

INSTITUTE OF COMMUNICATION AND MEDIA STUDIES REVIVED ITS MEDIA SOCIETY

Institute of Communication and Media Studies revived its Media Society with full zeal at the commencement of elections on the 18th of March 2016. The patron of this society is Ms Sadia (Coordinator ICMS). The entire Ziauddin University was buzzing with the slogans of "cast your vote in MONAD elections". Institute of Communication and Media Studies always has a goal of bringing the entire Ziauddin University on one platform and giving the entire Ziauddin a privilege to cast their votes in the MONAD Media elections was like adding another feather

to the proud Managements cap. The elections were conducted in a lively manner and all the departments appreciated the effort of ICMS. Our Media society knows no bound when it comes to arranging college and inter-college events. One such upcoming event on a big scale is an Abida Parveen concert before Ramadan 2016. We are hopeful that MONAD society will prove to be a great platform for all the students of Ziauddin University.



EXTRA CURRICULAR WEEK



ZIAUDDIN UNIVERSITY

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THE 2ND JOINT ANNUAL CONFERENCE OF ZU INTERNATIONAL CONFERENCE ON TRANSLATIONAL MEDICINE

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The 2nd Joint Annual Conference of ZU 'International Conference on Translational Medicine in collaboration with EUSTM (European Society of Translational Medicine) and HEC was an unprecedented event in the history of health science in Pakistan. The conference was held in Ziauddin University from 1-3 February 2016. The theme for this year's event was "From Discovery to Health Care". Amid the backdrop of Translational Medicine, more than 300 delegates from national and international scientific community explored a plethora of natural and scientific resources to meet the growing healthcare needs of the Pakistani population. The tone of the conference was set on the inaugural session with the keynote lecture by Professor Dr. Atta-ur-Rehman, UNESCO Laureate, who gave a fascinating insight into the recent advances made in medical science. Numerous prominent scientists nationally and globally had accepted the organizers invitations: Professor Dr. Anwarul Hassan Gilani (Chairman: Pakistan Council for Science and Technology, Guest of Honor), Professor Dr. Amir Shazad (President: European Society for Translational Medicine) Professor Dr. Gottfried Kohler (University of Vienna, Austria) Dr. Nessar Ahmed (School of Healthcare Science, Manchester Metropolitan University UK), Professor Dr. Umar Daraz Khan (Aesthetic Plastic Surgeon, UK) Professor Dr. Khalid Rehman

(School of Pharmacy and Biomolecular Sciences, Liverpool John Moores University). Professor Dr. Bachher (Speech and Language pathologist, Tata Memorial Hospital, Mumbai India), Dr. Zehra Fadoo (Agha Khan University), Dr. Kulsoom Ghais (Agha Khan University), Dr. Aneela Javed (NUST Islamabad), Dr. Nikhat Ahmed Siddiqui, Dr. Mervyn Hosien and Dr. Rubina Hussain of Ziauddin University also presented their research. Throughout the conference more than 36 experts in the field shared their knowledge and findings with the 300 attendees of the conference.

Presentations covered topics such as the role of Nutraceutical in health management, treatment of childhood acute lymphoblastic leukemia, understanding translational medicine and the current status of translational neuroscience research in Pakistan. The initiation of the program was the welcome address by the Vice-Chancellor of ZU. Dr. Nikhat Ahmed Siddiqui, the esteemed Conference Chair and Dean Research of ZU then opened the conference. Dr. Siddiqui highlighted the need for the collaboration between national and international researchers. She found value in this global conference with participants from several countries since it offered a platform to interact, share experiences and meet the current challenges in global healthcare. This was followed by the welcome

CONFERENCES & SEMINARS

FROM THE DESK OF EDITOR

I am privileged to present the new Ziauddin University quarterly Newsletter, the goal of which is to provide our associates with a concise yet comprehensive picture of all the ZU news and views generated by the faculty, colleges and students.

Education, information, learning are synonyms to knowledge and we are committed to futuristic awareness in the field of medicine, social sciences and media studies through academic research and development.

