: SDGs Talks, Awareness Sessions and Discussions

A pivotal aspect of the Superior Entrepreneurship Program (SEP) is its series of seminars and talks featuring esteemed philanthropists and experts. These events serve as vital platforms for students to learn from successful ventures, share best practices, and forge partnerships. By bringing together influential figures, SEP offers practical insights and strategies for social entrepreneurship, directly contributing to the United Nations Sustainable Development Goals (SDGs). Moreover, these gatherings raise awareness about pressing social issues, inspiring action among participants and fostering a commitment to achieving the SDGs. The following seminars, Panels, and workshops, were organized during the past year:

- A Talk on Women in Social Entrepreneurship
- Sustaining the Future: Triple Helix Model Unveiled
- Seminar on Pink Ribbon
- A Dialogue on Inter-faith harmony
- SDG Colloquium
- Thalassemia Session by Sundas Foundation & The Life Protection Campaign
- A Seminar on Emotions Management
- A Panel Discussion on Global Shift Towards Sustainability



Highlights of Seminar, Panels and Workshops,



ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Social and Economic Impact of our Teaching and Learning Framework of 3U1M

Startup Stream | A Few Stories of our Student Success



Parsa Foods Resaturant

Lahore's bustling streets, known for their aromatic spice blends and sizzling grills, became the breeding ground for a student-led culinary revolution. Parsa Foods, fuelled by a desire to break away from conventional fast food, particularly in the realm of wraps and rolls, is tantalizing taste buds with its unique offerings. Launched with a modest **investment of PKR 500,000**, the founders' dedication to fresh ingredients and innovative flavor combinations has seen their venture blossom. Not only has Parsa Foods exceeded expectations, generating **PKR 1.5 million in revenue** to date, but it has also brought joy to customers, fostered a sense of community within the local food scene, and created jobs. This student startup stands as a testament to the transformative power of passion, creativity, and the relentless pursuit of culinary excellence.



Royal Watches and Perfumes

Fuelled by a shared passion for watches as artistry and craftsmanship, Royal Watches Retailing Shop emerged from a desire to share this love for timeless treasures. Stepping into their meticulously curated space, customers encounter prestigious Swiss brands alongside innovative creations from emerging artisans. Royal Watches fosters a community for watch enthusiasts, a place where conversations flow and friendships are forged over a mutual appreciation for horology. Their commitment to excellence extends beyond the showroom, with a **2,635,000 PKR investment** creating a haven for watch aficionados and generating two new jobs, all while solidifying their position as a beacon of sophistication and a testament to the enduring allure of luxury watches.



Sunrise Mart LLC

Standing out in the vast online marketplace, Sunrise Mart LLC offers accessibility and variety for all. Their meticulously curated selection ranges from everyday essentials to cutting-edge electronics, catering to the diverse needs of their customers. But Sunrise Mart goes beyond products, fostering a welcoming atmosphere that makes shopping a delight. Their commitment extends beyond the virtual aisles. With a **1,000,000 PKR investment**, they've built a robust platform while creating jobs and impacting the local community. Sunrise Mart remains dedicated to serving with quality, value, and a friendly touch, inviting customers to join them on a brighter shopping journey.



Sheikh Poultry Farm

In the heart of the city, Abdul Majeed, an advocate for animal welfare, and Jawad Kazmi, a finance expert, joined forces to establish Sheikh Poultry Farm. Their strategic approach prioritized financial stability, efficient supply chains, and environmental sustainability, leveraging technology for productivity. With a **13,650,000 PKR investment**, they not only built a thriving business but also generated employment opportunities. Sheikh Poultry Farm stands as a symbol of innovation and ethical practices, setting new standards in agribusiness while meeting market demands. Each egg and broiler produced reflects their dedication to excellence and a brighter, sustainable future.



Dastoor Fashion Station

Steeped in tradition yet embracing innovation, Dustoor has transformed its legacy of excellence in lawn production into a global fashion force. Their Lahore-based manufacturing unit, with generations of expertise, crafts each garment with precision and individuality. Dustoor offers a diverse range of styles, from classic lawn prints to trendy varsity pieces, catering to all tastes. Their focus extends beyond aesthetics – they specialize in premium Swiss lawn, known for luxury and durability, while prioritizing sustainable practices. Whether you're a fashionista or an adventurer, Dustoor offers exceptional lawn wear for every occasion. With a **565,000 PKR investment**, Dustoor has created a brand and five new jobs, enriching lives and the community. As the sun sets, Dustoor remains dedicated to pushing boundaries in fashion, one garment at a time.



Sania Saeed Clothing

Founded by a team of young entrepreneurs with a vision to redefine ladies' fashion, Sania Saeed Clothing tells a story of elegance and youthful creativity in every stitch. With a modest **investment of 70,000 PKR**, they embarked on a journey to bring their unique designs to life. Their collections, featuring chic dresses and sophisticated separates, celebrate individuality and empower women to express themselves with confidence. But Sania Saeed Clothing goes beyond fashion – it fosters community. By creating jobs for four individuals, they've enriched lives and spread the joy of creativity. With a growing **revenue of 21,000 PKR**, Sania Saeed Clothing stands as a testament to the power of passion, perseverance, and the limitless potential of youth.



Casper Mods

In a dynamic workshop, Casper Modification revamps cars, turning visions into stunning realities. This innovative startup thrives on creativity and pushes the boundaries of auto customization. With a **2,100,000 PKR investment**, they've not only built a business but also provided employment for five individuals, fueling their passion for automotive craftsmanship. From sleek body kits to personalized detailing, each project showcases their commitment to exceeding expectations. Casper Modification stands as a symbol of innovation, shaping the future of car customization where every ride becomes a masterpiece.



Azumas Tech Solution

In the heart of tech innovation, AZUMAS is more than a company – it's a passion project. Founded by four entrepreneurs with a **161,000 PKR investment**, AZUMAS offers solutions from social media management to SEO, empowering businesses in the digital era. Their team, united by a shared vision, leverages technology to tackle real-world challenges. Beyond software development, AZUMAS creates jobs (4!) for tech enthusiasts, fostering a vibrant community. With a growing **revenue of 175,000 PKR**, AZUMAS is making strides, shaping the future of technology with each line of code.



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Scaleup Stream | A Few Stories of Up-scaling Family Businesses



Knit Grit 1970, based in Lahore, Pakistan, offers hand-knitted crochet products known as Soghaat, crafted by the founder’s skilled mother of 37 years. Their wide range includes scarves, hats, gloves, and more, targeting diverse demographics passionate about fashion trends. Operating as a women’s empowerment program, Knit Grit 1970 expanded its product portfolio within **investment of 3.8 million PKR**, resulting in creating **26 new jobs** and earning additional **revenue** to the tune of **6.5 million PKR**.



As a real estate firm, **HS Estate** helps clients and investors acquire and dispose of property. In addition, they provide investors the chance to put their money to work in a number of different places and make room for individuals to develop residences in a variety of Lahore neighbourhoods. Mr. Umair expanded his company with a **2.4 million PKR investment**, resulting in **15 new jobs** and a **7.5 million PKR profit**.



The family-run company known as **“Superhero Footwear”** produces PVC slippers for men, women, and children of all ages and designs trustworthy footwear. Fawad Shakoor a student of made the decision to increase manufacturing capabilities and invest in new equipment so that all of the company’s products could be made in-house. With additional **22 million PKR investment** the company is earning additional **18 million PKR revenue**, providing 26 new jobs.



Hakim Petroleum and gas is a typical company that sells gas and oil to motorists. M. Usman Imtiaz scale up his family business by opening a detailing studio with the name of **Auto care** within his gas station, where he offers a full range of services, such as washing, compounding, shining, and general servicing, using state-of-the-art equipment and smart tools. In return for a **PKR 6 million investment**, earned **PKR 15 lac in the form of revenue** over the period of six months, which will have a positive social impact by generating three new jobs.



Rising the demand of wood made product create a need of raw material in different industries. **Al-Rehman wood work** create an idea to fulfil the market gap and the company is manufacturing raw material form Sunmbal wood and provide it to various industries. With an investment of **PKR 9.8 million** managed to generate a remarkable revenue **PKR 18.2 million** in six months and create 11 new positions to keep things running smoothly.



Sohail Leather, a cherished family legacy in B2B leather goods, is expanding with the launch of GOCCA, a new B2C brand. GOCCA will bring Sohail Leather’s passion for craftsmanship directly to consumers, offering a range of meticulously crafted leather products – jackets, wallets, bags, and belts – all sourced from their own tannery. With a **5,150,000 PKR investment**, GOCCA aims to become a leader in leather fashion, **creating 250 new jobs** and weaving a story of tradition, innovation, and quality into every stitch.



Mobile Zone in DG Khan isn’t just a store; it’s an iPhone sanctuary. Focusing on innovation and top-notch service, they redefine the iPhone experience with carefully curated products and services, both online and offline. With **revenue of 2,516,000 PKR** and an **investment of 1,130,000 PKR**, they enhance functionality and design. More than a business, Mobile Zone is a beacon of entrepreneurship, creating jobs and empowering a team to set new standards in mobile excellence.



Ghazi’s story isn’t ending, it’s evolving. Ghazi General Store, a family legacy, is transforming into Ghazi Family Mart with a **1,539,045 PKR investment**. This isn’t just modernization; it’s a celebration of family, community, and entrepreneurial spirit. Building on a **631,000 PKR revenue** foundation and employing two new team members, Ghazi Family Mart goes beyond groceries. It’s a place to connect, reminisce, and create new memories, all while honoring the past and embracing innovation.



For over a decade, **Chaudhry Bricks** has been more than just a business; it’s a family legacy. Under dedicated leadership, the company has steered a course of excellence, offering top-notch chimney and brick products. With a **3,845,000 PKR investment**, the business has grown to generate a **revenue of 4,000,000 PKR**, impacting lives far beyond the factory walls. By **creating 200 jobs**, Chaudhry Bricks is not just constructing buildings; it’s building futures and shaping communities, one brick at a time.



For 27 years, **Master Afzal Karyana Store**, a family-run business, has been a cornerstone of the community. My father and I, known for quality and reliability, offer a diverse range of essential goods, particularly FMCGs. Our commitment to excellence has seen us evolve alongside our customers’ needs. With a **10,550,000 PKR investment and a 25,150,000 PKR revenue**, we’ve not only grown but also impacted the local economy by creating jobs. Master Afzal Karyana Store is more than a shop; it’s a symbol of tradition, integrity, and service, striving to be a trusted partner for generations to come.



LDS brings the latest laptops and accessories directly to customers. With an **investment of 2,222,000 PKR**, LDS has positioned itself as an emerging leader in the industry, catering to the needs of tech enthusiasts and professionals alike. By employing three individuals, it not only runs a successful business but also contribute to the local economy and provide livelihoods for members of community. With **sales totaling 10,062,300 PKR**, LDS has proven itself as a trusted destination for all things laptop-related.



Welcome to Grandson Web, where craftsmanship and innovation unite to produce fiber strings and web strings for various applications like camps, bags, and plastic strips. Our unwavering commitment to quality sets us apart, ensuring each product meets the highest standards. With a **10,000,000 PKR investment**, we’ve not only established ourselves but also provided employment for eleven individuals, driving both our business and community forward.

Design Challenge Stream

A Few Stories of our Student Success



Chaudhary Awais
Bachelors of Business Administration

Chaudhary Awais, a Superior University Lahore Business Administration graduate, excelled in a Design Challenge project during the 3U1M program at Telenor Pakistan. He focused on improving customer complaint resolution rates in the Customer Relationship department. McDonald’s Pakistan took note of his exceptional work, hiring him as Assistant Manager of Customer Relations and Complaint Handling. Awais’s dedication enhances customer relations management at McDonald’s, showcasing the value of experiential learning and the 3U1M program in career advancement.



Aqsa Usman
Bachelors of Aviation Management

Aqsa Usman’s journey as an Aviation Management student at Superior University has been remarkable. She successfully completed her Design Challenge Project at Gerry’s Dnata, focusing on enhancing passenger facilitation services. This led to a job opportunity as a Traffic Assistant at Gerry’s Dnata. Aqsa’s experience has equipped her with the skills to excel in her current role. Her commitment to exceptional service and understanding of airport operations make her a valuable asset to the organization.



Zulqarnain
Bachelors of Aviation Management

Zulqarnain, previously recognized for his role in a Design Challenge project with Qatar Airways, is now a Supervisor of Customer Service as the company. His training equipped him with comprehensive knowledge and problem-solving skills crucial for excelling in aviation. Zulqarnain’s confident approach and collaboration with senior professionals add substantial value to the organization’s success. Overall, his proficiency in leading as a Supervisor of Customer Service benefits Qatar Airways, bolstering its presence and strengthening the aviation industry.



Fahad Iftikhar
Bachelors of Business Administration

Fahad, previously involved in a Design Challenge project with Hardee’s Pakistan, now utilizes his supply chain expertise at Hush Puppies. His role involves optimizing inventory management, improving order fulfillment processes, and enhancing overall efficiency. Fahad’s skills in building supplier relationships and ensuring quality control contribute to maintaining high standards. His experience brings significant benefits to Hush Puppies, improving operational efficiency and customer satisfaction.



Dr. Konain Haider
Doctor of Pharmacy

Dr. Konain’s professional journey began during his final year at Superior University’s Pharm-D program, where his Design Challenge Project at Clinix Pharmacy enriched his expertise. He provided patient counseling on medication use, ensuring safe and effective management. At Services Hospital, he implements innovative treatment techniques, emphasizing evidence-based practices. Dr. Konain excels in interdisciplinary collaboration, ensuring comprehensive patient care and continuous learning. His dedication to pharmaceutical excellence leaves a lasting impact on healthcare delivery.



Zeeshan Mumtaz
Human Dietitian And Nutrition

Zeeshan, a Food Technologist, collaborated on a Design Challenge project with YUMS Group, ensuring food product requirements and nutritional standards. Now at Cheezious, his expertise proves invaluable in developing innovative products and improving production methods. Zeeshan fosters safety controls, quality control, and food safety protocols, maintaining high standards. His experience in Food Safety Compliance, Research, and Innovation benefits Cheezious, enhancing operational efficiency and customer satisfaction.



Mehak
Bachelors of Aviation Management

In the field of aviation management, Mehak embarked on an impressive journey in Pakistan through the 3U1M program. Securing a placement at Airblue Airline as a Counsellor Terminal Customer Services marked a significant career milestone. Her university education equipped her with a robust understanding of aviation management principles and problem-solving skills. Completing her Design Challenge Project at Gerry’s Dnata during her final year further enhanced her capabilities. Mehak’s confident approach and collaborative efforts have added substantial value to her organization’s success in the competitive aviation industry.



Mehak Zulfiqar
Human Dietitian and Nutrition

Mehak, with a background in Food Science and Technology, participated in a Design Challenge project at Fatima Memorial Hospital, gaining valuable skills. During her academic tenure, she interned at the Punjab Food Authority, demonstrating commitment to food safety and regulatory compliance. Mehak’s enthusiasm and contributions led to a full-time position offer upon graduation, highlighting her impact on enhancing food safety standards. Her dedication to improving human dietetics and nutrition through practical application and continuous learning is evident in her success story.



Salman Mustafa
Bachelors of Business Administration

Salman Mustafa, previously a marketing coordinator at Speed World Motorsports, now applies his expertise at Toyota. His diverse responsibilities include conceptualizing marketing campaigns and analyzing market trends. With a keen eye for detail and a passion for innovation, he collaborates with cross-functional teams to drive brand awareness and engagement. Salman's dedication to delivering impactful results elevates Toyota's presence in the market. Overall, his marketing experience brings significant benefits to the company.

Anum Shumshaid
Biological Sciences



Anum Shumshaid, a Biological department graduate from Superior University, embarked on a transformative journey during her final year. Her Design Project at Shaikh Zayed Medical Institute Lahore streamlined sample taking, screening, and testing processes. This hands-on experience allowed her to apply theoretical knowledge in a healthcare setting. Anum's expertise and practical skills secured her a job as an Admin Assistant at Shaikh Zayed Medical Hospital. Her ability to efficiently perform tasks and contribute to the institute's quality is highly valued.



Dr. Faizan Fareed
Doctor of Pharmacy

Dr. Faizan's transformative journey began during his final year as a Pharm D student at Superior University. His Design Challenge project at Khawaja Bro Pharmacy laid the foundation for his role as a Pharmacist at Fazal Din Pharmacy. With profound knowledge of drug information, he supports healthcare professionals and patients with accurate recommendations. Dr. Faizan's passion for continuous learning drives him to stay updated on pharmaceutical advancements. His critical thinking and research skills elevate patient care standards, reflecting his dedication to pharmaceutical excellence.



Fatima Tariq
BS Mass Communication

Fatima reminisces about her university days, particularly the 3U1M Program at Superior University. The Project-Based Learning was both exciting and challenging. However, the true value was revealed during the 1M phase, where she completed her final year design challenge project at CMACED. This experience equipped her with practical skills, enabling her to outperform others in the workplace. As a result, she was offered a job at Lahore Rang in the Production Department, crediting her training under 1M for shaping her career.



Muhammad Atif
Bachelors in Medical Imaging and Technology

Muhammad Atif, a Bachelor's graduate in Medical Imaging Technology from Superior University, excelled during his final year. His Design Project at Doctor's Hospital provided invaluable hands-on experience, leading to a position as a Technologist there. Atif's success is attributed to Superior University's project-based learning and Design Challenge, which equipped him with practical skills. His expertise and dedication are assets to Doctor's Hospital, contributing to high-quality healthcare services. Atif's journey exemplifies how Superior University prepares students for successful careers with its emphasis on real-world experience.



Arslan Ali
Bachelors of Aviation Management

In the realm of aviation management, Mr. Arslan Ali embarked on a remarkable journey in Pakistan through the 3U1M program. Securing a placement at Serene Airlines marked a significant milestone, propelling his career forward. His university training equipped him with innovative problem-solving skills crucial for excelling in aviation. Completing his Design Challenge Project at Gerry's Dnata during his final year further honed his skills. Mr. Arslan's confident approach and collaboration with senior professionals add substantial value to his organization's success in the aviation industry.



Esha Javaid
Computer Science

During her final year at Superior University, Esha interned at Modistic, later securing a job based on her performance at Game Pixel Studio. She worked on three projects of application and website development, utilizing skills acquired during her studies. Esha's valuable contribution to her organization stems from her Final Year Project experience, where she developed expertise in application and website development. This expertise enables her to deliver innovative solutions, driving growth and enhancing the organization's digital presence.

Dr. Tehmina Kanwal
Doctor of Physiotherapy



Dr. Tehmina Kanwal's professional journey commenced during her final year of the DPT program at Superior University, where she undertook her Design Challenge Project at Services Hospital under the 3U1M Program. Her clinical research on carpal tunnel syndrome underscored her dedication to advancing healthcare practices. Presently, Dr. Tehmina continues to enrich Services Hospital by introducing innovative, evidence-based treatment modalities. She excels in fostering collaboration among interdisciplinary teams, ensuring holistic patient care delivery. Dr. Tehmina's compassionate demeanor and genuine empathy for patients establish her as a trusted member of the healthcare team, fostering a positive healthcare environment.

LAUNCH OF CHAUDHRY ABDUL KHALIQ CENTER FOR CONTEMPORARY ISLAMIC SCIENCES



Chaudhry Abdul Khaliq
Center for Contemporary
Islamic Sciences
الشودري عبد الخالق
مركز العلوم الإسلامية المعاصرة

CAKCCIS advances Islamic sciences and character development to inspire positive change globally.

Our mission is to promote the study, understanding, and dissemination of Islamic sciences in the context of the modern era. We aim to achieve this by providing education, conducting rigorous research, engaging in interfaith and interdisciplinary dialogue, preserving Islamic cultural heritage, and guiding ethical and moral discussions. We strive to serve as a bridge between cultures and a source of enlightenment, contributing to the betterment of individuals, communities, and the world.

CAKCCIS transcends mere academic pursuits; it encompasses a holistic approach to education that integrates Islamic sciences with the cultivation of character. Our vision is ambitious yet profoundly significant: to establish CAKCCIS as a global leader in advancing Islamic sciences while fostering a community of individuals grounded in moral excellence. We envision a world where the wisdom of Islamic sciences is not only revered but also serves as a catalyst for positive change, enriching societies across the globe.

We envision a paradigm shift in the nation and global community, driven by Character Mastery movement.

Guiding principles for this movement are collaboration, Interfaith and Interdisciplinary Dialogue, Cultural Preservation, and Service to Humanity



Key Initiatives by CAKCCIS

Revamped **Curriculum to Embed Character Virtues** in our next Generation of Leaders

Recognizing the pivotal role of education in nurturing spiritual and moral growth, the Center revised the Islamic Studies course content. They introduced a transformative approach called 'Learn Islam from Quran' to help students gain a deeper understanding of Islamic teachings. By including common words in Quran that enable students to translate 20% of Quranic and focusing on character development, the curriculum provides academic knowledge and fosters virtues essential for personal and societal enrichment.

Advocacy through An Enlightening Discourse on National TV

In a bid to foster deeper understanding and engagement with Islamic teachings, the Center facilitated scholarly discussions on NEO NEWS under the banner of 'Hum aur Islam'. This platform provided an opportunity for nuanced exploration of Islamic principles, inviting experts and scholars to delve into topics of significance, enriching viewers with knowledge and insight rooted in the essence of Islam.

Talent Hunt Drive to Promote the Culture of Recitation-Qirat

Embarking on a nationwide quest, the Center initiated the 'Qirat Ka Sultan' program, traversing the diverse landscapes of Pakistan and Jammu Kashmir in search of exceptional Qari talent. Conducting rigorous auditions encompassing 600 Qaris, the program identified 80 individuals whose mastery of Qirat stood out. The culmination of this endeavor took place through a televised transmission on NEO News, airing from the auspicious 1st to the 29th of Ramadhan, amplifying the voices of these gifted individuals to inspire and uplift communities nationwide.



LAUNCH OF CHARACTER MASTERY INITIATIVE



Why Character Mastery Initiative?

Contrary to common understanding that 21st century skills and knowledge are imperative for graduate success, through vast stakeholders’ consultation within and outside country, the Superior University found that traits related to character such as lack of commitment, honesty, and integrity are key concerns of the employers. Feedback from international markets underscored that there is a widespread view that Pakistani professionals generally lack strong character. Partially, it is because our academia focuses more on teaching facts and skills than on building good character. Fixing this is important to help students succeed in their careers and make better citizens and eventually sustainable communities.

The Development of Superior Character Mastery Framework

Superior Framework for Character Mastry encompasses seven core virtues, each contributing to the cultivation of a meta-virtue termed “Practical Wisdom.” These virtues, namely wisdom and knowledge, courage, integrity, justice, temperance, humanity, and transcendence, serve as guiding principles for individuals seeking to lead purposeful and ethical lives. For each virtue specific character strengths are identified and classified, totaling 31 in number.



Figure 12: Character Mastery Framework

Key Features of Superior Character Mastery Framework

A Research Informed Framework

Taking account of Seminal work on Character Development

The Framework draws upon a rich theoretical foundations, notably inspired by the ancient wisdom of Aristotle, Christopher Petersen, Mary Crossan and Oxford project on Character Building.

Primary Research

The framework is informed by an in-depth study on character development and professional competence through surveys, interviews and focus groups involving students, faculty, industry professionals and academics.

Validating the Framework with the Persona of the Holy Prophet Muhammad (PBUH)

Ensuring the authenticity of the framework necessitated resonance with the greatest personalities in human history. Leveraging Michael Hart’s bestselling book “100 Great Men,” we validated our framework against the persona of the Holy Prophet Muhammad (PBUH). By aligning the framework with the exemplary character and teachings of the Prophet Muhammad (PBUH), we ensured its relevance and applicability to individuals striving for moral and ethical excellence.

Empowering Character Development A Self Development Toolkit

The framework offers pragmatic strategies for enhancing underdeveloped character strengths. Through targeted exercises and habit-building techniques, individuals are empowered to cultivate the habit of exercising their character strengths consistently. By adopting a proactive approach to character development and leveraging the insights provided by the framework, individuals can enhance their personal and professional effectiveness while contributing positively to their communities and society at large.

SPOT LIGHT Qur’anic Translation and Understanding Course for Superior Employees

“Qur’anic Translation and Understanding” course, conducted every Saturday, equips employees with the skills to translate and understand 20% of the Quran. This initiative enhances linguistic proficiency and promotes ethical growth through the application of Quranic teachings. The interactive curriculum covers foundational Arabic, contextual understanding, and character-building exercises. Positive feedback underscores significant improvements in employees’ behavior and engagement. This course enriches religious knowledge and fosters a responsible, mindful workforce, aligning with our commitment to continuous personal and professional development.

The Holistic Character Development Movement at Superior University

A comprehensive movement is underway for character development at Superior University, encompassing diverse activities such as literature reading, engagement with groundbreaking works by leading authors, self-reflection exercises, group discussions, and the crafting of strategies and action plans. These efforts aim to seamlessly integrate character mastery into all aspects of the academic journey, including curricular, co-curricular, and extracurricular activities.

The Character Movement prioritizes individual development and leading by example to cultivate a university culture and driving positive change in the society.

Planting the Seeds of Change: The Foundational Training for Character Development in Superior University UAE Campus – Ras ul Khaimah

Prof. Dr. Abdul Rehman, Chairman of Superior Group, led an initial Character Mastery training session of the team at the Superior UAE Campus, RAKEZ. This essential training aimed to equip students and faculty with skills for

personal and professional growth. Character Mastery emphasizes virtues like integrity, empathy, and resilience, enhancing individual performance and fostering a positive, ethical campus environment.



16 - 24 February 2024 at Superior University's Ras al Khaimah Campus, UAE.

Formation of Core Implementation Teams to drive organization-wide change: Capacity Building of Architects of Character

A core team of over 50 members from various university departments participated in a full-day hands-on training on the Superior Character Mastery Framework. Divided into 14 groups, participants collaborated, presented insights, and engaged in practical exercises, fostering

unity and a shared commitment to integrating character mastery into our educational approach. The training empowered the team to implement these principles effectively and included tasks for comprehensive self-evaluation and future planning.



Groups Formulation and Discussion in training Session - 1
Dated 3rd April, 2024



Convergence of Groups in training Session - 2
Dated 4th May, 2024

From Concept to Cohesion: Cross-Functional Planning for Collaborative Character Development Initiatives

The initial 14 groups were consolidated into five broader groups based on their work and similarities. These new groups have undertaken significant initiatives, including writing a comprehensive book on the Character Development Movement, conducting self-evaluation exercises, and developing strategic plans to involve the next tier of leadership. This restructuring aims to streamline efforts and deepen the impact of the Character Mastery initiative within the university's culture.

From Vision to Action: The Character Development Movement Rollout Plan

After six months of preparatory work, the rollout plan for the Character Movement has been approved, set to commence in July 2024. The plan emphasizes an inside-out approach, which prioritizes self-development and encourages individuals to become role models for their teams. This collective pursuit underscores the importance of personal growth and the embodiment of high moral character as fundamental elements for driving meaningful change.

Embedding Character Framework into English and Islamic Studies Courses

The mandatory Islamic Studies course curriculum has been revised to align with the Superior Character Mastery Framework. Faculty members have undergone extensive training on the framework, ensuring they effectively integrate character development principles into their lessons. Similarly, essential readings of Character Mastry have been added to the curriculum of mandatory English courses, being taught in all undergraduate programs of the university. Like the Islamic Studies team, teaching faculty they have received comprehensive training on the Character Mastery Framework. While focus of English teaching will remain the same, the reading materials and course content are now carefully chosen to reinforce the values and character traits outlined in the framework.

ESTABLISHMENT OF DEPARTMENT OF MEDICAL EDUCATION: A LEAP FORWARD IN ACADEMIC EXCELLENCE

In January 2024, our Faculty of Medical Sciences established the Department of Medical Education. This department revolutionized medical and dental education at Azra Naheed Medical and Dental Colleges, enhancing teaching and learning experiences.



The Department of Medical Education has made significant strides in enhancing the quality of medical and dental education at Superior University. We look forward to continued innovation and excellence in shaping the future of medical education.

News: Superior University Successfully Conducts First Online MBBS Exam!

Superior University has taken a significant leap forward in medical education by conducting its first online, on-campus exam for 2nd-year MBBS students at Azra Naheed Medical College. This technological breakthrough marks a significant step towards paperless assessments, aligning with the university's commitment to innovation and eco-friendliness. The exam was conducted in computer labs, providing a seamless and modern assessment experience. This achievement showcases the university's dedication to embracing the latest trends and technology, enhancing both learning and assessment processes for students.



Key Achievements:

- Revamped curricula for MBBS and BDS programs, tailored to meet industry demands
- Implemented a revised assessment policy, ensuring comprehensive evaluation
- Successfully conducted the first online, on-campus exam for 2nd-year MBBS students, marking a significant step towards paperless assessments
- Established various educational committees, including curriculum, assessment, and program evaluation committees
- Introduced modules such as LEAP, CCCI, Research, Infection Control, and Patient Safety
- Implemented a robust Learning Management System (LMS) for e-learning
- Transitioned to a paperless exam system, enhancing efficiency and security
- Introduced a formal mentoring program, focusing on encouragement, feedback, and character building
- Launched MedPro, a medical education professional development program, with six workshops conducted and over 130 participants trained.



INAUGURATION OF YOUTH DEVELOPMENT CENTRE



The Prime Minister's Youth Development Centre was established at Superior University Lahore in collaboration with the government. This centre is dedicated to empowering young individuals and shaping the future of Pakistan.

The Prime Minister's Youth Development Centre at Superior University Lahore empowers young individuals, enhancing their skills and knowledge through training programs. It fosters entrepreneurship,

innovation, and job readiness, promoting social mobility and equal opportunities. The centre aims to equip 500 youth with industry-relevant skills, support 100 startups, and facilitate job placement for 75% of graduates in its first year. Strategic partnerships with industry leaders will ensure program success and sustainability, demonstrating Superior University's commitment to innovation, entrepreneurship, and national progress.

Functions of the Prime Minister's Youth Development Centre

- Provide training and development programs to enhance skills and knowledge of young individuals
- Foster entrepreneurship and innovation
- Improve employability and job readiness
- Promote social mobility and equal opportunities for all
- Equip 500 youth with industry-relevant skills in the first year
- Support the establishment of 100 startups and entrepreneurial ventures in the first year
- Facilitate job placement for at least 75% of program graduates in the first year
- Develop strategic partnerships with industry leaders and organizations to ensure program success and sustainability



Rana Mashhood Ahmad Khan, Chairman Prime Minister's Youth Programme and Prof. Dr. Shahid Munir, Chairman, Punjab Higher Education Commission at Youth Development Center of the University



ESTABLISHMENT OF SPEAKSURE LANGUAGE CENTRE: A HUB FOR LINGUISTIC AND CULTURAL ENRICHMENT FOR OUR GO GLOBAL STREAM

The Office of Global Engagement at Superior University established the SpeakSure Language Centre to promote global engagement and cultural diversity. This innovative language centre aims to equip students and faculty with essential language skills for effective communication and global engagement, fostering multilingual proficiency and cultural appreciation.

The SpeakSure Language Centre offers courses in seven languages, including English, Spanish, French, German, Chinese, Arabic, and Urdu. Additionally, the centre provides IELTS preparation courses to support students' academic and professional pursuits. Our experienced instructors employ innovative teaching methods, including immersive language learning experiences, interactive language labs, cultural events, and personalized language coaching.

Since its establishment, the SpeakSure Language Centre has become a vital hub for linguistic and cultural enrichment at Superior University. The centre has trained students and faculty in language skills, supported global engagement initiatives, enhanced cultural understanding, and contributed to academic and professional success. The SpeakSure Language Centre has positioned itself as a leader in global engagement, shaping the academic and professional success of the university community.

The centre's commitment to excellence in language instruction and cultural exchange has created a dynamic and inclusive learning environment. Through its programs, the SpeakSure Language Centre fosters a deep appreciation for cultural diversity, preparing students and faculty for success in an increasingly globalized world. As a testament to its impact, the centre has become an integral part of Superior University's global engagement strategy, promoting linguistic and cultural enrichment for the university community.

Languages Offered by the Centre

Spanish

French

Chinese

Arabic

Japanese

IELTS

German



LAUNCH OF ARCHERY ACADEMY

In the past year, Superior University took a significant step forward in promoting sports excellence by launching the Superior Archery Academy under the University Sports Department. Inspired by the teachings of Prophet Muhammad (PBUH), the academy aims to empower students with the art of precision and focus.

Key Highlights

- Comprehensive Training Program:** Structured curriculum covering foundational to advanced archery techniques.
- Expert Coaches:** Guidance from experienced coaches to maximize skill development and performance.
- Development of Physical and Mental Abilities:** Focus on enhancing strength, precision, and mental resilience.
- Preparation for National and International Competitions:** Tailored programs preparing students for national and international competitions.
- Fostered Teamwork and Sportsmanship:** Emphasis on fostering collaboration, respect, and sportsmanship among participants.



SPOT LIGHT Impact of the Launch of Archery Academy

The launch of the Archery Academy has a transformative impact on campus. This initiative provides a unique platform for students to develop goal-setting and achievement skills. The academy has fostered a culture of sportsmanship and excellence, significantly enhancing the university experience. The institution is proud of this achievement and looks forward to continued success in the future.

Co-creating Success:

Developing Superheroes through meaningful student engagement

Empowering the Next Generation of Leaders through Meaningful Engagement and Co-Creation



At the heart of our campus culture lies a deep commitment to meaningful engagement and co-creation with our students. We prioritize student empowerment, emotional intelligence, and personal and professional growth, providing a wealth of opportunities for development and exploration. Through student-led initiatives, democratic processes, and shared ownership, we create a vibrant and inclusive atmosphere that enriches the academic journey and prepares our students to become the visionary leaders of tomorrow.

Tomorrow's Leaders Start Here: Our Dynamic Student Body

Student Voice Leaders

Superior Societies

Departmental Clubs

STUDENT ENGAGEMENT JOURNEY

The student body elects its representatives through a democratic process, ensuring a true voice for the student population. These newly elected leaders then embark on a comprehensive training program to hone their skills and leadership potential. Empowered by this training, the student body takes the initiative in planning and carrying out a diverse range of activities throughout the year, fostering a vibrant campus life. Finally, the culmination of this successful year is celebrated with a graduation ceremony honoring the graduating student body, marking the end of their academic journey and the exciting possibilities that lie ahead.

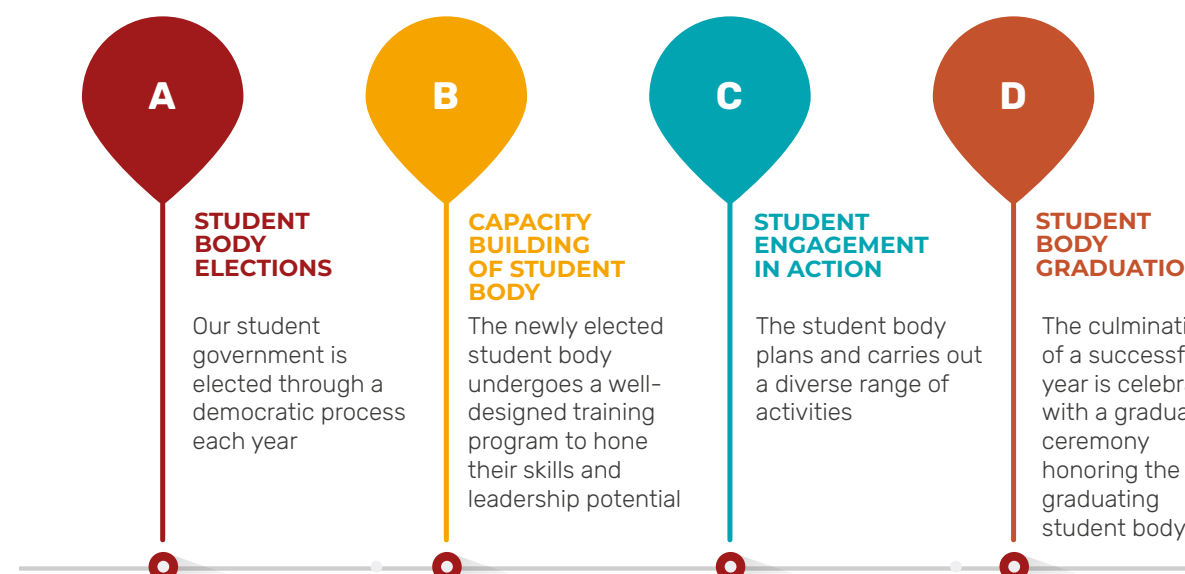


Figure 13: Student Engagement Journey



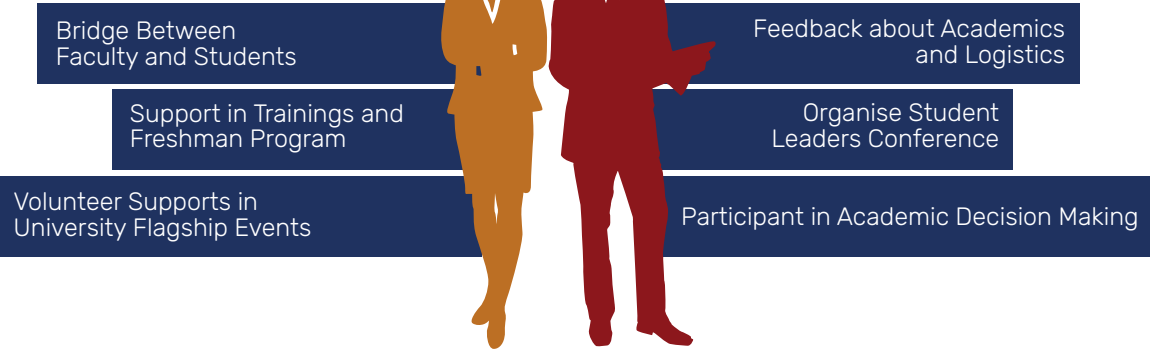


Empowered and Engaged: Our Elected Student Body in Action

Student Voice Leaders (SVLs)

Our Student Voice Leaders embody our institution’s vision, mission, and values, representing future leaders who will shape a better Pakistan. Through their transformation from individual students to leaders, they facilitate growth and development in those around them. As elected representatives, they enhance the university experience, serving as a vital link between students, faculty, and administration. They drive positive change through co-curricular activities, fostering dialogue, inclusivity, and empowerment. By cultivating a culture of belonging, they ensure every student feels valued, heard, and encouraged to shape their educational journey.

Key Roles of SVLs



Why to become SVL?

- Leadership Development
- Improved Communication
- Increased Engagement
- Responsive Administration
- Conflict Resolution
- Enhanced Representation

How SVLs Drive Academic Improvement

Student Voice Leaders play a vital role in bridging the gap between students and the academic process. They act as the voice of the student body, providing valuable feedback on curriculum, teaching methods, and learning resources. By actively listening to their concerns and suggestions, we can identify areas for improvement and implement changes that directly benefit the educational experience. This collaborative approach fosters a sense of ownership and engagement among students, leading to a more effective and enriching academic environment.

How SVLs Drive Co-Creation in Academic Decision-Making

The Vice Presidents of Student Voice Leaders play an integral role in the proceedings of the Board of Studies and Board of Faculty meetings, ensuring the incorporation of the student perspective in academic decision-making processes. We are committed to the principle of co-creation, wherein students actively participate in molding their learning and developmental opportunities. By engaging elected student representatives in these crucial meetings, the university guarantees that students are heard and involved in the decision-making process.



Leading the Way Together: Collaborative Leadership at Superior University

Our student body leadership is structured with a president overseeing the entire student body. Supporting the president are senior vice presidents, each responsible for a specific campus. To ensure student voices are heard from across departments, each campus has vice presidents of Student Voice Leaders (SVLs) who collaborate with their respective senior vice president. Additionally, each class section has a student voice leader. This hierarchical system, with the president at the helm, ensures a well-coordinated and representative governance of student success and student voice throughout the entire student body.

Student Body Governance



President



Abdullah Saif
Senior Vice President
Gold Campus



Muhammad Ali
Senior Vice President
Faisalabad Campus



Mehak Fatimah
Senior Vice President
Sargodha Campus



Hamna Fatima
Senior Vice President
Rahim Yar Khan Campus



Ehsanullah
SVL's Vice President
Optometry and Vision Sciences



Ali Uman
SVL's Vice President
Emerging Health Professional Technology



M. Junaid
SVL's Vice President
Medical Laboratory Technology



Muneeb Ahmed
SVL's Vice President
Biological Sciences



M. Touqeer
SVL's Vice President
Emerging Allied Health Technologies



Fiza Imran
SVL's Vice President
Physiotherapy



Mehmoob Alam
SVL's Vice President
Business & Management Sciences
Faisalabad Campus



Usman Saeed
SVL's Vice President
Human Nutrition and Food Technology



Muhammad Muzamil
SVL's Vice President
Engineering & Technology



Rabia Mir
SVL's Vice President
Emerging Sciences and Medical Imaging Technology



Aqib Ali
SVL's Vice President
Radiological Sciences



Ghufuran Ali
SVL's Vice President
Computer Sciences



Muhammad Shozab Ali
SVL's Vice President
Pharmaceutical Sciences



Rohma Imran
SVL's Vice President
CS & IT
Faisalabad Campus



Rehaan Shah
SVL's Vice President
SOAD



Nouman Khalid Butt
SVL's Vice President
ANMC



Hassan Riaz Khan
SVL's Vice President
ANDC



Umer Saleem
SVL's Vice President
Information Technology



Nimra Mehmood
SVL's Vice President
City Campus



Tanveer Ahmed Khan
SVL's Vice President
CARBS



Syed Sohaib Ahmad Gilani
SVL's Vice President
Business Administration
Faisalabad Campus

SVLs from every Class Section



Scan for details



ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Democracy in Action at Student Body Elections

In its commitment to fostering a thriving student community, Superior University prioritizes the regular conduct of student body elections. These elections serve as a fundamental aspect of our institution, offering students a platform to actively engage in campus affairs and exercise their democratic rights. By participating in these elections, students not only express their views but also actively contribute to shaping the governance of our campus. The elected student representatives play a crucial role in bridging the gap between the student body and the university administration, advocating for their peers' interests and concerns. Moreover, these elections provide valuable opportunities for students to develop leadership, teamwork, and decision-making skills, preparing them for their future endeavors. Through these efforts, Superior University fosters a sense of community and inclusivity, ensuring that students remain at the forefront of campus life.

Stage-1

Election of Student Voice Leaders (SVLs) and Club Members

The election process begins with students from each section of all graduate and undergraduate programs submitting their interest to become a Student Voice Leader (SVL) or a club member. These interested students must get endorsements from Student Voice Leader Advisors and Club Advisors, who are faculty members, to be eligible to contest the election. Each student in the class then votes to elect their SVLs and club members from the pool of endorsed candidates.



950	Student Nominations	23000+
615	Interviews	Total Voters
445	SVLs Elected	
26	Vice President	
04	Senior Vice President	
01	President	

Stage-2

Election of Executive Body of Clubs and Vice Presidents of SVLs

Once the SVLs and club members are elected, they participate in the election of the executive body of the clubs. The executive club body consists of 7 members and is led by the President of the Club. In parallel, the elected SVLs vote to elect the Vice President of SVLs. Additionally, societies are led by the President of the Society, who is elected by the registered society members on a voluntary basis based on their interests.



26	Executive Positions	3177
133	Candidates	Total Voters
445	Student Voice Leaders	
619	Club Members	
2113	Society Members	

Stage-3

Road to Presidency Electing the Leader of the Leaders

The final stage is the election of the President of the Student Body, for which all Vice Presidents of SVLs are eligible to contest. This process includes four steps. The first step, A Journey of Discovery, involves the orientation of new leaders. The second step is the Manifesto Presentation and Voting, where candidates present their manifestos, followed by voting to choose the leader. The third step involves Presidential Interviews, where candidates undergo interviews. The final step is the Oath Taking Ceremony, during which the elected President takes an oath of office.



