








**SUPERIOR
UNIVERSITY**

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SUPERIOR
UNIVERSITY

ANNUAL REPORT 23

INSPIRING A BETTER FUTURE THROUGH
**EDUCATIONAL
INNOVATIONS**
& PARTNERSHIPS TOWARDS BUILDING
**SUSTAINABLE
COMMUNITIES**



Ranked Among **101-200**
WORLD'S TOP UNIVERSITIES
IN QUALITY OF EDUCATION

TOP
401-600
UNIVERSITIES
OF THE WORLD

TOP 10
UNIVERSITIES OF
PAKISTAN

RANKED NO. 1 IN
QUALITY OF EDUCATION
IN PAKISTAN



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)



Our Ethos which Differentiates Us!

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 lives and careers. We believe in developing emotionally intelligent 'Superheroes' who can create social and economic impact through entrepreneurial mindset to build a Superior Pakistan.

OUR VALUES

Student Success

Facilitating our students to be successful in their career aspirations and make a better future for themselves, their communities, and society at large.

Excellence

Strive to be the best in teaching and research, deliver our best, and constantly improve.

Innovation

Challenge the old ways of thinking, and imply a multidisciplinary approach to develop technologies and solutions for future.

Teamwork

Have faith in our human capital, and ensure participatory decision making, shared leadership, and synergetic efforts in our functioning.

Fairness

Embrace inclusivity in our approach, practice meritocracy in our actions, and remain truthful to our stakeholders.

Agility

Be vigilant to changing dynamics and emerging opportunities in our context, and flexible to swiftly respond to them.

Sustainability

Demonstrate concern of organizational success, protection of environment, and service to the community in our goals, strategies, and activities.

Another year of our inspiring journey

“
We inspire,
innovate and
empower, as we
strive to shape
the leaders
of tomorrow,
contributing in
the prosperity of
Pakistan”.

”

It is with great pleasure and a sense of profound accomplishment that we pen this foreword for the Annual Report 2023 of Superior University. Last year, we were bestowed with the honor of being ranked number one among private sector universities in Pakistan, as recognized by The Times Higher Education Rankings 2022. This remarkable achievement stands as a testament to the unwavering dedication and collective efforts of our faculty, staff, and students.

The year 2023 has been a year of exceptional milestones and triumphs. Our commitment to research and innovation has yielded numerous achievements, further cementing our position as a center of academic excellence. The addition of the Go Global Stream in 3U1M program has provided our students with invaluable opportunities to expand their horizons and immerse themselves in a global learning experience.

The unveiling of our Soar to Roar Strategic Plan for 2023-28 marks another exciting chapter in our journey. This strategic plan embodies our aspirations to become a tech-enabled university and the institution of choice for students seeking a transformative educational experience. We are steadfast in our resolve to equip our students with the skills and knowledge they need to succeed in an increasingly digital world.

Our efforts to strengthen our global networking have borne fruit with our participation in

prestigious events such as Eurie. Additionally, the successful Rectors' Conference in the month of December 2022, with the participation of over 100 Vice-Chancellors from Pakistan and 30 distinguished Vice Chancellors from African countries, stand as a testament to our commitment to fostering collaboration and knowledge-sharing on an international scale.

We are immensely proud of the recognition our entrepreneurship teaching program is receiving, both locally and globally. Recognition by Higher Education Commission and COMSTECH in the form of providing a leading role to the Rector, Prof. Dr. Sumaira Rehman and hence, Superior University, Lahore is worth appreciation.

As we reflect on the achievements and strides made in the year 2023, extend my deepest gratitude to the entire Superior University community - the faculty, staff, students, and partners who have contributed to our success. Together, we have embraced the challenges, seized opportunities, and propelled Superior University towards a future filled with infinite possibilities.

We invite you to peruse this Annual Report, which chronicles our collective accomplishments and sets the stage for an even brighter future. Let us continue to inspire, innovate, and empower, as we strive to shape the leaders of tomorrow and make a lasting impact on society.

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DEDICATION



He dreams, makes strategies and wins.

In this momentous year of 2023, as we reflect upon the milestones achieved and the transformative journey of Superior University Lahore, it is only fitting to dedicate our success to none other than Prof. Dr. Ch Abdul Rehman who is beacon of inspiration, a true leader and a tireless advocate for student success. He is always behind our success and has left an indelible mark on our institution and the lives of countless students with the wish to build a Superior Pakistan.

Dr. Rehman's unwavering commitment to the ideals of excellence and 100% employability has set Superior University apart as a trailblazer in the realm of education. His vision and passion have driven us to new heights, ensuring that our students are equipped with the knowledge, skills, and confidence to conquer the challenges of the ever-evolving world.

Under his guidance, Superior University has flourished into an institution that nurtures the dreams and aspirations of its students, empowering them to become leaders in their respective fields.

Beyond his academic prowess, Dr. Rehman embodies the very essence of inspiration. As a teacher, trainer, coach, mentor and a serial entrepreneur, he serves as a guiding light, igniting the spark of ambition within each individual and urging them to strive for greatness.

Today, as we celebrate another year of Superior's triumphs, we pay tribute to the soul of our success, Prof. Dr. Ch Abdul Rehman. His legacy will forever be etched in the records of Superior University as a testament to the power of passion, leadership and the unwavering belief in the potential of leaders he produces.

Thank you Professor Dr. Ch. Abdul Rehman for being the Soul of Our Success.

Prof. Dr. Chaudhry Abdul Rehman

Chairman The Superior Group

Chairman APSUP (Association of Private Sector Universities of Pakistan)

Chairman Board of Governors (Superior University)

President PAMI (Pakistan Association of Medical and Dental Institutions)

Director PBA (Pakistan Broadcasters Association)

“It is with great pride we fulfilled our promise of student success by **ensuring over 90% employability of our graduates.** I am optimistic and thrilled for the future of Superior University on delivering educational innovations with excellence.



As we reflect upon the achievements and milestones of the year 2023, I am filled with immense pride and gratitude for the incredible journey we have embarked upon by developing and strengthening an enviable Entrepreneurial Ecosystem directed at continuous growth and empowerment of youth.

Our mantra of student success has been realized through various initiatives and programs that have shaped the educational landscape of our university. The 3U1M program has provided our students with a holistic learning experience, equipping them with not only academic knowledge but also the essential skills and competencies required to excel in their chosen careers through Start Up, Scale up and Design Challenge Streams. Superior Go Global is the 4th Stream which has been added this year to explore the opportunities of learning and immigration abroad. The Social Entrepreneurship Program has nurtured innovation and encouraged our students to become socially conscious leaders and change-makers.

One of the hallmarks of Superior University has been our local and global impression in the realm of learning and teaching, thanks to our successful Entrepreneurship Teaching and Training Program. The Higher Education Commission, Government of Punjab and OIC's COMSTECH have recognized us as champions of Entrepreneurship.

I am pleased to share that this year, we have made significant investments in infrastructure provisions,

amounting to a staggering 189 million rupees. These investments have allowed us to enhance the campus experience for our students, providing them with state-of-the-art facilities and a nurturing environment conducive to learning, growth, and exploration. Our focus on continuous improvement and the integration of cutting-edge technologies will remain a priority as we strive to provide our students with the best possible educational experience in our ambitious Soar to Roar Strategic Plan 2023-28 to be leading research university of Pakistan.

Student success is the main driving force at Superior. It is with great delight that I announce our achievements in ensuring over 90% employability of our graduates. This remarkable feat is a testament to the dedication of our faculty, staff, and students, as well as the close collaborations we have fostered with industry partners. We remain committed to equipping our graduates with the skills, knowledge, and attributes that make them valuable assets in the professional world.

As we look ahead to the future, I am filled with optimism and excitement for a relentless pursuit of excellence. I extend my deepest gratitude to each and every member of the Superior University family for their unwavering dedication and tireless efforts in making the University a beacon of academic brilliance. I believe with our renewed passion and vigor, we will strive to create a brighter and more prosperous and economically superior Pakistan.

Prof. Dr. Sumaira Rehman

Rector Superior University Lahore

Member Accreditation Committee Government of Punjab

Member Higher Education Commission (HEC)

Member PHEC (Punjab Higher Education Commission)

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 (S.I.)

Pro-Rector Superior University Lahore

Our dynamic Leadership and the Amazing Team which made it happen

We proudly present our dynamic leadership and an amazing team which believes in delivering the promise. The Superior Group is led by a visionary who transforms people into human capital. He has been leading passionately to develop a Superior Pakistan. The University is being led by a true visionary catalyst who believes in student success, building a team of professionals, turning tables, and creating social and economic impact. The team is a true reflection of its leadership, having a commitment to make a difference.



Prof. Dr. Chaudhry Abdul Rehman
Chairman BOG



Prof. Dr. Sumaira Rehman
Rector



Prof. Dr. Muhammad Nizamuddin S.I.
Pro Rector

DEANS - ACADEMIC DIVISION

ADMIN DIVISION



Prof. Dr. Arfan Jaffar
Dean Faculty of CS&IT



Prof. Dr. Muhammad Naveed Babur
Dean Faculty of Allied Health Sciences



Dr. Sami Ullah Bajwa
Dean Faculty of Business and Management Sciences



Prof. Dr. M. Akbar Chaudhry
Dean Faculty of Medical Sciences



Dr. Abu Bakar Munir
Dean Faculty of Pharmacy



Prof. Dr. Nabeel Amin
Dean Faculty of Art and Design



Prof. Dr. Salman Masood Sheikh
Dean Faculty of Economics and Commerce



Dr. Muhammad Zafar Ullah
Dean Faculty of Engineering & Technology



Prof. Dr. Danishwar Malik
Dean Faculty of Law



Afshan Hameed
Director HR



Pirzada Samiullah Sabri
Director General



Mudassar Kamran
Registrar



Prof. Dr. Shafaat Ahmed Bazaz
Director ORIC



M. Yousaf Jamil
Director QEC



Dr. Kh. Hisham ul Hassan
Director City Campuses



Ayesha Zahid
Director 3U1M Program



Muneeb Ahmed
Director - SFRD
Deputy Director - CMACED



Asad Ullah Sheikh
Director International Office



Dr. Muhammad Haris
Controller Examination



Ehtisham Amir
Director Engagement and Co-Creation



Muhammad Yasin
Chief Financial Officer

Superior University in NUMBERS


2022-2023




Campuses
06



Student Body
20,818

Female Students 
7950

Male Students 
12,868

International Students
135



Faculties
13

Total Programs
181



Postgraduate Programs
66



Diploma and Certificates
08



Undergraduate Programs
96



Associate Degree Programs
11



Total Female Staff
27%

Total Male Staff
73%



Alumni 
48,648

Student Satisfaction Rate
88%

Employer Satisfaction Rate
86%

Academic Staff 
52%

Industry Partners 
351

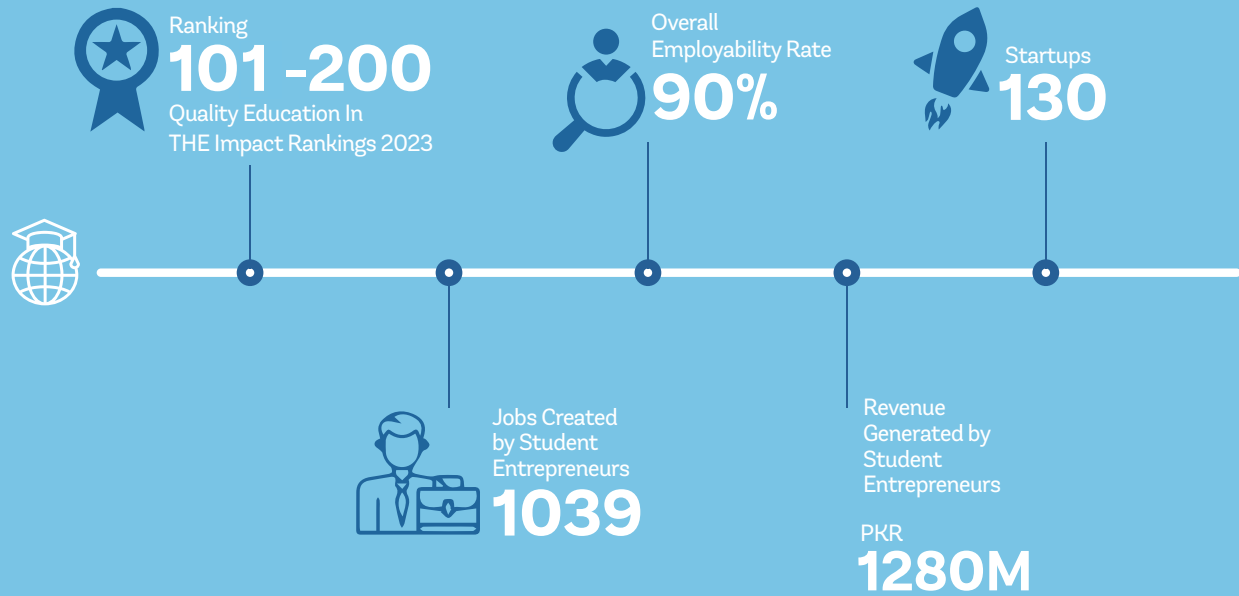


Strategic Partnerships with National Institutions
13



International Academic Collaborators
144

Superior University by IMPACT



Annual Enrollment Rate **20%** Graduation Rate **56%** Alumni Satisfaction rate **95.12%**

Annual Scholarships
Awarded
PKR
383 M

Annual Expenditure on
Community Development
PKR
12.3M

Annual Expenditure on
Employees Development
PKR
13 M

Annual Expenditure
on Staff Welfare
PKR
73.1M

Annual Expenditure on
Infrastructure
PKR
261M



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DEVELOPMENT GOALS

Our Unique Teaching and Learning Experience through our enabling ecosystem

Superior University has established a robust ecosystem centered around education and professional exposure for both students and teachers. In tandem with cutting edge and market relevant degree programs, our spinoffs and sister concerns support university in expanding learning opportunities and ensuring students success in their chosen fields.

One advantage of being affiliated with the Superior Group conglomerate is that students benefit from the business entities

associated with it. For example, students studying Mass Communication have access to Nai Baat Media Group, which includes Neo, a national electronic channel, Lahore Rang, a local news channel in Lahore, and Daily Nai Baat, an Urdu newspaper. Another example is Culinary studies students, who have the opportunity to work at Cafecchino, a restaurant with multiple branches in Lahore. Following is the snap short of various companies under Superior Group that augment student learning experience.



Significant Transitions in History of Superior University

Establishment of Azra Naheed Medical College and Chaudhary Muhammad Akram Teaching & Research Hospital

Witnessing the dearth of doctors and engineers, Superior University launched its stream of medical education and health services after fulfilling the stringent requirements of Pakistan Medical and Dental Council (PMDC). Azra Naheed Medical College and Chaudhary Muhammad Akram Teaching & Research Hospital embody the spirit of community service of Superior that governs its institutional development. The teaching and research hospital supplements the education endeavours of the Superior University by extending its footprint to medical education.

Establishment of Dental College & Dental Hospital

Continuing its stride for increasing access to quality education, the Superior University launched its Azra Naheed Dental College with the aim of not only producing more dentists, as the country continues to face shortage of dentists, but also for providing accessible dental care. The Azra Naheed Dental College adds to the spectrum of quality health services provided by Chaudhary Muhammad Akram Teaching & Research Hospital.

Year of THE Impact Ranking

Superior University's commitment towards societal development at large and community development in particular is embodied in its Social Entrepreneurship Program (SEP) and allied initiatives. The impact of these initiatives resulted in global recognition as THE Impact Ranking 2022 ranked Superior University within 301-400 top universities of the world and as No. 1 private sector university of Pakistan. The year strengthened the resolve of Superior's leadership to work for creation of an economically Superior Pakistan.

Launch of Sub Campuses to improve Access to Education

In order to improve access to higher education, as envisaged by the government and by the SDGs, three sub-campus were launched with one each at Faisalabad, Sargodha and Rahim Yar Khan for providing quality higher education to the aspiring youth. The initiative is providing quality higher education to the students and is turning them into invaluable human capital.

2004

2011

2016

2019

2020

2022

2022

2022

Laying the Foundation of Superior Pakistan

The Superior University Lahore was established under an act of the Provincial Assembly of Punjab in 2004. Aimed at building a superior Pakistan, the university has been striving for the development of human capital since its creation and has made significant contributions towards nation building.

Introducing Entrepreneurship Education – Entrepreneurial Teaching & Training Program (ETTP)

Entrepreneurship education has the potential to transform the landscape of higher education of Pakistan as it can address the daunting socio-economic challenges faced by the country. Leadership of Superior University believes in this potential and introduced indigenous entrepreneurship education in the form of its unique Entrepreneurship, Teaching and Training Program (ETTP) that has revolutionized entrepreneurship education in the country. The Program aims to cultivate entrepreneurial mindset among youth.

Introduction of Innovative & Experiential Learning Framework (3U1M)

3U1M is an experiential learning framework focused on ensuring Student Success by producing 21st Century Market ready graduates. This revolutionary framework includes three years of study at the university and one year of market intensive practical exposure in the industry. Success of the program is a testament of adequacy and brilliance of its design and implementation.

Launch of Pakistan's First Entrepreneurial Business School

The year witnessed the launch of first of its kind business school of Pakistan i.e. Chaudhary Abdul Rehman Business School (CARBS). CARBS is the first entrepreneurship business school of the country that aims to transform business education through its indigenously devised curriculum and course contents with complete support of internal and external stakeholders.



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Our mission to improve Access to Higher Education

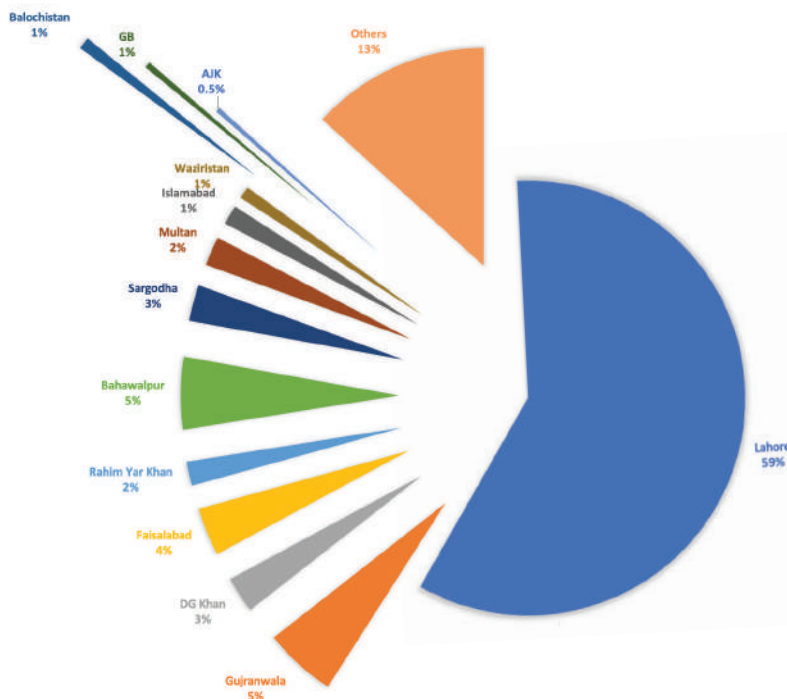
After being rated the top impactful private sector university, providing quality of education, by Times Higher Education, Superior University has resolved to leading Pakistani university in research by 2028. Quality of teaching, combined with research led innovation and solutions for industry and society will pave the way to develop sustainable communities.

To create such a progressive, and sustainable society, we are determined to eliminate educational disparities in any possible way for which we are opening two more university campuses in other cities of Pakistan and globally. This year the university has awarded scholarships worth PKR 383 million in line with its mission of promoting inclusivity through higher access to education. Our scholarship policy has 17 categories, including merit-based, Rector’s Women Empowerment Initiative, Dean’s PhD Scholarship, Outstanding Sportsmen, Extracurricular Talent, and many more unique scholarships. We undertake all possible efforts for due

diligence and fairness in the award of these scholarships. A big number of 20,818 students enrolled with Superior manifests that our efforts and support through scholarships have created greater access to higher education. These students are an average age of 20 to 24 years, with a better gender parity of 60% male and 40% female students. An enormous student success rate is evident from the fact that more than 40% of our graduates got employed prior to their degree completion.

Another important element of our social responsiveness is providing value to industry. According to ‘Employer Satisfaction Survey 2022-23’, 86% of employers having Superior graduates are satisfied with their performance; 85% of the employers content that Superior graduates possess all necessary technical knowledge to perform official tasks; another 84% of employers from reputed companies consider hiring graduates from Superior University.

Demographic Distribution of our Students



Our Faculty has an average of:

12 Years

Professional experience

10 Years

Teaching Experience

Demographics of our students

20818

Students

Total Enrollment

40% +

Employed before degree completion

Students Gender Ratio

60%

Male Students

40%

Female Students

20-24

Years

Average Age of Students

100 - 150K

Average income of Families of the enrolled students

Employer survey 2022-23



Are satisfied with the performance of the graduates



Thinks that students have the necessary technical knowledge to perform the tasks



Consider hiring graduates from Superior University in future.

“Scholarships Awarded worth Rs. 383 Million”

Superior University is committed to promoting inclusive education through the award of scholarships. We firmly believe that education should be accessible to all, regardless of financial barriers. Through our scholarship programs, we strive to create opportunities for talented and deserving students from diverse backgrounds. We recognize that inclusive education not only benefits the recipients but also creates a level playing field and ensures that everyone has equal access to quality education, ultimately contributing to a more equitable and inclusive society.



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LOCATIONS

With the aim of enhancing the accessibility of higher education, as envisioned by the government and the Sustainable Development Goals (SDGs), Superior University took a significant step by establishing three sub-campuses in Faisalabad, Sargodha, and Rahim Yar Khan. These sub-campuses were established with the purpose of offering high-quality higher education opportunities to the enthusiastic and ambitious youth in these regions. By bringing education closer to their doorsteps, Superior University is playing a crucial role in empowering and nurturing the talents of these aspiring students, thus contributing to the development and progress of the local communities.

This initiative aligns with the vision of creating an inclusive and equitable education system, fostering a brighter future for the youth and contributing to the overall socio-economic development of the respective regions.



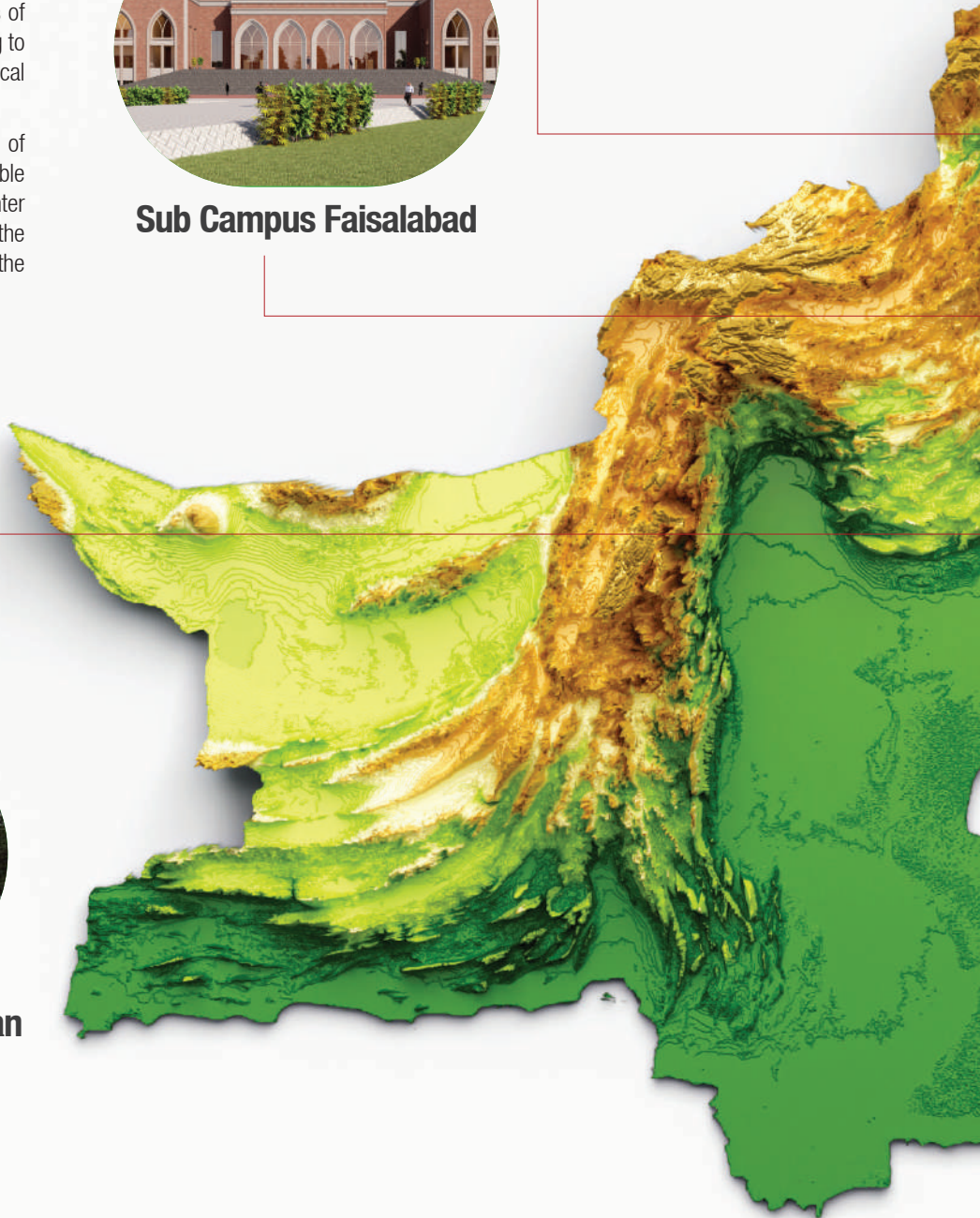
Sub Campus Sargodha

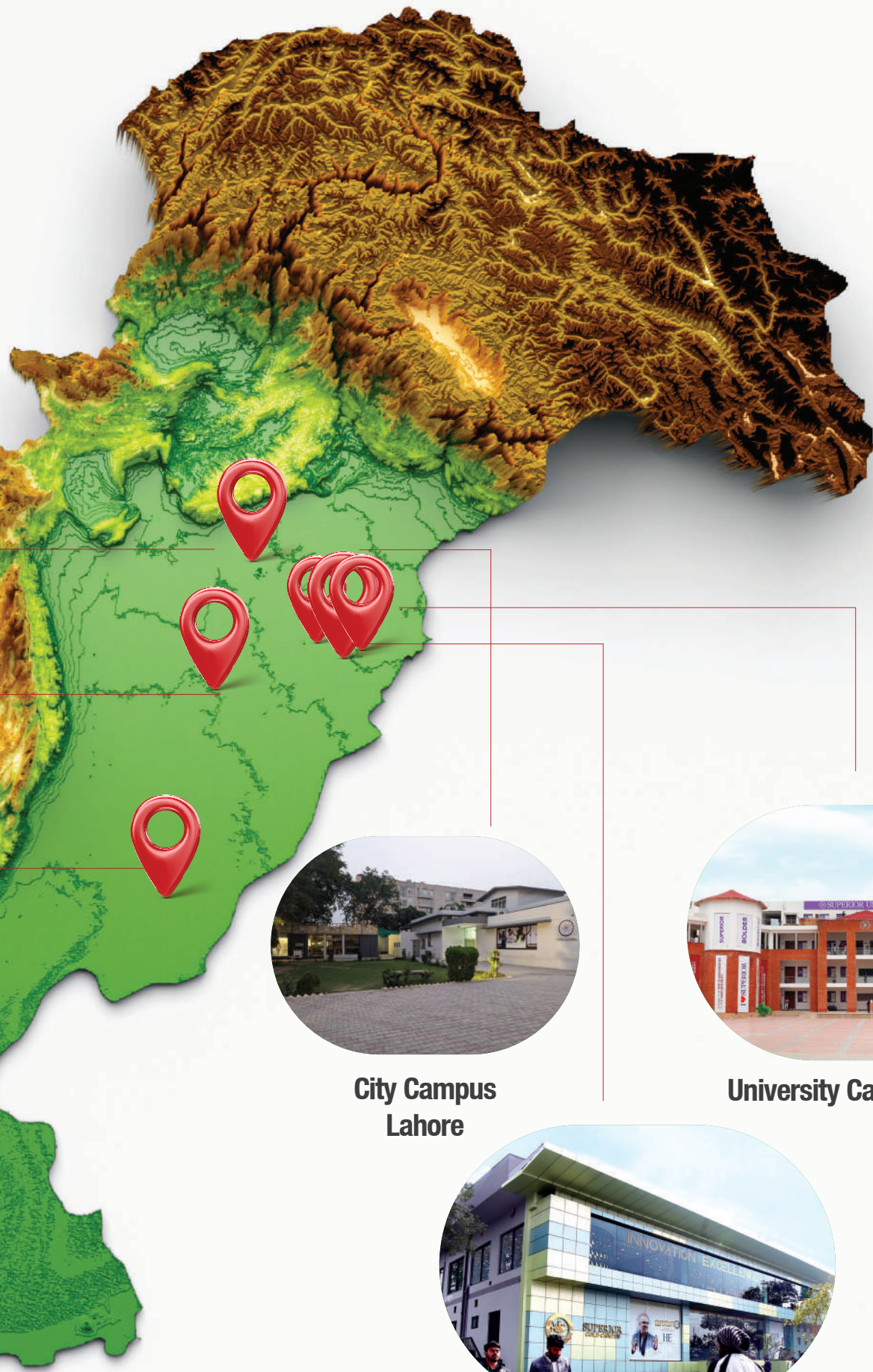


Sub Campus Faisalabad



Sub Campus Rahim Yar Khan





**City Campus
Lahore**



University Campus Lahore



Gold Campus Lahore

- 4 QUALITY EDUCATION
- 1 PEACE
- 3 GOOD HEALTH AND WELL-BEING
- 5 GENDER EQUALITY
- 8 INDUSTRY, INNOVATION AND INFRASTRUCTURE
- 9 AFFORDABLE AND CLEAN ENERGY
- 17 PARTNERSHIPS FOR THE GOALS

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INNOVATION IN TEACHING AND LEARNING





A FRAMEWORK TO ENSURE STUDENT EMPLOYABILITY

3U1M program of Superior University is a research-based answer to the conundrum of graduate unemployment and the need for strengthening structures of a knowledge economy in the country. Responding to the current needs of the country, this year another innovative facet, namely Superior Go Global stream has been added to open horizons of international market for our students.

Under 3U1M, students undergo three years of rigorous teaching and skill development interventions, whereas in their fourth year, they are offered handholding and support in opting one of the four different career choices.

3U1M thoroughly inculcated the market needs for entrepreneurs and intrapreneurs that enable knowledge-intensive services and knowledge-based industries. Therefore, we believed that a successful implementation of this program at Superior would lead to the much-needed national reform process to address the transformational requirements of Higher Education Institutions (HEIs) of the country.

The student journey under 3U1M starts with the Freshman Program where students are equipped with self-management skills, entrepreneurial orientation, and an understanding of the dynamics of semester system. In the next three years, students apply their learning from each semester in designing and executing a project, which is designed in tandem with the theoretical concepts studied in the respective courses. Moreover, our signature interventions like Entrepreneurship Teaching and Training Program, Social Entrepreneurship Program, Mentorship Program, Outcome Based Education, and Semester Exchange Program provide quality education, robust experiential learning, and international exposure to students.

In the fourth year, students are offered four career choices. The Startup stream leads to launching an entrepreneurial venture, the Scaleup stream empowers students to expand their family businesses, the Design Challenge stream ensures their employment before the completion of the degree, and Superior Go Global Stream enables students to make career in global marketplace. Under the Go Global Stream students are offered further three choices including work permit, immigration, and higher education abroad.



Scan for more information



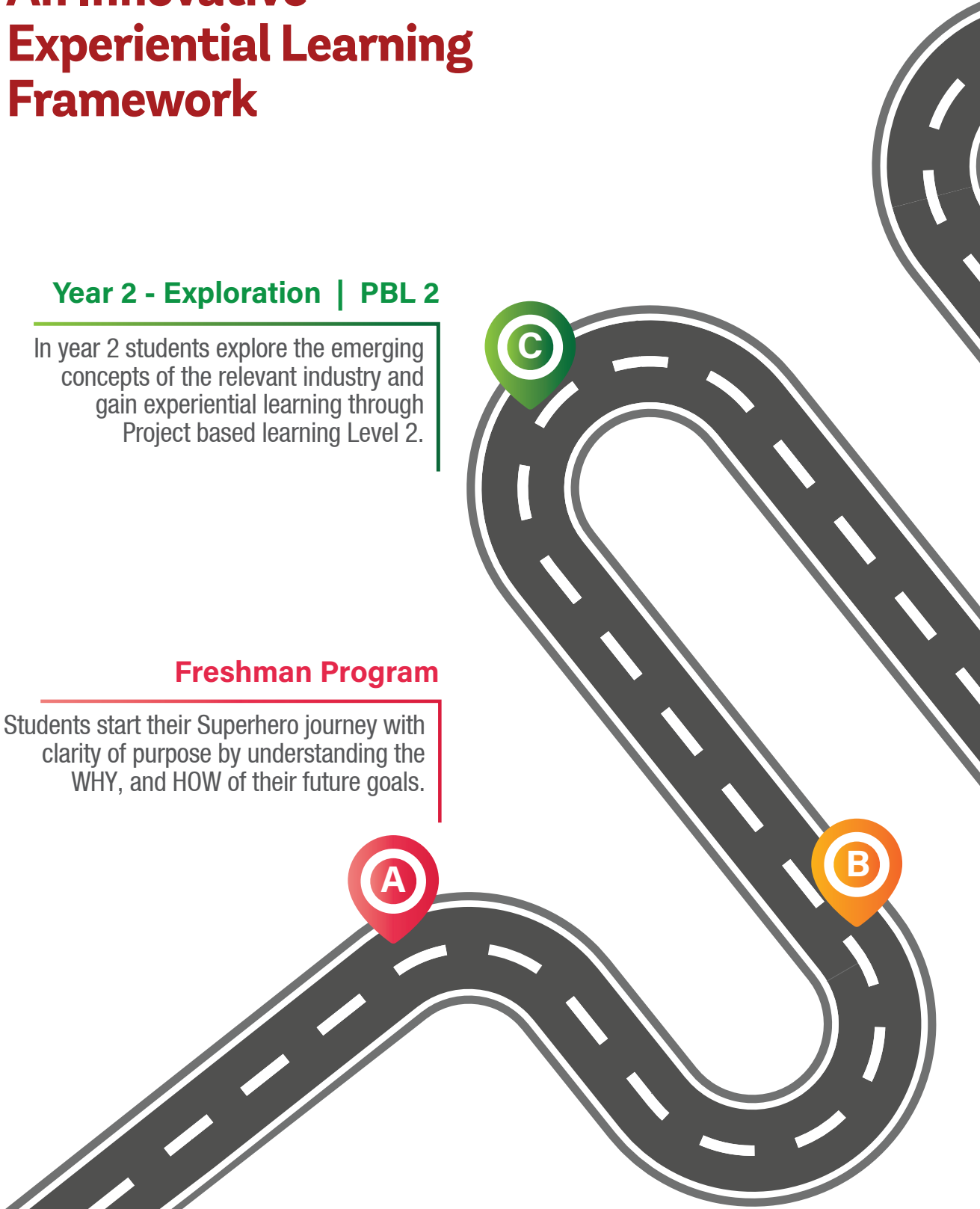
An Innovative Experiential Learning Framework

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.

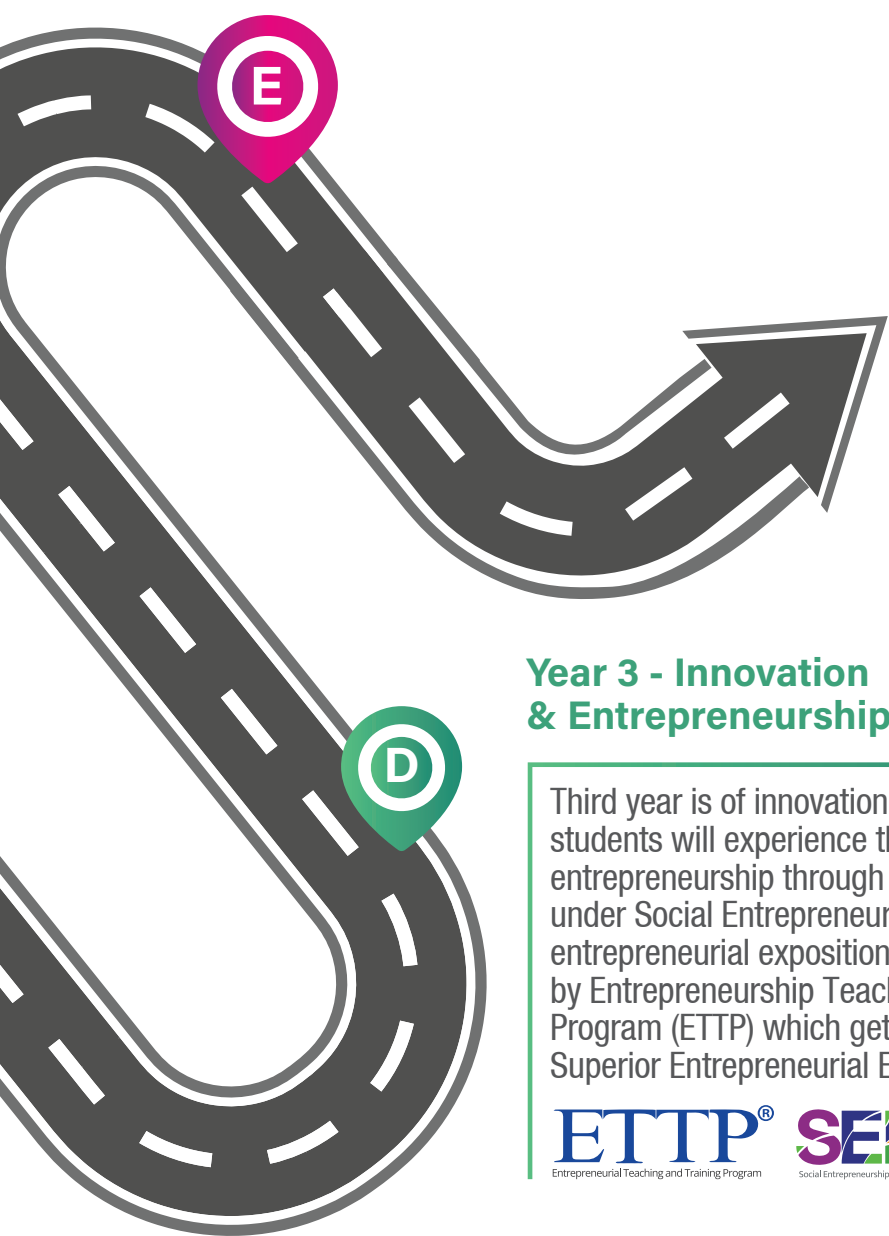
Freshman Program

Students start their Superhero journey with clarity of purpose by understanding the WHY, and HOW of their future goals.



1M-Market Intensive Year

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



Career Pathways

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

Powered by:



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

Powered by:



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

Powered by:



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

Powered by:



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.



3 Years of University's Project Based Learning



Book reading is my hobby



Engineers in Avionics Lab



Showcasing of projects at Thesis Show

Year 1 The Foundation Year

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 practiced 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

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

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 (CAMED). 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 global orientation and experience in the form of semester exchange and international study programs.

Comprehensive Instructional Design of PROJECT BASED LEARNING: A hallmark feature of 3U

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 report.

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 in Fig. 3.

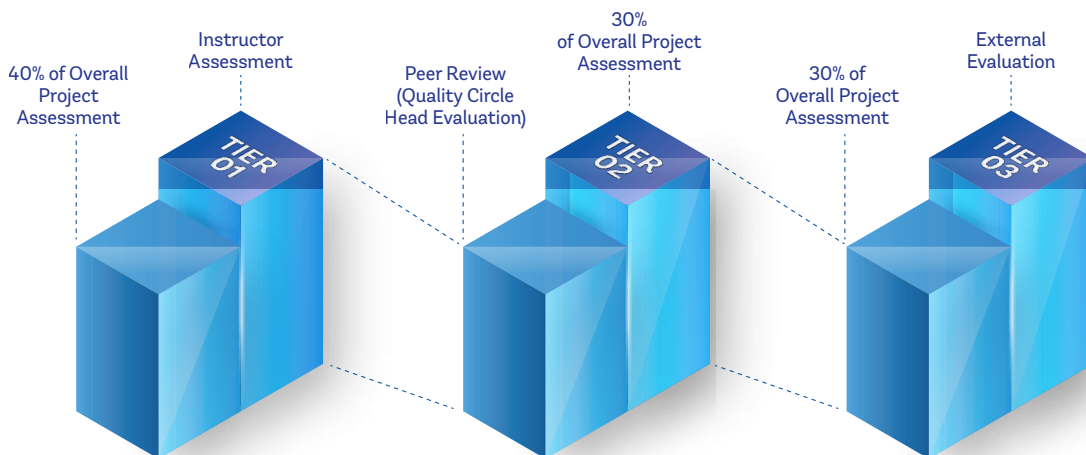


Fig-1: Assessment and Evaluation Criteria of PBL



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3U1M[®] Career Pathways

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.

130
TOTAL BUSINESSES

1039
JOBS CREATED

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.

PKR
900 M
INVESTMENT

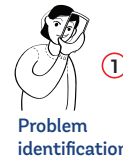
PKR
1280 M
REVENUE GENERATED

Design Challenge Stream

Powered by:



The Design Challenge stream is tailored for students who aspire to build their careers as intrapreneurs 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.



Problem identification



Stakeholders consultation



Requirements Gathering



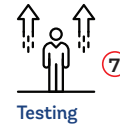
Analysis



Design Solution



Implementation



Testing



Deployment

Fig-02: Design Challenge Milestones

12
DEPARTMENTS

2839
STUDENTS

350
MASTER
TRAINERS

175
COACHES

1315
NO. OF DESIGN
CHALLENGE PROJECTS

90%
Overall Employability

Departments with 100% Employability

- Mass Communication
- Management Sciences
- Aviation Management
- Doctor of Physical Therapy
- Pharmacy
- Aviation Technology
- CS & IT

Employability Module: Initiating Careers with Market-Ready Skills

A research-led Employability Module has been designed to help graduating students be successful in their professional careers and beyond. The module, delivered in the 8th semester, includes training to equip students with skills identified by World Economic Forum as necessary skills for future leaders. Leading experts from the industry are invited to conduct trainings in three learning domains. To begin with, four skill-focused training sessions are conducted on project management, working with people, and IT skills. Subsequently, two training sessions are conducted on self-management and problem-solving; and finally, two domain knowledge-specific customised training sessions are organised.

Transferrable skills, career exploration and planning, and technical or knowledge-based skills are imparted to students in a market-contextualised manner while keeping in line with their learning aptitude. Right from personality development to problem-solving the spectrum of skill gain for students prepares them to overcome entry barriers to the job market and harnesses their potential for optimal utilisation by prospective employers.



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3U1M[®] WITH GLOBAL EXPERIENCE

Introducing Go Global Stream under 1M Career Paths

Living up to its tradition of coming up with innovative solutions to Pakistan's socio-economic challenges, Superior University has introduced a much needed initiative of providing our youth, the opportunity to pursue careers in international markets. Super Go Global stream is answer to current challenge of current account deficit and shrinking domestic economy. It is a mission to export our human capital who would become ambassadors of Pakistan in the world, and bring-in foreign exchange and new business opportunities to Pakistan.

The Go Global stream is also a demonstration of Superior university's commitment to student success. In the face of shrinking economy and job market in the country, Go Global is a promise to help our talented youth in embarking upon a career journey in global marketplace. Under the stream, which is powered by Superior's Strategic Business Unit, Breeo International, students are provided well-rounded support and placement services to succeed in different international markets.

Scope of Go Global Stream

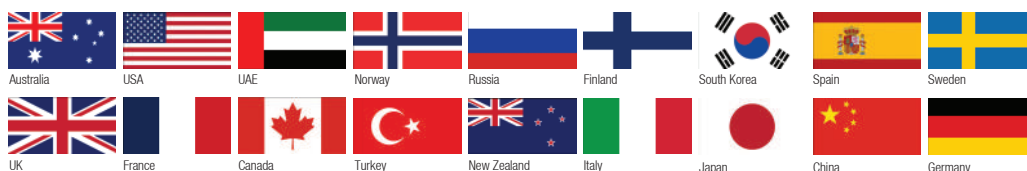
The Go Global will open doors for graduates to pursue employment opportunities worldwide. By creating a globally relevant curriculum and fostering international partnerships, the stream strives to ensure that our students are well-prepared to compete and thrive in the global job market. Through in-depth analysis of the market trends and student's preference we have prioritized the countries to focus in the initial phase of Go Global Stream. Through a series of interventions and handholding of our students in final year (i.e., 1M) we will export their skills and knowledge to countries such as Canada, USA, UK, Australia, Gulf nations, France, Central Asian states, Korea, Saudi Arabia, Qatar, Germany, and many more.

Survey to Assess Student Interest and Preferred Career Choices

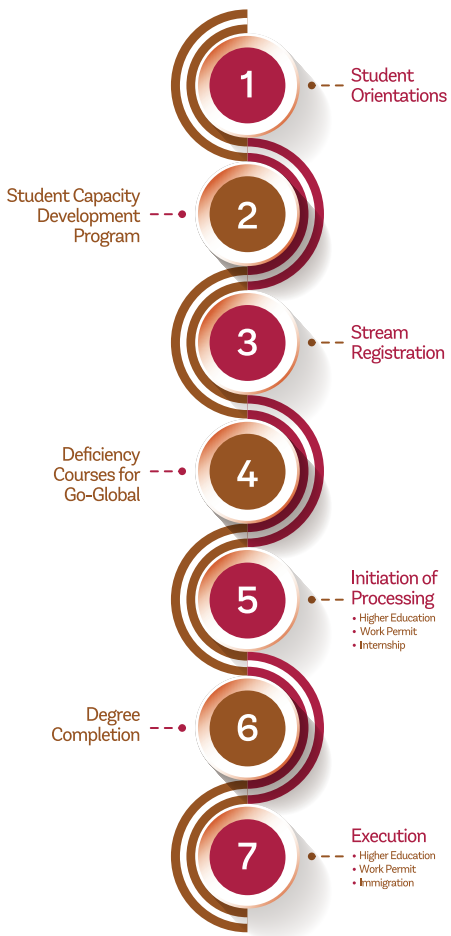
To assess the interest and willingness to join Go Global stream a survey of undergraduate students of sixth semester has been conducted that shows that an overwhelming majority of students are ambitious to explore career opportunities abroad. Out of 1250 students surveyed, 59.2% showed interest to go abroad for higher education followed by 35.7% for work purposes and 5.1% for immigration. Accordingly, three career choices under Go Global streams have been offered to students:



Preferred destinations of students



Student Journey



Result of Student Survey

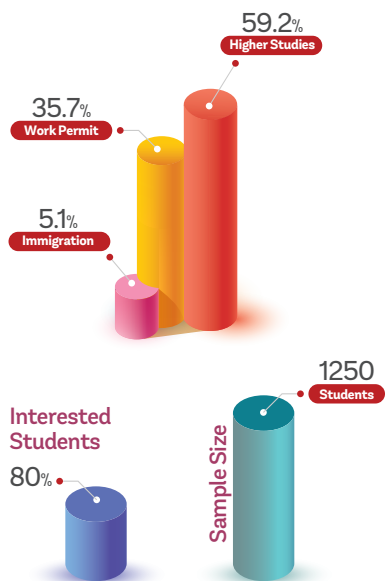


Fig-03: Survey Result



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NURTURING LIFE MANAGEMENT SKILLS THROUGH FRESHMAN PROGRAM

POWERED BY:



The Freshman Program focuses on nurturing essential life management skills for new students, including emotional intelligence, leadership and team work, design thinking, communication skills, financial literacy, and time & stress management. It provides valuable resources and guidance to help students thrive academically and personally during their transition to university life.



Freshman Program

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 students' attributes in the beginning of their university life.

