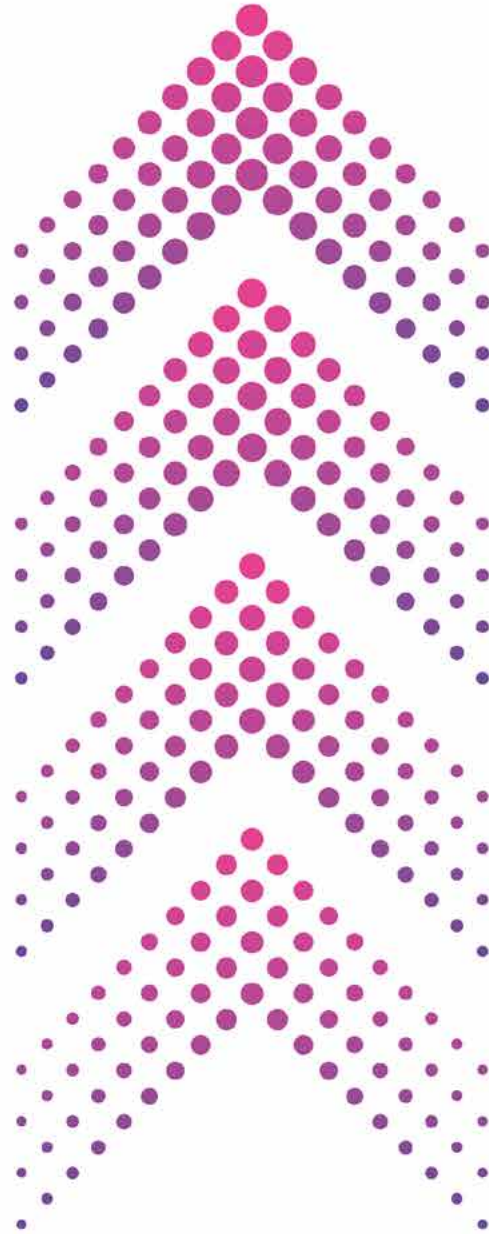




ANNUAL REPORT 2021

365 DAYS OF
SUPERIOR EXCELLENCE



BIGGER . BOLDER . SUPERIOR

OUR INSPIRATION

وَأَنْ لَّيْسَ لِلْإِنْسَانِ إِلَّا مَا سَعَى

Man gets whatever he strives for!

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Dedication

OUR INSPIRATIONAL LEADERSHIP BEHIND OUR SUCCESS

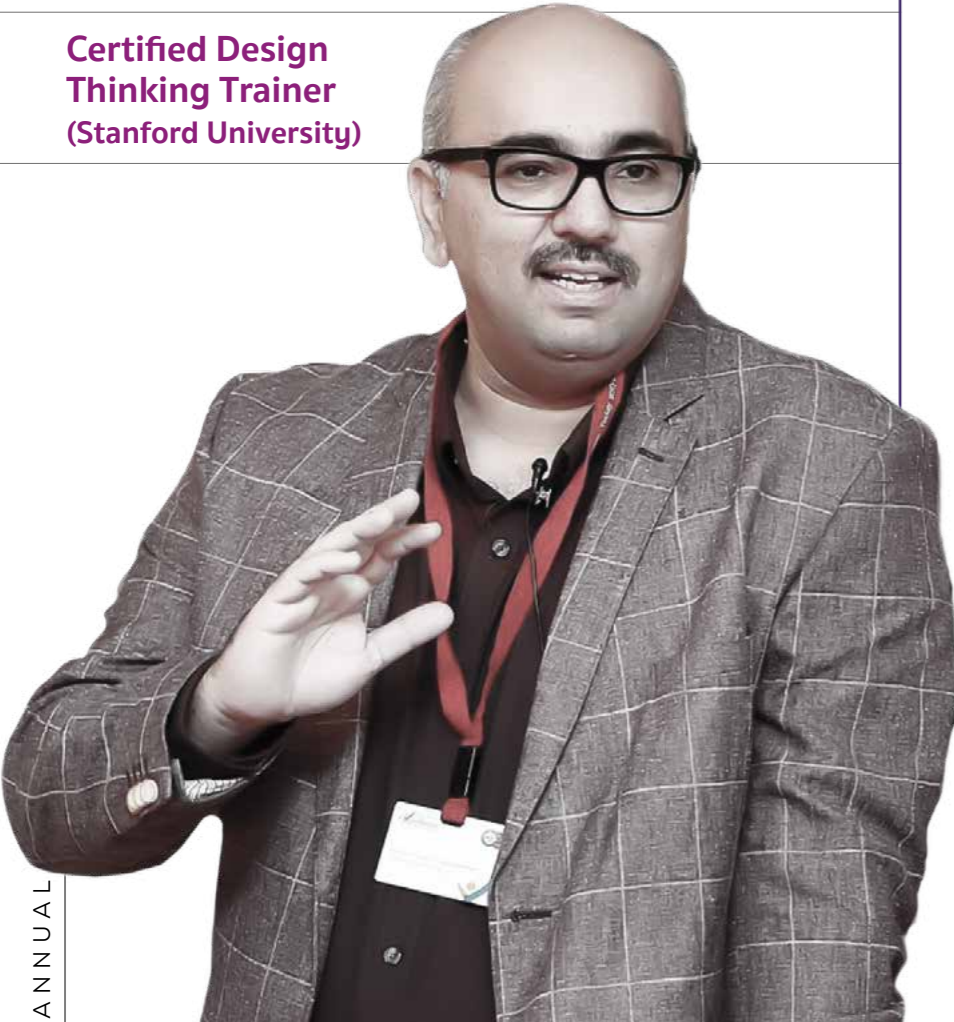
A Serial Entrepreneur

A Transformational Coach

A Patriotic Pakistani

PhD Human Resource Management (UK)

Certified Design Thinking Trainer (Stanford University)



I want to dedicate this Superior journey to an inspirational figure who believes that “NOTHING IS IMPOSSIBLE”. The extraordinary person who capitalises on “OPPORTUNITIES” whose CONTRIBUTION as a TEACHER, TRAINER, COACH, MENTOR & a SERIAL ENTREPRENEUR has created a positive impact in the lives of many. His passion and commitment to serve Pakistan is par excellence. Any description is insufficient to justify his PASSION, HARD WORK, HONESTY, DEDICATION & ABOVE ALL HIS LOVE FOR developing his team into future superior leaders. His faith in Almighty Allah and belief in himself is as strong as his adorable personality which reflects his magnificent CHARACTER, CHARISMA AND CONFIDENCE.

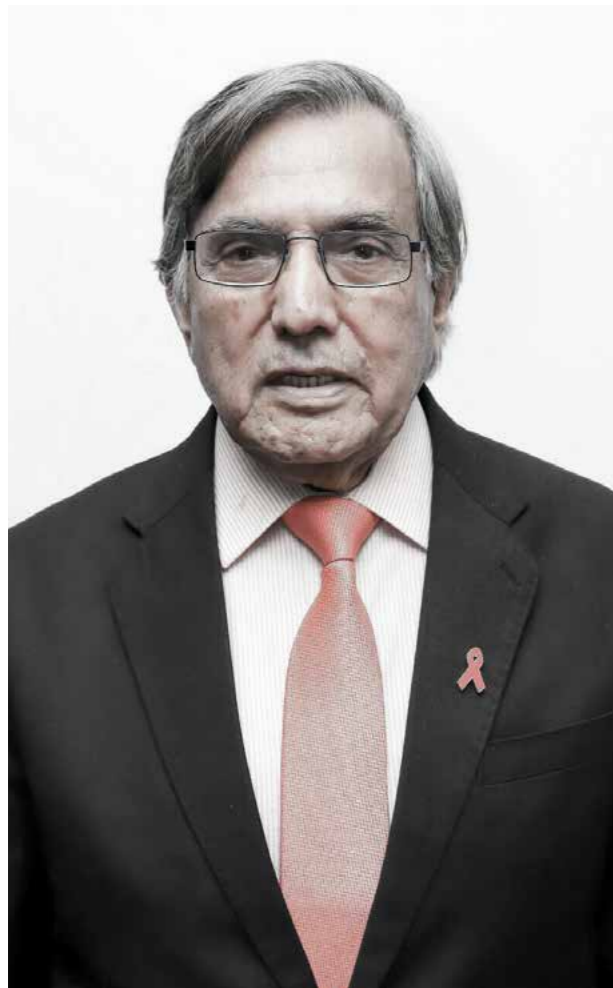
Prof. Dr. Ch. Abdul Rehman
Chairman The Superior Group
Chairman APSUP
Association of Private Sector Universities Pakistan
President PAMI
Pakistan Association of Medical and Dental Institutions
Director PBA
Pakistan Broadcasters Association

I am overwhelmed and thrilled, that despite facing so many upheavals and challenges caused by COVID-19, we have made great achievements with our guiding principles, systems and values which we live each day at our campus. My emphasis on student success, innovation, team work, agility and excellence is the driving force behind our transformation. In defiance of economic challenges caused by COVID-19, we invested an enormous amount of PKR 357 million on infrastructure development, PKR 42.5 million on technology advancement and PKR 120 million to upgrade our healthcare system. We kept on playing our role with a clear vision, focus on superior strategies, teamwork and excellence. Being an entrepreneurial university, we have introduced another landmark innovative 3U1M Program that is opening new avenues for students' success through its unique mechanism for opportunity provision. Despite all odds, we welcomed new graduates in physical study sessions during the pandemic as we believe in getting people out of their comfort zones to attain superior results. In addition, to contribute for a sustainable community in these difficult times, we fulfilled our corporate social responsibility by serving the underprivileged and their families in remote areas through extensive community outreach initiatives. And I am glad to share that we came out of the pandemic turmoil not only successfully but achieved amazing laurels. We won “Emerging Brand of the Year Award” as a recognition of our vision and quality. My team is a blend of competent, committed and creative professionals always vigilant in turning challenges into opportunities. With sustainability and agility they have always been prone to do the impossible. This passion is leading Superior at all levels. Student Success remained our prime priority during the testing times as the focal point of every endeavor we initiated. I believe students are our identity and their success as the 21st century market ready graduates make us Superior. I assure you that we will never compromise our Superior ideology and will keep facilitating Pakistan in a Superior way.

Dr. Sumaira Rehman
Rector Superior University Lahore
Member Board of Director PIEDMC
(Pakistan Industrial Estates Development and Management Company - A Company of Government of Punjab)
Member: PHEC (Punjab Higher Education Commission)
Director CMACED (Chaudhry Muhammad Akram Center for Entrepreneurship Development)
Vice President PDTRC (Pakistan Drugs Testing and Research Center)



“ In defiance of economic challenges caused by COVID-19, we invested PKR 357 million on campus infrastructure development, PKR 120 million to upgrade our healthcare system and PKR 42.5 million on technology advancement. ”



We, at Superior University, have developed dedicated plans to ensure that our graduates get equipped with skills of tomorrow. Students' success is being brought by an all-encompassing approach of innovation, creativity and excellence. Through entrepreneurship development initiatives, we have brought a paradigm shift in youths' minds who now aspire to become job creators instead of job seekers and contribute for economically Superior Pakistan.

By the dint of Superior Agility and power of adaptability in all circumstances, we managed to progress even amidst the difficult challenge of Covid-19. During lockdown, Superior leadership responded instantly by investing in training the faculty and facilitating students to shift all study programs online. A vigilant response of each member of Superior University turned this challenge into opportunity which has established our institutional superiority.

Our students did great hard work and continued achieving distinctions in academia, sports, entrepreneurship, health sector and community support initiatives all through the difficult year. I am confident to say that Superior leadership, team members and students make such an ideal wholesome that can bring global laurels and economic progress for the country.

Prof. Dr. Nizamuddin
Pro-Rector Superior University Lahore
Ex-Chairman PHEC
(Punjab Higher Education Commission)
Former Vice Chancellor University of Gujrat
Sitar-e-Imtiaz Govt. of Pakistan

“By the dint of Superior Agility and power of adaptability in all circumstances, we managed to progress even amidst the difficult challenge of Covid-19.”

OUR VISION

To be a leading Pakistani University driving Excellence in Learning, Innovation and Research.