Stage-4

Oath-taking Ceremony

The culmination of the student body election process arrives with an air of anticipation at the oath-taking ceremony. The venue hums with excitement and solemnity as the newly elected president, prepares to take the first official step. Having been sworn in by the esteemed Rector, the President then administers the oath to their fellow student leaders, each raising a hand to pledge service to the student body. Witnessed by faculty, staff, and peers, this ceremony officially solidifies their dedication and marks a turning point – a powerful symbol of unity binding them to advocate for the needs and aspirations of their fellow students



STUDENT BODY
ELECTION
2024

4

STUDENT BODY
ELECTION
2024

3

STUDENT BODY
ELECTION
2024

5

STUDENT BODY
ELECTION
2024

17

STUDENT BODY
ELECTION
2024

ALIGNED WITH THE UNITED
NATIONS SUSTAINABLE
DEVELOPMENT GOALS

Empowering Mentors of Student Body through **Advisor Capacity Building Program (ACBP)**

The Advisor Capacity Building Program aims to develop intellectual abilities and foster intrapreneurial leadership behavior among advisors and student body leaders. The program creates a conducive learning environment that encourages knowledge exploration and dissemination.

The program empowers advisors with valuable skills and knowledge, enabling them to excel in their roles, especially inspiring students, executing interventions through them, and promote their excellent work.

Objectives of the ACBP:

- 1. Helping advisors understand the importance of personal branding, communicate their strengths effectively, and build a positive professional reputation.
- 2. Equipping advisors with digital communication skills to engage with stakeholders, utilize digital tools, and establish meaningful connections online.
- 3. Developing advisors' communication and presentation skills to effectively pitch their ideas, better understand student needs, and communicate value propositions.
- 4. Providing knowledge and skills in planning, organizing, and executing successful events, including budgeting, logistics, and problem-solving.



Closing ceremony of Advisor Capacity Building Program

Celebration of National Days

14th August,2023

A global tapestry of unity: Students from diverse nations come together to celebrate and actively participate in Pakistan's 76th Independence Day festivities



Pakistan Day (23rd March)

Marching with pride and purpose! Superior University Office of Engagement and Co-Creation rejoices in the spirit of Pakistan Day, fostering unity and innovation. Together, we honor our Nation's journey towards progress and prosperity.



Quaid e Azam Day

Embracing the legacy of Quaid-e-Azam Muhammad Ali Jinnah on this special day, 25th december 2023 - a reminder to uphold the principles of Unity, Faith, and Discipline for a stronger, more resilient Pakistan



Iqbal Day

In a resplendent celebration of Iqbal day, the Superior Culture and Heritage Society orchestrated a thought-provoking session that resonated with the timeless wisdom of Allama Iqbal.

The esteemed event witnessed the presence of Mr. Abdul Waris Gill, an influential figure serving as the speaker of Youth Club Pakistan and the General Secretary of Haqooq-un-Naas Foundation, who graced the occasion as the chief guest. With fervour and eloquence, Mr. Gill delved into the profound ideologies of Iqbal, unveiling the philosopher-poet's vision for the youth. His impassioned address ignited a collective urgency for unity, faith, and discipline, echoing Iqbal's enduring call to shape a harmonious and purposeful future. The session served as a beacon, guiding attendees towards the rich tapestry of Iqbal's ideals, fostering a renewed commitment to the principles that define our cultural heritage.





Role of Superior Clubs in Empowering Youth



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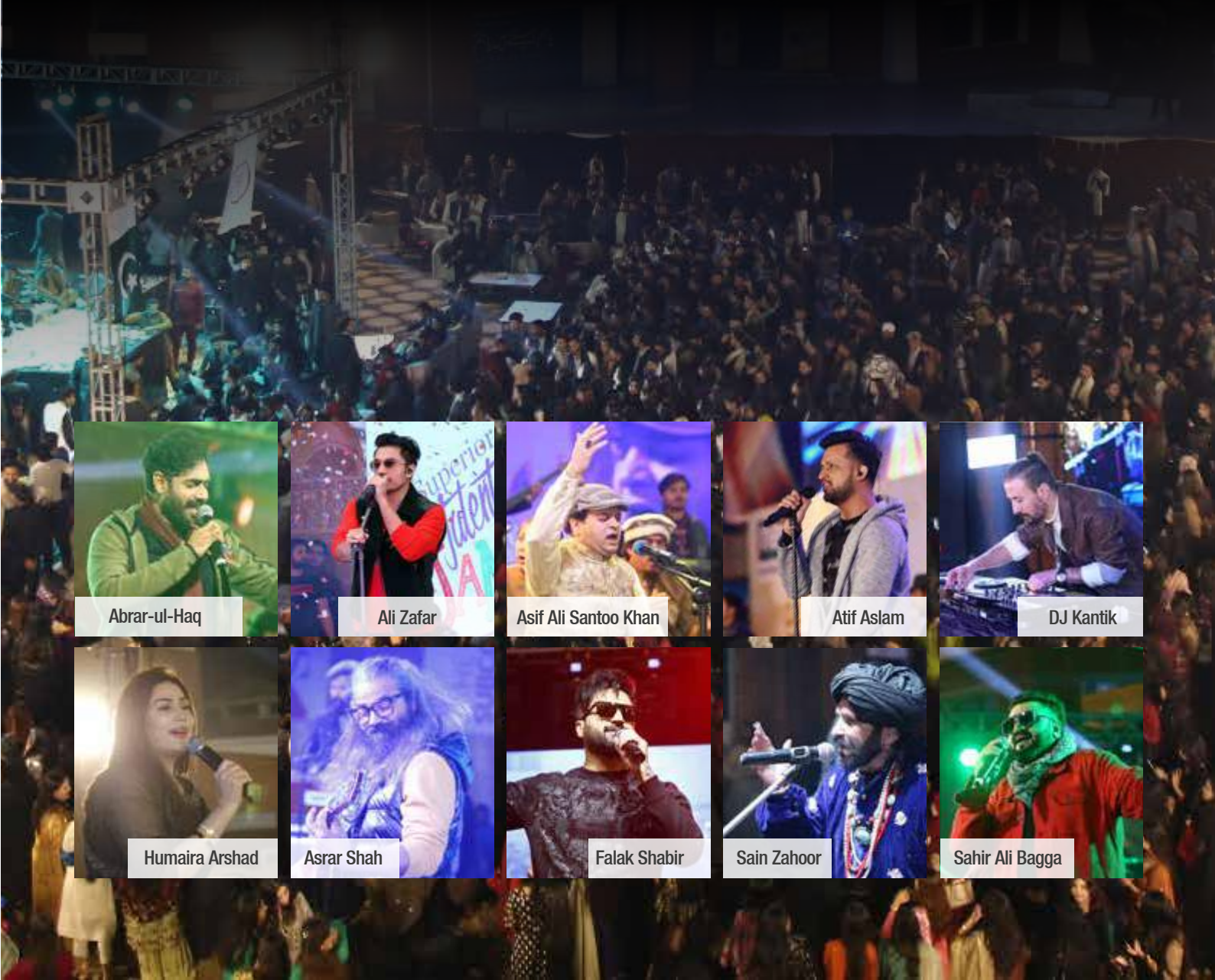
Superior University’s departmental clubs serve as a driving force behind a wide range of extracurricular activities, including Superior Nights, farewell and welcome events, tours, sports festivals, seminars, and mock events. These clubs provide numerous benefits that enrich the overall student experience and create a vibrant campus atmosphere. The following reasons highlight the importance of departmental clubs in coordinating these extracurricular activities:

Benefits of Joining Clubs

Harnessing Leadership Potential	Networking and Relationship Building	Confidence and Skill Development	Learning Diversity and Team Management
Superior Clubs	Nutritionist’s Club	EHPT Club	MLT Club
Optometry Club	EAHT Club	MIT Club	CS Club
Sciences Club	SE Club	Pharmacy Club	EMS Club
CARBS Club	FET Club	Art & Design Club	ANMC Club
DPT Club	Mass Comm. Club	City Campus Club	IT Club
ANDC Club	Hostel Council Boys	Hostel Council Girls	

Superior Nights

The renowned Superior Nights event showcased 25 hours and 08 nights of music, joy, and entertainment spread across 2 weeks, featuring numerous student performances and renowned artists from Pakistan’s music industry. Over 620 students from 20 Departmental Clubs actively contributed to the planning and management of the 08 Superior Nights held in 2023. These captivating events attracted participation from over 10,000 students, making it a memorable and cherished experience for all attendees.



Abrar-ul-Haq



Ali Zafar



Asif Ali Santoo Khan



Atif Aslam



DJ Kantik



Humaira Arshad



Asrar Shah



Falak Shabir



Sain Zahoor



Sahir Ali Bagga

Superior Sports & Cultural Festival 2024

Teamwork.Passion.Festivity

The Festival 2024, marked a significant milestone in the legacy of sports festivals. With a rich history spanning centuries, such festivals have always served as a source of inspiration for individuals. In the context of educational institutions today, sports festivals are commonly organized to promote a love for sports. However, at Superior University,

this festival represents more than just a sporting event. It serves as a transformative exercise, aimed at developing, nurturing, and transforming leaders who possess the courage, creativity, and innovation to think outside the box and provide solutions to temporary problems.



Where Emerging Leaders Begin to Shine

The Festival spotlights talent embodying true leadership qualities, aiming to recognize individuals with the potential for lasting impact in sports and beyond. It offers a holistic experience, focusing on leadership, teamwork, and healthy competition through diverse activities. Participants engage in sports, cultural showcases, and interactive events, fostering bonds and celebrating diversity. Organized into Houses, faculty and students compete across various competitions, fostering inclusivity and unity. The festival culminates in a talent hunt, recognizing top houses as "Superior ka Sultan and Superior ki Shan", adding a memorable touch to its vibrant atmosphere.

Purpose

Finding Leaders

The Festival nurtures the leadership potential of Pakistani youth. It empowers individuals to lead the country toward a brighter future by showcasing their skills, learning from peers, and developing confidence to tackle new challenges and positively impact their communities.

Developing Teams

The Festival emphasizes teamwork and collaboration, core values of Pakistani culture. Our events foster communication and build strong relationships. Participants learn to work together towards common goals, develop problem-solving skills, and appreciate the importance of unity and cooperation.

Celebrating Cultures

The Festival celebrates Pakistan's rich culture and diversity, uniting people to share traditions, music, and art. It fosters understanding and national harmony, serving as a platform for cultural exchange and celebrating Pakistan's vibrant heritage.

Strengthening the Bond

The Festival focuses on building connections and strengthening relationships, core values of Pakistani society. Our events bring people together, create shared experiences, and foster a sense of community. Participants develop lasting bonds and contribute to a stronger, more harmonious Pakistan.



The vibrant display of diversity and inclusivity at Cultural Stalls

Here's a redraft of the text with a more impressive tone and some minor adjustments for clarity and flow:

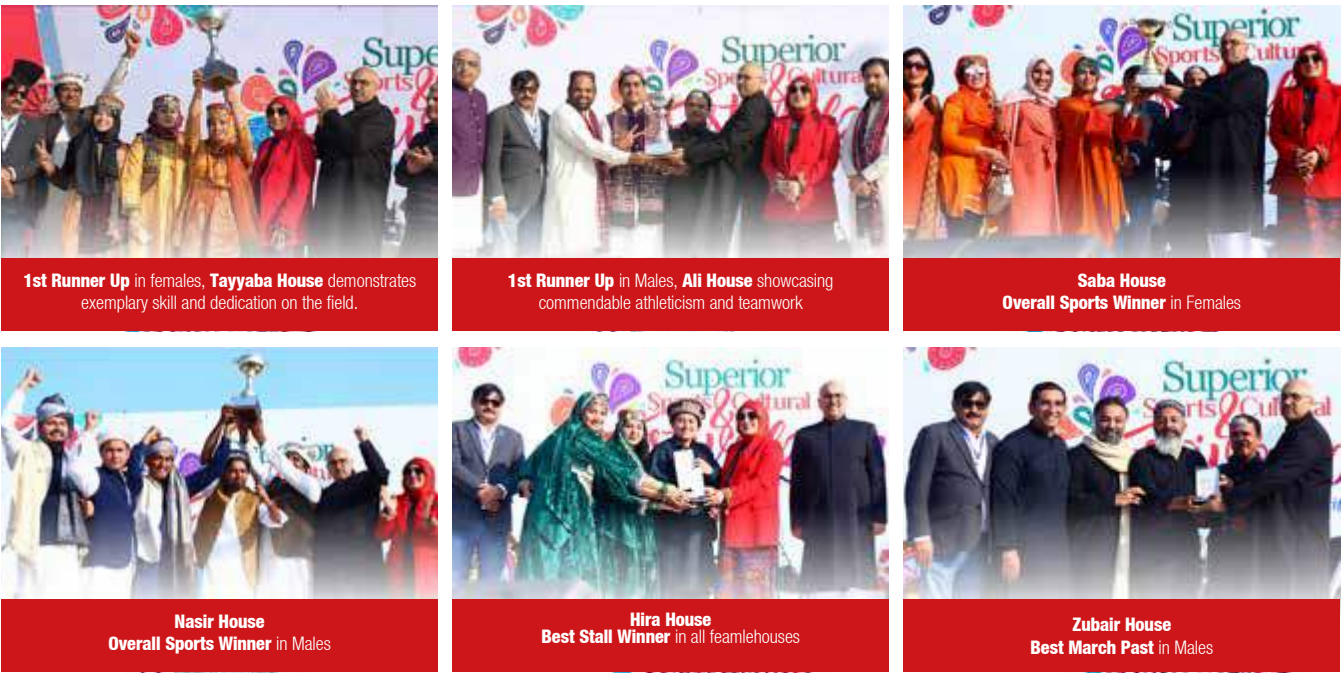
"Spring 2024 dawned bright and beautiful, and what a morning it was! The festival grounds came alive with the sights, sounds, and aromas of Pakistan's rich cultural heritage. One of the main attractions was the enchanting cultural stalls, each one a treasure trove of creativity and tradition. The ambiance was electric, igniting the senses and leaving a lasting impression on all who attended.

The cultural stalls were a true celebration of Pakistan's diversity, with each province showcasing its unique culinary delights. From the spicy flavors of Punjab to the seafood delights of Sindh, the rich aromas of Balochistan to the savory dishes of Khyber Pakhtunkhwa, every region was represented in all its gastronomic glory. The students and guests were thrilled to sample such a wide range of traditional foods in one vibrant setting, and the carnival atmosphere only added to the magic of the experience.

It was a day to remember, a true celebration of Pakistan's cultural richness and diversity. The festival will be etched in the memories of all who attended, a shining testament to the power of culture to bring people together and create something truly special."



Trophy Tales of Sports & Cultural Festival



Superior ki Shaan Superior ka Sultan



The leader of the winning female house is titled "Superior ki Shan." This prestigious title signifies the exemplary leadership capabilities of the house leader and highlights her anticipated influential role in both curricular and co-curricular domains within the university. This year, **Saba House, led by Ms Saba Hisham** marked the victory stand. The success owes a great deal to her potential to inspire peers and drive positive change.

The leader of the winning house of boys is titled "Superior ka Sultan." This distinguished title acknowledges his remarkable leadership qualities and his important role in advancing both scholastic and extracurricular achievements. This year, **Nasir House, led by Mr Nasir** of CSIT Faculty, reached the victory stand. This triumph highlighted Mr. Nasir's capability to motivate peers and his potential to make a lasting impact on the university.

10	06	10	1200+	29	250+
Male Houses	Female Houses	Cultural Representation	Players	Games	Matches Played

SUPERIOR Team Building 24²⁰ Adventure



The Team Building Adventure Tour stands tall as the flagship program of Superior University, weaving together thrilling adventures, meaningful social interactions, exciting games, and enchanting performances into a transformative journey of personal growth and team cohesion. With its blend of adrenaline-fueled escapades and soul-nourishing experiences, this annual expedition embodies the spirit of unity, camaraderie, and excellence that defines the essence of Superior University.

Adventure-filled Excursions

Embarking on the Superior Team Building Adventure Tour 2024 was nothing short of an adrenaline-pumping escapade into the heart of Naran Kaghan Valley. From the moment our journey commenced, the air was filled with excitement and anticipation. Day 1 kicked off with a visit to the iconic Jheel Saif ul Malook, where

the azure waters shimmered under the golden sunlight, captivating our senses and setting the tone for the adventure that lay ahead. The thrill reached its peak with an exhilarating Tug of War Match, where teams showcased their strength and camaraderie amidst the breathtaking backdrop of nature's grandeur.

Social Bonding and Camaraderie

Beyond the thrill of adventure, the Superior Team Building Adventure Tour 2024 provided a platform for fostering meaningful connections and forging lasting bonds. As the sun rose on Day 2, we found ourselves amidst the serene beauty of Batakundi, where laughter echoed across the valley during a friendly Cricket Match. The spirit of unity soared even higher during the Human Ludo Match, as teammates strategized and cheered each other on, reinforcing the values of teamwork and cooperation that lie at the core of our collective journey.



Exciting Games and Challenges

Every moment of the tour was infused with the spirit of friendly competition and spirited challenges. Day 2 was a whirlwind of excitement as teams navigated the rapids during an electrifying River Rafting expedition, testing their agility and teamwork against the rushing currents. Amidst the laughter and cheers, bonds were strengthened, and memories were etched into the fabric of our collective experience, leaving an indelible mark on each participant.

Enchanting Musical Performances

As the sun dipped below the horizon on Day 4, the stage was set for a mesmerizing evening of musical enchantment. The Superior Night at Mansehra unfolded like a tapestry of melodies, as participants showcased their talents in singing, dancing, drama, and mystical performances. From soul-stirring renditions to energetic dance routines, each act transported the audience on a journey of emotions, celebrating the diverse talents and passions that unite us as a team. As the final notes faded into the night, hearts were filled with a sense of joy and fulfillment, marking the culmination of an unforgettable adventure tour.

Welcome and Farwell Parties: Departmental Clubs Foster Inclusive Community

Superior University's departmental clubs have played a pivotal role in creating a welcoming and inclusive campus environment. Through meticulously organized welcome parties, new students are seamlessly integrated into their respective departments. These events foster camaraderie, offering opportunities for students to interact with faculty and peers, while gaining insights into academic resources and extracurricular activities.

Similarly, farewell parties celebrate the completion of academic journeys, providing a platform for students to cherish shared memories and receive valuable advice from seniors. By organizing such events, the clubs contribute significantly to the overall student experience, making the transition to university life smooth and rewarding.



Welcome parties play a vital role in kickstarting the Superior Hero Journey, with students hosting events for incoming freshers and showcasing their artistic talents.

WELCOME PARTIES IN NUMBERS

16	Welcome Parties	375	Student Performances
8800	Students Engaged	480	Students Participated in Event Management

FAREWELL PARTIES IN NUMBERS

14	Farewell Parties	350	Student Performances
7890	Students Engaged	465	Students Participated in Event Management

Graduation Ceremony of SVLs, Club and Societies

The graduation ceremony was a poignant occasion where we celebrated the collective achievements of our vibrant student body at Superior University. Among the highlights of the event was the heartfelt recognition extended to the dedicated Student Body Advisors and dynamic Student Body Leaders who have contributed significantly to our campus community.

Our Student Body Advisors, comprising faculty members, were acknowledged for their unwavering support and guidance provided to the student body throughout the academic year. Their mentorship has played a pivotal role in nurturing student initiatives and fostering a conducive environment for growth and development. Additionally, we paid tribute to the exemplary leadership demonstrated by the

Presidents of our diverse array of 61 student clubs and societies. These student leaders have demonstrated exceptional dedication and innovation in organizing various events, initiatives, and projects that have enriched campus life and promoted a vibrant student community.

The Graduation Ceremony served as a platform to recognize and celebrate the collective achievements of our student body, comprising both faculty advisors and student leaders. Their collaborative efforts have contributed to the overall vibrancy and success of our university community, embodying the spirit of excellence, leadership, and service that defines Superior University.



Some highlights of Graduation Ceremony 2024. This ceremony was organized for the recognition of Student Body Advisors and Student Body Leaders for their untiring and selfless efforts.

Celebrating the characters that inspire us! A glimpse into the creativity and passion on display during Character Day.

In the spirit of fostering creativity, self-expression, and a sense of community, university department clubs dedicated a special day known as “Character Day” for students to unleash their imagination. With great enthusiasm, these clubs organized an event where students could dress up as their favorite fictional characters, historical figures, or even iconic personalities. The atmosphere was electric with anticipation as the campus transformed into a vibrant tapestry of diverse characters. Department clubs collaborated to curate an array of activities such as costume contests, themed photo booths, and interactive workshops. These events not only brought joy and excitement but also provided an opportunity for students to showcase their passion for literature, cinema, history, or pop culture.



Highlights of Character Day 2024: Departmental clubs brought an escape from hectic routines with activities. Character Day was organized for a day full of fun and laughter.

Building connections and fostering pride! A look back at the energy and camaraderie that defines our Campus Days.

Campus Days are the vibrant pulse of our university, weaving cultural celebrations, national holidays, and co-creation events into a rich tapestry. These special occasions mark significant milestones in our collective experience, fostering moments of reflection and joyous celebration. From commemorating historical events and honoring educators to recognizing global initiatives like environmental responsibility (World Environment Day) and women’s empowerment (International Women’s Day), these days imbue our calendar with meaning. Throughout the year, we celebrate a diverse array of occasions.

Teacher Appreciation Day acknowledges the dedication of our educators, while vibrant festivals like Eid and Ramadan allow us to honor our heritage and traditions. National holidays like Sports Day promote athleticism and camaraderie, reminding us of the power of teamwork and shared experiences.

These events are much more than mere festivities. They offer students opportunities for co-creation, fostering a sense of community as we organize, participate, and share stories. Campus Days serve as powerful reminders of our aspirations for a better future and the importance of celebrating our shared values and diverse backgrounds. They enrich our campus life by fostering unity, diversity, and a sense of belonging for all students and staff.



Rahmat ul Alameen Week: Celebrating the Mercy and Guidance of the Prophet Muhammad (PBUH)

Superior University hosted the Rahmat ul Alameen week during the month of Rabi ul Awal, celebrating the birth of the Prophet Muhammad (peace be upon him). Throughout the week, various **seminars, talks, and competitions** were organized, with renowned scholars invited to share their insights on Islamic teachings and values. Students enthusiastically participated in

activities such as calligraphy exhibitions, naat competitions, and qirat contests, which fostered a **sense of spirituality and reverence for the Prophet’s teachings** among the university community. These events provided students with the opportunity to deepen their understanding of Islam and honor the legacy of the Prophet Muhammad (peace be upon him).



Learning Superior Lifestyle

Initiated in 2020, the Learning Superior Lifestyle event at Superior University has evolved from an online platform to on-campus sessions during Ramadan. Esteemed religious scholars engage with students, addressing various contemporary issues affecting daily life.

The sessions under Learning Superior Lifestyle initiative delved into topics such as psychological, behavioral, and emotional challenges, fostering personal growth and understanding. Students actively participate by asking questions and seeking guidance from the scholars, enriching their spiritual journey.





We amplify Student Experience through **Superior Societies**

Superior Societies aim to discover and develop talented individuals with artistic and creative potential, offering opportunities for exceptional performers to share their skills on national and international stages through university-wide initiatives. The core objectives of Superior Societies are:



Scan for details

SOCIETIES FAIR

The Societies Fair is an exciting event where students discover a diverse array of societies open for membership registrations. It helps students find groups that matched their interests, making campus life more enjoyable. The fair encourages students to grow personally and professionally, collaborate with others, and contribute to our lively and welcoming campus community.



Artists from the Superior Music Society performed live at the Societies Fair 2024.

Our Societies

Adventure & Tourism Society
SUPERIOR UNIVERSITY

International Students Society
SUPERIOR UNIVERSITY

Entrepreneurship Society
SUPERIOR UNIVERSITY

IEEE Society
SUPERIOR UNIVERSITY

Dramatics Society
SUPERIOR UNIVERSITY

Care Society
SUPERIOR UNIVERSITY

Psychology Society
SUPERIOR UNIVERSITY

Culinary Arts Society
SUPERIOR UNIVERSITY

Sustainable Environment Society
SUPERIOR UNIVERSITY

Professional Development Society
SUPERIOR UNIVERSITY

Women Empowerment Society
SUPERIOR UNIVERSITY

Culture & Heritage Society
SUPERIOR UNIVERSITY

Character Building Society
SUPERIOR UNIVERSITY

Pets Society
SUPERIOR UNIVERSITY

Art & Craft Society
SUPERIOR UNIVERSITY

Aesthetics Society
SUPERIOR UNIVERSITY

Allied Health Sciences Society
SUPERIOR UNIVERSITY

Tech Entertainment Society
SUPERIOR UNIVERSITY

Research Society
SUPERIOR UNIVERSITY

Sports Society
SUPERIOR UNIVERSITY

Vogue Society
SUPERIOR UNIVERSITY

Debating Society
SUPERIOR UNIVERSITY

Literary Society
SUPERIOR UNIVERSITY

Photography Society
SUPERIOR UNIVERSITY

Music Society
SUPERIOR UNIVERSITY

An Overview of the **Societies’ Most Memorable Activities** and Achievements for the 2023-24 Academic Year

As we reflect on the past academic year, we are thrilled to highlight the outstanding achievements of our vibrant Societies at Superior University. From mesmerizing performances to thought-provoking events, our student-led groups have once again demonstrated their creativity, passion, and dedication.



The Women Empowerment Society aims to tackle a range of challenges confronting women, such as discrimination, barriers to education and healthcare, underrepresentation in leadership positions, and limited control over their decisions.

Women’s Day

Honouring the strength, resilience, and achievements of women, as Superior Women Empowerment Society celebrated **International Women’s Day** on March 8th. We came together to acknowledge the invaluable contributions of women in shaping our world. From breaking barriers to inspiring change, we recognized and empowered women in every sphere of life. We saved the date to stand in solidarity and championed gender equality. Together, we could create a more inclusive and equitable future for all.



A student from the Superior Women Empowerment Society expressing her heart through a poster for Pinktober

Pinktober

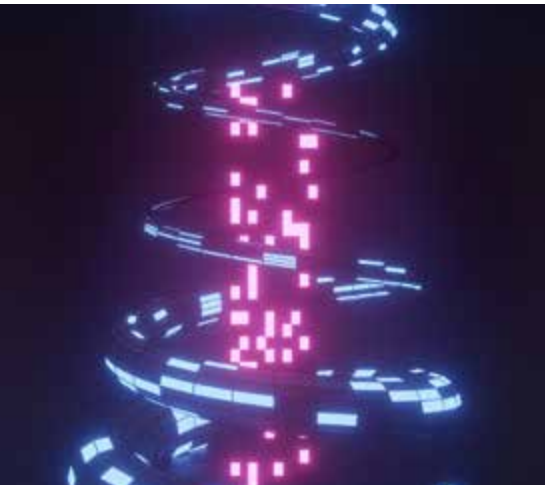
During Breast Cancer Awareness month, Superior University’s CMACED (Chaudhry Muhammad Akram Centre for Entrepreneurship Development) and Superior Women Empowerment Society collaborated to organize a daylong awareness campaign with Pink Ribbon Pakistan. The event featured a keynote by Ms. Fatima, Brand Manager of Embrace, and Mr. Omer Aftab, CEO of Pink Ribbon, as the Chief Guest. Mr. Aftab discussed the rising breast cancer cases in Pakistan and preventive measures. The program included survivor testimonials, a Pink Ribbon Volunteer Nomination Ceremony, musical performances by university students, and an awareness walk that educated youth about breast cancer’s impact and prevention strategies.



The Superior IEEE Society at Superior University is a dynamic student organization dedicated to advancing technology and innovation. It provides members with opportunities for professional development, technical skill enhancement, and networking through workshops, seminars, and collaborative projects.

SOFTEC'23

IEEE Superior university CS chapter in collaboration with SOFTEC NUCES FAST lahore organized a seminar titled as SOFTEC'23 at Gold Campus Superior University. More than 70 Students were part of this seminar. Team SOFTEC FAST NUCES delivered the seminar. They guided students about the job placement & one-to-one interaction with HRs of Different companies



Linux The Abstraction of Internet

The IEEE Superior University CS Chapter collaborated with the Faculty of CSIT to hold the second session of the Student Technical Training Program, entitled "Linux: The Abstraction of Internet," at the Gold Campus Superior University. The session, which had over 80 participants, was led by Cyber Security Expert and Co-founder of Cyber Solutions, Mr. Muhammad Husnain. The training covered the benefits and overview of Linux, its role in network security, transferring data over the internet through Linux protocols and tools, and protection against network attacks.



The Superior Literary Society at Superior University is a vibrant community for literature enthusiasts. It offers a platform for students to explore and enhance their literary talents through writing workshops, reading sessions, and engaging discussions.

Urdu Poetry Session

Journeyed through poetic realms with Superior Literary Society as we hosted our first-ever Urdu Poetry Session. Enraptured by the eloquent verses of acclaimed poets Mr. Mouz Hassan, Mr. Hanzala Shahid, and Mr. Talha Hussain, we were transported to realms of passion, nostalgia, and profound reflection. The evening was a celebration of Urdu literature at its finest, a memory cherished in the hearts of all who attended.



The Superior Character Building Society at Superior University promotes ethical values and personal growth. Through workshops, seminars, and community service, it fosters integrity, responsibility, and leadership, aiming to cultivate well-rounded, socially aware individuals.

Current challenges faced by the Muslim world

The Superior Character-Building Society hosted a session addressing pressing challenges in the Muslim world. Speaker Mr. Sahil Adeem offered insightful solutions, enriching attendees with profound wisdom and inspiration. His discourse sparked thought and motivation, fostering a renewed sense of purpose towards positive change and collective progress.



Journey Towards Spiritual Enrichment

Superior Character Building Society and the Chaudhry Abdul Khaliq Center for Contemporary Islamic Sciences hosted a seminar that delved into the significance of faith in our daily lives. Renowned speaker, Mr. Muhammad Abdul Raouf Nassih, graced the event, enlightening us with profound insights into spiritual enrichment and moral growth.

The seminar was a journey that deepened our understanding of purpose and values, leaving a lasting impact on all attendees.

Understanding Atheism Among University Students

The Superior Character Building Society curated an enlightening session exploring the complexities behind university students' transitions to Atheism. Led by Mr. Mugheera Luqman, the Regional Director of Youth Club Punjab, the event provided valuable insights and encouraged attendees to reconnect with the principles of Islam. Through engaging discussions and motivational guidance, the session aimed to deepen understanding and strengthen the bond with religious values among participants.





At the Culture and Heritage Society of Superior University, we delve into the rich tapestry of human history and tradition. Our vibrant community of students is dedicated to exploring and preserving cultural diversity and heritage. Through engaging events, interactive workshops, and immersive experiences, we delve into the customs, arts, languages, and histories that shape societies around the world.

Nowruz

The Superior Culture and Heritage Society joyously celebrated **Nowruz Day**, embracing the spirit of renewal and unity. We honored the vibrant traditions and cultural heritage of this auspicious occasion. Here's to a year filled with prosperity and cultural pride! Happy Nowruz from all of us at the Superior Culture and Heritage Society.



Coins & Stamp Exhibition

The Superior Culture and Heritage Society proudly organized a spectacular Vintage Coins and Stamps Exhibition, attracting enthusiastic participants from across Pakistan and international collectors. The diverse array of historical artifacts captivated the audience, fostering a deeper appreciation for numismatics and philately. Visitors marveled at the rare collections, making this exhibition a high standard for future cultural endeavors. Stay tuned for more exciting events celebrating our shared heritage.



Saraiki Day

In honor of **Saraiki Day**, the Superior Culture & Heritage Society celebrated our rich heritage with a vibrant showcase of traditions. This special occasion highlighted the fusion of diverse customs, fostering unity and harmony within our community. Members gathered to share music that reflect our collective history and values. It was a joyful symphony of peace, underscoring the importance of preserving and cherishing our cultural roots for generations to come.



Superior Psychology Society is committed to explore the depths of human behaviour and cognition, we provide a vibrant community for students passionate about understanding the complexities of the human mind. Through engaging discussions, workshops, and events, we delve into various psychological theories and real-world applications.

World Mental Health Day

From Darkness to Light Shining a Light on Mental Well-being. On this Mental Health Day event, we highlighted the vital significance of mental well-being, unveiling the often-overlooked aspect of our lives. Together, we strive to dispel misconceptions and stigma, emphasizing understanding, compassion, and support for those who may be struggling. Let's create a world where mental health is a priority.

National Suicide Prevention Day is a day when we want everyone to understand that we can stop people from taking their own lives by being kind and supportive. We want organizations, governments, and regular people to know this message.

At Superior Psychology Society Family, located at City Campus, Superior University, we organized an event on September 10th for Suicide Prevention and Awareness Day. Our creative students took part and expressed their thoughts through their artwork. To make the event more informative, we invited Sir Naveed Sultan, a clinical psychologist and Managing Director of Happy Life Services Drug Addiction Centre.



A view from a highly skilled session on self-defence organized by the Superior Women Empowerment Society.

Her Own Hero

The 'Her Own Hero' self-defence training session at Superior University was more than just a class; it was an empowering journey that brought together students with a shared goal of learning to protect themselves. Through this comprehensive training, participants acquired invaluable self-defence techniques that have significantly boosted their confidence and resilience. The skills learned during the sessions are practical and essential, equipping us to handle potential threats and ensuring we feel safer in various situations.

This program has not only taught us how to defend ourselves physically but has also instilled a sense of empowerment and self-reliance. By becoming our own heroes, we have taken an important step towards personal security and independence. The camaraderie and support among participants have created a strong community spirit, reinforcing the idea that we are stronger together.



Mental Health and Wellbeing Week



Empowerment Through Wellness: Navigating Mental Health Challenges with Coping Strategies

Superior University’s Allied Health Sciences celebrated Mental Health and Wellbeing Week from May 15th to May 25th, 2024, with the objective of fostering a supportive and healthy campus environment. This initiative focused on equipping students, faculty, and staff with strategies to effectively manage mental health challenges. The week was filled with a variety of activities designed to address different aspects of mental health and promote overall well-being.

The week commenced with yoga and meditation sessions for faculty members on May 15th, led by the Dean. These sessions aimed to enhance overall well-being and reduce stress, promoting mindfulness and relaxation. A positive work environment is essential for effective teaching and student support, and these practices contributed significantly to creating such an environment. Simultaneously, the DEAHT department organized yoga and meditation sessions for students under the theme “Finding Balance.”

This initiative aimed to help students achieve equilibrium in their academic, social, and personal lives, providing practical tools for relaxation and stress management.

A Workshop on Nourish Your Mind, Nourish Your Body

On May 16th, the DHNFT department hosted Healthy Eating Workshops themed “Nourish Your Mind, Nourish Your Body.” These workshops emphasized the connection between diet and mental health. Students learned about nutrition and healthy eating habits, gaining insights into how a balanced diet can positively impact their mental well-being. This session highlighted the crucial role of nutrition in maintaining mental health.

A Panel Discussion on Empowerment Through Wellness: Navigating Mental Health Challenges with Coping Strategies

A significant highlight of the week was the panel discussion on May 20th, organized by the DEHPT department. Themed “Empowerment Through Wellness: Navigating Mental Health Challenges with Coping Strategies,” the discussion featured mental health professionals and individuals with lived experiences. They



shared valuable perspectives on resilience and practical coping mechanisms, fostering a deeper understanding of mental health issues among the attendees.

Workshop on Nurturing Wellness: Embracing Self-Expression and Relaxation

On May 21st, the DOV and DRMIT departments distributed self-care kits containing stress balls, coloring books, herbal teas, and relaxation guides. Alongside this, art therapy sessions and creative workshops were held under the theme “Nurturing Wellness: Embracing Self-Expression and Relaxation.” These activities encouraged creative expression as a means of stress relief and self-care, providing students with tools to prioritize their well-being.

Posters Presentation on Walking Towards Wellness: Exploring Mental Health and Well-being” was brought to life on May 22nd by the DMLT department through a walk and poster presentation event. This initiative promoted physical activity and mental health awareness. Students engaged in a walk and showcased their research through poster presentations, highlighting the importance of physical activity in maintaining mental health.

A Group Exercise on Stronger Together: Building Resilience Through Group Exercise

Group exercise classes were held on May 23rd by the DPTRS department, under the theme “Stronger Together: Building Resilience Through Group Exercise.” These classes included yoga, Pilates, and cardio workouts, fostering camaraderie and providing an outlet for stress relief. The focus was on the benefits of

community and physical activity in enhancing mental well-being.

A Seminar on Navigating the Digital Mind: Harnessing Gadgets for Mental Wellness

The seminar on May 24th, organized by the Biological Sciences department, explored the theme “Navigating the Digital Mind: Harnessing Gadgets for Mental Wellness.” This seminar delved into the dual role of technology in mental health, discussing how gadgets can serve as tools for support while also recognizing their potential as sources of stress. It offered strategies to maintain a healthy digital balance.

A Seminar on Mental Health and Well-being from an Islamic Perspective

The week concluded on May 25th with a seminar by the Paramedical Sciences department on “Mental Health and Well-being from an Islamic Perspective.” This seminar provided a holistic view of mental health, integrating spiritual, psychological, and social dimensions from an Islamic perspective. It emphasized the importance of balancing these aspects to achieve overall well-being, aligning mental health practices with cultural and spiritual beliefs.

Mental Health and Wellbeing Week at Superior University was a remarkable success, raising awareness and providing practical strategies for managing mental health. Through a diverse range of activities, the university reinforced its commitment to creating a supportive and healthy campus environment, empowering participants to navigate mental health challenges with confidence and resilience.



The Superior Sports Society at Superior University is dedicated to promoting physical fitness and team spirit among students. It organizes a variety of sports events, tournaments, and training sessions, encouraging participation and fostering a healthy, active lifestyle. The society aims to enhance teamwork, discipline, and sportsmanship within the university community.

Unleashing Student Potential through **State of the Art Sports Facilities and expert coaching**

The University has invested in the physical well-being and sporting prowess of its students by establishing a state-of-the-art sports studio and a dedicated sports arena. This infrastructure provides a platform for students to hone their skills and showcase their talent. A team of experienced coaches and dedicated staff offer expert training and guidance, nurturing the potential within each student.

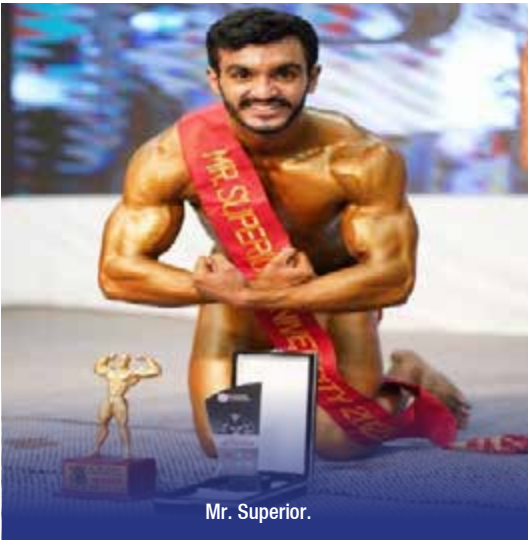
The Sports Department has forged strategic partnerships with esteemed organizations, including the Hockey Federation, Snooker Association, and Body Building Association of Pakistan. These collaborations have enabled the university to offer a comprehensive and competitive sports program, providing students with opportunities to excel at the national level.



Mr. Lahore & Jr. Lahore Competitions

Muscles sculpted with determination; grace met sweat in the arena of strength as the Lahore Bodybuilding Association hosted the grand spectacle of the 72nd Mr. & Jr. Lahore Competitions.

A testament to dedication and prowess, this event showcased the pinnacle of bodybuilding excellence. Categories such as Mr. Lahore, Mr. Lahore division, Mr. Lahore Junior, Men’s Physique, Master, and Mr. Superior mesmerized with their sheer display of power and finesse. It was a celebration of discipline, resilience, and the relentless pursuit of physical excellence, leaving an indelible mark in the annals of bodybuilding history in Punjab.



Superior Alumnus Shines as Player of the Tournament at Azlan Shah Hockey Cup 2024



Sufyan Khan, a distinguished alumnus of Superior University, has brought immense pride to his alma mater by winning the “Player of the Tournament” title at the Azlan Shah Hockey Cup 2024 in Malaysia. This prestigious accolade highlights Sufyan’s exceptional skills and dedication to the sport, reflecting the high standards of excellence and determination fostered during his time at Superior University.



Superior University Women’s Hockey Team Wins 2024 HEC Championship

Superior City, May 30, 2024 – Superior University is elated to announce that our Women’s Hockey Team has triumphed in the 2024 Higher Education Commission (HEC) Women’s Hockey Championship. This victory stands as a testament to the team’s extraordinary skill, unwavering perseverance, and indomitable determination.

Triumph of women hockey team in the CM Pink Games 2024

Our women’s hockey team emerged victorious in the Pink Games, showcasing their exceptional skills and teamwork. With precision passes and powerful shots, they dominated the ice, cheered on by enthusiastic fans. Led by their captain, they faced tough competition with determination and resilience, never backing down. Coached to perfection, the team executed flawless strategies, outplaying their opponents at every turn. Their hard work and dedication paid off as they lifted the championship trophy, celebrating a well-deserved win.





Over All 3rd Position In All Pakistan HEC Intervarsity Handball Women Championship 2023-2024



Over All 3rd Position In All Pakistan HEC Intervarsity Handball Women Championship 2023-2024



3rd Position In All Pakistan Intervarsity Wrestling Men Championship



Zain Ul abideen (SU-BSMCM-23-035) (Boxing) Bronze Medal



Reema (SU-BSCPM-23-048) (Boxing 66Kg Bronze)



Gull Noor Fatima (SU-ADCS-23-101) (Boxing 54Kg Bronze)



Tauha - Amanullah - Sikander Karate Team Kata) Bronze



Tauha - Karate Individual Bronze Medal



Zohaib - Karate Individual Bronze Medal

We are proud at HEC Victory Stand



Superior University's 52 Gold, 90 Silver, and 158 Bronze medals highlight our commitment to developing well-rounded, inclusive athletes. Our comprehensive approach fosters resilience, teamwork, and integrity, preparing future leaders. Through targeted support and mentorship, we transform raw talent into exceptional ability on and off the field.



Falcons' Triumphs at Forman Olympiad

12 Gold, 20 Silver, 06 Bronze Medals.



The Falcons Club of Faculty of Business and Management Sciences Superior University soared to remarkable heights at the Forman Olympiad 2024. With an impressive haul of 12 gold, 20 silver, 06 bronze medals and two trophies, Falcons distinguished themselves as formidable contenders in this prestigious event. Hosted by FC, the Forman Olympiad 2024 was a thrilling exhibition of athletic prowess, unity, and fierce competition, uniting male and female athletes in spirited rivalry.

Spanning multiple days, this grand event showcased a diverse range of sports, encompassing disciplines such as track and field, football, basketball, volleyball, and more. Drawing participation from 20 universities, it served as a melting pot of talent, with each athlete representing their alma mater with pride and resolve.



Student Achievements



Superior University Student conquers Gondogoro Peak

On 12th July, a historic and inspiring moment took place in the breath taking Hushe Valley, Gilgit Baltistan, as **Ms. Amina Hanif** from the School of Hospitality, Tourism & Culinary Arts, Superior University, achieved a remarkable feat. Despite challenging weather conditions, she fearlessly summited the majestic **Gondogoro Peak**, which stands tall at 5650 meters, proudly waving the Pakistani flag.

This historic ascent signifies a new era of possibilities for women in Pakistan, as it showcases their resilience and capability to excel in every aspect of life. Ms. Amina Hanif's triumphant moment at Gondogoro Peak exemplifies the limitless heights that can be reached when one's passion and determination meet the spirit of adventure.



Our Superheroes ! Shining at the National Interuniversity Competitions

All Pakistan Declaration Contest
3rd position in All Pakistan Declaration Contest



Muhammad Kaif
SU92-BSCSM-F23-690
2023-2027
Department of CS



AKASEE 9.0
1st position in AKASEE 9.0 storytelling photography competition
Warisha Khan - BDS-F20-013 - 2020-2024

Olympiad 4.0
Victory in Futsal

Saram
SU91-BSSSM-F22-003
Department of Allied Health Sciences



Olympiad 4.0
Earned the title of winner in Painting



Samiya
DPTM-S20-009
2020-2024
DPT

Gun Shu
winning 1st position in Gun Shu



Syeda Maham
City Campus

Winning a gold medal in an Inter-Club Taekwondo competition



Haya Farhaj
BSSLP-F21-007
Allied Health Sciences

Top Ambassador of SOFTEC'23 award



Abdullah Mahroof
BAIM-F19-007
Department of CS

UCP Taakra
Victorious in Instrumental



M. Haroon
SU92-BSCSM-F23-688
Department of CS

Ambassador Award in the ENSOFEST'23 Competition



Hasnat Masood
BIET-F21-001
Faculty of Engineering & Technology

Winning 1st position in All Pakistan Declaration Contest



Kulsoom Noor

Winning 2nd Position in All Pakistan Declaration Contest



Rida Jamal
SU92-BCSM-F23-689
Department of Computer Sciences

Runners-up position in the Elektra competition



Sohail & Atta
B.Com-F20-008 & BEEM-F20-026
Faculty of Engineering & Technology (FET)

Victory in Futsal



Sami Ullah

Runner-up position in Instrumental

UCP Taakra



Rizwan Malik

Performance in Eastern Singing placed him a commendable 6th out of 115 participants



Muhammad Mirza

3rd Position in 6th All Pakistan Qirat & Naat Competition 2023



Abdul Arslan



OUR RESEARCH

FROM
IDEAS TO
IMPACT

Our Research Vision

At the core of our Soar to Roar plan lies the strategic goal of establishing ourselves as a **leading research university**.