I would like to take this opportunity to thank everyone who contributed to the first edition of this newsletter. Please feel free to bring any comments, suggestions or new stories to my attention for future editions.

We are keen in hearing Ziauddin University news from our associates and alumni around the world.

Best regards,
Editor.

address of the HealthRAB Secretary Professor Dr. Zakiuddin Ahmed ,Prof DR Aamir Shahzad, Prof. Dr Anwar Gilani and vote of thanks by Prof. Dr. Kamran Hameed, Dean Medicine.

Delegates were engaged with an array of sessions, however one session that was perceived as the highlight of the session was the keynote lecture given by Prof. Dr. Atta-ur-Rehman (Nishan-i-Imtiaz, Hilal-i-Imtiaz, Tamgha-i-Imtiaz) titled "Exciting Recent Advances in Medical Sciences". The delegates were galvanized and inspired by his thoroughness and dedication to this area of work.

The three-day conference in ZU delivered an array of solutions and sparked off a number of thought provoking queries. The net result of the conference is that it gave an epic demonstration of the fact that the problems may be widespread, but the ideas innovations and opportunities

also go hand in hand, across geographical boundaries. The conference distinctly proved that there is room for new approaches and definitely need for sharing proven indigenous practices. The conference through signing of MOU between EUSTM and Ziauddin University also open avenues to support collaboration between scientists within the nation as well as multidisciplinary and multi sectorial connections. The stock of goodwill and cooperation built by the conference is expected to greater discovery and better healthcare solutions for patients globally.



POST CONFERENCE WORKSHOP

The conference was followed by two post-conference workshops, first on live Oncoplastic breast surgery by Dr. Kauser Rehman on lipomodeling -breast reconstruction by auto fat transplantation, this three hour workshop was attended by over 22 participants. Other parallel workshop on Hands-On PCR on Vitamin D receptor gene polymorphism in Breast Cancer, which included demonstration, training and practice sessions, was facilitated by Dr. Shamim Mushtaq,

Dr BushraWasim including Meraj Zehra, Sobia Manzoor and Afira Waqar. The workshop provided a platform of a focused group for promoting new ideas and communications in genomics and helped clinicians to understand the role in health and disease. Overall, the workshop provided a forum of a focused group for promoting new ideas and communications in genomics and helped clinicians to understand the role of genomics in health and disease.



CONFERENCES & SEMINARS

ZIAUDDIN UNIVERSITY HOLDS 3RD INTERNATIONAL GYNAECOLOGY SYMPOSIUM



In order to spread awareness about gynaecology, Ziauddin University organised a full day international symposium on gynaecology, in collaboration with Royal College of Obstetricians & Gynaecologists (RCOG) and Department of Continuing Professional Education (ZU). The objective of the symposium was to enlighten local health providers and broaden their horizon on the rapidly changing advances in modern treatment.

"The severity of Ovarian Cancer in Pakistan is of prime importance as around 13.6 per cent of females have been suffering from this cancer in the country and around 70 percent are diagnosed at advanced stages only". Health experts revealed this in a session of international awareness symposium on gynaecology.

Dr. Noor Jehan Samad, the chief guest at the symposium, welcomed the participation of young doctors and said it is the time to synergize the efforts of medical fraternity, policy makers, government and media. "Awareness can play a very significant role in dealing with the challenge of Ovarian Cancer in Pakistan. International awareness symposium on Gynaecology organized by Ziauddin University will stimulate other institutions to follow the footprint to address the growing challenge," she added.

She emphasized on proper Antenatal Clinics and preventive obstetrics and early detection of Diabetes mellitus. "Diagnostic of ovarian cancer at early stages will cut down the medical burden and suffering of the patients and family," she added.

Prof. Rubina Hussain Head of Department, Gynaecology Ziauddin Hospital said we should keep pace up with the changes and development in women care. Pakistan should follow footprint of international health care system and we must adapt ourselves according to it. Our objective must be to ensure better treatment for the patient. We have a complete research department in Ziauddin University and Hospital to address this issue and we also publish research papers in medical journal for the same purpose.

