



The first issue of ORIC-Mag is being published to reflect the research work of faculty, workshops and trainings conducted, entrepreneurial activities performed and initiatives taken by different departments of GIFT University. The magazine will be sharing R&D activities of all the three schools (GBS, SASS, SEAS) and collaborative work taken by them with industries and academia. The magazine will be issued on quarterly basis and will also provide a platform for updated News, Events, and Ideas.

ORIC Team

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Chairman's Message

I take pride to state that GIFT University has been contributing to the wellbeing of society within the Gujranwala region since its inception, with the prime objective to address the social challenges, to help accomplish economic growth and sustainability. Industries are the backbone of the economic growth of a country and play a key role to develop industrial linkages with the universities.

GIFT's ORIC office ensures the educational establishment of industrial linkages between the corporate bodies and GIFT University. GIFT shares partnerships with various community organizations, government bodies, entrepreneurs, SMEs, and large corporates to fulfill the goal of economic development through social engagement. ORIC aims to create, diversify and manage the University's research programs and to ensure that the research activities are in line with the University's educational as well as the social and economic needs of the society. The prime objectives of ORIC include assuring the quality of research as well as introducing a research-inclusive environment within the institute with the goal to uplift the University amongst the best research-oriented educational bodies.



Mr. M. Anwar Dar,
Chairman GIFT University

Rector's Message

GIFT University, located at the hub of small enterprises and industries, understands the importance of developing an entrepreneurial and innovative mindset promoting research, innovation, and commercialization. We are committed to fulfilling the need for an advanced era by outsourcing platforms that help promote creativity and entrepreneurial pursuits to form industrial linkages between GIFT University and the industries.

The Office of Research, Innovation, and Commercialization (ORIC) at GIFT University has been founded to encourage the students, faculty, and management to engage in research and entrepreneurial activities conforming to the University's mission by ***Converting Knowledge into Practical Experience.***

ORIC at GIFT aims to initiate, develop, enhance, and direct the University's research programs, as well as to connect research to the University's educational, social, and industrial challenges by guaranteeing the quality of research, submitting research proposals, fostering a research culture, and boosting the University's position among the world's top research institutions.

ORIC is committed to ensuring that all research policies and programs reflect the fundamental beliefs of academic integrity, professionalism, and ethical conduct, as well as full compliance with all GIFT University and Higher Education Commission (HEC) policies, legal requirements, and operational standards to fulfill this mission.



Dr. Faheem Ul Islam,
Rector GIFT University

From Editor's Desk: -

ORIC has been established at GIFT University to promote entrepreneurship, research and development, and commercialization activities. ORIC in its short span has taken a number of initiatives which include faculty development projects, students' development initiatives, and organizing training and workshops both for faculty and students. ORIC is actively engaging the industry with faculty by signing MoUs with them and is in pursuit to bring ideas and projects from the industry. The office is also putting an effort to arrange two conferences from the GIFT platform. The other ORIC projects include the development of an online audio-video library to support courses taught at GIFT. I am grateful to the Director & Managers Industries and Deans of all the three schools for supporting ORIC to build this research culture.

This quarterly magazine (Oric-Mag) would be an effort to share all the activities coming under the umbrella of ORIC as well as bring some current stories of Pakistan's industry. Lastly, I am thankful to my fellow, Maaz Zafar, for his continuing efforts towards ORIC development, data and news collection, and write-up of this issue.



Dr. Qaiser S. Durrani,
Dean ORIC,
Editor Oric-Mag

Training and Workshops for Faculty

Industry-Academia Linkage Workshop (Nov 12-13 and 18-20, 2021)

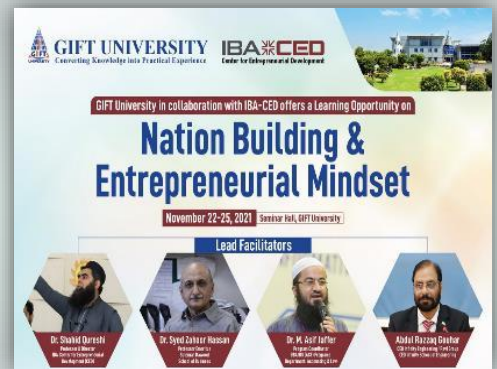
A five-day Industry-Academia Linkage workshop was organized by the Faculty Development Department (FDD). Trainer for the workshop, Mr. Sohail Rizvi is a Marshal Goldsmith certified trainer with more than three decades of leadership training and corporate experience. Nominated faculty members from all three schools of GIFT university attended the workshop. The participants were taught techniques on how to be an effective trainer and how to prepare a training manual. Exercises and simulations were run during the training. The participants also presented their training manuals for evaluation. The workshop was quite effective in teaching different training methodologies and developing academic-industry linkages.