Scan for more information



Superior University is on a mission to become “Pakistan’s leading research university”, driven by focusing on research excellence and innovation. We cultivate an environment that encourages creativity, vibrancy, and an entrepreneurial spirit, aiming to make a tangible social impact, foster the growth of the knowledge economy, and forge collaborative ventures. With a robust research governance and support structure, we empower all stakeholders to contribute and excel. Our faculty, researchers, and students are empowered to push the boundaries of knowledge, benefiting from ample resources and unwavering support.

We take pride in our reputation within the academic community and beyond, as we continuously strive for research innovation and positive societal change.

// We believe in applied research that has societal impact //

Research in Numbers

98	80	06	31	12
Capacity Building Training	Knowledge Exchange Activities	Conferences	MoU	Superior’s Research Journals
1354	64.19	674	36	33
Scopus indexed Publication	Research Grant million PKR	Research Collaborations	Intellectual Properties	Multidisciplinary projects



Powered by:

ORIC
Office of Research, Innovation & Commercialization

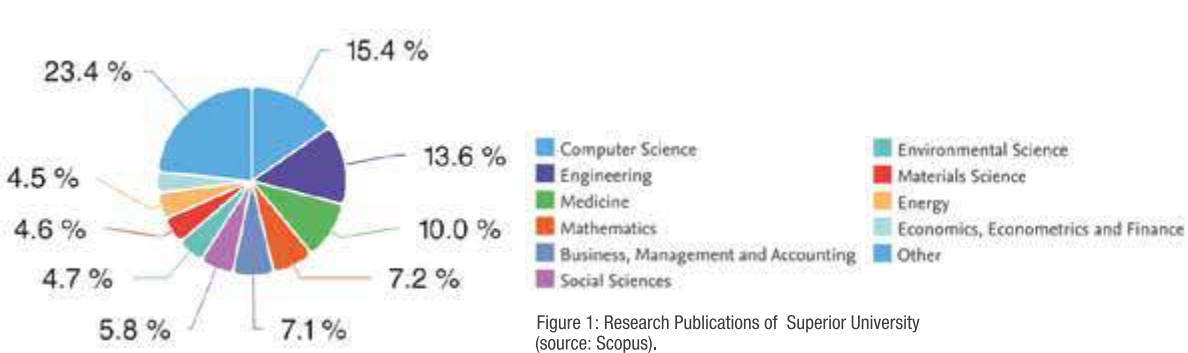
Aligning Research with Global SDGs & National Priorities through **our Strategic Research Themes**



Research at Superior University is geared at creating societal impact which is defined as a proactive and purpose-driven approach that aims to use knowledge and innovation to address social issues, drive positive change, and improve the overall well-being of communities. Superior considers it as an essential component of a responsible and responsive research ecosystem that serves the needs of society and contributes to its progress.

Our Research Productivity in Different Disciplines

SPOT LIGHT



Our Enabling Research Ecosystem

University **empowers researchers** by fostering collaboration and innovation within a vibrant research ecosystem. Through strategic support and resources, ORIC catalyzes breakthroughs, driving **impactful research** outcomes.

Our Research Governance and Support Structure

The Superior University's leadership is dedicated to fulfilling its research commitments through a robust and interconnected system of research governance. Our Research Governance structure outlines an approach to system development, involving all stakeholders; students, faculty, and staff, to create a cohesive and unified framework, positioning us as a leading research institution. Presently, our initiatives include the Board of Advanced Studies and Research, the ORIC steering committee, the Plagiarism Standing Committee, Faculty-level Ethical Approval Committees, and the University Journal Committee. These entities actively drive our research promotion efforts, ensuring transparency through regular adherence to their defined ToRs.

Board of Advanced Studies and Research (BASR)

At Superior University, Board of Advanced Studies and Research (BASR), under the leadership of the Rector, is serving as a guiding body, supporting the institution's commitment to excellence in research and academic pursuits. BASR regularly oversees research activities, maintaining academic standards, and granting approval for higher-level academic programs.

ORIC Steering Committee

The ORIC Steering Committee at Superior University, chaired by the Rector, guides and oversees research, innovation, and commercialization activities. By providing strategic direction, the ORIC Steering Committee contributes to the advancement of knowledge and fosters economic and societal impact.

Plagiarism Standing Committee

The Plagiarism Standing Committee at Superior University is responsible for ensuring academic integrity by addressing issues related to plagiarism. Comprised of Dean, Registrar, Director ORIC and HEC nominees, it investigates suspected cases of plagiarism. The committee's efforts contribute to maintaining the quality and credibility of research and academic work, fostering a culture of integrity within the institution.

Ethical Approval Committees at Faculty level

Ethical Approval Committees at the faculty level in Superior University review research proposals to ensure adherence to ethical principles. Comprised of faculty members and experts, they evaluate study designs, consent procedures, and potential risks to protect the rights and welfare of participants. These committees promote ethical research practices and maintain the integrity of the university's research activities.

University Journal Committee

Under Director ORIC, the University Journal Committee oversees the publication and management of academic journals within the university. It ensures the quality and integrity of published research, reviews submissions, and promotes scholarly dissemination of knowledge among the academic community.



Figure 14: Research Governance & Support Structure

Our Enabling Research Policies

Policy on Research



All research publication and projects including research journals, conference proceedings, books and periodicals, issued, produced, written, released, and published and to be issued, produced, released, published or written by the faculties of the Superior University fall under the scope of this policy.

Policy on Research Integrity



All research publications/projects postgraduate thesis work conducted by the faculties of the Superior University fall under the scope of this policy. This policy prescribes the SOPs for maintaining integrity in research.

Policy on Academic Dishonesty/Plagiarism



The students (coursework/research) at undergraduate, postgraduate or doctoral levels, and all members of staff, as well as individuals conducting work for the university or its allied colleges/institutes throughout country falls under the scope of this policy.

Policy on Clinical Research



All kinds of clinical research by the faculties of the Superior University fall under the scope of this policy. This policy prescribes the SOPs for clinical research inside the University.

Policy on Human Ethics (Research)



All research experiments including human subjects by the faculties of the Superior University fall under the scope of this policy. This policy prescribes the SOPs and Ethical Standards for research involving human subjects in the University.

Policy on Intellectual Property Ownership and Commercialization



All kinds of ownership of Intellectual Property (IP), distribution of profit, and commercialization of rights linked with IP created/acquired by the faculties of the Superior University fall under the scope of this policy. This policy prescribes the SOPs for the protection of the Intellectual Property (IP) of the University.

Policy on Research Data Management



All research data including research projects, research journals, conference proceedings, books, and periodicals, issued, produced, written, released by the faculties of the Superior University fall under the scope of this policy. This policy prescribes the SOPs for saving and disposing of data inside the University.

Policy on Research Incentives



All research publications produced, written, released, and published by the faculties of the Superior University fall under the scope of this policy. This policy prescribes the SOPs for awarding incentives to the researchers for their research performance.

Policy on Superior Journals



All research journals issued, produced, written, released, and published and to be issued, produced, released, published or written by the faculties of the Superior University fall under the scope of this policy. This policy prescribes the SOPs for initiation and publication of Research Journals of the University.



Support for
Early Career Researchers

Our **Directorate of Postgraduate Studies** ensures **Student Success** at Postgraduate Level

The Directorate of Postgraduate Studies (DOPS) at Superior University is dedicated to fostering academic excellence and research innovation among postgraduate students. To achieve this, DOPS implements various initiatives focused on capacity building, standardization, digitalization, governance, monitoring, and recognition. DOPS enhances students’ research skills and academic capabilities with Research Edge, a freshman program, complemented by ongoing trainings, seminars, workshops, and colloquiums. To ensure the timely completion of postgraduate degree programs, DOPS implements a governance framework that prioritizes transparency and efficiency. This framework involves standardizing policies, processes, documentation, and fostering coordination with both academic and administrative departments. Regular monitoring and evaluation guarantee alignment with Soar to Roar 2023-2028 research objectives and the celebration of student achievements through rewards and recognition inspires a culture of research excellence within the academic community.

How do we define **Student Success**?



SPOT LIGHT Automation to improve **Postgraduate Students’ Experience**

To ensure a focused and empowered postgraduate experience, we’ve implemented a triad of student support systems: a centralized LMS for learning, a streamlined portal for administration, and a comprehensive web portal for governance, capacity building, and announcements.

Learning Management System

LMS empowers PG students with a centralized platform for learning materials, collaboration, and progress tracking.

Student Portal

Student portal empower postgrads to manage registrations, finances, documents, and progress in one place.

Web Portal

Our web portal is your one-stop shop for PG governance, capacity building initiatives, and key announcements, empowering students to navigate their postgraduate journey with clarity and focus.

We commit timely completion of degree

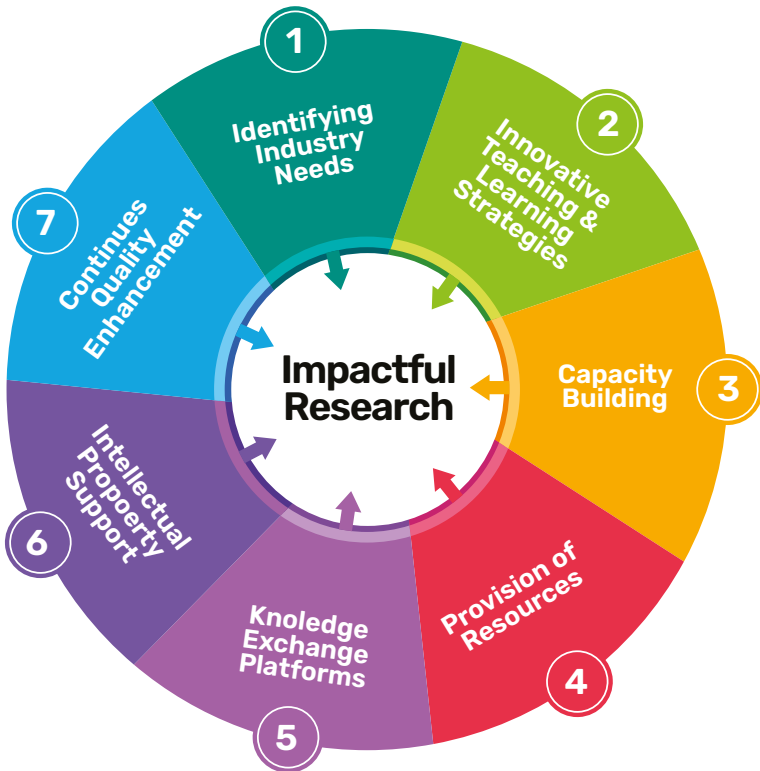


How do we ensure **Timely Completion of Degree**?



How do we empower students to undertake Impactful Research?

We provide a research environment that empowers students to create meaningful contributions. Here's how we achieve this:



Why we must commit to Impactful Research?

Sustainability needs innovation to tackle issues like water scarcity, energy shortages, and agricultural improvement. Applied research, translating bright ideas into practical solutions, is the key and Universities are where this shift can happen. By fostering collaboration with industries, they can identify problems that need solving. We envision Superior University a hub for impactful research where engineers are working with farmers to develop drought-resistant crops, and students are partnering with textile companies to create eco-friendly fabrics. DOPS is facilitating combination of knowledge and application at our Postgraduate Programs to turn this vision into reality.

Identifying Industry Needs

We bridge the gap between theory and practice by linking undergraduate projects with postgraduate research. This ensures projects address real industry needs, fostering solutions with practical applications. Industry Advisory Boards further solidify this connection by allowing students to directly hear about research gaps from industry professionals.

Innovative Teaching & Learning Strategies

Our courses are designed to equip students with the skills necessary for impactful research. Benchmarking against leading universities and incorporating industry input ensures students are exposed to cutting-edge knowledge. Authentic assessments and training on the latest software prepare them for rigorous research endeavors. We also leverage innovative teaching models like hybrid and self-paced learning to cater to different learning styles.

Capacity Building

Superior University boasts a robust capacity-building program across the student journey. This program equips students with the critical thinking skills and research methodologies necessary for impactful research.

Provision of Resources

We foster academic excellence by providing financial rewards for outstanding publications and research projects. In addition to these incentives, we recognize student achievements through a comprehensive system of certificates and awards. This dual approach not only encourages high-quality scholarly work but also celebrates the dedication and accomplishments of our students, motivating them to strive for excellence in their academic endeavors.

Knowledge Exchange Platforms

We foster a vibrant research culture through various knowledge exchange platforms. Research Week and flagship conferences hosted by different faculties and departments provide students with opportunities to showcase their work, receive feedback from peers and experts, and gain exposure to diverse research areas.

Intellectual Property Support

Through the Office of Research, Innovation and Commercialization (ORIC) we provide technical assistance, networking opportunities, and advisory support to students for the commercialization of their innovations. Additionally, ORIC helps students secure intellectual property, ensuring their research has the potential to create real-world impact.

Continues Quality Enhancement

We are committed to fostering a culture of continuous learning and development. Course modules are regularly updated based on feedback from leading academics, industry professionals, and students (both quantitative and qualitative). This ensures our programs remain relevant and equip students with the latest research skills.

Key Progress

All research work by students of Superior University is aligned with SDGs and National Research Priorities

How do we Communicate and Celebrate Student Success



DOPS has a dedicated and extended team. Comprised of Program Leaders from each faculty across University, this team represents the diverse postgraduate programs offered. Each faculty appoints one Program Leader as a DOPS representative, forming a collaborative network. This extended team fosters a synergistic environment, ensuring smooth communication between students, faculty members, supervisors, and DOPS.

We believe in making groundbreaking research of students accessible. We go beyond traditional channels by crafting engaging short documentaries and videos that unpack the scope and findings of student research. These captivating narratives are then disseminated through a multi-pronged approach, reaching diverse stakeholder groups via email, informative newsletters, our university website, and popular social media platforms.

Throughout the year, our social media platforms showcase student success. These include publications in high-impact journals, participation in innovative multidisciplinary projects, and securing funding and grants etc. This focus on student success serves a threefold purpose: motivating and inspiring current and prospective students, disseminating impactful research by broadening its reach and generating interest, and fostering a collaborative spirit within the university.

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Our comprehensive Capacity Building Program upsills students across their academic journey

DOPS empowers students, faculty, and other stakeholders to achieve research excellence through strategic capacity-building initiatives aligned with the Soar to Roar Strategic Plan 2023-28

Postgraduate Mastery Program

Postgraduate Mastery Program (PMP) upsills PG leaders, faculty, supervisors, and DOPS representatives in research governance and automation.

PMP in Numbers

12	4	198
Sessions	Topics Covered	Participants

Research Edge

Research Edge is designed for students to learn about structure of program, basic tools, useful platforms and software before formally starting their academic and research journey

Research Edge in Numbers

6	5	223
Sessions	Topics Covered	Participants

Faculty-Led Training

Faculty-Led Training (FLT) fostering research skills and augment domain specific knowledge of the students. These trainings impart contemporary issues in the respective fields.

FLT in Numbers

6	6	143
Sessions	Topics Covered	Participants

Facilitating Research @ Superior

Superior Information Resource Centre



Superior Information Resource Centre

SIRC Superior Information Resource Centre The Superior Information Resource Centre (SIRC) is dedicated to facilitating research at Superior. It stands as a comprehensive and advanced hub of knowledge and resources, aiming to empower individuals with the latest research and expertise. Our center offers a vast array of materials and services to both undergraduate and postgraduate students. From a rich collection of books, journals, and digital resources to cutting-edge technology and research tools, SIRC serves as a pivotal gateway to the generation of knowledge. The Superior Information Resource

Center (SIRC) amalgamates libraries situated across the Main Campus, Gold Campus, City Campus, and Law Campus, catering to the learning requirements of both students and faculty. Housing an extensive collection of over 32,000 printed books and offering access to numerous online and digital resources, SIRC spans a broad spectrum of subjects. These resources encompass fields such as Medical, Dentistry, Pharmacy, Allied Health Science, Engineering, Aviation, Art and Design, Computer Science, Law, Business, Economics, Mass Communication, Agriculture, and Social Sciences in both digital

and print formats. SIRC has undergone a redesign with the objective of educating students, faculty, and staff on effectively utilizing the Online Public Access Catalogue (OPAC), digital and electronic resources, and bibliometric research applications. Moreover, convenient WIFI service ensures seamless access to all subscribed digital resources. Given the exponential growth of information, SIRC plays an increasingly pivotal role in guiding users through search techniques, making it indispensable for understanding modern research methodologies.



Transformation of SIRC

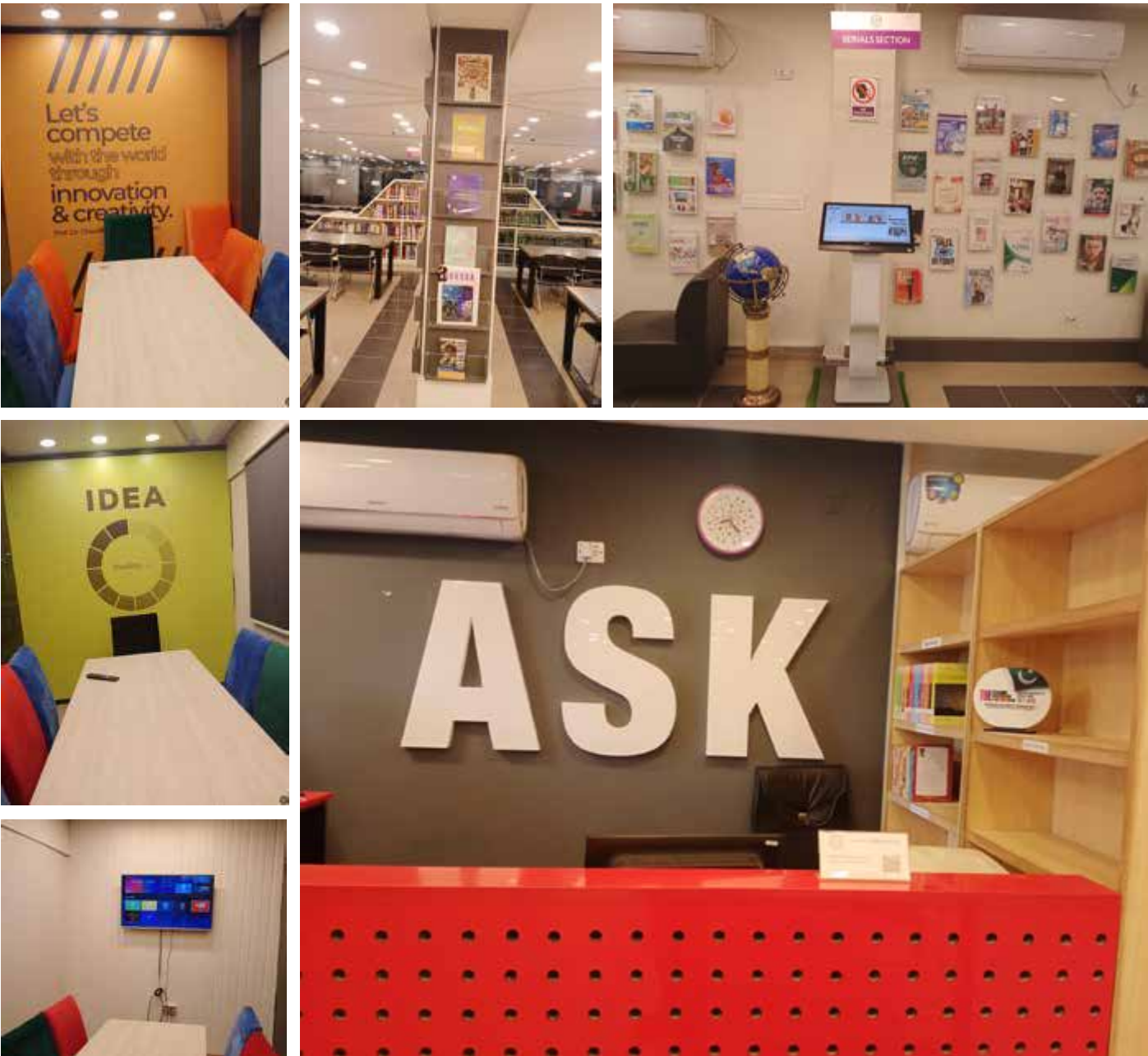
SIRC, the Superior Information Resource Centre, has significantly enhanced to support the academic community. Key improvements include the introduction and establishment of the Research Learning Commons, Automated Library, Superior Institutional Research Repository, Digital Finishing Corner, Online Public Access Catalog, Library Management System, KAIOS OPAC STATION, Centralized Online Access System, Circulation Station, Increased Seating Capacity, and Training Room have further transformed the library experience.

SIRC Resources

- Digital Library Databases
- Online Journals
- Print Books
- Superior Theses & Dissertations
- Print Journals/ Magazines
- Turnitin

SIRC Services

- Online Document Delivery (ebooks, articles, reports)
- Scanning
- Printing
- Plagiarism detection
- Information literacy
- Research learning commons
- Online book reservation
- Training centre
- Virtual private network (VPN)
- Online public access catalog (OPAC)
- Digital finishing corner
- WIFI



Accessible Databases through SIRC



Centre for Interdisciplinary Research & Innovation - CIRI



The Centre for Multidisciplinary Research & Innovation is envisioned as a dynamic hub where groundbreaking ideas are nurtured, collaborations thrive, and innovative solutions are born. With a focus on driving advancements in various domains, the center will feature cutting-edge facilities including a Biomedical Lab, Robot Corner, Drones, Animal Lab, Driverless Cars, and Chip Design Lab. The Biomedical Lab will facilitate groundbreaking research in healthcare, enabling scientists to explore novel treatments, personalized medicine, and advanced diagnostics. The Robot Corner will serve as a testing ground for robotics and automation, fueling breakthroughs in industry, healthcare, and daily life. Drones will be utilized for aerial surveillance, disaster response, environmental monitoring, and innovative delivery solutions. The Animal Lab will support ethical research, enhancing our understanding of animal behavior, genetics, and conservation. The Driverless Cars facility will revolutionize transportation and urban planning, exploring the potential of autonomous vehicles for safer, greener cities. Finally, the Chip Design Lab will push the boundaries of computing technology, paving the way for faster, more efficient processors and advanced electronic devices. Together, these state-of-the-art facilities will foster multidisciplinary collaboration, inspire innovation, and shape a future where technology and research synergistically address the world's challenges.

Vision: Undertaking multidisciplinary, applied, industry-driven, and sustainability-focused innovative research that has a societal impact through strategic research alliances and partnerships at national and international levels - a step toward Entrepreneur University.

Mission: Promote innovative product base research in multidiscipline including Medicine, Computer Science, Engineering, Allied Health Sciences etc. through collaborative research fostering the interaction with Industry attract funding from National and International agencies to transform research into commercialization.

Objectives

- Promote product based inter-faculty multidisciplinary projects
- Pool Multidisciplinary projects and Researchers under this center to ensure the utilization of combined labs/resources
- Area of focus: Medicine, Allied Health Sciences, Pharmacy, CS & IT, Engineering & Technology
- Attract National and International Fundings
- Technologies used: Embedded Systems, Artificial Intelligence Natural Language Processing, IOT based intelligent system, Computer Vision, Biotech, Chips Design etc.
- Systems focus: Intelligent mobile Robot, driverless cars, drones, Electric Vehicles, Biomedical devices and Instrumentation, Drug discovery, Inertial Navigation Systems

Scan for more information:



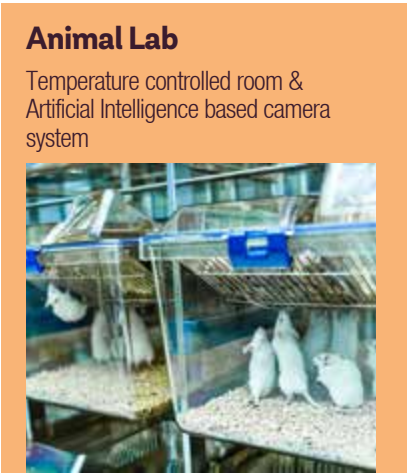
Our Focused Research Areas



Biomedical Lab

Micro Controller, Sensors, Design Software & 3D Printer

Robot Corner
Nao Robot, Manipulator & Robotic Kits



Animal Lab

Temperature controlled room & Artificial Intelligence based camera system



Drone Lab

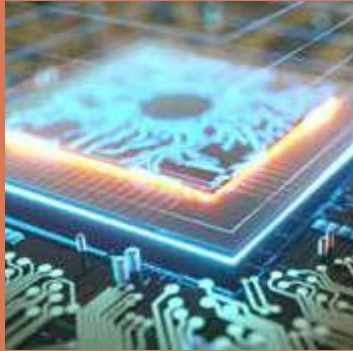
Programable surveillance/drop down, Artificial Intelligence Drone Kit & Quadcopter Kits



Driverless Cars

AI based Programmable Autopilot Car with Racing Track

Chip Design Lab
MEMS for Inertial Navigation & Biomedical Equipment



Here are our Top University-wide Interdisciplinary Research Groups

Superior University is working on commercialization of research in collaboration with faculties within the framework provided by the 'Soar to Roar' Strategic Plan 2023-2028. Functioning of interdisciplinary and multidisciplinary research groups across the University have been strengthened by creation of a new wing within ORIC called 'Multidisciplinary Research & Commercialization Wing (MDRCW)'.

“MDRCW is now facilitating more than 47 multidisciplinary research groups to execute 32+ projects in 45 labs.”

The MDRCW is working closely with these groups until complete transfer of developed technologies with proper commercialization.



Superior Laboratory Animals Health & Mobility Monitoring System – SLAMMS

Area / Theme:
PHARMACOLOGY AND PHARMACEUTICAL SCIENCES



Drug Reaction Control

Area / Theme:
PHARMACOKINETICS, PHARMACOLOGY, SKIN DISEASES



Biomedical Instrumentation

Area / Theme:
MEDICAL INSTRUMENTS, HOSPITAL AUTOMATION



Development of Infusion Pump

Area / Theme:
BIOMEDICAL INSTRUMENTS, IMPORT SUBSTITUTION OF MEDICAL INSTRUMENTS



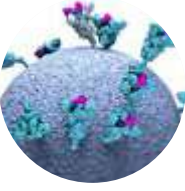
Artificial Intelligence Based Software Application Development for Racial Profiling

Area / Theme:
ARTIFICIAL INTELLIGENCE, BIG DATA, RACIAL PROFILING, DATA ANALYTICS



Crowd safety simulation for sensitive locations

Area / Theme:
ARTIFICIAL INTELLIGENCE, BIG DATA, SOCIAL BEHAVIOR



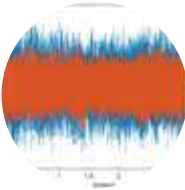
Covid-19 variants prediction's system based on environmental factors

Area / Theme:
COVID-19 VARIANTS PREDICTION'S SYSTEM, ARTIFICIAL INTELLIGENCE, ENVIRONMENTAL FACTORS



Multi-Modal Identification of Autism Spectrum Disorder & Social Skill Tutor

Area / Theme:
HEALTH, COMPUTER SCIENCE



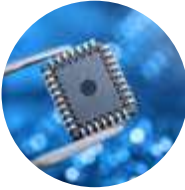
Smart sound based early fault detection system for vehicles

Area / Theme:
COMPUTER SCIENCE, IT, ENGINEERING



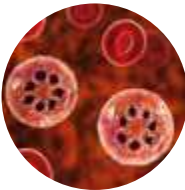
Fraud detection in Health Insurance Claims Using Machine Learning Techniques

Area / Theme:
COMPUTER SCIENCE, MANAGEMENT SCIENCE



An Energy Efficient Dynamic Power Management Scheduling based Task Migration Policy for Multiprocessor system on chip

Area / Theme:
ENERGY SYSTEM, COMPUTER SCIENCE



Malaria Detection using Open Microscope and Deep learning

Area / Theme:
HEALTH, DEEP LEARNING, COMPUTER SCIENCES



Smart meter for energy management of residential homes powered by AI

Area / Theme:
SMART METERING, ARTIFICIAL INTELLIGENCE



Biomaterial for bone tissue engineering

Area / Theme:
HEALTH, BIOMATERIALS

Our Thriving Research Culture

Superior University fosters a vibrant research culture with strategic initiatives, including the esteemed Research Week envisioned by the Rector. This week-long event, spanning faculties and sub-campuses, celebrates researchers' exceptional contributions. Meticulously crafted training programs empower faculty and students with advanced skills, while prestigious conferences and seminars facilitate knowledge exchange and visionary innovation.

Knowledge Exchange Framework



Enhancing our research culture via Knowledge Exchange Activities

The university is dedicated to steadfastly supporting researchers, acknowledging their tremendous potential and pivotal role in shaping academia's future. A variety of resources and initiatives are available to cultivate and empower these emerging researchers. This support includes conferences, training programs, access to cutting-edge research facilities, and workshops for professional development.

Cutting edge research projects in pipeline

BioTech
Development of climate resilient cotton through overexpression and editing of genes/transcription factors using Cas9 (Triple Stress Tolerant Cotton)

Triple-stress-tolerant (TST) cotton will ensure maximum yield (15 to 20% more compared to wild types) under drought, heat and/or flooding conditions.

Research Week

Conferences | Symposium
Seminars | Talk Sessions | Forums
Training Workshops

Strengthening Industry Academia Linkages

Research Week is a week-long celebration spotlighting disruptive ideas, applied research, and the tangible impacts of Superior's scholarly and creative endeavors on local and national fronts. Faculty and students from various faculties of Superior University and partner institutions engage as delegates, speakers, and participants, fostering collaborative research endeavors.



03	08	150	01	01	07	07	05
Conferences	Panel Discussions	Poster presentation	Tourism Forum	Policy Dialogue	No. of Faculties participated	Colloquia	Seminar
06	420	14	01	08	2698	23	47
Workshops	Paper Presentation	Talk Sessions	Summit	Training	Total Participants	Collaborations	International Speakers
16	28	27	13	15	Impact of Research week 2023		 For more detail:
National speakers	Industrial Partners Participation	National Higher Education Institutes	International Higher Education Institutes	Covering United Nations SDGs			

Our Flagship Conferences

Through our flagship conferences, we connect the experts with groundbreaking research in areas that matter most



Pakistan's Largest Conference on Rehabilitation and Allied Health Sciences

Also featured by
World Federation for Neurorehabilitation (WFNR)



Revolutionizing Healthcare Services and Industry in a Hyper-connected World by Navigating the Digital Ecosystem



For more detail:

Organized by:

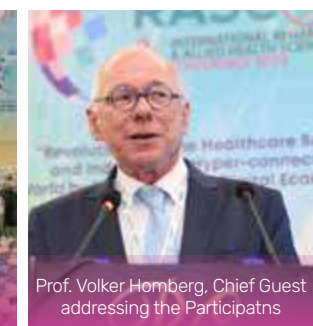
Faculty of Allied Health Sciences

Overview:

RASCON-24, held from March 1st to 3rd, 2024, at the Pearl Continental Hotel in Lahore, was a premier event in rehabilitation and allied health sciences. The conference focused on "Revolutionizing Healthcare Services in a Hyper-connected World by Navigating the Digital Ecosystem," showcasing how digital technology can reshape healthcare. It featured keynotes, panels, and workshops, bringing together experts to explore digital advancements in patient care and rehabilitation. RASCON-24 aimed to bridge gaps, build networks, and drive the healthcare industry forward with a multidisciplinary approach.



Group Photo of Honourable Guests at RASCON'24



Prof. Volker Homberg, Chief Guest addressing the Participants

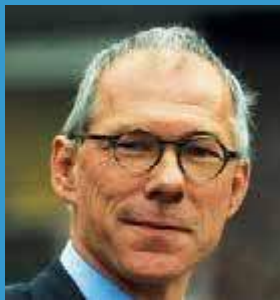


Prof. Dr. Shahid Munir, Chief Guest addressing the Participants

RASCON-2024 Impact

41	10	44	1800+	125	14	34
National Speakers	International Speakers	Oral Presenters	Participants	Poster Presentations	Collaborators	Workshops

International Keynote Speakers



Prof. Volker Homborg
President – World Federation for Neurorehabilitation (WFNR)



It brings me immense pleasure to join this extraordinary gathering of allied health and rehabilitation professionals at RASCON-24. I am confident that RASCON-24 has the potential to revolutionize the healthcare and research landscape of Pakistan, aligning with the objectives of the World Federation for Neurorehabilitation.



Prof. Dr. Nirmal Surya
Neurologist at Bombay Hospital & Saifee Hospital, Mumbai, India

Telerehabilitation the Opportunity and Challenges

This session explored the burgeoning field of telerehabilitation. Participants examined both the opportunities and challenges associated with delivering remote therapy services. Discussions covered the benefits of increased accessibility, potential cost reductions, and the need for robust technological infrastructure and ethical considerations.



Mr. Omar Ibrahim Bani
Speech Language Pathologist SEHA, UAE

Fluency Disorders

This session outlined the complexities of fluency disorders, including stuttering, cluttering, and aphasia. Causes, symptoms, and various treatment approaches were addressed, emphasizing the importance of early intervention and personalized support for individuals struggling with communication challenges.



Dr. Rana Siddiqui
Consultant, Ministry of Health, Ontario Health Ministry, Canada

Role of AI in the Diagnosis and Management of Concussion in a Hyper-connected World

Dr Rana discussed the evolving role of AI in diagnosing and managing concussions. Participants learned how AI tools analyze data to assess injury severity, predict recovery timelines, and personalize treatment plans. The discussion addressed the growing impact of AI in concussion care within our hyper-connected world.



Prof. Jae-Young Lim
Professor – Seoul National University – Bundang Hospital, South Korea

New Horizons of Rehabilitation for Degenerative Musculoskeletal Disorders

This keynote explored groundbreaking advancements in rehabilitating degenerative musculoskeletal disorders. Participants gained insights into novel therapeutic approaches, including cutting-edge technologies and personalized interventions, offering hope for improved patient outcomes and a brighter future in managing these conditions.



Dr. Sabahat Asim Wasti
Staff Physician, Neurology, Neurological Institute, Cleveland Clinic, Abu Dhabi

Navigating Challenges and Triumphs in Establishing Rehabilitation Programs for Acute and Hyperacute Stroke Patients: A Comprehensive Overview

This keynote marked the triumphs and challenges of establishing rehabilitation programs for acute and hyperacute stroke patients. It delved into practical strategies to overcome obstacles, maximize patient outcomes, and build successful programs for this critical population.

Knowledge Sharing Activities

Use of AI in Academic Medical Writing



Prof. Dr. Muhammad Naveed Babur
Azra Naheed Medical College

Students and researchers gained valuable insights into harnessing AI tools for academic medical writing. The training explored how AI can streamline workflows, elevate writing quality, and navigate the ethical considerations surrounding this emerging technology.

Surgical Site Making and Time-out Procedure: Ensuring Patient Safety in the Operating Room

This training emphasized the critical role of precise surgical site marking and time-out procedures in safeguarding patients. By meticulously marking the incision site and pausing for team confirmation, the risk of wrong-side surgery is minimized, ensuring patient safety and preventing devastating errors.



Dr. Hassan Shoukat
Services Hospital, Lahore

ELISA Troubleshooting: Overcoming Common Challenges

This training tackled common challenges encountered in ELISA experiments. Participants equipped themselves with strategies to overcome issues like weak signals, high background, and poor standard curves.



Dr. Atta Ul Mustafa
Lahore Diagnostic Center

Code Blue Mastery: A Hands-on Workshop for Cardiac Emergencies

This hands-on workshop honed the skills of participants in managing cardiac emergencies. Through simulations and expert guidance, they mastered code blue protocols, practiced effective teamwork, and solidified their confidence in handling life-threatening situations.



Dr. Nasir Iqbal
Azra Naheed Medical College

Vascular Ultrasound



Prof. Dr. Tauseef Qamar
Hussain College of Medical Sciences

This vascular ultrasound training equipped participants with the skills to assess blood flow and vessel health. Through lectures and hands-on practice, they mastered the use of ultrasound technology, learned to identify vascular pathologies, and gained valuable insights into accurate diagnosis and patient management.

Precision Diagnostics: Unlocking Clinical Mysteries with PCR Analysis

This training unlocked the power of PCR analysis for solving clinical mysteries. Participants gained hands-on experience utilizing this precise technique to diagnose complex conditions, improving patient outcomes and advancing the field of precision medicine.



Dr. Warda Fatima
University of the Punjab, Lahore

Mastering the Art of Plant Multiplication



Dr. Mubeen Sarwar
University of the Punjab, Lahore

Participants honed their skills in the art of plant multiplication. Through hands-on techniques and expert guidance, they mastered various propagation methods, explored optimal growing conditions, and gained valuable knowledge to successfully multiply their desired flora.



Foundation of Airway Management in Emergency Care

Emergency responders solidified their foundation in airway management. Through lectures and hands-on practice, they mastered essential techniques for securing airways, ensuring patient survival in critical situations.



Mr. Muhammad Ahmed
General Hospital, Lahore

Ultrasound Guided Injections for Shoulder Joint

This training equipped participants with the skills for precise ultrasound-guided injections in the shoulder joint. Through hands-on practice, they mastered needle placement techniques and visualization, ensuring safe and targeted delivery of medication.



Prof. Dr. Jae Young Lim
Seoul National University, South Korea

Visual Electrophysiology: Unveiling the Secrets of Vision

Participants explored the mysteries of vision through visual electrophysiology. Using specialized techniques, they unraveled the electrical activity of the eye and visual pathway, gaining insights into how we perceive the world around us.



Mr. Zia Ur Rehman
Mayo Hospital Lahore

Low Vision Assessment and Effective Management Techniques



Dr. Ayesha Saleem
Mayo Hospital Lahore

This training equipped participants with the skills to assess low vision and implement effective management techniques. Participants learned to evaluate visual function, identify appropriate assistive devices, and provide practical strategies to maximize daily independence for individuals with sight loss.

Continuous Ambulatory Peritoneal Dialysis (CAPD)

CAPD training empowered participants to manage their own kidney care. They learned the process of exchanging dialysis solution manually, enabling greater independence and flexibility in their daily lives.



Dr. Rasib Ali Moosvi
Medical Director
Byonyks Company

Dealing with Stuttering in Preschool Age

This training equipped participants with strategies to support preschoolers who stutter. They learned to identify common patterns, implement communication techniques, and create a supportive environment to minimize anxiety and promote fluency.



Mr. Omar Ibrahim Bani Mustafa
Abu Dhabi Health Services Company

Revitalizing Aesthetic Procedures: Exploring the Artistry for IPL Laser Techniques

This training revitalized the artistry of IPL laser techniques. Participants explored advanced procedures, mastering precise application and achieving optimal aesthetic outcomes while prioritizing patient safety and comfort.



Ms. Khushbakht Kashif
Aesthetician

R Studio's Statistical Realm

Participants navigated the statistical world of R Studio. Through hands-on exercises, they mastered data manipulation, analysis techniques, and visualization tools, gaining valuable skills for extracting insights from their data.



Dr. Ammara Khalid
University of the Punjab, Lahore

Mastering the Art of Stunning: Exploring Diverse Techniques for Surgical Excellence

Surgeons refined their stunning techniques in this diverse training. Through practical exercises and expert guidance, they mastered various approaches, enhancing their precision and control in achieving surgical excellence.



Dr. Hafiz Muhammad Adnan
Mayo Hospital, Lahore

Revitalizing Aesthetic Procedures: Exploring the Artistry of Hydra Facial Techniques

Participants explored the artistry of HydraFacial techniques, refining their skills to revitalize aesthetic procedures. Hands-on training and expert guidance elevated their understanding, allowing them to achieve optimal results with personalized care.



Ms. Fatima
Medical Aesthetician

Genome Editing Approaches: A Hands-on Practice on CRISPR Techniques

Hands-on training in genome editing equipped participants with CRISPR techniques. Through practical exercises, they mastered design, delivery, and analysis of gene modifications, solidifying their understanding of this powerful tool for genetic research.



Dr. Muhammad Irfan
FCCU, Lahore

Angiography Techniques and IR Procedures

This training explored the intricacies of angiography techniques and interventional radiology procedures. Participants mastered catheter navigation, image interpretation, and minimally invasive treatments, expanding their skillset for managing vascular conditions.



Dr. Zaheer Anjum Sherazi
Head of Department, CMA

Skin and Scalp Analysis with Interpretation

Participants sharpened their skills in analyzing skin and scalp conditions. Through hands-on practice and expert guidance, they learned to identify key features, differentiate common disorders, and accurately interpret findings for effective diagnosis.



Dr. Mizna Moueen
Aesthetics Physician

Fusion of Skill and Innovation: Minimally Invasive Surgery Workshop for Surgical Technologists

Surgical technologists honed their skills in minimally invasive surgery, blending traditional techniques with the latest advancements. Through hands-on workshops, they mastered innovative tools and refined their roles in optimizing patient outcomes in this evolving field.



Dr. Mian Waleed Anjum
Al-Noor Hospital, Pasrur

Basic Working Model of Anesthesia Machine & Observation of Aseptic Measures During Epidural Anesthesia

Participants observed proper sterilization techniques and gained insights into machine components, ensuring patient safety through rigorous infection control practices.



Dr. Shahzad Tabassum
DHQ, Narowal



International Medical Conference 2024



For more detail:

AI Horizons in Medicine & Dentistry: Navigating the Future

Sub-themes:

AI in Advancing Medical & Dental Education	AI in Redefining Healthcare Research and Advancing Knowledge
AI in Revolutionizing Healthcare Diagnostics and Delivery	AI as a Catalyst in Academia-Industry Synergy

Organized by:

Azra Naheed Medical College

Overview:

The Pakistan Association of Medical & Dental Institutions (PAMI) hosted the 2nd International Medical Conference (IMC) with global participants. Themed “AI Horizons in Medicine & Dentistry: Navigating the Future,” it focused on AI’s transformative impact on medical education, patient care, and research. Key discussions included personalized learning for students, advanced diagnostic algorithms, and AI’s role in accelerating research and drug discovery, highlighting AI’s potential to revolutionize healthcare.



Pre-Conference Roundtables

The International Medical Conference (IMC), organized by PAMI, addressed critical issues in Pakistan’s healthcare sector. Roundtables on “AI Horizons in Medicine & Dentistry” were held in various provinces, with 11 at Liaquat Medical & Dental College (Sindh), 10 at Azra Naheed Medical College (Punjab), 9 at Rehman Medical Institution (KPK), and 16 at Islamabad Medical and Dental College (Federal). A total of 146 participants discussed innovative solutions. The IMC 2024 featured workshops, panel discussions, networking sessions, cultural activities, and scientific sessions, with renowned scholars providing valuable insights and fostering professional growth.

Impact of IMC

<div>46</div> <div>Roundtables</div>	<div>04</div> <div>Provinces Engaged</div>	<div>1000</div> <div>Delegates</div>	<div>30</div> <div>National and International Speakers</div>	<div>10</div> <div>Government Representatives</div>	<div>150</div> <div>Abstracts and Paper Presentations</div>	<div>40</div> <div>Workshops</div>	<div>15+</div> <div>Awardees</div>	
<div>06</div> <div>Award Categories</div>	<div>130</div> <div>Awards Attendees</div>	<div>50+</div> <div>Medical & Dental Institutions Participated</div>	<div>20</div> <div>Media and Healthcare Industry Representatives</div>	<div>ORGANIZED BY:</div> <div></div>				<div>COLLABORATORS & ACADEMIC SUPPORTERS</div> <div></div>

International Keynote Speaker



Prof. Dr. Dame Parveen Kumar
Professor of Medicine and Education at Barts and The London School of Medicine and Dentistry.