Prof. Dr. Tariq Siddiqui, Professor and Director Ziauddin Cancer Hospital, talked about "After surgery (and Before)" and said the treatment of malignant disease like other disciplines in medicine is highly data dependent and data synthesis leads to therapeutic decisions.

He also spoke about the problems in assessing patients after surgery and a positive cancer report. "The reports that patients bring are from all over the place and standard are lacking generally except in the large referral hospitals and radiology testing in the country is an industry with no controls and cost determines where patients go for CT scans, MRI tests, etc.," he said adding that the few CT films which are available often have no relevance to the lesions described discussion of the test. "Giving awareness to patients in this regard is also important as they often go for cheaper tests but end up spending more when the tests are not upto the quality standards," he added.

Dr. Tasneem Aslam Tariq, Dr. Adnan Zuberi, Dr. Qurat-ul-Ain Badar, Ms. Fauzia Pesnani, Ms. Amina Mujib Khan also spoke on the occasion. They stated that ovarian cancer is a common and fatal gynecological malignancy with high morbidity and mortality. In Pakistan ovarian cancer is the second most common cancer among women accounting 13.6% female malignancy.

They said long term survival chances are less than 30 per cent at advance stages and symptoms are non-specific. "Tumor markers are non-specific and CA-125 (Cancer Antigen -125) is not the marker for ovarian cancer only and it may be raised in other conditions as well," they added.

The Seminar was followed by 3 workshops i.e.

- A workshop on Perineal tear conducted by Dr. Sarah Kazi,
- Second was on Reference Management with Endnote which was led by Dr. Iram Khursheed and Dr. Rahila Ali from the Dept. of Education Development
- A workshop on Hysteroscopy was conducted by Dr. Tasneem Aslam.

MISCELLANEOUS

SEMINAR ON HOLISTIC STEPS TOWARDS BACKACHE

The Dept. of Continuing Professional Education arranged several educational activities. A Seminar on Holistic Steps towards Backache was organized in collaboration with Dept. of Family Medicine, the event focused on the presentation of backache for different medical ailments in the outpatient clinics. Dr. Jawaid Usman outlined the causes and discussed the cases generally seen in Family Medicine clinics. Radiological aspects were covered by Consultant Radiologist (DZH) Dr. Fahd Haroon and management through physiotherapy was discussed by Dr. Syed Abid Mehdi; PT. The event was well attended by the Family Physicians.



SEMINAR ON A HOLISTIC APPROACH TO THE SILENT KILLER (HYPERTENSION)

Hypertension is one of the leading causes of death; a Seminar on A holistic Approach to the Silent Killer (Hypertension) was organized. Updated hypertension guidelines were discussed by Dr. Fuad Farooq, while Dr. Asif Farooqui outlined the management of hypertension in outpatient whereas Dr. Syed Imran Ahmad shed light on evolving role of Blood Pressure variability (BPV) and morning surge.



SEMINAR ON EVIDENCE BASED PHYSICAL THERAPY PRACTICES A GROWING PERSPECTIVE

Evidence Based Physical Therapy practices a growing perspective was organized by the College of Physical Therapy in collaboration with DCPE at ZU Auditorium. The event is first of its kind in the city and participants not only from the city but also from outside took part and highly appreciated the efforts. The experts from around the city took part and highlighted the importance and management through Physiotherapy. The Seminar was followed by workshops which were conducted by Dr. Syed Abid Mehdi, Dr. Asim Mahmood and Muhammad Sarfaraz.



A CNE WORKSHOP ON ENHANCING PRACTICES OF WRITTEN FEEDBACK

The DCPE has taken the initiative and have started Continuing Education programs with College of Nursing and College of Physical Therapy. In this respect a CNE Workshop on Enhancing Practices of Written Feedback was organized for the faculty of Nursing at Ziauddin and its affiliated colleges. The workshop was conducted by Dr. Raisa Gul a senior faculty and interim head of AKU- SoNAM.