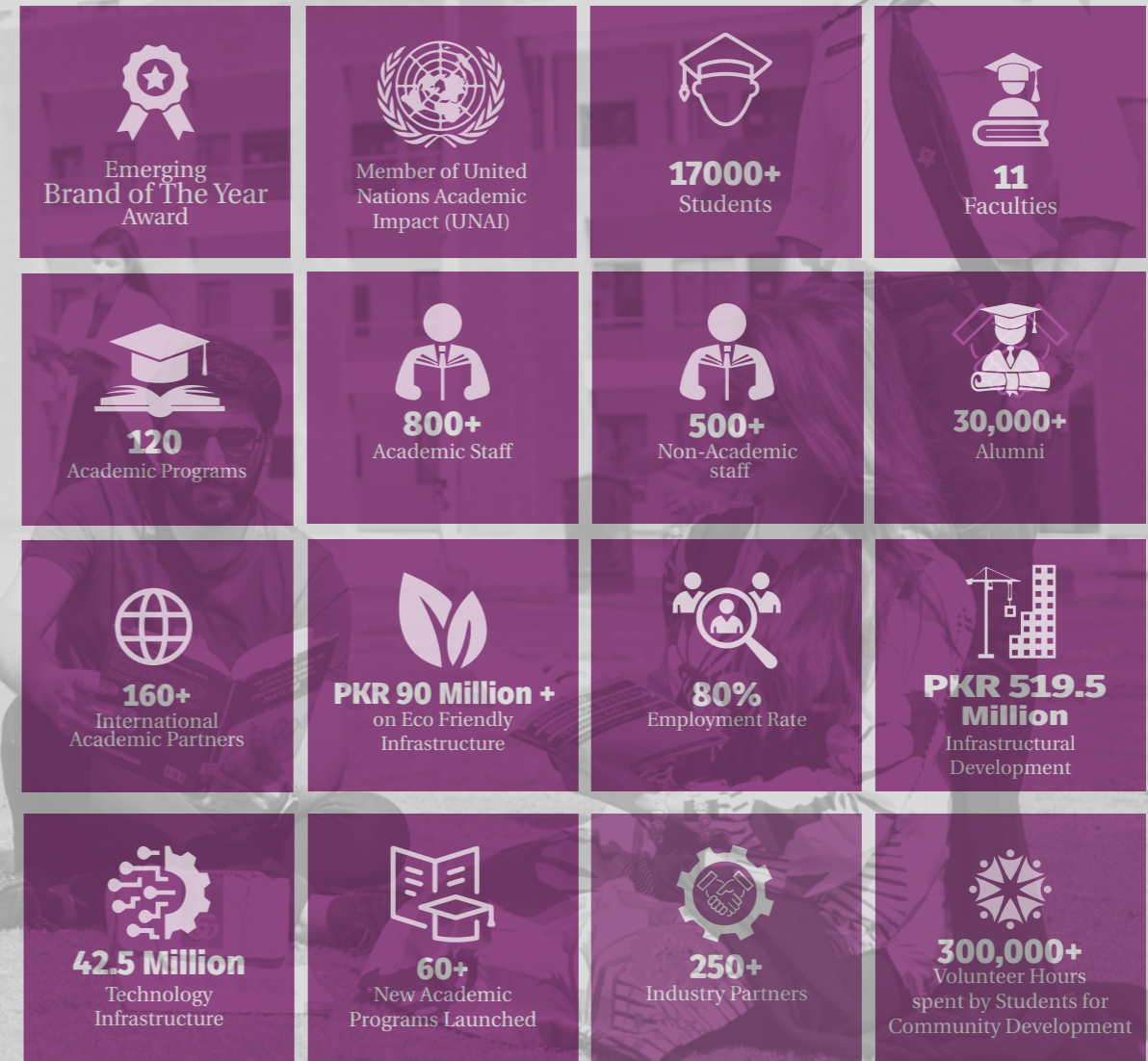
OUR VALUES

- Student Success
- Excellence
- Innovation
- Team Work
- Agility
- Fairness

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

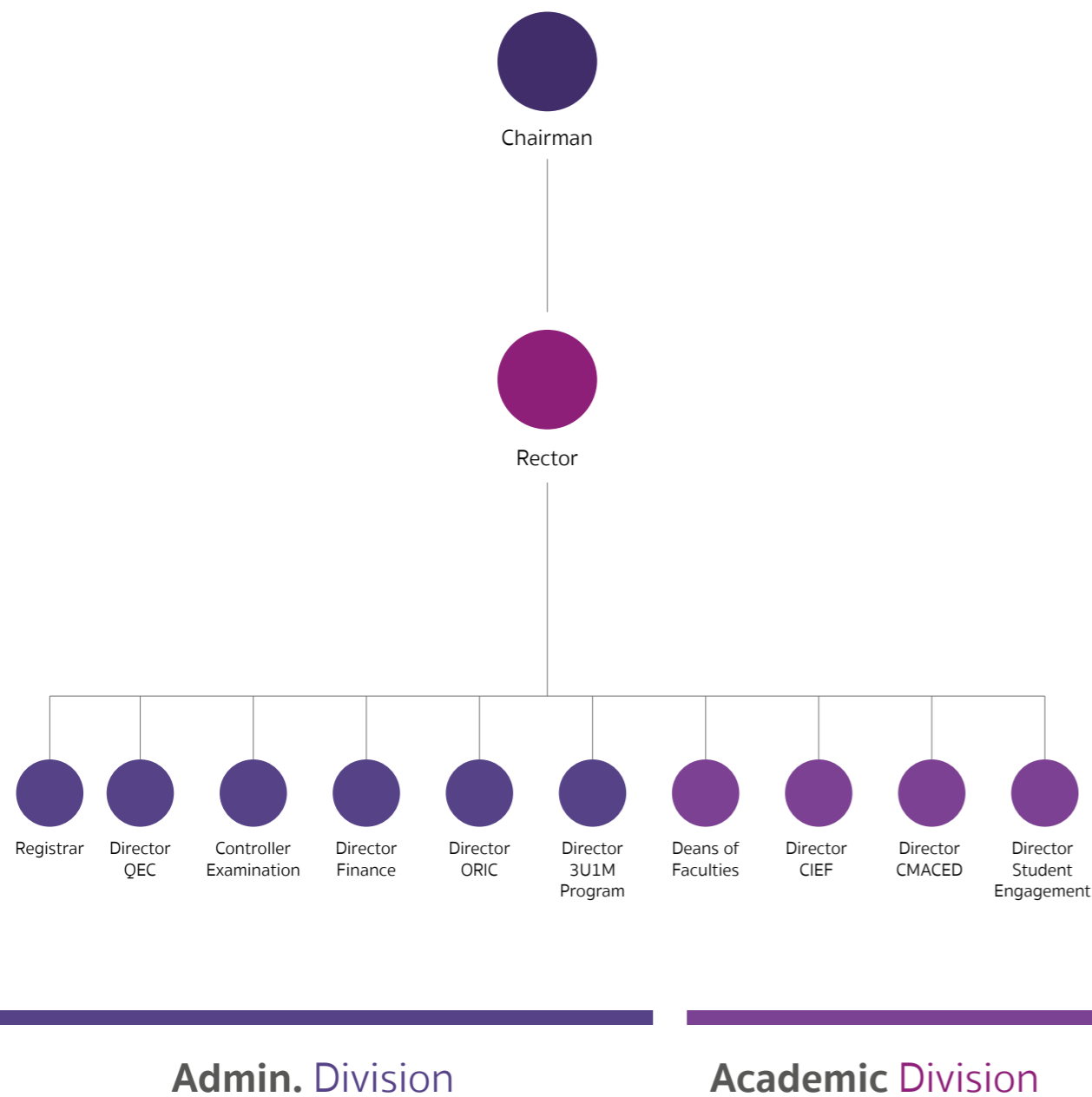
SUPERIOR AT A GLANCE



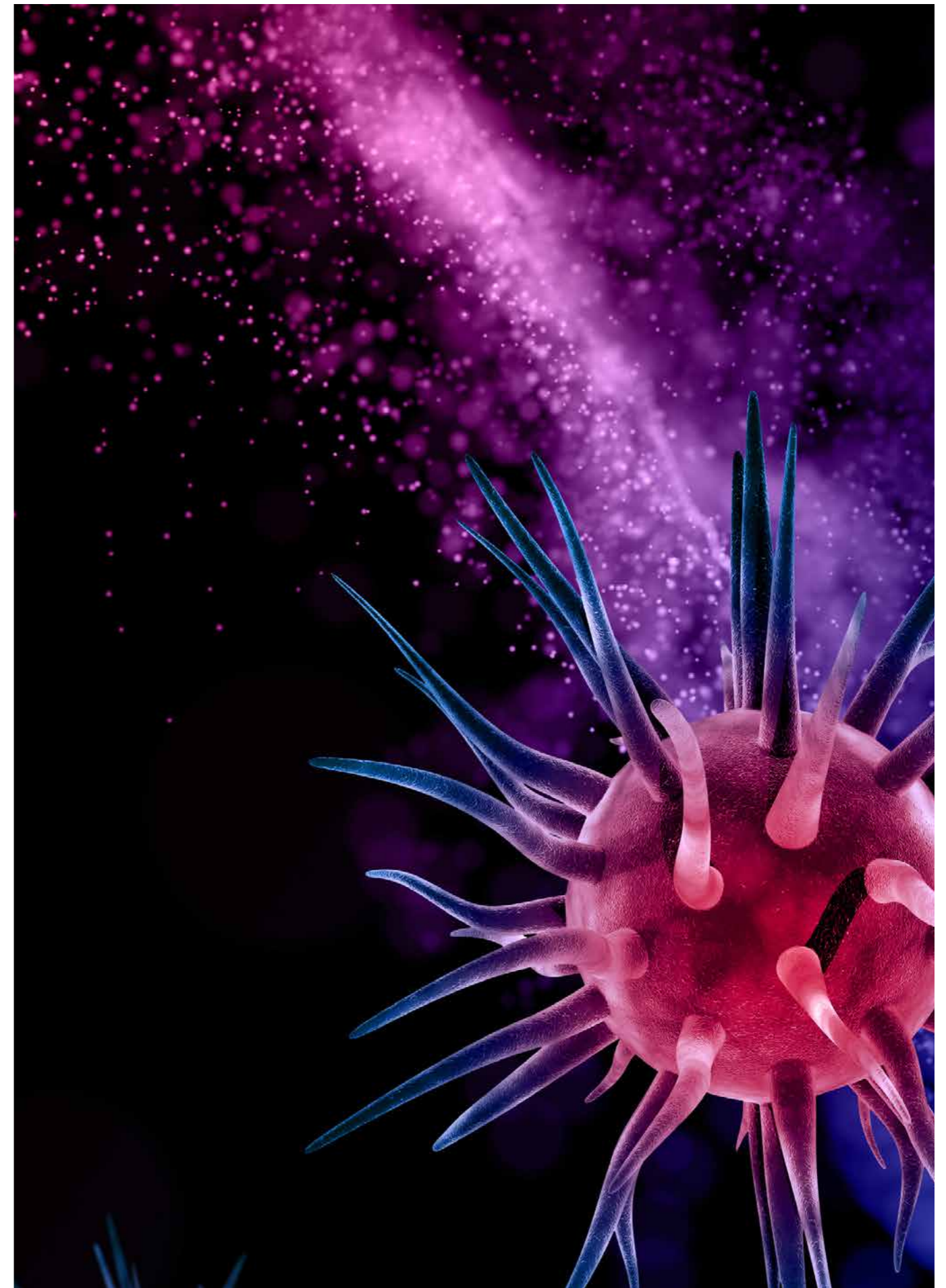
Our Governance

Superior University's governing body is led by the Chairman Superior Group, Prof. Dr. Ch. Abdul Rehman. The Rector Superior University, Dr. Sumaira Rehman brings an intensive exposure for education development and higher education reforms in the country. She is the real change catalyst who has introduced numerous innovative initiatives at Superior University. Her agenda of excellence for student success is carried by a highly experienced team of professionals. The seasoned professional and committed team members of Superior family are actually responsible for making Superior University the real hub of global standard education. Our team's deep focus on student success, innovation, and excellence adds high value in the lives of our students. Our dedicated and competent team members are achieving the agenda of academic and organizational excellence at Superior University.

Superior University, Lahore



OUR RESPONSE to Covid-19



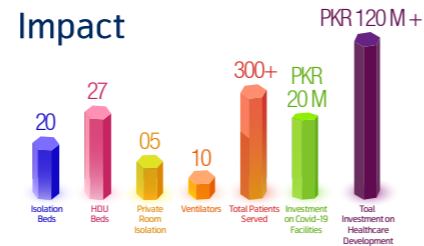
Healthcare Developments



Our Committed Team of Covid Warriors

We always make dedicated efforts to serve community and contribute towards society by working on UN Sustainable Development Goals for health and wellbeing by providing healthcare facilities. To combat the hazards created by Covid-19, we practiced our value of agility and responded quickly by investing in the infrastructure of Chaudhry Muhammad Akram Teaching & Research Hospital (CMATRH). It has been contributing to our mission of developing sustainable community by providing healthcare services to serve the ailing humanity by providing subsidized and free of cost treatment facilities to underprivileged since last decade. We offer health services through dependable free emergency 24/7 under the supervision of FCPS consultants. Our state of the art hospital facilities include fully equipped ICU, CCU, Operation Theaters, Dialysis Department, Radiology, Pathology, OPD and IPD etc.

The outbreak of Covid-19 not only impacted the public health but also caused a major economic shock. Medical facilities for the Covid patients were out of reach for middle and lower middle classes of Pakistan. In this tough situation the hospital management was advised to ensure best medical facilities for every patient who walk in the hospital without any discrimination. With this great support, CMATRH provided Covid treatment to hundreds of patients. We invested PKR 120 million to uplift the healthcare facilities by improving physical infrastructure, beds, diagnostic centers, pharmacy, state of the art equipments and labs.



Overall an investment of PKR 120 million was made to boost healthcare facilities. An amount of PKR 20 million was purely dedicated to establish Covid exclusive facilities including, 20-beds 'Isolation Ward', 27 High Dependency Unit (HDU) beds, 05 private rooms, 10 ventilators, and provision of 'oxygen high flow machines'. Almost 300 plus Covid patients have been treated successfully along with that we have established PCR Lab to improve the rapid response of patient care.



Cath Lab:

CMA Hospital has recently established a state of the art Cath Lab to cater the needs of cardiac treatment procedures like angiography and angioplasty being performed by highly competent cardiologists and surgeons.



Health Insaaf Card:

Through collaboration between Chaudhry Muhammad Akram Teaching & Research Hospital and the Government's Sehat Sahulat Program, we have partnered to serve patients having "Sehat Insaaf Card" for ensuring the best treatment and medical facilities to the underprivileged patients in Punjab. We are proud that in recognition of our dedicated efforts, CMATRH has been awarded the distinction of "A Plus Category Healthcare Provider".



Nephrology Suite:

To save lives of kidney patients at CMATRH, we have installed Dialysis Machines. Dialysis Machines are made up of a series of membranes that act as filters and a special liquid called dialysate. The membranes filter waste products from patient's blood to help kidneys function properly.



Anatomage Table:

Anatomage Table has been installed in Azra Naheed Medical College. It is the most technologically advanced 3D anatomy visualization and virtual dissection tool for anatomy and physiology education to enhance our students' concept of human anatomy and surgical skills.



G.I Suite:

We have Hospital has established well equipped G.I Suite for the therapeutic treatment of stomach. High profile consultants perform endoscopy in the hospital and serve the community with treatment facility of skilled radiological procedures with precision. This addition will improve the customer care experience at CMATRH.



Moduler Operation Theatre:

Operation theatre makes the most important part of any hospital for successful surgical procedures. It was observed in older times that infection rates were very high during and after the surgical procedures. Thus an advanced technology for fully modular theatres was developed to minimize the risk of infection. We have brought this technology of Modular Operation Theatre: with hepa-filters at Chaudhry Muhammad Akram Teaching & Research Hospital to serve our community with its benefits.



Interventional Radiology:

A latest technique is introduced in our hospital to perform various minimally invasive procedures using medical imaging guidance. This will enhance our capacity to perform highly skilled radiological procedures with precision. This addition will improve the customer care experience at CMATRH.