Unveiling Tomorrow’s Medicine: Perspectives from Prof. Dame Parveen Kumar

Prof. Dame Parveen Kumar captivated RASCON with her keynote, “Unveiling Tomorrow’s Medicine.” She envisioned a future revolutionized by gene editing, allowing us to tackle previously untreatable diseases. Personalized medicine will tailor treatments to individual genomes, maximizing effectiveness.

“AI’s power will be harnessed for diagnostics, enabling faster and more accurate disease detection. This glimpse into the future promises a new era of healthcare, empowering us to prevent, diagnose, and treat illness with unprecedented precision.”

Keynote Sessions

AI and Healthcare Simulation

Artificial intelligence holds immense potential to transform healthcare simulation. Imagine intelligent training programs adapting to individual needs, or virtual patients mimicking real-world complexities. This conference paves the way for groundbreaking research in AI-powered healthcare simulation, shaping the future of medical education.

Focus on People: Let AI do the Clinical Documentation

The avalanche of clinical documentation threatens to drown the doctor-patient relationship. This conference explores the potential of AI-powered natural language processing (NLP) to automate documentation. NLP can analyze patient data and generate high-fidelity reports, freeing physicians for crucial clinical reasoning and personalized care.

AI and Surgical Management Future

Machine learning algorithms, analyzing vast surgical datasets, can optimize decision-making, predict complications, and personalize surgical strategies. This conference fosters crucial research in AI-powered surgical navigation and robotics, paving the way for enhanced precision, minimized invasiveness, and improved patient outcomes.

Ensuring research integrity in the New Age of AI

The rise of AI in research presents both opportunities and challenges. We must ensure scientific integrity in this new age. This conference explores robust methodologies for data provenance, algorithmic bias detection, and explainable AI in research workflows.



Dr. Jabeen Fayyaz
Assistant Professor at the University of Toronto



Prof. Moghees A. Baig
College of Dentistry University of Lahore



Prof. Dr. Mahmood Ayyaz
Surgical Associates, National Hospital and Medical Center, Lahore



Dr. Salim Razi
Director Of Canakkale Onsekiz Mart University



Prof. Dr. Sumaira Rehman
Rector
Superior University

**AI Horizons in Medicine and Dentistry:
Navigating the Future**

During her address, Dr. Sumaira illuminated the profound impact AI can have on healthcare, from revolutionizing disease classification to enhancing treatment impact assessment, while also underscoring AI’s pivotal role in improving diagnostics and patient care, emphasizing its significance in the realm of medicine and dentistry.

AI technologies, such as chatbots, can bolster Pakistan’s healthcare infrastructure, thereby contributing to enhanced accessibility and efficiency in healthcare delivery.

Panel Discussions

Designing AI Solutions for Medical & Dental Problems

A scholarly panel discussion, “Designing AI Solutions for Medical & Dental Problems,” was facilitated by Professor Saima Chaudhry and featured experts like Dr. Yasir Niaz, Dr. Wajahat Qazi, Professor Mulazim H. Bukhari, Professor Faiza Farooq, and Dr. Hussain Askari. They explored AI’s applications in diagnostics and treatment planning, addressing medical and dental challenges. The session covered ethical and regulatory considerations, future directions, and fostered knowledge exchange and collaboration. Professor Chaudhry ensured a thorough examination of these complex issues, drawing on the panelists’ extensive experience and research.

Moderator

Dr. Syed Hussain Askary
Chief Executive Officer,
Fatima Jinnah dental
College, Karachi

Panelists

Dr. Yasir Niaz
Ariel Robotics & AI, Software
House, Lahore

Dr. Wajahat Mahmood Qazi
Department of Computer
Sciences, COMSATS University
Islamabad Lahore Campus

Prof. Mulazim H. Bukhari
Azad Jammu Kashmir

Dr. Faiza Farooq
University of Lahore

Key Findings and Consensus

- Panelists emphasized the importance of ethical stewardship as the AI-enabled era was embraced, urging transparency, accountability, and equity in its deployment.
- It was underscored the importance of embracing this paradigm shift, where technology served as an enabler of compassionate, person-centred care.
- Agreed that pivotal role of AI in revolutionizing healthcare delivery, offering a glimpse into a future where technology seamlessly integrates with medical practices to optimize patient outcomes.
- Importance of maintaining transparency, accountability, and patient privacy while harnessing the power of AI to optimize clinical outcomes was another key finding of the discussion.

**Creating readiness for AI in Healthcare
Diagnostics, Delivery & Management**

At the International Medical Conference 2024, the panel discussion “Academic Writing and Publishing in the Age of Generative AI,” moderated by Dr. Kinza Aslam, featured experts like Prof. Dr. Moghees A. Baig, Prof. Dr. Mehmood Ayaz and Prof. Muhammad Tariq. The panelists shared their insights and experiences, contributing to a comprehensive discussion on the readiness for AI adoption in healthcare diagnostics, delivery, and management.

Moderator

Dr. Kinza Aslam
University of Lahore

Panelists

Prof. Dr. Moghees A. Baig
The University of Lahore

Prof. Dr. Mehmood Ayaz
Vice Chancellor, King Edward
Medical University, Lahore

Prof. Muhammad Tariq
Aga Khan University Karachi

Key Findings and Consensus

- The Panel Discussion concluded with a consensus on the importance of fostering collaboration between healthcare professionals, technologists, policymakers, and regulatory bodies to create a conducive environment for AI adoption in healthcare.
- The session served as a catalyst for continued dialogue and action towards harnessing the transformative potential of AI to improve patient outcomes and advance healthcare delivery worldwide.

Academic writing and Publishing in the age of Generative AI

At the International Medical Conference 2024, the panel discussion “Academic Writing and Publishing in the Age of Generative AI,” featured experts like Dr. Zarrin Siddiqui, Prof. Nadia Naseem, Mr. Shaukat Jawaid, Dr. Saleem Razi. They explored AI’s impact on academic writing and publishing, discussing AI-driven tools’ benefits and challenges, including streamlining research, enhancing output quality, and addressing plagiarism and ethical issues. The panel emphasized maintaining academic integrity amidst AI advancements, providing valuable insights into the future of scholarly communication.

Moderator

Dr. Zarrin Siddiqui
Associate Professor in
Medical Education

Panelists

Prof. Dr. Nadia Naseem
University of Health Sciences,
Lahore

Mr. Shaukat Jawaid
Chief Editor, Pakistan
Journal of Medical
Sciences, Karachi

Dr. Salim Razi (Türkiye)
Canakkale Onsekiz Mart
University, Türkiye

Key Findings and Consensus

- There could be potential consequences of unchecked AI utilization in admission/testing procedures.
- Panelists emphasized the importance of transparency, fairness, and accountability in ensuring that AI platforms serve as tools for equitable and merit-based candidate selection.
- The discussion elucidated the foundational principles that underpin trust in AI, emphasizing the need for transparency, reliability, and accountability in the deployment of AI technologies.

Cutting edge
research projects
in pipeline

HealthTech

**Robo-Litation:
AI-Powered,
Accessible
Rehabilitation
for a Sustainable
Healthcare Future**

Robo-Litation is a pioneering project that leverages Artificial Intelligence (AI) and robotics to transform rehabilitation for individuals with upper limb motor impairments.

4
HEALTHY
LIVES

8
INDUSTRIAL
INNOVATION

9
RESILIENT
INFRASTRUCTURE

17
SUSTAINABLE
CITIES AND
COMMUNITIES

AI-POWERED
REHABILITATION

ALIGNED WITH THE UNITED
NATIONS SUSTAINABLE
DEVELOPMENT GOALS

ICMR 14th International Conference on Management Research

Sustainable Tourism Challenges and Opportunities for Pakistan



For more detail:

Organized by:

Faculty of Business and Management Sciences, Chaudhry Abdul Rehman Business School (CARBS)

Overview:

The 14th International Conference on Management Research, focused on “Sustainable Tourism Challenges and Opportunities for Pakistan,” was a resounding success, driven by the Faculty of Business and Management Sciences. It provided a platform for participants from diverse backgrounds to delve into the complexities of sustainable tourism, balancing economic development with environmental preservation. The event facilitated knowledge exchange and collaboration among stakeholders, highlighting the importance of navigating sustainable growth within Pakistan’s tourism landscape. It served as a pivotal platform for collectively exploring avenues to excel in sustainable tourism while upholding ecological responsibility.



Dr. Nizam-ud-din
Pro-Rector Research,
Superior University Lahore
expresses his kind words at
the Opening of ICMR



Ms. Nadia Jahanghir
General Manager
Policy & Planning
SMEDA



Mr. Masood Ali Khan
Former MD TDCP,
Pakistan



Dr. Sami Ullah Bajwa,
Dean-Faculty of Business
and Management Sciences
addressing participants of the
Conference



Mr. Mansoor Qadir
Minister of Education
(Punjab)



04	04	02	516	05	218	50	80	65	05
Collaborators	Trainings	Seminars	Participants	Keynote Speakers	Paper Presentations	Policy Dialogue Participants	Tourism Forum Participants	Documentaries	Industrialists

Tourism Forum Under ICMR 23

Exploring Entrepreneurial Opportunities in Tourism Sector



Speaker
Dr. Kashif Hussain
Asia Pacific University Malaysia



Moderator
Dr. Sarfraz Zaman
Assistant Professor
CARBS

Dr. Sarfraz Zaman, Assistant Professor at CARBS, adeptly moderated this discussion, providing an insightful platform for participants. The guest speaker, Dr. Kashif Hussain, shared a profound perspective on the realm of Halal Tourism, shedding light on the multifaceted entrepreneurial opportunities within the tourism sector. This forum not only expanded our horizons but also ignited our passion for exploring the uncharted avenues of entrepreneurship in the dynamic world of tourism.

Tourism Policy Dialogue: Tourism Potential, Challenges and Policy Reforms



Prof. Dr. Kamran
Chairman PIQc



Ms. Nadia Jahanghir
General Manager
SMEDA



Mr. Masood Ali Khan
Former MD Pakistan
TDCP



Mr. Masood Ali Khan
Former MD Pakistan
TDCP

The Tourism Policy Dialogue event, with esteemed panelists, effectively met its goals of discussing tourism potential, challenges, and required policy reforms. It fostered constructive dialogue among experts, shedding light on pressing issues in Pakistan’s tourism sector. Panelists emphasized the necessity of policy reforms to unlock the country’s tourism potential. Outcomes included a better grasp of industry challenges and identification of necessary policy changes for sustainable tourism growth. The event served as a platform for stakeholders to exchange ideas and collaborate toward a more vibrant and resilient tourism sector in Pakistan.

Collaborators:



Cutting edge research projects in pipeline

EnviroTech

Reshaping Waste: Transforming Plastic Shopping Bags into Sustainable Camping Products

This research represents a practice-based exploration, integrating my art and textile design expertise to develop innovative products.



International Knowledge Contributors

  <p>Dr. Arshian Sharif Sunway University, Malaysia</p>	  <p>Dr. M. Ashraf ul Ferdous King Fahd University of Petroleum and Minerals, Saudi Arabia</p>	  <p>Dr. Kazi Sohag Ural Federal University, Russia</p>
  <p>Dr. Ajim Uddin New Jersey Institute of Technology, USA</p>	  <p>Dr. Festus Victor Bekun Istanbul Gelsim University, Turkey</p>	  <p>Prof. Zaini Universiti Malaysia Perlis, Malaysia</p>
  <p>Dr. Anoop Sasi kumar TKM College of Engineering, India</p>	  <p>Dr. Md. Mahmudul Haque University Malaysia Sabah, Malaysia</p>	  <p>Dr. Habsah Binti Muda University Sultan Zainal Abidin, Malaysia</p>
  <p>Dr. Rashidah M. Ibrahim University Sultan Zainal Abidin, Malaysia</p>	  <p>Dr. Mohd Sadad Universiti Sultan Zainal Abidin, Malaysia</p>	  <p>Dr. Ankit Katrodia North-West University, South Korea</p>
  <p>Dr. Muhammad Tahir International Islamic University Malaysia</p>	  <p>Dr. Kwame Sakyi Oakland University, USA</p>	  <p>Dr. Azlin Binti Abd Jamil UTM, Malaysia</p>
  <p>Dr. Faizan Ali University of South Florida, USA</p>	  <p>Dr. Kashif Hussain Asia Pacific University Malaysia</p>	  <p>Dr. Syed Alamdar Ali Airlangga University Indonesia</p>

9th International Conference on Engineering and Emerging Technologies

Sustainable Tourism Challenges and Opportunities for Pakistan

Organized by:

Faculty of Engineering and Technology



Overview:

As a part of Research Week, the Faculty of Engineering and Technology at Superior University, in collaboration with Istanbul and TOPKAPI University, Turkey & IEEE Turkey Section, proudly hosted the 9th International Conference on Engineering and Emerging Technologies (ICEET 2023) on October 27 and 28, 2023. This hybrid conference welcomed participants virtually or in person in the vibrant city of Istanbul, Turkey. ICEET 2023 provided an exceptional platform for academic representatives, researchers, students, industrialists, engineers, scientists, professionals, policymakers, investors, and other stakeholders to explore recent developments in Electrical, Electronics, Computer, and Communication Engineering and Technologies. The conference successfully fostered a global exchange of knowledge and ideas, contributing to advancements in these critical fields.



192	102	102	04	03	30+	04
Papers Received	Paper Presentations	International Participants	International Speakers	Collaborators	Participants from Different Countries	Talk Sessions

International Keynote Speakers

Nanophotonics control of thermal radiation for energy applications



Prof. Dr. Wei Li
Director, GPL Photonics Laboratory
Changchun Institute of Optics,
Fine Mechanics and Physics
Chinese Academy of Sciences, China

"Nanophotonics offers unprecedented control over thermal radiation properties. Engineered structures at the nanoscale exhibit drastically different behavior compared to conventional emitters. This paves the way for manipulating aspects like coherence, directionality, and spectral bandwidth. "

Path Loss Models of 5G mmWave Communication System

Unleashing the power of 5G mmWave requires navigating the invisible foe – path loss. By modeling how signals weaken, we unlock the secrets for robust network design. Imagine – precise signal predictions for seamless connections! This paves the way for the future of ultra-fast and reliable wireless communication.

Prof. Ts. Dr. Mardeni Bin Roslee, SMIEEE
Chief Executive Officer, Armada Smart Tech MR Sdn Bhd
Chairman, Centre of Wireless Technology, Multimedia University
Deputy Director, Research Management Centre, Multimedia University



Future Trends in ADAS Systems: Testing, Validation, and Simulation



Prof. Ts. Dr. Mardeni Bin Roslee,
Assoc. Prof., Dept. of Electrical and
Electronics Engineering, Altinbas University,
Turkey
Dean of Institute of Graduate Studies,
Altinbas University, Turkey

As ADAS soars, robust testing and simulation become paramount. We'll harness AI to craft intricate scenarios and leverage real-world data for unparalleled validation. Get ready for a future where ADAS is rigorously tested, ensuring the safest journeys on the intelligent highway.

Substitution Boxes for Image Encryption Applications in Highly Auto-Correlated Data

Traditional encryption struggles with repetitive image data. We'll explore advanced substitution boxes, the workhorses of encryption, specifically designed to conquer this challenge. These innovative S-boxes shatter redundancies, creating a new era of secure image transmission!

Dr. Jawad Ahmad, SMIEEE
Assist. Prof., School of Computing,
Engineering and the Built
Environment,
Edinburgh Napier University,
UK



Host	Technical Co-Sponsor	Collaborator
		



For more detail:

EnviOn- It's all about Environmental Justice



Exploring the intricate interplay between **environmental concerns** and **societal equity**

Organized by:

Faculty of Allied Health Sciences

EnviOn was an initiative driven by the Department of Biological Sciences, Faculty of Allied Health Sciences, bringing together a harmonious convergence of academia, industry, and government to address one of the most pressing issues of our time—Environmental Justice. This multifaceted endeavor sought to explore the intricate interplay between environmental concerns and societal equity, aiming to foster a deeper understanding of the challenges and opportunities in achieving a just and sustainable coexistence with our environment. This objective aimed to cast a light on the often-neglected aspects of environmental justice, shedding new perspectives on the path to a more equitable and ecologically responsible future.




Panel Discussions

Environmental Justice


The Panel Discussion on Environmental Justice aimed to raise awareness and foster dialogue on this critical issue. Featuring experts, scholars, and advocates, the discussion covered the disproportionate impacts of environmental hazards on marginalized communities, the role of policy and legislation in addressing these inequities, and the need for equitable access to essential resources.

Moderator




Waqas Ahmed

CEO, Entertech Group of Companies




Mr. Hameed Ullah Malik

PDMA Director South,
Provincial Disaster
Management Authority,
Government of Punjab




Mr. Sajid Mustafa

CEO/Co-Founder Royal
Bio Energy




Mr. Altaf Hussain

Director
Zoological Survey of
Pakistan (ZSP)




Mr. Sardar Asif
Ali Sial

Former Director General,
ICPD



Dr. Azmat Naz

Deputy Director,
Environment Protection
Department



Dr. Derk Machiel
Bakker

Associate Professor &
Chairperson, Department
of Environmental Sciences,
Forman Christian College

Key Findings and Consensus

- The discussion underscored the necessity of ensuring fair and equitable distribution of environmental benefits and burdens. Environmental justice is essential to protect vulnerable communities from disproportionate environmental harms and to promote social equity.
- The panelists' diverse expertise highlighted the complexity of environmental issues and the need for collaborative efforts. Combining insights from disaster management, zoological studies, environmental protection, academia, and legal consultancy is crucial for developing holistic and effective environmental strategies.
- Representatives from various governmental bodies emphasized the importance of strong policies and enforcement in mitigating environmental risks. Effective policy-making and governmental involvement are key to achieving sustainable environmental conservation and justice.



1st International Medical Imaging Conference

Recent Advancements in Medical Imaging and Integration of **Artificial Intelligence in Healthcare;** Mark the Dawn of New Era

Organized by:
Department of Radiological Sciences and Medical Imaging Technology,
Faculty of Allied Health Sciences

Oerview:
The 1st International Medical Imaging Conference (MICON) held by the Department of Radiological Sciences and Medical Imaging Technology at Superior University was a resounding success during Research Week. With a theme focused on “Recent Advancements in Medical Imaging and Integration of Artificial Intelligence in Healthcare; Mark the Dawn of a New Era,” MICON provided a platform for experts to explore the frontiers of medical imaging and AI in healthcare. Over two days, it offered 4.5 CME Accreditation hours and contributed to UN Sustainable Development Goals, notably SDG 3, SDG 4, and SDG 17. The event encouraged collaboration, knowledge sharing, and a commitment to advancing healthcare and education, showcasing the potential of innovation in the field.



MICON Impact

10	03	408	05	150	73	04	02
National Speakers	International Speakers	Conference Participants	Workshops	Posters Exhibition	Workshop Participants	Collaborators	Sponsors

Panel Discussions

Empowering Medical Imaging Professionals: Bridging the Diagnostic Divide in Peripheral Regions of Pakistan

Moderator

Ms. Iqra Saeed
Lecturer – MIT
BSMIT (KEMU), MSBMS (NUST)

Panelists

Prof. Dr. M. Fiaz
Interventional Radiologist
Chairman IRSP, Board Member of Cancer Care Hospital & Research Centre

Prof. Dr. Iqbal Hussain Dogar
Professor Paediatric Radiology
Faisalabad Medical University
Consultant Radiologist at Ali Hospital, Thokar

Associate Prof. Dr. Raham Bacha
WUltrasonnd Specialist
University of Lahore

Prof. Dr. Shehzad Karim Bhati
Pain Specialist
MSc (Pain Medicine), FAAOT(USA)

Tumors in the brain can develop due to aging or injury and are often harmful. Detecting and analyzing them using MRI scans is challenging due to their diverse characteristics. To address this, Muhammad Javaid Iqbal, a Lecturer at Superior University, developed an automated MRI tumor segmentation model. This model preprocesses MRI data and employs the U-Net deep learning algorithm for accurate segmentation. Categorized by features like enhancing tumors and edema, this model enables faster identification of tumor regions, enhancing patient care. Hospitals can now utilize this program, facilitating quicker tumor localization and prompt patient assistance.



Panelists are discussing the Possibilities in Medical Imaging field of Pakistan

Poster Presentation Competition

The inclusion of Poster Presentations at MICON added another layer of depth to the conference, allowing participants to showcase their research and findings through visual displays. The highlight of this segment was the recognition of the three best poster presenters, who were awarded gold and silver medals to acknowledge and celebrate outstanding contributions to the field of medical imaging and artificial intelligence in healthcare.



Posters being evaluated

Collaborators & Sponsors:





2nd International Research Conference On Financial Economics And Humanities - ICFH

Risk Management, Financial Apparatuses, Capital Markets & **Fintech Innovation**

Organized by:
Faculty of Economics and Commerce



For more detail:

Oerview:
RASCON-24, held from March 1st to 3rd, 2024, at the Pearl Continental Hotel in Lahore, was a premier event in rehabilitation and allied health sciences. The conference focused on “Revolutionizing Healthcare Services in a Hyper-connected World by Navigating the Digital Ecosystem,” showcasing how digital technology can reshape healthcare. It featured keynotes, panels, and workshops, bringing together experts to explore digital advancements in patient care and rehabilitation.



Chief Guests



Prof. Dr. Shahid Munir
Chairperson PHEC

“ICFH 2024 discussions on financial planning and risk mitigation were insightful. Valuable for future-proofing educational institutions.”

Remarks



Mr Kashif Anwar
President-Lahore
Chamber of Commerce

“ICFH 2024’s focus on risk management and fintech innovation was a game-changer. Highly recommended to commerce leaders seeking a competitive edge!”

Remarks

International Keynote Speaker



Dr Paul Denman
USA

“ The 2nd International Research Conference on Financial Economics and Humanities presents a timely opportunity. Today’s financial landscape demands not just technical brilliance, but a nuanced understanding of human behavior and ethical considerations. Behavioral finance research offers crucial insights, and fintech innovation must be guided by a deep respect for human values. ”

Cutting edge research projects in pipeline

BioTech

Development of climate resilient cotton through overexpression and editing of genes/ transcription factors using Cas9 (Triple Stress Tolerant Cotton)

Triple-stress-tolerant (TST) cotton will ensure maximum yield (15 to 20% more compared to wild types) under drought, heat and/or flooding conditions.

Guests Remarks



Dr Asif Munir
Director Training, PHEC

As Director of Training at PHEC, I am deeply invested in fostering a skilled and knowledgeable workforce. This conference highlights the critical role of training and capacity building. By equipping researchers with the latest tools and frameworks at the intersection of finance and humanities, we can unlock groundbreaking discoveries and solutions.



Dr Tanveer Qasim
Director Coordination,
(PHEC)

This 2nd ICFH perfectly exemplifies the power of collaboration. By fostering coordination between financial and humanities scholars, we can unlock new avenues of inquiry. Imagine the possibilities when economic models are enriched by human behavior insights, or ethical considerations guide financial innovation.



Prof. Dr. Mubashar
Dean, University of the Punjab

As Dean of the Faculty of Commerce, I am a firm believer in the transformative power of research. This 2nd International Research Conference on Financial Economics and Humanities couldn’t be more timely. The financial technology sector is booming, but rigorous research is essential to ensure its innovation is ethical, sustainable, and truly serves humanity.



Prof. Dr. Shafqat
Rector, Institute of Management and Applied Sciences

Economic research is the bedrock of financial stability and sustainable development. This conference provides a crucial platform to explore emerging trends, dissect complex issues, and refine economic models for a better tomorrow.

ICFH At A Glance

85+	12	06	05	05	10+
Paper Presented	Case Studies	Scopus & Ssci Index Journal Collaborations	International Institutional Collaborations	Trainings	International Presentors

Collaborators:



Thesis Show

A Celebration of Creative Excellence of Our Students

The Superior University Thesis Show 2023 and 2024 were a resounding success, showcasing the exceptional talent and creativity of our graduating students in Creative Arts, Textile Design, Design, Architecture, and Fashion. This annual event is a culmination of their academic journey, a testament to their hard work, dedication, and artistic expression. Imagine a gallery space transformed into a symphony of creativity. Students, brimming with nervous excitement, unveil their final thesis projects – a kaleidoscope of cultural displays, breathtaking fine arts, captivating visual arts, and innovative graphic design

productions. These captivating representations – paintings, intricate textiles, ingenious product designs, architectural models, and stunning fashion collections – each stand as a testament to countless hours of work, experimentation, and artistic vision. The Thesis Show transformed our campus into a vibrant hub of creativity, featuring a diverse range of projects that highlighted our students' innovative thinking, technical skills, and artistic vision. The exhibition was a symphony of creativity, with each project telling a unique story and showcasing the students' ability to push boundaries and challenge conventional norms.

Organized by:



The event attracted a distinguished jury of industry experts, academics, and professionals from the world of art, design, and fashion. Their feedback and guidance provided invaluable exposure for our students, preparing them for a successful career in their chosen field. The Thesis Show 2023 and 2024 were a testament to Superior University's commitment to nurturing creative talent and providing a platform for students to showcase their work. We are proud of our students' achievements and look forward to their future successes.



Impact
Thesis Show
2023

89
Projects

1000+
Audience Attended

13
Guests

10
Jurists

03
Days of Exhibition

Impact
Thesis Show
2024

56
Projects

1000+
Audience Attended

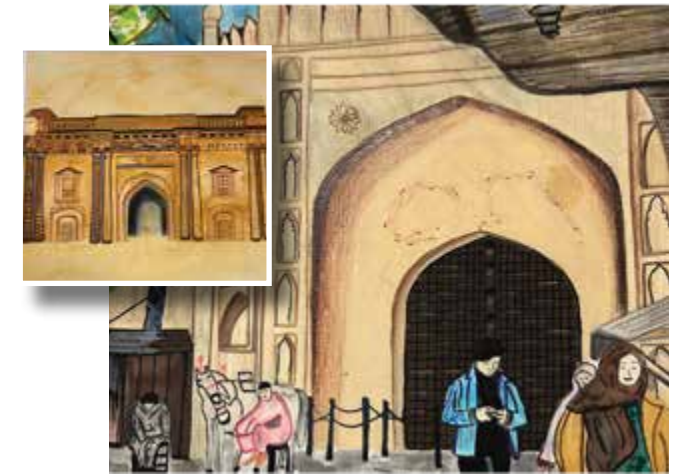
94
Guests

11
Jurists

03
Days of Exhibition

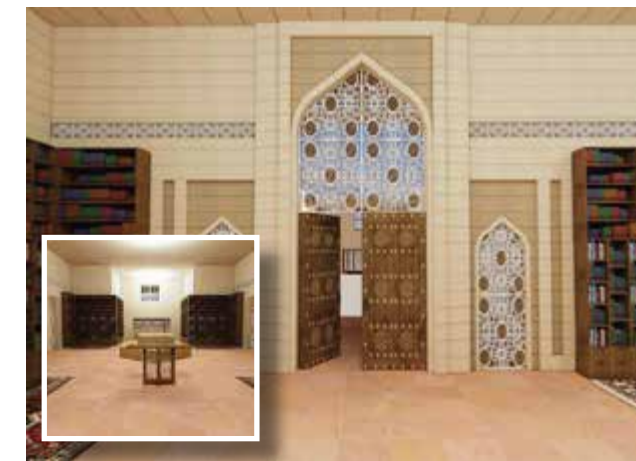
Textile Tapestry of Crafting Stories through the Lahore Four Gates

The Walled City of Lahore, established around 1000 CE, originally had 13 gates. Three were rebuilt simply, while the Delhi Gate, Shah Alami Gate, and Lohari Gate were more elaborate. The Shah Alami Gate was destroyed during riots. The 13 gates are Dehli, Roshnai, Yakki, Sherawala, Taxali, Lohari, Akbari, Shahalam, Bhatti, Kashmiri, Mochi, Masti, and Mori. My work focuses on four notable gates: Sherawala, Delhi, Roshnai, and Bhatti. Sherawala Gate, originally Khizri Gate, was renamed after Maharaja Ranjit Singh placed lions there for protection. People used boats to cross the Ravi River in front of these gates. Roshnai Gate is renowned for its architecture, and Delhi Gate, named after the Mughal capital, is famous for its beauty and historical significance.



Jahan E Danish Inspired By House Of Wisdom

The idea is to revive the House of Wisdom concept, fostering an environment for intellectuals, thinkers, philosophers, scientists, and professionals from all sectors in Pakistan and globally. It will serve as a translation center with common rooms, interactive spaces, meeting rooms, libraries, translation cabins, and pathways. A large library and a café will attract public interest in knowledge. Modern technology will be integrated, with media sets and podcast rooms to spread knowledge. Aesthetically pleasing designs will cater to the high aesthetic sense of intellectuals, enhancing creativity and the mode of living.



Pixel & Portraits Tribute to Revolutionary Icons

Pixel art, iconic in 1970s and 1980s gaming classics like Super Mario Bros and Space Invaders, experienced a nostalgic revival despite technological advances. Its precise pixel manipulation yields intricate designs, requiring meticulous skill. My love for 1990s pixel games inspired my fascination with their imaginative worlds. Seeing pixel art as more than an aesthetic, I linked pixel interconnectedness to collective success, a metaphor for unity. I rendered ten influential figures in both pixel and traditional forms, using diverse textile techniques like embroidery and patchwork, to create a pixelated tapestry of creativity and innovation.



Environmental Awareness Center

My thesis project focuses on designing an awareness center to strengthen environmental awareness physically, mentally, and spiritually. It acts as a mentor, fostering a sustainable relationship between people and the earth, aiming to cultivate a sense of place. The project aims to provide a sustainable design solution that educates and raises awareness about the importance of nature in Pakistan. It explores how interior design can create in-depth knowledge and understanding, ultimately changing people's attitudes by engaging human senses. Additionally, incorporating green spaces, indoor plants, and natural ventilation systems enhances the overall aesthetic and promotes a healthy atmosphere for visitors and staff.

We believe in continuous **Capacity Building** through effective **Trainings**

Superior University has a dedicated focus on series of Research Trainings. This past year our trainings touched upon the themes of knowledge integrity, standardization and monetization of academic research, and industry-academia collaborations.

Knowledge Exchange Activities

Mastering Dangerous Goods Regulations

Mr. Farooq shared invaluable insights into handling dangerous goods during air transportation. This training empowered participants with indispensable skills and a comprehensive grasp of intricate regulations and safety protocols, ensuring the secure transport of hazardous materials.



Mr. Sohail Farooq
Jazeera Airways

Recent Trends in Material Science & Technology

The training organized by Superior University - Faisalabad Campus marked a pivotal gathering, offering attendees invaluable insights into the forefront of advancements in this dynamic field. His session not only expanded horizons but also cultivated an atmosphere of curiosity and ingenuity, laying the groundwork for continued exploration and active participation in the ever-evolving domain of Material Science and Technology.



Prof. Dr. Ijaz Ahmad Bhatti
Chairman Faculty of Sciences
University of Agriculture
Faisalabad



Dr. Muhammad Naveed
Bahria University Islamabad,
Pakistan

Unlocking Funding Success: The Grant Writing Intensive

This Training adeptly unraveled the complexities of proposal writing while furnishing actionable insights and tactics for crafting compelling grant submissions. Attendees departed equipped with a refined comprehension of the craft, empowered to pursue funding avenues for their varied endeavors.



Muhammad Shahzad,
Assistant Professor,
University of Lahore

Mastering IPv4 Addressing & IP Subnets

The interactive nature of the session facilitated a dynamic learning environment, fostering engagement and collaboration among participants. By the end of the training, attendees gained a mastery of IPv4 addressing and IP subnets, equipping them with practical skills crucial for networking professionals and reinforcing the Superior University's commitment to delivering high-quality, practical education in the field of computer science and technology.

Unlocking the potential of research through licensing, consultancy, and spin-offs!

ORIC conducted training sessions on technology transfer and research commercialization explaining exciting realms of licensing, consultancy, and spin-off ventures with all faculties of the Superior University. ORIC is continuously empowering brilliant researchers with the skills to navigate these avenues, transforming their expertise into impactful collaborations, industry partnerships, and groundbreaking startups. Now the trained faculties are ready to embracing the boundless possibilities that arise from merging academia and entrepreneurship.



Dr. Shafique Ahmed
Manager Innovation and
Commercialization ORIC

How to Build your First Machine Learning Model

The training incorporated hands-on exercises, enabling practical application of newfound knowledge. By its conclusion, participants emerged with a mastery of IPv4 addressing and subnets, essential skills for networking professionals, bolstering Superior University's commitment to imparting practical, high-caliber education in computer science and technology.



Prof. Dr. Ijaz Ahmad Bhatti
Chairman Faculty of Sciences
University of Agriculture
Faisalabad



Dr. Farhan Ahmad Sheikh
NED Karachi

The Science of Synthesis: Systematic Literature Review (SLR) Essentials

Dr. Sheikh's invaluable instruction proved instrumental in refining the indispensable skills vital for conducting top-tier SLRs, solidifying this event as an indispensable asset for aspiring researchers and academics committed to advancing synthesis and scholarly investigation.

Cutting edge research projects in pipeline

HealthTech

Efficient Flow: The Clapper Valve in IV Drips

The clapper valve is an essential automatic device used in hospital and pharmacy settings, designed to maintain the integrity of IV drip systems.

Knowledge Exchange Activities

AI Text Generating Tools (ChatGPT etc.) – Your Co-Pilot for Office Work

Mr. Khokar’s expertise provided participants with hands-on insights into the capabilities of AI text-generating tools, including ChatGPT, as indispensable co-pilots for various office tasks. The session not only demystified the functionalities of these tools but also showcased their potential to enhance productivity and efficiency in day-to-day office work.



M. Ali Khokar
Head
TurboAnchor Pvt Ltd



Ms. Javeria Atta
Assistant Manager – ORIC
Superior University Lahore

Doing Effective Research Communication

The Office of Research, Innovation, and Commercialization (ORIC) had an experience sharing and planning session on Research Communication: Exploring Possibilities & Creating Synergies with the Team of the Office of Marketing and Communication (OMC). During the session, Ms. Javeria Atta provided a comprehensive briefing on the importance of effective research communication. Both the teams discussed and exchanged ideas on how to contribute to an integrated marketing plan that highlights the institution’s research endeavors. They explored innovative strategies and potential measures of collaboration to maximize the impact of research communication efforts.

How to publish the research paper in indexed Journals

The session not only demystified the publication process but also equipped participants with essential tools to enhance the visibility and impact of their research. Dr. Basheer’s training contributed significantly to empowering researchers to effectively communicate their findings and advance their academic careers, aligning with the university’s commitment to promoting high-quality research and scholarly excellence.



Dr. Farhan Basheer
Assistant Professor
University of Lahore.



Dr. CM Nadeem Faisal
Assistant Professor,
National Textile University
Faisalabad

Latest Aspects in CS&IT

The training session conducted by Dr. CM Nadeem Faisal was an enlightening exploration into the ever-evolving landscape of Computer Science and Information Technology. Dr. Faisal, with his extensive knowledge and expertise, provided participants with valuable insights into the latest trends, technologies, and developments in the field.

HEC’s Capacity Building Program on Innovation Commercialization & Technology Transfer at Superior University – Lahore Chapter

The recent Higher Education Commission, Pakistan (HEC) Islamabad’s third ORIC’s capacity building training program–Lahore Chapter, hosted at Superior University with support from Invest2Innovate (i2i), Karachi, was a significant event attended by 54 senior officials representing HEC-recognized ORICs. The program culminated with the presence of esteemed Guests of Honor, Ms. Noshaba Awais, Director of the Research for Innovation Division at HEC, and Pro-Rector of Superior University and former Chairman of PHEC, Prof Dr. M Nizam ud Din. Focused on ‘Innovation Commercialization & Technology Transfer from Lab to Market’ as part of the Higher Education Development in Pakistan (HEDP) Project, this initiative aimed at mastering research commercialization and fostering innovation among academic circles.

Cutting edge research projects in pipeline

BioTech

Low-Cost Milk Testing Strips for General Public

This project represents a significant milestone towards creating a cost-efficient milk-testing paper strip, providing an affordable and efficient solution to the current challenges, and making a real difference in milk quality testing.

54

Senior ORIC
Officers

24

Public and
Private Sector
Universities
Participated



Supported by:



Our **Seminar Series**, we revitalize the university’s research culture and propel innovation

Conducting Research Using AI Tools

Prof. Dr. Zill-i-Huma Nazli shared invaluable insights into the integration of teaching methodologies with cutting-edge research practices. Her participation helped us achieve the objective of introducing participants to the fundamentals of AI and its role in modern research. She unveiled a treasure trove of information for both faculty members and students, thereby providing hands-on experience with AI tools and techniques for research purposes, aligning with another seminar objective.



Prof. Dr. Zill-i-Huma Nazli
Vice Chancellor
Government College Women
University Faisalabad



Prof. Dr. Mahtab Ahmad Khan
Dean, Faculty of Pharmacy,
University of Central Punjab, Lahore.

Breaking Barriers: Enhancing Research through Interdisciplinary Dialogue and Collaboration

Prof. Dr. Khan emphasized the power of bringing together experts from diverse fields to address complex societal challenges. Second, the talk inspired a renewed enthusiasm for interdisciplinary research within the academic community, sparking new connections and partnerships among researchers from various disciplines. Lastly, the event encouraged participants to consider the practical steps and strategies necessary to implement interdisciplinary approaches in their own research projects, thereby enhancing the potential for groundbreaking discoveries and problem-solving in their respective fields.

Collaborative Explorations: A Journey through Interdisciplinary Research in Action

Optimal Outreach took center stage during the enlightening presentation by Mr. Adeel Saeed Mir, the CEO of Qarshi Foundation, at our recent event. Mr. Mir’s insightful talk, titled “Collaborative Explorations: A Journey through Interdisciplinary Research in Action,” delved into the importance of interdisciplinary research in achieving the Foundation’s outreach goals. He emphasized the need for collaborative efforts to explore new horizons and foster innovative approaches in their mission to create a positive impact. His thought-provoking insights left attendees inspired and motivated to further integrate diverse fields of knowledge in their own outreach endeavors.



Mr. Adeel Saeed Mir
CEO, Qarshi Foundation



Dr. Muhammad Nauman Aftab
Professor of Biotechnology
Director Institute of Industrial Biotechnology
GC University, Lahore

Unlocking the Potential: Bioinformatics and Research Commercialization

Dr. Aftab’s profound expertise and insights in the field of biotechnology and bioinformatics provided attendees with a deep understanding of the transformative power of research commercialization in this domain. The seminar emphasized the significance of harnessing bioinformatics tools and techniques to translate research findings into practical applications, driving innovation and economic growth. It left the audience with a renewed sense of purpose and a clearer vision of how to maximize the potential of bioinformatics for both scientific advancement and economic benefit.

Knowledge Exchange Activities

Intellectual Property by Mr. Farukh Aamil Chairman Intellectual Property Organization of Pakistan

The Office of Research, Innovation, and Commercialization (ORIC) organized a training session titled

‘Intellectual Property’ on Monday, 12th February 2023. Mr. Farukh Aamil, Chairman- Intellectual Property Organization of Pakistan graced the event with their worthy presence as trainer. The training aimed to introduce Intellectual Property laws (Patent, trademark, copyright, and Design), Patent System features of the Patent Ordinance, 2000, and the Process of registration of patents in Pakistan.



Leadership in the Digital Age: Leveraging Technology for Impactful Leadership

Superior University’s Mass Comm Club had organized an enlightening seminar titled “Leadership in the Digital Age: Leveraging Technology for Impactful Leadership,” with distinguished guest Sardar Muhammad Latif Khosa, Ex-Governor Punjab. The session had explored the vital intersection of leadership and technology, offering invaluable insights for navigating contemporary challenges. Mr. Khosa’s presence had added depth to the discussion, inspiring attendees with practical approaches to leveraging technology for effective leadership. It had been a memorable event that had left a lasting impact on all who had participated.

Cutting edge research projects in pipeline

FoodTech

Development, characterization and nutritional assessment of Multigrain cookies to formulate good alternative for Non communicable diseases



This project aims fight hunger with innovative and cost effective multigrain flour cookies (Ragi, barley, Oat and brown rice).

Our **Research Colloquia** connect local researchers with global leaders, driving international collaboration

Interdisciplinary Insights: Navigating Research Frontiers in the Digital Age



Prof. Dr. Ishfaq Bukhari
University of Pikeville, USA

Prof. Dr. Ishfaq Bukhari, a renowned scholar from the University of Pikeville, USA, recently conducted an online colloquium that delved deep into the contemporary challenges and opportunities for researchers in the digital age. His session served as an illuminating exploration of how interdisciplinary research and digital advancements are shaping the future of academic inquiry.



Facial Expression Augmentation for Children with Autism to Improve Recognition



The colloquium shed light on a groundbreaking approach to aiding children with autism. Mr. Johnson's presentation delved into the innovative realm of facial expression augmentation and its potential to enhance recognition in children with autism. By exploring cutting-edge research at the intersection of technology and psychology, attendees gained valuable insights into the transformative impact of facial expression augmentation.



Mr. Gordon Johnson
Postdoctoral Research Associate
Faculty of Engineering, Computing
and the Environment,
Kingston University London, UK.

Energy Management System for Future Buildings



Dr. Noman Shabbir
Research Fellow,
FinEST Center for Smart Cities,
Estonia.

Dr. Shabbir's expertise delved into the intricacies of energy management systems designed for the buildings of the future, emphasizing efficiency, sustainability, and the integration of smart technologies. Attendees gained valuable insights into the cutting-edge approaches shaping the landscape of building energy management, with a focus on creating environmentally conscious and technologically advanced structures.



ITU Evaluation Process for IMT-2020 (5G) Candidates



The Colloquium was an illuminating session that delved into the intricate evaluation process of IMT-2020, commonly known as 5G. Prof. Politis, with his extensive knowledge and experience, provided attendees with a comprehensive understanding of the International Telecommunication Union's evaluation criteria for identifying and assessing 5G technology candidates.



Prof. Dr. Christos Politis-
Professor, Director of the Digital
Information Research Centre (DIRC)
Faculty of Engineering, Computing
and the Environment,
Kingston University London, UK.

Knowledge Exchange Activities

Parametric Pattern Construction by Seamly Fashion Design Software



Ms. Hailah Al Houf
Manchester University, UK.

The colloquium was a fusion of creativity and technology. Led by the esteemed trainer, Ms. Hailah Al Houf from Manchester University, UK, the session added a touch of brilliance to the exploration of Seamly Software. This activity aimed to enhance the technological skills and proficiency of the faculty in utilizing software for fashion design purposes.



Endophyte-mediated biocontrol of plant pathogens



The focused on exploring and discussing the potential and effectiveness of endophytes in the biological control of plant pathogens. The colloquium also addressed the challenges and opportunities associated with harnessing endophytic microorganisms for sustainable and environmentally friendly plant disease management strategies.



Ayesha Ahmed
Research Fellow
Yunnan Agricultural University,
State Key Laboratory for
Conservative and Utilization of Bio-
resources in Yunnan, China

Research Paper Writing



Dr. Asif Saeed
Associate Professor (Finance),
Waikato Management School,
University of Waikato, New Zealand

The colloquium on "Research Paper Writing" focused on providing participants with comprehensive insights and practical guidance in the art and science of crafting research papers. The colloquium delved into various aspects of the research paper writing process, encompassing topic selection, literature review, methodology, data analysis, and result interpretation.



Theory and Management Research



The focus of the colloquium encompassed the examination of emerging trends, the integration of multidisciplinary perspectives, and the critical analysis of existing theories in the context of evolving business landscapes.



Prof. Dr. Jeroen Stouten
Professor, Katholieke Universiteit (KU)
Leuven
Visiting Professor, Ghent University in
Belgium

Qualitative Research



Dr Amirrudin Kamsin
Associate Professor, Faculty of
Computer Science and Information
Technology, Universiti Malaya, Malaysia

The colloquium on "Qualitative Research" convened with a primary focus on exploring and discussing various aspects of qualitative research methodologies. Participants delved into the nuanced techniques employed in qualitative inquiry, emphasizing the significance of in-depth data collection, interpretation, and analysis.



Elucidating the Art of Writing an Effective Research Article



The colloquium aimed to enhance participants' understanding of the key elements that contribute to the success of a research article. Attendees gained practical tips on structuring their work, refining their writing style, and adhering to ethical standards in academic research.



Dr. Mudassir Abbasi
Research Assistant
Department of Molecular
PharmaceuticsUniversity of Utah, Salt
Lake City Utah, USA

How to Publish Research Papers in Scopus Indexed Journals



Dr Amirrudin Kamsin
Senior Research Fellow Faculty of
Management, Warsaw University of
Technology, Warsaw, Poland.

