



# IN PERSPECTIVE

NEWSLETTER **JULY 2024**

## DEPARTMENT OF ECONOMICS RELOCATES TO ITU'S BARKI ROAD CAMPUS, MARKING A NEW CHAPTER

We are pleased to announce that the Department of Economics, under the Faculty of Humanities and Social Sciences, has officially relocated from Arfa Tower to ITU's main campus on Barki Road. The transition was marked by a ribbon-cutting ceremony led by Vice Chancellor Dr. Adnan Noor Mian, along with the presence of faculty and administrative staff.

This move to the state-of-the-art Barki Road campus signals a new chapter for the Department of Economics, which has already commenced its academic activities in the new location. The relocation is part of ITU's broader initiative to centralize its academic programs and enhance the learning environment for students.

The department will continue its mission to deliver high-quality education and research in economics, now benefiting from the advanced facilities and expanded resources available at the main campus.

**Patron-in-Chief:** Prof. Dr. Adnan Noor Mian  
**Managing Editor:** Bilal Qureshi  
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## ITU AND SZCU MAKE HISTORY WITH THE INAUGURATION OF THE INTERNATIONAL JOINT "METACENTER ON ADVANCED PHOTONICS & ELECTRONICS"

Information Technology University (ITU) has made history by officially inaugurating the International Joint "MetaCenter on Advanced Photonics & Electronics" in collaboration with Suzhou City University (SZCU), China. The prestigious event marked a significant milestone for both institutions as the worthy vice-chancellors, Prof. Adnan Noor Mian of ITU and Prof. Zhihong Zhao of SZCU, signed the Memorandum of Understanding (MoU), solidifying the partnership.

The establishment of this pioneering MetaCenter is the result of visionary leadership by Prof. Lei Gao, Vice President of SZCU, and ITU's own distinguished faculty members, including Dr. Tauseef Tauqeer, Dean of the Faculty of Engineering; Dr. Muhammad Qasim Mahmood, Chairperson of the Electrical Engineering Department; Dr. Muhammad Zubair, Associate Professor of Electrical Engineering; and Prof. Usman Younis, Chairperson of the Computer & Software Engineering Department.

The MetaCenter is set to foster a long-term collaboration between ITU and SZCU, focusing on academic exchanges, student mobility programs, and joint research initiatives in the fields of photonics and electronics. This partnership not only strengthens the global research network but also provides a platform for mutual knowledge sharing and the dissemination of cutting-edge advancements.

This historic event reaffirms ITU's commitment to global innovation and leadership in advanced technological research, paving the way for future breakthroughs in the fields of photonics and electronics.



## FACULTY OF SCIENCES AND INTELLIGENT MACHINES LAB HOST TALK ON HYPERSPECTRAL UNMIXING

The Faculty of Sciences, in collaboration with the Intelligent Machines Lab at ITU, recently hosted a talk titled "Hyperspectral Unmixing Using Latent Dirichlet Variational Autoencoders," delivered by Dr. Faisal Qureshi, Professor of Computer Science at Ontario Tech University, Canada, and Director of the Visual Computing Lab. Dr. Qureshi shared his expertise in hyperspectral imaging and machine learning, providing in-depth insights into advanced spectral unmixing techniques and their real-world applications in environmental monitoring and remote sensing. The event, attended by faculty and students, highlighted the latest applications of machine learning in this rapidly evolving field.





## PEC ENDORSES ITU FOR CPD ACCREDITATION, ADVANCING ENGINEERING EXCELLENCE

A delegation from the Pakistan Engineering Council (PEC) recently visited the Information Technology University (ITU) to evaluate the infrastructure and physical resources available at the institution. During the visit, the delegation was shown ITU's latest developments, including newly established labs, upgraded lab equipment, and progress on the construction of the ITU campus.

