

MISCELLANEOUS

ZIAUDDIN FILM FESTIVAL

Institute of Communication & Media Studies, Ziauddin University, held the first film festival to encourage the student film makers. The festival aimed to motivate filmmakers by giving them a safe, practical, and desirable forum to exhibit their hard work and creativity.

Short films and documentaries were shortlisted from five distinguished film schools i.e. Karachi University, Indus Valley (IVS), IoBM, Iqra University and ICMS and screened at the event. A panel of renowned academicians of media studies were selected as jury. The winners were awarded with cash prizes.

The event was graced by distinguished individuals of the film and television industry; the CEO of Nueplex Cinemas, Mr Jamil Baig, CEO of HTV, Mr Faizan.S.Syed and famous actors Atiqah Odho, Behroze Sabzwari, Na-Maloom Afraad movie famed Irfan Motiwala and famous social media comedians 3 Idiotz (Hammad, Kashan & Faisal) for the day and distributed awards among winners.

Best Documentary award was bagged by Haseeb Halai for Lyari Successors, Naira a short film by Shanum Sohail of Karachi University was awarded for Best Screenplay. Ahsan Mannan of Iqra University got Best Cinematography award for The Light and The Little Girl. The Idiot Box by Syed Arbab Hussain of Karachi University was declared as the Best Short Film and was awarded for Best Edit and Best Direction.

"This event is first of its kind and I am astonished that the students of Ziauddin Media School (ICMS) have not only pulled it off but made it successful" said, Faizan S. Syed CEO of HTV. "They make me feel proud standing here as the Director of Ziauddin Media School (ICMS). I see not only their future to be bright but also of the students who put their dedicated work to display at today's event. This film festival opens doors for many opportunities to media students out there. I hope to see another one film festival organized at a larger scale by ICMS students next year".



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ZIAUDDIN UNIVERSITY

NEWSLETTER APRIL '16 - JUNE '16
VOLUME 03 ISSUE 02

ZIAUDDIN SIKANDERABAD PROJECT WINS

THE 2016 MACJANNET PRIZE FOR GLOBAL CITIZENSHIP

"Excellence is doing the best in the available resources".
The Ziauddin has an indeed excelled this year in community services.

THE TALLOIRES NETWORK

The Talloires Network is an international association of institutions which value social responsibility and commit themselves to civic engagement. The network functions with a clear vision that higher education is not isolated from the society and institutes are vital channels that can give back to the community.

THE MACJANNET PRIZE 2016

The Mac Jannet Prize was established by the Talloires Network and the MacJannet Foundation to laud and financially support exceptional student community service initiatives of Talloires member universities.

"The settlement was started by a Pushtoon Sikandar Shah and grew into a near-tribal locality Back then there was no government-health care facility in the area and only one dilapidated government school. It was an extremely conservative community that was reluctant to allow us any work. Gladly, Sikandar Shah understood our objectives and communicated them to his people. He gave us a portion of his house to establish our centre."

This centre initially was a simple clinic where, for nearly a year, no patient came in and it was then when the persistent team made greater efforts to reach out. They took in six matriculated boys from the community itself and trained them in basic healthcare skills. This was the beginning of the community health worker project.

The trained health workers brought in their families to seek health care at very paltry amount of fee, this invited more and so, gradually the patients came in and the base was set.

"The problem with a crowd as the Sikandarabad one is that medical opinion and counsel are not seen as treatment; injections and tablets are," explains Dr. Usman. "The project's roots went deeper and got more anchorage when we were able to collaborate with the government's Expanded Programme of Immunisation (EPI) and this is how the collaborative health care project came into shape."

A year or so later Sikandar Shah's house was demolished and the centre shifted to an area in Block 4 Clifton where it came into being the Primary Healthcare Centre (PHC). It now caters to both prevention and treatment. It has an independent



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THE ZIAUDDIN SIKANDERABAD PROJECT

The project began in 1997 as an initiative taken by the late Prof. Naeem Jaffery who believed that we have a social obligation to the communities around us. At that time there were five underprivileged localities in the vicinity of Ziauddin Hospital Clifton. Amongst these Sikandarabad was identified an area holding settlements of families which would be a better target population in need for health care delivery.

Dr. Javed Usman of Family Medicine, who has been leading the project, briefed us on the area's history and the efforts it took to outreach what was clearly a difficult ground.