The colloquium aimed to assist researchers in understanding the key steps involved in successfully publishing their work in prestigious journals indexed by Scopus. Topics covered included selecting appropriate journals, adhering to submission guidelines, and navigating the peer-review process.



Survey Design Strategy for Quantitative Research



The focus of the colloquium was centered around elucidating effective methodologies and strategies employed in the design of surveys for quantitative research. Participants delved into the intricacies of crafting survey instruments, addressing sampling techniques, formulating unbiased and relevant survey questions, and optimizing data collection processes.



Dr. Bidhubhusan Mahapatra
Chairman Department of Medicine and
Allied Sciences
Head- Monitoring, Evaluation,
Accountability & Learning
Norwegian Refugee Council, Amman,
Jordan

Beyond Systematic Review (Umbrella Review)



Dr. Muhammad Faisal Rana
Consultant
American Dental College Kuwait

The colloquium focused on exploring innovative approaches and methodologies in the field of research synthesis. Participants delved into the intricacies of umbrella reviews, aiming to broaden their understanding of this advanced form of evidence synthesis.



Generative AI in Recommendation Systems



The colloquium on was centered around exploring and discussing the pivotal role of generative artificial intelligence (AI) in recommendation systems. Participants delved into the applications, challenges, and advancements in leveraging generative AI techniques to enhance the effectiveness and personalization of recommendation algorithms.



Dr. Maizatul Akmar Ismail
Associate Professor, Department of
Information Systems
Faculty of Computer Science and
Information Technology,
University of Malaya (UM), Malaysia

Internet of Things (IoT): Perspectives on Design and Security



Dr. Muhammad Ramzan
Saudi Electric University,
KSA

The focus of the colloquium was centered around exploring and discussing various aspects related to the design and security of the Internet of Things. Participants delved into the challenges and opportunities presented by IoT technologies, examining the design principles that govern IoT systems and the crucial issue of ensuring robust security measures.



Debt for Proft Industry: The Islamic Management Perspective



The focus of the colloquium was on examining the principles and practices of the debt-for-profit industry from the standpoint of Islamic management. Participants delved into discussions and presentations that explored the compatibility of conventional debt-based financial systems with Islamic principles and sought to identify alternative approaches that align more closely with Islamic ethical and financial frameworks.



Prof. Dr. Mohd Nazari Ismail
Honorary Professor
Faculty of Business and Economics,
University of Malaya, Kuala
Lumpur, Malaysia.

Environmental Sustainability: Digital Transformation and Economic Development



Dr. Muhammad Mohsin
Associate Professor
Hunan University of Humanities,
Science and Technology, China

The focus of the colloquium was on exploring the intricate relationship between digital transformation, economic development, and environmental sustainability. Participants delved into discussions and presentations that examined how technological advancements and digital innovations could be harnessed to foster economic growth while concurrently addressing environmental concerns.



Bacterial-assisted phytoremediation of crude oil-contaminated soil



The focus of the colloquium was on exploring and discussing the utilization of bacteria to enhance the phytoremediation process in soil contaminated with crude oil. Participants delved into various aspects, including the identification of suitable bacterial strains, their interactions with plants, and the overall effectiveness of this approach in mitigating crude oil pollution in soil environments.



Dr. Kaneez Fatima
Assistant professor
Department of Life Sciences
University of Management and
Technology, Lahore

Our Knowledge Dissemination Platforms

Superior's Research Journals

The superior university believes in offering value to the community of researchers through various knowledge exchange and dissemination activities. Quality journals play an important role in promoting research culture and knowledge exchange among academics. To contribute to quality research, Superior University publishes 12 Journals out of which 6 journals are recognized by the HEC Journal Recognition System (HJRS) has published their issues. We are pleased to share that the following journals of Superior University:

Cutting edge research projects in pipeline

HealthTech

Development and Commercialization of Therapeutic Nanoparticles for Treatment of Neurological Disorders and Cancer Therapy

This project serves SDG 3 by using biodegradable Acrylamide based nanoparticles to treat cancer and brain diseases.

Chief Editor: Prof. Dr. Sumaira Rehman

HEC Recognized

International Journal of Management Research and Emerging Sciences

Areas

- Accounting
- Banking
- Behavioral Finance
- Business Intelligence & Strategy
- Business Model Innovation & Others

Chief Editor: Prof. Dr. Muhammad Naveed Babur

HEC Recognized

Journal of Biological and Allied Health Sciences

Areas

- Cell Biology
- Developmental Biology
- Structural Biology
- Microbiology
- Molecular Biology & Genetics & others

Chief Edit: Prof Dr. Muhammad Naveed Babur PhD

HEC Recognized

The Superior Journal of Physical Therapy & Rehabilitation

Areas

- Physical Therapy
- Orthotics & Prosthetics
- Occupational Therapy
- Rehabilitation Medicine
- Exercise Physiology & others

Chief Editor: Dr. Abubakar Munir

HEC Recognized

International Journal of Pharmacy and Integrated Health Sciences

Areas

- Pharmaceutics
- Clinical Pharmacy and Therapeutics
- Pharmaceutical Chemistry
- Pharmacogenomics
- Nanotechnology and Nanomedicine & others

Chief Editor: Dr. Sajid Hussain

HEC Recognized

Journal of Media and Entrepreneurial Studies

Areas

- Media Entrepreneurship
- Social Media and Entrepreneurship,
- Entrepreneurship Education for Film and Media Arts
- Independent News Media Firms
- Media And Women Entrepreneurship & others

Chief Editor: Prof. Dr. Sumaira Rehman

HEC Recognized

Journal of Entrepreneurship and Business Venturing

Areas

- Entrepreneurship
- Entrepreneurship & family businesses
- Profit maximization
- social entrepreneurship
- Entrepreneurial marketing & others

Chief Editor: Prof. Dr. Sumaira Rehman

International Journal of Research in Economics and Commerce

Q2 Q3 Q4

Chief Editor: Dr. Arfan Jaffar

Journal of Innovative Computing and Emerging Technologies

Areas

- Computer Science
- Software Engineering
- Information Technology
- Data Sciences & Knowledge Systems
- Artificial Intelligence & Others

Chief Editor: Dr. Mustafa Shakir

International Journal of Sciences and Emerging Technologies

Areas

- Electrical Engineering
- Power Engineering
- Power Electronics
- HVDC Transmission System
- Environmental Engineering & others

Chief Editor: Prof. Dr. Sumaira Rehman

International Journal of Business and Finance Implications

Areas

- Accounting
- Banking
- Behavioral Finance
- Business Intelligence and Strategy
- Business Model Innovation & others

Chief Editor: Prof. Dr. Muhammad Zahid Latif

South Asian Journal of Medical Sciences

Areas

- Health Care
- Medical Education
- Patient Management
- Quality In Health Care
- Including Basic Subjects & others

Chief Editor: Dr. Danishwar Malik

Superior Law Review

Areas

- Human Rights Law
- Privacy and cyber security laws
- Health Laws
- International Economic Law
- Child Protection Laws & others

CARBS BUSINESS REVIEW

A Knowledge Sharing Platform by 1st Entrepreneurial Business School of Pakistan

For More Information Scan



There are very few platforms available in the business schools of Pakistan where professionals and experts can share their practical knowledge and insights about their industry with others. Similarly, the knowledge produced by scholars through research papers does not reach managers and professionals because the language and structure of research journals are not suitable for this audience. To bridge this gap, Chaudhry Abdul Rehman Business Schools has launched CARBS Business Review, a platform dedicated to providing insightful and thought-provoking articles, analysis, and commentary on various aspects of Pakistan's economic and social landscape. CARBS Business Review serves as a tool to bridge industry-academia gap and promote insights and best practices of Pakistani business leaders.

Benchmarked with Harvard Business Review, **CARBS BUSINESS REVIEW** is maiden initiative by any business school in Pakistan to provide platform to professionals and experts for sharing their practice wisdom.

Authors

25+

Industries in Focus

10+

Articles

35+

Readership

25000+

By fostering a collaborative research environment and forging strategic partnerships, we consistently deliver impactful **Research Projects** that make a difference

Despite the challenges in access to funding, the University’s commitment to discovery and research translation continued. Traversing fields as wide as engineering, biopolymer technology to reducing hazardous waste in industrial, saving invaluable human lives through use of Internet of Things, the University’s research covered a comprehensive range of activity that will benefit communities and people in a post-COVID-19 world.

Innovative Robotic Rehabilitation System for Upper Limb Motor Impairment: Robo-litation


Prof. Dr. Arfan Jaffar, Dean of the Faculty of Computer Science and Information Technology, has been awarded a prestigious research grant of Rs. 3,518,000 by the Pakistan Science Foundation. The grant will fund the innovative project titled **“Innovative Robotic Rehabilitation System for Upper Limb Motor Impairment: Robo-litation.”**

This pioneering project aims to revolutionize the field of rehabilitation for individuals with upper limb motor impairments by leveraging cutting-edge technology. The core components of the Robo-litation system include advanced glove designed to capture and translate hand movements into robotic actions, enabling users to perform assisted rehabilitation exercises effectively. The AI technology embedded in the glove ensures precise and adaptive responses to individual user needs, promoting more efficient and targeted rehabilitation.

Funded by:  **Pakistan Science Foundation, Islamabad**

Real Time Data Acquisition and Remote Monitoring of Patient’s Vital Signs in ICU using Internet of Things (NRPU-HEC)

Real-Time Data Acquisition and Remote Monitoring of Patient’s Vital Signs in ICU using Internet of Things (NRPU-HEC) is a research project aimed at utilizing advanced technologies to enhance the monitoring and care of patients in the Intensive Care Unit (ICU). The project is supported by the National Research Program for Universities (NRPU) in collaboration with the Higher Education Commission (HEC). The main objective of this project is to develop a system that leverages the Internet of Things (IoT) to acquire real-time data on patients’ vital signs and enable remote monitoring. By integrating IoT devices, sensors, and wireless communication technologies, the project aims to provide healthcare professionals with accurate and timely information about patients’ physiological parameters, such as heart rate, blood pressure, oxygen saturation, temperature, and respiratory rate.

Funded by:  **Higher Education Commission of Pakistan**
Real Time Data Acquisition and Remote Monitoring of Patient’s Vital Signs in ICU using Internet of Things (NRPU-HEC) – 6.9 Million PKR



Dr. Arfan Jaffar
Dean
Faculty of Computer Sciences and Information Technology



Dr. Mustafa Shakir
Associate Professor,
Faculty of Engineering and Technology

Ultra-wideband gap and 2D materials for photonics, and laser matter-interactions

We are proud to announce that Dr Saif Ur Rehman from the Faculty of Engineering & Technology is collaborating with Chinese Academy of Sciences to solve the national challenge of electricity distribution. He is fabricating 2D Photonic Devices to Improve Power Distribution Systems. This is a significant step forward in our efforts to create a more efficient and reliable energy infrastructure.



Funded by:



Chinese Academy of Sciences, China

Chinese Academy of Sciences funded the project “Ultra-wideband gap and 2D materials for photonics, and laser matter-interactions” worth 5.7 million PKR

Funding Highlights

Awarded to Dr. Saif Ur Rehman
Assistant professor at Faculty of Engineering and Technology
This is 2 year long project which shall develop 2D materials for photonics, and laser matter-interactions.

Biopolymer based Enzyme- mediated fast in situ injectable hydrogels laden with Curcumin nanocrystals for bone tissues engineering with the acronym Hydrobonereg

Hydrobone is a research project focused on developing an innovative approach to bone tissue engineering using biopolymer-based enzyme-mediated fast in situ injectable hydrogels laden with curcumin nanocrystals. The acronym Hydrobone stands for “Hydrogel-based Bone Regeneration.”

The project aims to address the challenges associated with traditional bone tissue engineering methods by leveraging the unique properties of hydrogels and curcumin nanocrystals. Hydrogels are three-dimensional networks of crosslinked polymers that can absorb large amounts of water, closely resembling the natural extracellular matrix found in tissues. Curcumin, a natural compound derived from turmeric, has shown promising anti-inflammatory, antioxidant, and osteogenic properties beneficial for bone regeneration.



Dr. Syed Ahmed Shah
Assistant Professor,
Faculty of Pharmacy

Funded by:



Polish Academy of Sciences (PAS), Poland

PAS funded a project “Biopolymer based Enzyme- mediated fast in situ injectable hydrogels laden with Curcumin nanocrystals for bone tissues engineering with the acronym Hydrobonereg” worth Rs. 37.8 Million PKR.

Funding Highlights

- Awarded to Dr. Syed Ahmed Shah – Assistant Professor at Faculty of Pharmacy
- This is 3 year long project which shall develop innovative approach to bone tissue engineering using biopolymer-based enzyme-mediated fast in situ injectable hydrogels laden with curcumin nanocrystals.

Innovation @ SUPERIOR

"Innovation at Superior" is a series that showcases the innovative ideas and projects of students and faculty at Superior University. The series highlights the creativity and problem-solving skills of university researchers as they tackle real-world challenges and develop cutting-edge technologies. Each episode features a different project and explores the process behind its development, as well as its potential impact on society.

WURI | The WORLD UNIVERSITY RANKINGS for INNOVATION

WE ARE RANKED No.296
among the World University Rankings for Innovation



Our Trailblazing Impact in Art and Textiles

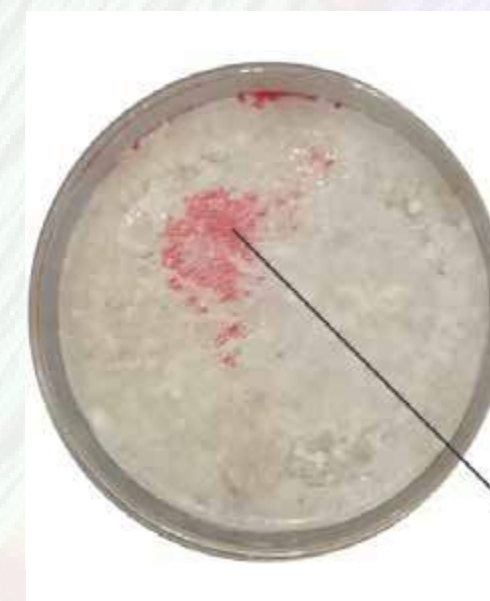
Prof. Dr. Nabeel Amin, Dean of the School of Art and Design, brings a wealth of expertise in sustainable textile processing, total quality management, and lean manufacturing, earned through extensive industry and academic experience. His distinguished background includes a Ph.D. from the University of Leeds, UK, and numerous professional certifications spanning Lean Manufacturing, Six Sigma, and Sustainable Energy Management. Dr. Amin's remarkable contributions have been recognized with a Bronze Medal from the Society for Dyers and Colourists, UK. Beyond academia, he actively collaborates with top textile industries, leveraging his expertise as a consultant. Notably, Dr. Amin initiated the design studio, showcasing a fusion of architecture and design excellence, crafting spaces that seamlessly blend functionality and aesthetics. His pioneering work in technical textiles and sustainable technologies significantly advances eco-friendly practices in the textile industry, setting a commendable precedent at the intersection of sustainability and design.



CHROMOFIBRA

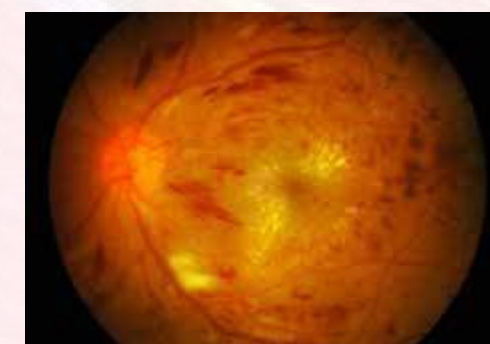
The study investigates a novel and sustainable method for textile dyeing using bacterial pigments produced by *Serratia marcescens*, grown on agricultural waste media. This approach not only repurposes agricultural waste but also offers an eco-friendly alternative to synthetic dyes, which are associated with environmental pollution and health risks. The process involves immersing fabrics in nutrient-rich media derived from agricultural waste, inoculating them with bacteria, and incubating them to produce vibrant and durable colors. The method was particularly effective on polyester fabrics, showcasing Superior dye uptake and color retention. Despite the process's complexity and potential scalability challenges, its cost-effectiveness and reduced environmental impact make it a promising solution for the textile industry.

This innovative technique demonstrates the potential to transform conventional dyeing practices, promoting sustainability and responsible resource use. Continued research and optimization are essential for refining this method and addressing its limitations, paving the way for its broader adoption in textile manufacturing.



Possible Indicators of Diabetic Retinopathy in Type-Two Diabetes

In Pakistan, 11.77% of the population suffers from type 2 diabetes, with an alarming 80% at risk of developing diabetic retinopathy, a severe eye complication associated with diabetes. Dr. Kanwal Ijaz undertook a study to investigate blood substances among individuals with type 2 diabetes. Analyzing data from 80 patients, she categorized them based on diabetic retinopathy presence and conducted a thorough analysis. The study unveiled lower levels of serum albumin and elevated levels of glycated albumin and angiopoietin-2 in the blood of those with diabetic retinopathy. These findings suggest a potential association between these substances and the onset and progression of type 2 diabetes. Monitoring these markers could offer valuable insights into the management of type 2 diabetes and its complications, particularly diabetic retinopathy. The study's identification of increased levels of glycated albumin and angiopoietin-2 in type 2 diabetics underscores their probable involvement in the pathogenesis and advancement of diabetic retinopathy.



Developing Eco-friendly Building Materials Using Industrial By-Products and Metakaolin

Mr. Azher Mehmood Department of Civil Engineering, Faculty of Engineering and Technology is developing eco-friendly building materials using industrial by-products and metakaolin. With the concrete construction industry heavily reliant on CO2-producing cement and Pakistan ranking as a major brick-producing nation, the escalating brick production poses a threat to agricultural areas. Mr. Mehmood’s approach involves utilizing cost-effective materials like metakaolin, fly ash, and sugarcane bagasse ash to enhance the strength and durability of bricks. His research indicates a substantial improvement in these aspects compared to standard clay bricks, showcasing the potential for robust structures. These eco-friendly geopolymer bricks hold promise for environmental sustainability by repurposing waste materials and minimizing pollution, offering encouraging results in strength, durability, and innovative construction possibilities.



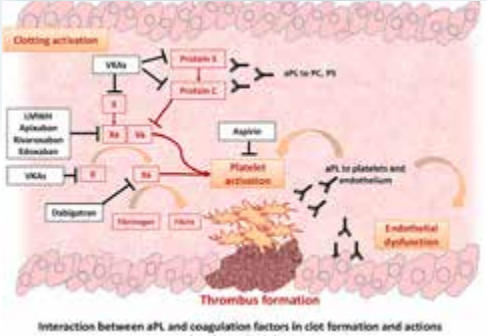
Efficient Flow: The Clapper Valve in IV Drips

The clapper valve is an essential automatic device used in hospital and pharmacy settings, designed to maintain the integrity of IV drip systems. Positioned within the drip tube, this valve serves a crucial role in regulating fluid flow. Its configuration allows it to effectively prevent the backflow of both fluid and air, ensuring a unidirectional movement of substances within the system. In practical terms, the clapper valve operates seamlessly, responding to changes in pressure within the IV drip setup. When fluid is administered to a patient, the valve opens to allow the passage of the solution, facilitating the controlled delivery of medication or fluids. Importantly, it swiftly closes once the flow ceases, preventing any residual fluid or air from traveling backward through the tubing. This mechanism is vital for patient safety and treatment efficacy. By maintaining a consistent flow direction, the clapper valve helps to avoid contamination of the IV line and minimizes the risk of air embolisms or other complications associated with backflow. Its reliable operation ensures that medical professionals can administer treatments with confidence, knowing that the IV drip system is functioning optimally to deliver the necessary care to patients.



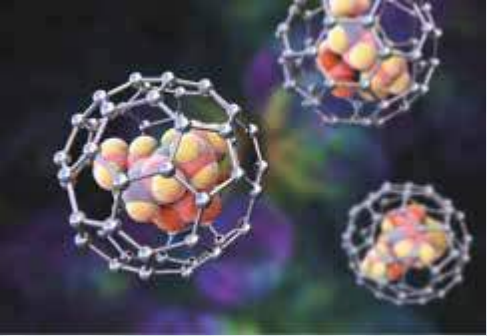
Exploring the role of rivaroxaban medicine in treating heart and chronic kidney disease

Millions feel the grip of atrial fibrillation, a pervasive heart rhythm disorder dominating hospital corridors in developed nations. Linked arms with chronic kidney disease, it shadows 10-15% of CKD patients, menacingly raising the specter of stroke with persistent presence. Dr. Nasir pioneers the exploration of rivaroxaban’s prowess in battling this dual threat. For those entangled in CKD’s web, the stakes double, with stroke and bleeding risks soaring. Enter rivaroxaban, a beacon of hope in the pharmaceutical landscape, promising smoother sailing than its predecessors. Dr. Nasir find solace in its steady hand, as studies herald a 50% reduction in bleeding hazards, securing hearts and kidneys alike in its protective embrace.



Unveiling the potential of Gold Nanoparticles in hydrogel for rapid Wound Healing

Scientists at Superior University have successfully engineered distinctive cubic and rectangular gold particles utilizing gel extracted from Cydonia oblonga seeds. These gold particles have demonstrated notable efficacy in combating germs and expediting wound-healing processes. Dr. M. Mudassir Iqbal is currently spearheading research endeavors aimed at exploring the diverse potential applications of hydrogel-based synthesis for producing gold nanoparticles. The primary focus of this research is to enhance the antimicrobial properties and wound-healing capabilities of these nanoparticles. Initial findings from the study indicate that the application of gold particles to wounds in mice resulted in accelerated wound healing. Furthermore, analysis revealed heightened activity of healing-related genes in the presence of these gold particles. Overall, the study presents promising evidence supporting the antimicrobial and wound-healing properties of these gold particles, suggesting their potential therapeutic applications.



Design and Implementation of NEURO SKY brain Signal controlled based on EEG Sensor

A team of researchers, led by Dr. Hamayun Khan from the Department of Computer Sciences at the Faculty of Computer Sciences and Information Technology, is developing a revolutionary project titled “The Design and Implementation of an EEG-based Brain Controlled Wheelchair” under the National Grassroots ICT Research Initiative Championship 2024. This project is a shining example of Pakistani ingenuity, being selected among the TOP 10 out of 1450 IGNITE funded projects throughout the nation. This brain-controlled wheelchair aims to transform the lives of individuals with mobility limitations. It utilizes a wireless EEG headset to capture brain activity, which is then processed by machine learning algorithms to translate the user’s intent into directional commands for the wheelchair. This user-centered design, incorporating feedback from individuals with disabilities, promises to enhance independence and improve the quality of life for those facing physical challenges. The project’s impact extends beyond daily mobility, holding potential for rehabilitation purposes, potentially aiding patients in regaining motor function.



Exploring BRICS Nations’ Environmental Concerns Amid Economic Growth

The BRICS nations—Brazil, Russia, India, China, and South Africa—are key to the global economy but have caused significant environmental damage, contributing 41% of global CO2 emissions before 2017. Researchers using the nonlinear autoregressive distributed lag (NARDL) method found that economic growth, energy use, and trade openness increase emissions of pollutants like carbon dioxide and nitrous oxide. However, investing in new technologies and improving institutional effectiveness can reduce these emissions. The study suggests that BRICS countries must balance economic growth with environmental sustainability.



Our research ecosystem transforms ground-breaking Research into real-world solutions through successful Research Commercialization

Superior University understands and support commercialization of knowledge being created by its students, staff researchers and faculty members through a policy framework and robust governance mechanism.

Superior University is dedicated to cultivating a dynamic research environment that drives innovation and promotes commercialization through various avenues such as spin-offs, licensing agreements, and consultancies. Our commitment lies in facilitating the transition of research breakthroughs into thriving ventures, thereby enhancing the societal and economic impact of our research efforts.

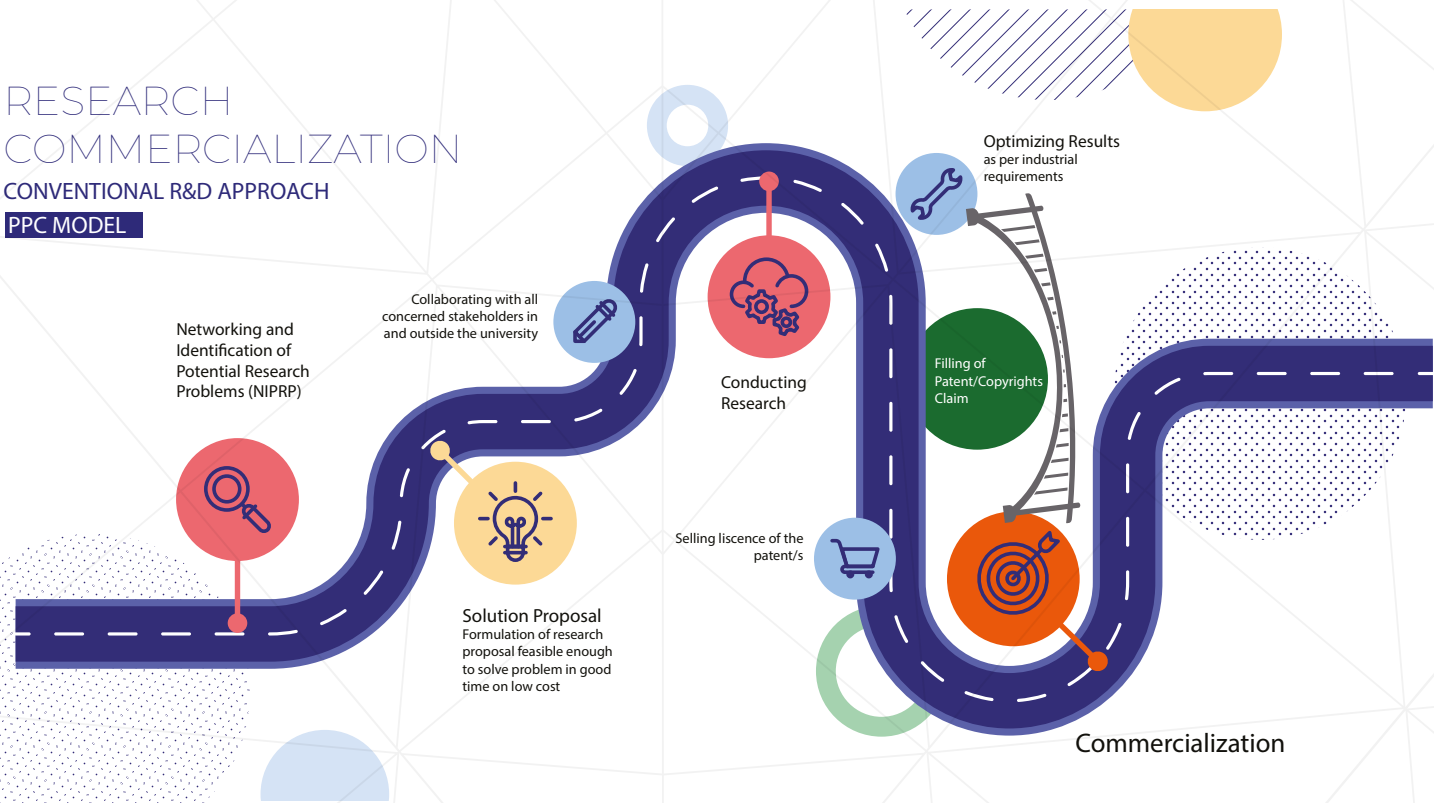
“PPC Model”: A Framework for Streamlined Technology Commercialization

This report introduces the Project-Patent-Commercialization (PPC) model, a novel framework designed to enhance the efficiency and success rate of technology commercialization efforts. Developed by the research commercialization office, the PPC model offers a structured approach for researchers and entrepreneurs to navigate the often-complex process of bringing their innovations to market.

The Three Pillars of PPC Model

- 1. Project:** This initial stage focuses on project definition and feasibility assessment. Researchers receive guidance in developing a comprehensive project plan, including market research, competitor analysis, and identification of potential funding sources. This phase ensures a strong foundation for the technology’s commercial viability.
- 2. Patent:** Understanding the importance of intellectual property (IP) protection, the model emphasizes securing patents for the developed technology. Our IP experts collaborate with researchers to navigate the patent application process, safeguarding their competitive edge and maximizing the potential return on investment.
- 3. Commercialization:** The PPC model extends beyond patenting. We actively facilitate commercialization by connecting researchers with industry partners, potential investors, and licensing opportunities. This proactive approach bridges the gap between innovation and real-world application.

RESEARCH COMMERCIALIZATION
CONVENTIONAL R&D APPROACH
PPC MODEL



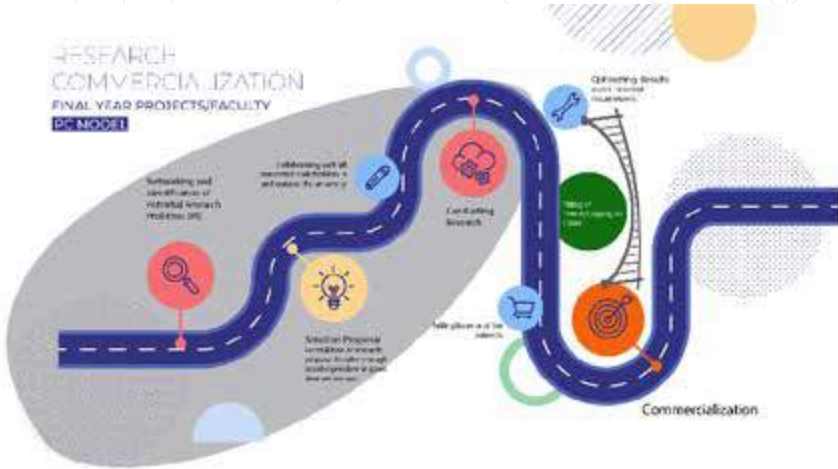
“PC Model”: Leveraging Student and Faculty Innovation

The research commercialization office also presents the PC model, a complementary framework designed to unlock the commercial potential of completed final year projects and faculty research. Unlike the PPC model, the PC model focuses on Patent acquisition and subsequent Commercialization efforts for existing innovations.

This model provides a streamlined path for students and faculty members to explore the commercial viability of their accomplished projects. Here’s how it works:

Stage 1: Patent - Our IP experts assess the potential for patenting the developed technology. This includes evaluating the invention’s novelty, non-obviousness, and industrial applicability. If deemed patentable, we assist in navigating the patent application process, ensuring proper protection for the intellectual property.

Stage 2: Commercialization - Once patent protection is secured, the PC model actively facilitates bringing the innovation to market.



“ The PC model provides a valuable avenue for students and faculty to realize the commercial potential of their intellectual efforts. It offers a streamlined and targeted approach to patent acquisition and market exploration, ultimately accelerating the translation of academic research into impactful commercial outcomes. ”

“TPP Model”: Bridging Innovation Gaps with Collaborators

The research commercialization office introduces the TPP model, focusing on the commercialization of Third-Party Projects. This model leverages the potential of semi-completed or completed projects developed through collaborations with external partners.

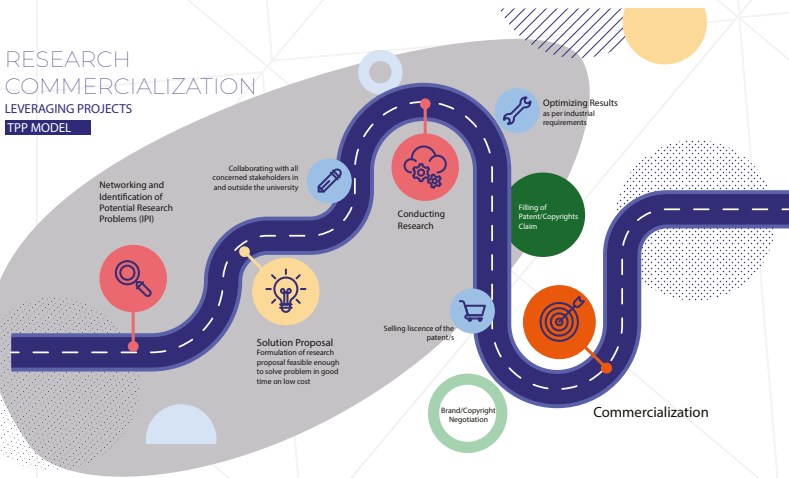
The TPP model recognizes that valuable innovations can emerge from collaborative research efforts. It offers a framework to bridge the gap between collaborative research and successful market adoption. Here’s a breakdown of the model:

Stage 1: Opportunity Assessment - We begin by evaluating the commercial potential of the third-party project. This includes analyzing the technology’s novelty, market need, and potential for further development. We also assess intellectual property ownership and establish clear agreements with collaborators regarding commercialization rights.

Stage 2: Project Completion (if necessary) - Depending on the project’s stage, the TPP model may involve providing support to complete the technical development. This could include access to our facilities, expertise, or funding to finalize the prototype or technology.

Stage 3: Patent & Commercialization - Similar to the PPC model, the TPP model prioritizes securing patents for the jointly-developed technology.

RESEARCH COMMERCIALIZATION
LEVERAGING PROJECTS
TPP MODEL



Benefits of the Research Commercialization Models

- **Reduced Time to Market:** Streamlined processes minimize delays associated with project development, patent acquisition, and commercialization efforts.
- **Enhanced IP Protection:** Expert guidance throughout the patent application process safeguards researchers' inventions, fostering a competitive advantage and attracting potential collaborators.
- **Increased Success Rates:** The comprehensive approach of the PPC model, encompassing feasibility assessment, IP protection, and active commercialization strategies, significantly improves the likelihood of successful technology commercialization.

Superior University's Spin-offs: Driving Innovation to Market

Superior University has implemented a robust framework for creating spin-off companies based on intellectual property, aimed at translating research outcomes into prosperous commercial ventures. Leveraging the combined expertise and resources of the Office of Research, Innovation, and Commercialization (ORIC), alongside university-wide entities such as ID92 and Infinite Scaleup, we are committed to nurturing these spin-offs into successful enterprises. We take pride in presenting the following spin-off initiatives:



Restoring Lives

The Comprehensive Rehabilitation Centre (CRC), from Faculty of Allied Health Sciences, is dedicated to restoring function and improving the quality of life for individuals recovering from injury, surgery, or living with physical impairments. Services include:

- Physical Rehabilitation & Pain Management
- Training Services for Physical Therapists



Visionary Solutions: Advancing Eye Treatment

University spin-off, from Faculty of Allied Health Sciences, is dedicated to pioneering advancements in eye treatment. Our center harnesses the power of expertise to deliver personalized care, restoring vision and transforming lives. Services include:

- Low Vision Rehabilitation and Vision Therapy
- Optical Dispensing Services



Nurturing Artistic Expression

The Centre of Creative Art is a dynamic Centre, under the aegis of Faculty of Art and Design, focused on promoting Art and Design practice among students. The Centre provides a range of facilities, including galleries, venues for performances, workshops, educational resources, and technical equipment. Services include:

- Arranging Exhibitions
- Consultancy to Fine Art Industry



Where Creativity Meets Functionality and Education

Opus is the definitive online brand for student products by the School of Art & Design, offering meticulously crafted collections that blend creativity, functionality, and educational enhancement. Experience the synergy of design and education with Opus. Services include:

- Digital Marketing
- Commercialization of Students' Artworks



Crafting Transformative Spaces

The Design Studio is a spin-off from School of Art and Design specializing in architecture and design, where our team of experts crafts transformative spaces that seamlessly blend functionality and aesthetic excellence. Services include:

- Graphic & Textile Designing
- Fashion & Interior Design
- Trainings



Where Tradition Meets Modern Elegance

S'Couture is luxury designer fashion house specializing in the fusion of traditional classics with modernistic chic in Haute Couture, Pret-a-porter, and Fabric creations. Services include:

S'Couture - customization, make to order and bespoke

Mass Production - CMT services, ready to wear and pret-a-porter

Our Growing IP Portfolio

We have now 2 Patents, 3 copyrights, and 5 trademarks as intellectual property.



Cutting edge research projects in pipeline

HealthTech
Implementation of Dissolving Microneedles in Pakistan's Healthcare Sector for growing Therapeutical Needs



This technology is expected to enhance patient compliance, reduce risks associated with needle usage, and streamline medication and vaccine administration, particularly in rural and underserved areas.

SPOT LIGHT

"32 Intellectual Properties Disclosed by Researchers"

Research Communication

We believe in active and effective research communication to all of our stakeholders in academic and non-academic world

We're thrilled to announce the success of our initiatives aimed at honoring the achievements of our esteemed research community. Through a dedicated effort to recognize excellence, we've implemented a structured process for featuring researchers across various platforms.

One particularly effective avenue has been showcasing their accomplishments on university official pages, the ORIC website, and the covers of our newsletter magazine. Highlighting researchers on official university channels has proven invaluable in not only acknowledging their individual triumphs but also in amplifying their work to a wider audience within our academic community. This visibility underscores our commitment to valuing and promoting the contributions of our researchers.

Moreover, featuring researchers on the covers of our newsletter magazine has generated considerable excitement. These visually striking covers serve as vibrant representations of the remarkable endeavors undertaken by our talented individuals. Such recognition not only fosters a sense of pride among our researchers but also serves as inspiration for others to pursue excellence.

Our dedication to celebrating the achievements of our research community through these platforms has yielded positive results. It has cultivated a culture of appreciation, motivation, and recognition, fostering an environment where researchers feel valued and empowered to continue their groundbreaking endeavors. Additionally, we extend our recognition of faculty success through the publication of faculty achievement and innovation at Superior video series.





Associate Professor - Faculty of Computer Sciences and Information Technology,



Dean - Faculty of Allied Health Sciences



Assistant Professor - School of Art and Design



Program Leader- Fashion Design Department

In addition to the Best Researcher Award, numerous other awards were distributed among the faculty based on their research publications. The Research Excellence Awards, held during Research Week 2023, were a jubilant celebration of academic excellence and innovation. The event was a resounding success, reflecting the University's unwavering commitment to scholarly endeavors. A remarkable sum of over 4 million+ in research awards was distributed among the esteemed faculty members, marking a momentous occasion that underscored the dedication and perseverance of the academic community.

PKR **4 Million +** Researchers
were awarded to **88**





**BUILDING
BRIDGES**

Embracing
Internationalization
through diverse
Opportunities for
Staff and Student
Success

WURI | The WORLD
UNIVERSITY
RANKINGS
for INNOVATION

**WE ARE
RANKED No. 49**
in Student Mobility and Openness



GLOBAL ENGAGEMENT
to embrace diversity

For More Information Scan



The Global Engagement Office at Superior University plays a pivotal role in forging partnerships and agreements that advance the university's global objectives. With a network spanning over 35 countries, the International Office orchestrates diverse initiatives including training programs, cultural exchanges, research collaborations, academic exchanges, split degree programs, and international internships for both students and faculty. Our primary aim is to enrich the experiences of our talented individuals by providing them with unparalleled opportunities.



Our International Portfolio:

249	International Students	210	International Academic Partners
278	Exchange Students	15	Nationalities on Campus

Superior University in UAE Ras al Khaimah Campus

Superior University’s expansion with the establishment of a new campus in Ras al Khaimah, UAE, marking a significant milestone in our commitment to providing quality education and fostering future employability and economic growth in the Middle East. Our renowned 3U1M framework will be central to our educational offerings, ensuring integration of theoretical knowledge with practical exposure to market dynamics. The Ras al Khaimah Campus will boast state-of-the-art facilities including aviation labs, IT labs, cutting-edge computer labs, anatomy labs, and extensive libraries, reinforcing our dedication to hands-on learning. This expansion presents exciting opportunities for collaboration and partnership with local industries and academic institutions, enriching the learning experience and creating pathways to meaningful employment opportunities.



Superior Go-Global Stream

The Internationalization Office spearheads the integration of our 3U1M Superior Go Global Stream, offering international Master’s, PhDs, and internships for students. Entrusted with fostering connections between the university and academic, business, and cultural institutions worldwide, the office collaborates with various faculties at Superior to identify specialized skills and language requirements essential for preparing our students to thrive in international markets.



Split Degree Program

The Split Degree Programs offer students the chance to pursue studies abroad while seamlessly transferring credits to the host university. This opportunity not only equips students with international education but also empowers them to make meaningful contributions to their home country upon their return. Our primary objective is to enhance academic programs by infusing them with international experiences, components, and initiatives.



Student Semester Exchange Program

The Semester Exchange Program offers students a remarkable opportunity for personal and professional growth. By studying abroad at one of our partner universities for a semester, students immerse themselves in a different environment, culture, and history, enriching their personal development and forging new friendships and connections. This unique experience fosters a global perspective as students engage with the same course material while all credits seamlessly transfer back to their degree upon their return. The Exchange Program provides an enriching opportunity to explore and embrace the culture and educational system of another country. It allows students to observe architectural, geographical, climatic, and touristic differences firsthand, while also refining language skills and expanding their network of relationships and friendships.

★★★★★



Embarking on a Semester Exchange

exchange program in Malaysia was an absolute game-changer! Top-notch education, cultural vibrancy, and locals who became my second family. Lifelong friendships, personal growth, and memories to treasure. Don't miss out on this life-altering academic adventure!

Our International Office offers Seven Languages to Connect with the World through SpeakSure Language Centre

The SuperSure Language Centre at Superior University is a dynamic hub for linguistic and cultural enrichment. Offering 7 Languages and IELTS courses, our centre is dedicated to equipping students and faculty with the essential skills for effective communication and global engagement. Through innovative teaching methods and immersive experiences, we nurture multilingual proficiency while fostering a deep appreciation for cultural diversity. Committed to excellence, the SpeakSure Language Centre plays a vital role in shaping the academic and professional success of our university's community.



African Students' Association Pakistan:

The African Students' Association-Pakistan (ASAP) of Superior University is a vibrant and inclusive student union embracing diversity from around the globe. Committed to representing various cultures, languages, and nations, ASAP creates a welcoming environment both on and off campus. Through mutual education, intercultural learning, and the cultivation of new friendships, ASAP fosters a sense of belonging for students far from home. ASAP also endeavours to support international students in Pakistan by offering opportunities for academic study and internship placements. By promoting open-mindedness and cultural exchange, this platform aims to dismantle barriers and promote seamless integration within the university community.



Our International Partnerships and Collaborations across Globe



Raising
the flag of
leadership
high

Marking a
Journey of
achievements

An Identity Built on Excellence: Path to Leadership and Recognition across Globe

Superior University's institutional identity stands as a testament to our dedication to student success, impactful research, advancement of Pakistan, and making contribution to global arena. Through our distinctive teaching and learning framework, industry-aligned programs, and collaborative ethos, we create a vibrant educational ecosystem that resonates with stakeholders across diverse sectors. Building on this foundation, Superior actively engages with stakeholders to gather feedback and refine our strategies, ensuring that our institutional identity evolves in line with our stakeholders' needs and expectations. This year, our efforts to strengthen our institutional identity have yielded tangible results, further solidifying our position as a leader in education and innovation.

The Year of **Global Recognition**



Times Higher Education
Impact Rankings 2024

AMONG THE
WORLD'S TOP **401-600**
UNIVERSITIES

WORLD RANK IN
QUALITY OF EDUCATION
101-200



GLOBALLY
RANKED AT
IN NO POVERTY **73**



AMONG THE
TOP 10
UNIVERSITIES OF
PAKISTAN

RANKED AMONG TOP
201-300
IN GENDER EQUALITY
RESPONSIBLE CONSUMPTION
AND PRODUCTION
PARTNERSHIP FOR THE GOALS



SUPERIOR is the Only
UNIVERSITY from
PAKISTAN to be featured in
Best Practices of Implementing
SDGs in Higher Education



United Nations
Academic Impact



Overall Superior University Ranked among
Top 300
Universities of the World



In Student Support we are
18th in the World



In Social Responsibility we are ranked
23rd in the World

The World University Rankings for Innovation (The WURI) assesses higher education institutions' real contributions to industry and society, highlighting innovative education, research, and engagement to society. Using 13 categories, it encompasses innovation targets and methods, offering a comprehensive measure of institutions' creative contributions to societal advancement. The ranking aims to spotlight higher education institutions that excel in these innovative approaches, thereby inspiring advancements across the academic and societal landscape.



Superior University has made a historic Collaboration with **Babson College, USA,** as the **first-ever and only** Pakistani institution to partner with them.