PCR Lab:

PCR Lab was established to conduct Covid tests which served our community by providing earliest and authentic Covid results. So that Covid treatment measures be taken instantly. Furthermore, in order to ensure healthcare facilities for masses, nationwide chain of state of the art collection centers are being established.



CBCT Machine & Ceramic Lab:

Chaudhry Muhammad Akram Dental Hospital facilities have been upgraded by the addition of CBCT machine and Ceramic Lab. The diagnostic and treatment facilities have been enhanced to facilitate patients at our hospital with advanced medical services.

Mission Essar

We quickly responded with community outreach program in order to support our underprivileged people hit by economic crisis during pandemic. To further ensure our contribution towards UN Sustainable Development Goals of 'No Poverty' and 'Zero Hunger', we reached the needy masses in remote areas to help them with financial aid and food delivery through our ration drive. Our vigilant students volunteered to activate Mission Essar for community development. Almost three thousand students volunteered for this noble cause.

We collaborated with 'Al-Khidmat Foundation', and NEO TV to effectively run "Mission Essar". We were continuously on the go for community service in this difficult time through an approach of inclusivity and community engagement. Funds of PKR 2.7 Million were raised through donations from generous contributors which were utilized to run an extensive 'Ration Drive' by our committed volunteers and team members. More than five thousand ration bags were distributed in remote areas across 5 provinces including the following areas:

- Mustung & Quetta in Balochistan
- Arain, Jia Bagha, Naseerabad,
- Gujranwala, Sheikhpura,
- Mian Channu in Punjab
- Gilgit in Province Gilgit-Baltistan
- Peshawar, Attock in KPK



1 Million donation from Superior Group presented to Al-Khidmat



Ration distribution in Tharparker



Dinner at Aagosh Home



Ration bags ready for distribution



Team CMACED & Al-Khidmat members after food distribution in Gilgit

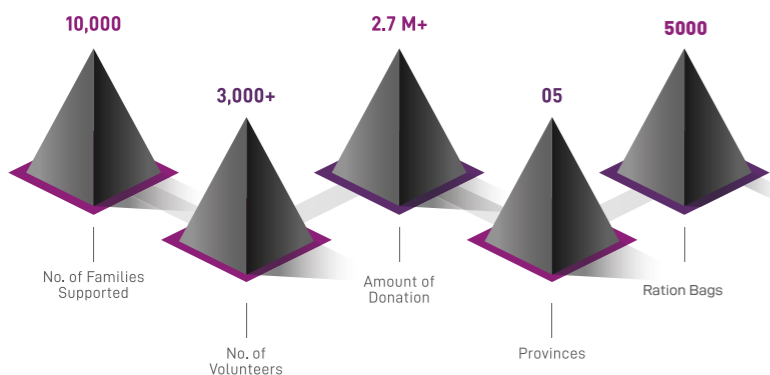


Figure 1.1: Mission Essar Impact

Figure 1.1. explains Covid-19 oriented special services under Mission Essar. We have supported 10,000 families that involved 3,000 volunteers and distributed PKR 2.7 Million worth of donations and reached 5 provinces across Pakistan.

OUR ESSAR PARTNERS



Academic Digitization - System Development

At the Superior University, we always keep our spirits high even in adverse circumstances. During pandemic, we responded positively with our value of agility and turned challenges into opportunities by taking quick decisions suitable for our utmost priority Students' success.

We extensively invested on the institutional Digitization for system development to combat challenges caused by Covid-19. We invested PKR 42.5 million on digital infrastructure. All of the study programs were shifted online within 24 hours of imposition of lockdown and closure of physical campuses in the country. Our digital transformation offered responsive and flexible study plans to help our students to continue their studies without any break. In the turmoil of pandemic, when the world was striving hard to survive, we empowered every sphere of the Superior University with our proactive, instantly responsive and socially responsible approach and we did not allow difficult circumstances to stop our journey of excellence on social, economic and educational grounds.

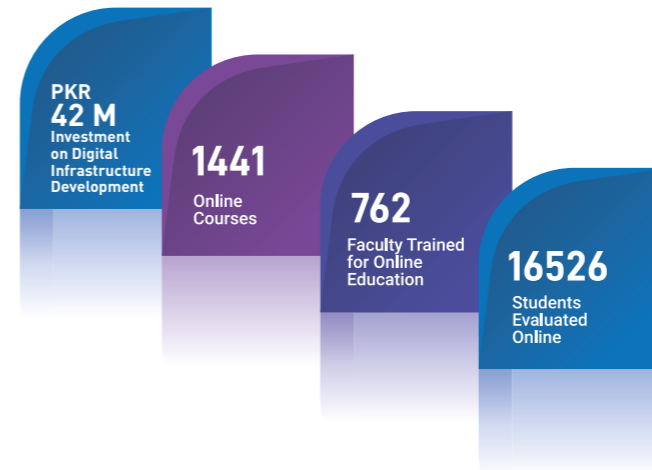


Figure 1.2: Impact of Academic Digitization

Figure 1.2 explains that PKR 42 million were invested on the development of digital infrastructure. 762 faculty members were trained in online teaching methodologies to align with academic digitization. 1441 online courses were taught while around 16526 students were evaluated online.

Our commitment towards investing in our people- Human Capital development

Since we had shifted to online teaching during pandemic, it was also needed to enhance the capacity of our faculty and equip them with the tools required for online teaching. So that the digital transformative system run effectively. Therefore, without any delay we introduced extensive 'human capital development' initiatives. We believe in collective growth and continuously develop and empower the team members to ensure their capacity building. During pandemic we offered exclusive training opportunities to help our teachers upgrade their knowledge and teaching pedagogies needed for effective online teaching to ensure Student Success. We arranged international online training programs for our faculty development. This extensive teacher training initiative was meant to ensure student satisfaction and teaching proficiency. Our faculty mastered the e-teaching techniques from world renowned institutes and trainers. All the course modules with their learning objectives were redesigned with blended learning approach. Along with international training courses and other certifications, our faculty members were selected to complete rigorous online training workshops. Through these workshops Superior faculty members mastered the competencies to cope up with new, pandemic oriented challenges faced by academia in Pakistan. Online teaching & training courses were accomplished from MIT, BABSON, HARVARD, Stanford University, and RIT.

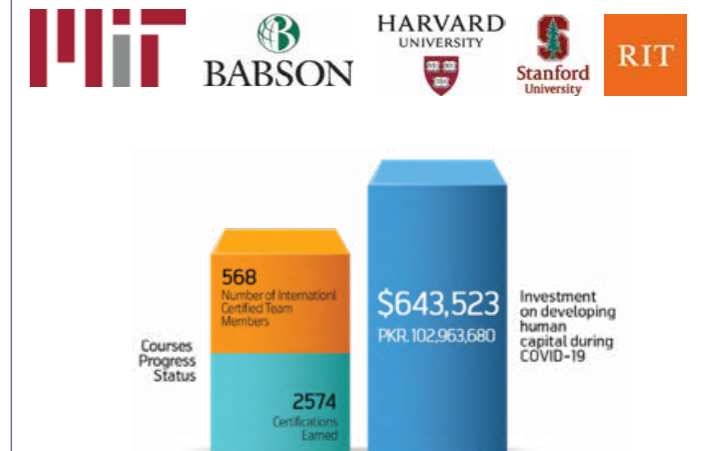


Figure 1.3: Statistics of Human Capital Development

Figure 1.3 states 568 faculty members were internationally certified while a total of 2574 certifications were done by Superior team members to get trained in digital teaching pedagogies. We invested PKR 102.9 million on our human capital development through these courses and certifications.

Our Focus on Design Thinking Approach Mentoring the Mentors

We constantly empower our faculty members to be specialists in their domains and aligned with the worldwide practices for the students' success. Under our coach capacity building program, 'Mentoring the Mentors', we regularly organize workshops and trainings delivered by seasoned Pakistani & international trainers from diverse backgrounds of academia and industry. In the wake of global challenges posed by Covid-19, along with training our faculty in online teaching competencies from the world renowned institutes through online sessions, an exclusive training session was delivered on Design Thinking by honorable Chairman Superior Group, Prof. Dr. Ch. Abdul Rehman (Certified Design Thinking Trainer, Stanford University). The Superior team members were trained to solve complex problems by applying 'Design Thinking', an effective strategy tool to cope with the requirements of change created by Covid-era. Teachers, nominated by their HODs, participated in the training to emerge as enabled and empowered trainers.



Chairman Superior Group delivering training to coaches on Design Thinking



Drawing Empathy Map



Building Tower to boost up creative thinking



Puzzle game at Design Thinking



Finding Solutions through Design Thinking



Building Tower to boost up creative thinking



Rector Superior University explaining the ideation process to participants



Connecting the puzzles

The roadmap of our coach capacity building program consists the milestones of 'why entrepreneurship', Design Thinking, Marketing Plan, Business Plan, Business Model & Art of Pitching, Pitch Deck.

We believe in maximizing our human capital by continually building our team members' capacity through such initiatives.



Figure 1.4: Impact of Coach Capacity Building Program

Access to Education

We are well aware that global universities today not only focus on students' educational and academic development but also create social and economic impact. We follow our value of "Fairness" by creating higher access to education. We are the main players to ensure fair access to education to our underprivileged communities. Aimed to maintain educational equity by providing maximum educational facilities and access to education for all, we are fulfilling our role beyond a conventional institute. We are contributing for community development through our initiatives for expanding educational facilities and improve literacy rate. Private sector universities are serving 40% percent students in higher education sector of the country which makes a huge contribution. Superior University is ensuring access to world class education to contribute to Government's agenda of high literacy rate in Pakistan. There is no denying the fact that sustainable communities are only built when educated, well rounded, professionally sound and emotionally intelligent people play their role. To create such a progressive, and sustainable society, eliminating educational disparities in any possible way is our mission. We have offered scholarships of PKR 186 million to ensure this fair access to education for all. Our educational model is comprehensively designed to produce 21st century professionals equipped with sound academic and professional training through our social and skill development initiatives.

Who we are and Whom we serve

Our Faculty has an average of:

10 Years
Professional experience

9 Years
Teaching Experience

Superior University has an average experience of 9 years approx. and includes

60+
Professors

50+
Associate Professors

180+
Assistant Professor

600+
Lecturers

25+
Directors

50+
Managers

100+
Executives

Statistics of our students

17000
Total Enrollment

186 Million
Amount of Scholarships given

22-24
Years Average Age of Students

25-35%
Employed during Education

72%
Male Students Ratio

28%
Female Students Ratio

How our students rated us:

84.6%
Teachers provided practical and professional knowledge of the subject

85.15%
Teachers clearly summarized and concluded every lecture at the end of session.

84.82%
Teachers used innovative and creative teaching methodology for his / her lectures.

Ensuring Student Success



Promoting Entrepreneurial Mindset

Chaudhry Muhammad Akram Center for Entrepreneurship Development (CMACED) is the flagbearer of "Innovation"- the prime Superior value being practiced, taught and ensured in each of our initiative. Since we are an entrepreneurial university we are contributing to create social and economic impact for an economically Superior Pakistan.

The study modules being taught at the Superior University focus on the power of entrepreneurial mindset so our students may understand it as a viable career path and become job creators instead of job seekers. We aim to bring forth an entrepreneurial revolution in the country.

CMACED trains and facilitates our students in their entrepreneurial ideas.



ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Vision

To create social and economic impact by becoming a leading Entrepreneurial University

Mission

To facilitate in building sustainable society driven by entrepreneurship, this can provide basis for venture creation and experimentation

Values

- Innovation & Creativity
- Excellence
- Empathy
- Agility

Our Superior Entrepreneurial Ecosystem

Through our university wide entrepreneurship development ecosystem, namely Entrepreneurship Revolution Program (ERP), we aim to fulfil the agenda of entrepreneurship development through the following innovative and creative initiatives:

- **Entrepreneurial Teaching and Training Program** has been designed to enable and empower youth in the most unconventional way.
- **Social Entrepreneurship Program** focuses on promoting sense of volunteerism and contribution for sustainable community development.
- **Innovation District 92** is serving as an incubator for change makers where they turn their ideas into viable businesses.
- **Scale Up Pk.** is helping as growth partner to SMEs so the SME sector may develop and uplift to actively contribute for economy.
- **Idea Cron Ka** has been serving as a venture capital program to help budding entrepreneurs turn their dreams into reality.
- **Her Karobar** is making a significant impact by empowering women through entrepreneurial initiatives so they may contribute for the country's economic development.
- **Oh My Genius** is a unique, kids' entrepreneurship program which is transforming mindsets at grass root level.

This dynamic entrepreneurship development ecosystem run by CMACED provides venture creation and experimentation canvas where ideas flourish into viable systems and dreams become reality to economically empower our nation.



Student Success

3U1M Program

We are committed to transform lives with our first and foremost value of Student Success which is being guaranteed by our unique 3U1M program. Our education plan under 3U1M includes 3-years of study in university and 1-year of market intensive practical exposure in industry. Through this comprehensive quality teaching and industrial training program, our students develop into the ideal 21st century graduates whom we guarantee job placements.

Under 3U1M Program, we focus on students' overall development so their IQ & EQ ameliorate simultaneously. Their life management skills get nurtured through life changing modules. From Freshman Semester to the Foundation year, from Exploration to Innovation and Entrepreneurship at the university, we ensure our students' market readiness and professional excellence.

Through our OBE (Outcome Based Education) framework where learning outcomes in each semester are preset and measured to our PBL (Project Based Learning) methodology, our students internalize the attributes of 21st century graduate with hands-on practice.

For the final Market Intensive Year "1M" (one year in the market), we have designed three indigenous specialization streams i.e. Startup, Scaleup, Design Challenge so our students may choose any track according to their aptitude. Students with entrepreneurial inclination join the startup or scale up stream to become job creators and significantly contribute in economy. The entire 3U1M Program offers the right blend of knowledge, skills and attitude in youth to fulfill our goals of Quality Education and Student Success.