Freshman program is an initiative run by Office of Engagement and Communications - 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, higher self-recognition, clarity for future direction, emotional intelligence, entrepreneurial insights, and civic mindedness.



FRESHMAN CURRICULUM

LIFE MANAGEMENT SKILLS MODULES

Module 1: Emotional Intelligence

This module focuses on developing students' emotional intelligence, including self-awareness, self-regulation, empathy, and effective interpersonal skills.

Module 2: Entrepreneurial Mindset

This module introduces students to the entrepreneurial mindset and helps them develop skills such as creativity, innovation, problem-solving, and resourcefulness.

Module 3: Design Thinking

This module teaches students the principles of design thinking, a problem-solving approach that emphasizes empathy, ideation, prototyping, and iteration.

Module 4: Leadership and Team Work

This module aims to cultivate leadership skills and the ability to work effectively in teams, emphasizing qualities like communication, collaboration, motivation, and decision-making.

Module 5: Art of Communication

This module focuses on enhancing students' communication skills, including verbal and non-verbal communication, active listening, and effective presentation skills.

Module 6: Brand Yourself

This module helps students understand personal branding and develop skills for presenting themselves effectively, including resume writing, interviewing skills, and online presence management.

Module 7: Building Social Capital

This module emphasizes the importance of networking, building relationships, and leveraging social connections for personal and professional success.

Module 8: Time and Stress Management

This module equips students with strategies for managing their time effectively, setting priorities, and coping with stress to maintain a healthy work-life balance while continuing to achieve the defined targets.

Module 9: Developing Socially Responsible Youth

This module aims to develop students' understanding of social responsibility, ethical decision-making, and the importance of contributing positively to society.

Module 10: Dynamics of Semester System

This module provides students with an understanding of the semester system, including study techniques, time management strategies, and effective exam preparation.

Module 11: IQ Accelerate

This module focuses on enhancing students' cognitive abilities, critical thinking skills, problem-solving techniques, and intellectual development.



ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Promoting sense of community and cultural diversity through Freshman Socials

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, food, and games etc.

Promoting cultural diversity through 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.



Fun at Campus

NURTURING INNOVATION: EMPOWERING INNOVATORS AND DRIVING EXCELLENCE



Inspire | Educate | Innovate
Co-Create | Research

There are hardly two opinions that developing Entrepreneurial Mindset for bolstering Small and Medium Enterprises (SMEs) is the key to economic development of Pakistan. Chaudhary Muhammad Akram Center for Entrepreneurship and Development (CMACED) was established with the mission to facilitate students in launching their small businesses and take existing family and medium size businesses to next frontiers of growth and competitiveness.

CMACED serves as a dynamic and vibrant hub dedicated to fostering an entrepreneurial mindset among students. With a mission to empower and equip future entrepreneurs, the Center provides a range of resources, including state-of-the-art facilities, access to entrepreneurial networks, and valuable mentorship opportunities. By nurturing innovative ideas and

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

Superior University's Chaudhry Muhammad Akram Center for Entrepreneurship Development (CMACED) has secured world ranking in the UBI Global World Benchmark Study 2021-22 as a Top Challenger Incubator/Accelerator in Asia-Pacific (APAC). The World Incubation Summit 2023 Rankings & Recognitions – held online on January 24, 2023 – Out of 1,895 organizations that were assessed for the World Benchmark Study, 356 applied to participate and 109 completed the benchmark.

cultivating a supportive ecosystem, the Center prepares students to become job creators rather than job seekers. It serves as a catalyst for the growth of small and medium enterprises, contributing to the overall economic development of the country. Through its innovative approach and commitment to entrepreneurial education, the Center plays a vital role in shaping the next generation of successful entrepreneurs.

Our student-led entrepreneurial ventures are providing employment opportunities for the local community, generating income for their suppliers and other service providers, and ultimately contributing to the overall economic growth of the country. Moreover, these are pivotal in fostering innovation and introducing new products and services to the market, leading to increased competition and efficiency in the economy.



Superior Entrepreneurial Ecosystem Powered by CMACED



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 groundbreaking initiative introduced by Prof. Dr. Sumaira Rehman in 2017. Designed to foster an entrepreneurial revolution, ETTP aims to shift the traditional learning paradigm towards entrepreneurial teaching and practice. Initially launched as a pilot project within the business school, its success led to its university wide implementation.

ETTP hinges on our unique Superior's Entrepreneurship Education Model (SEEM) that ensures developing the entrepreneurial mindset and skill set needed to launch a new business and make a change in an established company to create social and economic impact. It is a practice-based approach to developing an entrepreneurial leader. Following are the six components of SEEM:

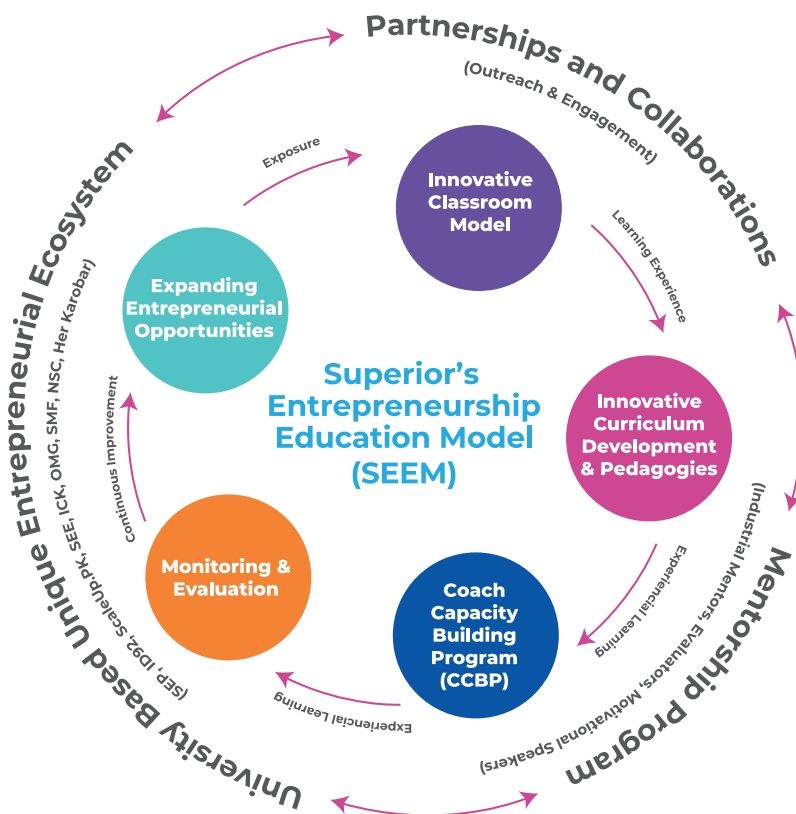


Figure 04: Key components of SEEM

INNOVATIVE CLASSROOM MODEL

The entrepreneurship course is jointly taught by a certified instructor and trained coaches. While the instructor conducts the course and gives the lectures, coaches help the instructor coach the students. The students, in groups of five, develop the business idea. The faculty allocates groups with the coach after they have given their approval for the startup idea. Thus, both students and faculty experience entrepreneurial training as an outcome.

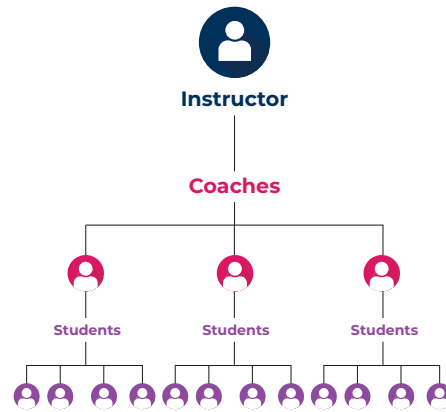


Figure 05: Innovative Classroom Model

Figure 06: 5D's of entrepreneurship curriculum



The ETP team creates the entrepreneurship curriculum in consultation with all faculties and departments. The figure 3 mentions the 5 D's which are the building blocks of the curriculum.

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.

COACH CAPACITY BUILDING PROGRAM

At the core of ETP 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 CURRICULAR:

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



Figure 07

CCBP identifies potential faculty members with the help of departmental heads, trains them from renowned master trainers of the market, and exhibits the idea in front of the renowned entrepreneurs.

MONITORING & EVALUATION

Our monitoring and evaluation is a combination of data collection, analysis, and assessing to what extent the stakeholders (instructors, students, and coaches) of our program have, or have not, met its objectives. The data acquired is primarily input- and output-focused and is generally used as an ongoing strategy to determine the efficiency of implementation, to spot bottlenecks in performance.



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ENTREPRENEURIAL FORUM

EXPANDING ENTREPRENEURIAL OPPORTUNITIES

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



The panel consisted of Founder ATX, Alicia Dean, Sarah Stewart Stevens, Head of Apparel University of Texas, Musa Ato, President League of Rebels, and James Williams, Videographer ATX-N

EXPANDING ENTREPRENEURIAL OPPORTUNITIES THROUGH





SUPERIOR MAKER FESTIVAL

Innovators at Superior University are accorded with opportunities to showcase their ideas in concrete form to the stakeholders from different categories. The Superior Makers Festival is one such event held every year for students so that their potential for growth as future entrepreneurs is tested and validated by the representatives of market i.e. manufacturers, businesses, government entities etc. The Makers Festival is hosted by Chaudhary Muhammad Akram Center for Entrepreneurship Development (CMACED) that works as an umbrella organization to promote and strengthen entrepreneurship ecosystem of

the university and maintains internal and external relations with all stakeholders. Multiple faculties from across the university participated in the Festival and engaged with the stakeholders for strengthening internal ecosystem of innovation and for cultivating relation with market based entities. Social impact of innovation remains at the heart of this Festival and students completing their ETPP phase of undergraduate studies present the outputs of their learning in concrete form. Their efforts are guided by the Do-it-Yourself approach and reckons with the global maker movement.



Panel Discussion on the day of Maker Festival 2023

PRE - EVENT

In the lead-up to the final day, a series of workshops were thoughtfully organized to allow participants to learn, grow, and develop new skills. These workshops were tailored to meet the specific needs and interests of the attendees and were designed to be interactive, engaging, and informative. With a diverse range of topics and

presenters, participants had the chance to explore various areas and connect with like-minded individuals. The workshops provided an invaluable space for learning and collaboration, which no doubt left the attendees feeling inspired and ready to take on the challenges of the final day.



VOLUNTEER TRAINING WORKSHOP

The Volunteer Training Workshop, was a crucial part of the event planning process, as it aimed to prepare volunteers for the tasks and responsibilities they would undertake during the festival.

ART OF RECYCLING WORKSHOP

This workshop aimed to inspire participants to create art using recycled materials and raise awareness about the importance of sustainability. The workshop was led by experienced artists and designers specialising in creating recycled artwork.



CONTENT WRITING WORKSHOP

The Content Writing Workshop taught participants how to write engaging and effective content for various media, including websites, social media, and marketing materials. The workshop was led by experienced content writers, covering a range of topics, including the fundamentals of good writing and writing for different audiences.

EVENT DAY

The final day of the Superior Maker Fest was an exciting and action-packed event, with a wide range of activities, competitions, and exhibitions on offer. Attendees were treated to diverse exhibits showcasing the latest technologies, innovations, and artistic creations.

CHIEF GUESTS OF THE EVENT



Mr. Farhan Aziz Khawaja
CEO – Small and Medium Enterprises Development Authority (SMEDA)



Mr. Omer Sarfaraz Cheema
Former Governor of Punjab

ROUNDTABLE

Industry Academia Linkages for Entrepreneurship Development



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Our Panelists



Prof. Dr. Nizam Uddin
Former Chairman PHEC



Syed Mohsin Ali Kazmi
Assistant Professor Chemical Department – U.E.T



Muhammad Jawad
Program Manager – ID92 (Superior University)



Sara Syed
Senior Human Resources Consultant



Dr. Sarah Alam
Co-Founder - Tibbi



Mr. Hamid Mahmood
Founder @ top 10 digital agencies



Hafiz Awais
Zarmahi-Rice fish Farmin



Akash Luqman
CoGrow Lead - Events and Partnerships



Faryal Iqbal
Senior Manager – Finca Microfinance Bank



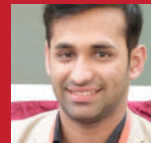
Fariha Iqbal
edX Learning



Mr. Wajahat Iqbal
Founder - Youth Economic Empowerment Program



Saira Mirza
Senior Manager – Finca Microfinance Bank



Muhammad Ali Tariq
Community Advocate at Friends of Figma Lahore



Shehar Bano
Circle Women Association

Themes of Roundtable Conference:

- The importance of industry-academia linkages for the healthcare industry
- Ways to strengthen the collaboration between industry and academia
- Encouragement of asking questions and bringing useful ideas
- Focus on Indigenous Research
- Need for a roadmap and entrepreneurial culture
- Focus on the right path of the map instead of just bookish knowledge
- Focus on solutions instead of problems
- Provision of Freelance course
- Creation of market-ready graduates

The Roundtable Conference on the Role of Industry-Academia Linkages for Entrepreneurship Development was convened to discuss the critical role of creating and strengthening industry-academia linkages in fostering innovation and entrepreneurship. The conference brought together distinguished representatives from both industry and academia, including CEOs, professors, and entrepreneurs, to deliberate on the need for collaboration between the two sectors.

The participants underscored the significance of industry-academia linkages in fostering an environment conducive to developing innovative ideas and successful business ventures. They emphasized the importance of open communication and knowledge-sharing between the two sectors and the need to create opportunities for students to acquire practical experience in the field. Additionally, the participants discussed the need to bridge the gap between industry and academia by implementing initiatives such as internships, joint research projects, and industry-specific courses. They reached a consensus that the creation of strong industry-academia linkages is a crucial factor in the success of entrepreneurship development.



TED^{WEE}

“When women are economically empowered, they reinvest in their families and communities, strengthening the social fabric and improving education and skill levels of the workforce. This multiplier effect spurs economic growth and enhances stability.”



There is great significance of female entrepreneurs and female-led firms in the development and expansion of the economy. The Sustainable Development Goals (SDGs) acknowledged the weightiness of gender equality and women empowerment. Women started businesses more frequently than ever before in Pakistan. However, more efforts are still needed at the national and international levels to close the gender gap in entrepreneurship and to tap into their full potential for economic advancement.

Although entrepreneurship is continuously growing and maturing, there is a pressing need to explore the role of women entrepreneurship in Pakistan. Several

public and private sector initiatives have been taken in this regard, yet there is a need for an intense focus on women's inclusion in the entrepreneurial landscape of Pakistan. Since women comprised nearly 51% of the population, it became crucial that this segment participated in economic activity.

An initiative was taken to start a series of women entrepreneurs named “TED-WEE”. The first TED talk was organized at Superior Maker Fest. In this series, women entrepreneurs were invited to share what they had to say about how their entrepreneurial journey went on and in what ways it empowered them. It had two parts, one was Story Telling, and the other was Open Mic.

Themes of Discussion

Women Entrepreneurs in Pakistan

TED Talk sheds light on their resilience, innovation, and impact, showcasing their transformative role in shaping the country's business landscape.

What is the on-ground reality of women entrepreneurs in Pakistan?

Enlighten the challenges and triumphs women are facing in navigating the business landscape and inspiring change.

Challenges and opportunities for women.

unveiled the untapped potential and inspiring stories of female trailblazers in the business world

Gender Discrimination and Pakistansi Culture

Delved into the complexities and challenges faced by individuals in a society grappling with gender inequalities.

TED^{WEE} TALK

Our Empowering Entrepreneurs

There is great significance of female entrepreneurs and female-led firms in the development and expansion of the economy. The Sustainable Development Goals (SDGs) acknowledged the weightiness of gender equality and women empowerment. Women started businesses more frequently than ever before in Pakistan. However, more efforts are still needed at the national and international levels to close the gender gap in entrepreneurship and to tap into their full potential for economic advancement.



Afsheen H Rathore

PBL Manager, Lecturer Marketing and Entrepreneurship, in MS Superior University, Lahore

Moderator

ASTOUNDING GUESTS



Shamim Akhtar

Board Member of Lahore Chamber of Commerce



Shakeela Bano

Women Welfare Ambassador form Pakistan



Fatima Jaffar

Social Work on Gender Based Violence



Shaela Safwan

Tech Entrepreneur



Rubina Jamal

CEO - Insolito Associates

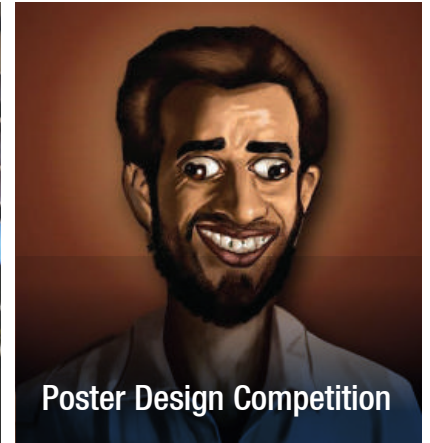


COMPETITIONS

Throughout the day, various competitions took place, including the Tech Fest, Blog Writing, Poster Design, Social Media Influencer, Painting, Art of Recycling, Photography, Sustainable Solutions and Startup Idea Pitch. These competitions were designed to showcase participants' skills, creativity and encourage teamwork through collaboration.



Tech Fest Competition



Poster Design Competition



Painting Competition



Art of Recycling Competition



Photography Competition

EXHIBITIONS

Alongside the event four exhibitions were organized to showcase creativity, innovation and brilliant ideas of the students. The exhibitions included ETPP & SEP Projects Exhibition, Creative Art Exhibition, Air Crafts Exhibition and Auto Show. It provided a platform for makers, artists, designers, and innovators to showcase their skills and creations and to inspire others to think outside the box and push the boundaries of what is possible.



PRIZE DISTRIBUTION

A highly-anticipated prize distribution ceremony at the end of Superior Maker Fest was arranged, bringing excitement and celebration among the attendees. The ceremony recognized and rewarded the winners of various competitions and events for their outstanding creativity and hard work. The prizes awarded, including cash prizes, varied depending on the nature of the competition or event. This recognition serves as a great encouragement for the students, motivating them to continue pursuing their passions and interests in the creative arts, and further enhancing their skills and knowledge. Such initiatives taken by the university reflect their commitment towards supporting and nurturing the talents of their students.



Rector, Superior University and CEO SMEDA presenting cheque to the winners of Superior Maker Fest 2023



STARTUP GRIND UNIVERSITY CHAPTER

POWERED BY GOOGLE FOR STARTUPS

CMACED, Superior University secured the Startup Grind - Superior University Chapter to celebrate the entrepreneurs and on the mission to empower the local startup ecosystem. The aim of Startup Grind - Superior University chapter is to celebrate the entrepreneurs and provide a platform for starting new ventures among students of Superior University. Startup Grind is the largest independent startup community, actively educating, inspiring, and connecting more than 2,000,000 entrepreneurs in over 600 chapters to nurture startup ecosystems in 125+ countries through events, media, and partnerships with organizations like Google for Startups.

STARTUP GRIND - SUPERIOR UNIVERSITY FIRST EVENT “VISION & STRATEGY FOR STARTING A NEW VENTURE”



Capacity Building Session of students at Startup Grind

Startup Grind - Superior University Chapter in collaboration with Global Regional Innovation Program (GRIP) unit of CMACED successfully kicked off “Vision & Strategy for Starting a New Venture” fireside chat in the Landmark of Superior University where Arslan Hassan (CEO Tune.pk Pvt. Ltd) as speaker & Hina Tariq, Chapter Director, joined to make it wonderful.

This marvelous activity promoted the culture of vision and strategy for starting new ventures among students of Superior University. The speaker shared his journey and the hurdles he faced during the journey and had interactive sessions with the students.

STARTUP GRIND - SUPERIOR UNIVERSITY CHAPTER ORGANIZED “SUPER MOM CELEBRATION”



Recognition of Super Mom

In partnership with CMACED, Startup Grind successfully organized “Super Mom Celebration”. In this amazing fireside chat session, Nida Jaffery (CEO-Nashtay Walay) discussed how she manages her business while being a mother, and maintaining balance between both. They also discussed the opportunities and challenges faced by women in starting their business. The motive of this amazing activity was to endorse the importance of mother and female entrepreneurs in our society and to discuss challenges that occur for a mother to start her business.

STARTUP GRIND - SUPERIOR UNIVERSITY CHAPTER “TRANSFORMATION OF TRADITIONAL BUSINESS INTO THE DIGITAL BUSINESS”



Superior students at Startup Grind

Startup Grind - Superior University Chapter kicked off a successful fireside chat event on “Transformation of Traditional business into the digital business”. “Shoaib Arshad” (CEO and Founder of CopyPencil) was invited as guest speaker where he interacted with university startups and had a discussion on the topic of transforming business into digital business.



STARTUP HUDDLE - LAHORE CHAPTER

POWERED BY GLOBAL ENTREPRENEURSHIP NETWORK

Superior University shares the aim of strengthening the startup ecosystem by educating students and aspiring entrepreneurs to become job creators rather than job seekers. To accomplish this goal, the CMACED at Superior University has worked tirelessly to secure the Lahore Chapter of Startup Huddle. Superior is ecstatic because the institution hopes to develop a unique entrepreneurial strategy that will have a positive social and economic impact in Pakistan. Startup Huddle is run by the Global Entrepreneurship Network is a program designed to help one entrepreneur at a time while strengthening the local ecosystem. Entrepreneurs discover challenges to the solutions they face through purposeful engagement with a broad array of voices from their local community.

STARTUP HUDDLE - LAHORE CHAPTER CELEBRATED “TECH ENTREPRENEURS”:



Celebrating Tech Entrepreneurs

Startup Huddle Lahore Chapter kicked off its first event in collaboration with Global Regional Innovation Program and welcomed Ifrah Ayoob, a Digital Marketing Expert. Startup Huddle Lahore is one of 60 Startup Huddle chapters worldwide. The first-ever session after relaunching Lahore chapter has been successfully kicked off. It was organized by Superior University. An astounding speaker Ms. Ifrah Ayoob, a Digital Marketing Expert, has shared her success story. She is associated with Rozee.pk and Nearpeer with different capacities and founder of Creative pep.

CMACED has embarked upon another initiative of **Entrepreneurship Leadership** that aims to gather successful and inspiring entrepreneurs to share their success stories, consistency of efforts, motivation, challenges, and strategies to overcome those challenges with our potential entrepreneurs. Mr. Murshad Masud Qazi, CEO ClayHandi USA was invited to share his inspiring thought and journey of Entrepreneurship with young leaders and aspiring entrepreneurs of Superior University.



ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



Prime Minister's Youth Programme

CMACED, Superior University in collaboration with NAVTTC PM Youth Skills Development Program is empowering youth with 21st century high-tech, hi-demand skills in diverse domains ranging from Culinary Arts, Graphics Design to Cyber Security and Artificial Intelligence. A total of 625 students will be trained free of cost in following 10 different domains where they will be engaged in various On Job Trainings, Workshops and Internships as well to groom them and make them ready for their future professional pursuits.

1. Mobile Application Development
2. Artificial Intelligence
3. Digital Forensics Cyber Security
4. Data Mining Business Intelligence
5. Chef De Partie
6. Graphics Design (UI/UX Designer)
7. Block Chain Programming
8. Game Development and Modeling
9. Culinary Arts Professional Chef
10. Tourism and Hospitality Management

*Our Youth is
Our Biggest Asset,
if provided with
right guidance
and skill set.*

Prof. Dr. Chaudhry Abdul Rehman
Chairman - The Superior Group

CMACED secured
35 Million PKR
funding from Prime
Minister's Youth Programme
to inculcate 21st century
skills among Pakistan's
talented youth

*CMACED is
power hub to bring
an entrepreneurial
revolution among
our youth.*

Prof. Dr. Sumaira Rehman
Rector - Superior University



NAVTTC Training Courses



**“WE EMPOWER
YOUTH, GUIDE
THEIR POTENTIAL
AND EQUIP THEM
FOR JOURNEY OF
LIFE”**



ALIGNED WITH THE UNITED
NATIONS SUSTAINABLE
DEVELOPMENT GOALS



DEVELOPING COMMUNITIES ENGAGING YOUTH PROMOTING ACTIVE CITIZENSHIP



Scan for more information



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 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 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 08: How SEP Works?

Our Selected Partners



SEP INITIATIVES

POWERED BY



In persuasion of our vision to contribute towards developing a sustainable community, Superior University has taken another incredible step of launching Superior Foundation for Research and Development (SFRD). It is a registered non-profitable and non-political foundation from the platform of SAEPN Pvt. Limited which will serve Superior University as well as our National and International Non-Governmental and development agencies through knowledge partnerships, provision of financial support, and implementation of joint projects.



SAP EXHIBITION AT AL-KHIDMAT YOUTH GATHERING



Visitors at the SAP Exhibition

The active citizens from Superior Social Entrepreneurship Program exhibited 30 Social Action Projects (SAPs) at Al-Khidmat Youth Gathering. The purpose of this gathering was to showcase the innovative Social Action Projects executed by the active citizens. The projects were evaluated by Dr. Mushtaq Mangat (Vice President Al-Khidmat Foundation) and the top two SAPs were awarded cash prizes.

DENTAL SCREENING CAMP FOR CHILD PROTECTION SCHOOL



Dental Screening Camp for children

The Superior University's Social Entrepreneurship Program organized a visit for the CPs from Child Protected School at Superior University. The children were engaged in a counselling seminar, were briefed regarding the basics of oral hygiene, had a session with physiotherapists and were given a tour of Superior University and shown the different facilities offered here.

EMOTIONAL SUPPORT PROGRAM FOR ORPHANS "APNA GHAR-ALMARAHA FOUNDATION"



Birthday celebration for Orphans

The Active Citizens from Superior Social Entrepreneurship Program (SEP-CMACED) organized an Emotional Support Program and engaged the orphans at Apna Ghar by Almarah Foundation in several fun filled activities including indoor & outdoor games, birthday celebrations and plantation activity. The purpose of this Emotional Support Program was to connect with the orphans studying there.



EMOTIONAL SUPPORT PROGRAM AT OLD-AGE HOME



Emotional Support Program held at "Aafia Old Age Home"

The active citizens from the Superior Social Entrepreneurship Program organized an Emotional Support Program at Aafia Old-age Home. The active citizens engaged the inmates at the old-age home in plantation related activities and distributed hygiene kits in them.

BLOOD DONATION DRIVE



Blood Donation Drive in collaboration with Fatimid Foundation, Sundas Foundation and Chughtai Labs at Superior University

The Superior Social Entrepreneurship Program in collaboration with its proud partners Fatimid Foundation, Sundas Foundation and Chughtai Labs organized blood donation camps at Superior University. The purpose of these blood donation drives was to gather the blood required for patients suffering from blood related diseases and specially for Thalassemic Patients.

SUPERIOR GRAND IFTAAR



Grand Iftar offered by SFRD in collaboration with SEP, Intersoft Community, Allah Waley Trust and Office of Engagement & Co. Creation

Superior Foundation for Research & Development collaborated with Social Entrepreneurship Program, Intersoft Community, Allah Waley Trust, and the Office of Engagement and Communications to arrange this sacred event where over 1000 people shared food and happiness together with the Superior family. The Iftar was held to honor the invaluable and irreplaceable contributions of the essential workers, such as security guards, janitorial staff, office boys, and everyone who works behind the scenes to make everything work.

THALASSEMIA FREE UNIVERSITY



Blood Donation Camp under "Thalassemia Free Drive" in collaboration with Superior Entrepreneurship Program

The Superior Social Entrepreneurship Program (SEP-CMACED) organized more than 20 community development seminars and engaged more than 2500 volunteers in different community development activities. The purpose of these sessions was to promote active citizenship behavior among the youth.

COMMUNITY DEVELOPMENT SESSIONS



Community Development Seminars in collaboration with SEP

The Superior Social Entrepreneurship Program (SEP-CMACED) organized more than 20 community development seminars and engaged more than 2500 volunteers in different community development activities. The purpose of these sessions was to promote active citizenship behavior among the youth.

PLANT FOR PROSPERITY



Superior University's Social Entrepreneurship Program (SEP-CMACED) under the initiative of "Plant for Prosperity" has planted more than 12,000 trees across the Lahore. The purpose of this plantation activity is to make Lahore a smog free city.

STREET CHILDREN SCHOOL REVAMPING



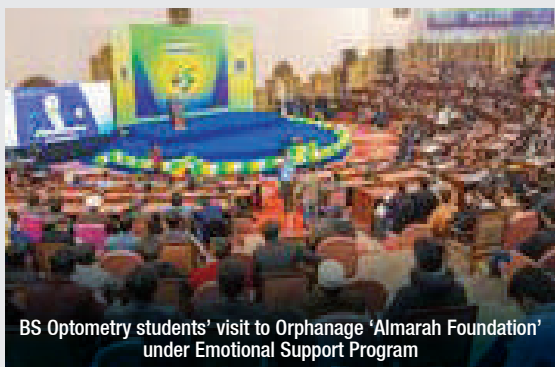
Social Entrepreneurship Program (SEP) along with Intersoft Community successfully revamped a Child Protection Center of Al-Khidmat Foundation Pakistan. The motive of this amazing activity was the revamping of CP School and help the children to learn & grow in a better and colorful environment.

HEPATITIS B & C SCREENING



Superior University's Social Entrepreneurship Program (SEP-CMACED), along with active citizens from the Department of Pharmacy, organized a free Hepatitis B & C Screening Camp. Our team of volunteers screened 2000 faculty members, students, and lower staff. The purpose of this screening was to ensure a Hepatitis free university. Hepatitis is a contagious disease, and its diagnosis is important for the prevention and spread of this disease.

NATIONAL EVENTS PARTICIPATION



The Superior Social Entrepreneurship Program with the aim of providing exposure regarding the community development projects, engages its active citizens in multiple national events where they can not only showcase their Social Action Projects, but can also secure seed funding and training opportunities from mentors belonging to different domains of life.



ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

CAPTIVATING STORIES OF SOCIAL CHANGE

Active citizens from SEP (Social Entrepreneurship Program) are actively engaged in a range of community development projects aimed at promoting the goals set forth by the United Nations Sustainable Development Goals (UN-SDGs). These diverse projects serve the purpose of uplifting communities and contributing to the vision of creating an economically and socially superior Pakistan. By addressing various aspects of sustainable development, such as education, healthcare, infrastructure, gender equality, and environmental conservation, these projects strive to bring positive change to the lives of community members. Through their efforts, the active citizens from SEP are working towards building a more inclusive, equitable, and prosperous society for all, aligning their actions with the aspirations of the UN-SDGs

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 wheelers 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 Faculty 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.

Our Collaborators



EFFICIENT GAS STOVES



This project “Efficient Gas Stove” has been initiated by the active citizens of the Faculty of Emerging Management Sciences under the kind 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.

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 Raiwind Road Campus 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.

FIRST AID KITS DISTRIBUTION



First aid kits are essential for providing immediate care and pre-medication in case of emergencies, accidents, or sudden illnesses. Having a well-stocked first aid kit readily available can make a significant difference in managing injuries or medical conditions until professional medical help arrives. The Active Citizens from Superior Social Entrepreneurship Program (SEP-CMACED) under the mentorship of Mr. Ahsan Raza Zaidi from Faculty of Allied Health Sciences in coherence with United Nations Sustainable Development Goal-3: Good Health and Well Being distributed more than 150 first aid kits in different areas of Lahore. They also organized training courses to help educate the personnels in the organization regarding the proper use of first aid kits. The purpose of this distribution was to ensure that the organizations are all equipped with basic first aid materials in cases of emergency.

BIOPLASTIC



The increasing amount of plastic waste in our world is having a significant impact on our environment and endangering human and marine life. The biggest issue with plastic is its longevity as it can remain in its state for hundreds of years. The whole world is shifting towards the use of organic materials and other eco-friendly replacements of plastic. Plastic toothbrush caps contribute to several million metric tons of plastic pollution every year. In order To tackle this issue and promote a better environment, Active Citizens from Superior Social Entrepreneurship Program in coherence with United Nations Sustainable Development Goals-3: Good Health & Well Being & 13- Climate Action developed a biodegradable Bioplastic Toothbrush Cap using everyday use ingredients. These caps will serve as the primary substitutes for the plastic toothbrush caps that are being used rigorously by human beings and will help aid the decrease in use of plastic.

MORINGA FIGHTERS



The importance of the Moringa plantation project lies in its multifaceted benefits. Moringa trees are rich in essential nutrients, offering a sustainable solution to combat malnutrition and enhance food security. Moreover, these trees thrive in diverse climates and require minimal resources, making them ideal for reforestation and sustainable agriculture. The project creates economic opportunities by generating income through the sale of Moringa products, thereby improving livelihoods, especially in rural communities. Additionally, Moringa's medicinal properties contribute to accessible healthcare, as it is used in traditional medicine to treat various ailments. By encompassing nutrition, environmental sustainability, economic development, and healthcare, the Moringa plantation project represents a comprehensive approach towards positive societal impact. This project is featured with the Zero Hunger (SDG 2), Good Health and Well-being (SDG 3), Climate Action (SDG 13), and Life on Land (SDG 15).

Our Collaborators



SEWING MACHINE



Sewing machines can indeed be a valuable source of income for many families, especially in areas where sewing and garment production are prevalent. This can create Self- Employment, Income Generation, Entrepreneurship opportunities and community support.

The Active Citizens from Superior Social Entrepreneurship Program (SEP-CMACED) under the mentorship of Dr. Usman Sadiq from Faculty of Management Sciences, provided 15 sewing machines to 15 females from underprivileged communities. These sewing machines not only will provide food to those families but will also add to the growth of economy in Pakistan while giving those females a worthy and reputable source of income.

This Project covers the UN SDG-1 (No Poverty) and UN SDG-10 (Reduce Inequalities).

PROVISION OF VENDOR CARTS



Vending carts are source of income for many people in Pakistan. These carts are the one of the key segments of the informal economy in Pakistan as they provide jobs to many people and facilitate consumers.

The informal economy of Pakistan has to be the most important part of the economy because it provides livelihood, bread & butter and shelter to the underprivileged rather ignored segment of the society, the poor. Almost 35% of the contribution to the GDP is through the informal sector. The street vendors in the narrow streets of the city are all included in the informal sector and undoubtedly a source of providing employment and income to a larger chunk of society.

The Active Citizens from Superior Social Entrepreneurship Program (SEP-CMACED) under the mentorship of Dr. Usman Sadiq from Faculty of Management Sciences, provided 20 vending carts to 20 individuals from underprivileged communities. These vending carts not only will provide food to those families but will also add to the growth of economy in Pakistan. This project is associated with SDG 1(No Poverty) and SDG 2(Zero Hunger).

ECOLOOP



The outbreak of COVID-19 disease (COVID-19) has acted as a massive restraint on the poultry manufacturing market in 2020 as supply chains were disrupted due to trade restrictions and consumption declined due to lockdowns imposed by governments globally. Superior University's Social Entrepreneurship Program is working actively on the promotion of United Nations Sustainable Development Goals and in order to counter this global shortage of meat the Active Citizens from Superior Social Entrepreneurship Program under the name of EcoLoop, emerged with a mission to empower low-income communities and create sustainable solutions through proper and undisrupted supply of meat. Their solar-powered egg incubator revolutionized poultry farming by increasing hatch rates and eliminating expensive grid electricity. By empowering women, transgender individuals, and small-scale farmers, EcoLoop alleviated poverty and contributed to economic growth. Overcoming challenges through collaboration and adaptability, EcoLoop is going to impact a million lives, aligning their success with the UN-SDG; 1 No Poverty (1), Decent work & Economic Growth (8) and Climate Action (13).



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AGHOSH EMOTIONAL SUPPORT PROGRAM

SEP in collaboration with AIKhidmat Foundation organised an Emotional Support tour with Active Citizens of Mass Com, Superior University to Aghosh Orphan Home Sheikhupura. In this tour our team of volunteers did sports, indoor activities, competitions, orange party and counseling seminar with the students to make support them emotionally and motivate them for future.

SEP, CMACED is working actively on UN-SDGs and developing communities, engaging youth and promoting Active Citizenship. It always aims to play a pivotal role in bringing positive social change within their communities and sensitize them towards real-life issues.



SEP Activities at Aghosh



Birthday celebrations at Aghosh

The AHS class of Dr. Sumbal Shahbaz (Bs. Optometry) visited the Almarah Foundation “Apna Ghar “ orphanage and spent time with the residents. This emotional support program sounds very impactful, with various activities to provide the children with a fun and positive experience.

It’s important to give back to the community and to support those who are less fortunate, especially in a society where vulnerable populations like orphans may not always receive the support and care they need.

It’s heartwarming to hear that the students organized a fruit party, birthday celebrations, counseling seminars, lunch, plantation, indoor and outdoor sports, and gift distribution. These activities likely brought joy and positivity to the children’s lives and showed them that they are cared for and valued.

INTERNATIONAL WOMEN’S DAY

Superior Social Entrepreneurship Program | Chaudhry Muhammad Akram Centre for Entrepreneurship development celebrates the achievements of women in leadership roles and discusses the barriers they have triumphed over to form the future. Rector Superior University Prof. Dr. Sumaira Rehman was the event’s Keynote speaker. During her address, she said, “Every day is for women, and Islam has already given respect and rights to women. All we need to do is to enable our family system so that they can

empower the females in their families, organization, and surroundings.”

Dr. Shazia Lone, Ms. Kanwal Cheema, Ms. Sofia Warrich, Ms. Sara Shiraz, and Ms. Kiran Suhail were our guests; however, Ms. Hina Gull was the moderator for this Panel discussion. Through such events and discussions, we can work towards achieving gender equality and women empowerment.



Panel Discussion on International Women Day

YOUTH CAPACITY BUILDING PROGRAM



The Active Citizens programme is the dominant feature of the Superior Social Entrepreneurship Programme (SEP). This is a collaborative programme with the British council that is mainly focusing on young people with the aim of building their positive engagement within Pakistan.

British Council is a global organization with more than 190 offices in 110 countries and territories. In Pakistan, they have been working since 1948 in the areas of arts, education and English in all four provinces as well as in Pakistan Administered Kashmir, Gilgit- Baltistan and FATA through their offices in Karachi, Lahore and Islamabad. Since 2009, more than 40,000 youth have been mobilized for community development under the Active Citizens Programme. This is a comprehensive

program (96 hours) where students are engaged in learning capacity building, policy dialogue, network development (32 hours), and youth-led social action project (64 hours).

Superior University is the most active partner in this program. We are offering this indigenous training program in multiple disciplines. The programme also offers an opportunity to join an expansive platform that offers internationally developed resources for youth leadership development, standardised programme development and delivery frameworks, access to national and international advocacy opportunities and prospects of interaction and collaboration with partners.

THE CORE COMPONENTS OF THE PROGRAM ARE:



Youth Capacity building program at Superior University



ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

COACH CAPACITY BUILDING



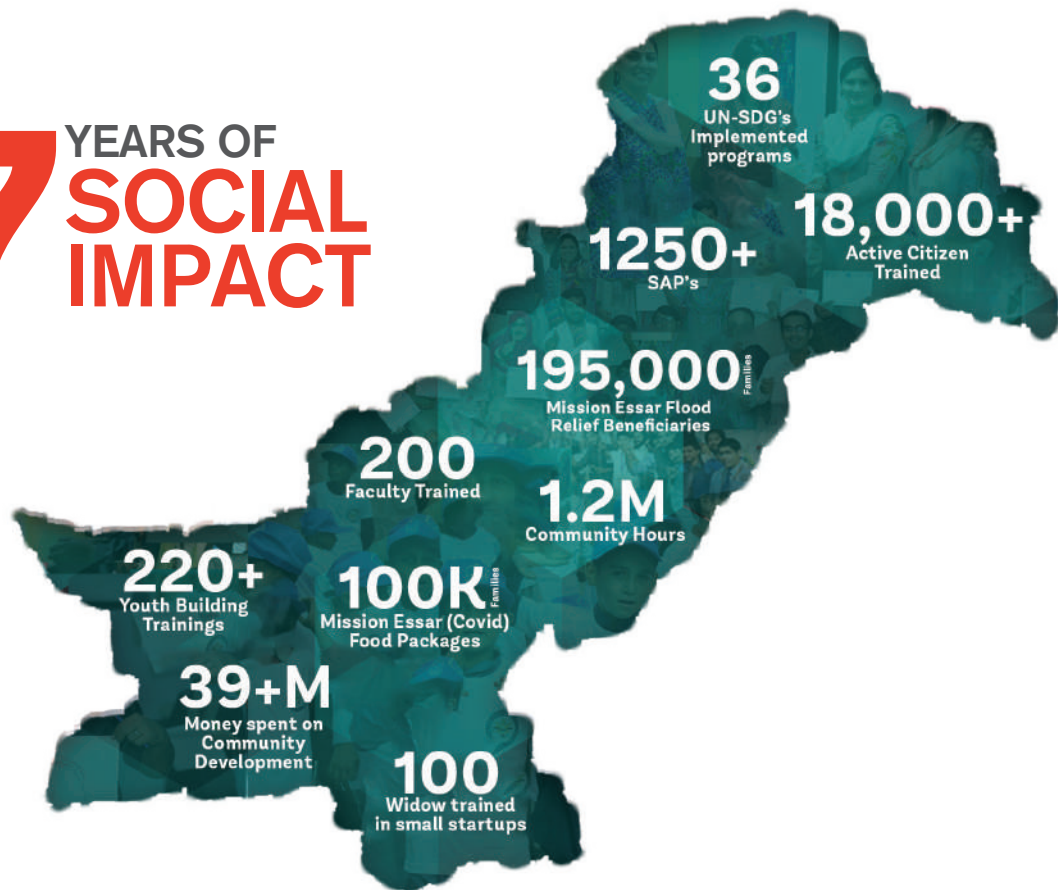
ENHANCING THE CAPACITY OF SUPERIOR'S FACULTY

Capacity Building is the process of developing and strengthening the skills, instincts, abilities, processes, and resources that organisations and communities need to survive, adapt, and thrive in this ever changing world. The Coach Capacity Building Program (SEP-CCBP) helps the facilitators embark on a journey of self and community exploration so as to build the foundation of a sustainable community. This program provides the facilitators with the required skill set needed for the community development

initiatives. Therefore, SEP-CMaced organizes CCBP in every cycle with lots of creativity and innovation through the involvement of external trainers belonging to different domains of the industry. These trainings help the facilitators in developing real-time solutions to the existing community problems and inculcating Active Citizens and Civic sense in youth to increase their contribution in the development of community and economy.



7 YEARS OF SOCIAL IMPACT



ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

The Social Entrepreneurship Initiatives have delivered significant results over the course of 7 years. They have provided opportunities to thousands and have facilitated millions. From a total of 200 students to more than 10,000 students today it has added great numbers to its cause. It began from one department and is now an essential part of the curriculum encompassing all campuses and sub-campuses of Superior University. So far we have successfully mentored & managed more than 1000 social action projects, has trained more than 10,000 students to become active citizens, has trained more than 200 faculty members while generating more than 33.3 million in funding for all these projects, has facilitated more than a 100,000 families through Mission ESSAR- Flood Relief initiative, has trained over 100 widows for small scale startups, with more than 1 M community hours spent in local community. This shows the milestone that SEP has achieved and it continues to grow at an exponential rate.

OUR FOCUS IS SUSTAINABLE DEVELOPMENT

Superior Social Entrepreneurship Program activities aligned with the Sustainable Development Goals (SDGs). 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. Some Projects are highlighted below.



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



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.

Weaving Dreams, Shaping Futures: Superior University’s Figurative Tapestry of SDGs’ Advocacy-

Superior University is committed to the 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.

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.



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

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- Unparalleled Efforts for SDG Agenda

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 150 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.



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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

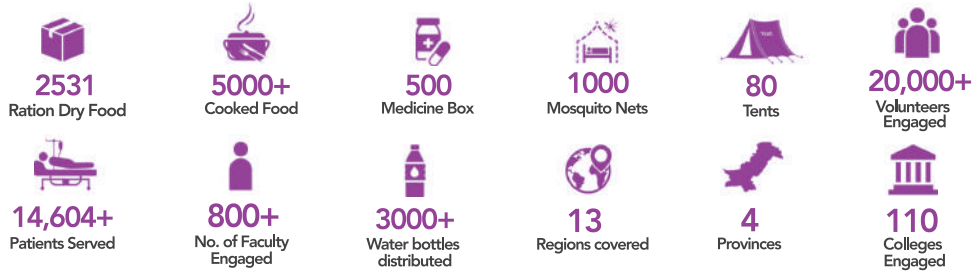
PARTNERSHIPS

- SDG 17 - Partnerships for the Goals



MISSION ESSAR

Mission ESSAR is a commitment to support Pakistan in its hour of need. Pakistan's unmatched spirit of philanthropy and volunteerism is known throughout the world. Whenever catastrophe has hit, the generous people of Pakistan have always responded to the call and helped Pakistanis regain their lost property and business. Recently unprecedented floods due to incessant rains have created havoc in Pakistan, especially southern Punjab, Balochistan, and Sindh and Swat region, causing immeasurable misery and devastation. Many precious lives have been lost, thousands of people have been rendered homeless, and property worth crores has been destroyed. Mobilizing the youth and creating synergetic efforts of our partners, Mission Essar once again stood firm to provide relief to these communities.



Medical Camp in Flood Effected Areas

Phase 1:
Emergency Response

Donated PKR 46.58M

In the aftermath of devastating floods in the country, Mission Essar's teams under the flag of Superior Foundation for Research and Development and in collaboration with APSUP and PAMI and thousands of volunteers on the ground provided urgent lifesaving humanitarian assistance by relief trucks in South Punjab, Baluchistan, Sindh, KPK, and GB. This has been further bolstered by delivering tons of lifesaving cooked food, clean water, food packs, medical aid, tents & tarpaulin shelters, and non-food items to people inaccessible by land. Mission Essar's medical team, exhibiting teamwork with medical volunteers and doctors, is making persistent efforts to help save flood-affected populations from waterborne and infectious diseases. Furthermore, clean water and dignity kits are being delivered to flood victims, particularly to vulnerable groups, persons with disabilities, women, and girls, to protect them from standing water and infectious disease.





Food Packages & Medical Supplies Distribution at DI Khan and Bahrain (Phase - 1)



Phase 2: Rehabilitation (Part-1)

Donated PKR 15M

78

Shops Renovated and Stocked with Saleable Items (Behrain Bazar, Swat)

In the phase II, Superior Mission provided rehabilitation service. In this phase, Team Mission ESSAR collaborated with Entrepreneurs Organization and Superior Foundation for Research to develop and renovate 78 destroyed shops of Behrain Bazar Swat and afterwards provided them with saleable and miscellaneous operational items. Subsequently another 40 shops were renovated and provided with saleable items. Superior Mission ESSAR has now moved towards the construction of 25 houses in Rojhan Mazari to help restore the life balance of underprivileged families that were severely affected by the flood.



Restoration of Business in Swat



ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

**Phase 3:
Rehabilitation (Part-2)**

Donated PKR 10M

46

Shops Renovated and Stocked with Saleable Items (Behrain Bazar, Swat)

25

Houses Reconstruction (Rajan Pur)

Rehabilitation work entered Phase II as Superior Mission joined forces with the Entrepreneurial Organization (EO) to extend their impactful services. This collaborative effort not only reached out to Rajan Pur but also provided much-needed assistance in Swat Bazar. The second phase of rehabilitation saw a significant investment of 10 million rupees, enabling the renovation and restocking of 46 shops with a wide range of saleable items in Behrain Bazar, located in Swat.

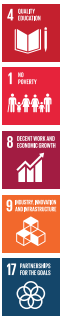
The revitalization efforts were not limited to commercial spaces alone. In the Rajan Pur area, a total of 25 houses underwent reconstruction, restoring a sense of safety and stability to the affected community. This aspect of the rehabilitation initiative aimed to address the immediate and long-term needs of the residents, ensuring that they could once again enjoy the comfort and security of their own homes.

The collaboration between Superior Mission and EO exemplifies the power of collective action in bringing about positive change. By pooling their resources, expertise, and dedication, they were able to make a substantial impact on the lives of individuals and communities in both Rajan Pur and Swat Bazar. The renovated shops and reconstructed houses not only contributed to the economic revitalization of the areas but also instilled a renewed sense of hope and resilience among the local residents.