Babson College is the worldwide creator of entrepreneurship education and convenor of entrepreneurial leaders and its collaboration with Superior University marks a pivotal moment in our journey towards excellence.

This partnership is a testament to our unwavering commitment to nurturing entrepreneurship, innovation, and student success across all fields. It promises to open wide doors for enriching cultural exchanges and knowledge-sharing opportunities to ignite a transformative shift in Pakistan's entrepreneurial landscape, empowering our students and contributing to the nation's economic prosperity.

3U1M FRAMEWORK MAKES WAVES WORLDWIDE

COMSTech recognizes 3U1M Framework by translating it to implement across the OIC member countries

Superior University's 3U1M framework receives prestigious recognition from COMSTech, the Ministerial Standing Committee on Scientific and Technological Cooperation of the OIC. Translated into Arabic and French, it's set for implementation across OIC countries, amplifying our global impact. Proudly representing Pakistan, we set new standards in education, garnering international acclaim.



**SUPERIOR UNIVERSITY’S SUSTAINABILITY PROJECTS
TAKE CENTRE STAGE AT GLOBAL SUSTAINABLE
DEVELOPMENT CONGRESS 2024**

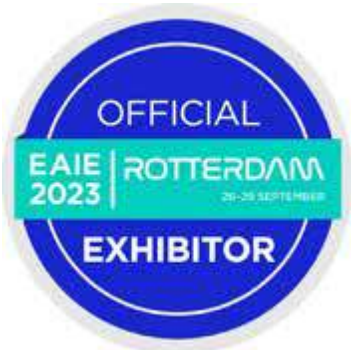
Superior University proudly took centre stage at the prestigious Global Sustainable Development Congress, co-hosted by Thailand’s Ministry of Higher Education, Science, Research and Innovation. This international gathering, convening 3,000 thought leaders and innovators, tackled pressing issues related to sustainability. Recognized for its impactful approach, Superior University was shortlisted as a leading institution and invited to showcase its groundbreaking projects that address social challenges and promote environmental sustainability. This recognition underscores Superior University’s commitment to the UN’s Sustainable Development Goals (SDGs) and its dedication to fostering a more sustainable future through impactful research, education, and outreach programs.

Shortlisted as a leading university at the Global Sustainable Development Congress, Superior University showcased its impactful projects, solidifying its position as a sustainability leader.



**LEADING THE WAY OF GLOBAL PARTNERSHIPS:
SUPERIOR UNIVERSITY STANDS AS PAKISTAN’S SOLE
REPRESENTATIVE AT EAIE 2023**

Superior University was proud to be the sole representative from Pakistan at the prestigious EAIE 2023 Rotterdam Conference, which saw participation from 6,300 delegates spanning 108 countries. Leading the charge in promoting Pakistani higher education on a global stage, Rector Superior University, Prof. Dr. Sumaira Rehman, spearheaded numerous collaborative efforts by engaging in over a dozen strategic meetings with international universities.



University showcased its commitment to global collaboration and excellence in education. The Rector of Superior University, Prof. Dr. Sumaira Rehman, and the Chairman of The Superior Group actively participated in this prestigious event, marking significant milestones for the institution. University showcased its commitment to global collaboration and excellence in education. The Rector of Superior University, Prof. Dr. Sumaira Rehman, and the Chairman of The Superior Group actively participated in this prestigious event, marking significant milestones for the institution.



**Strategic Collaboration with
Babson College USA**

During EAIE 2023, Prof. Dr. Sumaira Rehman met with Dr. Amir Raza, Dean of Babson Academy for Entrepreneurship Education, to enhance their partnership. Initiatives include organizing an Annual Global Summit, creating an online community for Superior University students, joint staff training, a shared academic library, support for women’s entrepreneurship research, a visiting scholars program, the Global Student Challenge, and access to Babson’s network.



**MoU Signing Ceremony with
Joviat International Culinary School**

A highlight of the conference was the MoU signing between Superior University School of Culinary Arts and Spain’s Joviat International Culinary School, boasting 60 years of history. Signed by Dr. Sumaira Rehman, Rector of Superior University, and Jordi Vilaseca, President of the Joviat Foundation, this agreement facilitates student and staff exchanges and joint courses, enriching educational and cultural experiences for both institutions.



PRESENTED BY



POWERED BY



SEE Pakistan is a distinguished platform dedicated to showcasing the innovative and entrepreneurial potential of Pakistan's youth. The collaborative efforts of Superior University, the University of Lahore, the University of Sialkot, and The University of Faisalabad gave rise to SEE Pakistan 2023, a monumental expo enabling young entrepreneurs to nurture and exhibit their groundbreaking ideas. After rigorous regional rounds held in eight cities across

the nation, 100 startups will be qualified to showcase their projects at the event. Recognized as the most fitting opportunity for emerging entrepreneurs, SEE Pakistan facilitates guidance from entrepreneurial gurus and investment prospects for startups. APSUP takes immense pride in fostering this entrepreneurial drive, essential for promoting a culture of entrepreneurship and empowering the nation's economic growth.



PAKISTAN'S STARTUP REVOLUTION: EMPOWERING A BRIGHTER FUTURE

In a nation where entrepreneurship and innovation are redefining the landscape, a new era of socio-economic independence is dawning. At the SEE Pakistan, the largest gathering of startups in the country, distinguished guests from academia, industry, and government converged to share a vision of a prosperous Pakistan.



Prof. Dr. Sumaira Rehman
Rector Superior University

A World Stage for Pakistani Brilliance: SEE Pakistan 2023 breaks new ground with international participation, showcasing Pakistan as a global hub for entrepreneurship!



Oleg Zabelin
Vice-Chancellor
Moscow University of
Finance & Law

Let's leverage the entrepreneurial spirit fostered by SEE Pakistan and the collaborative spirit sparked by the Russian delegate's visit.



Mr. Shahid Warraich
CEO
Al Jalil Developers

Inspired by SEE Pakistan's values, we can leverage real estate experience to create a system for affordable housing.



Mr. Awais Raoof
Chairman BOG - University
of Lahore President APSUP
Punjab Chapter

Let's chart a course where our brightest minds can thrive both at home and abroad.



Mr. Gohar Ejaz
Federal Minister
Industries & Production
Division

Pakistan's future rests on the shoulders of skilled graduates and a thriving business community. Let's lead the way!



Mr. Kashif Anwer
President
Lahore Chamber of
Commerce and Industry



Mr. Farhan Aziz Khawaja
CEO
Small and Medium
Enterprises Development
Authority

Pakistan's beauty lies in our hands—let's nurture it, support it, and drive it towards a prosperous future together!

With 68% of our population under 30, there is huge potential for SME growth, especially women entrepreneurs nationwide



Forget chasing jobs – create them! Invest in Pakistan's young minds, this goldmine of talent, and watch us lead the world!

Prof. Dr. Mukhtar Ahmad
Chairman - Higher Education
Commission of Pakistan

154

University
Engaged

80

Cities
Participated

05

Provinces

Upto \$
10K

Prize Money

18

International
Educators

40

Mentors
Mentee

50K

Footfall

140

Judges
Evaluated

10

Investors
Invested

21

Country
Participation

35

International
Delegates

15

International Startups

09

Selected
Startup
Countries

Panel Discussions

Driving Innovation Through Entrepreneurial Education

The panel discussion emphasized the crucial role education plays in fostering entrepreneurial skills. Experts highlighted the need for practical learning, mentorship, and curriculum adaptation to instill creativity and problem-solving abilities in students. By integrating entrepreneurship into education, society can empower future generations to innovate, create businesses, and address global challenges effectively.



For More Detail



Syed Sohail Hussain Naqvi
CEO - Knowledge Stream
Ex-Vice Chancellor - LUMS



Dr. M. Ashraf
Rector
The University of Lahore



Dr. Shahid Qureshi
Rector
Gift University



Dr. Qaiser Abbas
VC
Sargodha University



Prof. Dr. Ayyaz
VC - King Edward Medical University



Dr. Khaleeq-ur-Rehman
VC - The University of Faisalabad

Key Findings and Consensus

1. The government needs to define a National Framework of Innovation after wide ranging consultations with the stakeholders. Sectoral levels innovations need to be defined as prior- ity areas of intervention along with knowledge flows in innovation system. The Framework also needs to address the international knowl- edge flows. Moreover, the Framework ought to define elements of a strong system of inno- vation ecosystem.
2. The government should focus on human capital development right from the level of schools to institutions of higher education. Innovation should be encouraged among students from an early age so that they are prepared to tackle larger challenges when they become part of the workforce.
3. HEIs need to develop and strengthen their own local systems of entrepreneurship and that of innovation so that they mutually rein- force each other in terms of enhanced effica- cy and production of desired and measurable results.
4. Roadmap for transformation of tradi- tional learning into project-based learning centred on problem solving and leading to entrepreneurial education needs to be devised. Private sector universities can take a lead in this regard as they have more autono- my as compared to the public sector institu- tions whereas the public sector universities can take benefit of the current drive of policy focus on entrepreneurship at the national and provincial levels. Available forums for intro- ducing changes in curriculum can be utilized through concerted policy advocacy initiatives.
5. Experience sharing amongst the HEIs and industry at national and international level is critical in advancing the agenda of entrepre- neurship, innovation and commercialization. Therefore, path dependency in this regard can act as a support and catalyst for lagging institutions and economies.
6. Industry needs to develop closer liaison with the academia and mechanism for exchange of expertise, technology transfer and adoption of innovation needs to be devised so that research and development could be fostered. Most importantly, means for commercialization of innovation and newly developed technologies need focus and robust mechanism of commercialization should be embedded at local, regional and national level with the inputs of all stakehold- ers. Policy roadblocks hampering such devel- opments need to be addressed by the govern- ment.
7. The government should introduce protec- tive regulations for innovation and technology transfer along with their ensuing procedures to guarantee that makers / innovators are compensated for their inventiveness. Strengthening of Intellectual Property (IP) regime in the country ought to be taken as a priority with focus on IP registration and enforcement of IP across the sectors.

AI and the Future of the Workforce

The panelists discussed transformative impact of artificial intelligence (AI) on employment landscapes. They highlighted AI's potential to streamline processes, boost productivity, and create new job opportunities while also acknowledging concerns about job displacement and skills mismatch. Panelists stressed the importance of upskilling and reskilling initiatives to ensure workers are equipped with the necessary competencies to thrive in an AI-driven economy.



Nabeel Qadeer
CEO - DirAction



Dr. Mohsin Ali
Co-founder Intelligent Machines Lab at ITU, Associate Professor, Department of Computer Science, ITU



Mr. Monis Rehman
CEO - Founder & Chairman | Rozee Co-Founder & CEO Dukan



Dr. Muhammad Abid
VC | City University



Mr. Furqan Aziz
CEO - Invozone



Dr. Agha Ali Raza
Founding Director of the Center for Speech and Language Technologies (CSaLT), Associate Professor, Department of CS, LUMS

Key Findings and Consensus

1. The government needs to define a National Framework of Innovation after wide ranging consultations with the stakeholders. Sectoral levels innovations need to be defined as priority areas of intervention along with knowledge flows in innovation system. The Framework also needs to address the international knowledge flows. Moreover, the Framework ought to define elements of a strong system of innovation ecosystem.
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Accelerating Entrepreneurship through Innovation and Commercialization



The panel discussion explored strategies to catalyze entrepreneurial endeavors by leveraging innovation and commercialization. Experts emphasized the importance of fostering an ecosystem conducive to entrepreneurship, where innovative ideas can flourish and translate into viable products or services. They discussed the role of research and development, technology transfer, and intellectual property protection in facilitating the commercialization process.



Dr. M. Ali Shah
Pro-VC – Bahauddin Zakariya University



Prof. Dr. Shahid Munir
Chairman – Punjab Higher Education Commission



Mr. Kashif Anwer
President
Lahore Chamber of Commerce and Industry



Dr. Javed Akram
Health Minister – Punjab



Barrister Ahmed Uzair
Partner – AUC Law



Dr. Wardah Rajab
Deputy VC | Academics, Research, Innovation and Internationalization.
Kampala University, Uganda

Key Findings and Consensus

1. HEIs need to focus on developing and strengthening ecosystems of innovation and entrepreneurship that are mutually reinforcing and yield measurable results.
2. Roadmap for transformation of traditional learning into project-based learning centred on problem solving and leading to entrepreneurial education needs to be devised. Private sector universities can take a lead in this regard as they have more autonomy as compared to the public sector institutions whereas the public sector universities can take benefit of the current drive of policy focus on entrepreneurship at the national and provincial levels. Available forums for introducing changes in curriculum can be utilized through concerted policy advocacy initiatives.
3. Experience sharing amongst the HEIs is critical in advancing the agenda of entrepreneurship, innovation and commercialization so the HEIs having more experience in entrepreneurial education can support other institutions in this regard.
4. Industry needs to develop closer liaison with the academia and mechanism for exchange of expertise and adoption of innovation needs to be devised so that research and development could be fostered. Most importantly, means for commercialization of innovation needs focus and robust mechanism of commercialization should be embedded at local, regional and national level with the inputs of all stakeholders. Policy roadblocks hampering such developments need to be addressed by the government.
5. The government ought to focus on schooling along with higher education to sustain a gifted and imaginative labour force. This involves introduction of instructive educational programs to underscore decisive reasoning, critical thinking, and entrepreneurship. The chain of reform from school to university education is needed so that a complete ecosystem of education supports entrepreneurship.
6. The government should introduce protective regulations for innovation and their ensuing procedures ought to guarantee that makers / innovators are compensated for their inventiveness.
7. Public-Private-Partnerships (PPP) and their umbrella policy covers need to be improved with the consultation of stakeholders. Currently, there are legislations at federal and provincial levels that cover PPP but other than infrastructure development, we have witnessed lesser development for other sectors and especially the ones where innovation could take place. Government can also offer impetuses in form of incentives to organizations for putting resources into innovative work (Research and development) and giving tax reductions to creative organizations can additionally boost development.

Global Opportunities for Startups and Fresh Graduates

The panelists examined the dynamic landscape of international opportunities for budding entrepreneurs and recent graduates. Experts discussed the advantages of globalization, including access to diverse markets, talent, and funding sources. They emphasized the importance of networking, cross-cultural collaboration, and leveraging digital platforms to connect with potential partners and customers worldwide.



Dr. Sami Ullah Bajwa
Dean – Faculty of Business & Management Sciences, Superior University



Dr. Asghar Zaidi
VC | Government College University



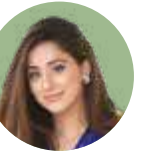
Mr. Rehman Younus
Rector | University of Sialkot



Imran Akperov
Rector – Southern University (IMBL), President – South Russian Association of Business Education.



Mr. Ashar Faisal Khan
Former President | EO Lahore Chapter



Aleena Nadeem
CEO & Founder EduFi

Key Findings and Consensus

1. **Enhance Global Partnerships:** HEC should actively seek partnerships with foreign universities and institutions to promote international collaborations. Establishing exchange programs, joint research initiatives, and faculty/student exchanges will facilitate global exposure.
2. **Financial Support for Global Pursuits:** Allocate funds for scholarships and grants specifically designed to support Pakistani students pursuing education abroad. These should be based on merit and need to ensure accessibility for a diverse range of students.
3. **Curriculum Enhancement:** Encourage universities to include courses and programs that emphasize cultural adaptability, language skills, and global perspectives. These courses should prepare students for the challenges of studying abroad and working in the global marketplace.
4. **Support for Research Initiatives:** HEC should provide funding and incentives for research projects that involve international collaboration. This will promote the exchange of knowledge and innovation on a global scale.
5. **Mental Health and Support Services:** Establish mental health support services and counseling centers on university campuses to help students cope with the challenges of living and studying abroad.
6. **Streamline Regulations:** SECP should streamline regulations and provide incentives to encourage startups to engage in international partnerships and seek foreign investments. This can include tax incentives for startups engaged in global ventures.
7. **Startup Incubators:** Create and support startup incubators that focus on facilitating global expansion. These incubators can provide mentorship, access to international networks, and resources to navigate international markets.
8. **Transparency and Ease of Doing Business:** Improve transparency and simplify regulatory processes for startups engaging in cross-border activities. This will reduce barriers and encourage more startups to explore global opportunities.
9. **Investor-Friendly Environment:** Promote a favorable environment for foreign investors interested in Pakistani startups. This can be achieved by easing foreign investment restrictions and ensuring protection of intellectual property rights.

Policy Recommendations for the Government:

- Scholarship Programs:** The government should allocate a significant portion of its budget to fund scholarship programs for Pakistani students seeking higher education abroad. This will make international education more accessible.
 - Trade Agreements:** Negotiate and strengthen trade agreements with countries that have thriving startup ecosystems. These agreements can facilitate easier market access and collaboration for Pakistani startups.
 - Support for Export Promotion:** Develop initiatives to promote Pakistani startups' products and services in international markets. Government-sponsored trade missions, marketing campaigns, and export incentives can be beneficial.
 - Promote Cultural Exchange:** Support cultural exchange programs that expose Pakistani students and startups to different cultures. This can be achieved through partnerships with foreign cultural organizations and exchange initiatives.
 - Entrepreneurship Ecosystem:** Invest in building a robust entrepreneurship ecosystem by providing infrastructure, mentorship programs, and financial support for startups looking to expand globally.
 - Advocacy and Diplomacy:** Utilize diplomatic channels to advocate for the interests of Pakistani students and startups abroad. This includes addressing any challenges they may face, such as visa issues or discrimination.
- By implementing these policy recommendations, HEC, SECP, and the government can play a vital role in fostering a conducive environment for Pakistani students and startups to harness global opportunities, driving personal, academic, and economic growth for the nation.

KEY HIGHLIGHTS

154 Universities Engaged
80 Cities Participated

21 Countries Participation
15 International Startups
05 Provinces Participated

Upto \$10,000 PRIZE MONEY GIVEN



In our interconnected world, pursuing global opportunities is essential for individuals and businesses. The panel discussion highlighted the importance of international exposure for Pakistani students and entrepreneurs, explored global opportunities, and strategies to attract international companies to Pakistan. Experts discussed the benefits, expansion avenues, and challenges, aiming to empower Pakistanis to realize their global aspirations.

5 Days Event Management Workshop

A series of workshops trained volunteers and ushers from esteemed institutions like the University of Lahore, Superior University, and Kinnaird College. The goal was to instill leadership, personality development, emotional intelligence, and teamwork skills. Volunteers were organized into teams such as Marketing, Battle of the Bands, and Sponsorship, each crucial to the event's success. Their unwavering commitment, rigorous training, and dedication led to a flawless performance during the five-day SEE Pakistan event. These individuals showcased teamwork and community spirit, determined to create an impactful experience for all participants.



400 TOTAL AMBASSADORS	400 PARTICIPANTS	11 TRAINERS TRAINED	04 UNIVERSITIES ENGAGED
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2-DAYS Entrepreneurship BOOTCAMP

for the top 100 Startups of SEE Pakistan

A two-day boot camp hosted at the University of Lahore trained 115 startups shortlisted for SEE Pakistan. Led by Mr. Fakhar Abbas, Sir Daniyal Zahid, and M. Zaigham Daud from The Innovation Hub, the camp covered business planning, marketing, fundraising, and networking with industry leaders. Professor Dr. Muhammad Ashraf welcomed the startups, while mentors like Dr. Rabia Akhtar and Mr. Hamza Tariq provided guidance on policy research and business dynamics. Fakhar Khan organized an entrepreneurial movie night for participants, enriching their experience.

02 CULTURAL NIGHTS ARRANGED	240 STARTUP FOUNDERS/ CO-FOUNDERS TRAINED
06 MENTORS ENGAGED	15 TRAINERS



WSC 2023, themed “Empowering Innovation, Transforming Tomorrow,” is a premier startup competition backed by national and international partners. It aims to spotlight the most innovative startups driving entrepreneurship through innovation, ultimately fostering job creation and inclusivity. As Pakistan’s Largest Startup Competition, WSC 2023 featured 115 selected startups at Expo Centre, Lahore. With participation from diverse sectors worldwide, WSC comprises National and International chapters, welcoming startups from all economic backgrounds.



- Agriculture
- Healthcare
- Climate Change
- Education
- Technology
- Others



- Ideation
- Acceleration
- Growth



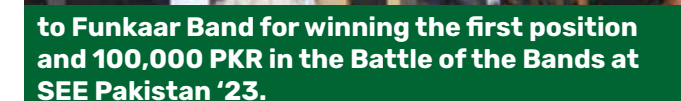
Congratulations to Digi Khata for becoming the Growth Stage Winner out of 268 startups. Introducing Pakistan's largest digital ledger app, a game-changer for over 5 million MSMEs. With their innovative platform, managing finances becomes effortless, and the power to launch online stores is at your fingertips through Digidokaan. Whether its tracking expenses, recording transactions, or diving into the world of e-commerce, their app empowers small and medium-sized businesses like never before. SEE Pakistan wishes them the best of luck. May this award be the stepping stone for their future endeavors.



Congratulations to Pak Bio Energy startup for becoming the Acceleration Stage Winner out of 363 startups. They are empowering a greener future with sustainable Biomass fuel. Their end-to-end bio-energy solutions offer clean and efficient options for both homes and industries, ensuring a harmonious balance between energy needs and environmental well-being. SEE Pakistan wishes you the best of luck. May this award be the stepping stone for their future endeavors.



It's a day to celebrate and encourage the efforts of our superstars from all over Pakistan. The future is yours, make Pakistan proud. We really appreciate the efforts of all our rising rockstars who are trying their best to make their contribution towards Pakistan.





Academic Excellence Award

Recognising & Celebrating the true Heroes of Pakistan

The Association of Private Sector Universities of Pakistan (APSUP) was established in 2021 to address local challenges and strengthen private Higher Education Institutions (HEIs). APSUP is an exclusively elected representative body comprising 85 private sector universities with 31 regional campuses across Pakistan. As a significant stakeholder in the higher education sector, APSUP has consistently cooperated with the government to enhance access to higher education, improve quality, and facilitate mechanisms through policy recommendations and collaborations with higher education peers, both nationally and globally.

Presenting Academic Excellence Awards is a cherished tradition of APSUP, dedicated to celebrating and recognizing the true heroes of Pakistani academia for their outstanding contributions to the higher education sector.

This year, 23 universities from across Pakistan received the Academic Excellence Awards during a prestigious ceremony held at the Governor's House in Lahore. The awards were presented by Chairman APSUP, Prof. Dr. Ch. Abdul Rehman, and H.E. Muhammad Baligh Ur Rehman, Governor of Punjab.





3 - 5 December, 2023

Sustainable Workforce Development: HR, Innovation, and Technology in Harmony

70+

Public & Private
Sector Universities

125+

Vice Chancellors

04

Panel Discussions

05

Provinces

The 4th Rectors' Conference, meticulously orchestrated by the Association of Private Sector Universities of Pakistan (APSUP), stands as a pivotal event with this year's theme: "Sustainable Workforce Development: HR, Innovation, and Technology in Harmony."

This conference, a cornerstone in APSUP's proud history, serves as a significant platform for policymakers and academics, fostering the exchange of insights and experiences among various stakeholders on crucial higher education issues.

APSUP staunchly believes in the transformative power of the knowledge economy and collaborative endeavors within the higher education sector. Our vision extends beyond enhancing the higher education landscape; we aim to create a ripple effect that revitalizes the overall economy of the country. Higher education holds ample potential as a source of multiplying foreign remittances. As the sole representative body of all private sector universities in Pakistan, and in my capacity as its chairman, I envision attracting higher education students to Pakistan from all corners of the world. This can be achieved through a two-pronged strategy: establishing international campuses of Pakistani universities worldwide and recruiting more foreign students in Pakistani universities. This strategic initiative holds the promise of broadening the global footprint of our educational institutions,

fostering cross-cultural exchanges, and creating opportunities for international collaboration.

I firmly believe that by proactively pursuing strategic initiatives for substantial financial growth, we can collectively make a significant impact. From the prestigious platform of the Rectors' Conference, I am glad to present this roadmap to uplift the financial plans from \$10 billion to \$100 billion.

This commitment is grounded in collaborative efforts, overseeing universities, and aligning policies. The strategic collaboration advocated has the potential to generate \$100 billion through the export of skilled human resources. The 4th Rectors' Conference transcends being a mere event; it is a crucial journey to empower our youth with the tools to navigate challenges and opportunities in a rapidly evolving global workforce. Through collective efforts, innovative strategies, and a steadfast commitment to entrepreneurship, technology-driven education, and research commercialization, we aim to shape a brighter future for Pakistan. This conference, with its impressive convergence of distinguished minds, will delve into pivotal discussions on global education, emerging technologies, and the future workforce, fostering real impact on the higher education landscape.



Presents



Co-Hosts



Collaborative
Partners



Keynote Speeches



Prof. Dr. Chaudhry Abdul Rehman
Chairman, APSUP

In his inaugural speech, Chairman APSUP passionately underscored the critical imperative of equipping our workforce to thrive in the dynamic landscape of global markets. He articulated a vision where Pakistan could potentially harness a staggering \$100 billion in annual remittances over the next five years through strategic investment in training and skill development. Recognizing the stark reality of limited opportunities for the youth within Pakistan, he emphasized that this initiative stands as the beacon of hope and progress for the upcoming generation. Furthermore, he highlighted the indispensable role of collaboration, both at the university level and nationally, as the cornerstone for achieving this ambitious goal, stressing that collective efforts are paramount in shaping a prosperous future for the nation.



Prof. Dr. Mukhtar Ahmad
Chairman, HEC

In his address, Chief Guest Prof. Dr. Mukhtar Ahmad commended APSUP for uniting stakeholders and highlighted the Higher Education Commission’s efforts to strengthen ties with international universities. He expressed support for Pakistani universities establishing campuses abroad, envisioning a transformative global exchange of knowledge and ideas. Dr. Ahmad’s remarks underscored the commitment to advancing Pakistan’s academic standing on the world stage.



Prof. Dr. Sumaira Rehman
Rector, Superior University

In her keynote address, titled “Beyond Borders: Preparing the Workforce for Global Markets,” Prof. Dr. Sumaira Rehman underscored the imperative of equipping the workforce with the requisite skills and mindset for success in today’s globalized economy. Dr. Rehman elucidated strategies to bridge cultural divides, enhance cross-cultural communication, and cultivate adaptability to thrive in diverse work environments. She also shared the various initiatives by Superior University in this regards, including offshore campuses, DirAction centers, Language School and 3U1M with global experience. Her address underscored the significance of fostering agility and resilience among workers to effectively navigate international markets. Dr. Rehman’s keynote served as a call to action, urging proactive measures in workforce development to meet the dynamic demands of an ever-evolving global marketplace.

Learning from the **maestros**

In his remarks, Prof. Dr. Shahid Munir highlighted the imperative for enhanced collaboration between the Higher Education Commission of Pakistan (HEC) and provincial-level counterparts. Emphasizing the importance of synergy between these entities, Dr. Munir underscored how such collaboration can streamline efforts, maximize resources, and foster a more cohesive educational landscape across Pakistan.



Prof. Dr. Shahid Munir, Chairman
Punjab Higher Education
Commission (PHEC)

Prof. Dr. S. M. Tariq Rafi underscored the pivotal role of provincial governments in advancing research initiatives within universities. Dr. Rafi emphasized the significance of governmental patronage in funding research endeavors, highlighting how such support is instrumental in driving innovation and academic excellence. He specifically commended the Sindh Government for its steadfast commitment to bolstering higher education through substantial support provided to the Sindh HEC.



Prof. Dr. S. M. Tariq Rafi
Chairman Sindh Higher
Education Commission

Mr. Wasi Shah eloquently illuminated the vast potential of tourism in Pakistan, highlighting its pivotal role in economic growth and cultural exchange. He emphasized the importance of academia in nurturing this burgeoning sector, underscoring how academic institutions can serve as incubators for innovative ideas and research in sustainable tourism practices. Mr. Shah articulated a vision where academia collaborates closely with the tourism industry, providing valuable insights and expertise to enhance visitor experiences while preserving the country’s natural and cultural heritage.



Mr. Wasi Shah
Minister of State for Tourism (Care Taker)

In his keynote on “Emerging Technologies: Universities of Tomorrow,” Prof. Dr. Atta Ur Rehman highlighted Pakistan’s impressive research progress over the last two decades. He emphasized the pivotal role of universities in driving innovation and positioning the nation as a global player in technological advancement. Dr. Rehman’s insights provided a compelling vision for the future, wherein Pakistani universities stand at the forefront of technological innovation, driving progress and prosperity for the nation. His address ignited a sense of urgency and ambition, urging academia to continue leading the charge towards a brighter technological tomorrow.



Prof. Dr. Atta Ur Rehman
Former Chairman HEC

Mr. Rami led a session titled “Optimizing Institutional Excellence: Strategies for Improving QS Rankings Performance,” which delved into enhancing institutional performance for better QS rankings. His insights offered strategies to bolster academic and research excellence, foster international collaboration, and prioritize student satisfaction.



Mr. Rami Awad
Regional Head of QS

Panel Discussions

Rising to the Challenge: Pakistan Higher Education and Global Workforce

The panel discussion “Rising to the Challenge: Pakistan Higher Education and Global Workforce” tackled critical issues at the intersection of education and employability. Experts explored strategies for aligning Pakistan’s higher education system with the demands of the global workforce, fostering innovation and competitiveness. The discourse aimed to inspire actionable insights to propel Pakistani graduates towards success in an ever-evolving global economy.

Key Findings and Consensus

- 1. Quality Assurance Mechanisms: Implement robust quality assurance mechanisms to ensure and enhance the quality of education across all higher education institutions.
- 2. Curriculum Alignment: Regularly review and update academic curricula to align with industry requirements and global standards, ensuring graduates are equipped with relevant skills.
- 3. Standardization Across Institutions: Establish standardized practices, assessment criteria, and accreditation processes to create a cohesive and transparent higher education landscape.

Enhancing International Academic Collaborations in Science & Technology: Challenges & Opportunities

The panelists discussed the complexities of fostering global partnerships in the realm of science and technology. They also examined the hurdles and prospects associated with international academic collaborations, emphasizing the potential for innovation and knowledge exchange. The discourse aimed to devise strategies for leveraging international networks to propel scientific research and technological advancement in Pakistan.

Key Findings and Consensus

- 1. Define Collaborative Goals: Clearly define and communicate the goals and expectations of the collaboration to ensure alignment and mutual understanding among participating institutions.
- 2. Address Funding Barriers: Increase funding opportunities for international collaborative projects to alleviate financial constraints faced by scientists.
- 3. Promote Authentic International Collaboration: Encourage authentic collaboration by fostering a culture of knowledge exchange and skill-sharing. This involves pooling skills, knowledge, and resources to tackle global challenges.

For More Detail

Dr. Sami Bajwa
Dean - Faculty of Business & Management Sciences

Dr. Shahid Muneer
Chairman, PHEC

Mr. Awais Raouf
Chairman UOL

Dr. Khalid Mahmood
VC | Punjab University

Prof. Dr. Salim Ur Rehman
VC | Sarhad University

Dr. Asif Raza
Rector | UMT

Dr. M. Ali Shah
VC | BZU

For More Detail

Mian Imran Masood
Rector University Of South Asia

Shahnaz Wazir Ali
President ZABIST

Prof. Dr. M. Zakria Zaka
VC Poonch University

Prof. Dr. Sydykov E.B.
Rector Eurasian National University

Dr. Najma Abdirisak Hussain
Rector University of Health Sciences Somalia

Prof. Dr. Cheikh Saad Bouth Camera
Rector Nouchott University

Impact of Emerging Technologies and AI on Higher Education: Challenges and Opportunities

The panel discussion explored the transformative effects of cutting-edge technologies on academia. Experts explored the challenges and opportunities presented by the integration of artificial intelligence and emerging technologies in higher education. Discussions revolved around adapting pedagogical approaches, ensuring digital literacy, and leveraging AI for personalized learning experiences. The discourse aimed to equip institutions with insights to navigate the evolving landscape and harness technology to enhance teaching, learning, and research.

Key Findings and Consensus

- 1. Invest in Faculty Training: Establish comprehensive training programs for educators to enhance their understanding and utilization of emerging technologies and AI in teaching and learning processes.
- 2. Promote Ethical AI Practices: Prioritize ethical considerations in the integration of AI, addressing issues such as bias, privacy, and transparency. Implement guidelines and policies to ensure responsible AI use in educational settings.
- 3. Foster Collaborative Research: Encourage collaborative research initiatives between educational institutions and industry partners to explore the full potential of emerging technologies in higher education.

For More Detail

Prof. Dr. Rauf-I-Azam
VC- Punjab University of Technology Rasul Sciences

Prof. Dr. Zia-Ul-Qayyum
Executive Director - Higher Education Commission

Prof. Dr. Wali Uddin
VC - Sir Syed University Of Engineering And Technology

Prof. Dr. Adnan Noor Mian
VC - Information Technology University

Prof. Dr. Aftab Maroof
Rector - Fast National University

Prof. Dr. Fazal Ahmad Khalid
Rector - Ghulam Ishaq Khan Institute of Engineering Sciences and Technology

Dr. Johar Ali
VCr - Usman Institute of Technology

Creating Impact: Strategies for Integrating Entrepreneurship and Research Commercialization in Higher Education

The panel discussion, “Creating Impact: Strategies for Integrating Entrepreneurship and Research Commercialization in Higher Education,” focused on the imperative of merging entrepreneurship with academic research to drive innovation and economic growth. Experts explored methods for fostering a culture of entrepreneurship within higher education institutions, emphasizing the importance of translating research findings into viable commercial ventures.

Key Findings and Consensus

- 1. Embed Entrepreneurship in Curriculum: Integrate entrepreneurship education across disciplines to cultivate an entrepreneurial mindset among students.
- 2. Promote Experiential Learning: Implement pedagogical strategies such as experiential learning and real-world applications to enhance students’ practical understanding of entrepreneurship.
- 3. Encourage Self-Regulated Learning: Recognize the impact of self-regulated learning on entrepreneurial initiatives within academia and foster an environment that supports it.

For More Detail

Dr. M. Ali Shah
VC - Bahauddin Zakariya University

Prof. Dr. Muhammad Nizamuddin (SI)
Pro Rector - Superior University

Prof. Dr. S. M. Tariq Rafi
Chairperson - Sind Higher Education Commission

Prof. Dr. Shafiq-ur-Rehman
Vice Chancellor - University of Balochistan

Prof. Dr. M. Idrees
VC - University of Peshawar

Prof. Dr. Shahid Qureshi
Rector - GIFT University

Dr. Rizwan Riaz
Pro-Rector - Research Innovation and Commercialization NUST

Policy Recommendations for Sustainable Development of Workforce

In the outcome of preliminary roundtable meetings of the Rector Conference, recommendations for sustainable workforce development through the culmination of HR, technology, and information were drawn. The roundtables were held in Lahore, Multan, Queta, Karachi, Islamabad, and Peshawar.

The Policy Recommendations provide critical insights and substantial policy directions for the higher education landscape. Emphasizing the role of higher education in shaping the knowledge economy, the recommendations address challenges related to access, quality, market relevance, and financing. They highlight the Higher Education Commission’s efforts to bridge gaps in access and funding, despite ongoing demographic and geographic disparities.

The recommendations fall into three broad categories. The first theme, Rising to Challenges, calls for a multifaceted approach to educational advancement, emphasizing collaboration, modernized teaching, and industry-aligned curricula. The second theme, Creating Impact, highlights the fusion of academia and industry, stressing research commercialization, entrepreneurship, and practical learning. The third theme, Impact of Emerging Technologies and AI, underscores the importance of integrating AI and emerging technologies, emphasizing faculty training and AI’s transformative role across sectors.

Overall, the recommendations stress the need for educational institutions to adapt, innovate, and integrate technology, urging a strategic approach to blend academia with practicality. This ensures educators are equipped with necessary skills and aligned with industry demands, fostering a holistic and impactful educational landscape in Pakistan.

KEY HIGHLIGHTS

Roundtables were conducted in **06 Cities** across Pakistan for inclusive input

Representative of **104 Universities** Participated in the Roundtables

A diverse pool of **137 Experts** from Public & Private Sector Universities

The policy recommendations furnished **Roadmap for Sustainable Workforce Development** through integration of HR, Innovation, and Technology for shaping and contributing towards the knowledge economy at national and international levels



GLIMPSES OF RECTORS’ CONFERENCE REGIONAL ROUNDTABLES



Dr Anila Kamal Vice Chancellor, Rawalpindi Women University and Prof. Dr. Mohammad Mujahid - Rector PAF-IASST actively participating in the Rectors’ Conference Regional Roundtable in Quaid e Azam University Islamabad.



A gathering of esteemed Vice Chancellors / Rectors from Multan Region actively advancing the higher education sector’s agenda in the Regional Roundtable at Institute of Southern Punjab, Multan, embodying a collective commitment to progress and



Prof. Dr. Khalid Mahmood, Vice Chancellor of Punjab University, and Dr. Muhammad Arshad, Chairman of the Board of Governors at Multan University, actively participating in the Rectors’ Conference Regional Roundtable in Lahore.



Prof. Dr. Mohammad Mujahid - Rector PAF-IASST actively participating in the Rectors’ Conference Regional Roundtable in Quaid e Azam University Islamabad.



A collective snapshot encapsulating the esteemed participants of the Rectors’ Conference Regional Roundtable in Quaid e Azam University Islamabad, reflecting a unified effort to advancing academia.



Professor Dr. Salim ur Rehman- VC Sarhad University presided over the Regional Round in Peshawar, KPK Chapter with the esteemed presence of Professor Dr. Sumaira Rehman, Rector Superior University, Lahore and Mr. Azmat Rashid - Chairman BOG Sarhad University



Professor Hina Tayyaba Khalil, Vice Chancellor of PIFD, made a positive contribution to the Rectors’ Conference Regional Roundtable in Lahore. Ms. Sabahat Khan, CEO of Rashid Latif Khan University, was also in attendance.

HEALTHCARE EXCELLENCE Awards 2024

Recognising & Celebrating the True Heroes of Healthcare Sector of Pakistan

The Healthcare Excellence Awards had a notable impact, with over 15 awards bestowed upon deserving winners across six categories. The ceremony drew participation from 130 distinguished individuals, spanning three provinces and involving over 10 government delegates. Additionally, the event attracted 10 international speakers and delegates, alongside 20 representatives from the media and healthcare sectors.



Excellence Awards in Numbers

15+	06	130	50+	03	10+	10	20
Total Awardees	Award Categories	Total No of Attendees	No of Medical & Dental Institutions Participated	Provinces Engaged	Govt Delegates Participated	International Speakers and Delegates	Media and Healthcare Industry Representatives

Healthcare Research Excellence



Public Sector

The PAMI Healthcare Excellence Award 2024 was bestowed upon **King Edward Medical University**, acknowledging its remarkable achievement of 299 **Scopus-based research publications** in 2023. **Prof. Dr. Mahmood Ayyaz**, the **Vice Chancellor** of King Edward Medical University and Director of the National Course for Advanced Trauma Life Support, accepted the award in recognition of the institution's significant contributions to medical and dental research.



Private Sector

The PAMI Healthcare Excellence Award 2024 was bestowed upon **University College of Medicine- University of Lahore**, acknowledging its remarkable achievement of 366 **Scopus-based research publications** in 2023. **Dr. Mahwish Urooj**, the **Principal** of **University College of Medicine- University of Lahore**, accepted the award in recognition of the institution's significant contributions to medical and dental research.

Healthcare Academic Excellence



Public Sector

The PAMI Healthcare Excellence Award 2024 was conferred upon **Dow University of Health Sciences (DUHS)** for its remarkable QS Ranking. **Prof. Mohammed Saeed Quraishy (T.I.)**, the **Vice Chancellor** of DUHS, accepted the award in recognition of the institution's **outstanding academic excellence** and its achievement of this phenomenal ranking among the world's top medical and dental institutions. Pro Vice Chancellor, **Dow University of Health Sciences (DUHS)**, **Prof. Dr. Jahan Ara** received the award on his behalf.



Private Sector

The PAMI Healthcare Excellence Award 2024 was bestowed upon **The Aga Khan University**, in acknowledgment of its remarkable QS Ranking. **Dr. Adil H. Haider**, Dean of the Medical College at **The Aga Khan University** and Kessler Director of the Center for Surgery and Public Health at Harvard, received the award. This **recognition highlights the institution's exceptional academic prowess** and its attainment of this phenomenal ranking among the world's leading medical and dental institutions. Associate Dean, **The Agha Khan University**, **Prof. Dr. Muhammad Tariq** received the award on his behalf.



Public Sector

Community Healthcare Impact Award

Private Sector

Lifetime Achievement Award Khyber Pakhtunkhwa (KPK) was presented to **Prof. Dr. Muhammad Rehman, Founder/Chairman of Rehman Medical Institute, Peshawar - Pakistan.** He was awarded Sitara-E-Imtiaz by the Government of Pakistan in 2002.

Dr. Muhammad Rehman established the Pakistan Society of Cardiovascular and Thoracic Surgeons in 1991. He has also established the Rehman Medical Institute (RMI) a 500-bed state-of-the-art medical facility in Peshawar and RMI Education which consists of RMC, RCD, RCAHS, RCRS, and RCN.

Strategic Research Collaborations

Strategic **Research Collaborations** help us to synergize beyond our physical boundaries to create knowledge

We are not growing alone but collaborating with national and international organizations for achieving shared goals of sustainable development. To date, we have more than 250 plus MoU with leading public universities, research organizations, corporate sectors, and industries for research, student exchange, joint research events, and other exciting collaborative efforts.

International Research Collaboration

Superior University signed a Memorandum of Understanding (MOU) with NingBo University of Technology, China. This significant partnership aims to foster academic, scientific, and cultural cooperation between the two institutions across various faculties. Through this collaboration, we seek to benefit from each other's initiatives, expertise, working procedures, and support to researchers associated with both universities.

In a virtual meeting with representatives from Ningbo University of Technology, China, the honourable Rector of Superior University, Prof. Dr. Sumaira Rehman, had the opportunity to highlight the modern pedagogical approaches that drive Superior's curricula. includes the latest stream, Go Global, and the Entrepreneurial Teaching and Training Program (ETTP). These initiatives are designed to enhance the employability of our students while inviting them to explore the beauty and potential of Pakistan through the SEE Pakistan 2023 campaign. By establishing this collaboration, Superior University further strengthens its commitment to promoting collaborative research, facilitating student and faculty exchanges, and fostering potential industry-academia alliances. We believe that such partnerships are instrumental in expanding knowledge boundaries, enhancing cultural understanding, and preparing our students for global challenges.



Cutting edge research projects in pipeline

AgriTech

Improving the watermelon and cantaloup production through evaluation of indigenous and import of exotic genotypes in Punjab, Pakistan



This project fulfills UN SDG 2 by using exotic and local rootstock germplasm against the commercially grown cultivars to combat the abiotic and biotic stress and to increase the yield and nutritional properties of watermelon

Memorandum of Understanding (MOU) with Central Park Medical College in Lahore



The Faculty of Allied Health Sciences at Superior University has entered into a Memorandum of Understanding (MOU) with Central Park Medical College in Lahore, marking a collaborative effort to advance healthcare, enhance student opportunities, and foster joint research ventures. Signed by Dean Prof. Dr. Muhammad Naveed Babur of FAHS at Superior University and Principal Prof. Dr. Aamir Mian of Central Park Medical College, this MOU signifies a commitment to innovative healthcare initiatives. Prof. Dr. Muhammad Naveed Babur highlighted Superior University's transformative healthcare endeavors during the signing, emphasizing their impact on Pakistan's healthcare and socio-economic landscape.



ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Faculty of Allied Health Sciences and University of Toronto Forge Global Education Partnership

The Faculty of Allied Health Sciences has partnered with the University of Toronto to enhance student experiences through clinical placement exchanges. This initiative promotes international education and medical knowledge, offering students 6.5 to 8-week clinical practice opportunities, extendable upon approval. The home institution selects students, with final approval from the host, ensuring academic alignment. Each student will have a preceptor for guidance and evaluation. This partnership enriches educational opportunities and fosters global perspectives in allied health sciences.



