

# IN PERSPECTIVE

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## ITU STUDENTS MAKE HISTORY IN PAKISTAN TAKING LECTURES IN METAVERSE

Physical classrooms can go away in the future. Modern day technology like Virtual Reality glasses can be used instead and replace the classic subject teaching pedagogy. The possibility is quite revolutionary. ITU researchers set up an exciting experiment to quantify the impact and explore this possibility.



Students experienced Metaverse classroom reality as they took programming lectures in three modalities including in Metaverse. The experiment was arranged for in Information Technology University recently where students took programming lectures via VR reality headsets, online through Zoom/Google and in a conventional classroom setting. The experiment was conducted to ascertain how these modalities impact learning outcomes of the students.

Three sets of 35 students each used physical, online and virtual media and took the lecture. Thirty-five students wore VR headsets, another 35 students attended the lecture through the conventional classroom setting and another 35 via zoom call.



At this scale, it was a first in Pakistan.





## VC ITU MEETS PIEAS OFFICIALS

VC Information Technology University, Lahore Dr. Adnan Noor Mian visited Pakistan Institute of Engineering & Applied Sciences (PIEAS).

He met with PIEAS officials including, Director Academics Dr. Haroon-ur-Rashid, Registrar PIEAS Dr. Tariq Yasin, Deans and Directors at PIEAS. Possible venues of research and academic collaboration between ITU and PIEAS were discussed. Dr. Noor also visited various research and academic facilities of PIEAS.



## HULT PRIZE FINALE HELD AT ITU

A thrilling final round of the HULT Prize was held at Information Technology University. Teams that qualified for the final round put forth innovative solutions to tackle the world's most pressing social challenges. The esteemed panel of judges included Ms. Saima Asif, Mr. Zarrak Khan, Mr. Steve Kaplan, Mr. Abdul Hanan and Mr. Sarmad Hafeez.

Hult Prize inspires student entrepreneurs to solve the world's biggest challenges through innovative social enterprises with positive global impact. Through our year-long competition and since its inception, over 1 million young people from 120+ countries have participated in our programs, working to create high-impact startups that address the annual challenge in alignment with the UN Sustainable Development Goals. Finalists pitch their businesses to a panel of expert judges, and the winning team receives \$1M USD in funding to make their idea a reality.





## SHE'S NEXT 2023 PAKISTAN: ITU GRADUATE WINS BIG AMONG OTHER YOUNG TRAILBLAZING BUSINESS WOMEN

We are thrilled to share that our graduate Ayesha Awan is one of the proud winners of She's Next 2023 Pakistan. She is the Cofounder of SocialBu,

SocialBu is an Artificial Intelligence-powered social media management and automation tool that is used by social media managers, small business owners, influencers, and freelancers. It helps them manage all their social media accounts like Facebook, Youtube, Instagram, X and others from one place. It is an effective tool that increases efficiency and introduces a smart tool to better design and manage the social media outlook for diverse users to achieve the desired results.

Heartfelt congratulations to Ayesha Awan and her dynamic team on winning this unique accolade.

She's Next winners were chosen from a pool of almost 2,500 applicants from various sectors. These included textiles, education, food and beverage, professional services, beauty, and wellness within Pakistan.

Ayesha Awan, along with four other woman-owned small businesses, received a US\$10,000 grant each, along with a tailored training program by Katalyst Labs. They also gained access to the She's Next Club, where they can benefit from multiple resources, including a workshop library and a community of entrepreneurs for mentorship.

Ayesha Awan is a graduate of BS Management and Technology Program batch 2017.

We are proud and feel inspired by her tremendous progress and wish her the best.



## ITU TEAM AT PAK-TURK MAARIF'S ANNUAL FAIR

ITU Admissions Office participated in the annual fair organized by Pak-Turk Maarif International Schools and Colleges. The admissions team set up a stall and counseled the students about admissions at Information Technology University. Students learned about various academic programs and range of short courses being offered by ITU.

Ms. Anum Manzoor and Mr. Roshan represented ITU at the fair.