Restoration of Business and Houses in Swat





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Donated PKR 10 Million to Governor of the Punjab for the Flood Relief Initiatives



MISSION ESSAR TURKIYE CHAPTER

Mission Essar instantly took the stride to save humanity suffering from disastrous earthquake in Turkiye. Through the program a donation of 400,000 Turkish Liras was contributed to ease the suffering of countless individuals and families in Turkiye and Syria, solidifying the fact that in face of any challenges, Mission Essar always leads from the front, be it nationwide like recent floods, Covid-19 pandemic or earthquakes in Turkiye.

Innovation in Medical Education: Continuous innovation in Curriculum and Teaching Pedagogies

Transformation from Conventional to **Integrated Modular System** in Undergraduate Medical Programme

As an entrepreneurial university committed to sustainable communities, we are not just preparing students for today's world, but for the world they will shape in the future. We understand that innovation and sustainability are intertwined, and we strive to instil in our students a mindset that seeks out opportunities to create innovative, sustainable solutions. By integrating continuous innovation into our curriculum, we aim to empower our students to become changemakers, leaders, and entrepreneurs who contribute to the betterment of their communities and the world at large.

Conventional System refers to the traditional way of teaching where most of the time method of transfer of information is didactic lecturing. This method of teaching is subject-based, textbook-centered and teacher-centered. Assessment is based on exit examination only. The emphasis in conventional/traditional teaching is mainly in remembering and reproducing facts, principles and theories of learning. There is lack of critical thinking in students. Conventional teaching separates the basic science segment from the clinical segment. Students passively absorb information rather than actively acquire knowledge. The conventional curriculum is characterized by a 2 year basic science segment comprising formal courses drawn from various basic science disciplines. This is followed by clinical teaching and internship.

Integrated Modular Teaching System is a novel approach, which integrates basic and Clinical sciences horizontally and vertically in the form of a module. Integration is therefore of key importance for medical education because basic science learning is

placed in the context of clinical and professional practice and is considered by students to be more meaningful and relevant. It creates a positive and collaborative learning environment. This teaching Strategy intrinsically motivates students to succeed in real life. In comparison to traditional approach, it is student-centered, system-based and evidence-based. It includes different methods of information transfer like Small Group Discussions (SGD), Tutorial, Problem based learning (PBL) and clinical seminars. Students get exposure to clinical settings in early years of their medical education. It helps student to enhance their clinical Acumen. It is necessary to integrate basic and clinical sciences, humanism, and health population in the vertical axis to develop empathy in medical graduates who are future physicians. Aim is to produce Global doctors who can compete medical graduates internationally. This approach would help our students to compete well in international exam like USMLE & PLAB and share effectively in international organization as a proud graduate from Superior University/Azra Naheed Medical College.



ASSESSMENT IN MODULAR SYSTEM

Assessment

This curriculum outlines a systematic process of assessment at different levels and provides guide lines for formative and summative assessment of the learners. To ensure the quality, validity and reliability of the assessment, the developed system outlines multiple ways and tools for the assessment aligned with the PEOs, PLOs, and CLOs. A brief description of the formative and summative assessment is as following;

Formative Assessment

Formative assessment is also termed as the assessment for learning. It is a continuous assessment during the activities of teaching and learning with different ways including quiz, questions, MCQs etc and ensures to enhance the process of learning.

The monitoring system ensures that formative assessment is a mandatory component of all the learning activities. The formative assessment is guaranteed

through assignments, presentations, bed-side teaching, case presentations and relevant projects. The students have to participate in these activities as a compulsory requirement.

Summative Assessment

Summative assessment is the assessment of learning. Practically, it decides the promotion of the learners to next level. This curriculum includes the summative assessment having following characteristics;

- Horizontal & vertical integration of curriculum
- Development of critical thinking
- Cognitive & psychomotor skills
- Clinical Corelationing
- Integrated PBLs
- Diagnostic and management skills
- Life-long learning habits



Punjab's First Anatomage Table at Superior

A TRIBUTE TO SUPERIOR LEGACY

LAUNCH OF 1ST ENTREPRENEURIAL BUSINESS SCHOOL OF PAKISTAN

Chaudhry Abdul Rehman Business School (CARBS) is manifestation of a dream to bring an economic and social revolution in Pakistan through innovation, startups, and entrepreneurship. The school is envisaged to be a catalyst for economic growth, job creation, and the development of a vibrant startup ecosystem in Pakistan, ultimately driving innovation and fostering a culture of entrepreneurship in the country.



CARBS

CHAUDHRY ABDUL REHMAN
BUSINESS SCHOOL

Building on the last 4 years of experience of piloting initiatives necessary for developing an entrepreneurial ecosystem in the university, this year, the Department of Business and Management Sciences took a leap of faith and commitment to reinvigorate itself into 1st entrepreneurial business school in Pakistan and name it after legendary academician and serial entrepreneur Prof. Dr. Chaudhry Abdul Rehman.

While paying tribute to our guru, the Chaudhry Abdul Rehman Business School (CARBS) will be an icon of our commitment to promoting inclusive entrepreneurship, where opportunities and support will reach all echelons

of society, especially, to the youth belonging to middle and lower-middle-class strata of the economy.

CARBS – the 1st entrepreneurial business school of Pakistan, will foster a a culture of entrepreneurship backed by its supportive ecosystem, develop business acumen and global orientation among its students, encourage startups and scaleups, augment applied research and thought leadership, provide life long and experiential learning opportunities in collaboration with industry, and drive social impact and innovation-led economic development in the country.

What Makes CARBS, leading entrepreneurial Business School of Pakistan

Following are the **key characteristics** which make CARBS leading entrepreneurial business school and highlights of the **annual performance**:

PRACTICAL AND EXPERIENTIAL LEARNING	683 Students engaged in PBL	6M Investment mobilized	15 Experts engaged for curriculum review	70 Design Challenge Projects
INDUSTRY AND COMMUNITY PARTNERSHIPS	06 Industry visits	08 Guest speakers	04 Industry Forums	46 Experts in industry advisory boards
SUPPORT FOR SUSTAINABLE ENTREPRENEURSHIP	10 Startups	10 Scale-ups	245 Jobs created by startups	100% Employability
ADVOCACY AND POLICY INFLUENCE	08 Articles in CARBS Business Review	02 HEC recognized Journals	03 Research Conferences	04 Grants
DIVERSE AND SEASONED FACULTY	50 professionals engaged	08 International Exposure	01 Faculty with externships	50% PhD faculty
STUDENT ENGAGEMENT AND CO-CREATION	12 Club Activities	36 Alumni Engaged	80% Students engaged in co-curricular activities	02 Initiatives by the CARBS club



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LAUNCH OF COMPREHENSIVE REHABILITATION CENTER



Comprehensive Rehabilitation Centre services at Chaudhry Muhammad Akram teaching hospital under Faculty of Allied Health Sciences include a range of medical and therapeutic interventions aimed at restoring or enhancing physical and cognitive functioning. These services are typically provided by a multidisciplinary team of healthcare professionals, including physicians, Rehab nurses, physical therapists, occupational therapists, speech therapists, psychologists, and social workers.

Here are some common **multidisciplinary services** provided under Comprehensive Rehabilitation Centre:

- 1. Physical Therapy (PT):** PT involves the assessment and treatment of musculoskeletal and neuromuscular conditions. It aims to improve mobility, balance, strength, endurance, and overall physical function through exercises, manual therapy, and various modalities.
- 2. Occupational Therapy (OT):** OT focuses on helping patients regain independence and functional abilities required for daily activities (occupations). It includes interventions such as adaptive equipment training, mobility aids, and activities to improve fine motor skills, sensory processing, and cognitive function.
- 3. Speech Therapy (ST):** ST helps individuals with communication and swallowing disorders. Therapists work on improving speech clarity, language skills, voice control, reading, and comprehension. They also provide interventions for swallowing difficulties.
- 4. Rehabilitation Nursing:** Rehabilitation nurses are specially trained in caring for patients with functional limitations. They assist with activities of daily living, medication management,

wound care, and monitoring overall health during the rehabilitation process.

- 5. Psychological Services:** Psychological services may include assessments, counseling, and therapy provided by psychologists or mental health professionals. They address emotional and psychological challenges that may arise due to a physical or cognitive disability.
- 6. Social Work:** Social workers provide support and advocacy services to patients and their families. They help connect patients with community resources, offer counseling, assist with discharge planning, and provide emotional support during the rehabilitation process.
- 7. Assistive Technology:** This service involves the evaluation and provision of assistive devices such as wheelchairs, orthotics, prosthetics, and other adaptive equipment that enhance independence and functionality.
- 8. Pain Management:** Rehabilitation services may also include pain management interventions, such as physical modalities, medications, and psychological approaches to help patients manage pain during the rehabilitation process.

Overall, the goal of Comprehensive Rehabilitation Services at CMATH under Faculty of Allied Health Sciences is to optimize the functional independence, quality of life, and overall well-being of individuals with physical and cognitive disabilities. Treatment plans are individualized and focus on addressing specific impairments and facilitating the integration of individuals back into their communities.



LAUNCH OF BASARAT: LOW VISION REHABILITATION



The establishment of Basarat, a Centre for Opticians at the Superior University, holds great educational and commercial value for the institution. This center, operating under the Faculty of Allied Health, serves as a dedicated training facility for students pursuing Optometry. Its significance lies in providing hands-on practical experience and specialized training to aspiring opticians, equipping them with the necessary skills and knowledge required for their profession. Basarat not only enhances the educational offerings of the university but also serves as a platform for students to gain real-world experience, fostering their professional development. By establishing this training center, Superior University demonstrates its commitment to producing highly skilled and competent opticians, contributing to the growth and advancement of the field of Optometry.



LAUNCH OF CENTRE OF CREATIVE ARTS



The Centre of Creative Arts 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. The goal of the Centre is to encourage artistic expression and commercialize artwork to support student creativity and success.

The Centre is launched with a vision to become a leading Art & Design Centre in Pakistan, known for developing, executing,

and commercializing exceptional work that portrays the rich culture and traditions of our nation. It aims to showcase our national identity with pride, using the phrase "AISAA HAY PAKISTAN."

The main functions of the Centre include showcasing student work, promoting visual literacy, boosting student confidence, facilitating the display of minor, major, and project-based learning (PBL) works, organizing Creative Fests, and hosting a prestigious Thesis Show on a national platform.

THESIS SHOW, 2022

Superior University organized the Thesis Show 2022, with an aim to foster employment opportunities for talented students while offering valuable networking prospects to enhance their business skills. The Thesis Show garnered significant attention, attracting an impressive audience including showbiz stars, senior journalists, politicians, poets,

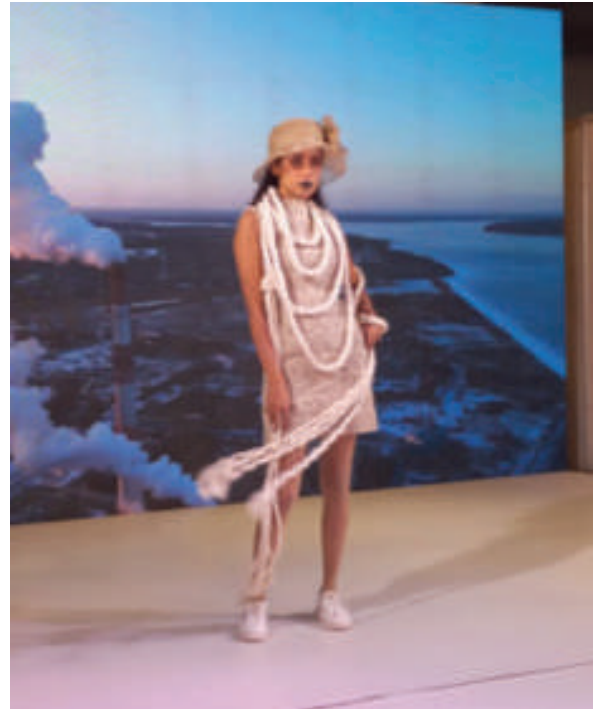
esteemed faculty members of Superior University, dedicated students, industrial partners, and members of civil society. This platform proved to be highly successful, with over 50% of the showcased work being commercialized during the event.



THE RUNWAY DUBAI SHOW

Superior University's delegation from the esteemed School of Art and Design recently made waves in the fashion industry by participating in the highly anticipated Runway Dubai Show. This prestigious platform served as a captivating stage for the talented fashion design students from Superior, offering them a unique opportunity to showcase their remarkable creativity and innovative designs to a global audience.

The Runway Dubai Show proved to be an exceptional platform for the budding fashion designers to gain the recognition they truly deserved. With their meticulously crafted garments and awe-inspiring collections, the Superior students captured the attention of fashion enthusiasts, industry professionals, and influential figures present at the event. Their talent and passion were on full display as they walked down the runway, leaving a lasting impression and setting new trends in the fashion design industry.



The success of Superior University's delegation at the Runway Dubai Show has not only put them on the map of the fashion industry but also solidified their position as a leading institution for nurturing talent and creativity. With their outstanding achievements and the continuous support from the university, the future looks bright for these emerging fashion designers, and their journey towards becoming trendsetters in the region is set to flourish.



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Social and Economic Impact under 3U1M[®]

Startup Stream | A Few Stories of our Student Success



Resources Point

Resources Point is a platform where you can have free of cost access to learning resources that are usually paid for across the internet. The platform not only provides learning resources but is also available without incurring any marketing costs for members to publicize their developed / chosen content for a large traffic. Learning courses may be publicized free of cost by publishers with guaranteed access to 30k monthly traffic. We also offer consultation over identification of learning needs and application of learnings to real life situations. The Resources Point startup created six jobs and made revenue of PKR 630,000 in the first three months of its initiation.

BizzPak International

BizzPak is an international business management consultancy and a full-service law firm, with its principal offices in Lahore and New York, having a wide range of commercial, financial and industrial clients in Pakistan and around the world. BizzPak works in close association with international companies and law firms resulting in an expanded portfolio with a capacity to provide case specific services around the globe. BizzPak International created five jobs after its launch with seed money of PKR 726,000/- and within 12 months of operations successfully made revenue equivalent to the seed money.



Oasis Floral Bricks

The Oasis Floral Bricks operates as a B2B entity and provides its customer floral bricks ranging from Malaysian floral bricks to China floral bricks. The humidified foam is proving to be in high demand across the country and the company is providing quality product at a competitive price with extended customer support services. Floral and interior-exterior decoration industry is mainly dependent on this product and the growth of business is encouraging enough for Oasis Floral Bricks to open an e-commerce store.

Oasis Floral Bricks created four jobs at the time of its initiation, being launched with seed money of PKR 292,500/- and earned PKR 300,000/- within its first season of business.

Eexol (E-Com Expert Solutions)

Eexol is an online customized platform modelled after Amazon and deals with thousands of products from local storerooms and their entire supply chain. The company is registered in the UK under the incorporation name of Jamal limited. Range of services provided by the company cover private labels, wholesale, and drop shipping while ensuring provision of all related support services.

Eexol received seed money worth PKR 640,000/- creating four jobs at the time of its launch and within first nine months of operations raised a revenue of PKR 3,810,000/-.



Rice Fish Farming

Zar-Mahi Team of Superior incubated at ID92 combined rice and fish farming to yield healthy organic products for consumers. The first ever commercial venture makes optimum use of water made available for the rice crop and uses it for fish farming simultaneously. The business innovation has addressed the looming challenges of water scarcity for agriculture and fish farming by offering an optimized solution of water usage. The Agri-tech startup was launched with a funding of PKR 285,000 on a self-owned land worth approx. PKR 1 Million, it generated employment for five persons, and revenue of PKR 370, 500 in the first six month.



Life Saver

Unique idea to manufacture life safety solutions including smart and portable life safety equipment for medical and daily safety gadgets. Idea came into being during COVID-19 era based on increasing demand for masks was the gap identified by Shehzad and his team, they converted it into an opportunity and installed a facemask plant with smart tools. Start to produce Face Masks specializing in quality triple ply with molty foam material in low price that improve the chances of living a healthy life in pandemic and post pandemic era. Now they are expending it on the manufacturing of coveralls and acrylic box. Lifesaver initiated with the product of facemask with PKR 2.5 million and shown a social impact by creating 13 jobs along with the revenue of PKR 600,000 in first 3 months.

Al-Makkah Travels and Tours

Perceptive networking and infotainment in exploration of new places in Pakistan including multiple experiences like thrilling, peaceful and close to nature, is the smart idea. Indeed, Pakistan's tourism sector is one of the country's fastest-growing markets. This made it possible for Salman, who runs Al-Makkah Travels and Tours, to attract newlyweds and other people who want to travel and see the real Pakistan by offering them a variety of tour packages that focus on the northern parts of the country. The startup's founding team put in PKR 400,000, and in the first three months they generated 350,000 Pakistani rupees in revenue and six full-time positions.



Dip N Whip

Newfangled experience and sense of taste for sweet lovers to enjoy with Dip N Whip, the chain of premium confections, ice-creams, brownies and variety of hot and cold drinks served in convenient, on-the-go packaging and accessible through an outside seating area. Dip N Whip team is looking forward to have it positioned as the best sweets experience ever in smart layouts and available multiple places. Ammar started his business at a prominent position in Iqbal Town with a budget of 2.5 million, hiring six workers and generating income of 175 thousand in the first two months.

FBM – Centre of Excellence

Learners can now learn in a more comfortable, flexible, and effective manner including conventional curriculum along with ethical and moral values with aid to access digital resources and participate in personalized and seamless learning. FBM is an idea of English medium Islamic school that seeks to provide an excellent education to students in the Pakistan. FBM provides a unique environment where students can grow and develop into positive, responsible, and well-rounded individuals. Adeel initiated it with small setup around PKR 2 million and created 10 jobs at the location of Iqbal Town Lahore.



Tahwar.com

Idea to gather and give access multiple reliable event venues and services at once place. Team Tahwar.com establish a grid of 100 plus marriage halls, 25 marquees and 15 farm houses at one platform with one click solution and expert guide with assurance of event enable as per consumers' requirement. Tahwar.com serve people looking for a wedding venue, small networking meetings and large-scale conferences with thousands of attendees in Pakistan with professionals that can help them choose the perfect venue for their big day at an affordable price and in the perfect setting to making events unforgettable. With just PKR 3.8 million to get started, a highly dynamic team led by Lucman has managed to generate a remarkable PKR 51 million in income and create 9 new positions to keep things running smoothly.

Scaleup Stream | A Few Stories of our Student Success



Vellogo International

Agriculture products such as spray machines, garden equipment, compost soil, and many more are among the various items that Vellogo International used to import from all over the world, most notably China and Europe. Ashar Zuabir expands into new markets by offering a curated selection of home and kitchen goods. With a ten-million-rupee (PKR) investment, the company was able to earn PKR 24 Million during the first six months of operation, therefore generating two new jobs and having a positive social effect.

Skyline by Al-Rahim Group

Housing societies are introduced in various areas of Lahore, Muridke, and Narowal by the well-known Al-Rahim group. Keeping with tradition, Ahmed Siddique and his cousin initiate with a housing society in Narowal under the name Skyline Associate, offering cutting-edge conveniences to their clientele. Also initiated a society in Muridke with the name of the Supreme City. He was able to generate a profit of PKR 74.2 Million in only six months on a PKR 140 million investment, while also generating ten new employment and making a positive social effect.

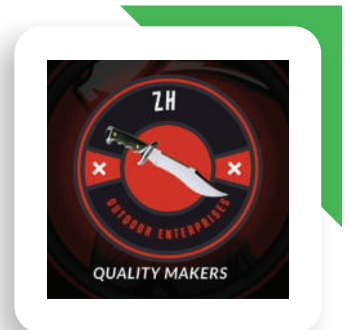


Karachi Hot & Spicy

Karachi Hot & Spicy is a restaurant franchise with a large customer base that sees itself as having a moral obligation to maintain its gastronomic culture for future generations. Adding a Live Bar to an already successful restaurant chain is a great way to differentiate yourself in a crowded marketplace. At this Live Bar, diners may order their own tailor-made fruit juices, milkshakes, smoothies, and sweet treats. With a PKR 1 Million investment, Abid Chishti opened the first live bar in town, creating 15 new employment and generating the same amount of income in the first six months.

ZH outdoor Enterprises

ZH outdoors is an E-Commerce business, selling on different websites for USA, UK and Canada based market. Sell antique hunting knives, Butchers Axe and Damascus Steel Blades (Made in Wazirabad Pakistan) on different websites. Also the fabulous handy craft unique Knives are grand display knife-making skills. Hunting knives is the most traded product, total trade is 1.15 BS in 2019 to 2020. It grew up to 2.16%. Top importers of hunting knives are the United States, Germany, Canada. PKR 657,0was 00 invested to scale it up and the company produced PKR 1.4 Million in revenue over that time period of 6 months, which had a positive social effect by producing 2 new jobs.



Delma Drinking Water

In November 2019, 19-liter bottles of Delma Drinking Water was launched. Zafeer decided to scale up this venture by expanding into the retail and event markets by introducing 500-ML and 1.5-Liter bottles. Launched with a PKR 1 Million investment, the startup generated PKR 3 Lacs in income within the first six months of operations and created social impact by adding six full-time positions.



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Syed Holdings Property Consultants

Syed Waqar came up with the concept of introducing the A-class house construction industry to expand his family's firm 'Syed Holdings' through the Scaleup stream. Taking over the business with a 300-square-yard project, he made an initial investment of PKR 35 Million, and earned an income of PKR 65 Million only in 7 months, and created 20 new employment opportunities.

Umar & Sons Aviary

The tendency to purchase lovebird mutations at international market prices through importers was caused by the substantial gap in the local market. This opportunity led the foundation of Umar & Sons Aviary. This aviculture farm breeds lovebirds of BVA quality standards. The most popular pairs with reference to their beauty, robust, and health is the core focus to breed as many as possible and then sell them at international market prices to get a competitive edge on importers and provide customers with a healthy local breed for their collection.



Maalik Ice Factory

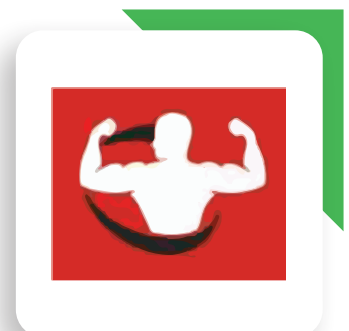
Maalik ice factory is an Ice manufacturing plant located at Jhang. This project is related to setting up an ice plant of 400+ blocks capacity per day to cater to the needs of the institutions such as hotels, restaurants, bakeries, dairy, fish sellers etc. The proposed project will manufacture ice blocks varying from 80 kg to 160 kg in weight.

With an investment of PKR 155 Million, managed to generate a remarkable PKR 9 Million in revenue in only three months and created 6 new positions to keep things running smoothly.

Atif Fitness Club

With the philosophy to provide facilities, programs, and products to improve the quality of life in the communities and serve and instill the value of health and fitness in the lives of everyone. Atif Fitness Club aims to encourage people to eat a healthy diet and visit natural game to ensure health and fitness for the individuals of society.

With an investment of PKR 5.4 Million managed to generate a remarkable revenue of PKR 2.5 Million in six months and created 6 new positions to keep things running smoothly.



Malak Hosiery

Malak Hosiery, a privately held company, with years of experience in the manufacturing and export of all types of Socks/Leggings for the global market. As a one-stop shop, full-service organization, Malak hosiery continually pursues innovative products that satisfy the most stringent and discerning requirements of its customers ranging from the upscale to the bulk economy of Hosiery Products. Specialized in the design, construction, sampling, bulk-production, and delivery of all types of Hosiery Goods for Men, Ladies and Children - of all Sizes.

Design Challenge Stream | A Few Stories of our Student Success



Muneeba Bhatti

Bachelors of Business Administration

Design Challenge Project | **Chen-One**
Current Employer | **Qatar Airways**

“ She had the opportunity to work on a Design Challenge project with **Chen-one**, where she developed a social media marketing system during their final year. Now employed as a customer relationship officer at **Qatar Airways**, her expertise in social media marketing proves to be highly valuable for their current employer. Her knowledge of targeted advertising campaigns allows **Qatar Airways** to reach specific audiences effectively. Furthermore, her skills in data analysis provide valuable insights into customer behavior, enabling the company to refine marketing strategies and enhance the overall customer experience. Overall, the **Muneeba's** proficiency in social media marketing brings significant benefits to **Qatar Airways**, bolstering its online presence and strengthening customer relationships. ”

ChenOne



Fahad Iftikhar

Bachelors of Business Administration

Design Challenge Project | **Hardee's Pakistan**
Current Employer | **Hush puppies Pakistan**

“ **Fahad** who previously worked on a Design Challenge project with **Hardee's Pakistan** to develop a Supply Chain System under the supervision of faculty and a supervisor from the company is now employed in a current role at **Hush Puppies**. His expertise in supply chain management proves to be valuable in his current position. He is applying his knowledge to streamline operations within **Hush Puppies** by optimizing inventory management, improving order fulfillment processes, and enhancing overall efficiency in the supply chain network. His skills in building strong relationships with suppliers and ensuring quality control and traceability of materials contribute to maintaining high standards in the company's supply chain. Overall, the student's experience in supply chain management brings significant benefits to **Hush Puppies**, resulting in improved operational efficiency and customer satisfaction. ”

Hush Puppies®



Zeeshan Tanveer

BS in Software Engineering

Design Challenge Project | **Programmer Force**
Current Employer | **Programmer Force**

“ During his final year at Superior University, **Zeeshan** had the opportunity to work at **Programmer Force**, an industrial partner of the 3U1M Program. **Zeeshan** was selected for this placement based on his previous performance in various projects. In his final year, he was assigned to complete a Design Challenge Project at **Programmer Force**. He worked on three different projects of application and website development under the supervision of his faculty and industrial supervisor utilizing the skills he had acquired during his three years of studies. Upon successfully completing the project, **Zeeshan** was offered a job, which he readily accepted. **Zeeshan's** valuable contribution to his current organization stems from his Final Year Project experience, where he developed expertise in application and website development. This expertise allows him to deliver innovative solutions, driving growth and enhancing the organization's digital presence. ”





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Moiz Ahmed

Bachelors of Business Administration

Design Challenge Project | Coca Cola Pakistan
Current Employer | Coca Cola Pakistan

Moiz Ahmed, a BBA student at Superior University, completed his Final Year Project at **Coca-Cola Pakistan**, focusing on Supply Chain and Inventory Control. His exceptional work during the project earned him a job offer from Coca-Cola. In his current role, Moiz is enhancing the inventory control system, adding value to the organization. His practical experience and expertise gained from the project have made him a valuable asset. Moiz's success story highlights the importance of experiential learning and industry collaboration at Superior University. Through his dedication, Moiz exemplifies the positive impact students can make in their chosen fields.



Chaudhary Awais

Bachelors of Business Administration

Design Challenge Project | Telenor Pakistan
Current Employer | McDonald's Pakistan

Chaudhary Awais, a graduate in Business Administration from Superior University Lahore, achieved success through his Design Challenge project as part of the 3U1M program at Telenor Pakistan. In the Customer Relationship department, he focused on enhancing the success rate of customer complaint resolution. Awais's remarkable efforts and results caught the attention of McDonald's Pakistan, leading to his employment as Assistant Manager of Customer Relations and Complaint Handling. His expertise and dedication continue to contribute to the efficient management of customer relations at McDonald's. Awais's journey exemplifies the impact of experiential learning and the 3U1M program in fostering career growth and professional success.



Saifullah Qayoom

BS in Mass Communication

Design Challenge Project | 92 News
Current Employer | Pakistan Television

Saifullah is currently working in the News and Current Affairs **Department of Pakistan Television**, and it is truly a dream come true for him. He finds it a privilege to work in the premier state-owned media organization of the country. **Saifullah attributes the successful initiation of his career to the 3U1M Program of his university, where he completed his Final year project at 92 News in the current affairs department with the monitoring section.** Saifullah Qayoom adds value to Pakistan Television through his expertise in media, strong work ethic, and collaborative approach, enhancing the organization's news production and reporting processes. His dedication to accuracy, research, and innovation contributes to delivering high-quality news content and maintaining the organization's reputation as a premier media organization in the country.





Mehboob UL Hassan

BS in Aviation Management

Design Challenge Project | Pakistan Meteorological Department
Current Employer | Serene Airlines

“ In the realm of aviation management, Mr. Mehboob UL Hassan embarked on a remarkable journey in Pakistan. Through the 3U1M program, he secured a placement at **Serene Airlines**, marking a significant milestone that propelled his promising career forward. His university training provided him with comprehensive knowledge and innovative problem-solving skills crucial for excelling in the aviation industry. **During his final year, Mr. Mehboob successfully completed his Design Challenge Project at the Pakistan Meteorological Department, where he contributed to updating weather observing and reporting systems.** This experience greatly enhanced his professional development, preparing him to meet the demands of his current role. Mr. Mehboob's confident approach in customer interactions and collaboration with senior professionals is a testament to the training he received, adding substantial value to his organization's success in the aviation industry. ”



Ahmad Kamal

Bachelors of Business Administration

Design Challenge Project | MCB
Current Employer | MCB

“ Mr. Ahmad Kamal's journey from Superior University to **MCB Bank** as a Business Development Officer showcases the impact of the 3U1M Program. **His exceptional Final year project on business development and operations impressed MCB Bank and led to his appointment.** With a market-relevant education, he brings valuable insights and skills to his role. Mr. Ahmad Kamal adds value to the organization by forging strategic partnerships, identifying growth opportunities, and delivering outstanding results. His dedication, adaptability, and research capabilities make him an invaluable asset to MCB Bank. Through his contributions, he plays a vital role in the bank's success and growth, positioning him as a key contributor in the corporate landscape. ”



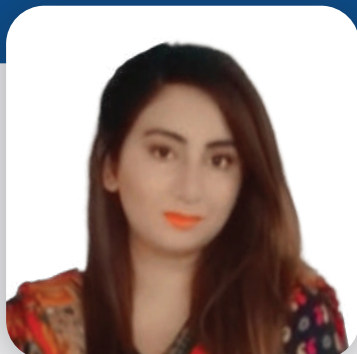
Abdul Basit Khan

Bachelors in Medical Imaging Technology

Design Challenge Project | Chaudhary Akram Research and Teaching Hospital
Current Employer | Services Hospital Lahore

“ Abdul Basit Khan currently serves as a Technologist at **Services Hospital Lahore**, a renowned public healthcare institution known for its extensive patient care services. The demanding nature of his job, coupled with high performance expectations, sets it apart from other departments in the hospital. Abdul Basit attributes his success in obtaining and excelling in this role to the 3U1M Program offered by his alma mater, Superior University. **Completing his Final Year Project at Chaudhary Akram Research and Teaching Hospital, under the guidance of a skilled technologist, was a pivotal experience.** The challenges faced during his university days and the anticipation of industry placement now hold immense importance, as they equipped him with the necessary skills to perform exceptionally well in his current position. ”





Wajeeha

Bachelors of Sciences in Optometry

Design Challenge Project | LRBT
Current Employer | Ittefaq Hospital

Wajeeha credits the 3U1M Program at Superior University for the successful start of her professional career. **Completing her Design Challenge Project at LRBT in her final year, she gained valuable experience in diagnosing eye disorders under the supervision of the Chief Optometrist.** This opportunity allowed her to work in a professional setting and understand the challenges faced by organizations. Wajeeha recognized the importance of an entrepreneurial mindset in contributing to an organization's success, which influenced her decision to join **Ittefaq Hospital**. Securing her current job further solidified her belief that establishing meaningful industry connections, like those provided by the 3U1M Program, is crucial for students' future success.



Dr. Yusha

Doctor of Pharmacy

Design Challenge Project | Chaudhary Muhammad Akram Research and Teaching Hospital
Current Employer | Abbott Laboratories

Dr. Yusha's transformative journey began during her final year as a Pharm D student at Superior University. She undertook a significant endeavor by **completing her Design Challenge project at Chaudhary Muhammad Akram Research and Teaching Hospital, where she leveraged her clinical rotations to create a comprehensive book titled "10 Most Common Diseases."** This project served as a strong foundation for her current role as a Pharmacy Technician at **Abbott Laboratories**. Her in-depth knowledge of disease management enables her to provide exceptional support to healthcare professionals and patients. Dr. Yusha's project has instilled in her a passion for continuous learning and staying updated with advancements in the field. Her critical thinking and research skills contribute to making informed decisions and improving patient care. Overall, her project has had a profound impact on her expertise and dedication to providing the highest standard of pharmaceutical care.



Abdul Rehman Saeed

BS in Biological Sciences

Design Challenge Project | General Hospital Lahore
Current Employer | Chughtai Lab

Abdul Rehman Saeed, a graduate in the Biological department, embarked on a transformative journey during his final year at Superior University. His **Design Project at General Hospital Lahore focused on streamlining the process of sample taking, screening, and testing, under the careful guidance of experienced professionals.** This project allowed Abdul Rehman to gain valuable hands-on experience and apply his theoretical knowledge in a real-world healthcare setting. Following his graduation, Abdul Rehman's expertise and practical skills landed him a job opportunity as a Lab Technologist at **Chughtai Lab**. His experience in the final year project played a pivotal role in securing this position. Abdul Rehman's ability to efficiently and accurately perform laboratory tests, analyze results, and contribute to the overall quality of diagnostic services at Chughtai Lab is highly valued.





Mishal Ijaz

BS in Medical Imaging Technology

Design Challenge Project | Basheer Neuro Institute
Current Employer | Doctors Hospital

“ Mishal Ijaz, a Bachelors graduate in Medical Imaging Technology, excelled during her final year at Superior University. Her **Design Project at Basheer Neuro Institute, working alongside the Chief Technologist**, provided her with valuable hands-on experience. This experience opened doors for her, and she secured a position as a Technologist at **Doctors Hospital**. Mishal's success can be attributed to the project-based learning and Design Challenge project at Superior University, which equipped her with practical skills and knowledge. Her expertise and dedication make her an asset to Doctors Hospital, where she contributes to delivering high-quality healthcare services. Mishal's journey exemplifies how Superior University's emphasis on real-world experience prepares students for successful careers in their chosen fields. ”



Sheraz Aslam

BS in Computer Sciences

Design Challenge Project | PTCL
Current Employer | Arfa Kareem

“ Sheraz Aslam, a student of Computer Sciences, undertook a significant endeavor during his final year at Superior University. His **Design Challenge Project at PTCL focused on reducing regional OPEX and SAC costs through optimizing inventory management processes**, guided by expert supervision. This project not only showcased Sheraz's technical skills but also his ability to analyze and improve operational efficiency. His impressive performance led to a job opportunity at **Arfa Kareem as a Technical Technologist**. Sheraz's valuable experience gained from the Design Challenge Project continues to play a pivotal role in his current role at Arfa Kareem, where he leverages his expertise to contribute to the organization's success. The practical knowledge and problem-solving abilities acquired during his university project have positioned Sheraz as a valuable asset in the field of technology and innovation. ”



Badar Nawaz

Bachelors of Aviation Management

Design Challenge Project | Bacha Khan Airport
Current Employer | Geery Dnata

“ Badar Nawaz's journey as a student of Aviation Management at Superior University has been nothing short of remarkable. His dedication and hard work culminated in the successful completion of his **Design Challenge Project at Bacha Khan Airport**, where he focused on enhancing passenger facilitation services, streamlining processes, and improving customer complaint handling. The impact of Badar's project experience was immediate, as he secured a job opportunity as a **Traffic Assistant at Geery dnata**. His valuable experience at Bacha Khan Airport has equipped him with the necessary skills and knowledge to excel in his current role. Badar's commitment to delivering exceptional service and his understanding of airport operations have made him a valuable asset to the organization. ”





Daniyal Anjum

Bachelors in Business Administration

Design Challenge Project | Fulcrum Pvt. Ltd
Current Employer | Fulcrum Pvt. Ltd

“ Daniyal Anjum, a Business Administration graduate from Superior University, excelled in his **Design Challenge project at Fulcrum Pvt. Ltd**, where he focused on enhancing customer calling and handling processes. His exceptional performance led to a job offer as a **Territory Sales Officer at Fulcrum Pvt. Ltd**. Leveraging his project experience, Daniyal efficiently contributes to his current role, showcasing his valuable skills and knowledge. Superior University’s 3U1M Program equipped him with the practical education needed for real-world challenges. Daniyal’s dedication to improving customer service and driving sales performance makes him a valuable asset to Fulcrum Pvt. Ltd, exemplifying a successful transition from academia to the professional world. ”



Khadim Hussain

Bachelors of Mass communication

Design Challenge Project | Sama News Pakistan
Current Employer | Dunya Media Group

“ Khadim Hussain, a Mass Communication graduate from Superior University, embarked on his Design Challenge project during his final year at Sama News Pakistan, focusing on the News Monitoring room and its processes. His project aimed to enhance efficiency and effectiveness. Khadim’s exceptional work caught the attention of Dunya Media Group, leading to a job offer. Currently, he serves as a News Monitoring Executive at Dunya TV, contributing his expertise to ensure smooth news monitoring operations. Khadim’s journey showcases the value of 3U1M Program in paving the way for career opportunities and professional growth. ”

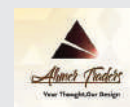


Meerab

BS in Textile Design

Design Challenge Project | Ahmer Traders
Current Employer | ECS

“ Meerab, a talented graduate in Textile Design, embarked on an enriching journey during her final year by undertaking a Design Challenge Project at Ahmer Traders, working closely with a seasoned Design expert. **She successfully executed five diverse projects for Ahmer Traders’ esteemed clients, showcasing her creativity and expertise.** As a result of her exceptional performance, Meerab was offered a coveted position at ECS, a renowned footwear brand in Pakistan. Her invaluable experience from the Design Challenge Project has equipped Meerab with the necessary skills and insights to excel in her current role at **ECS**. With her keen eye for design and ability to translate ideas into captivating creations, she plays a pivotal role in driving innovation and enhancing the brand’s product offerings. Meerab’s dedication and passion for textile design continue to make a significant impact on ECS’s success and customer satisfaction. ”



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Thriving together:
Fostering inclusive student
experience through meaningful

STUDENT ENGAGEMENT

and rich campus life





Office of Engagement & Co-Creation is dedicated to creating a vibrant and engaging campus environment. We strive to empower students, nurture their Emotional Intelligence, and provide them with numerous opportunities for personal and professional growth. Through student-led platforms, elections, and collective ownership, we aim to enrich the academic journey of our students and prepare them to become the leaders of tomorrow.

The Office of Engagement & Co-Creation (OEC) plays a vital and dynamic role in fostering a vibrant campus experience for our students. It focuses on engaging students to actively participate in co-creating their educational journey and nurturing their Emotional Intelligence, which is essential for long-term success in their personal and professional lives. Additionally, OEC takes pride in celebrating and showcasing the audacious journey of Superior University towards excellence in learning, innovation, and research. We also emphasize the significant socio-economic impact that Superior has on the community.

At OEC, we are committed to developing 21st-century graduates who will become leaders of tomorrow, equipped to create job opportunities rather than merely seeking them. To achieve this goal, we provide comprehensive organizational support to a diverse range of student-led activities. These activities are designed to empower students and offer them opportunities for personal and professional growth.

To effectively engage the student body and ensure meaningful student participation, we have established various student-led platforms.

One such platform is the Student Voice Leaders (SVL), which comprises students chosen through a rigorous process involving independent panel interviews and elections. By including different perspectives and voices, we strive to create an inclusive and representative student leadership.

Furthermore, we have established Departmental Clubs and Superior Societies to encourage students to pursue their interests and passions outside the classroom. These platforms provide students with the opportunity to connect with like-minded peers, explore their fields of interest, and enhance their academic journey through extracurricular activities.

Conducting elections for student leadership positions is a core objective of OEC. We believe that these elections foster a sense of collective ownership among students and prepare future leadership, enabling them to actively contribute to the development and improvement of their academic experience. By integrating grassroots-level feedback and incorporating the student body's perspectives, we ensure that their voices are heard and their needs are met.



NURTURING THE SPIRIT AND NORMS OF DEMOCRACY AMONG THE FUTURE LEADERS





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STUDENT BODY ELECTION 2023

The Superior University attaches great value to the existence and functioning of a thriving student body. Therefore, elections of student body are frequently held at Superior to give voice to students and mainstream them in the university affairs. The university considers them of significant importance for educational institutions as they serve as a platform for students to exercise their democratic rights and actively participate in the governance of their campus. These elections provide an opportunity for students to engage in the democratic process, voice their opinions, and elect representatives who will advocate for their interests and concerns. Through these elections, students of Superior learn about leadership, teamwork, and decision-making, developing essential skills that can benefit them in their future endeavors. Moreover, student body elections foster a sense of community and belonging among students at

Superior as they come together to discuss important issues, debate ideas, and work towards collective goals. The elected student representatives become the voice of the student body bridging the gap between the university administration and students, and playing a crucial role in shaping campus policies and initiatives. Student body elections of 2023 empowered students, promoted active citizenship, and contributed to a vibrant and inclusive campus environment.



Vote casting on the day of Annual Student Body Election 2023



Election Result Announcement 2023

57	90	356	450	1042	1848
EXECUTIVE POSITIONS	CANDIDATES	STUDENT VOICE LEADERS	CLUB MEMBERS	SOCIETY MEMBERS	TOTAL VOTERS

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.

The program aims to achieve following specific objectives:

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' sales skills to promote products, services, or ideas, understand student needs, and communicate value propositions convincingly. Providing knowledge and skills in planning, organizing, and executing successful events, including budgeting, logistics, and problem-solving.



Dr. Sami Bajwa delivering session on 'Brand yourself'



Dr. Yousaf Siddiqui delivering session on 'Digital Marketing'



Closing ceremony of Advisor Capacity Building Program

Student Voice Leaders



Nurturing Future Leaders at grass-root level

Student Voice Leaders play a pivotal role in shaping the university experience for students. As advocates for the student body, they serve as a bridge between students and faculty, administration, and other key stakeholders. Student Voice Leaders are democratically elected and lead co-curricular activities such as dialogues, forums, and workshops. By actively engaging with students, they gather valuable insights and perspectives that contribute to positive changes and improvements in various aspects of campus life. Student Voice Leaders foster a sense of belonging and inclusivity, creating a supportive environment where students feel empowered to express themselves and actively participate in shaping their educational journey.

Student Voice Leaders Driving Co-Creation in Academic Decision-Making

The Vice Presidents of Student Voice Leaders play an active role in the Board of Studies and Board of Faculty meetings, ensuring that the student perspective is included in academic decision-making processes. Superior University firmly believes in the principle of co-creation, where students are actively involved in shaping their own learning and development opportunities. By involving elected student representatives in these important meetings, the university ensures that students have a voice in the decision-making process that directly impacts their education.



Fahad Aziz, President Superior University participating in Board of Study meeting of DPT.

770
STUDENT
NOMINATIONS

539
INTERVIEWS
HELD

356
SVLS
ELECTED

16
VICE
PRESIDENTS

01
PRESIDENT

Executive Body Trainings

Office of Engagement and Co-creation conducted five training modules for Student Voice Leaders. The program covered Organizational Awareness, Event Management, Character Development, Social Media, and Working in Teams. These comprehensive trainings equipped students with essential skills for personal and professional growth, fostering self-awareness, teamwork, and effective communication.



Students Participation in Executive body training.

SOCIETIES FAIR

The Societies Fair organized by the Office of Engagement & Co-creation is a dynamic event that plays a vital role in spreading awareness about the diverse range of societies available to students. By providing an opportunity for students to explore and register for societies aligned with their interests, the fair enables them to fully embrace and enjoy campus life. It fosters personal and professional growth, encourages collaboration, and contributes to a vibrant and inclusive campus community.



Entertaining talents of students on the show



Superior Women Empowerment Society participating in Societies Fair



Superior Debating Society participating in Societies Fair



Superior Sports Society engaging students in Societies Fair



Result Announcement Ceremony of Societies Fair

Superior Societies

The following objectives underline Superior's stated commitment to Student Success and Excellence. The society advisor is expected to align the theme and purposes of the events arranged under the society's umbrella with the following objectives.

Objective 1: Providing platforms for experiential learning to improve individual skills.

Objective 2: Showcasing talents through relevant platforms

Objective 3: Collaboration with other universities' student bodies and industrial linkages

Objective 4: Encouraging inter-disciplinary harmony.

Objective 5: Capacity building of associated staff and students



Superior Women Empowerment Society

Women empowerment seeks to address various issues faced by women, including discrimination, limited access to education and healthcare, lack of representation in leadership roles, and restricted autonomy over their own bodies and choices.

International Women's Day

The Society's celebration of International Women's Day was a testament to its unwavering dedication to empowering and celebrating women on 8th March, 2023



Superior Women Empowerment Society Celebrating International Women's Day



Cake Cutting Ceremony at International Womens Day

Womanhood

"Womanhood to honor exceptional women in Pakistan, featuring Shabana Akhtar, an Olympic athlete, and Ambreen Fatima, a human rights advocate. Their insights and perspectives on empowering women were thought-provoking and left a lasting impression on attendees, inspiring future generations to strive for their goals and make a positive impact on society.



Celeberating Womanhood to honor exceptional women

Superior Literary Society



Literary society promote and celebrate literature and its various forms. Literary societies are typically comprised of individuals who have a shared passion for reading, writing, and discussing literature. They provide a platform for literary enthusiasts to come together and engage in activities that foster a deeper appreciation for literature.



First episode of Baithak Zikr e Jalib

First Episode of Baithak Zikr-e-Jalib

The “First Episode of Baithak Zikr-e-Jalib” featuring two renowned guest speakers, Wafa Haider (Poetess) and Ubair Khan (Political Commentator). The event will be held online on Zoom, so you can join from anywhere in the world. Additionally, the event will also be streamed live on Facebook, so even if you don't have access to Zoom, you can still tune in and catch all the action.



Poetry Recital Competition at Resolution Day

Poetry Recital Competition

Superior Literary Society is organizing a Poetry Recital Competition on March 22, 2023 in the wake of Pakistan Day to enable its students to express their reverence for our leaders of Pakistan Freedom Movement who made it possible for all their future generations to think, act and live as per their faith.



Essay Writing Competition - Kashmir Day

Essay Writing Competition - Kashmir Day

'Kashmir Solidarity Day' has been observed on the 5th of February in-order to be empathetic towards the ongoing struggle of Kashmiri people for their freedom. It has been several decades since Kashmiri people are attempting to break the shackles of imposed marginalization and generational oppression. On 5th Feb, 2023.

Superior Music Society



Music society bring together individuals who share a passion for music, providing a platform for them to explore various musical genres, develop their musical skills, and share their love for music with others.



Student performing National Anthem on Resolution Day

National Song Competition

National Song Competition on March 22, 2023 in the wake of Pakistan Day to enable its students to express their reverence for our leaders of Pakistan Freedom Movement who made it possible for all their future generations to think, act and live as per their faith.



GUITAR TRAINING WORKSHOP

TRAINER
BILAWAL KHAN JALO

Enhancing talent in our student

Guitar Workshop

Guitar Workshop and master the strings with expert guidance and hands-on training.

Discover the secrets of strumming, picking, and chord progressions in a supportive and collaborative environment. Whether you're a beginner or a seasoned player, you'll gain new skills, insights, and inspiration to take your music to the next level.



Music Society Entertaining Students

Convocation 2023

Convocation Socials to our beloved alumni with a day filled with engaging activities in Superior University's convocation. We hope these memories will stay with them forever as they embark on their next journey.

Congratulations to all the graduates, and may their journey ahead be filled with success and happiness.

Superior International Society



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African Students Association

African Student Association is one of the landmark initiatives of Superior University, aimed at building a global platform for foreign students studying in Pakistan. It manifests our agenda to develop greater acceptability and support for celebrating cultural diversity in higher education. We are also facilitating our foreign students with multiple scholarships and future settlement opportunities in Pakistan.

Accepting Differences and Celebrating Diversity. We wish to provide similar platforms to foreign students who come to study at Superior University so that they engage themselves in our existing culture and contribute accordingly. Equal opportunities and rights should be available for foreign students also.



International Students at Picnic Party



International Student enjoying summer

Picnic

The picnic was arranged for foreign students to provide a refreshing and leisurely outdoor experience.

Beat the Heat

The pool party was arranged to promote social integration and facilitate cross-cultural friendships.