INTER-UNIVERSITY CRICKET TOURNAMENT



The 1st Inter-University Ziauddin University Cricket Tournament was launched at SKBZ Cricket ground in DHA. 6 teams have competed in the T-20 cricket tournament. MBBS- 2nd Year and Bio-Medical Engineering have reached the final of the Inter-University Cricket Tournament which will held in due course time.

ALLIED HEALTH SCIENCES HELD 1ST STUDENT EVENT

Allied Sciences held it first student event for students by students. The event was held on March 12, 2016. Students organized various entertaining activities for BS Batch 3-Medical Technology. and was well organized.



MISCELLANEOUS

7TH ANNUAL ZIAUDDIN UNIVERSITY DEBATING CHAMPIONSHIP

The Ziauddin University Debating Championship was initiated by medical students of Ziauddin University in 2010. It has always been in close collaboration with the Karachi debating circuit and also the Debating Society of Pakistan (DSP). They follow the parliamentary debate format that is the same as the World Debate Championship Format. ZUDC'16 hosted 26 of the top schools and teams in Pakistan and for the first time ever, a team comprising of Ziauddin University students also competed. The judges were all top experienced adjudicators that have been associated with the Pakistan circuit. Karachi Grammar School won the ZUDC 2016 Trophy. Each year ZUDC performs better and is regarded as one of the best competitions in the Pakistan due to the top teams and high quality adjudicators.



FACULTY HIGHLIGHT

PROF. DR. SAEEDA BAIG

Prof. Dr. Saeeda Baig, is Associate Dean Research and HOD of Biochemistry department at Ziauddin University. She has 25 years of experience in research, scientific writing/editing, and management in various institutes.

Her strengths are the subject of Biochemistry and Postgraduate research, especially in Molecular Biology. Her research career started as Scientific Officer at Atomic Energy Commission 1977. Today, 39 years down the line, she is serving as Associate Dean Research, providing guidelines to the fresh researchers at Ziauddin University.

In 2015, Dr. Baig wrote 17 research articles out of which 14 articles were published in renowned international journals such as BMC Diabetol Metab Syndr, International STD Research & Reviews, British Journal of Medicine & Medical Research, International Journal of Biochemistry Research & Review, Science Domain International, Asian Pacific Journal of Cancer Prevention (APJCP,) and three in national journals such as JCPSP, KUMJ, PJMD.

BIRTHDAY WISHES FROM THE VICE CHANCELLOR AND REGISTRAR

A fun initiative that was started last year is wishing employees on their birthdays. The day starts with HR calling the employee to say "many happy returns of the day!" We receive a pause from the other end and then a sudden, excited reaction from employee "You are the first person who is wishing me!" At 3pm they meet the VC or Registrar for more good wishes, a cake and picture. This fun activity adds vibrancy to the ZU culture and working environment.



FROM THE DESK OF
HR ZIAUDDIN UNIVERSITY
 HUMAN RESOURCES DEPARTMENT

MISCELLANEOUS



CYBORG is a mega sequel segment to promote creative youth beyond the realm of their glories. In this segment, the students from different schools are given a chance to share their views on various "Youth related topics". This project was initiated on 22nd Jan 2016 from the platform of Institute of Communication and Media Studies headed by Ms Sadia (ICMS Coordinator).

In today's world, media has become an essential part of our lives. It has played significant role in strengthening the society.

Society is influenced by media in so many ways. It is the media

for the masses that helps them to get information about a lot of things and also to form opinions and have a perspective about various issues. It is the media which keeps the people updated and informed about what is happening around them and the world.

Keeping in view, we have designed this segment exclusively for the youth where they are given food for thought and an open forum to share their perspective and play a positive role in the society.