Cultivating Industry-Academia Linkages:

SMEDA - Pakistan can be helpful in inculcating industry-academia linkages by providing a platform for industry and academia to interact and collaborate. It can also provide a platform for industry and academia to exchange ideas, share resources, and develop joint research projects. To keep these points in mind delegates from Superior University held a productive and successful strategic meeting with team SMEDA - Pakistan headed by Mr. Javed Afzal - Provincial Chief, SMEDA Punjab to explore avenues for future collaboration and partnerships. Mr. Muneeb Ahmed - Deputy Director CMACED, Dr. Sami Bajwa - Dean Faculty of Business and Management Sciences, Dr. Humaira Yousaf - Assistant Director Entrepreneurship Teaching & Training Program, and Mr. Hamid Masood - Deputy Director ORIC Superior University, were representatives of the delegation from Superior University.

The representatives discussed potential areas of collaboration, including joint training sessions, consulting services, and research projects. Another discussion area was how they could collaborate on entrepreneurial excellence awards. Both organizations have a wealth of expertise and knowledge in their respective fields, and there are clear opportunities for collaboration and sharing best practices.

Cutting edge research projects in pipeline

HealthTech

Development and Commercialization of Therapeutic Nanoparticles for Treatment of Neurological Disorders and Cancer Therapy



This project serves SDG 3 by using biodegradable Acrylamide based nanoparticles to treat cancer and brain diseases.



Superiors' representatives discussing potential areas of collaboration, including joint training sessions, consulting services, and research projects at SMEDA



The Superior University inks a Memorandum of Understanding with Clay and Clan:

The Superior University and Clay and Clan have signed a Memorandum of Understanding (MoU) to collaborate on a range of initiatives. This MoU was initiated by the School of Art & Design to fully engage the Clay and Clan in various academic and research collaborations for students. Ms. Farhana Rasheed Program Leader (Fine Arts program) and Mr. Imran Nayyer Clay and Clan (Owner) signed the document in a ceremony organized at the Superior University, Main Campus. The MoU is expected to foster a long-term partnership between both parties and create a platform for further collaboration in the future for student development.



Superior University and Clay and Clan representatives signing a Memorandum of Understanding (MoU)

Cutting edge research projects in pipeline

BioTech

Exploring Sustainable Textile Dyeing with Bacterial Pigments: Utilizing Peanut Seed Cake Media for Dye Production by *Serratia marcescens*

The research focuses on an innovative approach utilizing peanut seed cake, an agricultural waste product, as a growth medium for the bacteria producing alternative, sustainable dye sources, including bacterial pigments

Plastic-Free Rivers and Seas of South Asia

Superior University's Faculty of Sciences organised a signing ceremony of the Plan of Action for the pioneering project, "Plastic-Free Rivers and Seas of South Asia: Trash has Value - Recycling Plastic Waste to Eco-Green Tiles / Bricks," held on June 3rd, 2024, at its Raiwind Road Campus.

Such collaborations solidify Superior's vision of promoting innovative and sustainable solutions, fostering a cleaner and greener environment for future generations and aligning with the United Nations Sustainable Development Goals.



Expanding Superior Universities Research Footprint

Office of Research, Innovation & Commercialization hosted a meeting with Dr. Muhammad Afzal - a globally renowned Scientist of R&D organization of Atomic Energy Commission of Pakistan and Nature Research Award Winner for Driving Global Impact (2021), to discuss the Industrial wastewater management project with one of Superior's multidisciplinary research groups. Superior University is determined to contribute to SDG by solving pressing problems of the society.

The following faculty members attended the meeting.

- Prof. Dr. Nabeel Amin Dean School of Art & Design
- Dr. Uqba Mehmood, Associate Professor, HOD Biological Sciences
- Dr. Abdul Qadir, Assistant Professor, Faculty of Allied Health Sciences
- Dr. Samiya Abrar, Assistant Professor Department of Biological Sciences
- Dr. Shafique Ahmed Awan Manager Innovation & Commercialization
- Mr. Hamid Masood Deputy Director, ORIC



Improving Governance

to enhance performance within & outside Pakistan

Effective governance is the backbone of any thriving institution, and Superior University is no exception. In our pursuit of academic excellence, we recognized the need to strengthen our governance framework, ensuring that it is robust, responsive, and resilient. Over the past year, we have made significant strides in refining our governance structure, clarifying roles and responsibilities, and enhancing transparency and accountability. Our governance journey, demonstrates our commitment to best practices and continuous improvement.



Superior University Governance

Governance is the process of consultation, communication and decision making that devises institutional policies. These policies are the general guidelness that inform decision making and the development of procudures throughout the university. The core function of the governors is to develop and implement the polices. These comprise the system an procedures under which university is directed and controlled.

Transitions in Governance since inception of the University

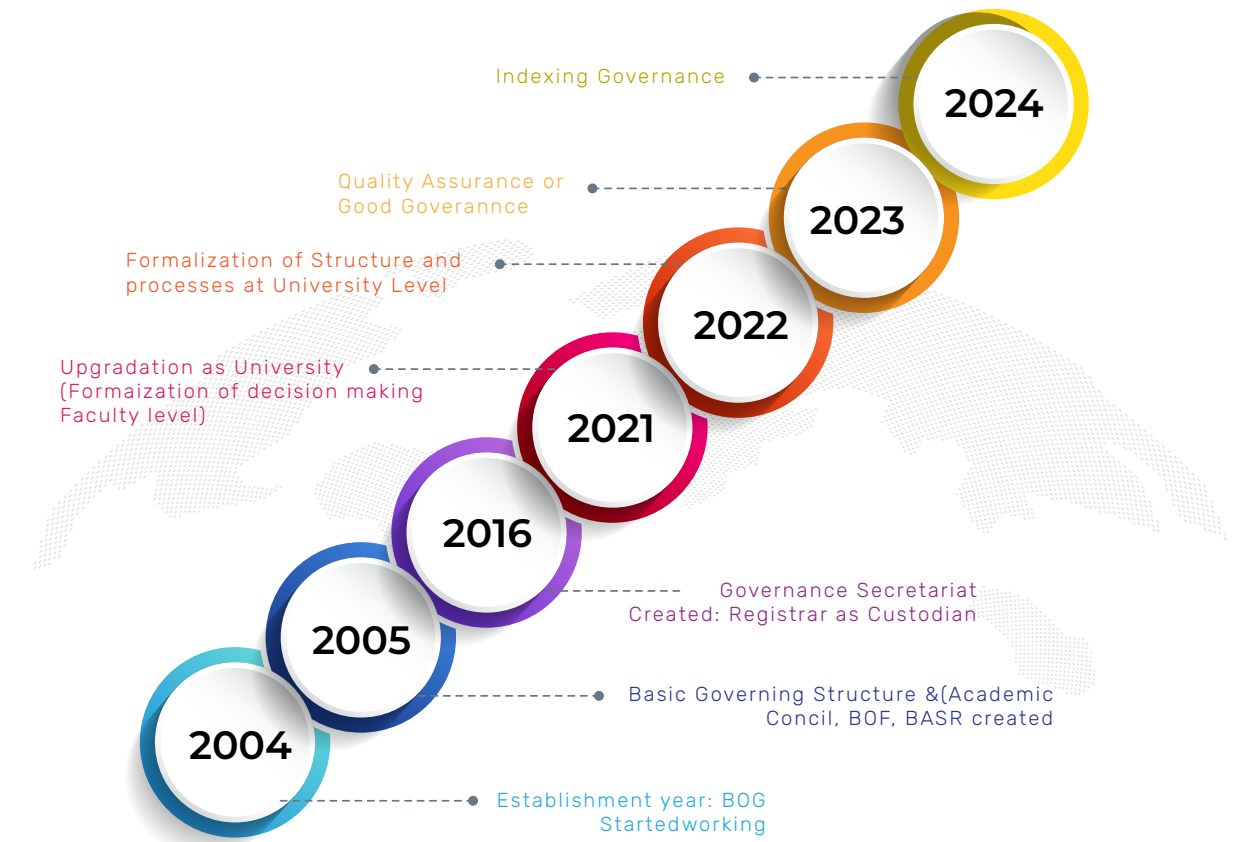
Superior University’s journey towards superior governance began in 2004 with its establishment, under the auspices of a Board of Governors serving as the supreme body. This foundational step laid the groundwork for the institution’s governance framework. By 2005, key structures such as the Academic Council, Board of Faculty, Selection Board, and Finance and Planning Committee were established, delineating responsibilities and ensuring streamlined operations. The year 2016 marked another milestone with the establishment of the Governance Secretariat, led by the Registrar as custodian, further centralizing and coordinating governance efforts. In 2021, the elevation of the institution from college to university status necessitated the formalization of structures at the faculty level, enhancing organizational clarity and efficiency. By 2022, governance formalization permeated the entire university, fostering accountability and transparency across all departments and functions. The introduction of Quality Assurance for Good Governance in 2023 underscored the commitment to continuous improvement and excellence. As we progress into 2024, the focus shifts towards indexing governance, reflecting a dedication to benchmarking and measuring performance against international standards, thereby ensuring a trajectory of continuous enhancement and excellence in governance practices.

2023-24 - The Year in Focus

In the ever-evolving landscape of higher education, governance stands as a cornerstone for ensuring institutional effectiveness, strategic direction, and stakeholder engagement. At Superior University, we recognize the pivotal role of robust governance in fostering academic excellence, promoting innovation, and driving institutional growth. The year 2023-24 witnessed significant strides in advancing our governance frameworks and practices, reflecting our unwavering commitment to transparency, accountability, and stakeholder collaboration. This chapter provides an overview of our governance journey, highlighting key initiatives, achievements, and future directions.

The Superior University’s governance system is built on the principles of collective wisdom and participatory decision-making, involving all stakeholders, including students, faculty, staff, industry, and the community. The Board of Governors, as the ultimate decision-making body, exercises control over all university affairs. To facilitate governance, the Board delegates certain functions to various bodies, such as the Academic Council, Board of Faculty, Board of Advanced Studies and Research, Board of Studies, Selection Board, and Finance and Planning Committee. These bodies, along with standing committees and non-statutory entities, provide advice and support to the decision-makers. It is important to note that at Superior, a clear distinction exists between management and governance, with policies being formulated by the Board of Governors and implemented by the university’s management.

Journey of Superior Governance



“We are evolving our governance framework, embracing change and ensuring a seamless transition for continued success in our campuses in & outside Pakistan.”

Secretary Board of Governors

Leadership and Decision-Making Structure:

Superior University’s governance journey is guided by visionary leadership, embodied by our **Chairman of the Board of Governors, Prof. Dr. Chaudhary Abdul Rehman**. Under his stewardship, our governance structures have evolved to embrace principles of collective wisdom, participatory decision-making, and stakeholder engagement. The Board of Governors, comprising eminent leaders from academia, industry, and government, provides strategic oversight and guidance, ensuring alignment with our institutional mission and values.

All decision making at the Superior University is vested with the Board of Governors, consisting of the following:-

1.

The Chairman of the Company;
2.

Members of the Board of Directors of the Company subject to a maximum of four members;
3.

Chairman, Higher Education Commission or his nominee not below the rank of a Director;
4.

A Vice Chancellor of a public sector University in the Punjab nominated by the Patron;
5.

The Rector
6.

Secretary to the Government of the Punjab, Education Department or his nominee not below the rank of Additional Secretary.

The Chairman of the Board of Directors, a renowned academician and serial entrepreneur Prof. Dr. Chaudhry Abdul Rehman is the Chairman of the Board.

The Secretariat of the Board of Governors is led by the Rector, who is supported by the Registrar of the University and the head of administration. This leadership structure ensures effective coordination and communication between the governing bodies and the university administration.

Authorities of the University

The University operates through various authorities entrusted with the responsibility of running and regulating its affairs. These authorities include:

1.

Board of Governors
2.

Academic Council
3.

Board of Advanced Studies and Research
4.

Board of Faculty
5.

Board of Studies
6.

Selection Board
7.

Finance and Planning Committee
8.

other statutory and non-statutory bodies (at University, Faculty and Program Level).

These authorities collectively contribute to the governance of the university and play vital roles in decision-making processes.

Functions and Powers of the University:

The Superior University’s functions and powers encompass the following aspects:

1.

Providing instruction and training in various faculties and branches of learning determined by the Board of Governors.
2.

Conducting research, demonstrations, and other services to advance knowledge and promote its dissemination.
3.

Holding examinations and conferring degrees, diplomas, certificates, and other academic distinctions.
4.

Selecting and promoting faculties.
5.

Prescribing courses of study.
6.

Establishing and supporting facilities for education, training, and research.
7.

Deciding teaching methods and strategies, including virtual, on-campus, online, and distance learning, to ensure effective educational and training programs.


These functions empower the university to provide high-quality education, promote research, and facilitate academic growth.

Enhancing Governance Effectiveness:


The year 2023-24 marked a period of transformational change in our governance practices, characterized by proactive measures aimed at enhancing effectiveness, accountability, and responsiveness. One such initiative was the introduction of a performance index, providing a structured framework for evaluating governance outcomes and driving continuous improvement. Through this initiative, we empowered our governing bodies to monitor progress, identify areas for enhancement, and implement targeted interventions, thereby fostering a culture of accountability and results-driven governance.

Furthermore, we conducted faculty-wise audits of governance procedures to identify strengths, weaknesses, and opportunities for improvement within individual academic units. These assessments provided valuable insights into operational inefficiencies, compliance gaps, and resource allocation priorities, enabling us to implement tailored governance interventions and enhance the effectiveness of our academic operations.


Governance Interventions in 2023-24




introduced performance index of Governance




Conducted Faculty-wise audit of documents




Introduced Effectiveness Monitoring forms




Reviewed and Revised constitution of Boards and Committees to ensure effectiveness



Introduced Effectiveness Monitoring forms



Reviewed and Revised constitution of Boards and Committees to ensure effectiveness



Ensured 92% compliance to the Calendar

Promoting Diversity and Inclusivity

Central to our governance philosophy is the promotion of diversity, inclusivity, and external perspectives in decision-making processes. In 2023-24, we revised constitutions and onboarded industry experts to governing bodies, enriching the deliberative process and enhancing the relevance of our governance decisions to the broader academic community and society at large. By broadening representation and expertise within our governing bodies, we fostered innovation, creativity, and informed decision-making, thereby strengthening the fabric of our governance ecosystem.

As we reflect on our governance journey in 2023-24, we take pride in the progress we have made in driving excellence, accountability, and stakeholder engagement. Through visionary leadership, strategic foresight, and stakeholder

collaboration, we have strengthened our governance structures and processes, positioning Superior University as a beacon of governance excellence in the higher education landscape. As we look towards the future, we remain committed to upholding the highest standards of governance, driving innovation, and delivering impact for the benefit of our students, faculty, staff, and society at large.

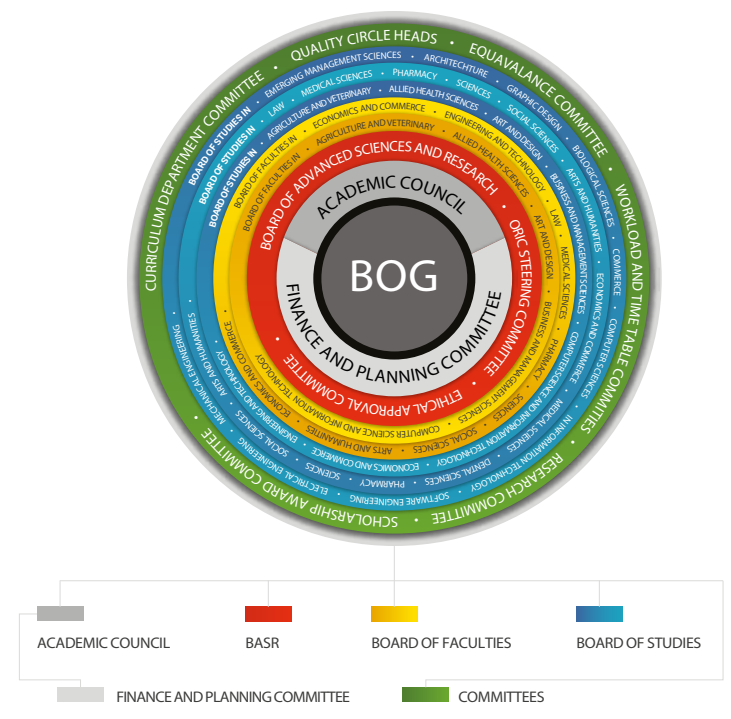
The Superior University takes pride in its robust governance system, which serves as a compass for setting the institution's direction. Governance at Superior University encompasses consultation, communication, and decision-making processes that shape institutional policies and provide general guidelines for decision-making and procedural development throughout the University.



Academic Council Procession

Communication among Governing Bodies

Effective communication is crucial for efficient governance. Superior University ensures smooth communication and coordination among its governing bodies through various channels. Regular meetings, reports, and consultations facilitate the exchange of ideas, information, and decisions. This communication framework enables effective governance and enhances transparency and accountability within the university.



“With Faith Discipline and Selfless Devotion, there is nothing worthwhile that you cannot achieve.”

Muhammad Ali Jinnah - Founder of Pakistan

Governance Highlights of 2024

In the transformative year of 2023, Superior University charted a course of progress, guided by strategic governance enhancements. As we reflect on this pivotal period, it's evident that governance played a central role in orchestrating our journey towards excellence, transparency, and stakeholder engagement.

Through 830 meticulously organized meetings, including 526 non-statutory body gatherings and over 300 Statutory Body Meetings our commitment to inclusive dialogue and stakeholder engagement was palpable. Diverse perspectives converged, ensuring that key decisions resonated with the collective wisdom of our stakeholders.

As the pursuit of academic excellence echoed throughout our campus, Superior University embarked on a journey to align its offerings with industry demands. The introduction of 22 new programs and the revision of 59 roadmaps highlighted our adaptability to emerging trends. Concurrently, governance frameworks were honed, providing a robust foundation for compliance and strategic direction.

In our quest for excellence, Superior University refined its governance practices in 2023. The introduction of a performance index provided a structured framework for evaluating outcomes, fostering continuous improvement and accountability. Faculty-wise audits ensured adherence to regulatory standards, while effectiveness monitoring facilitated data-driven decision-making, allowing for informed refinements.

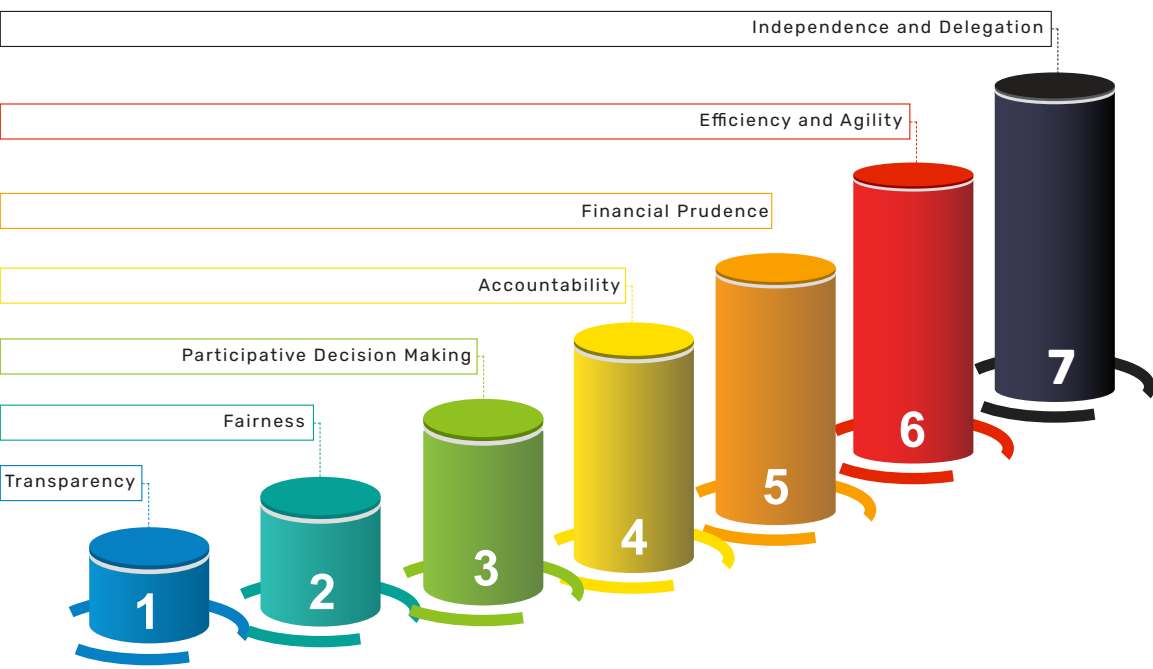
A notable milestone in Superior's governance journey was the commendable 92% compliance rate to the institutional calendar. This achievement underscored our unwavering commitment to timeliness, efficiency, and effective planning. As the curtains closed on 2023, we celebrated our achievements and reaffirmed our dedication to excellence, transparency, and stakeholder engagement.



Navigating Governance Excellence- Superior Indexing Parameters

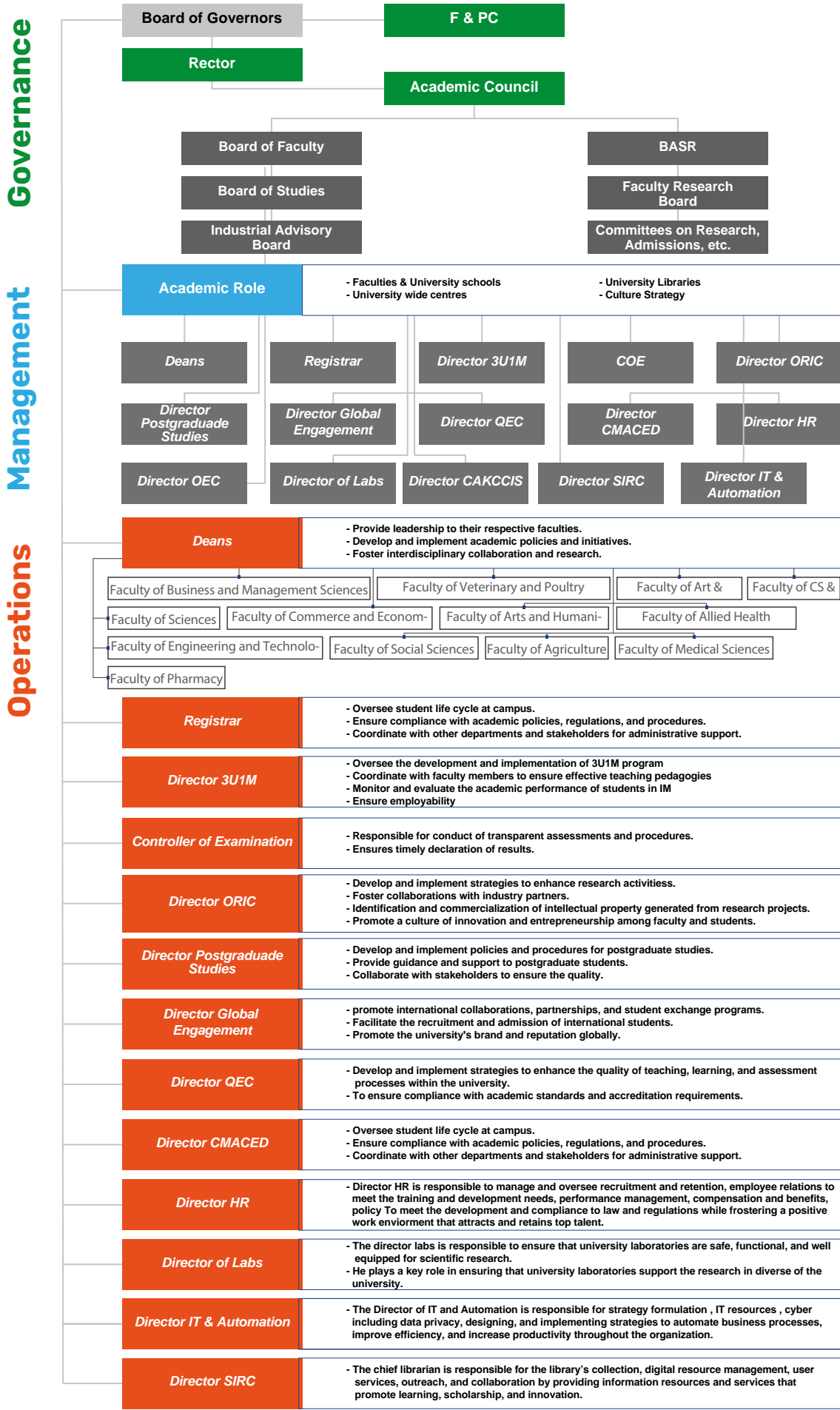
As Superior University charts its course towards the realization of the Soar to Roar Strategic Plan 2023-2028, indexing governance becomes instrumental in achieving a significant milestone. By indexing governance, we aim to lay the foundation for a transformative governance model that will propel the institution to global prominence by 2028. This envisioned governance paradigm will be characterized by strategic autonomy, technological integration, and a steadfast commitment to global excellence, thereby shaping Superior University into a dynamic and responsive academic powerhouse.

Indexing Governance Agenda for 2024



- 1. Transparency and Fairness:** Ensuring that decision-making processes are characterized by openness, accessibility, and equitable treatment, fostering trust and integrity within the institution.
- 2. Participative Decision-Making:** Involving stakeholders in decision-making processes to incorporate diverse perspectives, enhance inclusivity, and ensure that decisions align with the institution's strategic objectives.
- 3. Accountability:** Establishing clear roles and responsibilities for all stakeholders and implementing mechanisms to hold individuals and entities accountable for their actions, thereby fostering a culture of responsibility and integrity.
- 4. Financial Prudence:** Practicing careful and responsible management of financial resources to ensure the sustainability and long-term success of the institution, aligning financial decisions with strategic objectives.
- 5. Efficiency and Agility:** Streamlining decision-making processes and embracing technological advancements to enhance efficiency and adaptability, enabling the institution to respond effectively to evolving challenges and opportunities.
- 6. Independence and Delegation:** Maintaining autonomy in decision-making processes while effectively delegating authority and managing conflicts of interest, ensuring that decisions are made with integrity and in the best interest of the institution's mission and values.

Intertwining of Governance and University Structures



Building Sustainable Infrastructure: Paving the Way for a Greener Future

Superior University is dedicated to fostering academic excellence while championing environmental sustainability. In this chapter, we explore our initiatives to develop infrastructure that not only supports our educational mission but also contributes to a cleaner, greener environment.

Superior University has undertaken significant investments in infrastructure development, reflecting a balanced approach to resource allocation. While prioritizing research and faculty development in recent years, the university has maintained a steadfast commitment to enhancing its infrastructure to meet the evolving needs of the academic community.

Beginning with substantial investments in infrastructure in

the early years, such as Rs. 273 million in 2019 and Rs. 373 million in 2020, Superior University laid a strong foundation for growth and development. These initial investments were pivotal in modernizing and expanding campus facilities, ensuring a conducive learning environment for students and faculty alike.

As the university shifted its focus towards research and faculty development, infrastructure investments remained steady, with annual allocations exceeding Rs. 120 million from 2021 onwards. This strategic approach reflects our vision for long-term growth and sustainability, recognizing the importance of maintaining a strong infrastructure base while strategically allocating resources

to propel the university towards academic excellence.

The commitment to sustainability is embedded in every infrastructure project undertaken by Superior University. From green building practices to renewable energy integration and water conservation measures, each initiative is designed to minimize environmental impact and promote a greener future for generations to come.

In the fiscal year 2023-24 alone, Superior University invested a total of Rs. 383 million in infrastructure development, reflecting our dedication to creating a state-of-the-art learning environment while promoting environmental responsibility.

A Small Step Towards a Greener Tomorrow - Our Story

The university has taken a significant step towards reducing its carbon footprint. The university's sustainability initiatives aim to make a positive impact on the environment and inspire students to become eco-friendly leaders.

It all began with a simple question: **"What can we do to reduce our energy consumption?"** asked Dr. Sumaira, the university's Rector. This sparked a series of small but effective changes on campus.

The university started by replacing traditional light bulbs with energy-efficient LED lights, installing solar panels on rooftops, and implementing water conservation measures. Students, faculty, and staff came together to form a **"Green Team"** that identified areas for improvement and suggested eco-friendly solutions.

One of the team's initiatives was to reduce plastic waste on campus. They encouraged students to use reusable bags and water bottles, and even started a small recycling program.

Regarding Waste Management, Waste reduction and recycling measures were taken.

The impact was noticeable. Energy consumption decreased, water usage dropped, and the campus looked cleaner than ever before.

Students like Ali, Biological Sciences Department, appreciated the efforts. **"It's great to see our university taking small but significant steps towards sustainability. It inspires us to do our part,"** he said.

Superior University Lahore's sustainability initiatives may not be grand, but they're a step in the right direction. And who knows, maybe one day they'll inspire other universities to follow suit.

Our Sustainability Initiatives for Environmental Stewardship:



Green Building Practices

In all our construction and renovation projects, we prioritize green building practices. This includes using environmentally friendly materials, incorporating energy-efficient designs, and optimizing natural lighting and ventilation to reduce energy consumption.

Renewable Energy Integration:

Embracing renewable energy solutions is a key pillar of our infrastructure development strategy. Solar panels adorn the rooftops of several campus buildings, harnessing the power of the sun to generate clean, renewable energy. This not only reduces our reliance on fossil fuels but also lowers our carbon footprint.



Water Conservation Measures

Water conservation is another cornerstone of our sustainable infrastructure efforts. We have implemented water-saving technologies such as low-flow fixtures, rainwater harvesting systems, and greywater recycling. These initiatives not only reduce water consumption but also help mitigate the impact of droughts and water scarcity.



Waste Management Solutions and Composting

- **Recycling Programs:** Superior University is committed to responsible waste management. We have established recycling programs across campus to divert waste from landfills and promote a circular economy.
- **Composting Initiative:** Organic waste is composted to produce nutrient-rich soil amendments through a carefully managed composting process. Food scraps, yard trimmings, and other biodegradable materials are collected and layered in designated compost bins or piles. Through regular aeration and moisture management, microbial activity breaks down the organic matter into compost, a valuable resource for campus landscaping and agriculture.
- **Circular Economy:** By composting organic waste, we not only reduce landfill contributions but also close the loop on nutrient cycles, enriching the soil and promoting sustainable gardening practices.



Sorting & Segregation at Lahore Waste Disposal Plant



Waste Shredding



Windrow Process (Aeration and Microbial Activity) at Plant



Sieving and Packaging

Green Spaces and Biodiversity

Our campus is adorned with lush greenery and landscaped gardens, providing not only aesthetic appeal but also valuable ecosystem services. We actively preserve and enhance biodiversity by planting native species, creating wildlife habitats, and implementing sustainable landscaping practices.



A Peaceful Oasis for Learning and Growth: Campus Lawn



Superior University's Commitment to Environmental Sustainability

Visionary Leadership and Strategic Planning

Under the visionary leadership of our administration and the guidance of our dedicated Sustainability Office (SGD Hub), Superior University has developed a comprehensive and forward-thinking Sustainability Plan. This plan outlines our long-term objectives, strategies, and action plans to reduce our environmental impact, promote resource efficiency, and foster a culture of sustainability across our campus community.

Environmental Sustainability Themes

Energy, Water, and Carbon Reduction in Buildings

Sustainable Infrastructure

Sustainable Transportation

Green Campus (Carbon-free, Solar Energy)

Green and Serene Environment (formerly Biodiversity)

Waste and Water Management

Reduction of Pollution

Sustainable Procurement

UN SDGs Impact in Education

Objectives

ACHIEVE CARBON NEUTRALITY

GREEN BUILDING PRACTICES

ENERGY-EFFICIENT TECHNOLOGIES

WASTE REDUCTION AND RECYCLING IN CONSTRUCTION

WATER CONSERVATION MEASURES

EFFICIENT TRANSPORTATION INFRASTRUCTURE

COMMUNITY ENGAGEMENT

MONITORING AND REPORTING



Green Infrastructure and Biodiversity Conservation

Education, Engagement, and Advocacy:

At Superior University, we believe that education is key to driving meaningful change. Through our sustainability-focused curriculum, research projects, and extracurricular activities, we strive to educate and empower our students to become sustainability leaders in their respective fields. Additionally, we actively engage with our campus community, local stakeholders, and government agencies to advocate for sustainable practices, raise awareness about environmental issues, and promote collective action towards a more sustainable future.

As we reflect on our achievements and milestones in environmental sustainability, we recognize that our journey is far from over. Moving forward, we remain committed to pushing the boundaries of innovation, collaboration, and leadership in sustainability. By continuing to integrate sustainability into our operations, curriculum, and campus culture, we are confident that Superior University will remain at the forefront of environmental stewardship and serve as a model of sustainability for educational institutions nationwide.

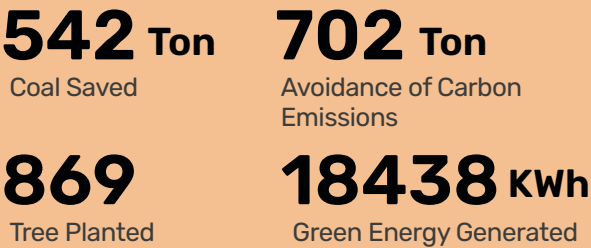
Our commitment to environmental sustainability extends beyond energy and water conservation to include the preservation and enhancement of biodiversity on our campus. We have implemented green infrastructure projects, such as green roofs, vertical gardens, and tree planting initiatives, to create habitats for native flora and fauna, improve air quality, and enhance the overall aesthetic appeal of our campus environment. These efforts align with our broader goal of promoting environmental stewardship and biodiversity conservation.



Chill Zone: Superior Boys Hostel Lawn



Sustainability in Action: Superior Solarization Project

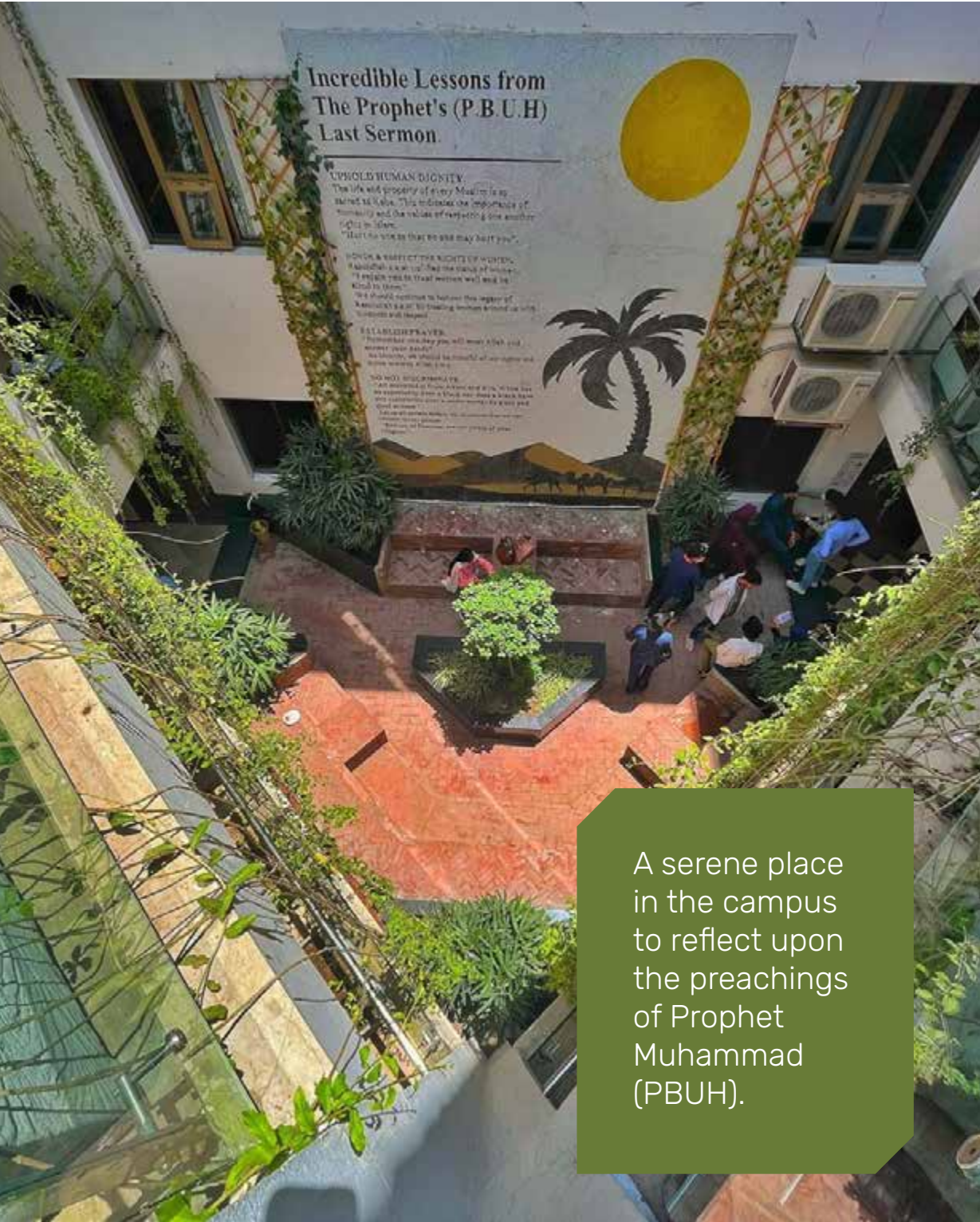


Recognition by United Nations

Superior University's efforts in promoting sustainable development have been recognized by the United Nations Academic Impact. By aligning our **initiatives with the UN Sustainable Development Goals** (SDGs), we have earned a place in the United Nations Academic Impact Report 2023. This accolade is a testament to our dedication to advancing the global agenda for sustainable development.



Superior University's commitment to sustainable infrastructure development is integral to our vision of creating a conducive learning environment that nurtures academic excellence and environmental stewardship. By investing in green building practices, renewable energy integration, water conservation measures, waste management solutions including composting, green spaces, and smart technologies, we pave the way for a greener, more sustainable future for generations to come.



A serene place in the campus to reflect upon the preachings of Prophet Muhammad (PBUH).

Infrastructure Development to Enhance the Educational Experience

The year 2024 has been a significant year for Superior University as we continued to uphold our commitment to providing A class education and fostering an environment of innovation and growth. Over the course of the year, substantial investment was made in infrastructure improvement, automation, revamping, energy & solarization, IT support, laboratories, and other essential amenities. These investments amounted to an impressive Rs. 130.2 million on building 121.3 Million on infrastructure, 79 million on Lab Equipment and 123.6 million on IT infrastructure reflecting our dedication to creating a state-of-the-art learning environment for our students.

Our infrastructure improvement initiatives were focused on modernizing and expanding our facilities, providing more comfortable and conducive spaces for teaching, learning, and research. The automation and solarization projects implemented throughout the year have resulted in increased operational efficiency, streamlining administrative processes, and facilitating a seamless experience for both students and staff. Implementation of ERP was successful.

Furthermore, significant strides were made in revamping various aspects of our campus, including renovation of classrooms, lecture halls, and common areas. This revamping process was crucial to creating an engaging and vibrant atmosphere that stimulates learning and collaboration. Additionally, we embraced sustainable practices by undertaking solarization projects, reducing our

carbon footprint and promoting renewable energy sources.

Our commitment to fostering research and innovation led to the establishment of state-of-the-art laboratories and Superior Information and Resource Centre. These facilities serve as hubs for exploration, enabling our students and faculty to undertake groundbreaking research and contribute to advancements in their respective fields.

The investments made in infrastructure development, automation, electrification, revamping, solarization, IT support, laboratories, and Information Resources have greatly enhanced the educational experience at Superior University. We remain steadfast in our mission to provide an exceptional learning environment, empowering our students to succeed and thrive in a rapidly changing world.



Exploring the Human Body in 3D: Anatomage Table



Maker Lab: Where Creativity Meets Innovation

Key Figures of Development (2019-23)



Rs
556
Million
on Building



Rs
60
Million
Furniture and Fixture



Rs
160
Million
Information Technology

Key Figures of Development (2023-24)



Rs
155
Million
Library and Labs



Rs
130.2
Million
Addition in Capital Assets



Rs
121.3
Million
Infrastructure Development



Rs
79
Million
Lab Equipment



Rs
123.6
Million
IT Infrastructure

Superior University: Digital Transformation for a Sustainable Future

Superior University made significant progress in its sustainable digital transformation journey, aligned with the Soar-to- Roar Strategic Plan 2023-2028. This initiative embraces technology to enhance administrative efficiency, improve student engagement, and foster a culture of continuous improvement, all while prioritizing environmental and financial sustainability.

Three Major projects are initiated under Soar-to-Roar Strategic Plan 2023 – 2028.

University Automation (Digital Transformation)

ICT (Infrastructure)

Superior Online

Digital Transformation (Paperless Environment)

- **Enterprise Resource Planning (ERP) System:** A comprehensive ERP system has been implemented, streamlining processes for student profiles, academic management, registration, finance, and administration. Integrated modules like Odoo CMS, a Learning Management System (LMS), and admissions software empower a more efficient and engaged academic experience.
- **EmpowerU Portal:** A robust Intranet with the user-friendly EmpowerU portal empowers faculty, staff, and employees with self-service capabilities. This centralized platform fosters collaboration, streamlines communication, and provides easy access to resources and HR functions, creating a more efficient and connected work environment.
- **Student-Centric Digital Portals:** Interactive student and faculty portals provide a seamless environment for academic interaction, resource sharing, and administrative support. These portals are constantly evolving based on user feedback and cutting-edge technology, ultimately enhancing the student learning experience.
- **Alumni Engagement Portal:** An Alumni Portal, Alumni Office Module has been implemented to foster lifelong relationships and strengthen connections with the university's alumni network.

Spotlight

AI-Powered Efficiency



Superior University trained faculty and staff on AI tools to enhance operational efficiency, reducing errors and increasing productivity. This investment in innovation and professional development demonstrates our commitment to academic excellence and continuous improvement.

Technological Advancements (ICT)

We have made significant upgrades to enhance connectivity and security:

- **ISP upgrade from 1000 Mbps to 1.7 Gbps for faster internet access**
- **Network upgrade from 1 GiG to 10 GiG LAN for seamless online activities**
- **Fortinet Firewall installation for robust network and data security**
- **Enhanced data security measures, including backup servers and disaster recovery**
- **Consolidation to SSD Cloud Services for optimized resource utilization and cost savings**

These upgrades demonstrate our commitment to technological advancement, cybersecurity, and sustainability, ensuring a secure and innovative environment for our academic communi

Superior Online: Enhancing Access through Virtual World

In our relentless pursuit of academic excellence and innovation, we are thrilled to introduce the Superior University Online Campus—a dynamic platform designed to revolutionize the way we engage with learning and teaching. Through the integration of a comprehensive portal and Learning Management System (LMS), we have created a virtual ecosystem that transcends geographical boundaries, enabling seamless access to educational resources, interactive courses, and collaborative tools. This pioneering initiative empowers students to pursue their academic goals with flexibility and convenience while providing faculty members with robust tools to deliver engaging and personalized instruction. The Superior University Online Campus represents a transformative step towards harnessing the power of technology to redefine education, fostering a vibrant and inclusive learning community where every individual can thrive and excel.

Enhanced Online Presence through Revamped Website



Please explore me

Superior University proudly announces the launch of its revamped website, a significant milestone in its efforts to enhance communication and connectivity with the global community. The revamped digital platform serves as a vibrant gateway, showcasing the university's academic excellence, research endeavors, and community engagement.

The new website boasts a modern design, user-friendly interface, and streamlined navigation, providing easy access to information for prospective students, current students, alumni, faculty, staff, and partners. This revitalized online presence enables the university to share its story, showcase its achievements, and foster meaningful connections with the world.

The website revamp demonstrates Superior University's commitment to effective communication, transparency, and innovation, solidifying its position as a forward-thinking institution. The university invites all stakeholders to explore its new website at www.superior.edu.pk



A Great Place to Work: Our Focus on Faculty and Staff Development

Superior University places a strong emphasis on continuous learning and the development of human resources, aiming to transform individuals into valuable human capital. Recognizing the swift advancements in technology, the socio-political landscape, and organizational dynamics, ongoing learning and human resource development stand as crucial pillars for any forward-thinking institution.

In light of these considerations, Superior University is committed to

keeping its faculty and staff well-informed and equipped to navigate this dynamic environment. The institution has proactively launched various developmental activities, fostering a culture that empowers its members to actively contribute to both personal and organizational triumphs. This commitment ensures that the Superior University community remains agile, responsive, and ready to thrive in the ever-evolving landscape of academia and beyond.