Iftar Party with International Students



Football Competition between International Students

Iftar Party

The Iftar party was celebrated to bring together communities to share a meal of gratitude and unity.

Football League

The football league was arranged to encourage teamwork, sportsmanship, and cultural exchange through the universal language of football.



International Students Get-together



Exploring historical wonders of walled city

Responsible Party

The Responsible Party was arranged for foreign students to provide a lively and energetic atmosphere for them to socialize.

Lahore City Tour

The Old Lahore tour was arranged for foreign students to immerse them in the rich historical and cultural heritage of the city.

Superior Culture and Heritage Society



The purpose of a culture and heritage society is to preserve, promote, and celebrate the cultural traditions, practices, and artifacts of a particular community or society. These societies play a vital role in safeguarding the intangible and tangible aspects of a culture and heritage, ensuring they are passed down to future generations.

Nowruz (Gilgit Baltistan)

A fantastic event was held to celebrate the occasion of Nowruz, was graced by the presence of distinguished guests including Asif Yabgo (President ABM Lahore), Rasool Balti (General Secretary PTI Baltistan), Manzoor Baltistani (renowned singer from Gilgit Baltistan), and Sarwar Baltistani (Singer and Manager Corporate Commercial Investment Banking Group).

The students showcased the diversity of Gilgit Baltistan's culture by presenting cultural dances and other festivities.



Students performing live and entertaining guests with their traditional dance



Promoting unique and vibrant Saraiki culture

Saraiki Day

Saraiki Day celebration that featured a variety of cultural activities. Students performed traditional Saraiki dances, recited poems, and sang songs to showcase the rich cultural heritage of the Saraiki-speaking region. The event was a testament to the Society's commitment to preserving and promoting the unique and vibrant culture of the area.

This activity was arranged in compliance with the UN SDG No. 3: Mental Health & Wellbeing. Discover the secrets of strumming, picking, and chord progressions in a supportive and collaborative environment. Whether you're a beginner or a seasoned player, you'll gain new skills, insights, and inspiration to take your music to the next level.

Balochi Cultural Day

Balochi Cultural Day on March 2nd. Members of the society dressed up in traditional Balochi clothing to represent and honor the Balochi culture.

In Balochi attire, they celebrated the diversity of cultures that exist within our society and to highlight the significance of preserving cultural heritage.



Preserving culture on Balochi Day



Creating Memories with our Alumni

Convocational Socials

Culture and Heritage Arranged Convocation Socials to our beloved alumni with a day filled with engaging activities in Superior University's convocation.

We hope these memories will stay with them forever as they embark on their next journey.

Congratulations to all the graduates, and may their journey ahead be filled with success and happiness.

Superior Character-Building Society



This society promote the development and cultivation of positive character traits and values in individuals. It aim is to foster personal growth, moral integrity, and ethical behavior, ultimately contributing to the betterment of individuals. They typically focus on guiding individuals to become responsible, compassionate, and socially conscious members of their communities.



Women of Superior University attending a seminar

Ramzan and Blessings of Quran

The speaker will embellish the females of university about the significance of Ramzan and the implementation of Quran in our day to day lives. She will share the secrets of mental health guided by Islam. This event is being organized in compliance with the United Nations Mental health and wellbeing SDG No. 3.



Students participation in Naat Competition

Naat & Qiraat Competition

Participants are encouraged to showcase their skills in reciting Naat and Qiraat.

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Superior Psychology Society



Society's aim is to encourage inter-disciplinary harmony, providing platforms for personal and professional growth, showcasing talents through relevant platforms, collaboration with other universities' student bodies and industrial linkages and last but not the least capacity building of associated students. This society fosters a vision to help students build leadership skills.

Well Nourished Minds, Untouched Hearts

The Superior Psychology Society hosted a session titled "Well Nourished Minds, Untouched Hearts," featuring guest speaker Shaykh Farhan Siddiqui.

He spoke about the importance of maintaining mental health and emotional well-being by nurturing our minds and hearts with positive thoughts, feelings, and behaviors. He discussed various strategies and techniques for achieving this, drawing on insights from both psychology and spirituality.'



Promoting emotional well-being by nurturing student mind with positive thoughts



Attending Session on Well Nourished Minds, Untouched Hearts

Superior Arts & Craft Society



To enhance the creativity skills and to produce a creative mind people. Arts and craft society promote creativity, artistic expression, and the appreciation of various art forms. These societies bring together individuals who have an interest in arts and crafts, providing a platform for them to explore, learn, and showcase their artistic talents.



An insightful talk on The Power of Belief: Exploring “Yaqaen-e-Muhkam” was delivered by Dr. Arfa Sayeda Zehra.

This captivating session delved into the profound connection between reason, morality, and the intrinsic value of life.



Convocation Socials

Convocation Socials to our beloved alumni with a day filled with engaging activities in Superior University's convocation. We hope these memories will stay with them forever as they embark on their next journey. Congratulations to all the graduates, and may their journey ahead be filled with success and happiness.

Superior IEEE Society



The IEEE (Institute of Electrical and Electronics Engineers) is the world's largest professional association dedicated to advancing technological innovation and excellence for the benefit of humanity. It encompasses various societies, each focused on specific areas of interest within electrical engineering, electronics, computer science, and related fields. The purpose of IEEE societies is to foster collaboration, knowledge sharing, and professional development among members with shared technical interests.



PUCon

PUCon event is the esteemed Superior IEEE Society. With a strong commitment to excellence in education, research, and innovation. Superior IEEE Society is renowned for its exceptional programs and cutting-edge research in the field of electrical and electronics engineering. passionate, driven, and their students are eager to make a positive impact in the world through technology.



Artificial Intelligence

The Artificial Intelligence (AI) Community of Pakistan is pleased to announce its collaboration with IEEE Superior University Lahore of Superior University.

The purpose of our collaboration is to spread awareness and increase the significance of Artificial intelligence. Through this we want to educate our public and policy makers about the potential benefits and risks of AI and its impact on society and also seize different opportunities, Insha Allah.



Cyber Security Session

Superior University IEEE Society had organized a training session titled 'Cyber Security and its Importance in Industry'. Mr. Khalid Hussain was the speaker of this training session who is working as Senior Manager Cyber Security at Global, Germany. Mr. Khalid Hussain shared his experience of cyber security with the students. He shared the knowledge of cloud computing and guided students on how cyber security is performing its role in cloud computing security.



Research Week 2022

Under the banner of Research Week, Superior University's Faculty of Computer Science & Information Technology organized Superior Technical Symposium 2.0 – powered by Superior IEEE Society – themed on Exploring New Horizons for Research & Innovation.

The most enlivening panel discussion of the year. The idea of Empowering Innovation and Expanding Possibilities under the theme of Exploring New Horizons for Research & Innovation by incorporating emerging technology trends and the future of computing.



MOU with IEEE Lahore Section

Superior University's IEEE Society has signed a Memorandum of Understanding with IEEE Lahore Section.

Under another landmark MOU, the IEEE Superior University & IEEE Lahore Section agreed to define possible avenues of collaboration to Organize IEEE IAS National Robotics & Automation Summit 2022 at Superior University.



National Robotics & Industrial Automation Summit

Superior University's 1st IEEE IAS National Robotics & Industrial Automation Summit Panel Discussion

The most impactful panel discussion at IEEE IAS National Robotics & Industrial Automation Summit 2022 with the idea of Empowering Innovation and transformative potential of automation, Robotics, AI, IOT and the radical impact of these technologies.



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International Webinar

CS & IT Faculty and Superior IEEE Society in collaboration with ORIC Superior University, IEEE Independent University Bangladesh Student Branch, IEEE Women in Engineering Chapter IUB SB AG, IEEE University of South Asia Student Branch and Xperteq - Learning Association for Professionals & Students organized and International Webinar titled "Introducing Biomedical Instrumentation & Signal Processing Lab & Its Research Activities."

Dr. Md. Kafiul Islam, delivered a captivating presentation on Biomedical Technology and Engineering during this webinar. In addition to sharing his research findings, he also showcased his biomedical technology and engineering research projects, publications, and awards.



Student Technical Training Program

The IEEE Superior University in collaboration with the CS & IT Faculty, launched a Student Technical Training Program with a Hands-On Training component. The program's first session, Introduction to Freelancing. The event featured Mr. Muneeb ur Rehman, a Top-Rated Freelancer at Fiverr, as the keynote speaker. Mr. Rehman provided valuable insights into the tools and trends of freelancing and guided students through the process of creating accounts on popular freelancing platforms.

Celebrating the Spirit of Nationalism

23 March

The Office of Engagement and Co-creation, collaborated with various student societies and clubs to celebrate Pakistan Day. The event featured diverse activities like cake cutting, singing the national anthem, flag hoisting, and enthusiastic national song chanting. Competitions showcased student talent and creativity, adding to the memorable patriotic occasion's success.



14 August

Superior University celebrated 14th August to honor Pakistan's Independence Day, for fostering patriotism and pride in students. It deepened their understanding of sacrifices by the nation's founders, offered reflection on history, and connected them to their nation's past, and emphasized the value of present freedom.

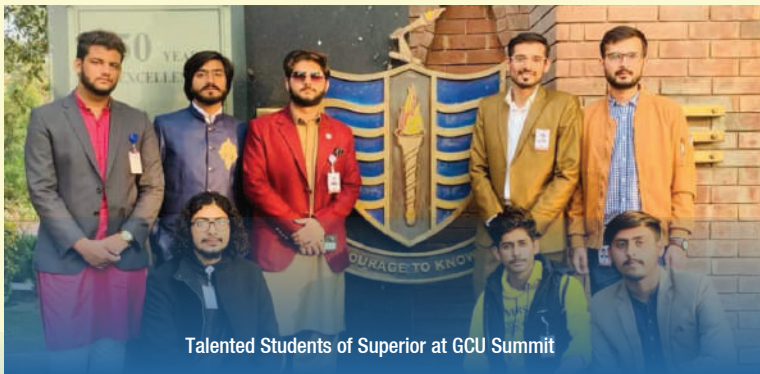


Partner with Government College University for All Pakistan Summit of the Student Societies

Superior University in collaboration with GC University Lahore co-hosted the second All Pakistan Summit of the Students' Societies.

Students from several public and private institutions in Pakistan participated in this summit and participated in a variety of contests such as debates, drama, essay writing, poetry writing, and Naat & Qiraat competitions. The students also showcased a plethora of skills in manifesting the concepts promoting compassion, spiritual elation, tolerance, civic responsibility, social parity, inclusive growth, and national cohesion.

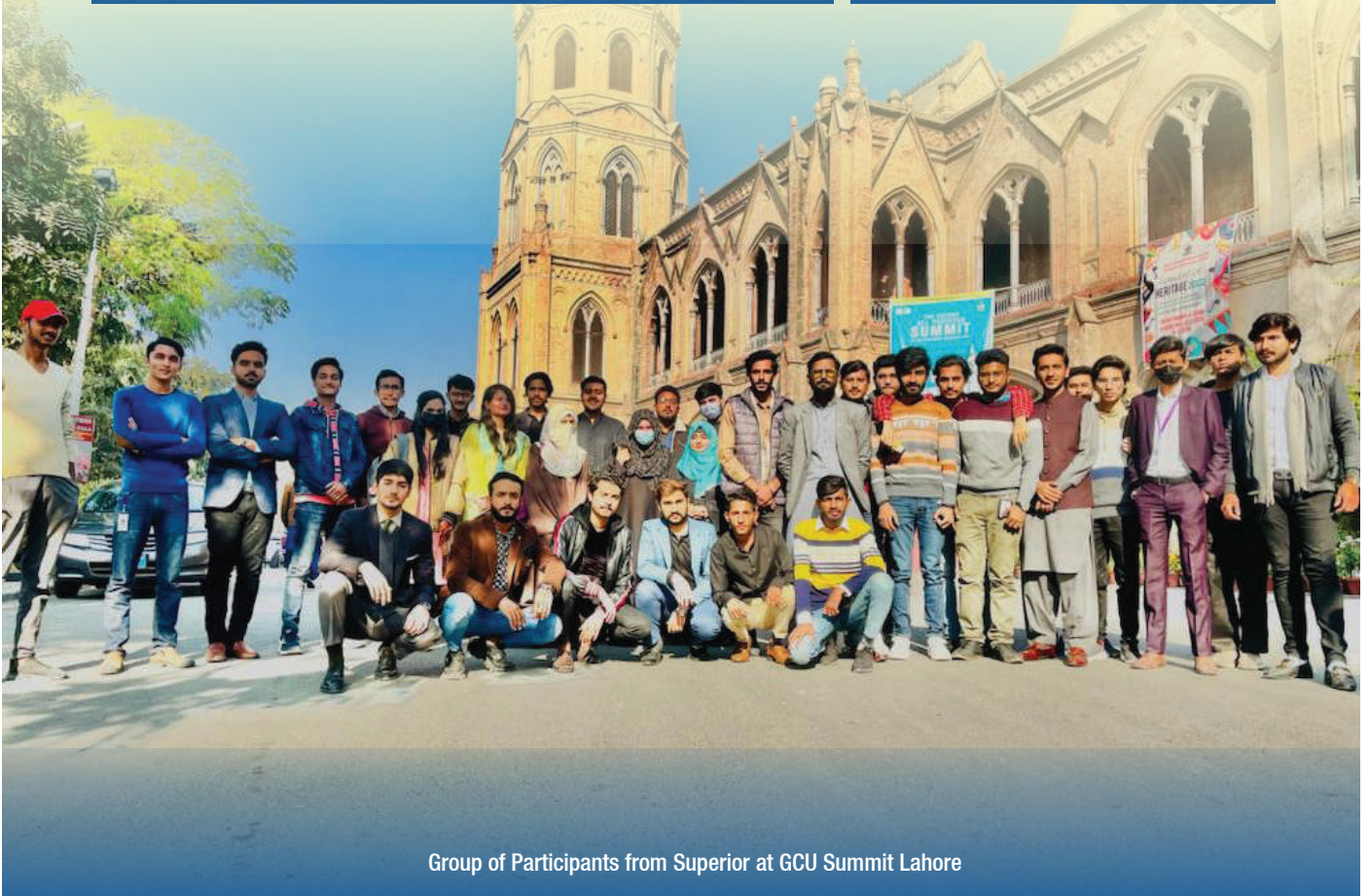
GCU summit 2022 was the collaborative event of Superior University and Government College University Lahore. Around 300 Superior Students participated in; 17 contests, 5 Training sessions, and participated as an audience in around 20 segments.



Talented Students of Superior at GCU Summit



Director Engagement and Director 3U1M with Vice Chancellor of GC Lahore



Group of Participants from Superior at GCU Summit Lahore



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Departmental Clubs

Departmental clubs at Superior University hold a crucial role in organizing various extra-curricular activities, including Superior Nights, farewell and welcome parties, tours, sports festivals, seminars, and mocks. These clubs provide numerous benefits that contribute to the overall student experience and create a vibrant campus community. Here are the reasons why departmental clubs are essential for organizing these extra-curricular events:

- **Allied Health Sciences Club**
- **Computer Science Club**
- **Management Sciences Club**
- **Biological Sciences Club**
- **Software Engineering Club**
- **Pharmacy Club**
- **Aviation Club**
- **Physical Therapy Club**
- **Engineering & Technology Club**
- **Art & Design Club**
- **ANMC Club**
- **ANDC Club**
- **Mass Communication Club**
- **Law Club**
- **City Campus Club**
- **IT & Sciences Club**

Building a sense of belonging: Departmental clubs foster a sense of belonging and camaraderie among students within their respective departments. By organizing events like welcome parties for new students and farewell parties for graduating students, these clubs create a warm and inclusive environment. Students feel connected to their academic community and develop strong relationships with their peers, creating a supportive network throughout their university journey.

Showcasing talent and achievements: Superior Nights, sports festivals, and other events organized by departmental clubs provide platforms for students to showcase their talents and accomplishments. These events celebrate the diverse skills and achievements within the department, encouraging students to pursue their passions and exhibit their creative abilities. By recognizing and appreciating student talent, departmental clubs contribute to a positive and inspiring campus culture.

Promoting interdisciplinary collaboration: Departmental events organized by clubs often attract participants from different disciplines within the department. This interdisciplinary exchange of ideas and perspectives fosters collaboration and synergy among students with diverse academic backgrounds. By organizing seminars, where students and faculty members can present their research or share their knowledge, departmental clubs encourage cross-disciplinary interactions and enrich the academic environment.

Providing recreational and stress-relief opportunities: Extra-curricular events organized by departmental clubs, such as sports festivals and tours, offer students a chance to unwind, relax, and engage in recreational activities outside of their academic pursuits. These events provide a break from the rigorous academic routine, promoting

student well-being and stress relief. Through these activities, departmental clubs contribute to a balanced and holistic university experience.

Enhancing professional and personal development: Seminars, mocks, and other educational events organized by departmental clubs contribute to students' professional and personal growth. These activities offer opportunities for students to gain practical knowledge, refine their skills, and prepare for real-world challenges. Mock exams and presentations help students develop confidence, critical thinking skills, and the ability to perform under pressure. By organizing such events, departmental clubs actively contribute to students' academic and professional success.

Creating networking and career opportunities: Departmental clubs facilitate networking and career-building opportunities for students. Events like seminars bring industry professionals and alumni to the campus, allowing students to establish connections, seek mentorship, and explore potential internships or job opportunities. By organizing career fairs or inviting guest speakers, departmental clubs help students expand their professional networks and gain insights into various career paths related to their fields of study.

In conclusion, departmental clubs at Superior University play a pivotal role in organizing extra-curricular events, such as Superior Nights, farewell and welcome parties, tours, sports festivals, seminars, and mocks. These clubs enhance the overall student experience by fostering a sense of belonging, showcasing talent and achievements, promoting interdisciplinary collaboration, providing recreational opportunities, supporting professional and personal development, and creating networking and career prospects. Through their efforts, departmental clubs contribute to a vibrant and enriching campus life at Superior University.



Superior Nights

The famous Superior Nights featured 27 hours and 09 nights of music, joy, and entertainment spread across 2 weeks with lots of student performances and the biggest names from Pakistan's rich music industry. Over 460 students from a total of 19 Departmental Clubs actively participated in the planning and management of 09 Superior Nights 2022. More than 11000 students participated in these entertaining events.



Abrar-ul-Haq



Ali Zafar



Asif Ali Santoo Khan



Atif Aslam



DJ Kantik



Humaira Arshad



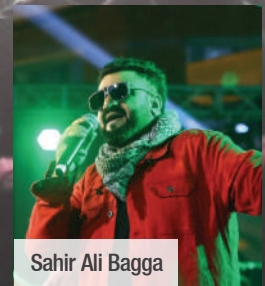
Asrar Shah



Falak Shabir



Sain Zahoor



Sahir Ali Bagga



Welcome Parties

The Welcome Party, organized by the Departmental Club at Superior University, is an exciting and warm event that extends a heartfelt welcome to new students joining the department. It serves as an introduction to the departmental community, fostering a sense of belonging, camaraderie, and support from the very beginning of their university journey.

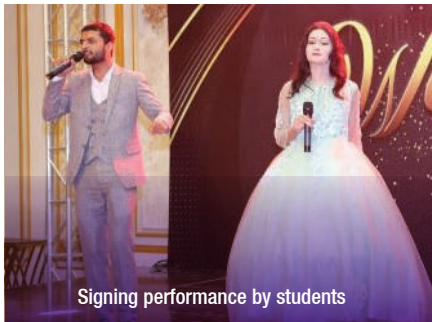
The Welcome Party creates a vibrant and inclusive atmosphere as new students, faculty members, and existing departmental members come together to celebrate the start of a new academic year. It is a time to break the ice, forge new connections, and build friendships that will accompany students throughout their university experience.

The event is filled with engaging activities, interactive games, and opportunities for new students to get to know their peers, faculty members, and club organizers. Through fun ice-breakers and team-building exercises, students feel welcomed and encouraged to participate actively in the departmental community.

The Welcome Party serves as a platform for new students to learn about the department's academic programs, resources, and extracurricular opportunities. Faculty members and senior students provide valuable guidance, sharing their experiences, and offering advice on how to make the most of their time at the university.



**DEPARTMENTAL
CLUBS**



Signing performance by students



Group Photo of Club Members



Group Photo of Club Members



Musical Performance at Welcome Night



Students performing at Welcome Party

Farewell Parties

University department clubs take on the heart-warming task of organizing farewell parties that bid adieu to graduating students. These farewell parties are a blend of nostalgia, celebration, and appreciation. The department clubs pour their collective creativity into crafting an evening filled with heartfelt speeches, sentimental memories, and tokens of gratitude. Through carefully planned activities and personalized touches, these parties create an atmosphere of reflection and joy, honoring the accomplishments and growth of the departing students. It is a time for professors, alumni, and fellow students to share their well wishes and acknowledge the indelible impact made by the graduating class.



DEPARTMENTAL CLUBS



ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



Student performances at Farewell Parties organized by Departmental Clubs



Superior Sports & Cultural Festival 2023

Teamwork.Passion.Festivity

The Superior Sports and Cultural Festival 2023, 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.



SUPERIOR ACCOLADES IN HIGHER EDUCATION COMMISSION (HEC) SPORTS COMPETITIONS



Where Emerging Leaders Begin to Shine

One of the primary objectives of the Superior Sports and Cultural Festival was to highlight exceptional talent who exemplify true leadership qualities. This festival provided a platform to recognize and showcase their abilities to plan, manage, execute, and build cohesive teams with specific goals in mind. By doing so, we aim to identify those who have the potential to make a lasting impact not only in the sporting arena but also in their respective fields and communities.

The Superior Sports and Cultural Festival offers a comprehensive experience that goes beyond traditional sports events. It is designed to enhance leadership skills, develop teamwork, and foster a spirit of healthy competition. Participants are engaged in various sporting events, cultural performances, and interactive activities that push their boundaries and encourage them to tap into their full potential. The University faculty and students are divided into Houses who compete in number of competitions spanning over a week long

activities.

This festival acts as a unifying force, bringing together students, faculty, and staff from diverse backgrounds and disciplines. It creates an inclusive and vibrant atmosphere where participants can learn from each other, forge new connections, and celebrate the power of sports and culture in uniting communities. The diversity of talent contributes to a rich and dynamic festival experience. The fun ends in talent hunt. The best houses, both male and female, are announced as **“Superior ka Sultan and Superior ki Shan”**.

The Superior Sports and Cultural Festival serves as a catalyst for personal growth and development. It instills values such as discipline, resilience, sportsmanship, and fair play, which are essential not only in sports but also in all aspects of life. Participants are encouraged to embrace challenges, overcome obstacles, and strive for excellence, fostering a mindset that extends far beyond the festival itself.



Tug of War Winners of Sports & Cultural Festival 2023



Students wearing Traditional Dress of Kashmir



Humaira Arshad's performance at Superior Sports & Cultural Festival 2023



Chairman BOG presenting souvenir to Governor Punjab



Tug of War Competition

Characters Day

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



Students Celebrating Characters Day organized by Office of Engagement and Co-Creation

Capacity Building of Club Members

The trainings and seminars organized by the Departmental Clubs at Superior University are instrumental in empowering students for academic and professional excellence. These events provide students with practical skills, industry insights, and scholarly opportunities that enhance their academic journey and future career prospects. By fostering a culture of continuous learning, the Departmental Clubs contribute to the overall growth and success of students within the department.



Voices of Success: Unleashing Student Satisfaction with Academic and Engagement Activities

OEC conducted a Student Survey to gauge student satisfaction regarding their campus experience. The survey was aimed at collecting insights and suggestions from students, identifying areas that require improvement, and implementing changes that would have a positive impact on their campus experience. The survey results revealed that the experience with Student Voice Leaders (SVLs) received the highest rating, with 83.19% of students expressing satisfaction. Following closely behind was the recognition of faculty members' knowledgeability, rated at 82.09%. Additionally, the authenticity of assessments during studies was also rated positively, with over 80% of students stating that their overall experience met their expectations, particularly in terms of class environment.

In terms of attitude provided, specifically related to class environment, 79.47% of students rated it as meeting their expectations.

OUR RESEARCH

FROM IDEAS TO IMPACT:

Advancing Sustainable Communities
Through Research And Development

Scan for more information



ORIC

Office of Research, Innovation & Commercialization

Our Research Vision

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.



ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Research Themes



Research in Numbers



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.

Superior researchers are engaged in deliberate and purposeful pursuit of knowledge and innovation with the aim of addressing and solving pressing social challenges and improving the well-being of communities. It goes beyond the boundaries of academia and focuses on creating tangible positive outcomes that directly benefit society. Research for societal impact at Superior spans across various disciplines, from healthcare and education to environment and technology. It involves conducting studies, experiments, and analyses that generate practical solutions, policy recommendations, and interventions to address social issues such as poverty, inequality, social and municipal services, and more.

“
Researchers of the Superior University won research grants worth 79.4 Million PKR from different national and international funding sources.
 ”



Research Governance and Support

Leadership of the Superior University believes in delivering its research commitment through a well knitted support and oversight research governance system. Our Research Governance policies define our system development process by including all stakeholders i.e., students, faculty, and even staff for an aligned and coherent superposition to be a leading research university. The policies are kept updated and revised as per changing requirements of academics. Currently, we have Board of Advanced Studies and Research and ORIC steering committee, Plagiarism Standing Committee, Ethical Approval Committees at Faculty level, and University Journal directly working on the promotion of the research agenda. These boards and committees are properly notified and their ToRs are regularly followed to ensure transparent governance.

Boards and Committees to Ensure Quality

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.



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 publication including research journals, conference proceedings, books and periodicals, issued, produced, written, released, and published and to be issued, produced, released, research projects, postgraduate coursework published or written 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, 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 saving and disposing of data inside the University.

Policy on Research Incentives

All research publication including research journals, conference proceedings, books and periodicals, issued, produced, written, released, and published and to be issued, produced, released, research projects, postgraduate coursework published or written 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 publications, 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.



ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Research Processes/SOPs

- | | | | | | |
|----|--|----|--|----|---|
| 01 | Arrangement of Colloquia | 06 | Operations of Superior Journals | 11 | Disclosing Intellectual Property |
| 02 | Arrangement of Research Events | 07 | Process for Patents Filing | 12 | Submitting Research Samples for Laboratory Processing |
| 03 | Signing of Memorandum of Understanding | 08 | Applying for Travel Grants | 13 | Providing and Documenting Training for Research Staff |
| 04 | Grant Sharing and Project Execution | 09 | Conducting Clinical Research Studies at Hospital | 14 | Procedures of Management of Research Project/Grant |
| 05 | Operation of Superior Impact Fund | 10 | Research Misconduct and Fraud | 15 | Monitoring and Support Mechanism of Funded Projects |



Research Culture

Superior University excels in its commitment to nurturing a robust research culture through a range of strategic initiatives. With great enthusiasm, the institution proudly presents its prestigious Research Week envisioned by the Rector, a weeklong series of events organized across all faculties that acknowledges the remarkable contributions of its esteemed researchers. Empowering research trainings are meticulously designed to equip faculty and students with cutting-edge skills and methodologies, amplifying their scholarly capabilities. Moreover, Superior University orchestrates esteemed conferences, seminars, and colloquia, attracting distinguished scholars and industry leaders to foster profound knowledge exchange, vibrant collaborations, and visionary innovation.

“

At Superior University, the research landscape thrives, fueled by an unwavering dedication to cultivating excellence and propelling transformative discoveries across diverse academic domains.

”

Improving our research culture through Knowledge Exchange Activities

The university is committed to providing unwavering support to researchers, recognizing their immense potential and the crucial role they play in shaping the future of academia. A range of resources and initiatives are in place to nurture and empower these budding researchers. This support encompasses conferences, training programs, access to state-of-the-art research facilities, and professional development workshops.



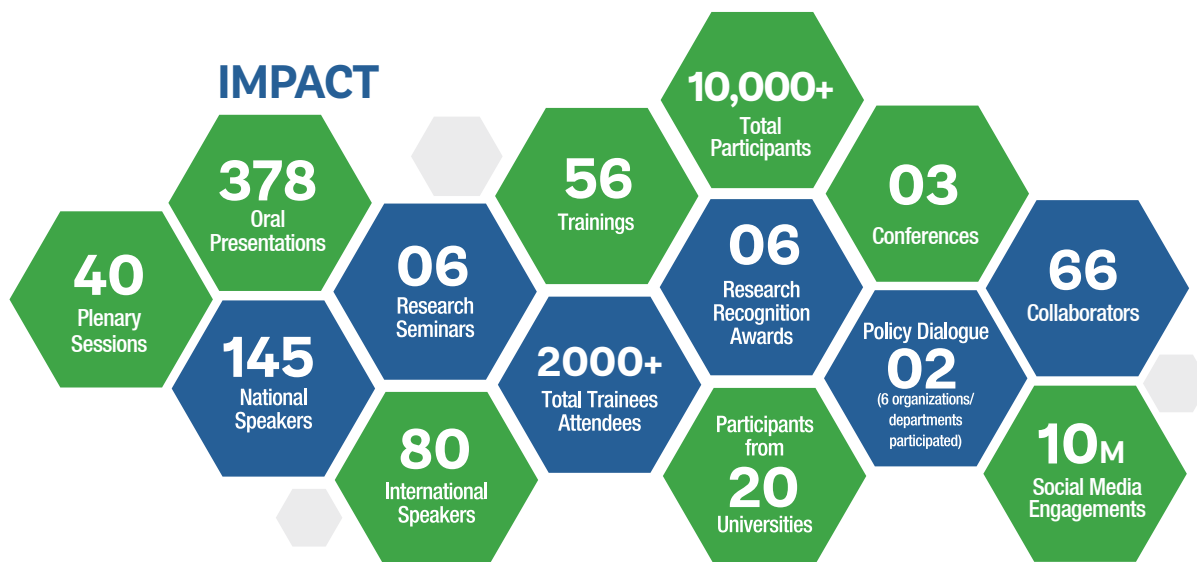
Superior University organized 73 Colloquia, 107 Trainings, 13 Seminars, 7 Webinars, and 5 International Conferences to facilitate knowledge exchange and capacity building in research, innovation, and commercialization.



ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Research Week

Research week is a week-long celebration of disruptive ideas, applied research and the real-world impacts of Superior research, scholarship, and creative activities on local and national level. Faculty and students from different faculties of the Superior University and partner universities participate in research week as delegates, speakers and participants.



Showcasing Research Success Stories

Research week was dedicated to inspiring students and faculty members with the success stories of young and experienced researchers of the Superior University. Here are interesting stories of the Superior researchers.



Prof. Dr. Arfan Jaffar – Dean CS&IT

Dr. Jaffar showcased his academic pursuit and leadership journey especially his projects on machine learning algorithm with potential to revolutionize data screening methods.



Prof. Dr. Muhammad Naveed Babur – Dean AHS

Dr. Babur's research focused on innovative rehabilitation techniques for stroke patients, combining physical therapy, robotics, and virtual reality to enhance recovery outcomes.



Dr. Mustafa Shakir – Faculty of Eng. & Tech.

Dr. Shakir's exceptional grant-winning efforts have advanced engineering and technology research, leading to breakthrough solutions in various industries.



Dr. Muhammad Ashraf – School of Art and Design

Dr. Ashraf secured grants for his research in the field of art and design, enabling the exploration of novel artistic expressions and fostering creative innovation.



Dr. Shafique Ahmed – ORIC

Dr. Ahmed's expertise in winning industrial projects has facilitated valuable collaborations, enabling cutting-edge research and development within the industry.

13th International Conference on Management Research on Entrepreneurial and Sustainability Prospects in Post Pandemic World



Raja Yasir Humayun Sarfaraz, Minister Higher Education Punjab addressing the delegates of ICMR



Mr. Sohail Qadri
Director
PBIT, Lahore



Dr Nadir Idrees
COMSATS, Lahore



Dr Manzoor Mirani
Head of Business Department
IBA Sakhur



Dr Sami Bajwa,
Dean, Faculty of Business & Management
Sciences, Superior University

The Faculty of Business and Management Sciences organized ICMR 2022 with multiple knowledge exchange activities focused on the theme of “Entrepreneurial and Sustainability Prospects in Post-Pandemic World”. The phenomena of entrepreneurship and sustainability were discussed in the backdrop of their correlation and the impact of their interface on the economic growth. The stand-alone significance of

these phenomena and their relationship with external thematic and applied aspects were highlighted by ICMR 2022.

Mr. Raja Yassir Humayun- Provincial Minister of Punjab for Higher Education and Information Technology, Pro-Rector Superior University- Prof. Dr. Mohammad Nizamuddin, Rector International Green University- Prof. Dr. Khaleeq ur Rehman, Chief Executive PIQC- Dr. Kamran Moosa, Dean Faculty

of Business and Management Sciences, Superior University- Associate Prof. Dr. Sami Bajwa, and other renowned guests graced the conference with their worthy presence. Seasoned industrialists and professionals on the panel shared their suggestions to navigate the troubling crises faced by Pakistan’s economy after the COVID-19 pandemic.



ICMR Impact Statistics

International Keynote Speakers of the 13th ICMR

Dr. Deniz Dirik

Associate Professor, Manisa, Celal Bayar Universitesi, Turkey



Superior University had Dr. Deniz Dirik from the Manisa Celal Bayar Universitesi Turkey as a keynote speaker on topic of entrepreneurship at the 13th ICMR 2022.

Dr. Derek Watson

Associate Professor, University of Sunderland, UK



We had Dr. Derek Watson from the University of Sunderland U.K as a keynote speaker on the topic of management at the 13th ICMR 2022.

Dr. Emir Ozeren

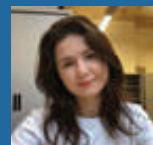
Assistant Professor, Southampton Business School, UK



We had Dr. Emir Ozeren from the Dokuz Eylul University, Izmir, Turkey as a keynote speaker on topic of Management at the 13th ICMR 2022.

Dr. Dilara Mingazova

Senior Lecturer, University of East London, UK



We had Dr. Dilara Mingazova from the University of East London UK as a keynote speaker on the topic of finance and economics at the 13th ICMR 2022.

Prof. Dr. Jessica Lichy

Professor, O.P Jindal Global University, France



We had Dr. Jessica Lichy from the University of Sunderland UK as a keynote speaker on topic of human resource management at the 13th ICMR 2022.

Dr. Nur Syafiqah

Senior Lecturer, University Teknologi Malaysia



We have Dr. Nur Syafiqah Binti A. Rahim from the Universiti Teknologi Malaysia as a keynote speaker on the topic of industrial management at the 13th ICMR 2022.

Dr. Bidayatul Akmal

Dean Academics, Universiti Utara Malaysia



We had Dr. Bidayatul Akmal Mustafa Kamil from the Universiti Utara Malaysia as a keynote speaker on topic of economics at the 13th ICMR 2022.

Dr. Zahra Nadalipour

Assistant Professor, University of Science and Culture, Iran



We had Dr. Zahra Nadalipour from University of Science and Culture Iran as a keynote speaker on the topic of entrepreneurship at the 13th ICMR.

1st International Rehabilitation and Allied Health Sciences Conference (RASCON)



The faculty of Allied Health Sciences organized the 1st International Rehabilitation and Allied Health Sciences Conference (RASCON). This event aimed to foster an interdisciplinary approach by bringing together reputed speakers and researchers from across the globe to instill emerging evidence-based techniques and interventions among Superior Students through informative and engaging national and international hands-on training and workshops.



Uniting the World of Rehabilitation and Allied Health Sciences



IMPACT

Distinguished Panelists and Keynote Speakers from Around the World



Keynote: Recent Advances in Orthotics and Prosthetics
Prof. Dr. H. Serap Inal
 Dean, Faculty of Health Sciences, Istanbul Galata University, Turkey



Keynote: Psychosocial Disorders Caused or Aggravated by Physical or Mental Stress
Mr. Tim Wilund
 Pain Specialist, Advance Psychiatry and Functional Nutrition, Sweden



Keynote: Socio-economic activity-A factor in empowering functionally impaired adults
Prof. Dr. Rana Siddiqui
 Concussion Management Specialist, Consultant, Ministry of Health Ontario Health Ministry, Canada



Keynote: Mental Health & Physical Activities during Post COVID Digital Era: Bulgarian Perspective
Dr. Zornitza Mladenova
 Senior Future Leader, Foundation for Global Community Health Las Vegas, USA



Keynote: New horizons of Rehabilitation Medicine for Degenerative Musculoskeletal Disorders
Prof. Jae-Young Lim, MD, PhD
 Chairperson of Rehabilitation Medicine, Seoul National University, Bundang Hospital, South Korea



Keynote: Trophic links of dendro- and Thamnobiocic cicadina (Hemiptera: Cicadina) based on material collected in the Altai Mountains
Ekaterina MAYOROVA
 Quality Management Representative AB Diagnostic Systems GmbH, Berlin Deutschland



Keynote: Improving Effectiveness of Rehabilitation Program for Patients with Chronic Musculoskeletal Pain
Prof. Areerat Suputtitada
 M.D. Physiatrist, Department of Rehabilitation Medicine, Faculty of Medicine, Chulalongkorn University, Bangkok, Thailand



Keynote: Advanced Medical Research in Functional Disorders
Dr. Mathiasem Oivind
 MD Radiology, Sweden



Keynote: Trophic links of dendro- and Thamnobiotic cicadina (Hemiptera: Cicadina) based on material collected in the Altai Mountains
Ekaterina MAYOROVA
 Quality Management Representative AB Diagnostic Systems GmbH, Berlin Deutschland



Keynote: Diversity of Lactic acid bacteria in traditional fermented dairy products and LAB resources protection
Jie Zhao
 Assistant Professor, Key Laboratory of Dairy Biotechnology and Engineering, Ministry of Education, China



Keynote: Camel milk: A unique super food for diabetes
Prof. Taherah Mohammad Abadi
 Professor, Faculty of Animal Sciences and Food technology, Agriculture Sciences and Natural Resources University, Iran



Keynote: Fermented milk containing Lactobacillus casei & Bifidobacterium animalis ssp. Lactis V9 alleviated constipation symptoms through regulation of intestinal microbiota
Xiaoye Bai (Assistant Professor, Institute of Chemical Biology, schenzhen bay Laboratory, Shenzhen, China



Keynote: Tropical herbs and spices to hinder glycemic responses in cane sugar and wheat breads
Madhura Jayasinghe
 Assistant Professor, Department of Food science and Technology, Faculty of Applied Sciences, University of Sri Jayewardenepura, Nugegoda, Sri Lanka



Keynote: Luminal bacteria coated with iga and igg during intestinal inflammation as a new and Abundant stimulus for colonic macrophages
Dr. Lisa Maccio Maretto
 Pritzker School of Molecular Engineering, University of Chicago, USA



Keynote: The relevance of the olympic values education program post covid-19
Prof. Hilla Davidov
 Olympic study centre, German sport University, Cologne Germany



Standing ovation in honour of National Anthem during RASCON

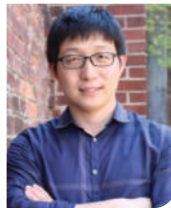
International Conference on Computing & Emerging Technologies (ICCET)



2023 witnessed the achievement of another milestone in grand scale of knowledge exchange between stakeholders at the International Conference on Computing & Emerging Technologies (ICCET). It was the first International Conference that was a joint effort by the Faculty of Information Technology, Superior University and Springer. The goal of ICCET was to provide an opportunity for all aspiring researchers, scientists, academicians, and industrial experts to disseminate their novel ideas and latest research findings in the general areas of Computer Science. General areas covered in the ICCET comprised Software Engineering, Data Sciences and Knowledge Systems, Human Computer Interaction, Networks and Communication Technologies, Artificial Technologies, and Multimedia & Graphics.



Dr. Oana Geman
Associate Professor, "Stefan cel Mare" University of Suceava, Suceava, Romania



Prof. Dr. Guojun Wang
Professor, Guangzhou University, Guangzhou 510006, China



Dr. Kashif Zafar
Professor, HOD NUCES FAST, Lahore



Dr. Amjad Iqbal
Associate Professor, Dean UCP, Lahore



Dr. Ayyaz Hussain
Professor, Quaid e Azam University, Islamabad



Prof. Dr. Valentina E. Balas n
Professor, Aurel Vlaicu University of Arad, Arad, Romania



Prof. Dr. Aniello Castiglione
Professor, University of Naples Parthenope, Centro Direzionale Site, Isola C4, Italy



Dr. Usman Akram
Professor, NUST, Islamabad





4 QUALITY EDUCATION
8 DECENT WORK AND ECONOMIC GROWTH
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
17 PARTNERSHIPS FOR THE GOALS
ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

8th International Conference on Engineering and Emerging Technologies (ICEET 2022)

The Superior University Lahore, Pakistan and Multimedia University Malaysia organized the “9th International Conference on Engineering and Emerging Technologies (ICEET 2022)” on 27-28 October 2022.



This two-day international conference was held in hybrid mode (virtual and physical) at the historic, beautiful, and mega city of Kuala Lumpur, Malaysia. Experts were invited to deliver their keynote talks, speeches, session talks, panel discussions, contributory lectures, and poster presentations related to the conference topics.

IMPACT

No. of papers received:

386

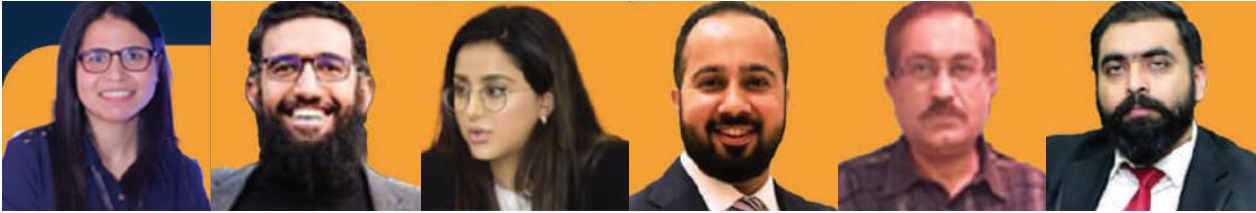
No. of papers presented:

128



Entrepreneurship Panel Talk “Disruptive Factors Leading to Digital Transformation”

Our Panelists



Saba Kalsoom
Director - Ecosystem,
Fasset

Usman Asif
CEO - Devsinc

Aleena Nadeem
CEO - Edufi

Hammad Khalique
Head - Incubation Wing,
PITB

Adnan Sarwar
CEO - Mithas & Bombay
Chowpatty Restaurants

Wahab Younus
CEO - PNY Trainings

The Panelists talked about technology as the key to digital transformation. The guests highlighted that it was important to understand the various technologies available and how they could be leveraged to create a competitive advantage, understand customer needs and contribute towards the development of digital strategy. The interactive session was helpful in providing much needed guidance to the aspiring entrepreneurs. This event was a great way to learn from experienced entrepreneurs and gain valuable insights into the world of entrepreneurship.



Panelists discussing the factors of digital transformation

CPEC FORUM: Progress, Challenges, and Prospects of China-Pakistan Economic Corridor (CPEC)

Our Panelists



Sohail Qadri
Director – Project, Policy Research



Omer Jawed Ghani
CEO – Trioca Ventures



Dr. Hassan Dawood
Former Project Director – CPEC

China-Pakistan Economic Corridor (CPEC) has largely been construed as a game changer for Pakistan’s economy and future strategic direction. The CPEC Forum by the Faculty of Business and Management Sciences (FBMS) reflected on the progress of the CPEC projects and their consequential boost to Pakistan’s economy that has not been at par with expectations. Various reasons for below expected performance were identified that ranged from geopolitical factors to imprudent terms and conditions of the projects. While some analysts put the burden on inconstant political will and the inability to undertake impenetrable security measures by the Pakistani government, others suggested that the inordinance of interest rates and inadequate transparency in the bilateral contract proved to be inherent obstacles to the success of the projects.



Creative & Cultural Fest'22 & International Design and Innovative Talks (IDIT) by School Of Art & Design



School of Art & Design, in collaboration with the Superior Culture & Heritage Society, organized Creative & Cultural Fest 2022. The event showcased the talent of students through new designs and unique ideas in its fun-filled cultural activities and exhibitions. It was a platform for students to explore their creativity and develop their skills in research and design. Turkish culture was also made a part of this event to promote intercultural harmony. Chairman, The Superior Group, Prof. Dr. Chaudhry Abdul Rehman, and Rector, Superior University, Prof. Dr. Sumaira Rehman, graced the event with their worthy presence and praised the efforts of the faculty and students. While IDIT arranged various national and international speakers, seasoned industrialists, and renowned names in the fields of architecture, interior design, graphics design, and fine arts joined this event to underline the importance of developing design knowledge, ranging from cognition and philosophy to methodologies and tools.



Sustainable Architecture Our Panelists



Prof. Dr. Saima Gulzar
Architect



Umar Saeed
Vice President Asia
CAA



The Department of Architecture invited renowned architects for a talk session titled, "Sustainable Architecture". This talk session provided a platform to showcase the type of design that focuses on creating structures that are environmentally responsible and resource-efficient throughout their life cycle.

Textile Design | Our Panelist



Dr. Asna Mubashra
Textile Expert

Textile design is the process of creating fabrics and other materials for clothing, home furnishings, and other products. It involves creating patterns, textures, and colours that are pleasing to the eye and comfortable to wear. The panelists discussed the past techniques of textile design, which were limited to traditional methods such as weaving, dyeing, and printing.



Modern Graphic Design



Dr. Madeeha Altaf
Leading Graphic Designer

In this talk, the panelists discussed the basics of graphic design, from the fundamentals of typography and color theory to the latest trends in digital design, and also discussed how to create effective visuals that communicate your message, as well as the importance of branding and how to create a cohesive visual identity.



Art and The Digitalization



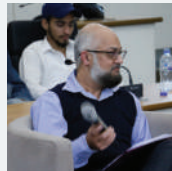
In this talk, the session chair discussed the history and development of fine art, from its origins in the Renaissance to its modern-day manifestations. They discussed the various techniques and materials used by artists and how they have evolved over time.

Sustainable Integrated Building Design

Our Panelists



Ar. Rashid Rasheed
CEO,
SRDW



Ar. Ali Waziri
CEO,
RIDAAS



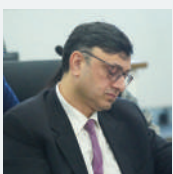
Prof. Dr. Yousaf Awan
Ex Dean,
UMT

This talk explored the concept of sustainable integrated building design. The guests discussed how sustainable building design can be used to reduce energy consumption, improve air quality, and reduce the environmental impact of buildings and also discussed the importance of integrating different aspects of sustainable building design.



Why sustainability is important in the fashion industry, design education, luxury fashion brands & Augmented Reality

Our Panelist



Dr. Ayaz Udin
CEO Pakistan Circular Fashion Council

In this talk, they covered the importance of design education in the fashion industry, the various design disciplines, and the skills and knowledge necessary to succeed in the industry. They also discussed the challenges of staying current in the ever-changing fashion industry and the importance of staying ahead of the curve.



TRAININGS

Faculty Capacity Building Initiatives

Superior University has specific objective of training our researchers on diverse areas of research world from peers of the fields. Here is recap of the trainings conducted.

Proposal Submission For Technology Development Fund

The Office of Research, Innovation, and Commercialization (ORIC) organized a training session titled 'Proposal Submission for Technology Development Fund' on Friday, 9th December 2022. Mr. Kashif Talib Chaudhary, CEO Symtera Technologies; Mr. Adeel Baig, CEO IT Falcon Consulting and Mr. M. Abdullah Afzal, CEO Rada Technologies graced the event with their worthy presence. Dr. Ghulam Sarwar, Coordinator Technology Development Fund, HEC Pakistan, was the trainer at this event.



Dr. Ghulam Sarwar
Program Coordinator HEC



How to make your research matter – Commercialization Perspective

Dr. Khurram Zia, Manager of Research Commercialization at the University of Agriculture, Faisalabad, provided valuable training on "How to make your research matter – Commercialization Perspective." The training focused on guiding researchers to maximize the impact of their work through successful commercialization.



Dr. Khurram Zia
Manager of Research Commercialization
University of Agriculture, Faisalabad



Building Blocks of a World Class Paper – From Peers Perspective

Prof. Dr. Muhammad Shahbaz from the Center for Energy and Environmental Policy Research, Beijing Institute of Technology, China conducted this training session. Dr. Shahbaz shared useful insights to produce a great research paper and improve the chances of its acceptance – from conceptualizing the paper, to breaking it down to its integral parts, and to then finally referring it to relevant academic publications and research journals.