NEWS AND VIEWS

immunization facility which delivers all types vaccines gaining complete coverage over measles. A TB-DOTS Programme runs in collaboration with the government and is one the most-effective in Karachi gaining ninety percent coverage over the disease. The facility caters to the specialities of obstetrics, gynaec, paediatrics, major chronic diseases, asthma-management, community dentistry and physiotherapy. A family-planning facility, which initially began in collaboration with Green Star, functions independently. Patients from Sikanderabad receive discounted treatments at the main Ziauddin Hospital as well. Visit to PHC in clinical rotations are now compulsory on every medical student for research and basic skill development to enhance their exposure making all efforts synergistic and all benefits mutual. Training of certified community health workers carries on with one worker who is currently studying medical nursing in England, some working in Liaquat National Hospital and a lot many who are employees of Ziauddin University Hospital. The centre is indigenous and self-sustained generating its own revenue for stipends, rent, water, sanitation, maintenance and medicine. Conclusively, it is now a perfect holistic model of civic engagement.

FROM THE DESK OF EDITOR

I am pleased to present the Ziauddin University Newsletter April-June 2016. It would be a snapshot of the various activities and advancements at the ZU. Proper communication plays a vital role in an institution's development. This newsletter will serve to reinforce and allow increased awareness, improved interaction and integration among all of us.

The merits and credits have seldom been known to public and the authorities due to lack of showcasing or projecting through a medium. This newsletter will help to be a bridge the gap between the achievements and publicity. Activities published -that too not all- in the newsletter are sufficient to prove my claim that Ziauddin University is progressing at exponential rate. This medium will provide the opportunity to acknowledge all the efforts of the dedicated staff and their team.

It is expected that wide support for this mission will be provided through reader's valuable suggestions and comments. It is just a small step towards a long journey. To achieve the progress and to meet our goals we have to cross numerous milestones.

Happy Reading!!

The programme has collaborated with many NGOs and organisations to ensure that women are chief beneficiaries of the aid provided. A female literacy programme has been created in association with the Rotary Club. Vocational training is now being provided and the courses offered are computer-training, stitching, sewing and embroidery etc.

STUDENT ENGAGEMENT

Along with all medical students who go to PHC for rotations, the student bodies KARA (Karachi Health) and AID (Association of Ill and Deprived) and trained dynamic female workers especially Ms. Shehla and Ms. Gulnaz have played a pivotal part to the

project's exponential growth and turning it into what it is today.

Amongst the students, the person who was most instrumental to our institute's achievement was Dr.Zainab Abbas, a recent graduate of ZU and member of KARA, who spoke to the representatives of the Talloires for straight three hours elaborating the achievements of PHC in the light of her personal experience. Dr.Zainab Abbas, Dr. Amna Jaffery (also a ZU alumni) along with team KARA-Health have been active participants in all community services at Sikanderabad.

"In our rounds to PHC we felt obligated to the community looking at what they were going through," says Dr.Zainab, "The emburdened children had no childhood so we started off with an hour dedicated to art activities for those children where for that hour they could forget about their troubles and be children."

A variety of student lead campaigns are conducted. Awareness campaigns are held every two months for handwashing and maintaining hygiene, and other general health awareness and distributed products like soap and towels are distributed to help them get started. Dental students with the support of the Department of Community Dentistry, Ziauddin College of Dentistry have joined them to extend the programme to oral-hygiene maintenance with the distribution of dental hygiene kits. Ramzan Grocery Charity Drives are also conducted.

The students also extend financial aid to individuals and families who undergo social turmoil along with social programs to motivate people who are complacent living destitute. Amongst these were funds generated for women who were widowed by the target-killing events in Karachi. Efforts are made to ensure transparency of the fund-raisers. The students take pictures and videos of at all stages of the charity drives from collection to deposition for donor-assurance.

Campaigns are also targeted at social education of Women in the form of self-help groups lead by Ms. Shehla. Videos addressing key issues are played for audiences of Sikanderabad women and Ms. Shehla translates and explains them in Pushto language making the communication more effective. These are followed by active discussions.

Future projects are expansion of the visual-media awareness campaigns for enhances health promotion, further consolidation and expansion of the literacy programs targeting adults, cleanliness of the locality with joint efforts of ZU and the community.

A SUCCESS STORY INDEED

The journey from its inception to its progress today is nothing short of accomplishment for the Ziauddin University. This model of civic engagement, due to its self-sustainability is replicable anywhere. The novelty of the project is that it is not single-shot outreach but a long term, ongoing process that has been taken by the Ziauddin University as a commitment. Ziauddin has indeed done an excellent job, making most of its position straddling at the junction of the opulent and the deprived worlds creating a two-way, resourceful bridge.