BACHAANA'S OFFICIAL CAST VISIT TO ICMS

Institute of Communication and Media Studies is a platform where people from various Media get together under one roof. This time on the 16th Feb 2016, Sanam Saeed and Mohib Mirza visited Institute of Communication and Media Studies for the promotion of their film BACHAANA. It turned out to be a very lively event where the students of ICMS, Ziauddin and Cordoba A'Levels participated with enthusiasm. Institute of Communication and Media Studies is looking forward to such events in the future as well.



COMMENCEMENTS COLLEGE OF SPEECH LANGUAGE AND HEARING SCIENCES

Ziauddin College of Speech Language and Hearing Sciences (CSLHS) was established in 2006, with the aim of catering to 24 million individuals in need. CSLHS hosted the 9th orientation ceremony on Tuesday, 12th January 2016 to welcome their upcoming batch at the main auditorium, Ziauddin University.

Ms. Amina Siddiqui, the principal of the institute, has been the backbone and driving force of this endeavor ever since. She welcomed the 9th batch and wished them luck for their academic journey. Addressing the consul generals of Switzerland and Malaysia, she emphasized that mutual collaborations will lead to exchange of students, cutting edge research and HR expertise; with reciprocation from both the countries. The chief guest of the event, Honorary Consul General Muhammad Ismail Bkri, consul general of Malaysia, proposed student and lecturer exchange

program for the improvement of education system in both the countries. The honorary Consul general of Switzerland, Mr. Emil Wyss, praised the efforts of CSLHS and the youth of Pakistan as a whole. He also congratulated the parents of the new



students for daring to allow their children to tread a new field. Dr. Anwar Aijaz, advisor to the Vice Chancellor, thanked both the consul generals for their presence at the ceremony, and stressed upon the increasing significance and scope of this profession in society, specially in the realm of swallow disorders. The

ceremony culminated with a prize distribution ceremony, where the outstanding students of B.S. SLT and audiology as well as Diploma in Child development and Psychopathology were awarded certificates and shields.

FACULTY OF PHARMACY

Fresh batch of 100 students admitted for Doctor of Pharmacy (Pharm. D) to the Faculty of Pharmacy, Ziauddin University were inducted at a simple ceremony of batch XII commencement day.

Prof. Dr. Pirzada Qasim, Vice Chancellor, Ziauddin University welcoming the fresh batch of students and their parents, said that the new batch of students were now entering into professional world where progress is linked with efforts and the hard work would be fruits of successful professional. It is an opportunity to develop the skills and passion for being a lifelong learner in areas related to and outside of your future career. You would be fully trained professional to be part of a knowledge based society necessary for development and growth of the country.



"By embarking on a career in pharmacy, you are joining an ancient and honorable profession that deals with the latest, up-to-date technological advances for the benefit of mankind. At present pharmacists have become one of the most important part of the healthcare delivery team. As you being your time at Ziauddin University and plan your 5 years here, I would urge you to remember that your undergraduate education is a

foundation for life. I hope your time at Ziauddin University will help to provide a foundation on which you will make your contribution to a better future for yourselves", said Prof Dr Anwar Ejaz Baig, Advisor to the Chancellor, Ziauddin University.

Prof. Dr. Ail Akbar Sial, Dean Faculty of Pharmacy, Ziauddin University welcoming the new students said pharmacists have become necessary in hospitals for evaluation of medicines prescribed for the ailing patients. As you have joined top ranked university of our country, punctuality and productive time management is required to achieve professional goals.

Earlier, Muhammad Yousaf, Registrar, Ziauddin University handed over the rolls of fresh students of 12th batch in the discipline of Pharm. D to the Prof. Dr. Ali Akbar Sial, Dean, Faculty of Pharmacy.

While addressing students Haroon Qasim, Managing Director, PharmEvo (Pvt.) Ltd said "I feel honored to be with you today. As you walk out of this door, please bear in mind that you carry a heavy responsibility on your shoulders. Profession of pharmacy has seen an evolution in Pakistan since it began but journey is far from over. Pakistan Pharma Industry made great strides in sufficiently addressing the national as well as international needs. Pharmacy graduates and post graduates students need practical knowledge as well as technical skill to become a successful pharmacist".