This visit is a crucial step toward ITU's registration as a Professional Engineering Body (PEB), enabling it to conduct Continuing Professional Development (CPD) training for engineers, scientists, and the general public. The CPD programs at ITU will align with the latest technological advancements to foster capacity building among engineers and other professionals.

ITU remains committed to maintaining excellence in quality education and contributing to the growth of the engineering profession in Pakistan.



## ITU OBSERVES YOM-E-ASHURA WITH SOLEMNITY AND REFLECTION

Information Technology University (ITU) observed Yom-e-Ashura, the 10th of Muharram, with deep respect and solemn reflection. This sacred day holds immense significance in Islamic history, marking the martyrdom of Hazrat Imam Hussain (RA) and his companions in the Battle of Karbala. It serves as a reminder of their unwavering commitment to justice, truth, and righteousness. Yom-e-Ashura is a powerful reminder to uphold these principles in both personal and professional lives, promoting a community



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Muharram Ul Haram

1446 / 2024

## ITU MARKS WORLD POPULATION DAY

On World Population Day, Information Technology University (ITU) highlighted the critical importance of inclusivity and precise data collection in fostering progress. The university emphasized the importance of the motto "Leave no one behind, count everyone," advocating for robust data collection efforts to better understand local issues, tailor effective solutions, and drive meaningful progress. By focusing on these principles, ITU aims to contribute to a future that acknowledges and addresses the needs of every individual.



Leave no one behind, count everyone



WORLD  
POPULATION DAY



## ITU CELEBRATES INTERNATIONAL WOMEN IN ENGINEERING DAY 2024

The Women in Engineering (WIE) affinity group at IEEE ITU's student branch recently marked International Women in Engineering Day 2024 with an event themed "Engaging More Women in AI and 4IR Technologies." The celebration aimed to inspire and empower women in the fields of engineering and technology.

The event's first half featured a panel discussion titled "Breaking Barriers and Building Bridges: Cultivating Supportive Environments for Women Leaders in the Era of AI and 4IR." Moderated by Ms. Hadia Sajjad, a Teaching Fellow at ITU, the discussion included valuable insights from notable speakers such as Nadia Riaz, Engr. Nausheen Fayyaz, Engr. Asiya Zahoor, Khadija Zahoor, and Dr. Abiha Zahra.

In the second session, Ms. Maria Zubair led a workshop on "Confidence Building and Stress Management," providing attendees with practical tools for personal and professional growth. The event offered a meaningful platform for networking, learning, and fostering an inclusive environment for women in engineering and technology.



## IEEE GRSS LAHORE CHAPTER HOSTS "REMOTE SENSING ABC" FOR STUDENTS AND PARENTS

The IEEE Geoscience and Remote Sensing Society (GRSS) Lahore Chapter, supported by Information Technology University, recently held a session titled "Remote Sensing ABC" aimed at school-going children and their parents. The event attracted around 40 participants eager to learn about the fundamentals of remote sensing.

Attendees explored satellite components, launch mechanisms, and how to interpret remote sensing imagery. Hands-on activities included using Google Earth Pro to investigate various locations and a fun challenge where children identified hidden alphabets in NASA imagery.

This engaging event successfully promoted interest in remote sensing and STEM education among families.





## DR. ZEESHAN RAFIQ APOINTEED CHAIRPERSON OF ITU'S SCHOOL OF BUSINESS & MANAGEMENT

We are excited to announce Dr. Zeeshan Rafiq as the new Chairperson of the School of Business & Management at ITU. Dr. Zeeshan earned his Ph.D. in Management from the University of Edinburgh, United Kingdom, and brings a wealth of expertise in consumer behavior, with a focus on consumer identity, culture, acculturation, and well-being. His research also explores the role of religion and ethnicity in consumption, particularly within the context of British Pakistani Muslims.



Dr. Zeeshan's academic and research contributions continue to grow, and we are confident he will guide the department toward success and development.