Heartiest Congratulation to the team and students who brought this laurel home and gave us something we all can proudly own.

EVENTS & FESTIVALS

13TH CONVOCATION OF ZIAUDDIN UNIVERSITY



Ziauddin University awarded 307 degrees to the graduating students for various disciplines at the 13th convocation, held at the Expo Centre, here today.

The university awarded Sir Ziauddin Ahmed Academic Excellence gold medals to the eight top position holders. The medal recipients included Suleman (Dental Surgery), Ayesha Akhtar (Bio Medical), Rida Moin (Medical Technology), Hafsa Munir (Speech Language Therapy), Noureen Shoukat (Generic), Zulekha Saleem (Physical Therapy), Mahnoor Imran (MBBS) and Meena Mairaj (Pharm.D).

Addressing the 13th convocation of Ziauddin University as the Chief Guest, Chairman Senate of Pakistan, Mian Raza Rabbani congratulated the graduating students and acknowledged their achievements by stating that they should be proud of their association with the tradition of one of the greatest minds of 20th century, Dr. Sir Ziauddin Ahmed, and should do their best to promote the values he stood for in his lifetime.

He advised all the young graduates about the importance of morality in profession and said that it is crucial to remember that as a professional one must demonstrate knowledge and skills of their profession; pride in a profession; accountability for their work; commitment to self-improvement of skills and knowledge; conscience and trustworthiness; being committed to their work and one must be a good team player.

Chairman Senate Mian Raza Rabbani stated that I am happy to note that Ziauddin University is giving quality education and moving from strength to strength and now entering into the third decade of its existence. I pray that Ziauddin University would grow further and work for the betterment of the province of Sindh and the country by imparting state-of-the-art education to the students.

Speaking to the students, Prof. Lt. Gen. (R) Dr. Syed Azhar

Ahmed, former Vice Chancellor, Baqai University, the guest of honour and keynote speaker at the ceremony, said that today marks an important day in your lives and a significant milestone in your life's journey. Entering into this great institution facing intense competition, you pursued your academic work with great dedication. By your hard work and by dedication to maintain high standards, you earned your degrees and awards.

He said that you can recall that your mission for higher learning began here with great passion. Indeed a graduation is a beginning; a fresh new start. It will not end until you feel fully confident of meeting uncertainties and challenges of life's laboratory and dealing with success and failures with a positive attitude. "The name of Dr. Sir Ziauddin Ahmed that you carry evokes from you special responsibilities. May God grant you wisdom with understanding, success and true sense of fulfillment of your cherished ideals and goals", he added.

The message of the Chancellor of Ziauddin University, Dr Asim Hussain was read by Dr. Nida Hussain, Associate Dean, Faculty Affairs in 13th Convocation of Ziauddin University.

In his message he said: "The basic principle of any constitution in any country is equitable justice, freedom of thought and speech as permissible by law, respect of honor & dignity of man. If these basic principles and rights are trampled then we see emergence of a civil society with no moral values as we see emerging today.

He congratulated the parents for what they have contributed to their children's education, a job that should have been the states responsibility. And I congratulated the students for working hard to enhance their academic skills and leadership qualities.

Dr Asim Hussain said in his speech that Ziauddin Group today is

EVENTS AND FESTIVALS

more than 50 years old as we carry the legacy of Dr. Sir Ziauddin Ahmed in the same spirit as he had envisioned. Dear graduates It is now up to you, as you will be the torch bearers of this fine institution of higher learning, we expect you to be effective ambassadors of Ziauddin University. You have to show solidarity and continue building this nation, block by block, because "Is parcham Kay saya talay Hum Ek Hein Hum Ek Hein "

Earlier, in his welcome address, the Vice Chancellor Prof. Dr. Pirzada Qasim Raza Siddiqui congratulated students and their parents, and wished them a prosperous future. He said that the Ziauddin University is prominently placed among renowned institutions of higher education in the private sector in Pakistan, and prepares its students on most modern scientific line with the development of professional skills so that they could be valuable and beneficial for the community.

While emphasizing the students he said that you must keep in mind that you are not ordinary persons, rather privileged and special young people because in Pakistan, while I am speaking to you, there are more than twenty million young ones who are out of school, rather have never seen a school. You are privileged that you had a chance to be educated in good schools, colleges and the Ziauddin University. But remember that being privileged, you have more responsibilities in our society to fulfill, which I am sure you will.