## ITU ALUMNUS RECOGNIZED FOR HIS PROFESSIONAL PROWESS

ITU alumni continue to set new benchmark of achievements in their professional career. Our proud alumnus Abdul Basit Humayun has been awarded the prestigious title of TCP AE of the Year and has been inducted into "President's Club" for his outstanding achievements in 2023.

He has also received the "Achiever's Award" for his team-focused performance.

Abdul Basit was a student of BS Management and Technology having a distinctive academic journey and graduating as Summa Cum Laude. In addition, he was also actively involved in extracurricular activities with ITU Tech Entrepreneur Society and ITUMUN Society.

We are proud of his incredible achievements and wish him the best.



## ITU TEAM AT LEARNING ALLIANCE COLLEGE FAIR 2024

ITU Admissions Office participated in Learning Alliance College Fair 2024.

The admissions team set up a stall and helped the students learn about Bachelors, Masters and Phd programs offered by ITU. They counseled the students about admissions criterion of different degree programs and important dates. Students also learned about various short courses being offered by the Center of Executive Trainings at ITU.

Mr. Irtaza Sajid represented ITU at the fair.



## US EMBASSY'S REGIONAL PUBLIC SPECIALIST VISITS ITU

Ms. Cynthia Nichols, Regional Public Specialist at the US Embassy in Islamabad, visited Information Technology University and met members of the university management. She reaffirmed the longstanding collaboration between the U.S. Consulate and ITU and discussed ways to further strengthen the partnership. She also visited the Lincoln Corner and interacted with the 'Friends of Corner'.



## SEMINAR HELD ON MICROSOFT'S POWER PLATFORM AND DYNAMICS 365 CE

IEEE ITU Student Society hosted an exciting seminar on Microsoft's Power Platform and Dynamics 365 CE.

The seminar was led by industry practitioners like Mr. Muhammad Mazhar who is a Senior Architect at AlphaBOLD. He is a Microsoft CRM Certified Consultant with nine years of experience and over 15 years of I.T. experience. The second speaker was Mr. Muhammad Bilal who is a Microsoft Dynamics 365 CE/Power Platform Consultant. He has over 8 years of experience in planning and delivering end-to-end Dynamics 365 Implementations (online and on-premises).

Participants learned how to employ these powerful tools for businesses to create apps, automate tasks, and uncover valuable insights. They also explored the versatility of Power Apps, Power Automate, and Power BI, and dove into Dynamics 365 CE to see how it revolutionizes customer engagement and business processes.



## RECRUITMENT DRIVE BY FORCE INTERNATIONAL

Information Technology University hosted a Recruitment Drive by Force International. Students from diverse academic streams participated in the drive. They had a wonderful opportunity to explore exciting career prospects and gain valuable insights into the job market.

Force International is a leading recruitment agency dedicated to connecting talented individuals with rewarding career opportunities.





## FORMER RADIO PAKISTAN DIRECTOR TALKS ABOUT RADIO'S EXTINCTION



On World Radio Day on February 14, ITU FM 90.4 hosted Mr. Mustafa Kamal, Former Station Director of Radio Pakistan, to share his thoughts about radio as a dying medium in this digital era. The esteemed guest highlighted radio's importance as easily accessible medium of communication that covering metropolitan as well as suburbs and remote places. He discounted that digitalization of media in this modern era has greatly affected radio listenership but radio is still listened to for entertainment and infotainment especially during car commute. He shared ideas about upgrading information dissemination through radio by integrating it with social media. He proposed following the current trends of technology to broaden its reach and make it accessible globally. Sardar KaleemUllah from ITU FM 90.4 hosted this session.

## INVESTMENT ANALYST DISCUSS STOCK MARKET INVESTMENT IN PAKISTAN

ITU FM 90.4 hosted an informative session on "Value Investment in Stock Market" in which Investment Analyst and Instructor Mr. Ahsan Iqbal shared valuable information on stocks and investing in this business.

He discussed myths regarding stock market investment in Pakistan and how one can earn money by investing in stocks.

He shared thoughts on what to do to get started, minimum capital required and risk factors involved.

Mr. Ahsan Iqbal is also teaching a short course on this topic in ITU. He shared information about how to take admission in this short course and what are its benefits.