Group Photo of Dr. Ameer Basit (Dean GBS) (R), Dr. Aayesha Rafique (Director FDD) (L), and Trainer Mr. Sohail Rizvi(C), with participants of IAL Workshop

Entrepreneurial Mindset and Nation Building (Oct 25- 29, Nov 22 - 25 and Dec 20-24, 2021)

GIFT University, in collaboration with IBA-CED, organized Training Workshops for the Faculty, Management, and Students. The workshops were led by Dr. Shahid Qureshi from IBA and well supported by Dr. Syed Zahoor Hassan (LUMS), Dr. Muhammad Asif Jaffer (IBA, Karachi), and Mr. Abdul Razzaq Gouhar (CEO, Infinity Engineering/Ravi Group) as guest speakers. The workshops aimed to create an awareness about an entrepreneurial mindset and to highlight the importance of entrepreneurship in modern economies. Dr. Shahid Qureshi, Director CED, IBA Karachi, demonstrated multifaceted entrepreneurial approaches and activity games that encouraged critical thinking among its participants.



Writing Effective Research Grant Proposal (Nov 10, 11 and 30, 2021)

The Faculty Development Department (FDD) held a 3-day Training Workshop on “Writing Effective Research Grant Proposal”. The training was conducted by Mr. Amir Qureshi, a Management Consultant, and Professional Trainer. It was attended by nominated faculty members of all departments, in which Mr. Quereshi taught the methods and techniques to successfully create effective research proposals.



Group Photo of Dr. Qaiser S. Durrani (Dean ORIC) (R), Dr. Asir Ajmal (Dean SASS) (L), and Trainer Mr. Amir Qureshi(C), with participants of Grant Proposal Workshop

Workshop on QOBE (Dec 13 & 20, 2021)

Department of Computer Science (SEAS) organized a series of workshops on QOBE to train CS and SFADA faculty. The workshops were conducted by Alfoze Technologies to equip the faculty on Outcome Based Education (OBE). The OBE helps higher education institutions to analyze, assess and map the lessons learned by students based on the questions attempted to attain Program Outcomes (POs), Course Outcomes (COs), and Program Educational Objectives (PEOs).

Turnitin Workshop by FDD (July 10 and Aug 28, 2021)

The Faculty Development Department, GIFT University conducted a 2-day Training Session on “Use of TURNITIN Software” to provide hands-on experience of practicing and using the software more efficiently and effectively to the faculty members. Dr. Aayesha Rafiq, Mr. Mohammed Shahrukh, and Mr. Taimur Mirza facilitated the session with their expert opinions and command of using the software.



Participants during the Turnitin Workshop by FDD

Research and Reference Management Training Workshop (July 10, 2021)

GIFT Business School (GBS) and GIFT Library, arranged a one-day workshop entitled “Research and Reference Management Training”. Dr. Qasim Saleem (HoD, Faculty of Management Sciences), Dr. Naveed Iqbal Chaudhry (HoD, Department of Business Administration, University of the Punjab, Gujranwala Campus), and Mr. Qaiser Iqbal (Director, Library, GIFT University) facilitated the session. The workshop targeted MPhil/Ph.D. Scholars, Researchers, Academic Writers, and Faculty. The focus of the workshop was to suggest proper ways to find Literature, use of Referencing/Citation/Managing Software, and the Step-by-Step Process of Writing an Effective Thesis.



Industrial Linkage Activities

Memorandum of Understanding (MoUs) with Industry

To develop industrial linkages, different Schools of GIFT University along with the support from ORIC signed a Memorandum of Understanding (MoUs) with the leading industries of Gujranwala. The scope of the MoUs covers aspects of mutual interest, including student job placements, internships, consultancy, funded projects, seminars, workshops, applied research, and industrial tours of faculty and students.

- KORN Mills signed an MoU on 2nd August 2021, with GBS.
- Minhas Pipes signed an MoU on 4th September 2021, with GBS.
- SS Group of Companies signed an MoU on 13th December 2021, with GBS.
- Mirchu Pvt. Ltd. signed an MoU with Mass Comm Department (SAAS).



MOU with KORN Mills.



MOU with MIRCHU Pvt

Memorandum of Understanding (MoU) with International Universities

Different Schools of GIFT University signed MoUs with renowned International Universities covering aspects of mutual interest including collaborated research, exchange programs, faculty and student visits to the partner university, graduate studies, and research conferences.