Our Innovative approach to ensure Student Success

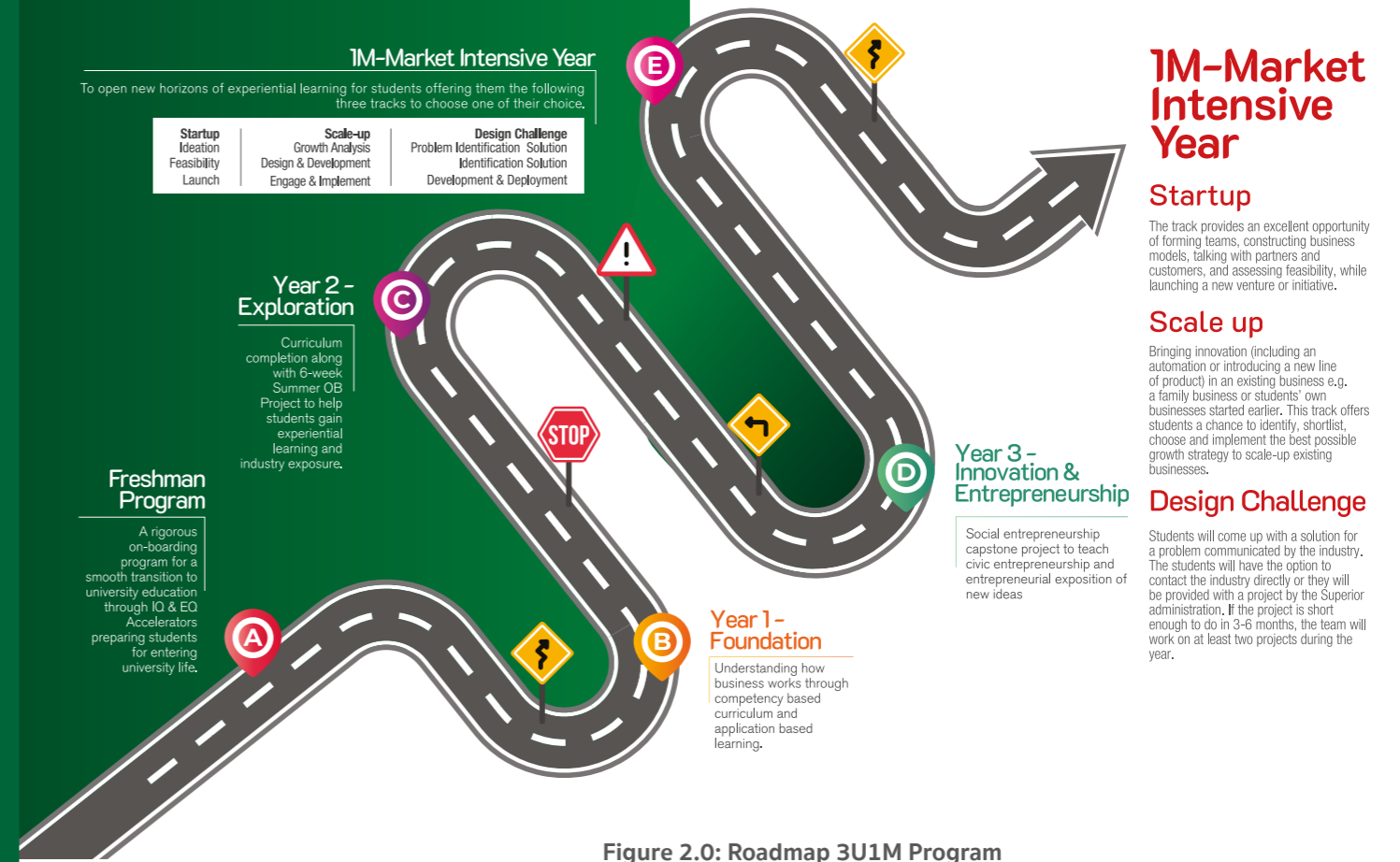


Figure 2.0: Roadmap 3U1M Program

Figure 2.1 explains the brilliant achievements of our 3U1M program are evident from the numbers. We launched this program in 15-degree programs and 08 departments. The first cycle recruited 1500 students. Around 250 industrial partners were engaged in three streams with the help of more than 129 coaches who continuously worked on the skills improvements of our graduates. As a result, 843 Design Challenge projects were initiated, 27 start-ups and more than 13 Scaleup projects have been kicked off.

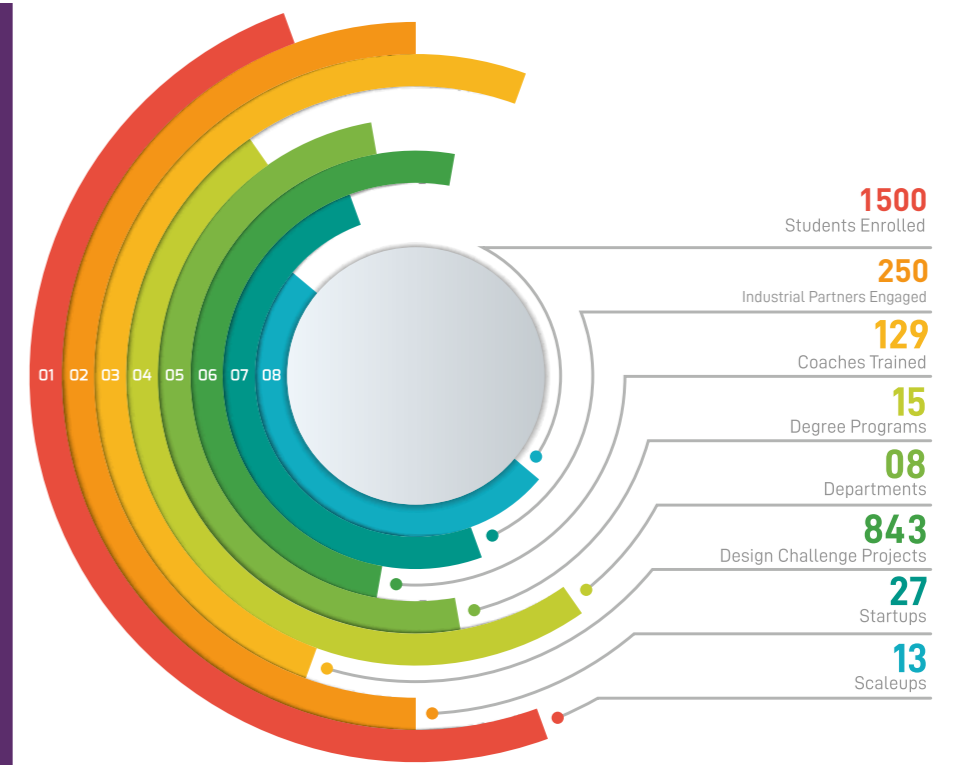


Figure 2.1: Impact of 3U1M 2020-21



Nurturing Life Management Skills

“Your life gets better by change not by chance”
Jim Rohn

Our strategy for ‘students’ success’ is practiced by nurturing management skills among them by the following strategies.

Freshman Semester

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

Freshman semester is an initiative run by Superior Engagement Office. 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 through freshman semester 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.

The life changing Modules:

- Emotional Intelligence
- Entrepreneurial Mindset in Action
- Leadership & Teamwork
- Design Thinking
- Art of Communication
- Brand Yourself
- Art of Persuasion
- Building Social Capital
- Dynamics of Semester System
- Developing Socially Responsible Youth
- Personality Development System
- IQ Accelerator

In 2020, despite the limitations caused by Covid-19, Freshman Semester was launched with complete online automation integrated with LMS.



Figure 2.2: Impact of Freshman Semester

Figure 2.2 explains that in Freshman Semester 2020, 12 module leaders were involved who trained more than 4300 students on life management skills, 250+ sessions were conducted to develop Superior graduate attributes, 83 trainers were involved to nurture 21st century skills through innovative pedagogies. More than 1500 student volunteers were engaged in 150 plus community development projects.



Innovation & Entrepreneurship

Our

ETTP[®] Entrepreneurial Teaching and Training Program

Enables & Empowers Youth

Chaudhry Muhammad Akram Center for Entrepreneurship Development (CMACED) was established to foster our mission for entrepreneurial revolution in Pakistan. It took strenuous initiatives for entrepreneurial development to make socio-economic impact contributed in creating an

economically Superior Pakistan. We believe in the power of entrepreneurship in building sustainable, self-sufficient and progressive communities where people learn to take initiatives, face risks, practice innovation and finally reach financial independence.

These objectives are aligned with its unique and comprehensive plan to teach, guide, mentor, and develop Superior graduates into future entrepreneurs through “Entrepreneurial Teaching and Training Program” (ETTP). Its purpose is to equip young minds with entrepreneurial toolkit and make them future job creators instead of job seekers. Great results have been achieved by successful and continuously evolving mechanism of ETTP by CMACED with its multifunctional subsidiary platforms. I am proud to share that we have been established as an entrepreneurial university playing highly valued role to combat the pandemic challenges with our recognized values of Student Success, Innovation, Excellence and Agility and also owing to our dedicated initiatives for entrepreneurship development and economic growth .

Our Innovative Pedagogies

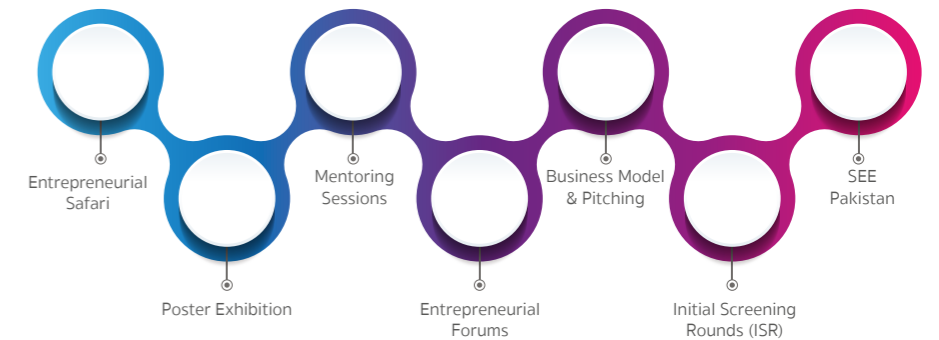


Figure 2.3: Journey of ETTP

Figure 2.4 starts the impact of Entrepreneurship Teaching & Training Program (ETTP) in the year 2020-21. It engaged 10 faculty members, 25+ programs, 15+ master trainers, 350 plus projects, 1700 plus students and 120+ coaches. This increase in numbers tells the fact that ETTP is a unique program which keeps bearing results in any circumstances by securing greater participation of stakeholders.

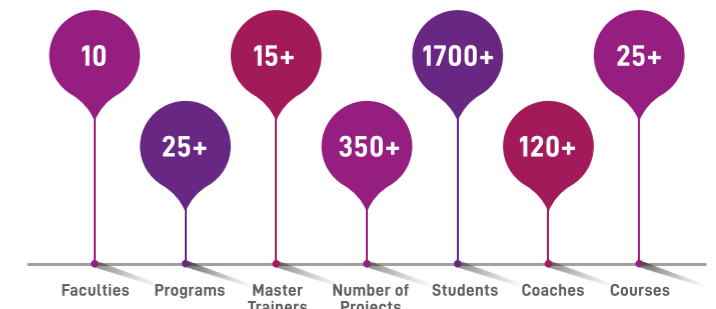
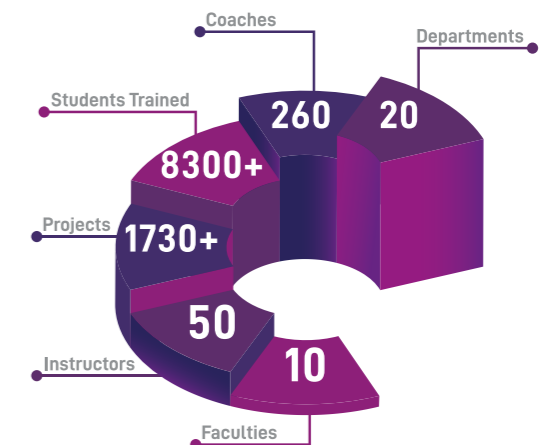


Figure 2.4: Impact of ETTP 2020-21

Figure 2.5: ETTP Over the Years 2016-2020



SOCIAL ENTREPRENEURSHIP PROGRAM

Developing | Communities
Engaging | Youth
Promoting | Active Citizenship

CMACED promotes volunteerism and community service through our unique initiative "Social Entrepreneurship Program". SEP has potential for contributing towards UN Sustainable Development Goals particularly No poverty, Zero Hunger, Good Health & Wellbeing, Quality Education, Gender Equality, and Clean Water & Sanitation.

During the pandemic, SEP took the initiative of helping and supporting a great number of people and succeeded in meeting its targets. The taskforce for Social Entrepreneurship Program in liaison with our collaborators and partners comprises team of youngsters. We engage our students in Active Citizenship Behavior to foster in them a sense of empathy and civic responsibility. Pakistan has proven itself to be a leading country in charity and humanitarian work. The need of the hour is to channelize our national spirit of generosity towards sustainable goals. That's exactly what SEP aims to achieve, hands in hands with our amazing partners, we are engaging all the stakeholders for community development through training programs to bring a social change for prosperous Pakistan.



Active Citizens Program Training participants



Figure 2.6: SEP Impact 2020-21

Only within the year 2021, SEP conducted 648 Social Action Projects (SAP), hold 70 Trainings, involved 8 departments, 137 instructors, 5000 plus active citizens and generated a funding around rupees 36.2 Million.



Figure 2.7: SEP Over the year 2016-21



Activity on 'My Identity' at SEP training



Discussion on Value System of ACP



INNOVATION DISTRICT 92

Innovation District 92 (ID92) is facilitating our budding entrepreneurial fraternity with its services as a startup incubator. Established by CMACED, ID92 offers dedicated support to facilitate the ideas of young entrepreneurs from Superior University so they do not lack any stage of required support in their entrepreneurial journey. The incubator houses a diverse team of makers, investors, mentors and operators who provide our entrepreneurs with a carefully curated team of mentors and community of incredible people across the world to help build businesses. It not only supports startups from all verticals that are seeking guidance in converting their raw business ideas to effective and profitable businesses by helping them mature their business model, develop product/service but also guides to devise sales and marketing strategies. Breathing the vision of making 'economically Superior Pakistan through Change Makers!

Amidst the unseen challenges posed by pandemic Covid-19, ID92 made impactful contribution.