The session was hosted by the broadcaster Rubah Mubashir.



## ITU RADIO HOSTS SESSION ON GRAPHIC DESIGNING



ITU FM 90.4 hosted Senior Graphic Designer Mr. Mujtaba Tirmizi for an informative session related to Graphic Designing. The discussion featured various facets of graphic designing including delivering impactful visual solutions and helping students and professionals develop their skills in this dynamic field. He also discussed how Artificial Intelligence can impact this profession. He opined that AI can never completely replace the creative power of a human mind.

Mr. Mujtaba Tirmizi is instructor of a short course on Graphic Designing being offered by Information Technology University.

The show was hosted by broadcaster Ms. Seemal Bilal.

## ITU HOSTS CERTIFICATES DISTRIBUTION CEREMONY OF SHORT COURSES BATCH 5

Information Technology University hosted a certificates distribution ceremony of its 5th batch of short courses. ITU Registrar Mr. Adeel Asghar graced the occasion by his participation along with instructors of the courses.

It is a big milestone in lives of the students who have successfully completed the course and have gained knowledge and hands on skills. Students and learners are now set to embark on the journey where they can use their learning and skills to kick start their career or further excel in freelancing or their professional career.

Registrar Mr. Adeel Asghar heartily congratulated the successful participants upon completion of the courses and wished them well in their academic and career pursuits ahead.



## STEM WORKSHOP FOR STUDENTS HELD

A comprehensive STEM workshop by Lincoln Corner organized for the students of Alam Bibi Trust was held.

Young and curious students had an amazing opportunity to learn scratch coding and snap circuits.

ITU students of Computer Science led this workshop supervised by Mr. Hamza Khurram from the Lincoln Corner.

The workshop spanned over two days of interactive learnings and hands on experience for the students



## MAULVI WITH AN ATTITUDE' FAMED RAJA ZIA EMPHASIZES DISCOVERING ONESELF IN AN INSIGHTFUL SESSION WITH STUDENTS

Raja Zia ul Haq, CEO of Youth Club, led an insightful session on the topic of 'Discover Yourself'. He shared his personal journey of transformation and realizations throughout his life. He touched on an array of aspects including family, education, career, vocations and managing life as an influence-r and entrepreneur. He emphasized that it is imperative to look within and discover ourselves. He concluded the session with a heart-warming prayer wishing the students a life wherein the software and hardware is aligned- a life of harmony, balance, peace and purpose.

Mr. Haq is known for hosting his podcast titled 'Maulvi with an Attitude'. He has garnered immense appeal amongst youth through his fun and interactive talks and lectures. He has travelled extensively across a host of countries for education and employment in the past. He has a vast experience of professional work in Sales and Marketing for IT, as well as in the Media and Telecom industry. Now he has been residing in Pakistan for over a decade and striving to spread the message of Islam in a distinctly interactive way complemented by social media.





## GUEST LECTURE ON KNOWLEDGE ECONOMY OF PAKISTAN ORGANIZED

The Society of Aggregates: Economics and Policy (SAEP) at Information Technology University welcomed Mr. Shahid Najam, Vice Chairman of Barki Institute of Public Policy, as a special guest speaker. He gave an insightful talk on "Towards a Knowledge Economy - National Innovation and Technology System of Pakistan."

The esteemed speaker talked about various aspects of National Innovation and Technology System of Pakistan. He especially focused on the route to a knowledge-based economy. The session sparked an insightful discussion followed by the talk. Vice Chancellor Prof. Dr. Adnan Noor Mian also graced the occasion by his presence.



## BLOOD DONATION BY SUNDAS FOUNDATION

The Student Services and Placement Office at ITU in collaboration with Sundas Foundation arranged a Blood Donation Drive on campus.

Life-giving donations by students and members of university staff will immensely help countless cancer patients whose lives depend on these blood donations.

Sundas Foundation was established in 1998 as a Blood Transfusion Center with the aim to provide free of cost and quality comprehensive treatment to patients suffering from Thalassemia, Hemophilia and other blood disorders. The core motto of the organization is to improve the quality of life of Thalassemia patients through proper treatment and supportive care.