"Always keep in mind that you have taken oath to always abide by professional ethics and will always be ready for the well-being and service to humanity, will always speak the truth and practice your profession without prejudice for religion, nationality, race, political or social standing. I pray for you and wish the best for your future", he further added.

ZIAUDDIN UNIVERSITY ORGANIZES JOB FAIRS

Ziauddin University representatives organized two job fairs on April 5 and 6, 2016 in collaboration from Bio-Medical Engineering College, Faculty of Pharmacy and Student Affairs Department. The objective was to bring job seekers and employers under one roof and to guide students and alumni on various career paths and innovative job hunt techniques. The job fair served as a cost-effective way for the organizations to directly interact with prospective candidates and recruit the required talent without going through traditional recruitment practices. Principal Bio-Medical Engineering College, Professor Dr. Iqbal Bhatti inaugurated the event at the College of Bio-Medical Engineering on April 5, 2016 while Dr. Professor Ali Akbar Sial, Dean Faculty of Pharmacy inaugurated the event on April 6, 2016 at Ziauddin University, Clifton Campus. Other senior management of university, alumni and leading multi-national and national employers were also present at the occasion. The Job Fair provided a unique forum to connect employers who offered career opportunities with candidates from Ziauddin University.

Principal Dr. Iqbal Bhatti emphasized that the objectives of the Job Fair arrives at the conclusion while providing the opportunity of internships and job as a trainee engineers at reputable firms in Pakistan. He felt that Job Fair is vital for bridging the gap between industry and academia.

Dean, Dr. Professor Ali Akbar Sial shared job fairs are productive career development activities for students to interact with the industry and increase their self-confidence. Director Student Affairs, Mr. Raza Abbas articulated that job fairs are vital for student's success and for strengthening relations with industry. The industry representatives as well as human resource experts

from premier organizations gave an overview of various industries' update on human resource demands, entry requirements and career prospects. The event was arranged with an objective of not only connecting top talent with great employers but also to provide a great opportunity for students and alumni to learn about job openings, research companies and practice their job interviewing and networking skills.

Leading companies of bio-medical engineering and pharmacy participated in the Job Fair. The main highlight of the Job Fair included giving job seekers the opportunity to meet with premier employers at Ziauddin University. To promote alumni relations, alumni from both Bio-Medical Engineering College and Faculty of Pharmacy were invited and they shared their success stories with current students. Other resources that were available included career counseling by professionals. The employers conducted on spot interviews for internships and full-time job opportunities as per their criteria. The job fair concluded with a motivational session by Mr. Bilal Masood-Youth Ambassador and facilitator at Injaz Pakistan.

There were numerous companies that came to Ziauddin University some of them are: The Aga Khan University Hospital, Dar-ul-Sehat Hospital, Murshid Hospital, Mumtaz International, Medline Technologies (Pvt.) Ltd, B-Braun, Hospicare Systems, Tech4Life Enterprises, Radiant Medical (Pvt) Ltd, Pfizer, Brookes Pharma (Pvt) Ltd., Semos Pharmaceuticals (Pvt) Ltd., Tabros Pharma (Pvt) Ltd., AGP (Pvt) Limited, Otuska Pakistan Limited, OBS, Injaz Pakistan and many other graced the event with their presence. Numerous students and alumni participated in the Job Fairs. All in all it was a great event with excellent cooperation and team-work from the relevant colleges and departments.



MISCELLANEOUS

CME '16 UPDATES

- The Department of Continuing Professional Education has increased its scope and has started continuing professional education activities in Nursing, Physical therapy and Speech and Language Therapy.

- Ziauddin College of Physical Therapy in collaboration with Dept. of Continuing Professional Education organized a Seminar on Evidence Based Physical Therapy Practices- A Growing Perspective. It was a well-attended event the recognized Physical therapist of the city delivered the talks and also conducted the workshops.

- Getz Pharma has signed a contract with DCPE to get nurses from Karachi and Lahore trained by the faculty of Ziauddin College of Nursing.

- College of Speech and Language and Hearing Sciences conducted a seminar on Management of Children with Autism

to mark the Autism Day in the month of April. This Seminar was well attended by the healthcare professionals as well as the parents of children with Autism. The Seminar unfolds that these children can achieve anything in the world if given proper attention and if needs are catered in a proper manner.