Aspiring Startups being brainstorming at ID 92



Mentoring sessions in progress



Sessions for Ideation



Foreign trainers sharing their entrepreneurial insights



Working on market analysis

UNIVERSITY OF OKLAHOMA

Grant Value = \$ 124,698
Rs. 1.6 Crore

Two Cohorts will travel to US for 5 weeks each



UNIVERSITY OF OAKLAND

Grant Value = \$ 408,795
Rs. 6.3 Crore

Educators / faculty members from Superior will travel to US

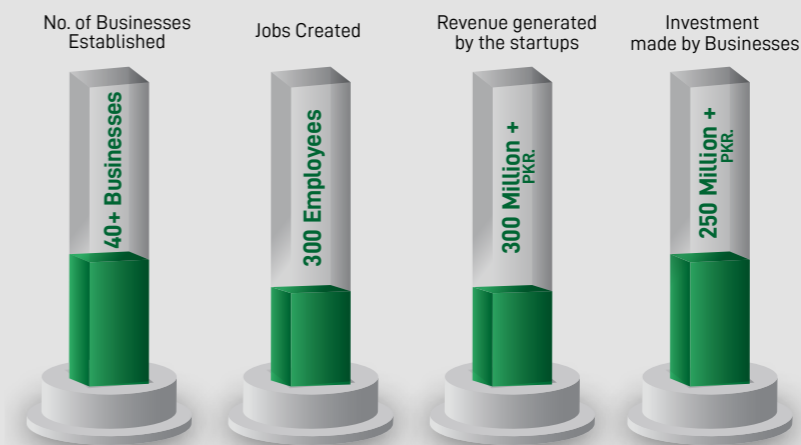


OAKLAND UNIVERSITY



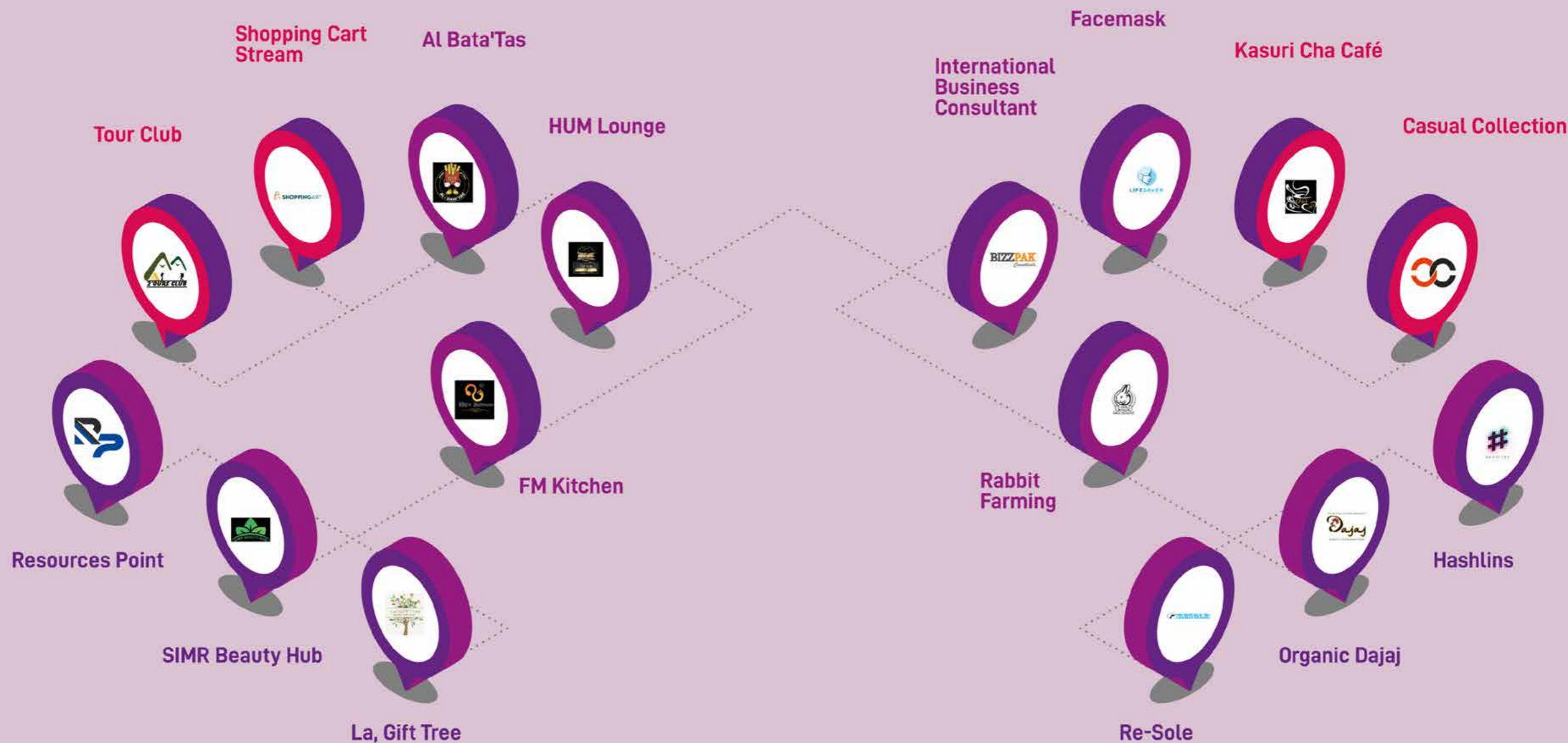
Our Social and Economic Impact

Figure 2.8: Our Social & Economic Impact 2020-21



The Entrepreneurial initiatives have created a significant social and economic impact. It created 40 businesses, 300+ Jobs, raised an investment of PKR 250 Million which resulted in revenue generation of PKR 300 Million.

Our Commercial Startups





In order to support Small & Medium Enterprises (SME), Chaudhry Muhammad Akram Center for Entrepreneurship Development (CMACED) has established an Accelerator Program namely Scaleup PK, which works as a growth partner to SMEs. We are proudly contributing to the SME sector which works as the backbone of any developing country's business potentiality and proficiency by significantly contributing to the GDP. This program provides support to expand and scale up any existing venture i.e. family business or small scale business in terms of innovative ideas, one-on-one mentorship, technological solutions, expansion strategies, and investor liaison. It helps generate the necessary conditions to grow companies through research and execution. By investing time and expertise, we aim to help clients improve the efficiency of their business so they can perform better and scale up faster. The performance of the 3rd cohort from Fall 2020 to June 2021 is given below:



8 INCREASE WORK AND ECONOMIC CREDIT
9 MARKET INNOVATION
17 PARTNERSHIP FOR THE GOALS
ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Our Scaleup Businesses

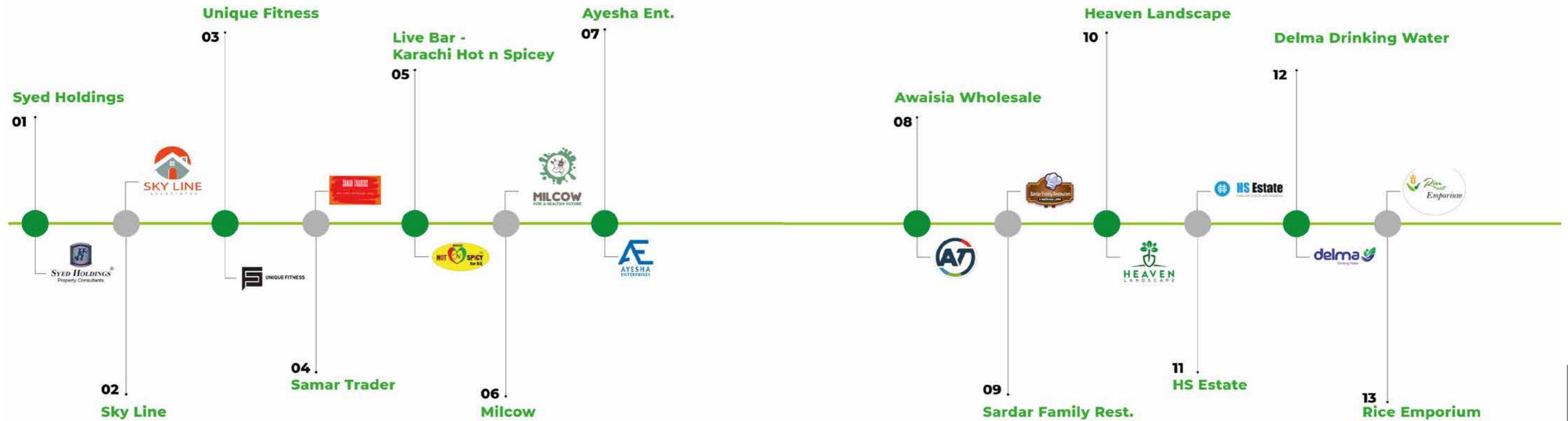


Figure 2.9: Scaleup Business

Design Challenge Powered by Superior Employability Centre



Design Challenge is offered as the 3rd stream of specialization for students of 3U1M Program in collaboration with Superior Employability Centre (SEC). Through Design Challenge, 1000 students were enrolled to get trained in problem identification and creative solution provision under the guidance of seasoned coaches at Superior University. This track is an ideal option to sharpen one's analytical and critical thinking. It focuses on providing rich experience of corporate culture, practical learning and skill enhancement through complex consulting projects sourced from national and international organizations. This track helps our students to work with practicing professionals to achieve the essence of corporate culture through challenging assignments. Design Challenge is powered by Superior Employability Centre, which is facilitating our students with opportunities to work within its own network of prestigious and flourishing enterprises for real time market exposure. It also ensures our agenda of bringing industry-academia closer collaborations to develop young graduates with practical industry insights. Our students are making a huge difference in the industry by proving themselves 21st market century ready graduates with competitively groomed personalities and innovative solution seeking strengths. Superior students of Design Challenge get selected for jobs instantly after completing their degrees which marks a proud 100% job placement ratio.

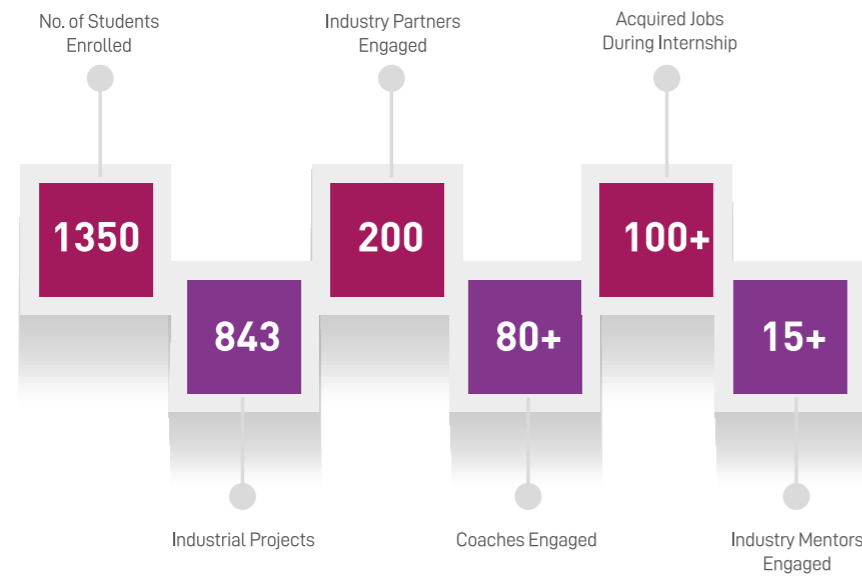


Figure 2.10: Impact of Design Challenge 2020-21

Few Notable Collaborators



Our Notable Collaborations

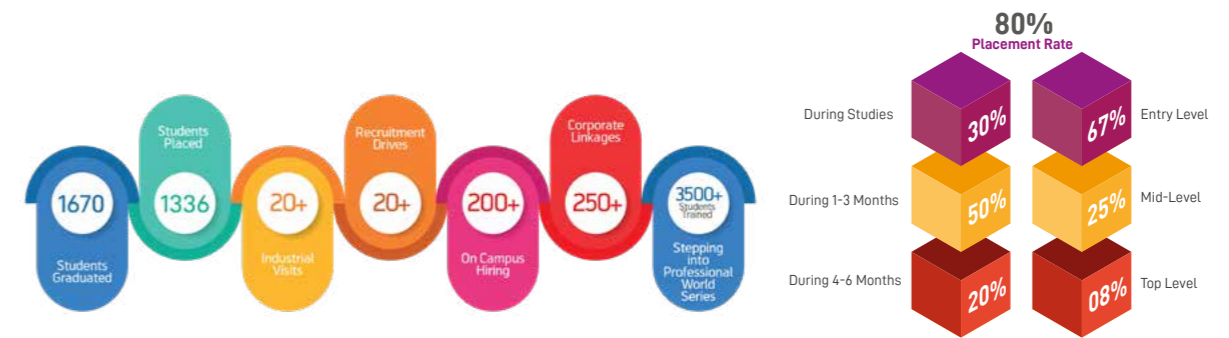


Figure 2.11: Impact of Employability Centre 2020-21

Figure 2.11 explains the impact of Employability Centre. 1670 Students graduated, 1336 placed, 20+ industrial visits, 20+ recruitment drives, 200+ on campus hirings, 250+ corporate linkages, 3500+ students were trained. We have achieved overall placement rate of 80% and continue to improve.

Few Notable Industry Partners





Our entrepreneurial revolution program envisions to rebrand Pakistan through a culture of entrepreneurship amongst its youth. Our university wide entrepreneurial drive has borne phenomenal results and it was pertinent to take the entrepreneurial spirit to a level where more people should benefit from it ..

"Idea Cron Ka" Pakistan's premier business reality show initiated by CMACED at Superior University was the first Ray of Hope for young people who see the world in terms of opportunities and possibilities. We had a two-pronged objectivity behind starting ICK. First we wanted to effectively bridge the gap between entrepreneurs and investors, secondly we aimed to spread the power of entrepreneurship to not only every home in the country but also exhibit Pakistan's entrepreneurial creativity and potential to the whole world through our TV show.