Prof. Dr. Muhammad Shahbaz
Center for Energy and Environmental
Policy Research
Beijing Institute of Technology, China



Philosophical and Theoretical Underpinnings of Social Science Research

Dr. Sami Ullah Bajwa led a session titled Philosophical and Theoretical Underpinnings of Social Science Research. Dr. Bajwa shared his insights into the realm of research methodologies, which essentially differ from methods, concerning the logical and philosophical assumptions of particular research methods.



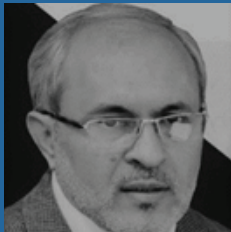
Dr. Sami Ullah Bajwa
Dean, Faculty of Business & Management
Sciences, Superior University



How Teachers can Transform Education through the Practice of Ethics in Teaching and Research Talk

Dr. Amjad Saqib, Founder & CEO of Akhuwat Foundation

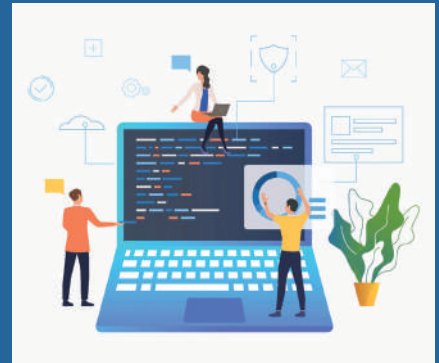
Leveraging his remarkable contributions to philanthropy and public service, Dr. Saqib highlighted the power of compassion and honesty in an educational environment. He emphasized the significance of giving ethical and moral principles their rightful place in the domains of research and pedagogy. The talk provided valuable insights into how teachers can play a transformative role in shaping education through ethical practices in teaching and research.



Prof. Dr. Khalid Mehmood
Acting Vice Chancellor,
University of the Punjab

Information Management: A way forward for future Researchers

The trainer discussed information management and how it is Empowering future researchers with efficient and effective strategies to navigate, evaluate, and utilize vast amounts of information, enabling them to stay at the forefront of their fields and drive impactful research outcomes.



Dr. Aqsa Shabbir
Director ORIC, Lahore
College for Women
University

Role of Multidisciplinary Research in Advancing SDGs

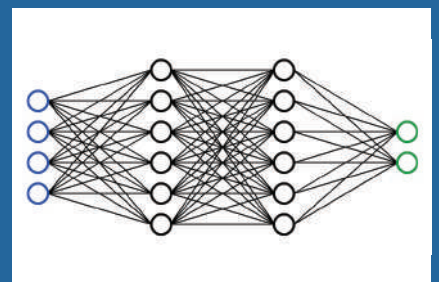
The trainer discussed the power of interdisciplinary collaboration and knowledge integration to address the complex challenges outlined in the Sustainable Development Goals (SDGs), fostering innovative solutions and driving sustainable development on a global scale.



Dr. Abdul Bais
Prof. at Regina University,
Canda/LUMS

Fundamentals of Deep Learning

The trainer discussed the core principles and techniques behind deep learning, unravelling the inner workings of neural networks, and equipping learners with a solid foundation for leveraging this powerful approach in various applications

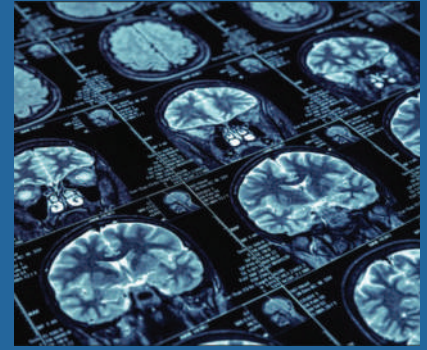




Dr. Rizwan Ali Naqvi
Assistant Professor,
Sejong University,
South Korea

AI and Medical Diagnostic: A Study on Deep Learning-Based Semantic Segmentation

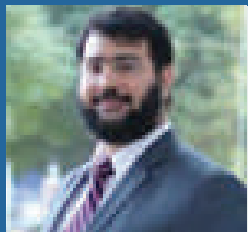
The trainer discussed AI and Medical Diagnostic and its potential of deep learning-based semantic segmentation for accurate and efficient medical image analysis.



Prof. Dr. M. Kamran
Vice Chancellor,
Muhamamd Nawaz Sharif
University of Engineering &
Technology, Multan

Complex engineering problems, **open-ended labs,** and **problem-based learning**

The open-ended labs for complex engineering problems provided faculty members a hands-on experience in tackling real-world engineering challenges. Participants engaged in problem-solving activities, and prototype development, allowing them to apply theoretical knowledge to practical situations.



Dr. Rab Nawaz Lodhi
Abylkas Saginov
Karaganda, Technical
University, Kazakhstan

Qualitative Data Analysis

The qualitative data analysis training offered comprehensive instruction to participants on analyzing qualitative data. Faculty members acquired the skills to conduct thorough coding, thematic analysis, and interpretation of qualitative data. The training equipped them with the expertise to effectively analyze and draw meaningful insights from their research findings.



Dr. M. Umer Azeem
ESSCA School of
Management

Publishing in Impact Factor Journals

The training provided faculty members with the necessary skills and knowledge to publish their research in high-impact factor journals. Participants learned effective strategies for manuscript preparation, selection of appropriate journals, navigating the peer review process, and enhancing the visibility and impact of their publications.

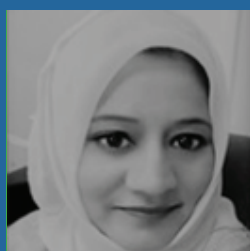




Data Management & Statistical Analysis by using SPSS

Dr. Danish Hassan
Assistant Professor,
Riphah International
University.

The trainer focused on guiding the researcher the art of data management and conducting comprehensive statistical analysis using the versatile SPSS software, empowering researchers to uncover meaningful patterns, relationships, and insights in their data.



Secondary Data Analysis using STATA

Dr. Nazima Ellahi
HOD, Department of
Economics, Foundation
University, Islamabad

The secondary data analysis training provided faculty members with the necessary skills to effectively analyze existing datasets. Participants learned techniques for data acquisition, data cleaning, and statistical analysis of secondary data. The training equipped them with the expertise to conduct rigorous research using pre-existing datasets, expanding the scope and impact of their studies.



Theoretical Framework

Dr. Shazia Nauman
HOD, Riphah International
University, Lahore

The theoretical framework training equipped faculty members with comprehensive knowledge and skills in developing and applying theoretical frameworks in their research. Participants gained insights into various theoretical perspectives, constructed conceptual frameworks, identified research gaps, and aligned their studies with established theories. The training enhanced their ability to establish a robust theoretical foundation for their research projects.



Proposal Pitch Competition

Superior University's Research Week 2022 had a 20-minutes Proposal Competition. The proposal pitch competition was inaugurated by Prof Dr Muhammad Naveed Babur. This was an exciting opportunity for budding researchers to present their research to senior researchers in the stipulated time in a bid for a grant from the Superior Impact Fund. A total of 17 proposals were pitched that were evaluated by a six-member jury.

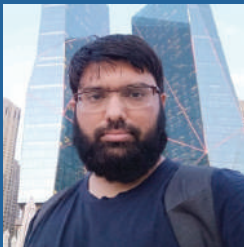
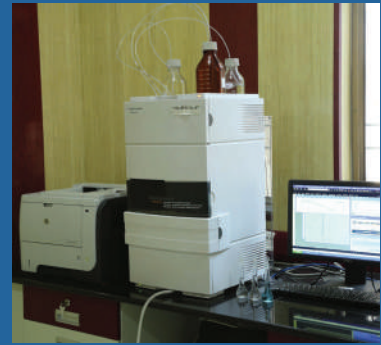




Dr. Muhammad Azeem Arshad
University of the Punjab

A Hands-on Training workshop on High Performance Liquid Chromatography

Participants gained hands-on experience and learned HPLC principles and techniques in the interactive training workshop.



Dr. Hasnain Javed
PhD Microbiology and
Molecular Genetics Punjab
AIDS Control

Biosafety and Biosecurity Training for Laboratory Personals

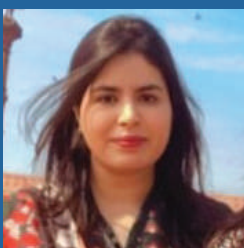
Laboratory personnel underwent comprehensive biosafety and biosecurity training to enhance their knowledge and practices.



Mubeen Arshad Awan
Quality Assurance Head at YUM
Group, Lahore

The Baking Brigade

Participants immersed themselves in “The Baking” workshop, learning various techniques and recipes for exquisite pastries and breads.



Ramsha Khan
MSC OT Canada

Occupational Therapy after Stroke: Using Canadian Stroke Best Practice

The training workshop explored occupational therapy techniques for stroke rehabilitation, emphasizing practical approaches and strategies.



Afzal Alam
MBBS, MSC, Audiological Medicine UK,
Consultant Audiologist

Management of Hearing Impaired Child Age 0-6 Years

The training workshop offered participants valuable insights and effective strategies for managing hearing-impaired children.

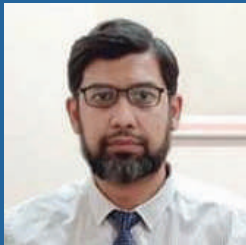
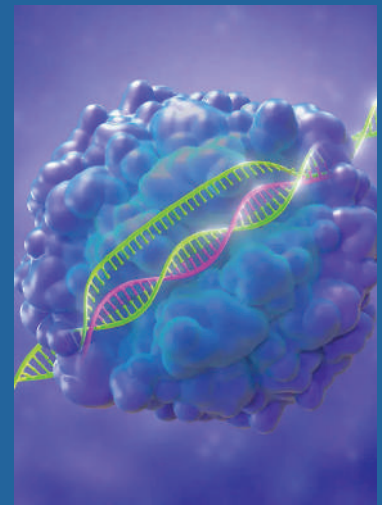




Professor Abdul Qayyum Rao
Centre of Excellence in Molecular Biology

A Hands-on Training workshop on Designing CRISPER/Cas Construct

The CRISPR training program provided faculty members with comprehensive instruction on the principles and applications of CRISPR-Cas9 technology. Participants learned the fundamentals of genome editing, including target selection, design, and delivery methods. They gained hands-on experience in CRISPR experiments, data analysis, and troubleshooting. The training equipped them with the necessary skills to harness the potential of CRISPR for precise genetic modifications and innovative research.



Dr. Ahsan Bilal
Blood Bank Incharge at Farooq Hospital

Industry Overview and Fundamentals of Transfusion Medicine

The training workshop provided participants with an industry overview and fundamental knowledge of transfusion medicine.



Dr. Faiz Ahmed Raza
Senior Research Officer
TB Research Centre

Advancement in the Diagnosis of Tuberculosis

The training workshop focused on the diagnosis of tuberculosis, equipping participants with essential skills and knowledge.



Ms. Madiha Maqsood
Clinical and Academic HOD of
Speech Therapy, PSRD PCRS

Paediatric Language Assessment & Management

The training workshop provided participants with comprehensive knowledge and practical skills for assessing and managing pediatric language disorders.





International Advanced Training on IP Management

Dr. Shafique Ahmed and Dr. Adnan Yousaf represented Superior University at an international advanced training on IP Management at COMSTech, Islamabad. This participation was part of the collaborative framework for research with leading national/international organizations under the Soar to Roar Strategy envisioned by the worthy Rector Prof. Dr. Sumaira Rehman.



Importance of registration of Patents for Academia



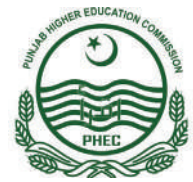
ORIC organized a Research Training titled "Importance of registration of Patents for Academia". Ms. Shakra Khurshi Senior Examiner of Patents; Focal person for IP Tribunal, Lahore, and National Coordinator

for Technology and Innovation Support Centres (TISCs) Network was the trainer of this Training. The aims of the training were to introduce Intellectual Property laws (Patent, trademark, copyright and Design), Patent System-salient features of the Patent Ordinance, 2000, and the Process of registration of patents in Pakistan.



Intellectual Property and Patent Filing

Nineteen (19) faculty members from across 13 faculties were invited by Punjab Higher Education Commission (PHEC) in a one-day Continuing Professional Development training program on "Intellectual Property and Patent Filing" at Arfa Software Technology Park. Chairperson PHEC Prof. Dr. Shahid Munir inaugurated the training.



Ms. Shakra Khurshid, Sr. Examiner of Patents at IPO delivered the training session. The aim of the training was to equip participants with the knowledge and skills necessary to navigate the patent application process, protect their intellectual property, and enforce their IP rights.



The Supporting Women in Science Program is an innovative research capacity-building program for early-career researchers. The program is designed to support and empower women in science, technology, engineering, and mathematics (STEM) disciplines, and to create a more equitable and inclusive research environment. The following faculty members have been selected in this program.



Ms. Fariha Ambreen Ch.
Assistant Professor and Program Leader Speech-Language Pathology Faculty of Allied Health Sciences



Ms. Hina Gull
Program leader and lecturer of the Department of Mass Communication Faculty of Social Science



Ms. Tayyaba Farhat
Senior Lecturer of Department of Software Engineering, Faculty of Computer Science, and Information Technology



Ms. Sanya Abdullah
Lecturer of Department of Information Technology, Faculty of Computer Science, and Information Technology



Ms. Fatima Riaz
Lecturer of Department of Information Technology, Faculty of Computer Science and Information Technology

Supported by:



SEMINARS AND WEBINARS SERIES

Superior University's Research Week 2022 had a dedicated focus on series of Research Seminars. These seminars touched upon the themes of knowledge integrity, standardization and monetisation of academic research projects, and industry-academia collaborations.

Strategic Research Themes and Importance of Collaborative Research Opportunities

Prof. Dr. Syed Jawad – from Lahore University of Management Sciences led the session titled Strategic Research Themes and Importance of Collaborative Research Opportunities. Dr. Jawad illustrated the value of combining academic expertise and resources to tackle bigger and more complex scientific questions.



Prof. Dr. Syed Jawad
Lahore University of Management Sciences

Role of multidisciplinary research in advancing SDGs

Following the conclusion of the competition, Dr. Aqsa Shabbir – Director, ORIC, Lahore College of Women University led a training session on the Role of Multidisciplinary Research in Advancing SDGs.



Dr. Aqsa Shabbir
Director, ORIC, Lahore College of Women University

Cultivating Industry-Academia Linkages

Dr. Amjad Riaz—CEO, Metro City Lab Lahore – led this illuminating session. Mr. Riaz accentuated the critical role that industry-academia linkages can play to promote innovative research leading to market-oriented products and technology development.



Dr. Amjad Riaz
CEO, Metro City Lab

The Art of Patenting – From a Scientist's Perspective

Dr. Arfan Ali – Lead Scientist, Four Brothers Group – led the session titled The Art of Patenting – From a Scientist's Perspective. Dr. Arfan underscored the basic requirements of securing a patent and how industrial applicability play a crucial role in securing one.



Dr. Arfan Ali
Lead Scientist, Four Brothers Group

Research Colloquia to build Research Network

Superior University arranges formal online sessions for scholars, faculty members, researchers, where experts and professionals engage in intellectual discussions, present their research, exchange ideas, and share knowledge in a specific field of study or discipline.



Scope of Research Integrity; Support of Educational Strategies for Research Practices

Dr. Natalie Evans

Assistant Professor
Vrije Universiteit Amsterdam

The colloquium focused on promoting ethical conduct, transparency, and accountability in research, while supporting educational strategies to cultivate sound research practices and foster a culture of integrity.

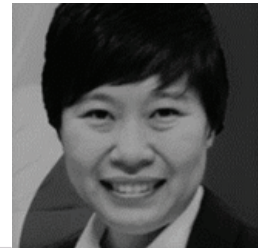


Selection, Development & Validation of Scales in Quantitative Research

The colloquium focused on a comprehensive exploration of techniques and best practices for selecting, developing, and validating scales in quantitative research, ensuring robust measurement and accurate data collection.

Dr. Tan Fee Yean

Associate Professor, School of Business
Management, College of Business, University
Utara Malaysia



Journal Indexing and how to Improve Citation Index

Dr. Jalal Rajeh Hanaysha

Assistant Professor at Skyline University
College, Sharjah, UAE

The colloquium focused on unravelling the intricacies of journal indexing and unveiling strategies to improve citation index, empowering researchers to enhance the visibility, impact, and reach of their scholarly publications.



Publish or Perish

The colloquium focused on navigating the competitive landscape of academia by emphasizing the significance of consistent scholarly publishing as a key factor for career advancement and academic success.

Dr. Ajim Udin

Assistant Professor at Martin Tuchman
School of Management at NJIT, USA



Outcome-Based Education System

Dr. Khalil Khan

Assistant Professor at the Institute of
Applied Sciences & Technology, Haripur

The colloquium focused on student-centered approach that focuses on defining clear learning outcomes, aligning teaching strategies and assessments to those outcomes, and fostering holistic development to ensure learners acquire the necessary skills and knowledge for real-world application.





Increasing Rigor in Empirical Research: Some updated guidelines

The colloquium focused on updated guidelines to enhance the quality, reliability, and validity of empirical research through rigorous methodological approaches, robust data collection and analysis, and transparent reporting practices.

Prof. T. Ramayah
Professor, School of Management,
Universiti Sains Malaysia



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Selection of Journals for Publication & Journals Indexing



Dr. Seden Dogan
Associate Professor,
Ondokuz Mayıs University, Turkey

The Colloquium focused on selecting journals for publication by considering factors such as the journal's scope, reputation, impact factor, peer review process, and relevance to the research topic. To get access to databases, such as Web of Science, Scopus, PubMed, or Google Scholar, this increases their visibility and accessibility to researchers.



Art of Publications

The colloquium focused on nurturing innovation and knowledge dissemination through the meticulous crafting and impactful presentation of research findings in diverse academic disciplines.

Dr. Cihan Cobanoglu
Professor, School of Hospitality and
Tourism Management (SHRM),
University of South Florida



Agile Management and Self Organized Teams



Ms. Maria Trumpfheller
Staff Development Management,
Metafinanz GmbH, Munich, Germany

The colloquium focused on empowering organizations to embrace flexibility, collaboration, and autonomous decision-making for enhanced productivity and innovation.



Research Proposal Writing (Qualitative & Quantitative Research Design)

The colloquium focused on Guiding researchers the art of formulating, compelling and rigorous research proposals, adept in both qualitative and quantitative research design, to pave the way for impactful academic investigations.

Dr. Awais Saleem
Professor, LAMAR University, Texas



Medical Device Development & Regulatory Requirements to Access the International Market



Mr. Martin Von Ruden
Regulatory Affair Manager, from
Kettenbach Gmb H& co. KG, Germany

The colloquium focused on guiding researchers to navigate the intricate landscape of international markets by understanding the intricacies of medical device development and meeting regulatory requirements for successful market access.



Role of Technology in Research

The colloquium focused on Expanding possibilities, accelerating discoveries, and revolutionizing methodologies across diverse disciplines for unprecedented advancements and innovation.

Dr. Mathivannan Jaganathan
Senior Lecturer, University Utara
Malaysia



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.

Shaping the future of healthcare and defense using MEMS Chip Technology



Dr. Shafaat Ahmed Bazaz
Director, ORIC

We are proud to share that Dr. Shafaat Ahmed Bazaz, Director ORIC is a seasoned professional with a remarkable 23 years of experience and expert in the field of Chip Design, MEMS (Micro electromechanical systems) and Bio-Medical instruments. His exceptional skills and research acumen have been recognized and rewarded with an impressive 142.3 million R&D fundings. Prof. Dr. Shafaat Ahmed Bazaz, the driving force behind cutting-edge research in Chip Design and Bio-Medical instruments, is making significant contributions to shape the future of healthcare and defence sector.



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Developing method for diagnosis of Brain tumors using adaptive noise filtering and statistical features



Dr. Arfan Jafar
Dean, Faculty of Computer Science and Information Technology

In a groundbreaking leap, researchers at Superior under Dr. Arfan Jafar developed a revolutionary method for recognizing brain tumors. By employing adaptive noise filtering and statistical features, they created a precise diagnostic tool, enabling early detection and accurate treatment.

Developing hydrogel to repair damaged bones



Dr. Syed Ahmed Shah
Assistant Professor,
Faculty of Pharmacy

We are proud to share that Dr. Syed Ahmed Shah, Assistant Professor, Faculty of Pharmacy is developing an efficient solution for bone tissue repair funded by the PASIFIC Marie Skłodowska-Curie, Polish Academy of Sciences, Poland. He is using cutting-edge hydrogel Technology to repair bone fractures. This research will improve the quality of life for countless individuals.

2D materials for photonics to improve power distribution system



Dr. Saif ur Rehman
Assistant Professor,
Faculty of Engineering & Technology

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.

Developing milk testing paper strips



Dr. Hina Zain
Assistant Professor,
Department of Biological Sciences

We are proud to announce that Dr. Hina Zain Assistant Professor, Department of Biological Sciences is developing a low-cost milk quality testing kit supported by the internal grant of the Superior University - Superior Impact Fund (SIF). She is developing paper strips That can be used at home easily. This is a significant step forward in our efforts to create a cost-efficient milk-testing paper strip.



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Artificial Intelligence (AI) and Internet of Things (IoT) expert has developed an effective COVID-19 diagnosis system



Dr. Muhammad Arif
Assistant Professor,
Faculty of CS & IT

In a game-changing move, a team of experts harnessed the power of machine learning and IoT to create an efficient COVID-19 diagnosis system in smart hospital environments. This innovative solution streamlined testing processes, improved accuracy, and facilitated timely interventions, ultimately contributing to the fight against the pandemic.

We have now 1 Patent,
3 copyrights and 6
trademarks as intellectual
property



Research Commercialization

Innovate to Elevate: Unleashing Research's Commercial Potential

Superior University fosters a vibrant research culture by promoting commercialization through spin-offs, licensing, and consultancies, thus facilitating the transformation of research outcomes into successful ventures.

Superior University's Spin-offs

Superior University has established a mechanism for establishing IP based Spin-off companies to transform research outcomes into successful commercial ventures. To develop Spin-offs, expertise and existing resources of ORIC are supplemented with university / group-wide resource entities comprising ID92 and Infinite Scaleup. We are proud to share our following spin-offs:



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



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



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



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



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



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



Consultancy

ORIC has prepared a Consultancy Manual, a comprehensive guide empowering faculty to effectively commercialize their intellectual properties through consultancy services.



Licensing

ORIC presents the Licensing Manual, an invaluable resource empowering faculty to commercialize their intellectual properties effectively and navigate the licensing process successfully.

Globally Empowered: Fostering International Collaboration in Research

Superior University takes great pride in its international footprint in area of research. Currently, our researchers collaborated and published research papers with authors from 42 countries.

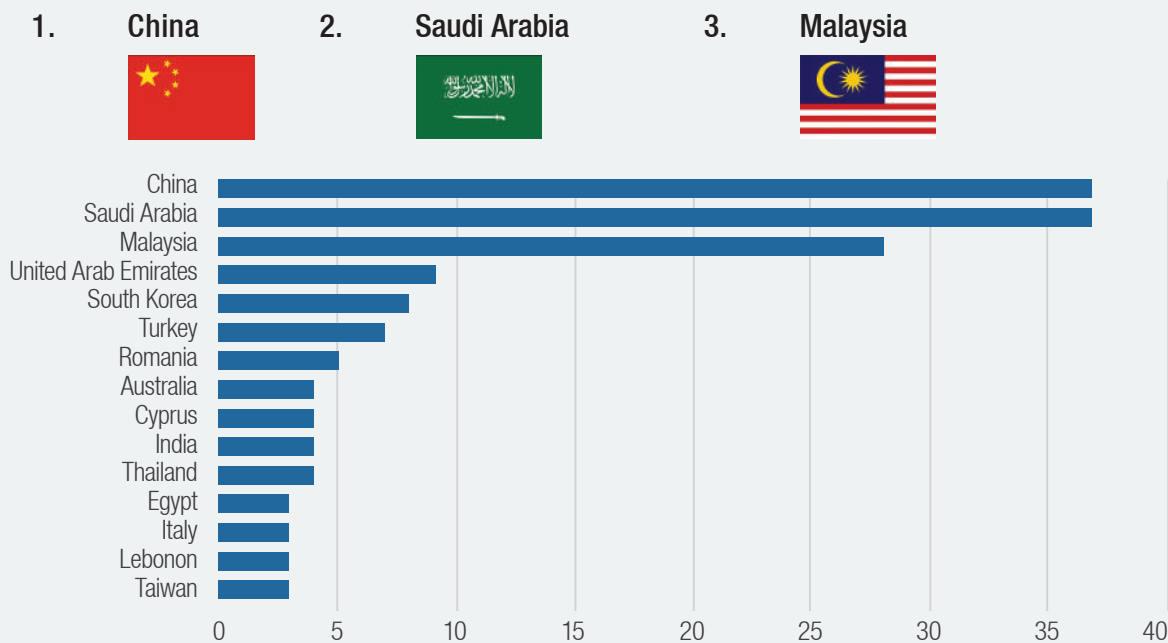


Figure 09: Collaborations in Research



International Fundings

Researchers at the Superior University have explored and won international funding to support their innovative research ideas and deliver socio-economic impact of their research around the world.

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.

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.

Revolutionizing the Research Landscape with Specialized Funded Research Projects

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.

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.



Dr. Mustafa Shakir
Associate Professor,
Faculty of Engineering
and Technology

Funded by:



Higher Education Commission of Pakistan

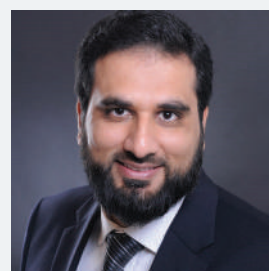
Real Time Data Acquisition and Remote Monitoring of Patient's Vital Signs in ICU using Internet of Things (NRPU-HEC) – 6.9 Million PKR

Funding Highlights:

- Awarded to Dr Mustafa Shakir – Associate Professor at Faculty of Engineering and Technology
- This 3 year long project shall deliver advanced technologies to enhance the monitoring and care of patients in the Intensive Care Unit (ICU).

SARS-COV-2 RNA extraction using silica coated Iron oxide nanoparticles for rapid and cost effective COVID-19 testing

SARS-CoV-2 RNA extraction is a critical step in the process of COVID-19 testing. It involves isolating and purifying the genetic material of the virus from patient samples for subsequent analysis and detection. The project "SARS-CoV-2 RNA extraction using silica-coated iron oxide nanoparticles for rapid and cost-effective COVID-19 testing" focuses on developing an innovative method to improve the efficiency and affordability of this extraction process.



Dr. Abdul Qadir Shah
Assistant Professor
Faculty of Allied
Health Sciences

Funded by:



National Institutes of Health (NIH)

NIH funded this project "SARS-COV-2 RNA extraction using silica coated Iron oxide nanoparticles for rapid and cost effective COVID-19 testing" worth 1.69 million PKR.

Funding Highlights:

- Awarded to Dr Abdul Qadir Shah –Assistant Professor at Faculty of Allied Health Sciences
- This is 2 year long project which shall develop an innovative method to improve the efficiency and affordability of extraction of SARS-COV-19.

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.



Dr. Saif ur Rehman
Assistant Professor,
Faculty of Engineering
and Technology

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.

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

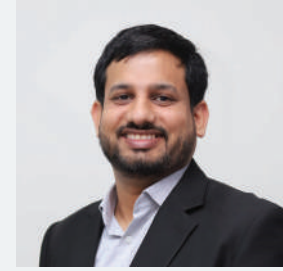
- Awarded to Dr. Syed Ahmed Shah – Assistant Professor at Faculty of Pharmacy
- This is 3 year long project which shall develop innovative approach to bone tissue engineering using biopolymer-based enzyme-mediated fast in situ injectable hydrogels laden with curcumin nanocrystals.



Dr. Syed Ahmed Shah
Assistant Professor,
Faculty of Pharmacy

Market Segmentation of Tourism based on Religious Motivation: A case study of Pakistan

The market segmentation of tourism based on religious motivation is a case study focused on understanding and categorizing tourists who visit Pakistan with religious intentions. Pakistan is a country known for its rich religious heritage, attracting a significant number of domestic and international visitors seeking spiritual experiences and pilgrimage.



Dr. Muhammad Haris
Controller of Examinations

Funded by:



Foundation University Islamabad

FUI funded this project on Market Segmentation of Tourism based on Religious Motivations: A Study of Pakistani Market worth 0.47 million PKR.

Funding Highlights:

- Awarded to Dr Muhammad Haris – Controller of Examinations
- This is 1.5 years long project which focus on understanding and categorizing tourists who visit Pakistan with religious intentions.

Industry Funded Contract Research Project

Experimentally Induced Thermostability Through Epigenetic Mutations in Bifidobacterium

“Experimentally Induced Thermostability Through Epigenetic Mutations in Bifidobacterium” is a third party contract research project focused on enhancing the thermotolerance of Bifidobacterium, a beneficial bacterium commonly found in the human gut microbiota. The project aims to investigate the effects of epigenetic mutations on the heat resistance of Bifidobacterium strains and explore the potential applications in various industries, such as food and pharmaceuticals.



Dr. Shafique Ahmed
Assistant Professor/
Manager, Innovation
and Commercialization
(ORIC)

Funding Highlights:

- Awarded to Dr. Shafique Ahmed – Assistant Professor / Manager, Innovation and Commercialization (ORIC)
- This is 1.5 years long project aims to investigate the effects of epigenetic mutations on the heat resistance of Bifidobacterium strains and explore the potential applications in various industries, such as food and pharmaceuticals.

Centre for Multidisciplinary Research & Innovation



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



ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Our Focused Research Areas



Biomedical Lab

Micro Controller, Sensors, Design Software & 3D Printer

Robot Corner

Nao Robot, Manipulator & Robotic Kits



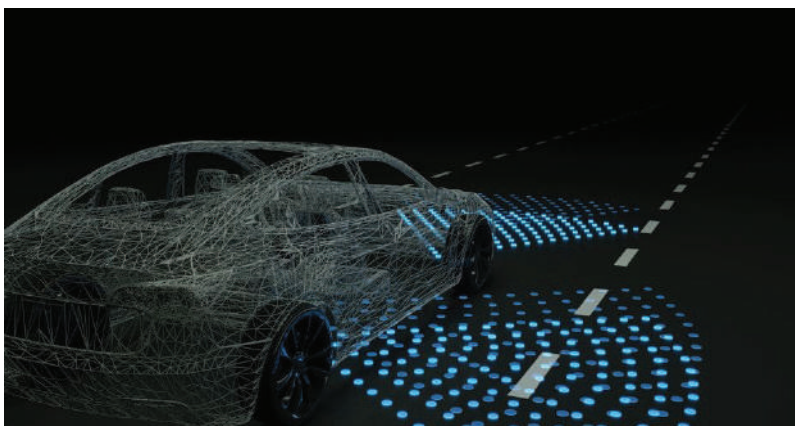
Animal Lab

Temperature controlled room & Artificial Intelligence based camera system



Drone Lab

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

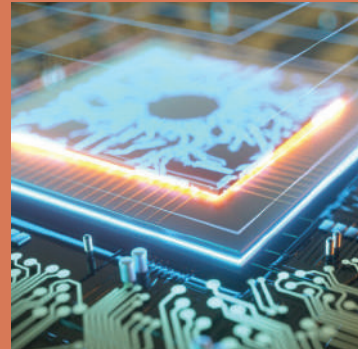


Driverless Cars

AI based Programmable Autopilot Car with Racing Track

Chip Design Lab

MEMS for Inertial Navigation & Biomedical Equipment



Multidisciplinary Research Groups

ORIC at 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)'.

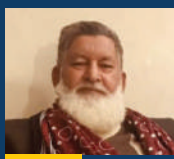
“MDRCW is now facilitating more than 47 multidisciplinary research groups to execute 32+ projects in 45 labs.”

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

Our Leading Multidisciplinary Research Groups

Superior University has taken initiative of developing Multidisciplinary Research Groups as collaborative teams exploring diverse fields to drive innovation.

Superior Laboratory Animals Health & Mobility Monitoring System - SLAMMS



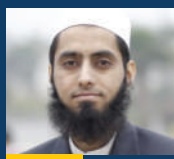
PROF. NASEEM SAUD AHMAD

ANMC



DR. MANZOOR ELLAHI

Assistant Professor, Faculty of Engineering & Technology



DR. ZEESHAN

Demonstrator Department of Pharmacology

AREA: PHARMACOLOGY AND PHARMACEUTICAL SCIENCES

Development of Infusion Pump



DR. ADNAN YOUSAF

HOD, Faculty of Engineering & Technology



DR. NASIR IQBAL

Professor, ANMC



DR. HAMAYUN KHAN

Assistant Professor, Faculty of CS & IT

AREA: BIOMEDICAL INSTRUMENTS, IMPORT SUBSTITUTION OF MEDICAL INSTRUMENTS

Drug Reaction Control



PROF. DR. ZAHID LATIF

Pharmacology, ANMC



DR. AYESHA JAMIL

Skin Specialist, ANMC

AREA: PHARMACOKINETICS, PHARMACOLOGY, SKIN DISEASES

Artificial Intelligence Based Software Application Development for Racial Profiling



DR. USMAN SANA

HOD, AZRA NAHEED DENTAL COLLEGE



DR. SOHAIL MASOOD BHATTI

Head of Research, Faculty of CS & IT

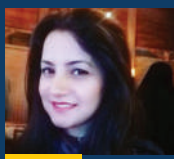


DR. AQEEL

Assistant Professor, Faculty of CS & IT

AREA: ARTIFICIAL INTELLIGENCE, BIG DATA, RACIAL PROFILING, DATA ANALYTICS

Biomedical Instrumentation



DR. HIRA ASGHAR

HOD, ANDC



DR. JUNAID ZAIDI

Assistant Professor, Department of Physics & Mathematics

AREA: MEDICAL INSTRUMENTS, HOSPITAL AUTOMATION

Crowd safety simulation for sensitive locations



DR. DANISH IRFAN
COMPUTER SCIENCES



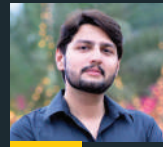
DR. ARFAN JAFFAR
COMPUTER SCIENCES

AREA: CROWD SAFETY SIMULATION FOR SENSITIVE LOCATIONS

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



DR. IRFAN-UD- DIN
COMPUTER SCIENCES



DR. HAMAYUN KHAN
COMPUTER SCIENCES

AREA: AN ENERGY EFFICIENT DYNAMIC POWER MANAGEMENT SCHEDULING...

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



MS ARSHIA
COMPUTER SCIENCES



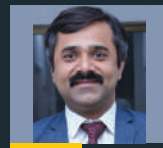
DR. IRFAN UD DIN
COMPUTER SCIENCES

AREA: COVID-19 VARIANTS PREDICTION'S SYSTEM BASED ON ENVIRONMENTAL FACTORS

Blockchain and Federated Learning based Intelligent Cyber-Attack Prediction & Prevention System (BCFL-ICAPPS)



DR. SHEERAZ AKRAM
COMPUTER SCIENCES



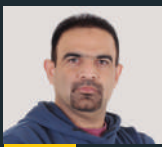
DR. ADNAN YOUSAF
COMPUTER SCIENCES



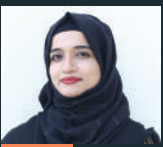
GOHAR MUMTAZ
COMPUTER SCIENCES

AREA: BLOCKCHAIN AND FEDERATED LEARNING BASED INTELLIGENT CYBER-ATTACK...

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



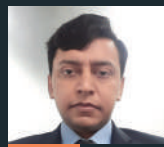
DR. SHEERAZ AKRAM
COMPUTER SCIENCES



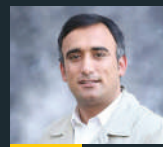
TAYYABA FARHAT
COMPUTER SCIENCES

AREA: MULTI-MODAL IDENTIFICATION OF AUTISM SPECTRUM DISORDER & SOCIAL SKILL TUTOR

Smart sound based early fault detection system for vehicles



DR. DANISH IRFAN
COMPUTER SCIENCES



DR. IRFAN-UD-DIN
COMPUTER SCIENCES

AREA: SMART SOUND BASED EARLY FAULT DETECTION SYSTEM FOR VEHICLES

Smart sound based early fault detection system for vehicles



DR. SOHAIL MASOOD BHATTI
COMPUTER SCIENCES



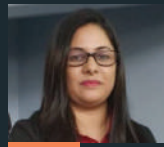
DR. ADNAN YOUSAF
COMPUTER SCIENCES



MR. FAWAD MASIM
COMPUTER SCIENCES

AREA: SMART SOUND BASED EARLY FAULT DETECTION SYSTEM FOR VEHICLES

Lung cancer detection using computational intelligence techniques



DR. TEHREEM MASOOD
COMPUTER SCIENCES



DR. ARFAN JAFFAR
COMPUTER SCIENCES



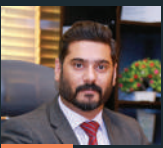
IFTIKHAR NASEER
COMPUTER SCIENCES

AREA: LUNG CANCER DETECTION USING COMPUTATIONAL INTELLIGENCE TECHNIQUES

Fraud detection in Health Insurance Claims Using Machine Learning Techniques



DR. ARFAN JAFFAR
COMPUTER SCIENCES



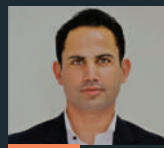
DR. SAMI ULLAH BAJWA
COMPUTER SCIENCES



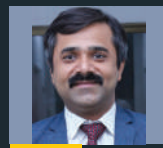
DR. SOHAIL MASOOD BHATTI
COMPUTER SCIENCES

AREA: FRAUD DETECTION IN HEALTH INSURANCE CLAIMS USING MACHINE LEARNING TECHNIQUES

Novel Efficient and Secure Data Transmission Framework for IoT Environment



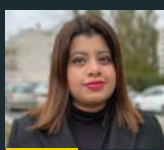
DR. DANISH SHEHZAD
COMPUTER SCIENCES



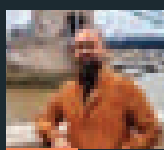
DR. ADNAN YOUSAF
COMPUTER SCIENCES

AREA: NOVEL EFFICIENT AND SECURE DATA TRANSMISSION FRAMEWORK FOR IOT ENVIRONMENT

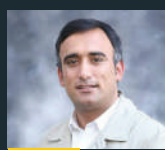
Smart meter for energy management of residential homes powered by AI



DR. MOOMAL QURESHI
COMPUTER SCIENCES



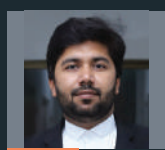
DR. MUHAMMAD REHAN USMAN
COMPUTER SCIENCES



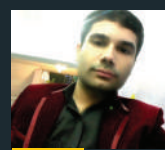
DR. IRFAN-UD-DIN
COMPUTER SCIENCES

AREA: SMART METER FOR ENERGY MANAGEMENT OF RESIDENTIAL HOMES POWERED BY AI

Charging of Electric Vehicles Using Parking Lots



DR RAO MUHAMMAD ASIF
ELECTRICAL ENGINEERING



DR SYED ASAD ALI NAQVI
ELECTRICAL ENGINEERING



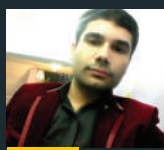
DR. SAIF UR REHMAN
ELECTRICAL ENGINEERING

AREA: CHARGING OF ELECTRIC VEHICLES USING PARKING LOTS

Malaria Detection using Open Microscope and Deep learning



DR. MUSTAFA SHAKIR
ELECTRICAL ENGINEERING



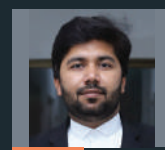
DR SYED ASAD ALI NAQVI
ELECTRICAL ENGINEERING

AREA: MALARIA DETECTION USING OPEN MICROSCOPE AND DEEP LEARNING

Design and Construction of a Motorbike using solar hybrid electric vehicle (SHEV) technology



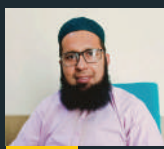
DR. SAIF UR REHMAN
ELECTRICAL ENGINEERING



DR RAO MUHAMMAD ASIF
ELECTRICAL ENGINEERING

AREA: DESIGN AND CONSTRUCTION OF A MOTORBIKE USING SOLAR HYBRID ELECTRIC VEHICLE...

Therapeutic Potential of epoxyeicosatrienoic acid (EETS) mimetic in cardiovascular, obesity and diabetes



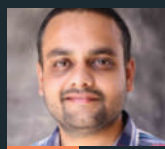
DR SHAFIQ ALI SHAH
PHARMACY



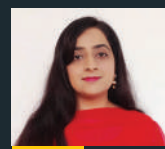
DR. SONIA TARIQ
PHARMACY

AREA: THERAPEUTIC POTENTIAL OF EPOXYEICOSATRIENOIC ACID (EETS)

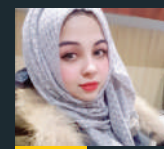
Formulation and commercialization of the anti-hypertensive herbal tea



DR. SYED.M. AUN
PHARMACY



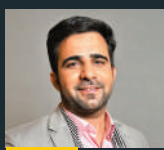
DR. KANWAL ASHIQ
PHARMACY



DR. SANIA MUNEEER
PHARMACY

AREA: FORMULATION AND COMMERCIALIZATION OF THE ANTI-HYPERTENSIVE HERBAL TEA

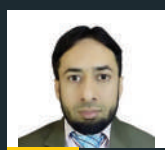
Development of bioactive polysaccharide-based injectable biomaterials for enhanced bone tissue regeneration



SYED AHMED SHAH
PHARMACY



DR. RASHIDA PARVEEN
PHARMACY



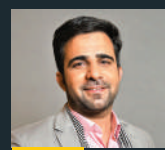
MUHAMMAD TAHIR
PHARMACY

AREA: DEVELOPMENT OF BIOACTIVE POLYSACCHARIDE-BASED INJECTABLE BIOMATERIALS

Biopolymer based osteoplastic for the regeneration of cartilage tissue



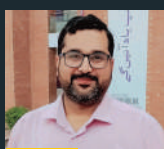
DR. SONIA TARIQ
PHARMACY



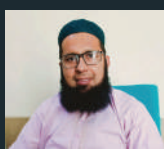
SYED AHMED SHAH
PHARMACY

AREA: BIOPOLYMER BASED OSTEOPLASTER FOR THE REGENERATION OF CARTILAGE TISSUE

Biomaterial for bone tissue engineering



HAFIZ MUHAMMAD IDREES KHAN
PHARMACY



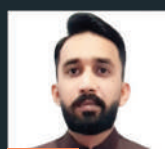
DR. SHAFIQ ALI SHAH
PHARMACY



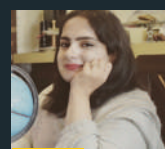
DR. SYED AHMED SHAH
PHARMACY

AREA: BIOMATERIAL FOR BONE TISSUE ENGINEERING

Development, characterization and commercialization of gluten free durum wheat pasta for diabetic and celiac disease patients



DR. MUHAMMAD ADNAN HAFEEZ
ALLIED HEALTH SCIENCE



QURAT UL AIN SHAH
ALLIED HEALTH SCIENCE



DR. RASHIDA PERVEEN
ALLIED HEALTH SCIENCE

AREA: DEVELOPMENT, CHARACTERIZATION AND COMMERCIALIZATION...

Beyond Boundaries: Amplifying Knowledge on Different Platforms

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 11 Journals out of which 6 journals are recognized by the HEC Journal Recognition System (HJRS) has published their issues. At present, Superior University publishes the following journals:



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: 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: Prof. Dr. Sumaira Rehman

International Journal of Research in Economics and Commerce

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
- Occupational Therapy
- Orthotics & Prosthetics
- Rehabilitation Medicine
- Exercise Physiology & others

Chief Edit: Dr. Mustafa Shakir

International Journal of Sciences and Emerging Technologies

Areas

- Electrical Engineering
- Power Engineering
- Power Electronics
- HVDC Transmission System
- Environmental Engineering & others



ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Chief Edit: Prof. Dr. Sumaira Rehman

International Journal of Business and Finance Implications

HEC Recognized

Areas

- Accounting • Banking • Behavioral Finance
- Business Intelligence and Strategy
- Business Model Innovation & others

Chief Editor: Dr. Abubakar Munir

International Journal of Pharmacy and Integrated Health Sciences

HEC Recognized

Areas

- Pharmaceuticals • Clinical Pharmacy and Therapeutics
- Pharmaceutical Chemistry • Pharmacogenomics
- Nanotechnology and Nanomedicine & others

Chief Editor: Dr. Sajid Hussain

Journal of Media and Entrepreneurial Studies

HEC Recognized

Areas

- Media Entrepreneurship • Social Media and Entrepreneurship,
- Entrepreneurship Education for Film and Media Arts
- Independent News Media Firms • Media And Women Entrepreneurship & others

Chief Edit: Prof. Dr. Muhammad Zahid Latif

South Asian Journal of Medical Sciences

HEC Recognized

Areas

- Health Care • Medical Education • Patient Management
- Quality In Health Care • Including Basic Subjects & others

Chief Editor: Prof. Dr. Sumaira Rehman

Journal of Entrepreneurship and Business Venturing

HEC Recognized

Areas

- Entrepreneurship • Entrepreneurship & family businesses
- Profit maximization • social entrepreneurship
- Entrepreneurial marketing & others

Chief Editor: Dr. Danishwar Malik

Superior Law Review

HEC Recognized

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

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 will serve as a tool to bridge industry-academia gap and promote insights and best practices of Pakistani business leaders.

Contribution to evidence based Policymaking

Driving positive change through collaborative policymaking, our university proudly joins hands with the government to provide valuable input on policy decisions. From education reform to sustainable development, we actively contribute our expertise and research insights to shape policies that benefit society. Together, we're forging a brighter future through the fusion of academia and governance.

Superior University undertook consultation activities with key stakeholders, on various policy drafts, namely the Policy on Domestic Commerce by the Ministry of Commerce, the Convention on Biological Diversity (CBD) by the Ministry of Climate Change, Post Graduate Education Policy by the Higher Education Commission (HEC) and National Artificial Intelligence Policy by Ministry of Information Technology & Telecommunication.

Government of Pakistan, through its different ministries including Ministry of Commerce, Ministry of Climate Change and Ministry of Education considered and adopted its consultative recommendations and suggestion.



Research Communication

We are pleased to report that our efforts to celebrate the achievements of our talented research community have been successful. As part of our ongoing commitment to recognizing excellence, we have established a systematic process for featuring researchers on various platforms. Notably, we regularly showcase their accomplishments on university official pages, the ORIC website, and the covers of our newsletter magazine.

Featuring researchers on university official pages has proven to be an effective means of highlighting their significant achievements. This visibility not only recognizes their individual successes but also promotes their work to a broader audience within the university community. By providing a platform for their accomplishments, we have created a culture that values and acknowledges the contributions of our researchers.

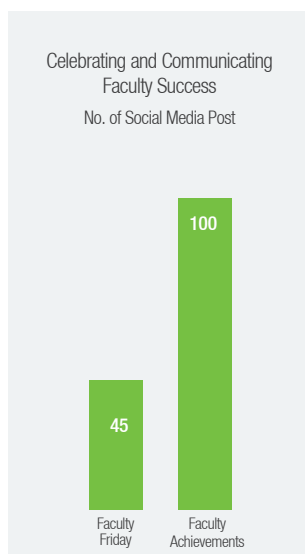


Figure 10: Celebrating and Communicating Faculty Success

Furthermore, featuring our researchers on the covers of our newsletter magazine has been met with great enthusiasm. The visually appealing covers serve as a vibrant representation of the remarkable work being conducted by our talented individuals. This recognition not only instills a sense of pride among our researchers but also inspires others to strive for excellence.

Overall, our commitment to celebrating the achievements of our research community through these platforms has yielded positive outcomes. It has created a culture of appreciation, motivation, and recognition, fostering an environment where researchers feel valued and inspired to continue their groundbreaking work. Further more we celebrate faculty success by publishing faculty achievement and faculty friday social media posts.