## BLOOD DONATION DRIVE BY SHAUKAT KHANUM HELD

ITU's Student Services and Placement Office in collaboration with Shaukat Khanum Memorial Cancer Hospital and Research Centre (SKMCH&RC) arranged a Blood Donation Drive.

Shaukat Khanum Memorial Cancer Hospital and Research Centre is recognized for providing state-of-the-art treatment to cancer patients irrespective of their paying ability.

During the course of treatment, cancer patients need blood transfusion very frequently. Moreover, patients coming from far off areas find it difficult to bring their donors to hospital.

The drive will help the patients in getting much needed support in time. Thank you to all the donors for participating in this noble deed.



## COLLABORATION OPPORTUNITIES IN AI AND PRODUCT MANAGEMENT DISCUSSED

Mr. Zeshan Jaffari, Generative AI and Product Management expert, called on ITU Vice Chancellor Prof. Dr. Adnan Noor Mian to explore potential avenues of collaboration.

Mr. Jaffari has had a vast experience working in international industry and as an external lecturer at Copenhagen School of Business.



## ITU'S MESSAGE ON KASHMIR DAY

On Kashmir Day observed on February 5th, Information Technology University vows to stand together, fostering harmony and spreading awareness about the aspirations and struggles of the Kashmiri people.



## NEW ITU SYNDICATE MEMBER PROF. DR. S. SOHAIL NAQVI MEETS VC

Newly appointed member of ITU Syndicate Prof. Dr. S. Sohail Naqvi called on Vice Chancellor Prof. Dr. Adnan Noor Mian. A cordial and comprehensive meeting on a host of issues and progress in relation to many challenges were held. Dr. Adnan Noor congratulated Dr. Naqvi on his appointment as the member of the university's syndicate and briefed him on ITU's challenges and progress. Dr. Naqvi also shared his thoughts and insights.

Dr. Naqvi is the CEO of Knowledge Streams, focused on providing streamlined opportunities to youth to be gainfully employed in critical economic sectors by providing them with relevant skills and knowledge to enter the workforce and succeed therein.

Senior members of faculty including Dr. Arif Mahmood, Dean of Sciences, Dr. Yaqoob Khan Bangash, Dean of Humanities & Social Sciences, Dr. Tauseef Tauqeer, Dean of Engineering, and Registrar Mr. Adeel Asghar also accompanied the Vice Chancellor.



## SEVEN ITU PROJECTS SELECTED FOR FINANCING BY PAKISTAN ENGINEERING COUNCIL

Congratulations to our students and faculty members on getting seven of their Final Year Design Projects selected for financing by Pakistan Engineering Council. FYDP is a compulsory requirement during the undergraduate degree program.

PEC Pakistan Development Committee (PPDC) has launched an initiative namely Financing of Final Year Design Projects to encourage engineering graduates for opting of projects which leads to entrepreneurship, industrial application and civic bodies usage by using innovation and technical skills in their Final Year Design Projects. After rigorous review, following projects from ITU have been selected for financing:

- Waste Management System using Machine Learning (Supervisor: Hira Yaseen; Co- Supervisor: Dr. Rehan Ahmed)
- Scholacape (Smart and Personalized LMS) (Supervisor: Usama Bin Shakeel; Co- Supervisor: Usman Younis)
- EMG-based human body behavior estimation using machine learning techniques (Supervisor: Dr. Tahira Mehboob; Co- Supervisor: Dr. Rehan Hafiz)
- Smart Birds Care (Supervisor: Dr. Tauseef Tauqeer; Co- Supervisor: Mr. Hussnain Riaz)
- Smart Hydroponic Farming (Supervisor: Dr. Tauseef Tauqeer; Co- Supervisor: Dr. Haris Mehmood)
- Excavator Simulator: SEMG-based HMI Technology Using Deep Learning (Supervisor: Dr. Tahira Mahboob; Co- Supervisor: Dr. Rehan Hafiz)
- Revolutionized Ecommerce Platform (Supervisor: Usama Bin Shakeel; Co- Supervisor: Nadir Abbas)