- Pediatric Intensive Revision Course and MRCOG Part 2 Preparatory Course by RCOG were organized by respective Departments in collaboration with DCPE and were conducted by faculty of Royal College.

- Dept. of Education Development conducted a course on Fundamentals of Health Professionals Education. It was accredited by DCPE.

- Health care Quality Seminar was arranged to observe the quality practices in Health sector. Dr. Mairaj Shah (AKUH) and Dr. Iffikharuddin (MMI) highlighted the practices in our setup and the international guidelines.

- 'Your Diet and Gut Health' a Seminar was arranged to commemorate World Digestive Health Day. The faculty of Medicine Dr. Zaigham Abbas, Dr. Faisal Ziauddin, Dr. Khurram Baqai, Dr. Rustam Khan and Dr. Javed Yakoob shared their expertise on the topic.



MISCELLANEOUS



IN MEMORY OF PROF. DR. SHAHIDA RASHEED 1955 - 2016

Dr. Shahida Rasheed, leading authority in the Public Health, the Head of the Department of Community Health Sciences and Secretary to the Board of Studies of Ziauddin University passed away at age of 61 on the 28th of March 2016.

Dr. Shahida Rasheed was born in 1955 in Chittagong where she gained her primary education. She completed her secondary education in Karachi after moving to Pakistan in 1968. She graduated from Nawabshah Medical College. She became a Member in 2001 and a Fellow of Community Medicine in 2007 of College of Physicians and Surgeons Pakistan.

Dr. Shahida was a prolific researcher and had several publications under her name. Her innovative approach towards student engagement programs along with her strategic management gave rise to a brilliant curriculum of both Research and Community Health. In nearly all programs offered by the university, endorsement and re-endorsement of research orientation by her department is a feat. Amongst the outcome of her efforts was the highly successful undergraduate Poster Competition. Many creative pieces displaying messages of health awareness, contributed by her students, adorn walls of the University. One can easily conclude that the uncanny toils of the CHS department, under her stewardship has led to a fact that every graduate and postgraduate of Ziauddin University is a trained researcher, well-equipped to not only survive but thrive in the era of evidence-based medicine with a strong civic sense.

The entire community health department saw her as a mother

and helpful and strategic leader - leader whom they could always approach and who always encourages subordinate training. It comes with no surprise that her vigor led to Community Health Sciences being the first basic science at Ziauddin University to receive approval for FCPS training under her supervision.

As a person Dr. Shahida was humble, gentle and lively. She truly bonded with all who knew her.

"She was always social and hospitable," says Dr. Arshia Samin, a close friend and colleague of Madam as she fondly reminisces her time with Dr. Shahida, "She worked relentlessly here and created a very close-knit family in CHS. I remember her more on a personal note than professional as she was a dear friend. She was kind and strong; a regular bridge-player at Karachi Gymkhana which was her place."

Dr. Shahida will greatly be remembered her commitment to her profession; a trait of her persona well-represented in her last days more than ever. She was never heard complaining about her deteriorating health and never took an off even during the days of her dialysis.

"It is a reflection of a strong character," says Dean Dr. Kamran Hameed, "I would like to acknowledge and appreciate her as someone with great inter-personal skills who was a strong advocate of development and student engagement. She was someone so highly dedicated to her work who will be missed in the university. She will be remembered as a person, a friend and an academic leader."

CAREER READINESS WORKSHOPS FOR ZU STUDENTS

Ziauddin University and Injaz Pakistan an affiliate of Aman Foundation signed an MOU to enhance student's capacity building, career readiness skills and increase employability skills. Since the signing of the MOU on 20 August, 2015 numerous workshops have already been executed at Ziauddin University's emerging degree program such as College of Nursing, Institute of Media and Communication Studies-ICMS, Faculty of Pharmacy, College of Bio-Medical Engineering and College of Physical Therapy. More than 500 students from Ziauddin University's diverse colleges have benefitted from these professional development workshops. The following interactive workshops have been imparted to students:

1. Entrepreneurship
2. Boosting your Employability
3. Innovation

Students received certificates and prizes for their active participations. Student's reflections on the workshops are as follows: "Best workshop ever held in Ziauddin University" College of Physical Therapy- Student

"The workshops generated new ideas in our minds for future" College of Bio-Medical Engineering-Student

"It was quite good; I learnt a lot of concepts regarding business" ICMS Student

"Highly motivational" College of Nursing- Student

"Attending these workshops will help us in our future jobs" Faculty of Pharmacy- Student

COMMENCEMENTS

WORLD ORAL HEALTH DAY CELEBRATIONS AT ZIAUDDIN UNIVERSITY

The Department of Community and Preventive Dentistry at Ziauddin College of Dentistry observed the World Oral Health Day and marked it's celebrations with a grand seminar and free dental check ups.