Ensuring Student Success at Postgraduate Level

In pursuasion of our committment to ensure student success at postgraduate level and expand the knowledge frontiers Superior University has launched a Directorate of Postgraduate Studies (DOPS). The directorate will build capacity, expand horizons, empower scholars, unlock their limitless research potential, to make knowledge based contributions towards sustainable communities.

The Directorate is envisaged to function as a central platform for improving rigour and quality of research in postgraduate programs through standardised policies, processes, and governance mechanisms across the university. The Directorate will work with Deans and other stakeholders to ensure compliance to HEC guidelines and university policies for postgraduate research, and facilitate students in producing high quality research and timely completion of their degrees.

The Directorate undertook the following interventions during the year:

Policy of Publication for postgraduate students

MS/MPhil and PhD programs play a critical role in promoting research by providing students with the skills, knowledge, and opportunities necessary to conduct original research and make significant contributions to their respective fields of study. In leading international universities, it is common for

postgraduate students to be required to publish papers in peer-reviewed journals as part of their degree requirements. Accordingly, DOPS devised a new policy that requires MS/Mphil and PhD students to publish one and three SCOPUS listed publication during their course of studies, respectively. Publications will demonstrate that the students have made a significant contribution to their field of study and add to the credibility of our postgraduate programs.

Review of Postgraduate Programs

DOPS in collaboration with Quality Enhancement Cell undertook a comprehensive review of all postgraduate programs being offered by the university. The purpose of the review was to take stock of the preparation of respective program leaders for HEC's program review, identify areas of improvement and devise a cohesive strategy for further improvement of the programs.

Functions of the directorate of postgraduate studies (DOPS)

1. Capacity building of postgraduate students through a rigorous Freshman program – Research Edge, and continuous trainings, seminars, workshops and colloquiums etc.
2. Standardization of policies, processes, governance mechanisms, and documentation across student journey
3. Digitalization of the processes and documentation
4. Improving governance through coordination with Deans, Registrar Office, Admission Office, Quality Enhancement Cell, Office of Controller Examination, Office of Engagement and Co-creation, Office of Research, Innovation, and Commercialization and other stakeholders for ensuring quality and timely completion of the degrees
5. Monitoring and Evaluation of the implementation of devised policies, processes, and research targets
6. Celebration of the achievements of postgraduate students through rewards and recognition

Standardization of Postgraduate Programs Governance System

Superior university is committed to facilitate students with a governance system that removes procedural delays and hurdles throughout the student journey, ensure transparency and standardization of the procedures across

all faculties and programs, and pave the way to timely completion of the degrees. Through a consultative process, DOPS developed journeys for MS/Mphil and PhD students, identifying key milestones, Standard Operating Procedures, and requisite form/templates for each step. In the next phase the entire procedure will be managed through online portal, making it a digital governance system.

Research Edge Program

The Research Edge is a research capacity building program designed to equip postgraduate students of Superior University with the necessary knowledge, skills, and competencies before commencement of their regular classes.

The specific objectives of the program include providing students with orientation of our research governance system, augment their research and communication skills, foster collaboration and networking, promote ethical research practices, and enhance research productivity.

Under Research Edge seasoned scholars provide following four hands-on trainings to all MS/MPhil and PhD students before commencement of their first semester.

1. Orientation of Superior Research Culture and Resources
2. Research Databases and Journal Ranking System
3. Literature Search and Management
4. Indexing, Plagiarism, Thesis/Paper Formatting and data analysis software



Superior Information Resource Center

SUPERIOR INFORMATION RESOURCE CENTRE:

Facilitating Research at Superior

SIRC
Superior Information Resource Centre



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NATIONS SUSTAINABLE
DEVELOPMENT GOALS

SIRC is a comprehensive and cutting-edge hub of knowledge and resources. With a mission to empower individuals with access to latest research and knowledge, the center provides a wide range of materials and services to our undergraduate and postgraduate students. From an extensive collection of books, journals, and digital resources to state-of-the-art technology and research tools, the center serves as a gateway to creation of knowledge that resolve industry problems and fosters innovation and commercialization of ideas.

Superior Information Resource Center (SIRC) is a combination of Libraries established at Main Campus, Gold Campus, City Campus, and Law Campus with the objective to facilitate and fulfill the learning needs of the students and faculty.

The SIRC has more than 32000 printed books and access to thousands of online and digital resources. The Information resources cover Medical, Dentistry, Pharmacy, Allied Health Science, Engineering, Aviation, Art and Design, Computer Science, Law, Business, Economics, Mass Communication, Agriculture, and Social Sciences related digital and print resources.

The SIRC has been redesigned to deliver training to students, faculty, and staff on the effective use of Online Public Access Catalogue (OPAC), digital and electronic resources, and bibliometric research applications. Convenient WIFI service has been made available to access all subscribed digital resources. The explosion of information enables a common user to learn search techniques; thus, the SIRC is more central to learning such techniques than ever before.

8 Digital Library Databases **2,422,874** Online Journals **25,013** Books

2,640 Daily Readers **596** Superior Theses & Dissertations **123** Physical Journals

For Details:

042-38103777 / EXT:926

librarian@superior.edu.pk

17 KM MAIN RAWIND ROAD LAHORE

Scan for more information





Transforming the Library Experience: New Addition at SIRC

SIRC, the Superior Information Resource Centre, has made significant strides in improving its facilities to better serve the academic community. Two notable additions that have transformed the library experience are the introduction of Research Learning Commons and the establishment of the Digital Finishing Corner.

Research Learning Commons:

SIRC now boasts three dedicated research learning commons, providing a dynamic space for academic growth. These vibrant environments offer opportunities for research skills development, information and digital literacy, academic support, collaborative learning, and continuous education. Equipped with high-quality internet access, dedicated rooms,

comfortable seating arrangements, and a conducive atmosphere for focused work, the research learning commons cater to the diverse needs of our students and faculty. Professional staff members are available to provide guidance and support, ensuring an enriching learning experience.

Digital Finishing Corner: As part of our commitment to adapt to the digital era, SIRC has established the Digital Finishing Corner (DFC). This corner is equipped with state-of-the-art facilities, including book and document scanners, electronic staplers, electric pencil sharpeners, and electronic punchers. The DFC enables efficient data management by digitizing documents, improving productivity, and automating routine tasks. With the

ability to produce professional-quality work, these tools contribute to cost savings and enhance accessibility. Students and faculty can easily access and share digitized materials, benefiting from a more convenient and enriched learning experience.

These enhancements to SIRC reaffirm Superior University's dedication to providing a supportive and technologically advanced academic environment. By leveraging these resources and services, our students and faculty can excel in their research endeavors, navigate the vast world of information, and create high-quality work. The continuous improvement of SIRC underscores our commitment to fostering lifelong learning and academic excellence.

SIRC DATABASES



Research Awards

Superior University regularly encourages researchers by awarding cash incentives for their research publications and citations. These awards are sponsored by Superior Foundation for Research and Development. Superior Leadership appreciates and recognize applied research and the real-world impact that Superior research, scholarship, and creative activities have on the local and national levels.

Research Awards worth
PKR **12.5 Million**
were awarded to
200+
Researchers.



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Meet Our Top Researchers Community



Prof. Dr. Arfan Jaffer

Dean at Faculty of CS&IT.

196 Publications
3017 Citations
30 H Index



Dr. Muhammad Arif

Assistant Professor at Faculty of CS&IT. He is among top 2 percent scientist of computer sciences in the world.

210 Publications
2600 Citations
350 Impact Factor



Prof. Dr. M. Zahid Latif

Professor, Azra Naheed Medical College

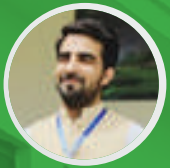
288 Publications
2427 Citations
30 H Index



Ali Waqas

Lecturer, Faculty of Economics & Commerce

53 Publications
578 Citations
16 H Index



Dr. Syed Ahmad Shah

Assistant Professor at Faculty of Pharmacy.

25 Publications
495 Citations
15 H Index



Dr. Waseem Iqbal

Associate Professor at Faculty of CS&IT.

142 Publications
624 Citations
13 Impact Factor



Dr. M. Rehan Usman

Assistant Professor at Faculty of Engineering & Technology

51 Publications
437 Citations
12 H Index



Prof. Dr. Shafaat Ahmed Bazaz

Professor & Director

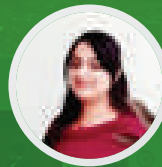
52 Publications
481 Citations
11 H Index



Dr. Nadia Nasir

Professor at Faculty of Business and Management

67 Publications
444 Citations
11 H Index



Dr. Kanwal Ashiq

Lecturer at Faculty of Pharmacy

71 Publications
278 Citations
10 H Index



Dr. Mustafa Shakir

Associate Professor at Faculty of Engineering & Technology

45 Publications
435 Citations
11 H Index



Dr. Saif ur Rehman

Assistant Professor at Faculty of Engineering & Technology

34 Publications
191 Citations
06 H Index



Shahbaz Haider
Lecturer, Faculty of Economics & Commerce

14 Publications
328 Citations
30 H Index



Dr. Rao Muhammad Asif
Assistant Professor, Faculty of Engineering & Technology

40 Publications
345 Citations
12 H Index



Dr. Samia Jamshed
Chairperson/Associate Professor,
Faculty of Business & Management Sciences

29 Publications
700 Citations
12 H Index



Prof. Dr. Muhammad Naveed Babur
Dean, Faculty of Allied Health Sciences

117 Publications
400 Citations
11 H Index



Dr. Adnan Yousaf
Assistant Professor, Faculty of
Engineering & Technology

43 Publications
233 Citations
10 H Index



Dr. Sheeraz Akram
Associate Professor, Faculty of CS & IT

23 Publications
347 Citations
10 H Index



Dr. Muhammad Rafiq
Associate Professor, Faculty of Business &
Management Sciences

29 Publications
235 Citations
09 H Index



Dr. Ali Aslam
Assistant Professor/Program Leader,
Faculty of Allied Health Sciences

23 Publications
301 Citations
09 H Index



Dr. Irfan ud Din
Associate Professor, Faculty of CS & IT

28 Publications
240 Citations
06 H Index



Dr. Saif ur Rehman
Assistant Professor, Faculty of Engineering
& Technology

33 Publications
192 Citations
06 H Index



Dr. Qanitah Ama-Tul-Mughani
Faculty of Sciences, Assistant Professor

22 Publications
172 Citations
06 H Index



Dr. Tehreem Masood
Assistant Professor, Faculty of
CS & IT

27 Publications
78 Citations
05 H Index



Dr. Muhammad Mudassir Iqbal
Assistant Professor, Faculty of
Allied Health Sciences

20 Publications
34 Citations
04 H Index

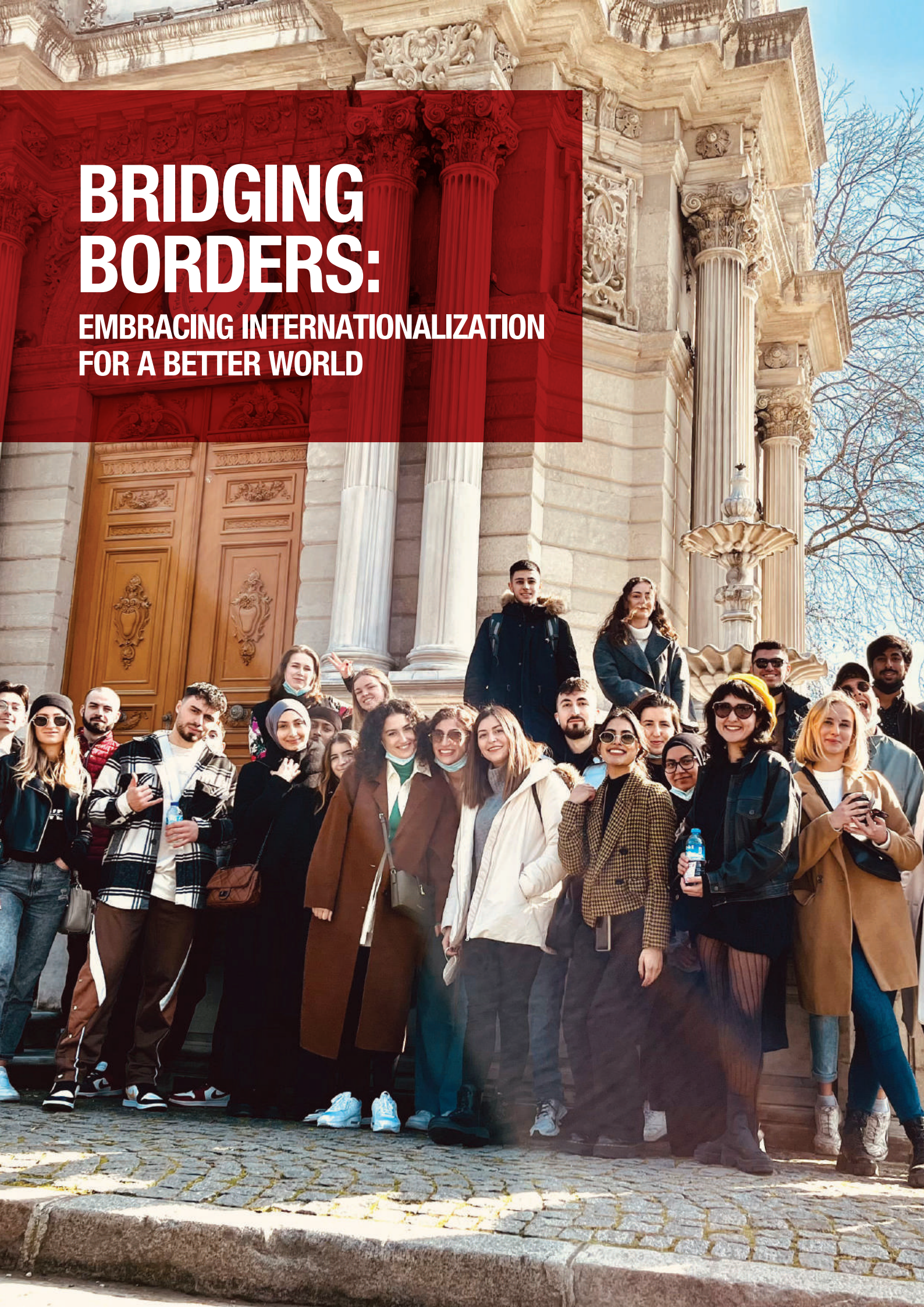


Dr. Hina Zain
Assistant Professor, Faculty of
Allied Health Sciences

15 Publications
66 Citations
04 H Index

BRIDGING BORDERS:

EMBRACING INTERNATIONALIZATION
FOR A BETTER WORLD



Global Engagement Office

The Global Engagement Office at Superior plays a crucial role in establishing partnerships and agreements that contribute to Superior University’s objectives in the realm of globalization. With partners in over 18 countries, the International Office facilitates training programs, cultural exchanges, research initiatives, academic exchanges, split degree programs, and international internships for students and faculty. The primary objective of the office is to broaden the horizons of our talented individuals by offering them the best possible opportunities. Following is the snapshot of our international portfolio.

<p>200  International Students</p>	<p>160+  International Academic Partners</p>
<p>240+  Exchange Students</p>	<p>13  Nationalities On Campus</p>

Following is the portfolio of our Global Engagement Office:



Supporting Superior Go Global Stream

Internationalization Office is entrusted to establish connections between the university and academic, business, and cultural institutions worldwide for our 3U1M Superior Go Global Stream. In collaboration with different faculties at Superior it identifies specialized skills and language requirements for preparing our students to work in international markets.

Split Degree Program

The Split Degree Programs enables students to study abroad while transferring credits to the host university. This opportunity not only allows students to gain international education but also contribute to their home country upon their return. The primary aim is to enrich programs by incorporating international experiences, components, and initiatives.





Semester Exchange Program

Semester Exchange Program opens up the doors of opportunities for the students to grow personally and professionally. This is a golden chance for students to study abroad at one of our partner universities for one semester. This unique way is to study in a different environment, experiencing a different culture & history while enriching their personal development by making new friends and relations. Exchange Program assists students in developing a worldwide prospective. Students study the same course material and all credits are transferred to their degree upon their return.

Exchange Program provides an utmost pleasant opportunity to enjoy culture and educational system of another country. It lets one observe the architecture, geographical, climatic, touristic, differences over another country. It refines language skills and broadens relationships & friendship circle.



International Students at Superior

Superior University is renowned for its diverse culture, and foreign students act as bridges that connect the university with the global community. Each year, we proudly welcome international students and organize events throughout the year to celebrate diversity and foster inclusivity. We are delighted to share that more than 175 foreign students, representing various nationalities, are currently enrolled at Superior University. Following testimonials exhibit experiences of international students at Superior.

“ My Alma Mater, Superior University in Pakistan

is more than an educational institution to me - it's a place I fondly call my second home. Hailing from Yemen, I count myself fortunate to have had the chance to immerse myself in the vibrant and diverse Pakistani culture.

At Superior, I fell in love with the eclectic mix of international students, a microcosm of global cultures in the courtyards of the university.

At Superior University, I adore the comprehensive academic curriculum, a wealth of hands-on learning experiences, and a buzzing life the most.



“ I Choose Superior University

for my overseas education destination due to its outstanding reputation and top-ranking status as the best institute in Pakistan. I am excited about the vibrant campus life and confident in the university's commitment to providing practical learning through industry exposure. I love my decision of being a member of Superior University.

African Students' Association-Pakistan (ASAP)

Superior University has launched the African Students' Association-Pakistan (ASAP), a collaborative and inclusive student union that welcomes foreign students from all across the World. This association aims to represent diverse cultures, languages, and countries both on and off campus. It encourages mutual education, learning, and the forging of new friendships, and creating a sense of belonging away from home. ASAP also endeavors to provide international students in Pakistan with opportunities for studying and finding internships. By fostering an environment of open-mindedness, this platform seeks to break down barriers and foster cultural integration.



PHEC - International Student Convention 2023



Somali, Sudanese, and Yemeni students from Superior University left a lasting impression on attendees at the “PHEC International Student Convention 2023” with their remarkable participation. Their cultural stall served as a captivating showcase of Somali artifacts, featuring a diverse collection of traditional garments and intricately handcrafted artwork. The students’ dedication to preserving and promoting Somalia’s rich cultural heritage was evident in the meticulous attention to detail and the pride they displayed in sharing their traditions with others.

One of the standout moments of the convention was the students’ mesmerizing performance of a traditional Somali dance. With synchronized movements and vibrant costumes,

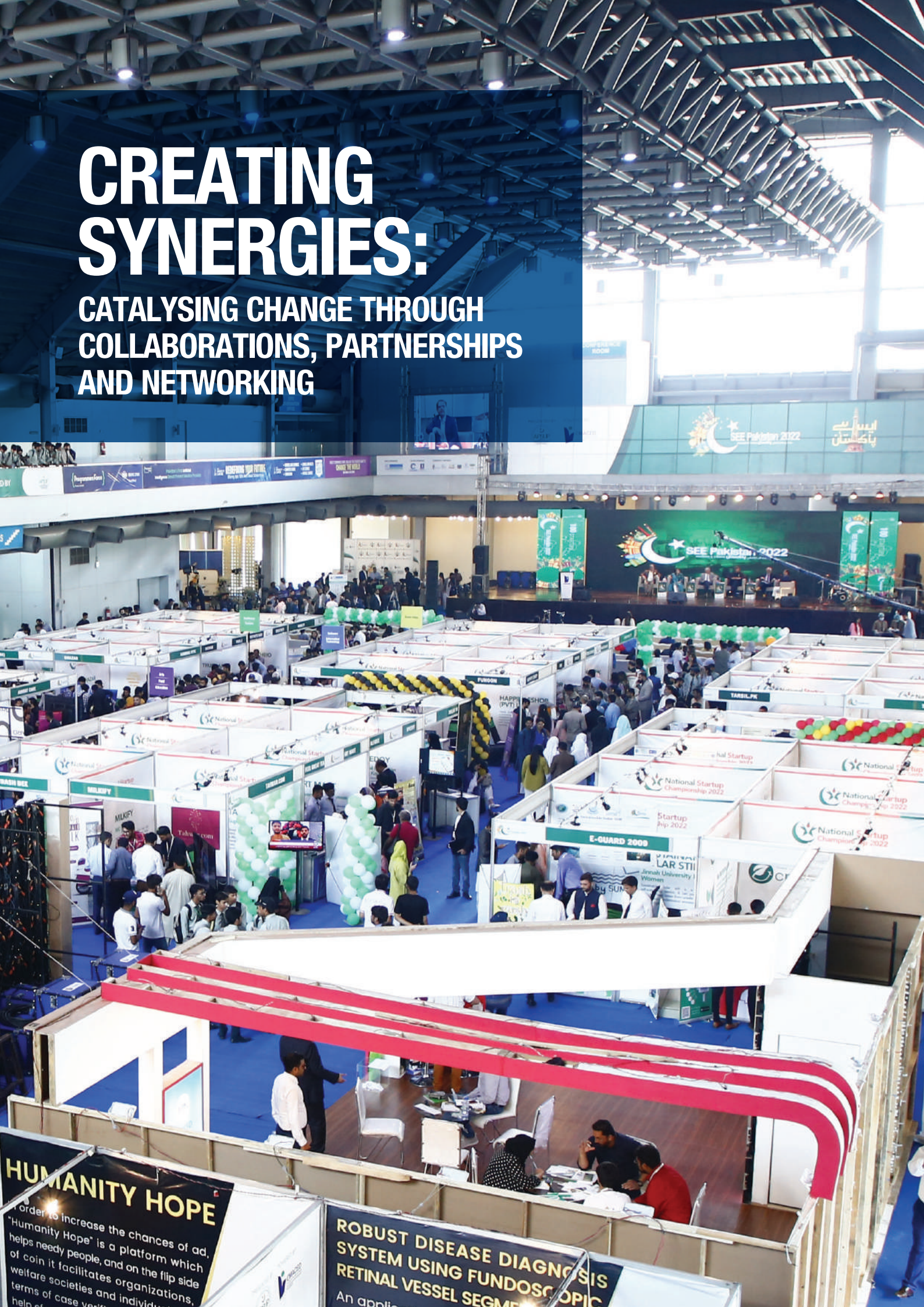
they effortlessly captivated the audience, transporting them to the vibrant landscapes and vibrant rhythms of Somalia. Their mastery of the dance form reflected not only their talent but also their deep connection to their cultural roots, as they gracefully brought to life the essence of Somali traditions. The participation of these students at the convention showcased their commitment to celebrating and preserving the cultural diversity within their communities. By sharing their heritage through the exhibition and performance, they not only enriched the experience of the attendees but also fostered a sense of inclusivity and appreciation for different cultures.

Our International Collaborations



CREATING SYNERGIES:

CATALYSING CHANGE THROUGH COLLABORATIONS, PARTNERSHIPS AND NETWORKING



HUMANITY HOPE
In order to increase the chances of ad...
"Humanity Hope" is a platform which...
helps needy people, and on the flip side...
of coin it facilitates organizations...
welfare societies and individuals...
terms of case verifications...
help of...

ROBUST DISEASE DIAGNOSIS SYSTEM USING FUNDOSCOPIC RETINAL VESSEL SEGMENTATION
An applic...



SEE Pakistan 2022

Innovative & Creative **پاکستان** جدت پسند اور تخلیقی

18-19 August, 2022

Scan for more information



ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

SEE Pakistan is a prestigious event organized by Superior University, renowned for its innovation and commitment to excellence. Over the past four years, SEE Pakistan has played a crucial role in nurturing the entrepreneurial ecosystem of the country, connecting key stakeholders, and leaving a lasting impact on the entrepreneurial landscape. This year, in collaboration with the Association of Private Sector Universities of Pakistan (APSUP), PHEC, EO Lahore, The University of Lahore, and The University of Faisalabad, SEE Pakistan expanded its reach nationwide.

The event served as a platform to showcase the creative and innovative spirit of Pakistan, fostering inclusivity among industry experts, investors, NGOs, influencers, and academicians. It brought together higher education

institutions from all corners of the country, along with industry representatives and policymakers. Through the implementation of the Triple Helix model of stakeholder engagement, tangible outcomes were achieved for all participants.

A series of panel discussions and expert talks were delivered by seasoned professionals from industry and academia, enlightening the audience comprised of representatives from HEC, PHEC, councils, vice-chancellors, presidents of universities, CEOs, directors, members of civil society, and students. These sessions resulted in the development of policy papers and briefs, which were shared with relevant stakeholders to drive actionable change.



Chairman APSUP and Chairman PHEC presenting Guest of Honour Souvenir



Chairman APSUP and Chairman PHEC presenting Guest of Honour Souvenir



Chairman APSUP presenting Guest of Honour Souvenir



Rector, Superior University and Chairman BOG, University of Faisalabad presenting Souvenir to President EO Lahore Chapter



Messages of **CHIEF GUESTS!**



Mian M. Aslam Iqbal

**Minister of industries, commerce
and investment**
Govt. of Pakistan

I believe youth is the future of Pakistan, and per year, thousands of youngsters stay unemployed as there are few jobs in the market and the rate of graduates is more. So it's the need of the hour for our youngsters to stand on their feet and create jobs instead of seeking employment. I appreciate APSUP for helping the youth to fulfill their dreams instead of attaining the goals of others.



Raja Yassir Humayun Sarfraz

**Provincial Minister of Punjab for Higher
Education and Information Technology**

I appreciate the Association of Private Sector Universities of Pakistan (APSUP) for hosting the Superior Entrepreneurship Expo (SEE), 2022. This expo has already created a change in society and given youngsters a platform to demonstrate a creative attitude through their firms following entrepreneurship education. SEE Pakistan has become an epitome of innovation and excellence by paving a pathway for young startups toward outstanding success.

KEYNOTE SPEAKERS



Dr. Johnathan
Vice-Chancellor FC College

“I congratulate APSUP, and I believe they are making a big impact. I appreciate Superior University for celebrating this revolution on the 75th celebration of Pakistan. This event is not just about innovation and creativity but also networking, connecting, all of us as partners, not competitors.”



Prof. Dr. Shahid Munir
Chairman PHEC

“There is a dire need to change the contemporary method of education and convert it into research-based education. We must produce researchers in vast interdisciplinary fields to become a leading nation in the field of research that will help in changing the future of Pakistan.”



Prof. Dr. Muhammad Ali
Chairman Vice Chancellor Committee
Vice-Chancellor Quaid-e-Azam University

“I congratulate Pakistan for this revolution. I believe if we will not be able to identify the problem then we can never find the solutions. The youth of Pakistan is creative and innovative, all they need are the platforms promoting entrepreneurial culture.”



Mr. SM Imran
Director Din Group

“I congratulate APSUP for organizing this SEE Expo. I believe Pakistan has been blessed with innumerable resources and entrepreneurship is the tool to get Pakistan out of the shackles that Pakistan is in right now.”

“Role of IT Sector Challenges and Opportunities Amid Economic Crisis”

Moderator:



Mr. Badar Khushnood
Co-Founder
Bramerz and Fishry.com

Panelists:



Mr. Idris Butt
CEO
RLD Square



Mr. Khurram Akhtar
CEO
Programmers Force Pvt. Ltd



Mr. Salman Akram
VC
Rolustech



Mr. Asher Faisal Khan
CEO- Commtel System LLC



Mr. Imran Zia
Founder and CEO
Jal Bujh



Mr. Usman Asif
CEO
Devsinc

They shared their views that how technology affects the way individuals communicate, learn, and think. Technology plays an important role in society today. Advances in digital technologies hold considerable potential to lift the trajectory of productivity and economic growth, and to create new and better.



“Future of VC- Backed Start-ups in Pakistan”

Moderator:



Nabeel Qadeer
CEO
DirAction

Panelists:



Mr. Faizan Aslam
Founder and CEO
Bookme.pk



Mr. Saqib Azhar
CEO
Enablers



Mr. Irfan Ahmed
Co-Founder
Baby Planet



Mr. Muhammad Abdullah
CEO
Bliynk Technologies



Mr. Abdul Rehman Talat
CEO
Blue East



Mr. Khurram Zafar
Managing Partner
47 Ventures

They shared their views that how venture capitalism is evolving beyond capital to offer other forms of value as well. Aside from the financial backing, obtaining venture capital financing can provide a start-up or young business with a valuable source of guidance and consultation.



“Role of Universities in Fostering an Entrepreneurial Ecosystem”

Moderator:



Dr. Muhammad Azam Roomi
Dean
MBS Business School KSA

Panelists:



Dr. Kanwal Amin
VC
Home Economics University



Prof. Dr. M. Ali Shah
VC
Quaid-e-Azam University



Prof. Dr. M. Mujahid
Rector
PAF-IST



Prof. Dr. Asghar Zaidi
VC
GC & Punjab University



Main Imran Masood
Rector
University of South Asia



Mr. SM Imran
CEO
DIN properties

They shared their views on the importance of entrepreneurship and need of entrepreneurial revolution in Pakistan. According to them, the 21st century is all about ideas, creativity, and innovation. Those who are able to keep pace with the market trends of today, will be able to enter the future alongside global economies. Those who falter in this vital area, will be left behind by decades.



Our Astounding Winners

Growth Stage Winner!

Congratulations to Team Milkify from National Incubation Center Lahore LUMS, Lahore for their excellent victory as winner of SEE Pakistan '22 in Growth stage. They got this position among the thousands of startups from all over the Pakistan and they won the prize money of 3 lac rupees. They designed a bike which have safe cooling mechanism for 24 hours and digital balancing system for accurate delivery of milk and dairy products, instead of ice and other adulteration used by common milkmen.



Prize money of 300,000 PKR.

Acceleration Stage Winner!



Prize money of 500,000 PKR.

Congratulations to Team Mobiliti from Peshawar for their awe-inspiring victory as winner of SEE Pakistan '22 in Acceleration stage. They got this position among the thousands of startups from all over the Pakistan and they won the prize money of 5 lac rupees. They are ensuring the accessibility for everyone through its high quality yet low costs prosthetics, orthotics and assistive devices. The product is compliant to international standards like CE and ISO and is made up of plastic waste to up to 35% while being protected by 7 filled patents.

Winner - Battle of the Bands 2022!



Prize money of 100,000 PKR.

Congratulations to Khaak Band from Bahawalpur for their astounding victory as winner of the Battle of the Bands in SEE Pakistan '22 and they won the prize money of 100,000PKR.

It was a day to celebrate and encourage the efforts of our superstars from all over Pakistan. We really appreciate the efforts of all our rising rockstars who are trying their best to make their contribution towards Pakistan.

Ideation Stage Winner!



Prize money of 200,000 PKR.

Congratulations to Team HZ Systems from NUST, Islamabad for their astounding victory as winner of the Ideation stage in SEE Pakistan '22. They got this position among the thousands of startups from all over the Pakistan and they won the prize money of 2 lac rupees. They are working on Gait (walking) related injuries because they usually require longterm physiotherapy which is normally performed manually and involve intense effort, instead this can be achieved efficiently through Automated (Robot-assisted) Rehabilitation Systems.

Academic Excellence Awards

Recognizing the pivotal role of academic institutions and their leaders in nation-building, the Association of Private Sector Universities of Pakistan (APSUP) took the initiative to organize the Academic Excellence Awards. The top 20 universities from the public and private sectors were identified and honored with awards by H.E. Mr. Baleegh ur Rehman, the Governor of Punjab. The event was graced by the presence of the Chairman of APSUP, Chairman of PHEC, and 75 vice-chancellors from across Pakistan. This prestigious platform has fostered cooperation and collaboration between public and private sector universities in Pakistan. Notably, Prof. Dr. Sumaira Rehman was honored with an award for making Superior University the Leading Private Sector University in Times Impact Ranking 2022.



Chairman APSUP presenting Souvenir to Governor of the Punjab with Chairman PHEC



Chairman PHEC, Chairman APSUP and Governor of the Punjab awarding Academic Excellence Awards to the Vice Chancellors of leading universities



Impact of SEE Pakistan in numbers

100
STARTUPS
EXHIBITED

129
UNIVERSITIES
ENGAGED

05
PROVINCES
PARTICIPATED

25
MENTORS
MENTEE



National Startup Championship 2022

At SEE Pakistan, fostering an entrepreneurial mindset is considered instrumental in nurturing small and medium businesses, contributing to the country's economic and social development. The National Startup Championship 2022 (NSE) was organized as the largest startup competition in Pakistan, providing aspiring entrepreneurs with a platform to showcase their work in front of industry leaders, academic professionals, and policymakers to garner support and patronage. The competition consisted of three categories and included seven regional rounds. Out of 1000 applications received, 100 startups were selected for the final round. The incubation

center of Superior University ID 92 facilitated this competition, evaluating startups through local seasoned entrepreneurs serving as judges. This screening process not only selected the best startups but also contributed to improving the entrepreneurial ecosystems of participating universities. Industry mentors engaged for SEE Pakistan provided invaluable guidance to the startups and their coaches, strengthening industry-academia linkages. The successful event witnessed investment opportunities worth PKR 10 million being extended to the startups and received immense appreciation from stakeholders, reinforcing its impact.



5-Day Event Management Workshop

As advocates of inclusivity and youth talent development, SEE Pakistan invited a team of volunteers from different universities, including The University of Lahore, Superior University, Kinnaird College, and others, to join the organizing team. A comprehensive five-day workshop series was conducted to train the volunteers and ushers, equipping them with leadership traits, personality development tools, and teamwork techniques. These workshops were facilitated by experienced trainers from Superior University.



2-Day Entrepreneurship Bootcamp for Top 100 Startups of SEE Pakistan

A specialized bootcamp, led by seasoned trainers from industry and academia, was organized exclusively for the top 100 startups that were shortlisted and screened for SEE Pakistan. The bootcamp focused on developing an entrepreneurial approach to resource acquisition and management, team-building skills, participation in experiential learning opportunities, and networking with successful entrepreneurs and business leaders.

In summary, SEE Pakistan continues to be a platform that celebrates innovation, excellence, and collaboration, fostering the growth of entrepreneurship in Pakistan. It serves as a catalyst for empowering young startups, providing valuable resources, and creating an environment conducive to their success.

1M_{PKR}
PRIZE MONEY
GIVEN

10
INVESTORS
INVESTED

50
JUDGES
EVALUATED

89
CITIES
PARTICIPATED

10M
INVESTMENT
OPPORTUNITIES
PROVIDED

50000
FOOTFALL





ENTREPRENUERIAL REVOLUTION AND HEIs:

The Economic and Social Impact

9-11 December, 2022

COMSTECH - ISLAMABAD



The Rectors' Conference is an innovative initiative launched by Superior University with the aim of fostering collaboration among higher education institutions in Pakistan. By sharing best practices and promoting academic excellence, the conference has successfully facilitated knowledge exchange and networking opportunities. Since its inception in 2018, the conference has been held three times and has hosted over 20 webinars, attracting the participation of more than 200 vice-chancellors and rectors from universities across Pakistan.

This year, the conference collaborated with The Association of Private Sector Universities

of Pakistan (APSUP), COMSTECH, PHEC, and Preston University. The event brought together academic leaders from various institutions in Pakistan to discuss the theme of "Entrepreneurial Revolution and Higher Education Institutions: The Economic and Social Impact." The primary goal was to foster a collective response to the challenges faced by higher education and entrepreneurship in the current era. By sharing best practices, learning from one another, and enhancing the effectiveness of graduates, the conference aimed to revamp academic practices and better prepare students for the demands of the modern world.

Spanning over three days, the 3rd Rectors Conference was a resounding success, attracting the academic leadership of Pakistan to engage in meaningful discussions on crucial topics related to higher education. The event saw the participation of representatives from public and private sector universities, officials from federal and provincial regulators of higher education, office bearers of COMSTECH, and members of the African university delegation, all united under the platform of APSUP to explore the potential of the higher education sector at national and international levels.

Scan for more information



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Chairman APSUP, Prof. Dr. Chaudry Abdul Rehmand and Senator, Mr. Irfan Siddiquei, Presenting Life Time Achievement Award to Dr. Iqbal Chaudhry



Chairman APSUP, Prof. Dr. Chaudry Abdul Rehmand and Senator, Mr. Irfan Siddiquei, Presenting Life Time Achievement Award to German Ambassador

The first day of the conference began with an evening of networking and informal deliberations, accompanied by a celebration of Pakistan's rich tradition of poetry through a Mushaira. The event was graced by the presence of esteemed individuals, including the Chairman of APSUP, Prof. Dr. Ch. Abdul Rehman, who warmly welcomed the guests and emphasized the significance of establishing a networking platform for higher education leaders. He stressed the role of universities in the knowledge economy, highlighting the need for innovation, technology, and the transformation of human resources into human capital. He also called for systemic reforms to benefit Pakistan.



Reception of Vice Chancellors from African Countries at Rectors' Conference



During the conference, Mr. Irfan Siddiqui, Chairman of the Standing Committee on Education, deliberated on the state of education in the country. Professor Dr. Mukhtar Ahmed, Chairman of the Higher Education Commission (HEC), emphasized the importance of partnership between public and private sector universities to ensure quality higher education accessible throughout the country. He assured the audience of HEC and the Government of Pakistan's support in facilitating the expansion of both sectors.

Dr. M. Iqbal Chaudhary, Coordinator General of COMSTECH, highlighted the need to expand access to higher education and improve the quality of universities to make them globally competitive. He stressed the importance of academic collaboration with countries in Africa, Central Asia, and other regions to further enhance Pakistan's education system. Prof. Dr. Shahid Munir, Chairman of the Punjab Higher Education Commission (PHEC), emphasized the importance of addressing various challenges faced by

the country and proposed the adoption of entrepreneurial education as a solution.

H.E. Alfard Grannas, the Ambassador of the Federal Republic of Germany, emphasized the pivotal role of university education in promoting social mobility. He announced Germany's provision of scholarships to Pakistani students and expressed willingness to enhance cooperation in promoting student and faculty exchanges between the two countries.



On the second day, the conference featured multiple knowledge exchange activities, including five learning sessions and two panel discussions. These sessions covered pressing issues in higher education, providing educational leaders with valuable insights. Topics included the Superior University's journey and its impact on student success, transforming higher education institutions into entrepreneurial universities, meaningful student

engagement at Government College University Lahore, and the dynamics of university rankings. The conference also conducted two panel discussions on the role of higher education institutions in socio-economic development and the internationalization of higher education. Distinguished panelists shared their expertise, and critical insights were presented, highlighting areas of action and future strategies.

On the final day, the participants were hosted by COMSATS Islamabad, where opportunities for cooperation and collaboration were explored. Additionally, a city tour was organized, allowing delegates, particularly those from African universities, to appreciate the local attractions and landscape.



Igniting a New Era of Innovation: Vice Chancellors Share Insights on the Entrepreneurial Revolution in Higher Education Institutions

The Rectors' Conference brought together more than 100 Vice Chancellors from various universities in Pakistan and 30 distinguished counterparts from African countries. This significant gathering served as a platform for these educational leaders to exchange ideas, perspectives, and experiences, focusing on the transformative potential of the entrepreneurial revolution within higher education institutions. During the conference, participants engaged in thought-provoking discussions and shared valuable insights on fostering an environment that promotes innovation, creativity, and entrepreneurial spirit among students and faculty. The event showcased the commitment of both Pakistan and African nations to harness the power of education to drive economic growth and social development, fostering collaboration and paving the way for a brighter future for higher education.

Knowledge sharing sessions

“Superior Journey of 3U1M: A Way Forward for Student Success”

Facilitator: **Prof. Dr. Sumaira Rehman**, Rector Superior University



Prof. Dr. Sumaira Rehman, Rector of Superior University, presented the innovative 3U1M Program at the Rectors Conference. This program combines academic knowledge with practical experience by requiring students to spend three years in university and one year in the relevant market. The program offers project-based learning opportunities and mentorship, preparing students with skills directly applicable to the job market. The emphasis on practical experience helps students gain a well-rounded understanding of real-world challenges. The 3U1M Program aims to prepare the next generation of leaders for success in the 21st-century knowledge economy.

Nuts and Bolts of QS Ranking

Facilitator: **Mr. Rami Awad**, Regional Director QS



Mr. Rami Awad, Regional Director of QS Ranking, conducted a learning session on the QS ranking system. The ranking considers factors such as academic reputation, employer reputation, and the university's international research network. Universities must provide specific data, including ratios of faculty-students, staff-PhD, and international students. The ranking emphasizes research quality over self-citation and includes subject-specific rankings with interactive weights. Universities aiming for the 2024 ranking were advised to register with QS, validate their data through Scopus, and submit accurate information.

Road Map to the Entrepreneurial University

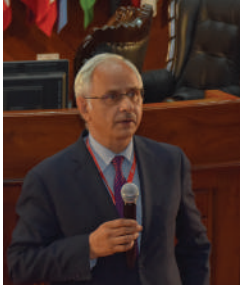
Facilitator: **Lt. Gen. (R) Muhammad Asghar**, Former Rector NUST



Lt. Gen. Muhammad Asghar, Former Rector NUST and Member HEC, delivered a learning session titled “Road Map to an Entrepreneurial University.” He discussed the importance of universities in driving economic development through innovation. The session highlighted the concept of an entrepreneurial university, emphasizing the integration of incubation centers and the knowledge economy. Key aspects included objective-based education, research infrastructure, interdisciplinary technology, creativity, innovation, governance, and personnel. The session also touched upon strategic management, knowledge exchange, research commercialization, entrepreneurship education, and the value chain. Factors such as Stanford design thinking, technology parks, international linkages, alternate funding, and university ranking were explored for building a successful entrepreneurial university.

Meaningful Student Engagement: A Case Study of Government College University (GCU) Lahore

Facilitator: **Prof. Dr. Asghar Zaidi**, Vice Chancellor Government College University Lahore



Prof. Dr. Asghar Zaidi, Vice Chancellor of Government College University, presented a case study on student engagement and the role of student societies in shaping students' lives. Student societies provide a platform for students to express their ideas and interests, develop essential skills, and connect with peers and professionals. They bridge the gap between academia and the wider community by organizing events and initiatives that address local and global issues. Student societies foster a supportive environment, help students define their goals, and contribute to a sense of community and belonging. Their roles can be summarized as materializing student ideas, engaging stakeholders, promoting ideation, and synchronizing with academics.

Essentials of Times Ranking

Facilitator: **Ms. Elizabeth Shephard**, Head of Consultancy, Times Higher Education



Ms. Elizabeth Shephard, Head of Consultancy at TIMES Higher Education, conducted a learning session on the "Essentials of TIMES Ranking" during the Rectors Conference. The session highlighted the requirements of THE rankings, including the commitment to the 17 SDGs and the submission of annual survey data. The session noted an increase in ranking participation, with 1,770 universities applying, including several from Pakistan. Research collaborations and subject participation were discussed, with China identified as a strong research collaborator partner. The session emphasized the significance of research and teaching in building international reputation. Overall, the session provided valuable insights into the essentials of TIMES Ranking for universities seeking to enhance their rankings.

Panel Discussions

"Role of HEIs in Socio-Economic Development in the Country"

Participants: Dr. Shahid Muneer - Chairman PHEC, Mian Imran Masood - Chairman Chief Minister Task Force, Dr. Muhammad Ali Shah - VC Quaid e Azam University, Dr. Qaiser Abbas - VC Sargodha University, Dr. Nizam Ud din - Pro Rector Superior University, and Dr. Suleman Tahir - VC KFUEIT

The panel discussion on the Role of Higher Education Institutions (HEIs) in Socio-Economic Development was moderated by Dr. Shahid Munir, Chairman of the Punjab Higher Education Commission. The objective of the discussion was to

explore ways of developing entrepreneurial universities in Pakistan and to encourage students to think creatively and develop their business ideas. The panel consisted of highly esteemed experts including Mian Imran Masood, Dr. M. Ali Shah, Dr.

Qaizar Abbass, Dr. Nizam-ud-Din, and Dr. Suleman Tahir, who discussed various strategies for fostering an entrepreneurial mindset in students.



“Internationalization of Higher Education: Strengthening Interuniversity Linkages”

Participants: Dr. M. Iqbal Choudhary Coordinator General COMSTECH, Dr. M. Tabassum Afzal Rector COM-SATS University, Dr. Asif Raza, Rector - UMT, Prof. Dr. Syed Minhaj Ul Hassan, Vice Chancellor - City University of Science & Information Technology, Peshawar, Dr. Aftab Mahroof, Rector FAST, Islamabad

In the second panel discussion titled “Boosting the Internationalization of Pakistani Universities” moderated by Murtaza Noor, the participants comprising Prof. Dr. Afzal Tabassum, Prof. Dr. M. Asif Raza, Prof. Dr. Minhajul Hassan, and Prof. Dr. Aftab Maroof discussed ways to increase the global outreach of higher education institutions in Pakistan.

They stressed the importance of creating connections with foreign universities as well as addressing the needs of international students. The panelists pointed out the significance of ensuring that international students had access to adequate transportation, safe accommodation, and comprehensive health insurance coverage. They also highlighted the

benefits of partnerships between public and private universities, which would provide international students with diverse experiences. In order to internationalize the universities, the panelists suggested the creation of an international office and the provision of support for faculty and students to attend international events and conferences.



Overall, the 3rd Rectors Conference served as a platform for academic leaders in Pakistan to come together and address the challenges facing higher education. Through networking, sharing best practices, and fostering collaboration, the conference aimed to enhance the quality and relevance of education, ultimately preparing students to thrive in an ever-changing world.





01 - 03 March, 2023

Superior University, Lahore, Pakistan, has been at the forefront of fostering international collaborations and promoting academic excellence. Recently, the university had the privilege of participating in the prestigious Eurasian Higher Education Summit held in Istanbul. Led by Superior University, a delegation of 34 members from 20 Pakistani universities attended the summit. This remarkable event marked the establishment of the first-ever Pakistani pavilion,

where six prominent Pakistani universities showcased their institutions and collaborated with international counterparts to explore opportunities for research partnerships, student and faculty exchange programs, and joint initiatives. This document highlights the significance of Superior University's participation and its dual focus on strengthening global collaborations and providing humanitarian support.





First ever Pakistani Pavilion at Eurasian Higher Education Summit

Strengthening Global Collaborations

Superior University's participation in the Eurasian Higher Education Summit provided an exceptional platform to strengthen international collaborations. The summit served as a gathering point for prominent academic institutions from Eurasia and beyond, facilitating valuable dialogue, the exchange of best practices, and the exploration of partnership opportunities. With its unwavering commitment to global engagement, Superior University played a leading role in representing Pakistan's higher education sector. By actively participating in discussions, networking sessions, and panel discussions, the university demonstrated its dedication to fostering collaborations that drive academic excellence and promote cross-cultural understanding.



Building partnerships for Superior GO Global



Participants of Eurasian Higher Education Summit



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Chairman APSUP meeting with President EURAS

Fostering Exchange Programs

Superior University's involvement in the Eurasian Higher Education Summit led to the establishment of exchange programs between Pakistani and international institutions. These programs offer students and faculty members a unique opportunity to broaden their horizons, experience diverse academic environments, and develop intercultural competence. Through these exchange programs, international understanding is nurtured, academic growth is fostered, and global perspectives are cultivated among participants. Superior University's active engagement in such programs ensures that its students and faculty members are equipped with the necessary skills and experiences to thrive in an increasingly interconnected world.

Driving Research Collaborations

The first-ever Pakistani pavilion at the Eurasian Higher Education Summit became a hub for collaborative research initiatives between Pakistani and international universities. Researchers from diverse institutions engaged in fruitful discussions, shared research interests, and explored possibilities for joint research projects. The collaborations formed during the summit have the potential to

significantly enhance the quality and impact of research undertaken by Superior University and its partner institutions. By facilitating knowledge exchange and cross-cultural understanding, these research collaborations contribute to the advancement of academic excellence and the generation of innovative solutions to global challenges.

Exemplifying Humanitarian Support

In addition to academic collaborations, Superior University showcased its commitment to global solidarity and humanitarian support during the Eurasian Higher Education Summit. The university demonstrated its compassion by presenting a substantial donation to support earthquake relief activities in Turkey. A cheque of 400,000 Turkish lira was ceremoniously handed over to Elif Aydin, Vice Chairman of the Board of the Anatolian Education and Cultural Foundation Türkiye, by Prof. Dr. Abdul Rehman, Chairman of APSUP, and Prof. Dr. Sumaira Rehman, Rector of Superior University. This act of generosity symbolized the strong bonds of friendship between Pakistan and Turkey and showcased Superior University's dedication to making a positive impact beyond academic pursuits.