USAID SMALL AND MEDIUM ENTERPRISE ACTIVITY
IDEA CRON KA SEASON 4
 STARTUP: FARMERS CHEESE MAKING
 GRANT: 6.57 mil PKR
 Rs. 6.5 Million funding raised by "Farmer Cheese Making" at ICK



Figure 2.12: ICK in numbers

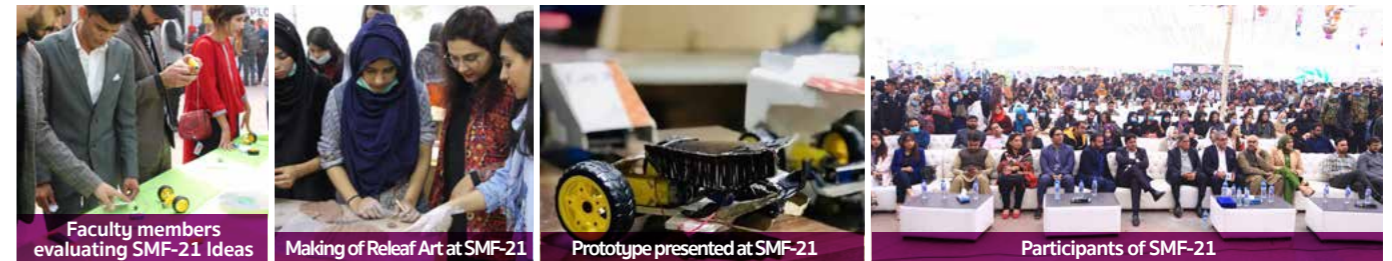
We utilized television as an affluent tool to disseminate meaningful, futuristic and empowering content to the masses with a dream to make them and Pakistan economically superior. Idea Cron Ka served as a platform where startups presented their ideas to business investors, who analyzed their proposals, provided them with investment and helped scale it to levels which created a niche of its own. It also featured inspirational segment focusing on prominent figures in Pakistan who had undergone hardships but ultimately achieved their goals to establish determination and high hopes among youth.



Superior Maker Festival 2021

Superior Maker Festival is a thrilling experience for young innovators. Through Maker Festival 600 of our students engaged and collaboratively exhibited their entrepreneurial ideas. This Festival enabled them to believe that all ideas were once small but if nurtured can have a global impact. Maker Festival also held the spirit of creating and sharing as part of the bigger agenda of social responsibility. The brilliant business ideas were evaluated by veteran industry experts. The festival comprised of Learning Track (Robotics Workshop, Panel Discussion, Releaf Art, Tech Fest), Startup Zone (Stalls Exhibition), Food Fest and Musical Night. Maker Festival, an inclusive and innovative approach to showcase the brilliant work of our young entrepreneurs concluded with amazing awards and rewards in all categories.

No. of Students	600+
No. of Coaches	40
Instructors	06
Departments	07
No. of Projects Exhibited	150+
No. of Evaluators	30
Guests/Panelists	07
Key Note Speakers	04
Volunteers	50+



Our Proud Sponsors



Gender Equality Through Women Entrepreneurship



Working strenuously for equating with the UN Sustainable Goal of 'Gender Equality', Superior University's innovative entrepreneurial opportunity for women "Her Karobar" has been created by Chaudhry Muhammad Akram Center for Entrepreneurship Development (CMACED). It is believed that our mission for

economically Superior Pakistan through the power of entrepreneurship requires women empowerment as they constitute more than 52% of total population of our country. Enlightening women with the idea of entrepreneurial revolution is bound to create a significant socio-economic impact in the country. During our post Covid facilitation for women in need, we launched a real economic transformation opportunity for women. A professional career building boot camp with Mentor Matching was held. This whole activity developed a unique one-stop-shop with services like trainings by prominent entrepreneurs. We partnered with Al-Khidmat Foundation for the seed funding to help widows and underprivileged women to start their small businesses to earn a respectful living.



Miss Pakistan 2020 addressing participants of 'Her Karobar'

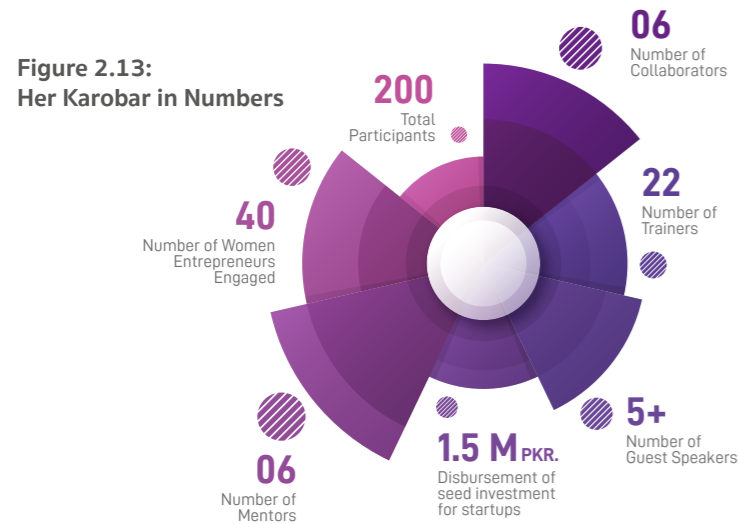


Figure 2.13 explains the impact of the program in numbers. 40 women entrepreneurs were engaged in "Her Karobar" initiatives, attended by 200 participants where 05 guest speakers appeared, 22 trainers, and 06 mentors were engaged. 06 collaborations were made, while 1.5 Million rupees were disbursed as seed investment for startups.



Oh My Genius (OMG) is a kids' entrepreneurship program offering an absolute amalgamation of fun, learning and innovation. At Superior University, we have designed each phase of entrepreneurial revolution, wherein this program inculcates entrepreneurial spirit in mindset on the grassroots level. The pandemic oriented employment challenges have deeply emphasized the need for entrepreneurial solutions required to build a sustainable society. Now importance of entrepreneurship has been practically determined all across the world. To empower our society with entrepreneurship, we have put exclusive focus on kids to teach them how to dream, innovate, think out of the box, and practice their ideas to turn their dreams in reality. This program fosters independent and positive thinking amongst children to identify opportunities, define their goals, take responsibility and to sharpen the analytical and problem-solving skills. It connects our schools to the industry gurus in order to develop corporate linkages with stakeholders at the grassroots level. It also trains management and faculty on turning ideas into innovations which will help the students to be confident to apply creative solutions. CMACED and team ETPP sees this program penetrate both vertically and horizontally so that the entrepreneurial heat can be felt all across Pakistan.



Figure 2.14 states the impact of program in numbers i.e. 12+ collaborations were made, 9+ trainers were attached with the program, 30+ registrations were made, more than 90% feedback of the program was received and the revenue generated was around PKR 250,000 More than 50 families were engaged, 10,000+ social media reach attained and outreach & engagement secured was more than 450.

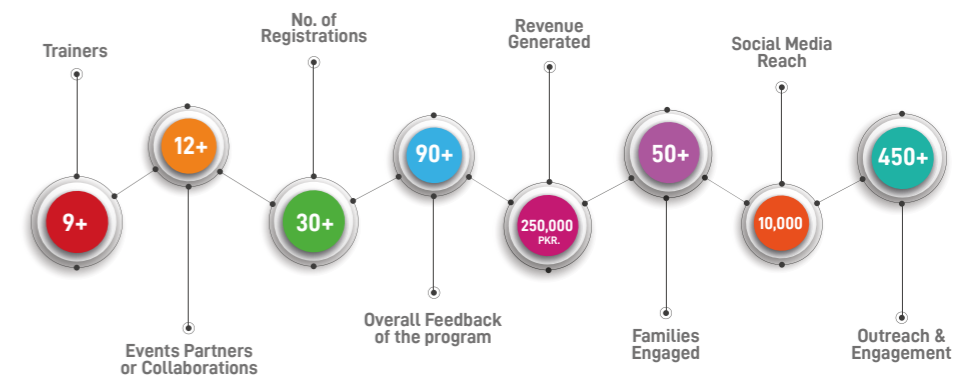


Figure 2.14: OMG Impact



Vision

To be among the leading research universities in the country.

Mission

The mission of ORIC at Superior is to promote a vibrant, innovative, and entrepreneurial environment for conducting quality research with an aim to grow knowledge economy, Strengthen university-industry linkages to formulate collaborative ventures with the corporate community (research collaboration), develop strong and long-term bonds with policy making and research funding agencies to support research, development, innovation and commercialization incentives and through business incubation and research/innovation, promote entrepreneurship amongst Superior faculty, staff and students.

Office of Research, Innovation and Commercialization (ORIC) at Superior University is mandated to promote quality research, innovative activities and their commercialization. ORIC has made notable developments to achieve research milestones during pandemic Covid-19 through its subsidiary centers i.e. **Chaudhry Muhammad Akram Center for Entrepreneurship Development (CMACED)** and **Azra Naheed Center for Research and Development (ANCRD)**.

It is pertinent to mention that Superior University always puts a special focus on research and development as we believe that new knowledge stems from a sound research which drives towards future goals. For the substantial development and progress of any country, research with socio-economic impact always plays a vital role.

Covid has not stopped us from sharing knowledge. A series of research colloquiums was organized to share best practices to manage the challenges posed by Covid-19. Some of the themes were:

- Covid-19 3rd Wave: Challenges and Opportunities for Higher Education Institution
- Governance-related issues of Megacities of Pakistan
- Current Situation & Post Covid19 Educational Reforms
- Technology Commercialization in Malaysia
- Current Researches in Life Sciences at Forman Christian College
- Surviving & Thriving in Covid-19 Era
- Current Research Initiatives & Tentative Outcomes of UHS

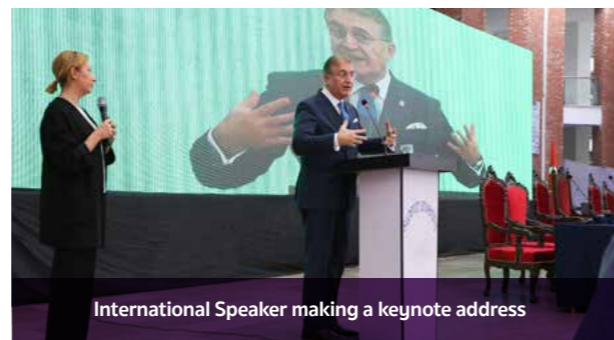
Research funds by the government mostly cater to the public sector universities and private sector gets absolutely insufficient minimum share that is why research remain unattended. We always invest in research with our own resources. Despite challenging economic situations caused by pandemic, we allocated PKR 03 Million as research incentives.

Superior Impact Fund

Superior Impact Fund (SIF) is an internal research grant of Superior University for funding research projects on competitive merit for high-quality and promising scientific research that demonstrate strategic relevance and financial impact to the local industry and society. This fund aims to stimulate scientific excellence and the advancement of knowledge. The grant is given to faculty associated with the project and administered through the Superior ORIC. Faculty members are encouraged to submit proposals that are collaborative in scope, with teams including junior and senior academic staff, both male and female researchers and appropriate sectoral/ industrial collaborators. Principal Investigator is also encouraged to include students as part of the project team. These awards are allotted by using a merit-based,



Minister for Higher Education presenting souvenir



International Speaker making a keynote address

independent and transparent evaluation and selection process based upon international standards.

A two leveled grants plan is established:

Category A:
Rs. 50,000.00 to Rs. 500,000.00

Category B:
Rs. 500,000.00 to Rs.2,500,000.00

Glimpses of Research Events

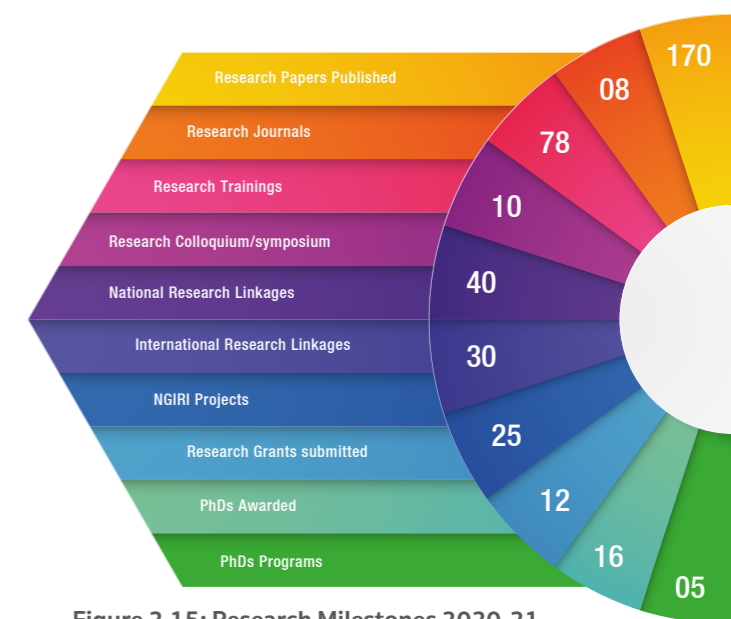


Figure 2.15: Research Milestones 2020-21

Figure 2.15 explains our research milestones achieved during pandemic that include 170 Research Papers, and 08 Research Journals published, 78 Research Trainings were organized and attended by Superior faculty. 10 Research Colloquium/ Research Symposiums were held. 16 PhD Degrees were awarded by Superior University. 25 National Grass root ICT Research Initiatives (NGIRI) worth PKR 3 Million were approved for the final year students. PKR 3.5 Million NRP (National Research Program for Universities) Grant was approved for the Mechanical Engineering Department at Superior University.



Participants of International Conference



We believe in Student Success through Meaningful Engagement

Aligned with UN Sustainable Development Goal of “Quality Education”, we are working on our students’ academic and social skills development to ensure Student Success by producing 21st century market ready graduates. We envision students’ academic skill building through 3U1M Program, while focusing on students’ social activities for meaningful engagement through extensive mechanism devised by Superior Engagement Office. Such developmental exercise builds well-rounded personalities. We are living in an era of rapid changes and uncertainty in every sphere of life. The recent breakout of pandemic Covid-19 has emphasized the fact that survival in the present world is only for the nations who remain well prepared, have quest for excellence, and an agile nature. To raise any nation with these qualities, education is the most important category to invest upon. We are consciously aware and proactively producing such competencies in our students that they may successfully cope with phenomena of change

effectively whether it’s technological, environmental, at national or international levels. To ensure the competencies of 21st century graduates we have created systematic platforms for students’ inclusivity & participation in meaningful engagement. These platforms include Superior Clubs & Societies, Student Voice Leaders (SVL). Student Voice Leaders (SVL) reflect our institutional vision, mission and values. They are potential leaders of tomorrow whom we choose through rigorous selection criteria of elections and final interviews. They play a significant role in bridging between University leadership and student community. Departmental Clubs aim at preparing solution providers for society to create social and economic impact by organizing meaningful co-curricular activities.