## RESEARCHERS FROM ITU PUBLISH GROUNDBREAKING PAPER ON OIL SPILL DETECTION

Researchers from the Remote Sensing & Spatial Analytics Lab (RSA-Lab) at Information Technology University (ITU) have recently published a significant paper titled "Deep Learning-Based Detection of Oil Spills in Pakistan's Exclusive Economic Zone from January 2017 to December 2023". The paper has been featured in the well-reputed journal MDPI Remote Sensing, which has an impressive impact factor of 4.9.

This research leverages cutting-edge deep learning techniques to monitor and detect oil spills in Pakistan's Exclusive Economic Zone, a critical environmental issue. The work is expected to make a substantial contribution to maritime environmental protection and technological advancements in remote sensing.

This achievement highlights ITU's commitment to cutting-edge research and its growing influence in the global scientific community.



### Journal Publication

**Deep Learning-Based Detection of Oil Spills in Pakistan's Exclusive Economic Zone from January 2017 to December 2023.**

Published in MDPI Remote Sensing (Impact Factor: 4.9)

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Dr. M. Saqib Sarfaraz  
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Department of Computer Science

## DR. MOHSEN ALI APPOINTED AS FOUNDING CHAIRPERSON OF ITU'S DEPARTMENT OF ARTIFICIAL INTELLIGENCE

We are pleased to announce Dr. Mohsen Ali as the Founding Chairperson of the Department of Artificial Intelligence at ITU. An Associate Professor and co-founder of ITU's Intelligent Machines Lab, Dr. Mohsen is renowned for his groundbreaking work in Computer Vision and Deep Learning, with publications in top venues like CVPR, NeurIPS, and PAMI. He has also secured prestigious awards, including the Google



Research Scholar Award, and funding from Facebook, National Geographic, and Microsoft.

We look forward to his leadership in driving the department's growth and innovation.

## DR. KAFEEL PRESENTS RESEARCH AT FRENCH ECONOMIC CONFERENCE

Dr. Kafeel Sarwar, Assistant Professor in the Department of Economics at Information Technology University (ITU), recently presented his research paper titled "Animal-Sourced Food, Child Health and Educational Achievements in Punjab-Pakistan" at the 72nd Annual Congress of the French Economic Association. The conference was held at the Bordeaux School of Economics, France, and is one of the most renowned gatherings in the field of economics, attracting participation from leading economists worldwide.

Dr. Sarwar, who earned his Ph.D. in Economics from Heidelberg University, Germany, has presented his work at several prestigious conferences, including those organized by the European Economic Association and The Econometric Society. His current research focuses on education decentralization and poverty convergence, contributing to key areas of economic development and policy analysis.

This presentation highlights ITU's growing presence in international academic forums and showcases the institution's research excellence.



### Conference Paper Presentation

**"Animal-Sourced-Food, Child Health and Educational Achievements in Punjab-Pakistan"**

Presented at the 72nd Annual Congress of the French Economic Association held at the Bordeaux School of Economics, France

Author:



**Dr. Kafeel Sarwar**  
Assistant Professor  
Department of Economics



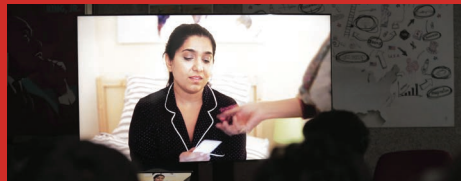
## ITU FM 90.4 HOSTS INSIGHTFUL DISCUSSION ON THE PALESTINE-ISRAEL CONFLICT

Recently, ITU FM90.4 featured an important discussion on the history of the Palestine-Israel conflict, led by expert Dr. Muhammad Ilyas Ansari. The session, part of the live radio show "Rawaan Dawaan" hosted by RJ Haroon Javed, examined the complex historical context of the conflict, including recent escalations and atrocities in Gaza.

Dr. Ansari holds a Ph.D. in Politics and International Relations from International Islamic University, Islamabad, and has taught at various universities, including the University of Central Punjab since 2012. He is the author of five books on international relations and has contributed articles to several newspapers in Pakistan.