Collaborations and Networking at Pakistan Pavilion





Visit of Pakistani Delegate to Yeditepe University Türkiye



Enhancing Student Employability: Superior University's 3U1M Experiential Learning Framework in Higher Education

Prof. Dr. Sumaira, the esteemed Rector of Superior University, Lahore, Pakistan, made a significant impact during the Eurasian Higher Education Summit by delivering an insightful talk on Superior University's notable contributions to higher education. With her expertise and visionary leadership, she highlighted the university's innovative approach to student development and employability through the introduction of the 3U1M Experiential Learning Framework.

During her talk, Prof. Dr. Sumaira emphasized the importance of preparing students for the dynamic and competitive global job market. She outlined Superior University's commitment to equipping students with the necessary skills, knowledge, and experiences that go beyond traditional classroom education. The 3U1M framework, which stands for 3 years in University and 1 year in Market was presented as an effective tool for enhancing student employability.

Prof. Dr. Sumaira's talk highlighted Superior University's commitment to producing job-ready graduates who possess the skills and mindset

necessary to thrive in the professional world. The 3U1M Experiential Learning Framework serves as a testament to the university's dedication to bridging the gap between academia and industry, ensuring that students are well-prepared for the challenges and opportunities that await them in their careers.

Through her insightful presentation, Prof. Dr. Sumaira showcased Superior University's innovative approaches to higher education and its steadfast commitment to providing students with a transformative learning experience. Her talk not only inspired the audience but also reinforced the university's reputation as a leading institution in Pakistan, dedicated to producing competent and employable graduates who can make valuable contributions to the global workforce.

Superior University's exceptional participation in the Eurasian Higher Education Summit, marked by the establishment of the first-ever Pakistani pavilion, signifies its commitment to strengthening global collaborations and providing humanitarian support. By actively engaging in exchange programs, fostering research collaborations, and showcasing compassion through philanthropic initiatives, Superior University sets an exemplary standard for promoting academic excellence, cross-cultural understanding, and international solidarity. Through its remarkable achievements at the summit, Superior University continues to play a pivotal role in shaping the future of higher education, fostering global partnerships, and making a positive difference in the world.

COLLABORATIONS AND PARTNERSHIPS



Superior University and the Entrepreneurs' Organization, Lahore Chapter signed a Strategic Alliance to collaborate for entrepreneurial initiatives, research, marketing, healthcare, consultation, CSR & human capital development

Superior University's industry collaborations are integral to ensuring student success and employability. These collaborations encompass mentoring, internships, guest lectures, and participation in Design Challenge projects. By partnering with over 300 organizations, the university aligns its curriculum with industry needs and prepares students for the job market.

The primary goal is to enhance employability by incorporating industry-relevant content into programs and providing practical experiences through internships. Mentorship from industry experts offers guidance and industry-specific insights, while guest lectures provide real-world perspectives. Design Challenge projects involve industry partners,

fostering problem-solving skills and innovative solutions.

The collaborations benefit both students and industry partners. Students gain practical experience, industry knowledge, and professional networks through internships. Mentorship guides them in making informed career decisions. Guest lectures offer industry insights and inspiration. Design Challenge projects expose students to industry challenges and provide opportunities for creative problem-solving.

Industry partners benefit by accessing fresh perspectives, creative ideas, and potential talent. Collaborating with Superior University allows them to assess students' skills and

potentially identify future employees. The university's global alliances further expand opportunities for students and faculty in terms of international exchanges, research projects, and exposure to diverse perspectives.

In summary, Superior University's industry collaborations foster student success and employability. They bridge the gap between academia and industry by providing practical experiences, mentorship, industry insights, and problem-solving opportunities. These collaborations also benefit industry partners by accessing talent and fostering innovation. Through global alliances, Superior University prepares students for a globally interconnected world.



Superior University and Albarka Bank signed MOU to enhance student employability



Superior University and Marham.PK signed MOU for startup mentorship



Superior University and Essa Laboratories signed MOU to ensure student placements & employability





Superior University signed MoU with NetSol, to boost the entrepreneurial vigour of 21st-century graduates through its unique pedagogical approaches like ETPP and dynamic 3U1M program.



Superior University has signed a Memorandum of Understanding (MOU) with NingBo University of Technology, China, to foster academic, scientific, and cultural cooperation in areas of mutual interest across a wide range of faculties while benefiting from each other's initiatives and expertise.



Superior University entered in this MoU to achieve mutual support and cooperation in the fields of Medical Technologies and Education. This MoU focus on establishing expansive partnerships and strategic alliances across the academic and industrial spectrums.



Superior University signs Memorandum of Understanding with the University of Agriculture, Faisalabad to collaborate for exchange of faculty professors, researchers, students, publications, academic programs, research projects, and research commercialization



Superior University and Foundation University signed MOU for Academic and Research Collaborations



Superior University has signed an MOU with The University of Law, London, UK to cooperate for modernizing the law curriculum, adopting best practices of teaching legal studies, and exchange of students and faculty



MOU Signed between Faculty of Allied Health Sciences, Superior University and PSRD. Collaboration will enhance patient Services, Research and post Graduation Education at large especially in the field of Rehabilitation Sciences.



Team Innovation District 92 feels delighted to announce its collaboration with Government College University Faisalabad. This is yet another step in building a strong entrepreneurial network in our country.



Superior University, Lahore signed a Memorandum of Understanding with Tiber-Pak – Tiber Health's Pakistan subdivision – and its flagship Ponce Health Sciences University, Puerto Rico, USA to introduce joint-degree programs based on the curriculum of the United States Doctor of Medicine program in Pakistan.



Superior University and Mid City Housing have entered into a strategic alliance through MOU. The collaboration aims to explore areas of mutual interest such as employability support for the students of management sciences.



Superior University and Integrated Environmental Solutions IES (Pvt) Ltd signed the MOU. The key objective is to promote awareness and provide trainings, internships and practical activities at various platforms for monitoring and maintaining environment quality.



School of Art & Design - Superior University has signed a MoU with the Clay and clan. This MoU was initiated by the School of Art & Design Superior University to fully engage the Clay and Clan in various academic and research collaborations for students.



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IMPROVING GOVERNANCE:

Nurturing Change Through Strategic Governance, Quality Assurance and Sustainable Infrastructure

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.

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.

Leadership and Decision-Making Structure:

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.

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.



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Our Guiding Principles of Good Governance

Superior University upholds the following guiding principles of good governance:

Efficiency and Agility:

Efficiency and agility are core principles that drive decision-making processes and ensure the university's adaptability to changing circumstances. By prioritizing efficiency, Superior University optimizes its resources and maximizes the effectiveness of its operations.

Participative Decision Making:

Superior University values the active participation of all stakeholders in decision-making processes. By involving students, faculty, staff, industry partners, and the community, the university embraces diverse perspectives, fosters inclusivity, and ensures decisions align with the needs and aspirations of the entire university ecosystem.

Financial Prudence:

Financial prudence is a guiding principle of governance that focuses on responsible and prudent management of financial resources within the Superior University. The university is committed to maintaining fiscal discipline, ensuring long-term financial sustainability, and optimizing the allocation of resources to support its mission and goals. This principle entails implementing robust financial management systems, conducting thorough budgeting processes, and regularly assessing and mitigating financial risks. By practicing financial prudence, the university ensures that its financial resources are utilized efficiently and effectively, maximizing the impact of its investments and safeguarding the institution's financial health.

Delegation of Responsibility:

Superior University encourages the delegation of responsibility, empowering individuals and teams to take ownership of their areas of expertise. This delegation fosters innovation, collaboration, and a sense of ownership within the university community.

Accountability:

Accountability is essential for effective governance. Superior University holds all stakeholders accountable for their actions and decisions, fostering a culture of responsibility, integrity, and ethical conduct.

Transparency:

Transparency is a fundamental guiding principle of governance at the Superior University. It entails openness, accessibility, and clarity in the decision-making processes and operations of the institution. The university is dedicated to providing timely and accurate information to stakeholders, including students, faculty, staff, and the broader community. Transparent practices enable stakeholders to understand the rationale behind decisions, policies, and resource allocation. This principle ensures that the university's actions are visible, accountable, and subject to scrutiny, fostering trust and confidence among its stakeholders.

Fairness:

Fairness is a core principle of governance at the Superior University, ensuring that all individuals and groups are treated equitably and impartially. The university is committed to providing equal opportunities, promoting diversity and inclusion, and making decisions based on merit and established criteria. Fairness fosters an environment where individuals have confidence in the integrity of the university's processes and feel valued and respected. The principle of fairness extends to all aspects of university governance, from admissions and hiring practices to resource allocation and student support services. By upholding fairness, the university creates a level playing field, promotes social justice, and cultivates an inclusive and supportive community.

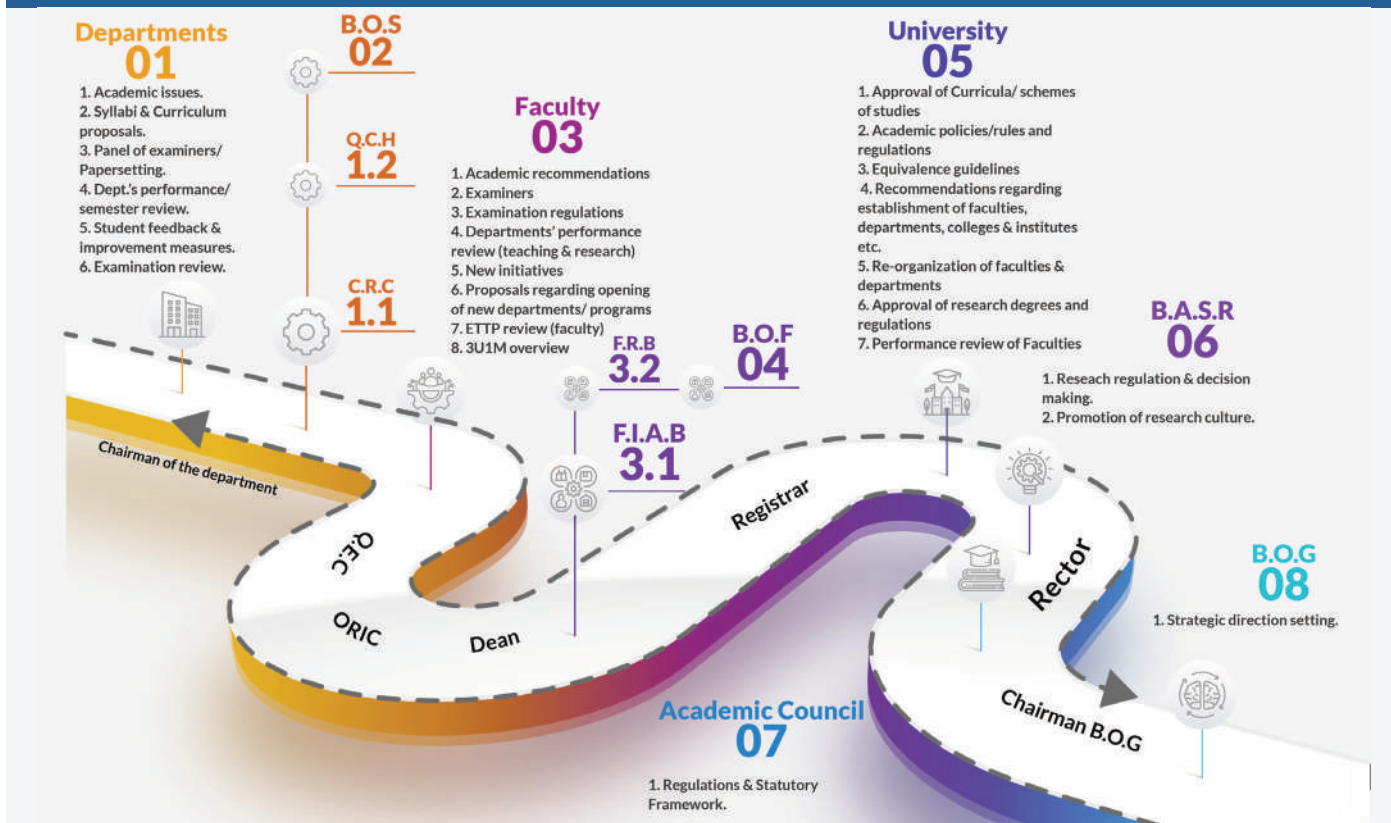


Figure 11: Academic Governance Processes

University's Structure

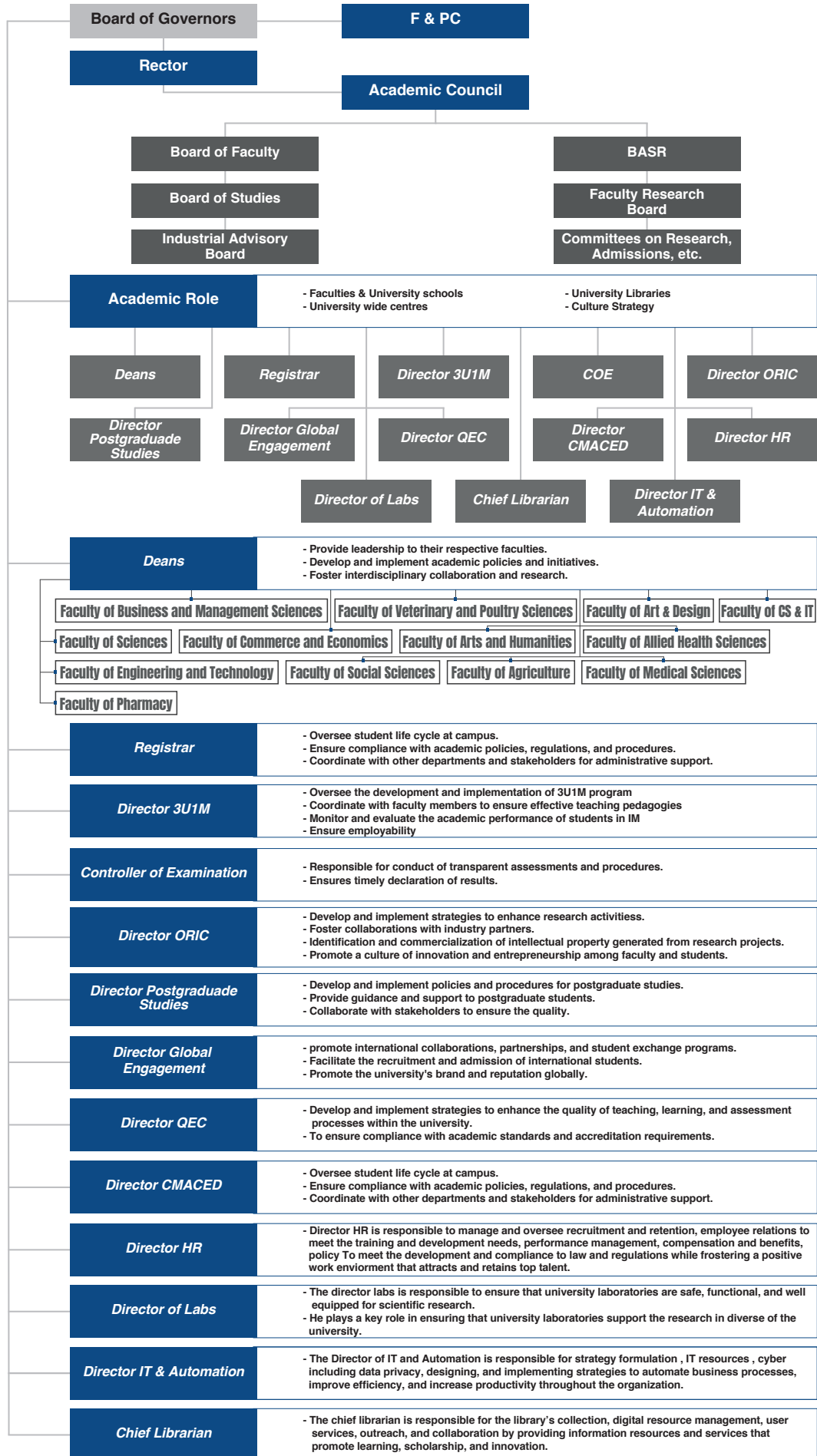


Figure 12: University Management Structure

Statutory Bodies

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.

Non Statutory Bodies

The statutory bodies work on the principal of upward communication from non statutory bodies operating at department, faculty and university level.

Department Level Committees

1. Admission Committee
2. Quality Circle Head (QCH)
3. Curriculum Review Committee
4. Course Load and Time Table Committee
5. Discipline Committee
6. Equivalence Committee
7. Research Advisory Committee
8. Examination Committee
9. Other standing committees

Faculty Level Committees

1. Post Graduate Admission Committee
2. Faculty Research Board
3. Research Advisory Committee
4. Faculty Industrial Advisory Board
5. Ethical Review Committee

University Level Committees

1. Strategic Planning Committee
2. ORIC Steering Committee
3. Committee of Deans
4. Scholarship Award Committee
5. Sports Committee
6. Superior Information Resource Committee
7. Hostel Management Committee
8. Committee on Harassment Cases
9. Financial Assistance Committee
10. Hardship Cases Committee
11. Special Task Committees

Governance Initiatives

Several initiatives have been undertaken over the past two years, up until June 2023, to improve governance. These efforts have encompassed various considerations and actions. Firstly, a comprehensive governance calendar was notified and implemented, ensuring that key governance activities are carried out in a timely manner. Additionally, terms of reference (ToR) for governing bodies were developed to clearly define their roles and responsibilities, enhancing accountability and transparency.

Efforts were also made to streamline the decision-making process by implementing a more efficient and effective system. Standard operating procedures (SOPs) and policies were reviewed and updated to ensure they are aligned with current best practices. Moreover, development of an automated governance system has been set on sails.



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The aspirations of the top management, including the Board of Governors (BoG) and the Rector, have been considered throughout these governance improvements. Their vision and priorities have guided the decision-making process, aiming to align the governance framework with their goals.

Recognizing the need for change, the initiatives aimed to enhance the quality of governance while professionalizing the practices. This entails establishing a framework that promotes accountability, efficiency, and ethical conduct. Moreover, efforts have been made to attract and retain

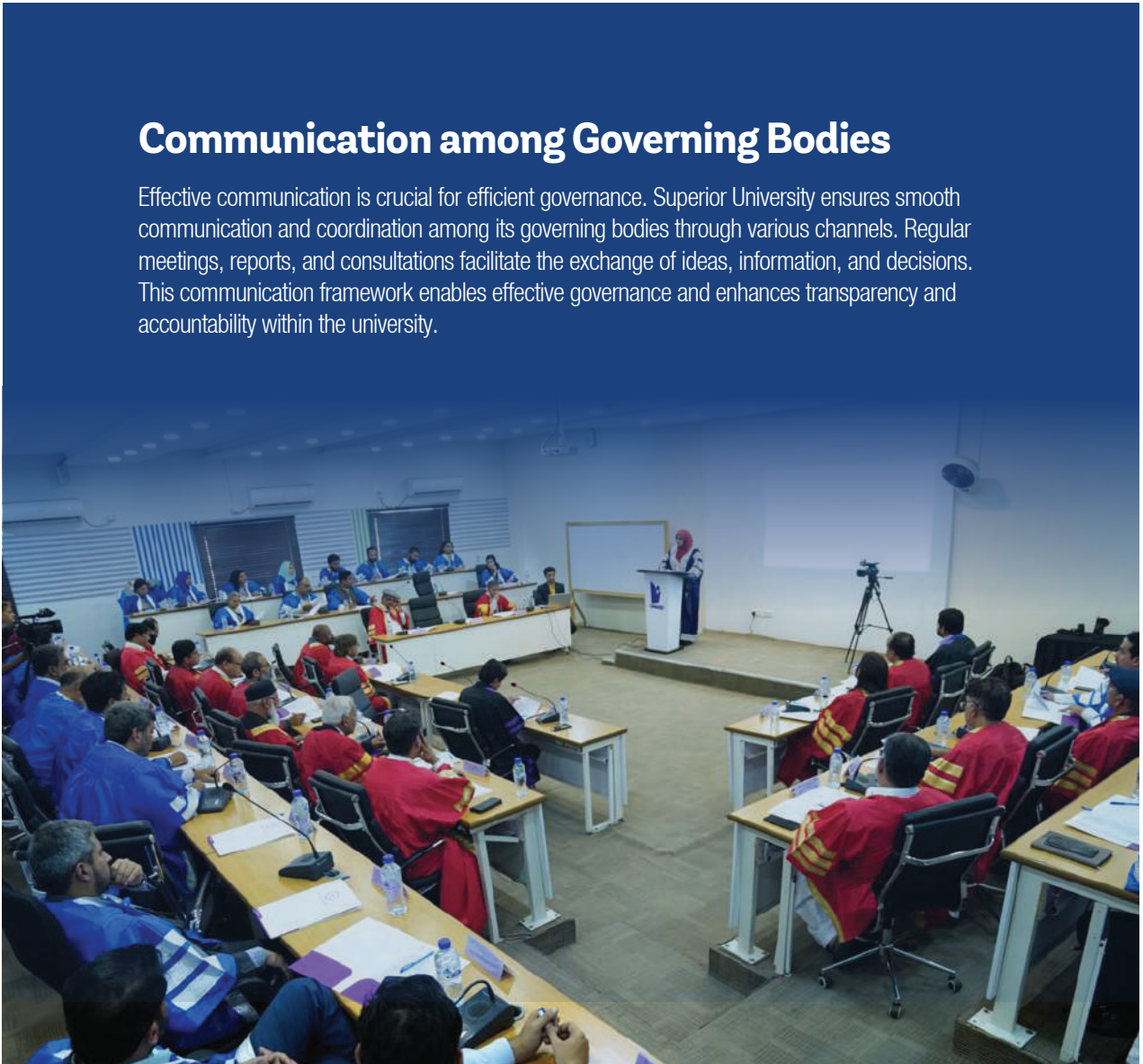
excellent staff members by evaluating the grading profile of the existing personnel, enabling their development, and implementing strategies to avoid departmental silos.

The interests and well-being of the students have been central to the governance improvements. Academic services for students have been enhanced, ensuring that their educational experience is comprehensive and supportive. Moreover, a proactive approach to monitoring risks to services has been adopted to address potential issues promptly and ensure a seamless learning environment.

Lastly, a forward-looking perspective has been taken into account, considering the needs and challenges that may arise in the next ten years. By anticipating future requirements, the governance initiatives have aimed to establish a framework that is adaptable, resilient, and sustainable in the long run.

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.



Rhythm of Transformation: Our Melodic Symphony of Progress in 2022-23

The year 2022-23 was a year of fulfillment, rejoicing and new commitments. With the upgradation of the status as University, various initiatives were taken and existing system was reviewed in depth. Governance was prioritized and key decisions were taken and implemented. Across University, various academic bodies were constituted, existing revised and industry was taken on board to strengthen the academic work being done at the University.

The Academic Council held two meetings throughout the year and made significant progress in various areas promoting the cause of quality education. It introduced a range of new programs, including eight Bachelor of Science (BS) programs, six Master of Science (MS) programs, and four Doctor of Philosophy (PhD) programs. Policies and regulations were revised, and curricula were updated for eight programs. The faculties were streamlined and over 30 programs were offered under them. The performance of the 11 faculties was reviewed in three separate assessments. Five policies and regulations were revised, encompassing Academic Regulations for Undergraduate Programs, Academic Regulations for MS/MPhil Programs, the Scholarship Award Policy for 2022 and 2023, and the Admission Policy for 2022 and 2023 (separately applicable to undergraduate and postgraduate programs). Uptill June 2023, 90 Undergraduate, 49 MPhil and 11 PhD programs have been added at Main Campus, whereas 18 MS/ MPhil program were started at sub-campus at Sargodha, Faisalabad and R.Y.Khan (Figure 1 refers).

The Boards of Faculties demonstrated exceptional performance over the year, as they conducted 18 meetings to discuss academic matters. These efforts resulted in the initiation of 18 new programs, reflecting the commitment to academic growth and innovation. Additionally, eight curricula underwent comprehensive reviews to ensure their relevance and effectiveness in meeting educational objectives. The Boards of Faculties played a vital role in fostering academic excellence and facilitating the development of diverse and contemporary programs within the institution. Introduction of OBE and Skilled based transcripts on all the programs was a huge achievement in this regard.

In the year 2022-23, the Boards of Studies exhibited remarkable dedication and productivity. With a total of 26 boards and an impressive count of 45 meetings conducted, they demonstrated a relentless commitment to enhancing the academic landscape. These efforts resulted in the creation of nine exceptional Certificate and Diploma programs, catering to the diverse interests and aspirations

of students. Furthermore, the curricula underwent rigorous review, aligning them with the principles of Outcome-Based Education (OBE) and the overarching vision of Sustainable Development Goals (SDGs). Through their meticulous deliberations and collaborative approach, the Boards of Studies played a pivotal role in shaping an educational environment that fosters excellence, innovation, and relevance, equipping students with the necessary skills and knowledge to thrive in an ever-evolving world.

The Board of Advanced Studies and Research (BASR) showcased an exceptional performance during the period, leaving an indelible mark on the academic landscape. Despite having only two meetings, their impact was far-reaching and profound. With an esteemed panel of over 100 examiners, their collective expertise and discerning eyes guided the evaluation of more than 145 thought-provoking topics. Through their meticulous scrutiny and dedication, the BASR ensured a rigorous and intellectually stimulating examination process, further enriching the knowledge base and fostering an environment of academic excellence. Their unwavering commitment to advancing research and scholarship has elevated the standards of inquiry and contributed significantly to the pursuit of knowledge in diverse fields. The BASR's unwavering pursuit of excellence serves as a testament to their profound dedication and serves as an inspiration to all those passionate about the quest for intellectual growth and discovery.

In a whirlwind of intellectual symphonies, the various other bodies of governance at Superior orchestrated an excellent performance with their unwavering dedication and harmonious collaboration (Figure 2 explains the governance). With over 50 meetings of the Admission Committee, Scholarship Award Committee, Sports Committee, Curriculum Development Committees, Discipline Committee, Selection Board, Finance & Planning Committee and Superior Information Resource Committee they navigated the intricate tapestry of institutional governance with graceful precision. Each committee played its melodious part, weaving together the strands of wisdom, creativity, discipline, and foresight. Like skilled conductors, they guided the institution towards its visionary crescendo, orchestrating the harmonious blend of academic excellence, holistic development, and fiscal prudence. The cadence of their deliberations resonated with purpose and intention, creating a harmonious symphony of institutional progress and advancement. Their tireless dedication and meticulous planning transformed challenges into opportunities and propelled Superior to new heights, as they composed a masterpiece of effective governance and strategic vision under the guidance of Rector.



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DEVELOPMENT GOALS



39th Meeting of Board of Advanced Studies and Research (BASR)



Photograph of Congregation of Academic Council on the occasion of 40th Meeting



Meeting of Board of Faculty in Medical Sciences



39th Meeting of Board of Studies in Engineering and Technology

QUALITY ASSURANCE IS A HALLMARK AT SUPERIOR:

A robust Quality Enhancement Cell equipped with seasoned professionals and well-built mechanisms is the cornerstone of implementing and evaluating quality standards as devised by Higher Education Commission, relevant accreditation councils, and statutory bodies of the university such as BASAR and Academic Council. The Quality Enhancement Cell at Superior University is responsible for designing and implementing the quality assurance mechanism that guarantees compliance to the educational standards laid out by the university, in line with regulatory requirements and university's vision and mission. The Cell plays an integral role in enhancing the academic quality and institutional effectiveness. It is instrumental in fostering a culture of accountability and continuous improvement in various aspects of academic and research activities at the university that inter-alia

includes accreditations and compliance, institutional assessment, program evaluation, student feedback and grievance handling, and benchmarking the best practices. Following are the main functions that QEC performed during the last year:

STAKEHOLDER SATISFACTION SURVEYS:

QECs undertook digital surveys to collect feedback from various stakeholders, including students, alumni, faculty, and employers, to measure their satisfaction with the unique experiential and project-based teaching and learning framework of Superior University. The objective of these surveys was to identify areas of improvement for enhancing stakeholder satisfaction.



OUTCOME BASED EDUCATION

Superior University prioritizes a strong quality assurance system to ensure high-quality higher education. The Quality Enhancement Cell (QEC) plays a crucial role in aligning academic programs with industry requirements. Outcome Based Education (OBE) and Project Based Learning (PBL) are central to the university's approach. Specific interventions include setting clear objectives, implementing hands-on projects, establishing project labs and innovation centers, providing faculty development, and incorporating innovative teaching methods. Superior University's commitment to OBE and PBL prepares students with practical skills and a problem-solving mindset for success in their future careers.

CLO BASED TEACHING & ASSESSMENT

Superior University stands out from its competitors through its implementation of CLO Based Assessments and the issuance of PLO Based Transcripts. CLO Based Assessments align evaluations with course learning outcomes, ensuring comprehensive assessment and valuable feedback. PLO Based Transcripts provide a comprehensive overview of a student's achievements in relation to program learning outcomes, highlighting specific competencies and skills developed. These initiatives demonstrate Superior University's commitment to transparency, accountability, and meeting international standards in higher education, ultimately producing highly qualified graduates sought after by employers.

INSTITUTIONAL PERFORMANCE EVALUATION (IPE):

IPE comes under purview of the HEC whereas the process is informed by the results of internal quality audit of the respective university. The objective of IPE is to ensure adoption of the University Quality Standards and Assessment Model. QEC undertook self-institutional performance evaluation (SIPE) involving both internal and external members for onward sharing the data with HEC. SIPE transpires our commitment to ensuring compliance with regulatory requirements and maintain transparency in institutional processes.

QUALITY ASSURANCE IN POSTGRADUATE PROGRAM:

QEC conducted internal Postgraduate Program Review as per the criteria of the HEC. The purpose of the program review was to assess the quality of the programs, keeping in view the minimum criteria of HEC and identifying areas of improvement to make them internationally compatible. The External reviewer appreciated practices being implemented at Superior University at Postgraduate program level.

SELF-ASSESSMENT:

Self-assessment is an important tool for academic quality assurance and provides feedback for faculty and administration to initiate action plans for improvement. QEC is responsible to conduct periodic self-assessment for its academic programs for continuous improvement and ensuring high academic standards. Details of Self-Assessment Reports, submitted to HEC, are given below.

ACCREDITATIONS & RANKINGS

QEC at Superior University lend support to various Faculties in securing accreditations for their degree programs and serve as a central hub for collecting the data required for university ranking. Presently, we have 18 degree programs accredited by the 10 relevant bodies and ranked among 400-600 Global Universities by the Times Higher Education Impact Ranking 2023.



ALIGNMENT OF CURRICULUM WITH SUSTAINABLE DEVELOPMENT GOALS:

In line with our value of Sustainability, the Superior university undertook the initiative to align curriculum of all undergraduate programs, being offered across university, with relevant SDGs. QEC collaborated with all faculties and program leaders to facilitate this process.

EXTERNAL REVIEWS:

QEC team serves as external members for conducting quality audits of different academic institutions for providing external validation and sharing best practices.

These audits contribute to the overall improvement and advancement of academic institutions and the education sector as a whole.

This year, QEC team conducting quality reviews at four different institutions including Govt Sadiq College Women University, Bahawalpur, National University of Computing and Emerging Sciences, Minhaj University Lahore, and Lahore Garrison University.

QUALITY ENHANCEMENT THROUGH CAPACITY BUILDING

A regular feature of QEC is to conduct Trainings & Workshops for faculty members on different aspects of our Quality Assurance Systems and procedures. During this year 30 training sessions were conducted on the below mentioned topics at the main and sub-campuses.

- How to write Self- Assessment Report,
- Quality Assurance in Higher Education,
- Outcome Based Education,
- Effective functioning of Quality Circle Heads and
- MS/M.Phil and Ph.D Reviews
- Institutional Performance Evaluation (IPE) etc.



ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

AWARDS & RECOGNITIONS

University leadership, researchers and students received numerous honors and awards from various national and international platforms, showcasing their exceptional contributions to their respective fields. These achievements highlights the institution's commitment to research and academic excellence.

SUPERIOR UNIVERSITY LANDS THE EMERGING EDUCATION INSTITUTION OF THE YEAR AWARD AT THE 6TH SOUTH ASIAN BUSINESS EXCELLENCE AWARDS 2022.



SUPERIOR UNIVERSITY

Superior University has been bestowed on the Emerging Education Institution of the Year Award at the 6th South Asian Business Excellence Awards 2022 hosted in Dhaka, Bangladesh by the South Asian Partnership Summit. This incredible achievement further solidifies Superior University's burgeoning reputation as a futuristic and innovative Higher education institution that delivers on its enviable promise of Student Success.

The annual South Asian Business Excellence Awards acknowledge and reward the exceptional work of trailblazing individuals and organisations who achieve excellence in innovation, enterprise, and endeavor amidst an ever-increasing competitive market in the South Asian Region.



SOUTH ASIA'S TOP 100 POWER WOMEN AWARD

We take great pride in introducing our esteemed Rector, **Prof. Dr. Sumaira Rehman**, who has received the prestigious **South Asia's Top 100 Power Women Award at the 6th South Asian Business Excellence Awards 2022**. This remarkable achievement highlights her

exceptional leadership and unwavering dedication to academic excellence. The award ceremony, hosted in Dhaka, Bangladesh, by the South Asian Partnership Summit, recognized Prof. Dr. Sumaira Rehman as an influential figure in the region. Her visionary guidance and commitment to empowering women in education have been instrumental in shaping Superior University into a premier institution. As we embark on our journey of knowledge and innovation.





Mr. Muhammad Fawad Noori
Assistant Professor,
School of Art and Design

Best Sustainable Fashion Designer of the year award 2022

Mr. Noori won “Best Sustainable Fashion Designer of the year award 2022” international award by FAM awards powered by Aberdeen Fashion Week Scotland for Developing eco-friendly materials in fashion designs.

Commonwealth Excellence awards 2023 in Singapore

Mr. Noori selected for the Commonwealth Excellence awards in Singapore in the individual category “visionary leadership award in fashion and design industry.



Dr. Rabia Nawaz,
Assistant Professor
Faculty of Allied Health
Sciences

Mentor in American Society of Microbiology

Dr. Rabia has been chosen as one of the esteemed 14 members of the Curriculum Task Force for the renowned American Society of Microbiology (ASM). As a member of the selected team, she will cater to students pursuing various fields of study, including but not limited to BS Microbiology and BS Allied Health Sciences.



Dr. Hamayun Khan
Senior Lecturer
Department of
Computer Science

Runner-up Outstanding IEEE Branch Counselor/ Advisor Award 2022

Dr. Hamayun secured Runner-up Outstanding IEEE Branch Counselor/Advisor Award 2022 among 42 Universities. The award was conferred in the annual IEEE AGM 2022 held at Faletti Hotel Lahore on 17th December 2022 (Saturday).



Dr. Shafaat Bazaz Impresses as Judge at Prime Minister's Youth Project Idea Pitching Competition

In a remarkable display of expertise and commitment to fostering innovation, Dr. Shafaat Bazaz, a distinguished faculty member and Director ORIC of Superior University, participated as a judge in the prestigious Prime Minister's Youth Project - Largest Idea Pitching Competition. The event, held on June 17 and 18, gathered Pakistani students and fresh graduates from various disciplines who presented their startup ideas in a bid to win awards of up to RS 2 million.

The Prime Minister's Youth Project - Largest Idea Pitching Competition served as a platform to nurture innovation and entrepreneurial endeavors across the country. Dr. Bazaz's role as a judge showcased Superior University's commitment to promoting innovation and its position as a leading institution in academia.



Our Students who made us proud by Out performing in National and International Competitions



WINNER OF BEST COMIC ACTOR MALE

Ahad Shah

Theatro'23 Forman Christian College (A Chartered University)



WINNER OF BEST COMEDY PLAY

Noor Waseem

Theatro'23 Forman Christian College (A Chartered University)



WINNER THE BEST COMEDY PLAY

Umair Ali

Theatro'23 Forman Christian College (A Chartered University)



WINNER OF 400 RELAY

Muhammad Adeel

Forman Olympiad'23 Forman Christian College (A Chartered University)



1st POSITION POSTER MAKING COMPETITION

Hannan Farooq

Superior Marker Fest 2023



HONORABLE MENTION

Malik Mubashar

BNUMUN 5, Beaconhouse National University (BNU)



2ND POSITION | FIFA EVENTS

Taha Naveed

TAAKRA University of Central Punjab (UCP)



2ND POSITION | TAKKEN EVENTS

Sharjeel Ahmed

TAAKRA University of Central Punjab (UCP)



RUNNER UP STAND-UP COMEDY

Ahmad Bilal

TAAKRA University of Central Punjab (UCP)



RUNNER UP MASTER CHEF COMPETITION

Superior Food & Culinary Arts Society

BNUMUN 5, Beaconhouse National University (BNU)



ACKNOWLEDGEMENT

Ahmad Sarim Aziz

Governor of the Punjab



WINNER WESTERN SINGING COMPETITION

Danisha Gill

UOL OLYMPIAD 3.0, University of Lahore



CHAMPIONS IN THE FUTSAL TOURNAMENT

Superior Sports Society Futsal Team

UOL OLYMPIAD 3.0, University of Lahore



RUNNER-UP MAKE-UP COMPETITION

Humna Khalid

UOL OLYMPIAD 3.0, University of Lahore



1ST POSITION TASTE TALENT HUNT

Shayan Sohail

CARBS, Superior University



2ND POSITION TASTE TALENT HUNT

Danisha Daniel

Aviation Engineering & Technology Superior University



3rd POSITION FUTSAL TOURNAMENT

Humna Khalid

UOL OLYMPIAD 3.0, University of Lahore



IEEE LAHORE SECTION IN THE IEEE AGM 2022 (WON O3 AWARDS)

Runner-up Award

Dr. Humayun Khan

Outstanding IEEE Branch Award 2022

Runner-up Award

M. Muneef

Outstanding Volunteer Award

Runner-up Award

Dr. Humayun Khan

Outstanding IEEE Branch Counselor 2022



GOLD MEDAL AND CASH PRIZE
Mr. Malik Ahmad
 Mr. Lahore Division & Jr. Mr. South Lahore by
 Lahore Body Building Memorial Federation



3rd POSITION
QIRAAT CATEGORY
Abdul Arslan



Ahmed Jamal | Nimra Faisal | Khatijah | Abdullah Sawed
2 GOLD AND 4 SILVER MEDALS AT THE PRESTIGIOUS
PAKISTAN INTERNATIONAL CULINARY CHAMPIONSHIP (PICC)
 Undergraduate students from School of Culinary Arts



BEST AMBASSADOR
Abdullah Maroof
 Faculty CSIT
 UET ACM Technical Symposium 3.0



OUTSTANDING COLLABORATORS
Abdullah Maroof & Hassnat Masood
 Superior IEEE Society
 UET ACM Technical Symposium 3.0



WINNER WEB
DEVELOPMENT COMPETITION
Abdullah Hassan & Haider Ali
 UET ACM Technical Symposium 3.0



RUNNERUP WEB DEVELOPMENT
Rao Muhammad Hassan & Muhammad Zohaib
 UET ACM Technical Symposium 3.0



RUNNER UP ELEKTRA COMPETITION
Sohail Anjum & Atta Ur Rehman
 FET Department
 UET ACM Technical Symposium 3.0



WINNER: 1ST POSITION
 Transmission: Barkat-e-Ramzan
 Segment: Quiz competition, Participants: Total 3
Kalsoom Noor
 President Superior Debating Society
 PNN (Pakistan News Network)



FEDERAL DEBATING CHAMPIONSHIP
MSF BILINGUAL DEBATE COMPETITION
 20th may, Chief guest: Hina pervaiz butt
Kalsoom Noor
 President Superior Debating Society



1ST POSITION
STAND UP COMEDY
Ahmad Bilal
 UCP Funkariyan 2023



BEST AMBASSADOR
STAND UP COMEDY
Abdullah Maroof
 SOFTECH'23



2ND POSITION
Ahad Shah & Ahmad Bilal
 Mass Communication
 Lahore Drama festival 2023



GOLD MEDAL
400 METER RACE 1ST POSITION
Umer Haider
 FCC Olympiad 2023



OUTSTANDING
COLLABORATORS
Abdullah Maroof
 Faculty of CSIT - NSOFEST'23



OUTSTANDING AMBASSADOR
Hasnat Masood
 Faculty EE - NSOFEST'23



SILVER MEDAL
800 METER RACE 2ND POSITION
Umer Haider
 FCC Olympiad 2023



GOLD MEDICAL
800 METER RACE 3RD POSITION
M. Hassnain Haider
 FCC Olympiad 2023

Building a Sustainable Legacy: Our Dedication to Sustainable Energy and Environmental Responsibility

The year 2023 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. 189 million, reflecting our dedication to creating a state-of-the-art learning environment for our students.

Building Sustainable Spaces, Sustainable Future

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 City campus, situated in commercial hub of Lahore was shifted to a new location encompassing offices, class rooms, auditorium and well equipped library. Campus facilities like Café, Book shop and parking facilities were added.

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.

Sustainable Printing Cost Management : An Environment Friendly Initiative

Superior University's Sustainable Printing Cost Management initiative showcases remarkable progress, reflecting our dedication to the environment. By integrating network printers and Paper Pro Cut Software, we have revolutionized printing, enhancing efficiency, reducing resources, and enabling precise paper cutting. Our aim is to promote digital platforms, build awareness campaigns, and save approximately 12 million rupees annually. We are committed to continuous improvement and exploring emerging technologies for a paperless, sustainable future. Beyond paper wastage, our sustainability efforts encompass carbon neutrality, energy efficiency, and waste reduction. We thank our university community for their support in this transformative journey towards a brighter, eco-conscious future.



Plantation Drive : Pursuing Environmental Sustainability

Pakistan suffers an annual loss of 2.3 billion rupees due to flooding, soil erosion, and reservoir siltation. Forests store significant amounts of carbon, making them crucial for carbon sequestration. To address deforestation, our university organized a large-scale plantation drive in collaboration with Leverfy and Al-Kidmat, resulting in over **15,000 plants planted**. This initiative demonstrates our commitment to environmental sustainability and global responsibility in combating climate change. Together, we can create a greener, sustainable future for generations to come.

Promoting Sustainability Through Recycling

Superior University is leading the way in promoting sustainability through its adoption of eco-friendly practices. With a strong emphasis on the use of recycled and reusable materials, the university aims to reduce its environmental footprint and inspire students to become stewards of the planet. By prioritizing sustainability, Superior University is creating a campus that not only educates but also champions a greener and more sustainable future.



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The university aimed to incorporate sustainable materials in the creative arts industry, including the use of reused and recyclable materials.



Use of recycled materials in the campus ornamentation



Our fashion and textile department students used sustainable material in designing garments Textalk International- The three students who won the Sustainable Garments category used reused and recyclable materials in their designs.



Promoting sustainable heritage practices using recyclable materials

“From Sun to Power: Superior University’s Solar Energy Journey for a Cleaner & Greener Future”

During 2022-23, provision of serene and secure green environment remained our priority. Three RO plants, with the capacity to produce 1500 gallons water per hour, clean and safe drinking water have been made available to the students and the staff. Additionally, Superior Natural Water, a mineral water produced by the University, is available for all the staff and students. Through our green energy project, solar plants (at eight buildings of the University) having the capacity of 576 KW energy are energizing our campuses. Till May, 2023, 826,512 KWh green energy was produced. It saved 330 Tons of Coal and avoided carbon emissions worth 307 Tons, alternatively, 423 plants have been planted. Thus despite situated in the industrial zone, the Superior University is contributing significantly in reduction of pollution and adding plants as per aspirations of the UN SDGs.

576 KW	826,512 KWh	330 Tons	307 Tons	423
Solar Capacity	Energy Produced	Coal Saved	Carbon Emissions Avoided	Plants Added



Recycling of Waste Water

The Superior University has daily footfall of around 12000 students and employees at the campus. Moreover, 500 students are residing in University Hostels. On average the University consumes 30 liters of water per capita per person which is recycleable and reuseable avoiding wastage of already depleting water of the world.

Average water consumption at University Campus:

12,000

Number of students at the campus:

500

Number of students residing in university hostels:

$$\begin{aligned} \text{Average Water Consumption per day} &= \text{Number of students} \times \text{Average water consumption per person} \\ &= 12,000 \times 30 \text{ litres}^* \\ &= \mathbf{360,000 \text{ litres}} \end{aligned}$$

Sewage Generated per day at Hostels:

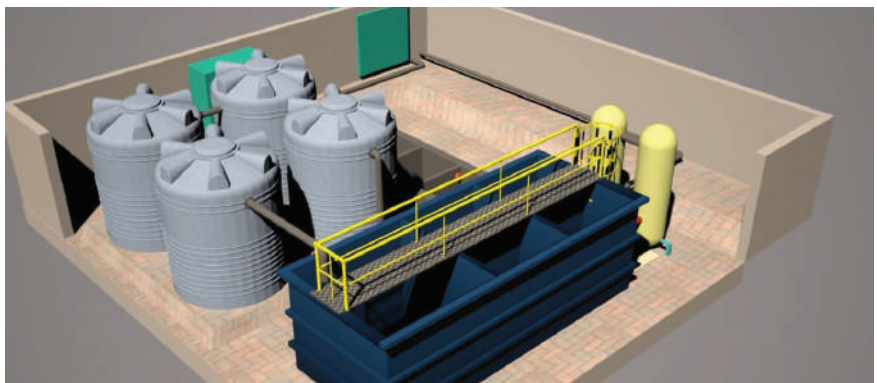
$$\begin{aligned} \text{Average Water Consumption per day} &= \text{Number of hostel students} \times \text{Average water consumption per person} \\ &= 500 \times 30 \text{ litres}^* \\ &= \mathbf{15,000 \text{ litres}} \end{aligned}$$

Total Sewage Generated per day at Superior University:

$$\begin{aligned} \text{Average Water Consumption per day} &= \text{Sewage Generated at campus} + \text{Sewage generated by hostels} \\ &= 2,400,000 \text{ litres} + 100,000 \text{ litres} \\ &= \mathbf{375,000 \text{ litres}} \end{aligned}$$

* Refers to per capita per person average water usage in Pakistan (Considering Lowest Value - Ranging from 30 to 350 litres)

The university in order to cater to our Social Responsibility under SDG -6 (Clean water and sanitation) will recycle the waste water through primary treatment, secondary treatment, and tertiary treatment. This multi-stage process will help remove contaminants and make the water suitable for reuse in various applications including our labs and washrooms etc.



Superior at the Verge of Embracing Tech Enabled Future

Under Innovations at Superior Project we upgraded our research labs with over 27.6 Million rupees cost for purchase of equipment and improvement. To support our Medical College, state of the art extension has been created in the form of another Medical Tower at the rate of Rs. 100 million expenditure on building and Rs. 45 million expenditure on purchase of CT Scan and MRI facilities. An overall cost of Rs.172.6 Million has been incurred on improvement of laboratories at the University.

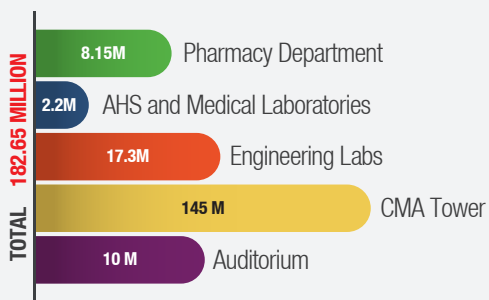
In our pursuit of becoming a tech-enabled University by 2032, we have set our sights on a grand vision. To accomplish this, we are investing a significant annual expenditure of Rs. 80 Million in various areas crucial to our technological advancements. This includes enhancing Internet Connectivity, upgrading ICT infrastructure, improving laboratory facilities, implementing comprehensive surveillance systems, and

acquiring essential IT accessories (Figure 1 refers).