Our Societies are working on the mission to spot, nurture and showcase students’ talents. They bear the country flag to global platforms by proudly representing Superior University. Engagement Office takes part in organizing life learning events like team building adventure tours, entrepreneurial safari, sports competitions, cultural festivals, interuniversity competitions, Superior Nights, talent shows, lively & fun-filled on-campus student learning experience, and opportunities to participate in community development projects with a spirit of volunteerism. These events and activities ensure Superior students’ social competencies. Our exclusive student bodies and events train our students in team management qualities, leadership, emotional intelligence, responsible civic behavior, tolerance, drive for excellence and agility in order to deal with academic, professional and personal life scenarios. We believe that our all-encompassing initiatives are bound to produce future leaders who will be able to create social and economic impact in the country with their personalities.

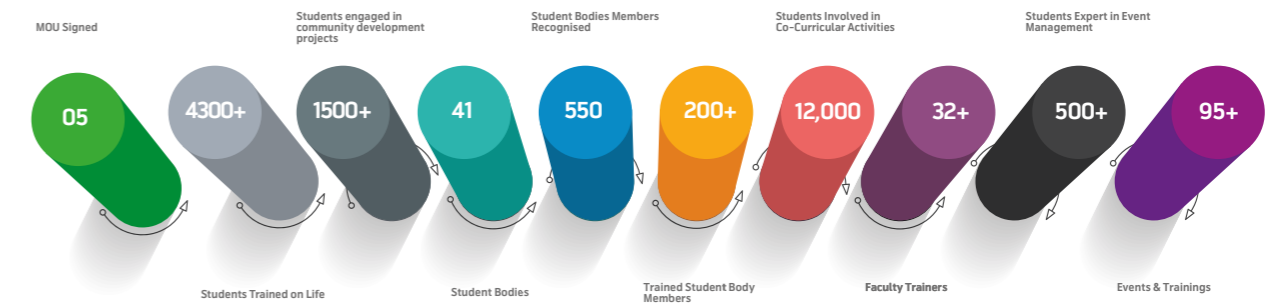


Figure 2.16: Meaningful Student Engagement Impact

Figure 2.16 explains the meaningful engagement of students. 05 MOUs signed with different entities to enhance student learning, 95+ trainings/ workshops/ seminars and events organized by Student Bodies, 4300+ students were trained on life management skills, 1500+ students were engaged in community development projects. 41 student bodies had 550 recognized members onboard, while 200 members of different student bodies were given exclusive trainings. 12,000 students participated in co-curricular activities. In addition to this 32 faculty trainers and 500 event management student experts were engaged.

Quality Enhancement Cell

Quality is our Priority!

Doing right things the Superior way!

QEC at Superior is constantly striving for academic excellence and the year 2021 has been a great evidence of our vigilance for quality enhancement. We take pride in stating that our classrooms were digitalized in less than 24 hours after lockdown imposition. QEC ensures Blended Learning as per the international practices during and after the Covid19 spell. At the moment QEC is working on advancement in automation of all processes at university. Since QEC at Superior revolves entirely around student and faculty satisfaction, regular feedbacks and evaluations have been done to ensure EXCELLENCE. We also take pride in turning challenges into opportunities in a way where we attained 16 new accreditations while 7 are in progress.

Excellence is continuous process, for it, practices and processes evolve with each passing day. The Quality Enhancement Cell at Superior constantly strives for uncompromised standards of quality assurance through academic practices, awareness campaign, faculty trainings and evaluations based on feedbacks. QEC at Superior within no time of Covid lockdown completely shifted to the newly designed Learning Management System which is in absolute compliance of HEC criteria. Our LMS offers numerous features from live streaming to complete study material, from assignments and quizzes to discussion rooms and numerous more. Meanwhile, 17000 students and 850+ faculty members were trained for LMS. Apart from this QEC takes pride in securing 84% feedback. QEC is very particular about student satisfaction and that is the reason why all the practices are student centric. The Cell takes pride in 84% student feedback and 93% passing percentage. The QEC lifecycle is also strategically planned which starts right from Freshman Feedback to twice a semester automated feedback while alumni survey and employer feedback also hold a special position in the process. Another special feedback added in the QEC basket is at the time of students' graduation which give us a true reflection of all our practices to ensure Student Success and Excellence. At the moment QEC has 16 accredited programs from 8 different councils whereas 7 accreditations are in process. QEC at Superior takes pride in holding 5 national and international QA bodies' memberships. Our QEC Leadership is certified with ISO 21001 which is the only international academic standard. The Cell ensures best international practices and that is why numerous faculty training programs are a constant and faculty satisfaction survey remains our top performance indicator when it comes to Superior family. During Covid 650+ faculty members are provided with international certification opportunities to ensure quality education.



Figure 2.17: Quality Assurance Mechanism

Daily Monitoring

- Class Discipline
- Quality Content
- Transparency of Assessment

Academic Audit

Detailed audit of all departments to measure their academic performance on weekly basis.

- International Standard Curriculum
- Mapping of PLO and CLOs
- Implemented Moderation System

Digitalized Feedback

In order to improve the system efficiency, QEC is working on the implementation of EDMS (Electronic Documentation Management System) & has automated the academic feedback system.

- Improved quality of pedagogy
- Initiation of Faculty Satisfaction Survey

Policy and Process

QEC designed different policies and processes for the smooth operations of semester system i.e. course offering, course allocation, time scheduling, paper moderating, paper viewing, feedback system and advising etc.

Accreditations

Accreditations and international ranking are the indicators of 'quality of education' while capitalizing the opportunities. In relentless pursuit of educational excellence, QEC is ensuring the standard of education at the campus through accreditation, implementation of HEC guidelines and developing a strong monitoring system. Currently, the university has 16 fully accredited programs from 8 councils, besides this, the university is also working on the accreditation for 7 more programs. This indicates a better picture from the last year where the institute had only 8 accreditations. Moreover, the university has also started its working on international accreditation from Accreditation Board for Engineering and Technology, Inc. (ABET).

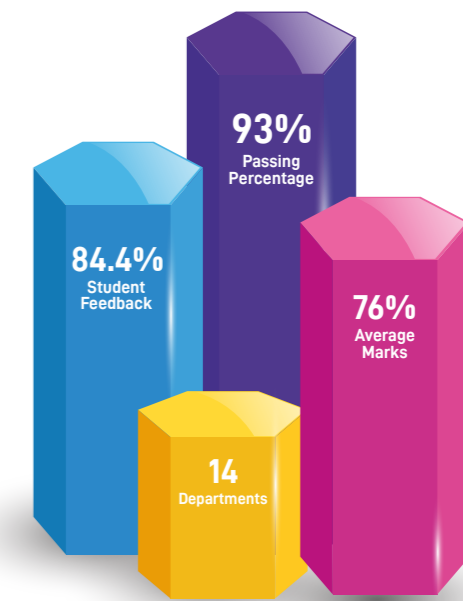


Figure 2.18: Student Progress 2020

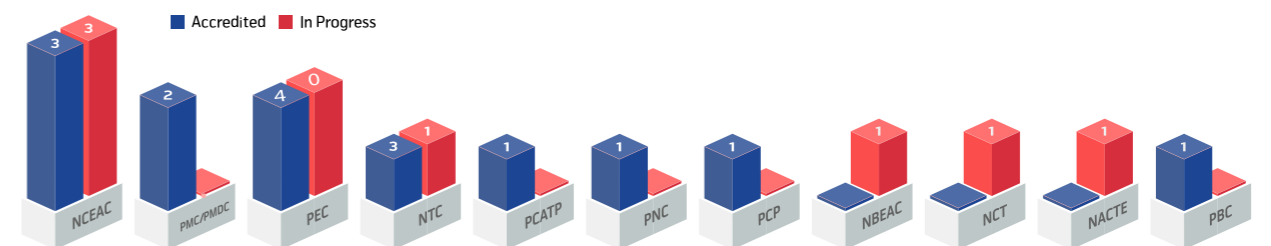


Figure 2.19: Accreditations Status

Our Focus on Expanding International Opportunities

We have always believed in collaborative learning, hence, exchange programs always provide an unmatched learning experience through international exposure and diversification in many aspects. Our International Office believes in learning global and acting local. For this we have curated Students and Faculty Exchange Programs. We thrive on our relation with 160 Global Partner Universities and 150+ foreign students. We are proudly making Pakistan home to 19+ different nationalities so that knowledge/skills exchange flourishes extensively. Covid-19 was no different to us, during this time we worked on creating global opportunities like never before. We were the only private university in Pakistan to have sent 13 new students on exchange for Fall 2020 to Turkey during pandemic. Furthermore, during the stagnance of pandemic, our 30 new partnerships took place, 100 new students were added to the exchange basket, 9 new international faculty members from USA, UK, Turkey, Iran and Malaysia joined us while 200+ African students were given English Language certification. We also received new students from Russia while a few international students were recruited too. We believe Pakistan is an amazing country with immensely talented human capital. Our international students can act as global ambassadors to play their role as peace makers.

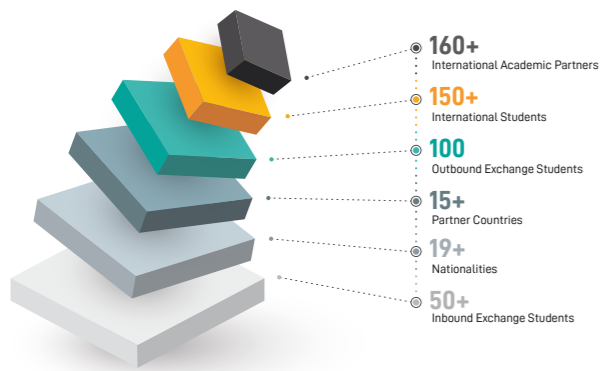


Figure 2.20: Our International Footprint



Exchange Students at Istanbul Aydin University Turkey



Faculty Exchange with Manisa Celal Bayar University, Turkey



Students participating in International Conference Turkey



Superior University students in Erasmus Program Turkey



Superior students networking with foreign student fellows Turkey

African Students Association of Pakistan



ASAP at Superior University



Recreational tour of ASAP students



Cultural Day at Superior



'African Students Association of Pakistan' get together at Superior



African students in Aviators uniform

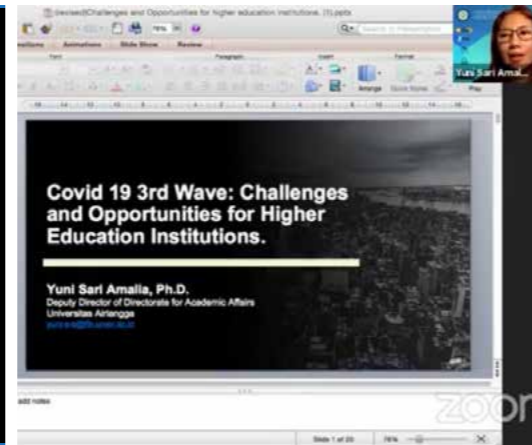


African Students Association Football League

African Students' Association Pakistan Superior University is pleased to launch a social and collaborative students' union this year known as the 'African Students' Association- Pakistan' (ASAP). ASAP is open to every foreign student from all around Pakistan. It intends to represent different cultures, languages and countries on and off campus, involve everyone to educate and learn from one another while making new friends and feeling like home away from home.

From Pakistan to Africa, it tends to pave the way opportunities for African students in Pakistan. A platform for studying and finding internships in order to further enhance the relationship between Africa and Pakistan. Through this platform, Superior University intends to inculcate open-mindedness among the students and help break the barriers melding both cultures together.

Our Focus Towards Inclusivity and Collaboration



To make Pakistan economically Superior, there is no denial that the country needs the most unconventional Educational reforms that shape the future of work. This can only be done through inclusivity and collaborations. Rector Superior University, Dr Sumaira Rehman envisioned collaboration instead of competition as the tool for change. This is how Rectors' Conference came into being. We are proud to be the first to turn this dream into a reality where country's top Academicians, Vice Chancellors, Policy Makers and Decision Makers meet under one roof for resolutions. Pre-Conference proceedings include regional roundtable dialogues and other brainstorming sessions with the concerned stakeholders. These fruitful discussions and influential personalities with their diverse experiences engage to commit on working together in Pakistan to prosper through an educational revolution. The 3rd Rectors' Conference is planned to be held in accordance with the post Covid global situation.

- Themes:**
- Key Technology Drivers of Higher Education during Covid 19
 - Challenges of Quality Assurance in Online Education
 - Student Centric Policies & Effective Engagement of Students
 - Covid-19 3rd Wave: Challenges and Opportunities for Higher Education Institutions
 - Needs & Expectations of Higher Education Sector

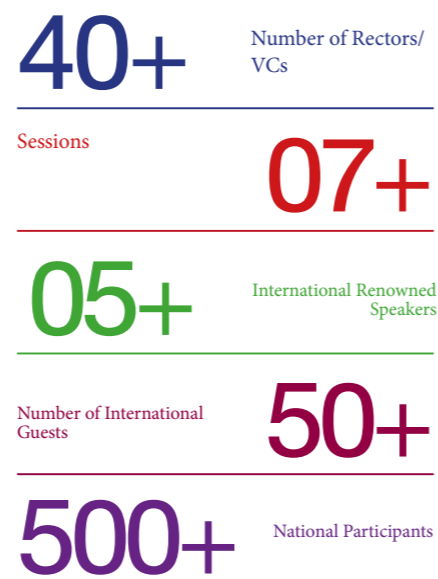


Figure 2.21: Rector Conference in numbers 2020-21

Celebrating our People

Superior as an enterprise has never compromised when it comes to growth, so hiring a right person for the right job is pivotal. Superior human capital is constantly evolving in terms of innovation, expertise and opening access to new horizons. With collaboration and teamwork Superior team has managed to achieve numerable milestones.

We welcome maestros on board!