ORAL HEALTH GATEWAY TO GENERAL HEALTH

An Oral health Public awareness seminar entitled, "Health through Oral Health" was organized on 25th March 2016 by the Department of Community & Preventive Dentistry, Ziauddin College of Dentistry at the Ziauddin University Auditorium, as an extension of World Oral Health Day. The event was conducted in association with the Dental News and Shield Corporation limited.

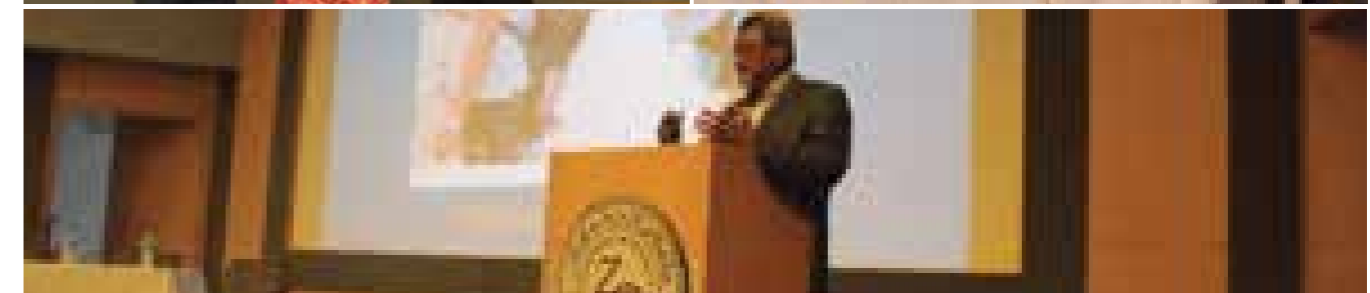
The event started with Dr.Sidra Mohiuddin, Assistant Prof. Community Dentistry highlighting the importance of oral health and maintenance of good oral hygiene as a fundamental part of general health and followed by presentations

Dean Dental Faculty, Prof. Dr. Mervyn Hosein gave a presentation on, "Dental and Oral diseases & their Prevention." Both common and rare oral-health problems seen in Pakistan were

discussed. Harmful effects of betel nut and tobacco and the major problem of oral cancer were more specifically highlighted. The second speaker was Prof Dr. Nighat Nisar, Head of Community Medicine & Dean School of Public Health at Dow University of Health Sciences. Her topic was "Oral Manifestations of systemic disease." The emphasis of all speakers was on the integration of medicine and dentistry, with both being interlinked components of overall wellbeing of a human.

The second half of the awareness seminar was a panel discussion which included questions from the audience. The two primary presenters were joined on stage by Prof Dr. Jawed Usman, HOD Family Medicine, Ziauddin College of Medicine, and Dr. Farhan Raza Khan Assistant Prof Operative Dentistry at Aga Khan University, and Mr. Hashim Hasan, publisher of Dental News whose national circulation gives him unique experience of both professional and public concerns.

At the end the Dr.Mervyn Hosein presented shields to the guest presenters, panelists, sponsors and local organizers of the seminar and concluded with a note of thanks.



IN PURSUIT OF MEDICAL CAREERS IN AMERICA: UNDERSTANDING PROCESSES AND PRIORITIES

Ziauddin College of Medicine arranged an exclusive student session on "In Pursuit of Medical Careers in America: Understanding Processes and Priorities" The session was held on 19 May, 2016 at the United States Educational Foundation in Pakistan, Karachi office. Mr. Kenneth C. Garner Jr, Vice Consul Chief and Mr. Griffin T. Rozell, Cultural Attache facilitated the session. They shared their valuable experiences with students of Ziauddin University and answered their queries. Students thoroughly enjoyed the interactive and informative event.

ZIAUDDIN UNIVERSITY SIGNS MOU WITH VALPARAISO UNIVERSITY, USA

To promote global collaborations with premier universities in the world, Ziauddin University representatives signed an MOU with a leading private university, Valparaiso University in the United States of America. Through this MOU students from ICMS can study at Valparaiso University for a semester, a year or their remaining undergraduate years and enrich their academic experiences. Merit scholarships at the undergraduate level would also be provided to academically gifted students of ICMS.