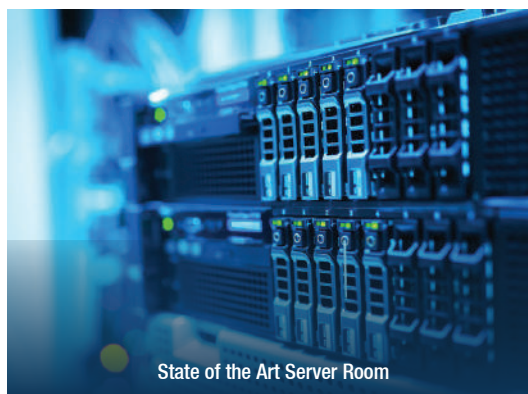
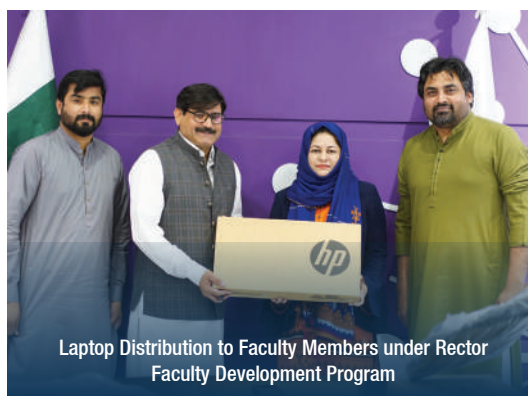
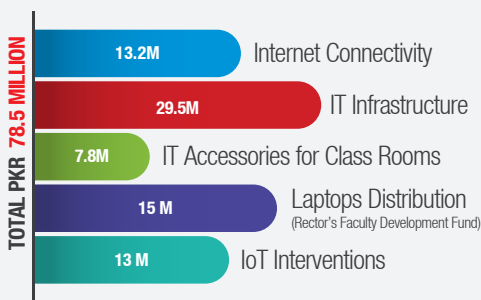
Furthermore, as part of the Rector's faculty development program, we are taking proactive steps to create an energy-efficient IT environment within our campus. In an effort to reduce energy costs, laptops are being provided to our esteemed faculty members. This not only facilitates their professional growth but also contributes to a sustainable approach to technology usage.

It brings us great satisfaction to share that we have already distributed laptops worth 1.2 Million, as a testament to our commitment to equipping our faculty with the necessary tools for success. These actions, undertaken with careful consideration, are propelling us closer to our goal of establishing a technologically advanced University that thrives on innovation and efficiency.

INNOVATIONS AT SUPERIOR (UPGRADATION OF RESEARCH LABS) Cost in 2022-23



INVESTMENT IN IT INFRASTRUCTURE Cost in 2022-23



Infrastructure Development to Enhance the Educational Experience

The year 2023 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. 189 million, 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.

Upgradation of Mechanical Engineering Labs

The mechanical engineering labs have undergone a comprehensive upgradation and investment of over Rs. 13million incorporating state-of-the-art equipment, and machinery. The investment has allowed for the inclusion of advanced testing and measurement instruments, computer-aided design (CAD) systems, and simulations.

This upgrade enables students to gain practical hands-on experience and fosters innovative research in the field.



Mechanical Engineering Lab - I



Mechanical Engineering Lab - II



Mechanical Engineering Lab - III



Engineering Lab - IV

Upgradation of Histopathology Research Lab

Investment of over 25million have been made in our histopathology research lab with the latest diagnostic and research equipment. This includes advanced microscopy systems, tissue processing units, immunohistochemistry platforms, and molecular biology tools.

The upgradation has significantly enhanced the lab's capacity for conducting precise and detailed investigations, contributing to breakthroughs in the understanding and treatment of various diseases.



Histopathology Lab at Azra Naheed Medical College

Upgradation of Real Dissection and Anatomy LAB and Museums



Anatomy Museum

To provide an immersive learning experience, the anatomy and pathology museums has been upgraded with modern facilities.

The inclusion of a virtual Anatomage Table enables students to explore realistic 3D models and digital dissections, enhancing their understanding of human anatomy.

Additionally, the real dissection facilities have been improved with upgraded dissection tables, lighting, and audiovisual aids, facilitating practical learning and research opportunities.



Upgradation of Chaudhry Muhammad Akram Teaching & Research Hospital

CMA Hospital has been expanded with the addition of Block-C, specifically dedicated to cardiac care.

The new block is equipped with cutting-edge facilities, including state-of-the-art operation theaters, specialized diagnostic units e.g. low radiation CT Scan, MRI, intensive and coronary care units.

This expansion of over Rs. 150million enables the hospital to offer comprehensive cardiac services, including advanced surgeries, interventional procedures, and rehabilitation programs, catering to the growing healthcare needs of the community.

Upgradation of Pharmacy Labs and Museum

The pharmaceutical sciences museums have undergone a significant transformation, featuring interactive exhibits, updated displays, and advanced audiovisual presentations.

The upgrade aims to provide an engaging and informative experience for students and visitors, showcasing the advancements in pharmaceutical research, drug development, and healthcare practices.

The enhanced museums play a crucial role in fostering scientific curiosity and promoting knowledge exchange.



Pharmacy Lab - I



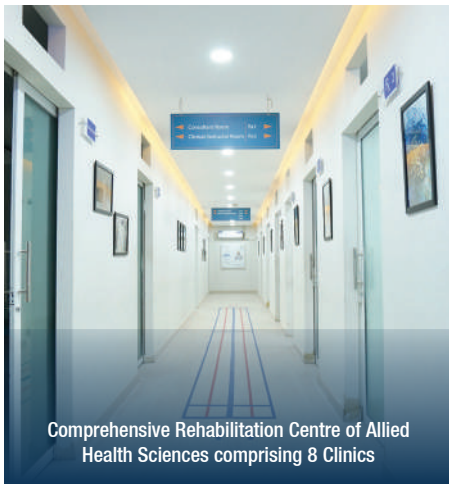
Pharmacy Museum - I



Pharmacy Museum - II



Pharmacy Industrial Lab



Comprehensive Rehabilitation Centre of Allied Health Sciences comprising 8 Clinics

Establishment of Comprehensive Rehabilitation Centre (CRC)

The Comprehensive Rehabilitation Centre (CRC) is dedicated to restoring function and improving the quality of life for individuals recovering from injury, surgery, or living with physical impairments. With specialized departments, such as Neuro Rehab, Speech Language Pathology, Diet and Nutrition, and Occupational Therapy, the CRC has started offering a wide range of services. Approximately 3.0 Million rupees were spent to prepare and equip the CRC as state of the art facility for training of Doctor of Physical Therapy students. Various stations established therein train the students on rehabilitating individuals with physical therapy.

Neuro Rehab focuses on improving function and well-being for those with neurological conditions. Speech Language Pathology addresses speech, language, and swallowing disorders. Diet and Nutrition department provides expert guidance on healthy eating and managing disease. Occupational Therapy utilizes everyday activities to treat physical and mental ailments, enabling patients to perform daily tasks more effectively.



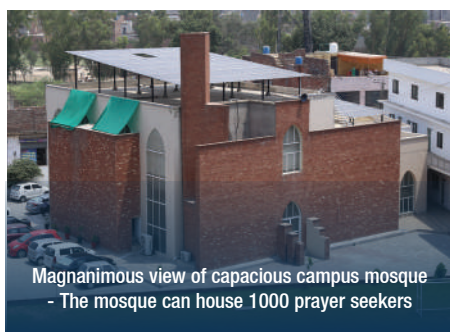
Faculty of CS & IT

Tech Hub Incubator

Students of CSIT are provided with a unique technological incubator called 'Tech Hub,' which offers numerous benefits. It serves as a platform for CSIT students to engage in discussions regarding their project-based learning (PBL) assignments. Additionally, they can submit their prototypes to Tech Hub for further enhancement, development, and incubation. This exclusive facility is designed to nurture and support the tech gurus of tomorrow, providing them with a space to grow and excel in their chosen field.

University Mosque

The Superior University's mosque stands as a remarkable spiritual center, catering to the religious needs of both students and faculty. Spanning across two floors and covering an impressive area of 8,300 square feet, this grand structure offers ample space for prayer and contemplation. With a capacity to accommodate approximately 700 individuals at a time, the mosque serves as a hub for collective worship and community engagement. The construction of this magnificent mosque came at a cost of 12.5 million, reflecting the university's commitment to providing a serene and well-equipped space for religious activities. The design includes separate sections for men and women, ensuring a tranquil atmosphere that enhances the overall experience and personal growth of the university community.



Magnanimous view of capacious campus mosque - The mosque can house 1000 prayer seekers



New Look of Fazal Muhammad Auditorium

Chaudhry Fazal Muhammad Auditorium

Superior University completed a remarkable renovation of its Fazal Mehmood Auditorium, costing over 10 Million PKR. The state-of-the-art facility now provides an immersive experience with advanced audio-visual equipment, increased seating capacity, comfortable ergonomic seating, modern lighting arrangements, and a versatile ambiance. This transformation reflects Superior University's commitment to fostering creativity, learning, and collaboration, benefiting both students and staff alike by offering an exceptional space for lectures, presentations, guest speaker series, theatrical performances, and other activities that inspire and empower the community.

Nurturing Excellence:

Investing in the Growth of Our Faculty and Staff

Superior University prioritizes human development and demonstrates its commitment by investing in the continuous growth and development of its faculty and staff. Recognizing that the success of the institution lies in the expertise and dedication of its employees, the university provides opportunities for professional development, training programs, and resources to enhance their skills, knowledge, and abilities. By empowering its faculty and staff, Superior University ensures a thriving academic environment that fosters excellence, innovation, and student success. Following is an overview of our notable initiatives taken in this regard during the year.

1. Faculty Exchange with US
2. Power of Belief Training
3. Faculty Foreign Training Program



Exchange for Pakistani Secondary Educators and Administrators (EPSEA) at Oakland University, Michigan.

Superior University prioritizes faculty development as a means for developing human capital cognizant of the needs of the 21st century. The most prominent faculty development initiative during the year was participation in Exchange for Pakistani Secondary Educators and Administrators (EPSEA) at Oakland University, Michigan. 20 members delegate of faculty members from different faculties participated in the exchange program.

A month-long exchange program focused on enhancing knowledge, skills, and best practices in education, leadership, and administration. Participants have the

opportunity to interact with renowned faculty members, engage in workshops, seminars, and collaborative projects, and gain exposure to innovative teaching methodologies and educational technologies.

The Exchange Program for Pakistani Secondary Educators and Administration at Oakland University strives to empower participants with the necessary tools, knowledge, and skills to drive positive change in their respective schools and educational systems aimed to create a lasting impact through innovative approaches and a global perspective, fostering educational excellence and equity in Pakistan.



World Physiotherapy Congress June 2-4, Dubai UAE

The World Physiotherapy Congress 2023 took place in Dubai, UAE from June 2 to June 4 and brought together the global physiotherapy community. This event provided an exceptional platform for experts and colleagues from around the world to convene and exchange innovative ideas and insights. Superior University delegate comprising of Prof Dr Muhammad Naveed Babur and Ms. Fariha Ambreen participated in the Congress and had the opportunity to explore the implications of these advancements across research, education, management, policy, and clinical practice. Through networking and discussions, the congress aimed to foster collaboration, inspire new approaches, and enhance the field of physiotherapy on a global scale. Superior University had planned to benefit from this international networking and knowledge exchange through devising collaborative actions for the coming year.



Rennes Business School Summer Program

June 11-17, 2023
Rennes, France

Dr. Sami Ullah Bajwa, Dean of the Faculty of Business and Management Sciences, recently participated as a trainer at the Rennes Summer School of Business. This cutting-edge program, organized by Rennes Business School, attracts students from all around the world. The summer school offers various interactive sessions on topics such as Strategic Management, Sustainable Development by Jennifer Ramsey, Global Policy by Dr. Sami Bajwa, and Cultural Entrepreneurship. In addition to these sessions, the program includes an excursion to St. Malo.

Dr. Bajwa not only contributed as a trainer in the program but also explored potential areas of collaboration between Rennes Business School and Superior University, especially focusing on the Go Global Stream. This endeavor aims to foster further partnerships and exchange opportunities between the two institutions.



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With the recent launch of the bold and ambitious strategic roadmap, the “Soar to Roar Strategic Plan 2023-28,” a comprehensive training program on the “Power of Belief” has been implemented.



Power of Belief Training Program for Core Team

by Prof. Dr. Chaudhry Abdul Rehman

05 - 11 MAY, 2023 Sharm-el-Sheikh (Egypt)

In the initial round of training sessions, Prof. Dr. Chudhry Abdul Rehman conducted training for the university’s core team in Sharm El Sheikh, Egypt. The primary objective of this training program was to instill and reinforce the belief that we can indeed achieve the milestones outlined in our strategic plan, provided we maintain unwavering faith in our abilities. Additionally, the program aimed to equip our academic and administrative leaders, as well as faculty members, with valuable insights and strategies to foster a culture of belief and empowerment among our students.

Recognizing the profound impact that beliefs have on individual success and an entrepreneurial mindset, this program offered faculty members the tools and knowledge necessary to cultivate a positive and growth-oriented environment within the university. Through interactive workshops and expert guidance, participants learned about the power of belief in shaping behaviors, overcoming challenges, and unlocking untapped potential.





Power of Belief Training Program for University Leadership by Prof. Dr. Chaudhry Abdul Rehman

The second round of Power of Belief training was led by Prof. Dr. Ch. Abdul Rehman, targeting the top leadership of the university across all departments and faculties. Attendees included deans, chairpersons of departments, program leaders, final year project managers, SCL advisors, club advisors, social media influencer advisors, and heads of all support departments.

During the training sessions, Prof. Dr. Ch. Abdul Rehman enlightened the participants about the importance of the Power of Belief. He emphasized how an empowering belief, combined with an

abundant mindset, acts as a catalyst for achieving remarkable accomplishments in Superior Group's illustrious journey. He also discussed Superior University's rich philosophy, non-negotiable values, and its remarkable ascent to global recognition.

Additionally, Prof. Dr. Ch. Abdul Rehman presented the transformative 5-year strategic plan, "Soar to Roar 2023-2028," which serves as a visionary roadmap for the entire team. This strategic plan represents a crucial milestone in Superior University's mission to become the leading research university in Pakistan by 2028.



Power of Belief Training Program for Soar to Roar Strategic Plan (2023-28) Implementation by Prof. Dr. Sumaira Rehman

The third series of the Power of Belief Session was led by Prof. Dr. Sumaira Rehman, Rector of Superior University. Mr. Munib Ahmed, Deputy Director of CMACED, provided valuable assistance in conducting the training, which effectively trained over 400 faculty members at Superior University.

Throughout the training sessions, Prof. Dr. Sumaira Rehman emphasized Superior University's

remarkable journey since its inception. She highlighted the university's transformation into an innovation hub and its unwavering commitment to becoming a top-tier research and entrepreneurial institution. She also emphasized the immense significance of the Power of Belief in Superior University's progress and stressed the invaluable role these training sessions played in the university's development and success.



CELEBRATING GRADUATE SUCCESS

EMBRACING THE FUTURE
@ CONVOCATION





Conference of Degrees at Superior Convocation 2023

Unveiling Excellence at Superior University's Courtyard

The Superior University, Lahore, adorned itself with an ethereal aura on the 13th of March 2023 as it hosted its illustrious 6th Convocation. The courtyard, bathed in golden sunlight but covered with white and purple shade became a haven for celebration and a testament to the relentless pursuit of knowledge. It stood as a testament to the University's commitment to nurturing minds and illuminating futures. As the graduates gathered, a symphony of dreams and aspirations echoed through the air, filling the hearts of all those in attendance.

Unleashing the Power of Research

In its relentless pursuit of academic excellence, Superior University championed postgraduate research, fostering a culture of curiosity and innovation. The fruits of this commitment were evident as the university proudly celebrated the graduation of 51 Ph.D scholars, each a beacon of knowledge in their respective fields. These scholars, armed with their groundbreaking research, will continue to push the boundaries of human understanding and contribute to the betterment of society.

Engraving Success through Innovative Pedagogies

Within the hallowed halls of Superior University, innovation thrived, giving rise to teaching pedagogies that shaped the path of countless students. These pedagogies, born from the depths of ingenuity, resonated with the students, leading them towards

success. ETP (Experiential Teaching and Training Program), 3UIM (Unleashing Urban, Uplifting and Unmatched Minds), and Freshman Workshops became the pillars on which the students' academic journeys were built, instilling in them a deep passion for learning and a thirst for exploration.

A Tapestry of Disciplines at Convocation 2023

Superior University, an academic tapestry woven with diversity, prides itself on its 13 faculties. Each faculty, like a brushstroke on a masterpiece, adds vibrancy and depth to the University's academic landscape. From the Faculty of Business & Management Sciences to the Faculty of Pharmacy, the University's multidisciplinary approach ensures a comprehensive education that empowers students to make a lasting impact in their chosen fields.

A Multitude of Graduates- A Universe of Potential

In the embrace of Superior University's nurturing environment, over 20,000 students embarked on their educational journey, aspiring to greatness. In the academic year 2022-23, the University witnessed the emergence of 3,973 graduates, each armed with the knowledge and skills to shape their destinies. Among them, 74 exceptional individuals, whose brilliance outshone all others, were adorned with the prestigious Gold Medals by the esteemed Patron and Governor of Punjab, H.E , Mr. Baleegh ur Rehman, recognizing their outstanding achievements. Additionally, 18 Ph.D. candidates stood tall, their degrees symbolizing the culmination of years of dedication and unwavering perseverance.

A LEGACY OF EXCELLENCE

Within the halls of Superior University, a legacy of excellence has been meticulously crafted over the years. With its vast array of faculties, a myriad of degree programs, and a dedicated academic faculty, the University continues to be a beacon of intellectual pursuit and innovation. Its campuses serve as sanctuaries for growth and exploration, fostering an environment where research thrives and ideas flourish. With an Innovation District at its heart, the University stands as a testament to its unwavering commitment to pushing the boundaries of knowledge and sparking transformative change.



Picture of Gold Medalists with patron of Superior University

A Convocation etched in Eternity

As the curtains drew close on the 6th Convocation, Superior University found itself etched in the annals of time. The memories created on that momentous day, the smiles and tears, the promises of a brighter future, will forever be a cherished part of the University's history. The Convocation of 2023 served as a testament to Superior University's unwavering dedication to nurturing young minds, and its commitment to empowering graduates to transcend boundaries and conquer the world with their knowledge and skills.

In the grand tapestry of Superior University's Convocation, each thread represented a unique story of triumph, resilience, and the pursuit of excellence. As the graduates 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.

This Convocation shall forever stand as a testament to the Superior University's unwavering commitment to its students, and a testament to the immense potential that lies within each graduate.



Honourable Patron and Governor of Punjab, Muhammad Baligh Ur Rehman at Convocation 2023

3973

Graduates

74

Gold Medalists

23

PhDs Awarded

56%

Graduation Rate

Cherishing Memories at Graduation



90%
Over all
Employability

Departments with 100% Employability

- Mass Communication
- Management Sciences
- Aviation Management
- Doctor of Physical Therapy
- Pharmacy
- Aviation Technology
- CS & IT



Our Alumni Our Identity



The Alumni Office at Superior University serves as a dedicated platform for fostering lifelong connections and maintaining strong bonds between the university and its esteemed graduates. With a commitment to supporting the personal and professional growth of alumni, the office provides a range of comprehensive services, programs, and resources tailored to meet the diverse needs and aspirations of its graduates.

One of the primary objectives of the Alumni Office is to create a vibrant and engaged alumni community. Through various engagement initiatives, the office offers opportunities for alumni to network, share experiences, collaborate on projects, and participate in mentorship programs. Regular events, such as reunions, social gatherings, and networking sessions, are organized to facilitate meaningful connections among alumni from different generations, disciplines, and geographical locations. By fostering these connections, the office aims to create a robust network that supports alumni in their personal and professional endeavors.

Career support and guidance are crucial components of the services provided by the Alumni Office. Recognizing the significance of a successful career journey, the office offers job placement assistance, career counseling, and access to a wide range of professional development resources. Alumni can benefit from career fairs, workshops, seminars, and industry-specific events that provide insights into current market trends, job opportunities, and skill development. The Alumni Office also maintains a strong network of industry professionals who are eager to engage with and mentor fellow alumni, facilitating career advancement and growth.

In addition to fostering a sense of belonging and providing career support, the Alumni Office acts as a liaison between alumni and the university. It keeps alumni informed about the latest

developments, achievements, and initiatives of the university through regular newsletters, publications, and online platforms. By sharing success stories, highlighting notable achievements, and featuring alumni contributions, the office celebrates the accomplishments of its graduates and reinforces the pride associated with being a part of the Superior University family.

The Alumni Office also encourages alumni philanthropy and engagement in giving back to the university. Alumni are provided with opportunities to contribute to scholarships, research projects, infrastructure development, and other philanthropic endeavors. By supporting such initiatives, alumni can make a tangible impact on the university and contribute to the growth and development of future generations of students.

The Alumni Office extends its services beyond national boundaries, recognizing the global presence of Superior University's alumni. It strives to establish and strengthen alumni chapters in different cities and countries, creating a network that transcends borders. These chapters organize local events, professional development activities, and social gatherings, allowing alumni to connect with their fellow graduates, build professional relationships, and stay connected with their alma mater, regardless of their geographical location.

Overall, the Alumni Office at Superior University plays a vital role in maintaining a lifelong relationship between the university and its graduates. By providing a wide range of services, programs, and resources, the office supports the personal and professional growth of alumni, fosters a sense of belonging, facilitates networking opportunities, and encourages philanthropy and engagement. With its unwavering dedication to the success and well-being of its graduates, the Alumni Office ensures that the spirit of Superiority lives on long after graduation.

Alumni Meetup with Rector

Superior University hosted the Superior Alumni Meetup 2021-22 for a delegation of its distinguished Alumni in a glittering ceremony on campus.

Registrar Superior University, Mr. Mudassar Kamran; Director 3U1M Program, Ms. Ayesha Zahid, Deputy Director Superior Alumni Relations Office, Mr. Asif Aziz; Dean Faculty of CS & IT; Dean Faculty of Business program's three (3) streams: start-up, scale-up, and design challenge. She said that the success of the 3U1M program was down to Superior's entrepreneurial approach to pedagogy, the establishment of Chaudhry Muhammad Akram Center for Entrepreneurship Development, and the incorporation of Outcome-Based Education, and Project-Based Learning

frameworks to and Management Sciences; and Deputy Director Chaudhry Muhammad Akram Center for Entrepreneurship Development (CMACED) welcomed the visiting delegation. Addressing the Alumni, Rector Superior University, Dr. Sumaira Rehman briefed the alumni about the concept and the ground-breaking impact of the 3U1M program in its very first year. Dr. Sumaira explained the thought process behind the Superior's educational practices. Dr. Sumaira said that the Superior Alumni are the living proof of the success of Superior's entrepreneurial approach to education. She said that the collaboration between Superior and its alumni will prove to be a catalyst for the emerging entrepreneurial ecosystem in Pakistan.



Department of Pharmacy Alumni Meetup

The Meetup for the Alumni Association of the Department of Pharmacy was held at Superior University. All the participants and faculty members showed great pleasure in formation of this association. They actively participated in the election and gave their suggestions on how the association can grow and help its members in the future.



Launch of ALUMNI ASSOCIATION BODIES

Faculty of Management Sciences

Superior Alumni Relations Office launched an exclusive Alumni Association for the Department of Management Sciences. The basic objective of this initiative was to engage alumni of the business school to build a lifelong connection with their alma mater. This association has been aimed to contribute in achieving the business school's vision and mission under the

leadership of the Honorable Chairman and worthy Rector of the Superior University. The association elected Mohsin Nisar as President, Imran Jamal Pasha, Aamir Malik, Muhammad Waqas Shabbir, Hafiz Asad as Vice President, Haris Ahmed as Social Media Lead, Rana Hasan Afzal and Sumra Fiaz Rana as Assistant Vice President.



Faculty of Pharmacy

The alumni election for the Alumni Association of the Department of Pharmacy was held at Superior University. The association elected Dr. Mukarram Sajjad as President, Dr. Saadia Anum

Raza as Vice President, Dr. Farooq Anwar as General Secretary, Dr. Itzaz Aslam as Finance Secretary, and Dr. Arqam Zahid as Media Secretary.



Superior University's International Alumni Chapters

Superior Alumni Relations office has recently established 3 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

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.

Distinguished Alumni Guest Speaker Series

The Alumni Relations Office organized a Distinguished Alumni Guest Speaker series featuring accomplished alumni from the corporate sector. The experienced alumni were invited to share their practical experience and expertise with current students and to strengthen a lifelong connection between the alumni and their alma mater while providing valuable insights to the students. Throughout the event, our distinguished alumni delivered informative sessions

on a range of topics across multiple departments within the university.



Iftar Delights with Superior Alumni

Superior Alumni Relations Office arranged an Exclusive Annual Iftar Dinner at OBAN Hotel. The event brought harmony among 70 alumni from Lahore and its surrounding areas. The Alumni Relations Office was represented by Mr. Haseeb Khan, Director Communications, and Mr. Asif Aziz Khan, Deputy Director Alumni Relations & Career Services. The event was a great opportunity for networking and

relationship-building where recent graduates have the chance to interact with distinguished alumni who are working with top national and multinational corporations. This Alumni engagement is a testament to the vision of our Honorable Chairman and Worthy Rector who believe that our alumni are our identity



Alumni Tours

Superior Alumni Office arranged a 3 days alumni tour to Kashmir valley. The alumni enjoyed visiting Muzaffarabad, Neelum Valley, Sharda, Kail, Dhani Waterfall, Arang Kel, Athh Muqam, and Keran. They had good meal and best accommodations. They took selfies, shared their stories to each others, shared smiles, and had a lot of fun throughout the tour. They gave positive feedback about this adventurous journey and wished to join again in the coming tour.



Our Alumni's International Footprint

Superior Alumni can be found across the globe, spanning continents and countries, and representing a diverse and accomplished group of individuals who have excelled in their respective fields. These exceptional individuals, hailing from esteemed educational institutions and programs, have successfully navigated the challenges of academia and emerged as leaders in their chosen domains. From renowned scientists and innovators who have revolutionized our understanding of the world, to influential business leaders who have transformed industries and economies, and prominent artists who have captivated audiences with their creativity and expression, Superior Alumni have made significant contributions that have shaped the fabric of society.

The influence of Superior Alumni extends far beyond their alma maters. These remarkable individuals serve as inspiring role models, demonstrating the possibilities that can be achieved through hard work, perseverance, and a commitment to excellence. Their achievements serve as beacons of inspiration for current and future

strategic vision, entrepreneurial acumen, and the ability to navigate complex challenges. These influential individuals have established and scaled innovative startups, revitalized struggling companies, and created job opportunities that have positively impacted local and global economies.

Moreover, Superior Alumni have made significant contributions to the world of arts and culture. They have created masterpieces that evoke emotions, challenge conventions, and inspire conversations. Through their paintings, sculptures, music, literature, and performances, these talented artists have enriched the human experience and provided a platform for introspection, reflection, and dialogue. Their work transcends boundaries, bridging cultures and fostering a deeper understanding of our shared humanity.

In conclusion, Superior Alumni are present on every corner of the globe, leaving their mark in various fields and domains. Their exceptional achievements, dedication, and commitment to excellence serve as a testament to the transformative power of education. As these remarkable individuals continue to shape the world with their knowledge, expertise, and innovative ideas, their impact resonates far beyond their individual accomplishments, inspiring generations to come and leaving an enduring legacy.

students, motivating them to pursue their passions, push boundaries, and strive for greatness. Superior Alumni are not only distinguished by their academic achievements, but also by their character, integrity, and dedication to making a positive impact on the world.

In the realm of scientific research, Superior Alumni have been at the forefront of groundbreaking discoveries and advancements. They have unraveled the mysteries of the universe, developed life-saving medical treatments, and pioneered technologies that have transformed industries and improved the quality of life for countless individuals. These trailblazers have pushed the boundaries of knowledge and expanded the frontiers of human understanding, leaving an indelible mark on the scientific community and society as a whole.

In the business world, Superior Alumni have proven themselves as exceptional leaders, guiding organizations to success and driving economic growth. Armed with a solid foundation of knowledge and skills gained during their educational journey, they have demonstrated



Our Alumni Making Contributions around the Globe



Amir Malik

CEO
ANW Real Estate - UAE
MBA

"The MBA program at Superior University was a transformative experience that has had a profound impact on my career. From the moment I stepped into the program, I knew I was in the right place to develop my business acumen and leadership skills. The curriculum was comprehensive and provided a solid foundation in all key areas of business, including finance, marketing, strategy, operations, and organizational behavior. The courses were taught by experienced faculty members who brought real-world examples and case studies into the classroom, making the learning experience engaging and practical.



Muhammad Bilal Dost

Head of Business Intelligence
Smile Communications Nigeria
MBA

"Studying business studies at Superior University was a great experience that had a profound impact on my career trajectory. The program provided me with a solid foundation in business principles, critical thinking, and practical skills that have been invaluable in the professional world.

The curriculum in the business studies program was well-rounded and comprehensive. It covered a wide range of subjects, including marketing, finance, management, economics, and entrepreneurship. The courses were taught by knowledgeable professors who brought real-world examples and case studies into the classroom, making the learning experience engaging and applicable to the business world.



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.



Ali Jamil

CEO
Alyphsoft Technologies - Saudi Arabia
BS Software Engineering

Getting my degree completed from Superior University has been a game-changer for my career. The curriculum was comprehensive and up-to-date, covering a wide range of programming languages, software development methodologies, and industry best practices. One of the program's greatest strengths was its emphasis on teamwork and communication skills. Through group projects and collaborative assignments, I developed strong teamwork, leadership, and communication abilities, which are essential for success in the software engineering industry.





Faisal Nadeem

Vice President
Santander Bank - USA
BBA

“Completing my BBA (Bachelor of Business Administration) at Superior University was a pivotal experience that laid the foundation for my career in the business world. The program provided me with a comprehensive understanding of various business disciplines and equipped me with the skills necessary to succeed in today’s dynamic and competitive market. The university also offered a range of extracurricular activities and clubs that allowed me to further develop my leadership and teamwork abilities. I participated in student organizations, organized events, and collaborated with peers from diverse backgrounds. These experiences not only expanded my network but also fostered personal growth and built my confidence.



Mohsin Muhammad

General Manager
CNM textile- Czech Republic
MBA

Completing my MBA program at Superior University was a great experience for me. The greatest strength was its focus on experiential learning. Through consulting projects, internships, and business simulations, I had the opportunity to apply classroom knowledge to real business challenges. This hands-on experience not only enhanced my problem-solving abilities but also allowed me to build a professional network and gain exposure to different industries.



Sheeba Fazal

Web Application Specialist
Qatar Foundation- Qatar
MCS

The business intelligence program at Superior University offered a comprehensive curriculum that covered both technical skills and business acumen. I gained proficiency in data analytics, data visualization, predictive modeling, and data mining techniques. Additionally, I learned about strategic decision-making, market analysis, and business strategy, enabling me to bridge the gap between technical expertise and business outcomes.



Usama Waheed

Group Talent Acquisition
Manager
Elegancia Healthcare- Qatar
MBA

Completing my Master’s in Business Administration (HR) at Superior University was a transformative experience that opened doors to numerous opportunities in my career. The program provided me with the knowledge, skills, and network necessary to excel in the dynamic field of HR. 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.



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Our Alumni Making Contributions around the Globe



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.



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.

What Our Alumni Say about Us!



Muhammad Salman

Planning & Development Department

Project Manager
MS (Project Management)

"I cannot speak highly enough of the project management program. The program's practical approach, combined with theoretical concepts, allowed me to apply project management principles to real-world scenarios. The faculty, who were experienced project management professionals themselves, provided valuable insights and guidance throughout my journey."

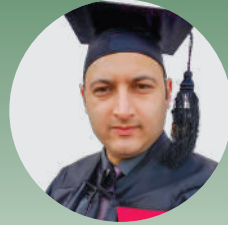


Fawad Ahmad

NextGen Sportswear

Founder & CEO
Master's in Mass Com.

"The entrepreneurship program provided me with the knowledge, skills, and mindset to turn my passion into a successful business. The program's immersive and practical approach, combined with guidance from experienced mentors, helped me navigate the challenges of starting and growing a venture. I learned how to develop a solid business plan, identify opportunities, build a strong network, and overcome obstacles."



Haris Razzaq

NLC (National Logistics Cell)

Country HSE Manager
MS. EHS

"My experience as a Master's in Environment Health and Safety from Superior University exceeded my expectations. The program offered a perfect blend of theoretical knowledge and practical application. The practical experiences, such as fieldwork and research projects, prepared me well for the real-world challenges in the field. I am proud to be an alum of Superior University and my education."



Kashif Ali Shauket

Assistant Director

FIA
MBA (Professional)

"My MBA journey at Superior University was truly invaluable. The program went beyond theoretical concepts and emphasized practical application. The diverse cohort brought together professionals from various industries, fostering a rich exchange of ideas and perspectives. The program's emphasis on teamwork and collaboration equipped me with strong interpersonal and communication skills."



Muhammad Murtaza

Senior District & Acting Brand Manager

Sanofi Aventis Pakistan
MBA (Professional)

"Earning my MBA from Superior University was a transformative experience that opened doors to incredible opportunities. The program provided a comprehensive business education, equipping me with the skills and knowledge needed to excel in the corporate world. The professors were not only experienced professionals but also passionate educators who challenged and inspired us. The collaborative learning environment, coupled with real-world case studies and internships, allowed me to develop a strategic mindset and hone my leadership abilities."



Abid Hussain Chisti

CEO

Karachi Hot N Spicy Restaurant
BBA (Hons.)

"As a restaurant owner and an alumni of Superior University, I can confidently say that my education has played a pivotal role in my success. The business courses I took provided a solid foundation in areas such as marketing, finance, and operations management. The professors were knowledgeable and passionate about the industry, and their guidance helped me navigate the challenges of running a restaurant. The practical experiences, such as internships and case studies, gave me a firsthand understanding of the industry dynamics."



Dr. Shehryar Lashari

HOD Physiotherapy Department

Al-Shifa Trust Eye Hospital, Sukkar
Master's in Mass Com.

"The DPT program at Superior University provided me with the knowledge and skills necessary to excel in my career as a physical therapist. The faculty were highly experienced and supportive, and the hands-on clinical experiences allowed me to apply what I learned in real-world settings. I am grateful for the strong foundation I received during my time in the program, which has helped me make a positive impact on my patients' lives."



Khurram Kaleem

24 HD News

Director Programming
M.Phil Mass Com.

"My experience in the mass communication program at Superior University was truly transformative. The program not only provided me with a solid foundation in various aspects of media, including journalism, public relations, and broadcasting, but also encouraged critical thinking and creativity. The faculty members were industry professionals who were dedicated to our success and offered valuable insights and mentorship."



ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



Asim Abbas

HR Manager
Unilever
MS (Project Management)

HR specialization in Business administration program at Superior University exceeded my expectations and equipped me with the knowledge and skills needed to succeed in the dynamic field of human resources. The comprehensive curriculum, experiential learning opportunities, and industry relevance have been instrumental in my career progression. I highly recommend this program to anyone passionate about HR and seeking a rewarding educational experience in the business field.



Arshad Ali

Human Resources Manager
Pak Electron Ltd (PEL)
MBA

I'm excited to share my story about the HR specialization in Business Administration program that I completed at Superior University. One of the standout aspects of the program was the emphasis on experiential learning. Through interactive discussions, group projects, and simulations, we were able to gain hands-on experience in dealing with various HR scenarios. These activities not only developed our problem-solving and decision-making skills but also enhanced our ability to work effectively in teams.



Muhammad Akbar

Sr. Construction Management Engineer
United Nations office of project services
MS (Project Management)

As a proud graduate of the MS in in Project Management at the Superior University, I am delighted to share my views and express my gratitude for the incredible educational experience I received. The coursework was challenging, stimulating critical thinking, problem-solving, and decision-making skills. The professors were not only experts in their respective fields but also passionate educators who were dedicated to students success. They fostered an engaging learning environment, encouraging open discussions, and incorporating real-world case studies that enabled us to apply our knowledge to practical scenarios.



Shoaib Arshad

Senior Manager Voice/Telco & IT Infrastructure
IBEX Global
BTC

The BS program in Telecommunications at the Superior University provided me with a comprehensive understanding of the rapidly evolving field of telecommunications. The curriculum was well-structured and covered a broad range of topics, including telecommunications systems, network architecture, wireless communication, data transmission, and digital media. The coursework was rigorous and up-to-date, reflecting the latest advancements and emerging technologies in the industry.



Anees Matloob

**Systems Ltd
Power Platform Senior Consultant**
BS (Software Engineering)

As an alumni of Superior University's Software Engineering Program, I'm delighted to share my experience. The program enhanced my coding skills and provided a strong foundation for excelling in the field. The curriculum covered programming languages, data structures, algorithms, and software development methodologies. Experienced instructors guided us effectively, ensuring we grasped concepts. Overall, Superior University's program played a significant role in shaping my career and preparing me for the software engineering industry.



Babar Ayyaz Malik

**Executive Vice President/
Head Commercial banking**
Bank of Punjab
MBA

As a proud graduate of the MS in Project Management at the Superior University, I am delighted to share my views and express my gratitude for the incredible educational experience I received. The coursework was challenging, stimulating critical thinking, problem-solving, and decision-making skills. The professors were not only experts in their respective fields but also passionate educators who were dedicated to students success. They fostered an engaging learning environment, encouraging open discussions, and incorporating real-world case studies that enabled us to apply our knowledge to practical scenarios.



Raza Hussain Baig

Comemrcial Planning Manager
Nestle Pakistan
MBA

Getting my degree completed at Superior University was a great experience for me. The comprehensive curriculum, hands-on experiences, industry connections, research opportunities, and supportive community all contributed to my personal and professional growth. I am confident that the knowledge and skills I acquired during my time at the University have laid a strong foundation for a successful career in the field of Commercial planning profession. I wholeheartedly recommend Superior University to anyone aspiring to make a positive impact in this important and evolving field.



Farhan Ashraf

HR Manager
McDonalds
MBA

Completing my MS from Superior University was a fantastic learning experience for me as the program provided me with a well-rounded education that not only covered the fundamentals of HR but also connected them to the broader business context. The curriculum was thoughtfully designed, encompassing a wide range of topics including talent acquisition, employee development, compensation and benefits, labor relations, and organizational behavior. The instructors were experienced professionals who shared real-world examples and case studies, enabling us to understand the practical application of HR concepts.



Tahir Saeed Malik

Deputy Director
ICAP
MBA

"My time at Superior University was very transformative. The guidance and support I received from the faculty and the rigorous curriculum truly prepared me for a successful career in marketing and communications. The practical experience gained through internships and real-world projects gave me a competitive edge in the industry. I am grateful for the opportunities that Superior University provided me, and I highly recommend it to aspiring marketing and communications professionals."



Dr. Nimra Razzaq

Physiotherapist
Orthoplus Medical Center- UAE
DPT

Superior university's DPT program offered a comprehensive and rigorous curriculum that prepared me to become a skilled and compassionate physical therapist. The program covered a wide range of subjects, including anatomy, physiology, kinesiology, therapeutic exercise, rehabilitation techniques, patient care, and evidence-based practice. This broad knowledge base provided me with a foundation to assess, diagnose, and treat a diverse range of patients across different settings.



M. Shahrulkh Khan

Cambridge Assessment
International Education
Regional Compliance Lead
MBA (Professional)

Driven by curiosity and a passion for learning and growth, I pursued the rigorous MBA program at Superior University. It provided a solid foundation in assessment theories, methodologies, and practical applications, fostering critical thinking and ethical considerations. The standout aspect was the hands-on experience gained through real-world assessments conducted during the program.



Shujaat Mahmood Qazi

Vice President
Meezan Bank
MBA program

Superior University's MBA program stood out for its integration of Islamic finance principles into mainstream banking practices. The curriculum combined theory with practical application through case studies, simulations, and industry partnerships. Faculty members, experts in Islamic finance, brought real-world experience to engaging lectures and supported students in their learning journey. The program provided hands-on experience in Islamic financial products, transaction structuring, and risk management.



Assam Ansari

CEO
Deline Media
BTC

Since graduating from the BS in Telecommunications program, I've excelled in various roles within the industry. The program's comprehensive curriculum, practical learning opportunities, dedicated faculty, and industry connections played a vital role in my career progression. It covered telecommunications networks, wireless communication, data transmission, network security, and emerging technologies, giving me a solid foundation to understand modern communication systems.



Atif Saleem

Account Director
Huawei technologies
MBA

I'm excited to share that my university's program in accounting and finance shaped my professional journey as an Accounts Director. The program's emphasis on practical application through case studies, simulations, and industry projects enhanced my problem-solving, negotiation, and communication skills. It provided a bridge between classroom learning and real-world complexities of managing key accounts. The experiences gained were invaluable in my career advancement.



Rizwan Anwar

Chairman & Founder
Youth Revolution Clan
BBA

Pursuing my degree at Superior University has profoundly shaped my understanding of the world. The interdisciplinary program offered a comprehensive education in sociology, psychology, marketing, finance, and economics. This multidisciplinary approach fostered a holistic perspective on human behavior and societal dynamics. The program's emphasis on critical thinking and analytical skills encouraged rigorous research, questioning assumptions, and challenging paradigms. It was a rewarding and transformative experience.



Hammad Ahmad

Technical Manager
Siemens
MS Engineering Management

Superior university's MS in Engineering Management program has been instrumental in shaping my professional journey. It provided me with the specialized knowledge, practical skills, and industry connections necessary to thrive in the competitive world of my professional career. The program has emphasized the development of essential skills beyond technical knowledge. Effective communication, negotiation, and leadership skills were integrated into the curriculum, enabling me to effectively engage with clients, stakeholders, and internal teams.

Top Companies: The Thriving Places for our Alumni



FUTURE INITIATIVES

As the world is experiencing an unprecedented change, characterised by evolving social and economic landscape that is being driven by technological advancements especially in the realms of information and biotechnology and artificial intelligence, it is time that universities reimagine themselves to proactively and constructively shape the future. Being a leading entrepreneurial university, Superior University embraces the facts that we are standing at the precipice of a new era that demands transformation of our teaching and learning framework and development of a futuristic mindset and skillset among our students that empowers them to perform in this age of transformation. Our Soar to Roar Strategic Plan 2023-28 is epitome of our commitment to exceed the expectation of our stakeholders in this changing milieu, lead in academic and research excellence, and contribute towards sustainable communities of future.

The Soar to Roar Strategic Plan 2023-28 is a living document, made after an extensive exercise of benchmarking, stakeholder consultation, and reiteration on the theoretical foundations of service value chain. While foundations of the plan are built on current scenario and position where we stand now on different key performance indicators, the document is futuristic in envisioning the journey that the university will travel in the next decade. The plan underscore six aspirations for next five years, six strategic drivers for next five years, and four enablers to achieve them. The strategic drivers and enablers are further cascaded into 27 goals, and 143 strategies.

This strategic plan a collective aspiration, reflecting the dedication and passion of our leadership, faculty, staff, students, and alumni. With unwavering commitment and dedication, we will soar to new horizons and roar as leaders in the age of transformation.



STRATEGIC PLAN 2023-28

توشاہین ہے پرواز ہے کام تیسرا ترے سامنے آسمان اور بھی ہیں

TO BECOME A LEADING RESEARCH UNIVERSITY OF PAKISTAN

THE CORNERSTONE OF IMPLEMENTATION MECHANISM OF THE PLAN INCLUDES CASCADING OF GOALS AND STRATEGIES TO FACULTY, DEPARTMENT AND PROGRAM LEVELS, (2) IDENTIFICATION OF THE NEEDS OF OUR SIX STAKEHOLDERS' GROUPS, (3) 21 SIGNATURE PROJECTS, (4) FORMATION OF IMPLEMENTATION TEAMS, (5) IDENTIFICATION OF RESOURCES NEEDS, AND (6) MONITORING AND EVALUATION OF PERFORMANCE AGAINST 86 MATRIX OF SUCCESS.



SOAR TO ROAR IN NUMBERS

06

ASPIRATIONS

06

STAKEHOLDER GROUPS

06

STRATEGIC DRIVERS

04

ENABLERS

27

GOALS

143

STRATEGIES

21

PROJECTS

86

SUCCESS MATRIX

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

Regulatory Bodies

- Compliance

Value for Faculty/Staff

- Career Growth
- Development
- Recognition
- Wellbeing

Value for Shareholders

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

Value for Community

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

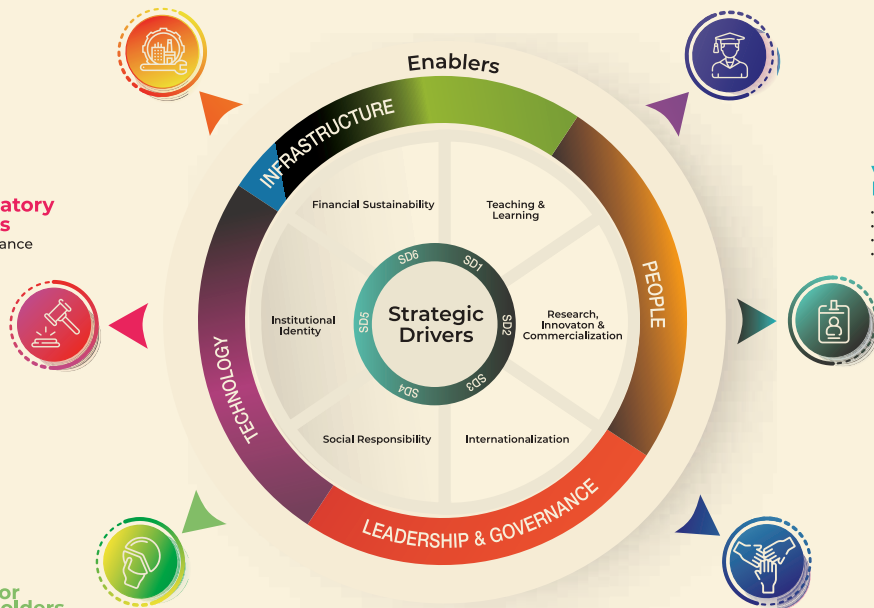


Figure 14: Soar to Roar Strategic Framework 2023-28



Offshore Campuses

Owing to a strong global footprint in terms of our portfolio of inbound and outbound students and faculty, Superior University is receiving expressions of interest for opening up campuses from countries in the Middle East, UAE, Oman, Europe and Central Asia, indicating a potential demand for our educational programs in these regions. The university has also received expressions of interest from African countries with substantial Muslim population through OIC's COMSTECH. Accordingly, a strategic future initiative of the university is to establish offshore campuses.

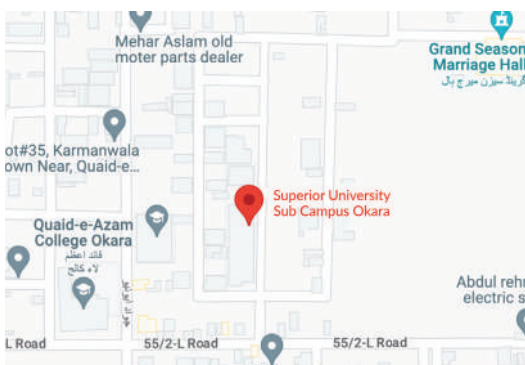
By expanding its global reach, Superior University will not only open doors for international students to access high-quality education but also establish itself as a hub of excellence and innovation. The institution's commitment to fostering global connections and promoting cultural exchange underscores its dedication to providing a truly international educational experience.



Superior Group Tower

The university is embarking on an exciting venture to construct a state-of-the-art tower that will house its prestigious business school - CARBS, Mass Communication department, and spinoff companies under The Superior Group. This strategic move aims to foster collaboration, innovation, and interdisciplinary learning. By co-locating these entities, the university is creating an environment that seamlessly integrates theoretical knowledge with real-world applications, equipping students with the skills needed for professional success.

The tower will serve as a dynamic hub, facilitating the exchange of ideas, knowledge sharing, and networking opportunities between academia and industry. Students will benefit from the proximity to spinoff companies, gaining practical experience through projects, internships, and collaborations with industry experts. This visionary project underscores the university's commitment to education, entrepreneurship, and innovation, positioning it as a leader in academic excellence and a catalyst for socio-economic development.



Sub-Campus Okara

Keeping in spirit with the expansion of knowledge frontiers and provision of quality education to the masses while following the SDGs guiding principle of "Leaving no one behind", Superior University is going to open one more sub-campus in Punjab at Okara. This sub-campus will bring the renowned educational standards and expertise of Superior University in the district of Okara catalyzing the change higher education can bring for individuals and communities. **The campus will be housed in 28 Kanals land with estimated budget of of PKR 600 Million.**