Prof. Dr. Muhammad Sarwar
Director Quality Enhancement Cell



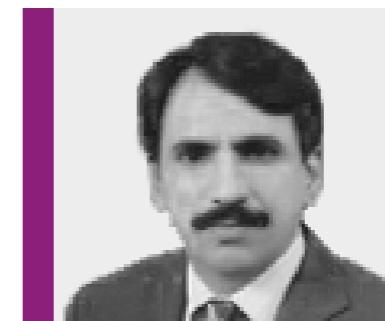
Dr. Muhammad Pervez Mughal
Professor
Dean Faculty of Engineering & Technology



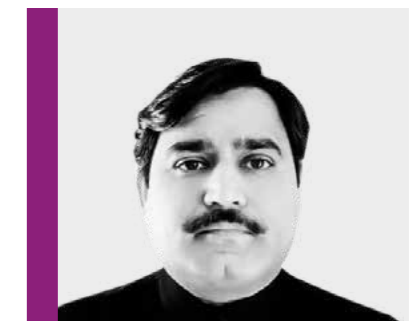
Dr. Syed Jawad Hussain
Professor
Computer Science & Information Technology



Dr. Khalid Hussain Hashmi
Professor
Computer Science & Information
Technology



Dr. Muhammad Iqbal
Professor
Social Sciences



Mudassar Kamran
Additional Registrar
Registrar Secretariat



Furqan Latif Johri
Head of Department
School of Culinary Arts

Awards & Recognitions

At Superior University, our value of 'Excellence' works as an all-directive strategic force which never lets us settle for anything less than the best. Our consistent aspiration to gain excellence has become our identity which attracts proud recognitions just by default. The following recent achievements, awards and rewards prove the fact that Superior has been recognized by every prestigious organization/ institute for its contribution and quality in education, sports, co-curricular or social activities.



Brand of the Year Award



United Nations Academic Impact UNAI Membership



Get Out Polio was selected for World Finals of Venture Cup 2020 out of more than 8000 Startups from 40 Countries.



Regional Winner of Microsoft Imagine Cup 2021



United Nation Association of Pakistan UNAP Campus Chapter



Dr. Samia Jamshed got the "Outstanding Paper Award" by Emerald Literati Awards 2020



Winner at IBA Startup Competition Program 2021



Runner Up at IBA Startup Competition Program 2021



1st Runner Up Central Region Microsoft Imagine Cup 2021



National Finalist Hult Prize 2021



One of our student "Zaeem" was referred for international study Visit to UK by British Council.



One of our student "Bilal" was referred to participate in International study Visit (Pakistan).

Superior Music Society:



Battle of Bands in UOL 2020 - 1st Position

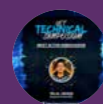


LUMS Music Fest 2020 - 2nd Runner Up (Instrumental)

Superior Debating Society:



All Pakistan Declamation Competition 2020 by University of South Asia - 1st Runner Up



1st Position & Best Ambassador Award UET, Lahore Technical Symposium 2021

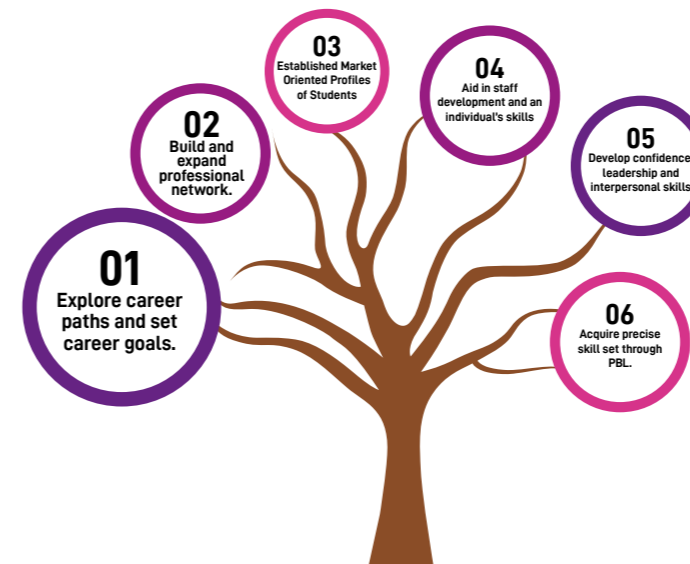
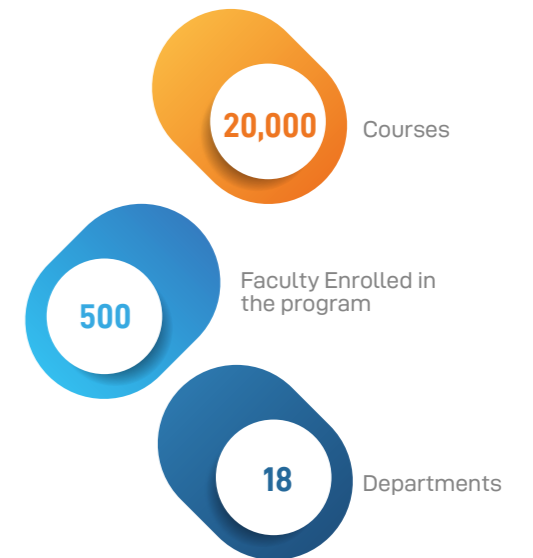
Our Future Initiatives

2020-21 is the year of change and transformation. To combat the challenges of Covid-19, some futuristic initiatives were taken by Superior University to achieve excellence in academics and healthcare.



Rector's Faculty Development Program

Our faculty at Superior University is the real capital for change in the society. Rector's Faculty Development Program fulfills our mission for Student Success and supports us in reaching excellence both on academic and organizational levels. We have launched another unique program to train our faculty to be globally relevant in their teaching skills through collaboration with Coursera. Our faculty members will achieve teaching excellence, and become internationally certified mentors by attending numerous courses taught by master instructors. This attainment of global best practices will impart latest knowledge to prepare our students for their relevant fields.



Superior Mentorship Program

Superior mentorship program is an opportunity for Superior students to network with alumni and corporate professionals who will help them in career planning and developing professional skills needed to be successful in the market. This program imparts precise skill set through PBL, explore career paths, set career goals and develops confidence, leadership with interpersonal skills. The technical training empowers students to perform competitively in rapidly changing technological advancements. This exposure will prepare students for their relevant careers and give them confidence to face the contemporary industry with grace.

Figure 2.22: Superior Mentorship Program Objectives



ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



Expanding Community Healthcare Services

Medical Tower

Covid-19 had clearly exposed the dearth of health facilities in the country. It was tragic to see the miseries of humanity suffering from health challenges. Though we made a huge difference with a timely, vigilant, dedicated response by providing best healthcare facilities to serve our community at the earliest; we have started expansion on a greater level.

Under the Faculty of Medical Sciences, we are building a Medical Tower to expand health facilities. A 150 beds medical tower is built to serve the community through world class medical facilities and doctors' community.



CMA Healthcare Complex

An outreach program initiated by Chaudhry Muhammad Akram Teaching & Research Hospital (CMATRH) is built in Lake City to improve access to healthcare facilities in the premises. Operating through ER (Emergency Response) facility to be provided as 'emergency service' in line with the Rescue 1122 emergency model. It will be launched for the above mentioned community in the first phase. A hotline to take calls from emergency incidents to dispatch ambulance to the venue for transferring patients to the CMATRH emergency for required treatment has been established and team formulated.

CMA Medical Complex will offer a 360 degree healthcare through clinic of consultants, specialising in medicine, surgery, paediatric, gynae, cardiology, pain management, dermatology facilitated through lab facility, x-rays, ultrasound and pharmacy 24/7/365.

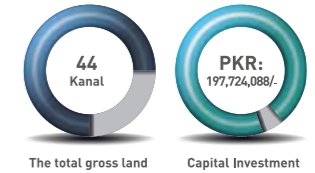
Making Higher Education Accessible at Different Places of Punjab

Superior University is committed to the provision of higher education with excellence, not only to the students of the Metropolitan City of Lahore. But we are on a verge of expanding our educational services to different areas of Punjab. As per UND's approach towards "Quality Education", we are opening up three new campuses of our university in different regions of Punjab. We want to disseminate the knowledge and skill set that our visionary management and faculty members carry along to people of different areas. So, the youth of those areas can grow in multifaceted domains of life as socially interactive, civilized, culturally rich, and economically independent human beings and serve their own families and environment in a far better way, without moving to major cities. The Superior University Campuses with global standards will be there to groom the local youth, to be the leaders, independent entrepreneurs, better equipped with useful skills, and to be the graduates with the attributes of the 21st century's demands of being a part of the transformation of our country into economically Superior Pakistan.



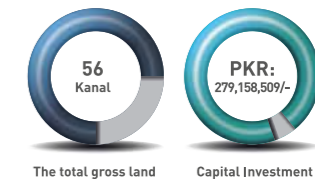
Superior University Rahim Yar Khan Campus

Superior University Rahim Yar Khan Campus has been developed as a hub of quality higher education facilities for the students of the South Punjab region. Students can have a productive study environment and an ambiance of life-based learning experiences, to strengthen their professional skills with the 3U1M Program which is initiated by the Superior University. The Faculties of Management Sciences and Computer Science are offering a wide range of study programs, with personal grooming, mentoring, and a study program with on-job experiences, along with the development of a passion for being independent entrepreneurs.



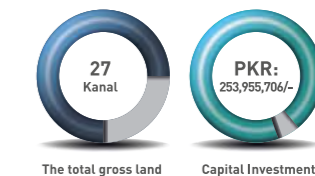
Superior University Sargodha Campus

The Superior University campus at Sargodha city has been started with a passion to serve the brilliant youth of Sargodha, and of the suburban parts of central Punjab. Sargodha City requires a global standard university, with a mission to develop and enrich its youth with higher education of quality. The Sargodha Campus of the Superior University for the time being offers degree programs in Management Sciences and Computer Sciences. The Superior University Sargodha Campus will nourish and enrich the young minds of the area with high-end knowledge and skillset to compete with fellow Pakistanis, and of the students abroad. The 3U1M Program of the university has proved so successful and it has introduced new market leaders and young entrepreneurs. So, why do the youth of Sargodha and surrounding areas lag behind, as now they have a best mentorship vicinity, at their own hometown!



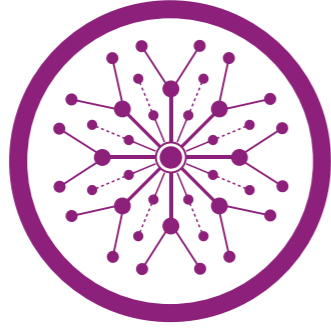
Superior University Faisalabad Campus

Superior University has built its Faisalabad Campus with an aim of provision of global standard education to the youth of the town. Faisalabad is an industrial hub of not only Punjab but of the whole of Pakistan. So, the need of the hour is to offer study programs in Management Sciences and Computer Sciences equipped with the visionary initiative of the 3U1M Program of the Superior University. The exclusive study environment at the campus for three years, and an on-job experience of being in the practical field will enable the students, to be all that ready to be the leaders after graduation in the cutthroat competitive world which has appeared in the 21st century. It will ensure the independent and joint entrepreneurship for which Faisalabad is an ideal place...!!

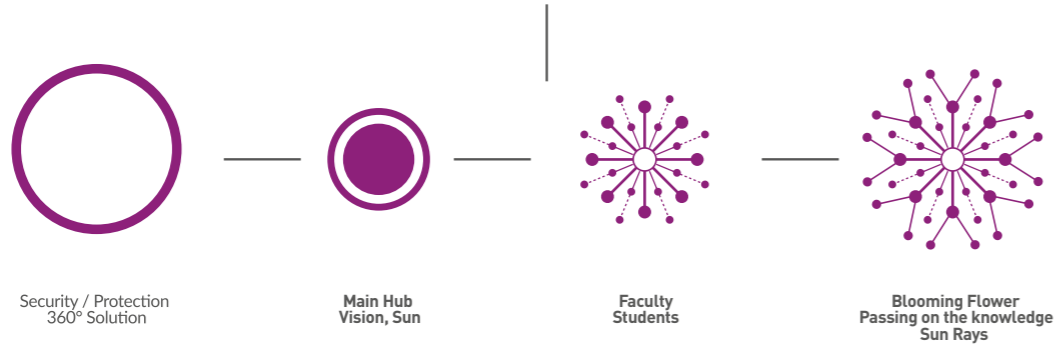


ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

PRESENTING THE NEW IDENTITY OF



SUPERIOR UNIVERSITY



CONCEPT

The logo represents the central vision of The Superior University to provide quality education to the youth of Pakistan. The outer circle represents a controlled environment that provides protection and security and opens a 360° solution to their educational needs. The central circle represents a sun or a vision that trickles through the faculty and is passed on to the students thus connecting the dots and turning it into a blooming flower.

سپیریئر یونیورسٹی اپنی نئی شناخت اور نئی پہچان کے ساتھ۔۔۔

تین سو ساٹھ ڈگری کا بیرونی دائرہ (360°):

طلباء کے مستقبل کے مکمل تحفظ کا ضامن (یاد رہے سپیریئر یونیورسٹی پاکستان کی پہلی یونیورسٹی بن چکی ہے جہاں طلباء ڈگری ختم ہونے سے پہلے ہی یا تو اپنا ذاتی کاروبار شروع کر چکے ہوتے ہیں یا اچھی جاب حاصل کر چکے ہوتے ہیں) اور یونیورسٹی کے گلوبل ویژن کی علامت جو پاکستان اور دنیا بھر میں مثبت تبدیلی کا باعث بنے۔

مرکزی دائرہ:

مثبت ویژن اور سورج کی علامت جو روشنی ہے اور روشنی پھیلائے

کرتیں:

اس ویژن اور سورج سے نکلنے والی کرتیں جو خود روشن ہیں اور پاکستان کا مستقبل روشن بنائیں یعنی ہماری فیکلٹی اور سٹوڈنٹس

کرتوں سے آگے کرتیں:

کرتوں سے آگے کرتیں وسعت اور جدت کی علامت جو ٹیکنالوجی کی دنیا میں اپنا لوہا منوانیں۔

اور یہ سب مل کر بناتی ہیں۔۔۔ پاکستان کا قومی پھول چنچلی

اس مکمل لوگو کی ہے شان، سپیریئر کی نئی پہچان

BIGGER BOLDER SUPERIOR

Our Group Portfolio to build economically Superior PAKISTAN



SUPERIOR UNIVERSITY



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