Faculty Development Program	Number of scholarships awarded to employees	Amount (PKR).
Education Assistance	60 employees	70,000,000

Staff’s Wellbeing and Benefits

We’re committed to creating an inclusive and supportive environment where everyone feels valued and respected. We deeply care about our staff’s wellbeing and promoting inclusivity and diversity. This includes healthcare coverage for medical, dental, and vision needs. Our goal is to create a supportive environment where our staff can thrive both professionally and personally.

Employee Wellbeing and Benefits	Number of employees	Amount (PKR).
Ramadan Rashan Scheme	445	3782,500
Eidi Allowance to supporting staff	445	900,000
Easter and Christmas Allowance to supporting staff	150	620,000
Wedding Allowance	45	450,000

Cultivating Virtues for Success: **Character Mastery** Training by Prof. Dr. Abdul Rehman at Superior UAE Campus

An initial training session on Character Mastery was conducted by Prof. Dr. Abdul Rehman, Chairman of the Superior Group, at the Superior UAE Campus, RAKEZ. This essential training aimed to equip members of the core team of the Superior Group with insights necessary for personal and professional development. Character Mastery focuses on cultivating vital virtues such as integrity, empathy, and resilience, which are crucial in today’s competitive and rapidly evolving world. By emphasizing these values, the training seeks to enhance individual performance and foster a positive, ethical, and collaborative campus environment. This initiative underscores our commitment to holistic education, ensuring that our students not only excel academically but also develop strong character foundations that will serve them throughout their lives.



Delegation of Superior University attends PUAN National Conference on “Promoting Social Entrepreneurship in Pakistan

Superior University staff members, Muneeb Ahmed, Deputy Director of CMACED, and Dr. Usman Sadiq, Assistant Director of the Social Entrepreneurship Program, were honored to be selected as delegates for the prestigious PUAN National Conference on “Promoting Social Entrepreneurship in Pakistan” held in Islamabad in collaboration with the Accountability Lab Pakistan, US Embassy Pakistan and United States Educational Foundation in Pakistan.

At the conference, representing the Pak US Alumni Network (PUAN) Punjab Chapter, Team Superior showcased a pioneering Social Entrepreneurship framework aimed at empowering the Transgender Community through entrepreneurial interventions. Their presentation, titled “Empowering Transgenders through Entrepreneurial Interventions,” garnered significant acclaim from both the management and distinguished guests from the US Embassy Islamabad. Their innovative approach was commended, and assurances of continued support for the cause were received.

The conference served as a platform to highlight the critical role of social entrepreneurship in bridging business and civic engagement and its profound impacts on Pakistan. Discussions centered on addressing pertinent issues and exploring avenues for sustainable solutions.

34th Annual EAIE Conference and Exhibition 2024 in France



Dr. Arfan Jaffar and Dr. Sami Ullah Bajwa Nominated to Attend 34th Annual EAIE Conference and Exhibition 2024 in France

Dr. Arfan Jaffar, Dean of the Faculty of Computer Sciences and Information Technology, and Dr. Sami Ullah Bajwa, Dean of the Faculty of Business and Management Sciences, have been nominated to attend the 34th Annual EAIE Conference and Exhibition as part of the Pakistani delegation under the auspices of the Association of Private Sector Universities of Pakistan (AP-

SUP). This prestigious event is a major gathering for higher education professionals worldwide, featuring workshops, sessions, and networking opportunities aimed at fostering international collaboration and innovation. Their participation underscores their commitment to advancing the academic and professional landscapes of their respective fields and will enhance the global presence of Pakistani academia, bringing valuable insights and connections back to their home institutions.

Superior University Delegates Nominated to Prestigious Global Sustainable Development Congress



Pakistan's Superior University made a significant mark at the recent Global Sustainable Development Congress held in Thailand. The university was invited to showcase its innovative projects tackling social issues and environmental challenges, highlighting its dedication to the UN's Sustainable Development Goals (SDGs). This prestigious event, co-hosted by Thailand's Ministry of Higher Education, brought together 3,000 thought leaders to discuss critical sustainability

issues. Superior University stood out for its impactful approach, earning recognition as a leading institution. Dr. Naveed Babur, Dean of the Faculty of Allied Health Sciences, and Dr. Usman Sadiq, Assistant Director SEP, represented the university at the congress, demonstrating Superior University's commitment to fostering a more sustainable future through its research, education, and outreach programs.

Investing in Innovation and Impact: Superior University Delegation Attends THE Innovation & Impact Summit in China

A three member delegation from The Superior University comprising of Mr. Asad Ullah Sheikh Director Global Engagement, Dr. Usman Sadiq Asst. Director SEP | SFRD and Mr. Waqas Rana attended the two day long THE Innovation & Impact Summit in China. The Summit included leaders from different global universities and the representatives of Times Higher Education University Rankings Organization. The purpose of this summit was to promote innovation and boost the impact from sustainable projects. This summit is highly aligned with the of achieving the 2030 UNSDGs agenda by boosting partnerships for goals.



Cultural Exchange and Academic Exploration: Superior University's International Tour of Turkiya

Superior University recently organized a transformative international tour to Turkey, from May 15th to 23rd, 2024. The tour united 31 participants, comprising 10 faculty members and 21 students, in a voyage of cultural exchange, academic inquiry, and personal development.

The tour set out to achieve diverse goals, including deepening cultural understanding, fostering academic partnerships, showcasing historical and cultural landmarks, nurturing personal growth and networking skills, and investigating textile and fashion trends for relevant faculty and students.

Participants embarked on explorations of renowned sites such as Hagia Sophia Mosque/ Blue Mosque, Galata Tower/Museum, Topkapi Palace, and Princes' Islands, gaining

profound insights into Turkey's rich heritage and architectural wonders. Additionally, they engaged in a collaborative workshop at Aydin University, Istanbul, fostering academic exchange.

Immersing themselves in Turkish culture, savoring local cuisine, and forging enduring connections, participants, especially those in textile and fashion, delved into fabric exploration, fashion trends, and visual merchandising at shopping malls.

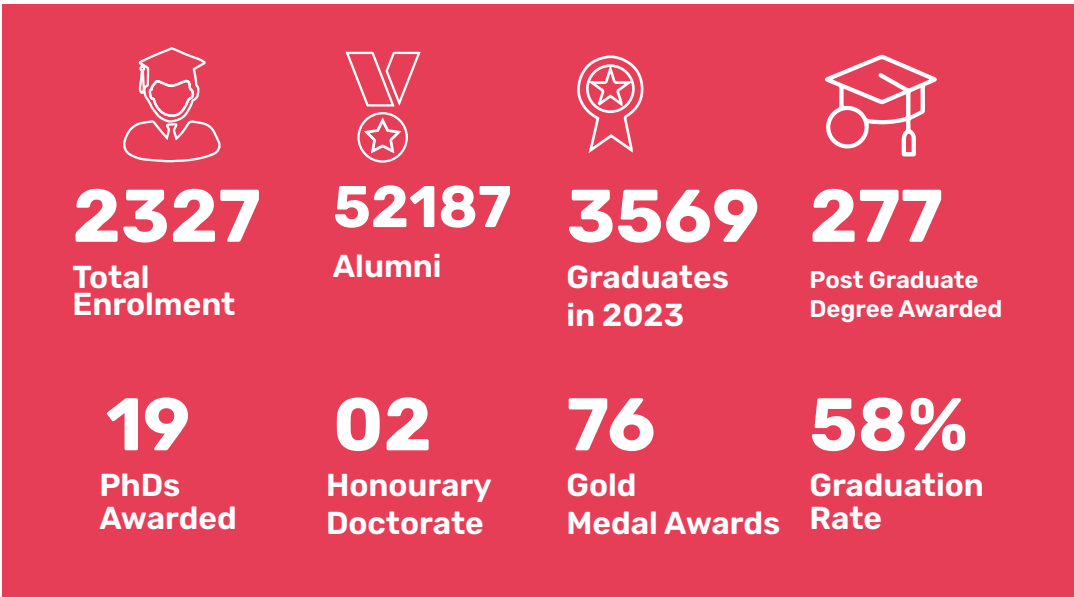
The Turkey tour was unequivocally successful, meeting its objectives and delivering a life-changing experience for all involved. It exemplifies Superior University's commitment to holistic education, equipping students for a globalized future.





A Tapestry of Achievements: The 7th Convocation of Superior University, Lahore

The hallowed grounds of Superior University's courtyard shimmered under the golden rays of the sun on the 29th of February 2024, as the esteemed institution prepared to host its 7th Convocation. This momentous occasion served as a testament to the unwavering commitment of Superior University in nurturing minds, shaping futures, and unleashing excellence upon the world.



90%
Over all Employability

Departments with 100% Employability

- Mass Communication
- Management Sciences
- Aviation Management
- Doctor of Physical therapy
- Pharmacy
- Computer Sciences
- Computer Engineering
- Information Technology
- Cyber Security
- Accounting and Finance
- Hospitality and tourism



Upholding Excellence through Innovative Pedagogies

Superior University, renowned for its innovative teaching pedagogies, stood as a beacon of academic innovation and success. The indigenously developed interventions such as ETP, 3UIM, and Freshman Workshops continued to pave the way for student success and empowerment. These pedagogies, like threads woven into a vibrant tapestry, guided students towards academic excellence and personal growth.

In its relentless pursuit of academic excellence, Superior University continued to champion postgraduate research, fostering a culture of curiosity and innovation. The past year saw the graduation of 70 Ph.D. scholars, each a testament to the University's commitment to pushing the boundaries of knowledge and scholarship.

Empowering Youth through a Multifaceted Academic Landscape

Superior University's academic landscape, characterized by its 13 diverse faculties, provided a comprehensive education to over 21,000 enrolled students. From Business & Management Sciences to Agriculture and Veterinary Sciences, each faculty nurtured the talents and aspirations of students, empowering them to excel in their chosen fields.

Recognizing Distinguished Achievements: Our Honorary Doctoral Degree Awardees



Senator Mr. Irfan-ul-Haque Siddiqui, a dedicated public servant from Rawalpindi, Punjab, was awarded an honorary degree by Superior University Lahore in recognition of his significant contributions to public service and national welfare. An esteemed member of the Senate since March 2021 and recipient of the Hilal-i-Imtiaz, his work positively impacted the nation.



Mr. Shahzad Nawaz born in Karachi in 1980, was awarded an honorary degree by Superior University Lahore for his multifaceted contributions to the arts and public service. Known for his roles in "Daira" and "Botal Gali," and his musical achievements in Coke Studio, he also served as a special assistant to the Prime Minister, focusing on culture and arts.

Celebrating the Class of 2024

The 7th Convocation marked the culmination of the academic journey for 3,569 graduates, who stood on the threshold of a new chapter in their lives. Among them, 76 outstanding individuals were recognized for their exceptional achievements, receiving Gold Medals from the esteemed Patron/Governor Punjab. Additionally, two honorary degrees were conferred, acknowledging the remarkable contributions of individuals to their respective fields. The 7th Convocation transcended the mere acknowledgment of academic achievements; it served as a profound reflection on the imperative of character excellence in shaping the leaders of tomorrow. A chorus of voices, led by Mr. Baleegh ur Rehman, Prof. Dr. Chaudhary Abdul Rehman, Prof. Dr. Sumiara Rehman, Prof. Irfan ul Haq Siddiqui, and Mr. Shahzad Nawaz, resonated with the conviction that academic success, while significant, pales in comparison to the enduring legacy forged by character.

At the heart of their addresses lay a resounding truth: in today's world, the measure of greatness extends beyond academic prowess to the embodiment of integrity, compassion, and ethical values. Mr. Baleegh ur Rehman, as Chief Guest, set the tone by urging graduates to cultivate moral fortitude, for it is through the demonstration of good character that one earns respect and admiration.

Echoing these sentiments, Prof. Dr. Chaudhary Abdul Rehman emphasized the pivotal role of character in fostering trust and meaningful relationships, essential for success in both personal and professional spheres. Prof. Dr. Sumiara Rehman, the Rector, underscored the significance of integrity and empathy in navigating life's complexities, urging graduates to embrace a life of purpose and integrity.

Prof. Irfan ul Haq Siddiqui and Mr. Shahzad Nawaz, through personal anecdotes, illuminated the

transformative power of character. Their impassioned advocacy for the Character Mastery movement resonated deeply, inspiring graduates to cultivate qualities of integrity, resilience, and ethical leadership. Within the fabric of the Convocation, the Character Mastery movement emerged as a guiding ethos, urging graduates to transcend academic excellence and embrace a holistic approach to education. It beckons them to cultivate a moral compass, imbued with empathy, kindness, and respect, thereby fostering inclusive and compassionate communities.

As the graduates embark on their respective journeys, armed with their degrees and the wisdom imparted by the speakers, they carry with them the profound understanding that true success is not merely measured by accomplishments, but by the impact they have on the lives of others. They understand that by mastering their character, they possess the power to shape a better, more compassionate world for generations to come.

As the curtains drew to a close on the 7th Convocation of Superior University, Lahore, it left behind a legacy of excellence and achievement. The memories created on this momentous day, the smiles, and the shared aspirations will forever be etched in the hearts and minds of all those who attended. It served as a reminder of Superior University's unwavering commitment to nurturing young minds and empowering graduates to transcend boundaries and conquer the world with their knowledge and skills.

In the grand tapestry of Superior University's Convocation, each graduate represented a unique story of triumph, resilience, and the pursuit of excellence. As they embarked on their respective journeys, armed with their Superior education, they carried within them the spirit of the University – a spirit that embodies passion, innovation, and a relentless pursuit of greatness.



Our Alumni Our Identity



The Alumni Office at Superior University fosters lifelong connections and supports alumni in their personal and professional growth. It offers a range of services, including networking opportunities, mentorship programs, and career support such as job placement assistance, career counseling, and access to professional development resources. Regular events like reunions, social gatherings, and networking sessions facilitate meaningful connections among alumni from different generations and locations.

Additionally, the Alumni Office keeps alumni informed about university developments through newsletters, publications, and online platforms, celebrating alumni achievements and reinforcing pride in being part of the Superior University family. The office

also encourages alumni philanthropy, providing opportunities to contribute to scholarships, research projects, and other initiatives that benefit the university and future students.

Recognizing the global presence of its alumni, the office establishes and strengthens alumni chapters in various cities and countries. These chapters organize local events, professional development activities, and social gatherings, allowing alumni to connect with fellow graduates and stay engaged with their alma mater. Overall, the Alumni Office plays a vital role in maintaining strong bonds between the university and its graduates, ensuring continued engagement, support, and a sense of belonging within the Superior University community.

Alumni Reunion 2024

Superior University's Alumni Reunion 2024 brought together 250 alumni under one roof, transforming the Fazal Mahmood Auditorium into a vibrant hub of nostalgia and camaraderie. As old friends reconnected and memories were relived, the air buzzed with excitement and laughter, echoing the cherished bonds forged during their time at Superior.

Adding to the grandeur of the event, Prof. Dr. Chadhary Abdul Rehman, the esteemed Chairman of The Superior Group, graced the occasion as the chief guest, infusing the gathering with an aura of prestige and honor. He shared stories from Superior University's impressive history, filled with nostalgic memories, with the attendees.

The highlight of the evening was the Alumni Excellence Awards 2024, a momentous celebration of the remarkable achievements

of Superior University's finest. Under the distinguished patronage of Prof. Dr. Sumaira Rehman, the esteemed Rector of Superior University, the ceremony unfolded in a spectacle of talent and creativity. The emotional Sufi music touched everyone's hearts, and the exciting mashup songs by Bilawal Khan Jalo kept the audience entertained.

A mesmerizing drum circle performance captivated the senses, adding a touch of rhythm and flair to the already exhilarating atmosphere. The lavish dinner spread fit for royalty, where alumni enjoyed delicious food. As the night drew closer, laughter filled the air, memories were etched in hearts, and bonds were strengthened once again. It was a night of happiness and celebration, where alumni enjoyed remembering the past and feeling hopeful about the future, all because of their shared love for Superior University.



Alumni Excellence Awards

Alumni Relations Office organized the Alumni Excellence Awards 2024 with the aim of acknowledging exceptional alumni whose endeavors have significantly impacted society. The ceremony served as a platform to honor a distinguished cadre of individuals, each recognized for their noteworthy contributions.

The ceremony honored a distinguished group of individuals: Mr. Umar Aftab Rana received the Alumnus of the Year Award, Mr. Hammad Akhtar was presented with the Service to Society Award, Ms. Mahwash Rafiq was awarded the Women of Substance Award, Mr. M. Faisal Butt received the Employer of the Year Award, Mr. M. Azeem Ghurki was presented with the Alumni Entrepreneurial Excellence Award, Mr. Hasham Lodhi received the Founding President of Alumni Association Award, and Mr. Ali Barkat was awarded the Aviation Catalyst Award.

Alumnus of the Year Award

The Alumnus of the Year Award shines a spotlight on exceptional graduates who have achieved remarkable professional success in their chosen fields. They embody the values of the university and inspire current students with their accomplishments and dedication.



Mr. Umar Aftab Rana
Country Head Sales at
Hi Tech Lubricants (ZIC Motor Oil)

Mr. Rana's impressive career journey serves as an inspiration to aspiring professionals. His path from Order Booker to Country Head Sales exemplifies the power of dedication and hard work. Over his 20-year career, Mr. Rana has consistently exceeded targets, demonstrating exceptional expertise in client relationship building, strategic account management, and new business development. His ability to analyze market trends and devise winning sales strategies sets him apart. Known for his strong work ethic, perseverance, and adaptability, Mr. Rana thrives under pressure and consistently delivers outstanding performance. A role model for aspiring professionals, he embodies the values of Superior University through his continuous learning spirit and unwavering commitment to excellence.service within the NGO sector.

Service to Society Award

The Service to Society Award honors alumni who have dedicated themselves to making a positive impact through volunteer work, philanthropy, or social activism. These individuals exemplify Superior's commitment to social responsibility and are celebrated for creating a better future for their communities.



Mr. Hammad Akhtar
Director of Programs at Alkhidmat Foundation Pakistan

Mr. Akhtar's 14-year tenure at Alkhidmat Foundation is marked by impactful leadership and unwavering dedication to creating positive social change. From overseeing diverse initiatives that span disaster management to education, Mr. Akhtar's approach to social change is multifaceted and effective. During the global COVID-19 pandemic, his strategic leadership shone brightly as he mobilized resources to deliver over Rs. 20 billion in relief aid, impacting countless individuals and families. Beyond Pakistan, Mr. Akhtar spearheads the Palestine Relief Project, demonstrating a commitment to global humanitarian efforts. His dedication extends to nurturing the next generation, as he actively mentors Superior graduates, fostering a culture of collaboration and service within the NGO sector.

Entrepreneurial Excellence Award

Entrepreneurial Excellence Award celebrates alumni who have built successful businesses, demonstrating innovation and leadership. These pioneering spirits contribute significantly to the economic landscape and serve as role models for aspiring entrepreneurs.

From its inception, Mr. Ghurki has steered Azeem Traders towards remarkable success. Under his visionary leadership, the company has blossomed into a premier player in the construction and automotive industries. Renowned for their commitment to quality and a diverse portfolio of successfully delivered projects, Azeem Traders stands as a testament to Mr. Ghurki's entrepreneurial spirit and unwavering dedication to excellence.



Mr. Muhammad Azeem Ghurki
CEO of Azeem Traders and Hassan Enterprises

Employer of the Year Award

For companies that consistently invest in Superior University graduates, the Employer of the Year Award acknowledges their commitment to hiring and developing top talent. This award recognizes organizations that appreciate the skills and knowledge gained at Superior and who provide exceptional work opportunities and career growth paths for alumni.



M. Faisal Butt
Founder of Al-Razi International Lab & Research Centre

Farooq's vision extends beyond simply operating a successful laboratory. He fosters the next generation of healthcare professionals by providing a valuable training ground for over 50 Superior University students and employees. Al-Razi International Lab & Research Center equips these individuals with the essential skills and knowledge to deliver quality healthcare services. Farooq's dedication doesn't stop at employment; he actively mentors Superior graduates, sharing his experience and knowledge to empower them to excel in their careers. This commitment to skill development and mentorship ensures that these future healthcare professionals are well-equipped to contribute significantly to the healthcare industry.

Woman of Substance Award

Women of Substance Award recognizes exceptional female graduates who have overcome challenges and achieved remarkable success in their fields. They inspire and empower others through their leadership, dedication, and achievements, serving as invaluable role models for the next generation of women leaders.



Ms. Mahwish Rafiq Sheikh
Senior Vice President at The Bank of Punjab

Ms. Sheikh's career trajectory in banking and compliance is a testament to her dedication and expertise. A Certified Anti-Money Laundering Specialist, Ms. Sheikh leads her team at The Bank of Punjab with exceptional judgment and initiative, ensuring robust AML and compliance practices are upheld. Her commitment extends far beyond her official role, as Ms. Sheikh actively mentors Superior graduates, guiding them towards successful careers while fostering a culture of integrity within the banking sector.

Fostering Enduring Connections: The Importance of Faculty-Specific Alumni Associations within Superior University

Our alumni play pivotal role in sustaining a vibrant academic community. To cultivate these connections, each Faculty within the University has established its own dedicated Alumni Association. These Faculty Associations function under the umbrella of the overarching Superior Alumni Association, fostering a sense of shared identity and belonging while catering to the specific needs and interests of each academic discipline.

Throughout the year, Faculty Alumni Associations organize regular meet-ups and events. These gatherings serve a multitude of purposes. They provide a platform for alumni to reconnect with former classmates, professors, and the Faculty itself. This fosters a sense of camaraderie and shared nostalgia, while also allowing alumni to stay abreast of current developments within their academic field. Additionally, these meetings offer valuable networking opportunities, allowing alumni to connect with professionals within their industry and forge potentially career-defining relationships.

Furthermore, Faculty Alumni Associations play a crucial role in bridging the generational gap between current students and graduates. Alumni, through their lived experiences and professional expertise, can act as mentors, offering invaluable career guidance and advice to current students. This exchange of knowledge and experience strengthens the learning environment and fosters a culture of mentorship within the University.



The network of Faculty-specific Alumni Associations at Superior University represents a strategic vision of fostering a lifelong connection with its graduates. These Associations not only provide a platform for alumni to reconnect and stay engaged with their alma mater, but also enrich the academic experience for current students by facilitating valuable mentorship and networking opportunities.



Our Alumni's International Footprint

Superior Alumni, renowned worldwide, excel across continents, epitomizing diversity and accomplishment. Emerging from esteemed institutions, they navigate academic challenges to become leaders in their fields. From scientists unraveling universal mysteries to business moguls driving economic growth and artists enriching culture, their contributions shape society profoundly.

Beyond alma maters, Superior Alumni inspire as role models, showcasing the power of hard work and dedication. Their achievements motivate students to pursue greatness, fostering a culture of excellence. Notably, they're characterized not only by academic prowess but also by integrity and a commitment to positive change.

In scientific research, Superior Alumni lead pioneering discoveries, advancing medicine and technology, and expanding human understanding. Their innovations reshape

industries and improve lives globally, leaving an enduring impact on society.

In the business realm, they demonstrate strategic vision, entrepreneurship, and leadership, steering organizations to success and fostering economic development. Their ventures create jobs and stimulate local and global economies, driving progress.

Moreover, in arts and culture, Superior Alumni craft masterpieces that evoke emotions and spark dialogue. Their creations transcend boundaries, enriching human experiences and fostering cultural understanding worldwide.

In summary, Superior Alumni leave an indelible mark on society, embodying the transformative power of education. Their legacy inspires generations to come, shaping a future fueled by innovation, excellence, and positive change.

Superior University's International Alumni Chapters

Superior Alumni Relations office has recently established 4 regional alumni chapters of former graduates who live in a specific geographical region. These chapters are organized by alumni volunteers who are passionate about their university and want to engage with fellow alumni in their areas.



Superior Alumni UAE Chapter



Superior Alumni-Saudi Arabia Chapter



Superior Alumni-Qatar Chapter



Superior Alumni-UK Chapter

These chapters offer a platform for alumni to connect and network with fellow graduates who live in the same region. This is invaluable for career advancement, job opportunities, and professional development. These alumni chapter host workshops, seminars, and speaker events to help alumni enhance their professional skills and knowledge. They also facilitate mentoring programs, allowing experienced alumni to guide and support recent graduates in their career paths. In Future, these alumni chapters will be engaged in philanthropic endeavors to give back to their communities. They would organize fundraisers, volunteer at local charities, or participate in community service projects, contributing to the betterment of society.

Our Alumni Making Socio Economic Impact around the **Globe**



Ch. Abu Bakur Kathia

Cyber Security Project Manager
Ahram Global Labs - UAE
BS Software Engineering

"Earning my degree from Superior University has significantly impacted my career trajectory. The curriculum was thorough and modern, encompassing a diverse range of programming languages, software development methodologies, and industry standards. A standout aspect of the program was its focus on fostering teamwork and communication skills. Engaging in group projects and collaborative assignments allowed me to cultivate robust teamwork, leadership, and communication capabilities all of which are crucial for thriving in the software engineering field.



Saad Hashmi

Sales Manager
Star 5 Realty - UAE
Twyla Technology - Qatar
BBA

I take pride in being a graduate of Superior University's BBA program, an experience that has significantly influenced my career journey as a Sales Manager at Star 5 Realty UAE. This program equipped me with vital skills and knowledge that have propelled my professional growth. The program's well-rounded curriculum and experienced faculty provided me with a strong grounding in business management principles, strategic thinking, and leadership skills. Engaging with real-world applications and case studies enabled me to develop a strategic mindset, enhance problem-solving abilities, and make well-informed business decisions.



Naveed Ahmad

Head of E-commerce & Market Place Expert
Twyla Technology - Qatar
BBA

"Completing my BBA (Bachelor of Business Administration) at Superior University was a transformative journey that set the stage for my career in the business realm. This program provided me with a deep understanding of various business facets and equipped me with the essential skills needed to thrive in today's fast-paced and competitive market. Alongside the academic curriculum, the university offered a plethora of extracurricular activities and clubs that allowed me to hone my leadership and teamwork capabilities. Engaging in student organizations, coordinating events, and collaborating with peers from diverse backgrounds significantly expanded my horizons, fostering personal growth and enhancing my self-assurance.



Gulraiz Iftikhar

Head of Client Services & Digitalization
ETTIHAD Group - UAE
MS Computer Science

"The MCS program provided by Superior University has been instrumental in molding my career as a computing specialist. Its extensive curriculum, seasoned faculty, and hands-on approach have given me a robust foundation in computer science and propelled me toward success in my professional endeavors. During the program, I explored various subjects such as programming languages, algorithms, databases, software engineering, and computer networks. The professors were not just knowledgeable but also deeply passionate about their fields, creating an engaging and inspiring learning environment. They pushed us to think critically, solve intricate problems, and create effective and scalable software solutions."





Muhammad Kamran

IT Specialist

TESLA - Germany
BSCS

Enrolling in Superior University's Bachelor of Science in Computer Science program has been a transformative journey for me. The comprehensive curriculum and hands-on approach have equipped me with the necessary skills and knowledge to thrive in the dynamic field of IT. The program's emphasis on practical experiences, industry-oriented projects, and cutting-edge technologies has prepared me for the challenges of the real world. I am proud to be an alumnus of Superior University as it played a pivotal role in shaping my career. The faculty members, who are industry experts, provided invaluable guidance and mentorship throughout my academic journey. Their dedication and passion for teaching have been instrumental in my success.

The university's strong industry connections and internships opportunities paved the way for my professional growth. It was through these experiences that I was able to secure a prestigious position as an IT specialist at TESLA Germany. Working in a global leader like TESLA has been a dream come true, and I am grateful for the solid foundation I gained at Superior University. The knowledge, problem-solving skills, and critical thinking abilities acquired during my time at Superior University have been invaluable in my role at TESLA Germany. I continuously apply the principles and concepts learned during my studies to drive innovation and contribute to the company's IT initiatives.



Imran Ali

Managing Partner

Billyard Insurance Group Canada
BBA

I am proud to be an alumnus of Superior University's MBA program, where I gained the essential skills and knowledge that have propelled my career as a Managing Partner at Billyard Insurance Group Canada. The program's comprehensive curriculum and experienced faculty provided me with a solid foundation in business management principles, strategic thinking, and leadership skills. Through real-world applications and case studies, I developed a strategic mindset, honed my problem-solving abilities, and made informed business decisions. The emphasis on practical experience and networking opportunities facilitated by Superior University opened doors to exceptional opportunities and expanded my professional network, contributing to my success in my current role.

As a Managing Partner, I am grateful for the solid foundation I received during my MBA studies at Superior University. The program's emphasis on networking and industry connections provided exceptional opportunities to learn from industry leaders and expand my professional network. The skills, knowledge, and opportunities provided by Superior University have been instrumental in my career progression and have positioned me for continued success in the insurance industry. I am honored to represent both Superior University and Billyard Insurance Group Canada, and I credit my alma mater for my growth, achievements, and ongoing development as a business leader.



Dr. Fakhar Shahzad

Associate Professor

Jiangsu University, China
M.Phil. in Business Administration

We are proud to announce that our alumnus, Dr-Fakhar Shahzad, is currently working as an Associate Professor at the School of Management, Jiangsu University, Zhenjiang, China. He completed his M.Phil. in Business Administration from Superior University in 2012.

Dr. Shahzad's research demonstrates a strong interdisciplinary focus that integrates theory and practice in areas such as Technology Adoption, Green Supply Chain Management, and Behavior Analysis. He has an impressive profile with 50 academic publications, out of which 40 are published in top-tier international peer-reviewed journals (WoS – SSCI/SCI, HEC = W-category).

Moreover, Dr. Shahzad holds the distinction of being a "Certified Publons Academy Peer Reviewer" and serves as a Guest Editor for Frontiers in Psychology (SSCI, Q2) and SAGE Open (SSCI, Q3). He is also an esteemed member of the Reviewer Board for the journal "Energies" (SSCI, Q2) and actively contributes as a reviewer for various other top-tier journals.



Dr Faisal Shahzad

Senior Lecturer-
International Business

HAME University of Applied
Sciences- Finland
MBA

I am honored to share my journey as an alumnus of Superior University's MBA program, which has paved the way for my career as a Senior Lecturer of International Business at HAME University of Applied Sciences in Finland. The MBA program at Superior University provided me with a comprehensive understanding of business principles and equipped me with the necessary skills to thrive in the dynamic global business landscape.

During my time at Superior University, I was exposed to a diverse and vibrant learning environment that encouraged critical thinking, innovation, and collaboration. The program's emphasis on practical application and real-world case studies allowed me to bridge the gap between theory and practice, preparing me to tackle the challenges faced by businesses operating in a global context. The support and mentorship I received from the faculty were instrumental in my development as a business professional, instilling in me a passion for continuous learning and growth.

Today, as a Senior Lecturer of International Business at HAME University of Applied Sciences, I am grateful for the solid foundation and global perspective that Superior University's MBA program provided me. The program's focus on international business has been invaluable in my current role, allowing me to deliver relevant and up-to-date knowledge to my students. The strong network of alumni and industry connections fostered by Superior University has also opened doors to exciting opportunities for collaboration and research. I am proud to be an alumnus of Superior University's MBA program and credit it for shaping me into an accomplished professional in the field of international business education.



Muhammad Kamran

IT Specialist

TESLA - Germany
BSCS

Enrolling in Superior University's Bachelor of Science in Computer Science program has been a transformative journey for me. The comprehensive curriculum and hands-on approach have equipped me with the necessary skills and knowledge to thrive in the dynamic field of IT. The program's emphasis on practical experiences, industry-oriented projects, and cutting-edge technologies has prepared me for the challenges of the real world. I am proud to be an alumnus of Superior University as it played a pivotal role in shaping my career. The faculty members, who are industry experts, provided invaluable guidance and mentorship throughout my academic journey. Their dedication and passion for teaching have been instrumental in my success.

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Usama Waheed

Group Talent Acquisition
Manager

Elegancia Healthcare- Qatar
MBA

Completing my Master's in Business Administration (HR) at Superior University was a pivotal experience that laid the foundation for my career in the business world. The program provided me with the knowledge, skills, and network necessary to excel in the dynamic field of HR. Superior University organized HR-focused events, guest speaker sessions, and career fairs, which allowed me to connect with industry professionals, HR practitioners, and potential employers. These networking opportunities proved invaluable in building my professional network and exploring career options.

The curriculum was rigorous and comprehensive, covering all essential aspects of HR management, including recruitment, employee relations, performance management, and strategic HR planning. The faculty, comprising experienced professionals and academics, offered insightful perspectives and practical knowledge that greatly enhanced my learning experience. Their mentorship and guidance were instrumental in helping me develop a strong foundation in HR principles and practices.

Moreover, the university's emphasis on real-world applications through internships and project-based learning enabled me to apply theoretical concepts in practical settings. This hands-on experience was crucial in preparing me for the challenges of the HR industry and gave me a competitive edge in the job market. The collaborative environment at Superior University also fostered teamwork and leadership skills, which are vital in any HR role.



Faisal Nadeem

Vice President

Santandard Bank - USA
BBA

Completing my BBA (Bachelor of Business Administration) at Superior University was a pivotal experience that laid the foundation for my career as a computing specialist. The program's comprehensive curriculum, experienced faculty, and practical approach have given me a strong foundation in computer science and propelled me towards professional success.

The coursework in the MCS program covered a wide range of topics, including programming languages, algorithms, databases, software engineering, and computer networks. The professors were not only knowledgeable but also passionate about their subjects, making the learning experience engaging and inspiring. They challenged us to think critically, solve complex problems, and develop efficient and scalable software solutions.



Atta ul Wahab K. Tariq

Business Intelligence Developer

Australia
MCS

"The MCS program at Superior University has been instrumental in shaping my career as a computing specialist. The program's comprehensive curriculum, experienced faculty, and practical approach have given me a strong foundation in computer science and propelled me towards professional success.

The coursework in the MCS program covered a wide range of topics, including programming languages, algorithms, databases, software engineering, and computer networks. The professors were not only knowledgeable but also passionate about their subjects, making the learning experience engaging and inspiring. They challenged us to think critically, solve complex problems, and develop efficient and scalable software solutions.





Shan E-Sadiq

Aircraft Load Controller
Qatar Airways
BS Aviation Management
2009-13

I would like to take a moment to extend my heartfelt gratitude to Superior University for their significant contribution to my career. As I find myself immersed in the vibrant atmosphere of the aviation industry, I cannot help but reflect on the incredible journey that began at Superior University. The knowledge and skills I acquired during my time there have proven to be invaluable in equipping me for the challenges and responsibilities of my current role.

I am deeply thankful to the dedicated faculty and staff who played a pivotal role in shaping my career path. Their wisdom, guidance, and unwavering commitment to excellence have inspired me to explore the intricacies of aviation with passion and determination. The teachings and insights they shared have sparked my imagination and continue to fuel my professional growth.

Superior University holds a special place in my heart, and I will forever cherish the memories and experiences I gained during my educational journey there. The university's unwavering dedication to providing a nurturing environment for students like me has had a profound impact on my personal and professional development.

I am eternally grateful to Superior University for their invaluable contribution to my career, and I will always carry the lessons and values instilled in me during my time there.



Zaraq Aamir

O&M Electrical Engineer
BEUMER Group (UAE)

I would like to take a moment as an Electrical Engineering program alumnus to express my deepest gratitude for the exceptional education, guidance, and opportunities that Superior University provided me on my journey toward becoming a successful engineer. The university's state-of-the-art laboratories, equipped with cutting-edge equipment, allowed me to translate theoretical concepts into tangible outcomes through real-world projects. These hands-on experiences not only enhanced my technical skills but also instilled in me the importance of problem-solving, critical thinking, and collaborative teamwork.

Superior University went beyond classroom teaching and prioritized holistic development. The university's diverse range of extracurricular activities, industry events, and workshops offered me invaluable opportunities to expand my horizons, network with professionals, and develop a well-rounded personality. These experiences enriched my educational journey, broadened my perspective, and equipped me with the necessary skills and mindset to tackle the challenges of the professional world.

I am forever grateful to Superior University for playing a pivotal role in shaping my career and enabling me to thrive as an engineer. The education and support I received have been instrumental in my success, and I will always cherish the memories and lessons learned during my time at the university.



Dr. Mohsin Aziz

Medical Director
Saudi Arabia Rugby Federation

We are thrilled to announce that our esteemed alumnus currently holds the prestigious role of Medical Director at the Saudi Arabian Rugby Federation. He successfully completed his Bachelor's degree in Doctor of Physiotherapy from Superior University in 2016.

Reflecting on his educational journey, completing a Bachelor's degree in Physiotherapy at Superior University was an extraordinary experience for our alumnus. The program provided him with a comprehensive understanding of the human body, encompassing its mechanics, and equipping him with diverse techniques and therapies utilized in the field of physiotherapy. The faculty members, who were seasoned professionals, demonstrated immense passion for their field and exhibited unwavering dedication to their students' learning. The curriculum was meticulously designed, striking a balance between theoretical knowledge and practical application through clinical placements. These hands-on experiences allowed him to translate his learning into real-world scenarios, working directly with patients and refining his skills under the guidance of experienced practitioners. Moreover, the university's commitment to excellence was evident in its provision of state-of-the-art facilities and cutting-edge equipment, further enriching the overall learning experience.



Mudassar Munir

Managing Director
Capital IT Services Ltd
United Kingdom

Having successfully obtained his Bachelor's degree in Computer Sciences from Superior University in 2004, Mudassar has embarked on an entrepreneurial path, backed by a solid foundation of technical knowledge and skills that are highly relevant to his field. As an experienced professional, he consistently stays abreast of the latest technological advancements and possesses a profound understanding of hardware, software, networking, and security concepts. Mudassar's exceptional problem-solving abilities allow him to effectively analyze issues, identify root causes, and propose innovative solutions to his customers.

Reflecting on his educational journey, Mudassar fondly recalls the life-changing experience of completing his university education at Superior University. He credits the institution for providing a nurturing and inclusive environment that offered unwavering support throughout his academic endeavors. In particular, the practical components of the curriculum, including internships and industry placements, proved invaluable in offering real-world experience and further enhancing his professional skills. These experiences played a pivotal role in shaping his entrepreneurial path and fueling his success.

Top Companies:
The Thriving Places for our
Alumni

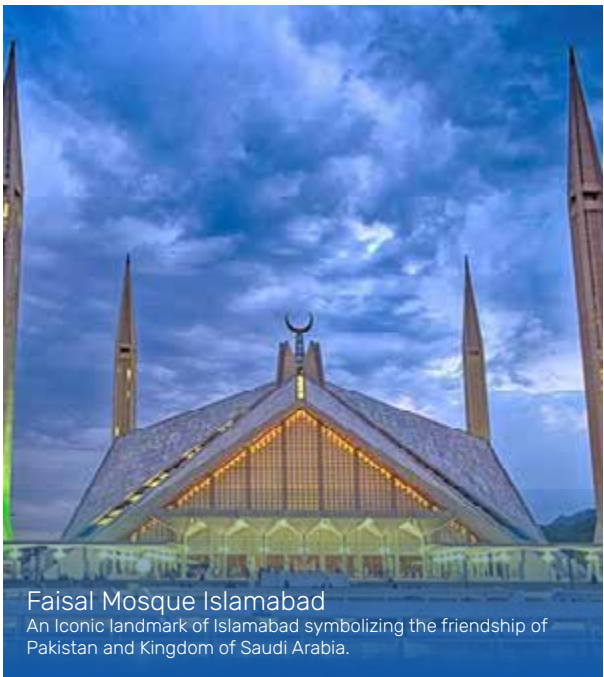


Future Initiatives



Superior Online Project: Pioneering Virtual Education

The Superior Online Project signifies our dedication to embracing cutting-edge technology in education delivery. Under the auspices of the Higher Education Commission’s Open and Distance Learning Policy and in alignment with the Superior University Act of 2004, we are forging ahead with innovative teaching methodologies. Through virtual, on-campus, and online distance learning avenues, we are reshaping the educational landscape, ensuring accessibility and quality education for all. Our proactive approach in establishing the requisite infrastructure underscores our commitment to staying ahead of the curve, setting new standards in virtual education, and empowering learners with the tools they need to thrive in the digital age.



Faisal Mosque Islamabad
An Iconic landmark of Islamabad symbolizing the friendship of Pakistan and Kingdom of Saudi Arabia.

Building a New University in Islamabad

The vision to establish a new university in the capital city of Islamabad symbolizes our commitment to academic excellence and nation-building. As the political, economic, and cultural hub of Pakistan, Islamabad provides an ideal setting for a flagship institution dedicated to advancing knowledge and innovation. This new university will serve as a beacon of inspiration, attracting the brightest minds from across the nation and beyond. With state-of-the-art facilities and world-class faculty, it will be a catalyst for groundbreaking research, entrepreneurship, and societal change. Through this ambitious endeavor, we aim to shape the future of Pakistan, driving progress and prosperity for generations to come.

Global Expansion: Establishing Offshore Campuses

Expanding our footprint globally, the initiative to establish offshore campuses marks a significant step towards realizing our vision of becoming a global educational powerhouse. With strategic locations spanning **Europe, Canada, Central Asian States, and Muslim Countries of Africa**, we aim to transcend geographical boundaries and foster a vibrant international community of learners and scholars. These offshore campuses will serve as beacons of academic excellence, promoting cross-cultural dialogue, and collaborative research. By forging partnerships with institutions and stakeholders worldwide, we are poised to make a lasting impact on the global stage, enriching the educational experience and advancing knowledge for the betterment of society.

Strengthening Presence in Pakistan:

Creating Sub-Campuses in Under privileged Regions

In our commitment to making education accessible to all, the plan to establish sub-campus in cities like Okara and Layyah reflects our dedication to empowering local communities and bridging educational disparities. Subject to approval from relevant authorities, these sub-campus will serve as catalysts for socio-economic development, providing quality education closer to home. By reaching out to underserved regions, we aim to unlock the potential of talented individuals, drive economic growth, and foster a culture of lifelong learning. Through these initiatives, we reaffirm our commitment to equity and inclusivity, ensuring that no one is left behind in the pursuit of knowledge and opportunity.



Tomb of Mir Chakar e Azam Rind in Okara
A chieftain of Baloch tribe who founded second baloch confederacy (1487 - 1512)



Layyah Railway Station
A town in Southern Punjab - Pakistan.

Launching of Postgraduate Program under the Faculty of Medical Sciences

Superior University is poised to embark on an exciting new chapter in its academic journey. In line with our commitment to excellence in medical education, we are pleased to announce the upcoming launch of PhD, MS, MD, and MDS programs in Surgical & Allied and Medicine & Allied disciplines.

These postgraduate programs will be designed to foster advanced knowledge, skills, and research expertise among medical professionals, aligning with the highest international standards. Our goal is to nurture a new generation of medical leaders, researchers, and practitioners who will contribute meaningfully to the healthcare landscape.

The introduction of these programs will not only enhance the academic profile of our faculty but also provide opportunities for students to specialize in their chosen areas of interest. We are confident that these initiatives will have a profound impact on the medical fraternity, ultimately benefiting the community at large.

Subject to approval by the Pakistan Medical and Dental Council (PMDC) and the Higher Education Commission (HEC), these programs will be launched in the future, further solidifying our position as a premier medical education institution. We are eager to embark on this exciting journey, shaping the future of medical education and research at Superior University.



Establishment of Postgraduate Medical Institute:

The establishment of the Postgraduate Medical Institute at Superior University Lahore marks a significant milestone in the country's medical education landscape.

This visionary initiative aims to produce highly skilled health professionals who will play a crucial role in shaping the future of healthcare and contributing to societal well-being.

Recognizing the need for manpower development in postgraduate medical and dental education, the leadership of Superior University decided to establish the Postgraduate Medical Institute in 2024. The institute will offer a range of qualifications in Basic Medical and Dental Sciences, as well as explore advancements in Clinical Subjects.

The institute's faculty comprises individuals with exemplary qualifications and experience, ensuring a hub of academic rigor and innovation. The initial phase will offer MPhil, PhD, and MS programs, laying the foundation for specialized expertise. The subsequent phase will introduce MS and MD programs, aligning with the evolving healthcare landscape and demand for specialized clinical expertise.

The Postgraduate Medical Institute's commitment to excellence and adherence to highest educational standards is underscored by its approval from the College of Physicians and Surgeons Pakistan (CPSP) and Higher Education Commission (HEC).

By fostering a collaborative, multidisciplinary approach, the institute aims to produce graduates equipped to address complex healthcare challenges. The establishment of the Postgraduate Medical Institute represents a transformative endeavor that promises to redefine medical education and research in the region, advancing education, healthcare, and societal well-being.