During the show, Dr. Ansari provided a thorough analysis of the longstanding issues between Palestine and Israel, highlighting the recent violence that has intensified tensions in the region. The conversation also explored potential pathways to peace, addressing the challenges and opportunities for resolution.

This session underscores ITU FM90.4's commitment to fostering informed discussions on global issues and delivering valuable insights into critical international conflicts.



## SCREENING OF "AMERICANISH" AT LINCOLN CORNER, ITU

Lincoln Corner Lahore hosted an engaging event featuring award-winning filmmaker, actor, and comedian Azzah Fatima. The highlight of the event was the screening of her acclaimed film "Americanish," which offers a poignant portrayal of the Pakistani American community's experiences in the USA.

Following the film, attendees participated in a lively talkback session that explored themes of cultural diversity and the challenges faced by these communities. The discussion provided valuable insights and fostered a deeper understanding of the issues highlighted in the film.

We extend our heartfelt thanks to Azzah Fatima for sharing her remarkable work and expertise with us. The film and the subsequent conversation were met with enthusiasm, leaving a lasting impression on all who attended.



## SOURCECODE : ALL ABOUT ITU FEATURES DR. YAQOOB KHAN BANGASH

In a recent episode of "SourceCode: All About ITU" on ITU FM90.4, host Seemal Bilal welcomed Dr. Yaqoob Khan Bangash, Dean of the Faculty of Humanities and Social Sciences, for an engaging conversation.

Dr. Bangash shared insights about the exciting degree programs offered by the department, including new minors in Global Studies and Development Studies. He also discussed the innovative MS in Public Policy and Society program, highlighting its relevance and impact in today's world.

Encouraging students interested in making a difference in Public Policy and Economics, Dr. Bangash emphasized that ITU is an ideal academic home for those seeking to build a brighter future.





## CELEBRATION OF MILK CHOCOLATE DAY AT LINCOLN CORNER, ITU

Lincoln Corner Lahore hosted a delightful Milk Chocolate Day celebration with a delectable array of treats. The event featured a chocolate fountain, cream puffs, and cake slices, creating a sweet haven for attendees. Participants enjoyed decorating brownies with icing cones, transforming them into edible works of art.

Such events are valuable for fostering community spirit and sparking creativity and joy. The universal appeal of chocolate helped bring smiles and strengthen connections among attendees, making the day a truly memorable experience. We extend our gratitude to everyone who joined us and contributed to the success of this sweet celebration.





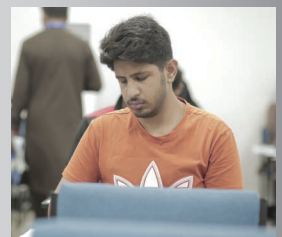


## ITU ADMISSION TESTS 2024 SUCCESSFULLY HELD AT ARFA TOWER AND BARKI CAMPUSES



Information Technology University (ITU) successfully conducted its Admission Tests for 2024 on the 6th and 7th of July at Arfa Software Technology Park and the new Barki Campus. Applicants appeared for entrance tests across a variety of academic programs, including BS, MS, and PhD.

The event ran smoothly, thanks to the dedication and efforts of ITU's committed staff, who ensured an efficient and well-organized testing process. We extend our heartfelt gratitude to the staff for their hard work and support, and we wish all aspiring students the very best in their academic journeys ahead.



## ITU ANNOUNCES ADMISSION TEST RESULTS AND MERIT LISTS 2024

Information Technology University (ITU) has released the highly anticipated Admission Test Results and Merit Lists for 2024. The results were announced online, ensuring immediate access for all candidates following the exams.

The release marks the culmination of hard work and dedication by the applicants, showcasing the immense talent and potential attracted to ITU. Congratulations to all the successful candidates, and best of luck as they begin their exciting academic journey at ITU!