- MoU between University Malaysia Sarawak and GBS
- MOU between WUHAN Textile University and SFADA (SASS)

Initiatives by ORIC

Promoting R&D and commercialization ORIC initiated the following projects:

- Faculty Initiative Project (FIP)
- Students Development Project (SDP)
- ORIC online Digital Repository
- ORIC-Mag, Quarterly Magazine

Faculty Initiative Project (FIP)

To promote a culture of research, development, and entrepreneurship at GIFT University, ORIC launched Faculty Initiative Project. The project aims to invite implementable and commercially viable ideas from the faculty, that focus on resolving social, business, economic, environmental, and industrial problems.

Against the call for proposal, a total of 7 projects were received from different departments. These projects ranged from implementable physical products to socially impactful ventures. After rigorous deliberation and discussions, the University Research Committee (URC) comprising of Deans from each school (SEAS, GBS, SASS), and ORIC shortlisted three projects for presentation before faculty. The shortlisted projects were:

- Museum Development at GIFT - Principal Investigator Dr. Asir Ajmal (SASS)
- GIFT Fashion Brand - Principal Investigator Dr. Ghulam Abbas (SFADA/SASS)
- Media House - Principal Investigator Mr. Tahir J. Malik (Mass-Comm/SASS)

Presentations for these projects were held on 18th October 2021. Faculty from all schools attended the presentations and enquired about the nature, scope, implementation, and deliverability of the projects. After the presentations and based on feedback from the faculty, all three projects were approved for funding. Work on Museum by Dr. Asir and GIFT Fashion Brand has already been initiated.

Student Development Projects (SDP)

The student development project is an initiative by ORIC to promote a culture of entrepreneurship in students. GIFT prides itself on the creativity and ingenuity of its students, and SDP provides a platform to showcase their creative talents regarding entrepreneurship. Call for proposals was announced for the SDP, where around 20 projects were received. A committee comprising of faculty and people from the relevant industry will finalize the selection.

ORIC Digital Repository

To enhance the capacity building and skills development of students, ORIC is in the process of developing an online digital repository, comprising the different courses taught at GIFT University. The repository will include online videos, case studies, keynote talks, books, and reference material. Students will have open access to the repository, with searchable and systematically organized material. Work on building the repository is in progress.

Oric-Mag Quarterly Magazine

Oric-Mag is a quarterly Magazine, published by ORIC, that highlights important events and achievements in regards to research, development, commercialization, capacity building, and industrial linkage. Also, the magazine will share important news, relevant to regional and national development.

Activities of GIFT Academic Schools

International Conference on Energy, Power, and Environment (ICEPE) (Nov 11-12, 2021)

School of Engineering and Applied Sciences (SEAS) GIFT University, in a collaborative effort with the University of Gujrat (UoG), co-hosted an International Conference on Energy, Power, and Environment (ICEPE 2021). The conference aimed to promote research in sustainable development related to energy, environment, and power. The first-day sessions of the conference were held at the University of Gujrat while the 2nd-day session was organized at GIFT University. Honorable guests from the University of Gujrat (UoG), including vice-chancellor UOG, Rector GIFT University, Deans, and esteemed faculty members attended the conference.



Industrial Meetup and Industrial Advisory Board (IAB) by SEAS (Oct 4, 2021)

Department of Electrical Engineering, GIFT University arranged an Industrial Meetup and Industrial Advisory Board (IAB). This meetup was an invitation to the business leaders of Gujranwala to exchange ideas that target common industrial goals and introduce innovation and commercialization from a broader perspective. The meeting presented newer and wider dimensions to keep pace with the modern IT-based industry.



CEOs of Leading industries of Gujranwala during the Industrial Meetup

SFADA Graduation Show (Dec 21, 2021)

The students of Fashion Design SFADA presented their final year projects at SFADA Graduation Show, where young designers showcased their finest fashion projects. The projects showcased creativity and versatility by successfully merging art and design with different themes. Each showcase represented an idea. The designs were diligently and enthusiastically created. People from all walks of life witnessed the event, including industry, students, and academia, and appreciated the students' efforts and creativity. Some of the designs were even sold on the spot, further giving credence to the creative endeavors of the students.



Project display by a student during SFADA Graduation show.

Professional Development Program by GBS (Dec 14-18, 2021)

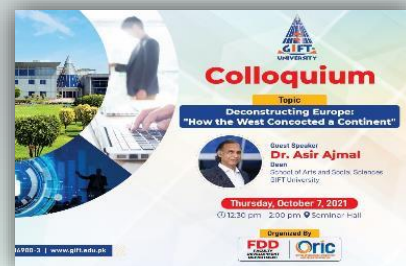
GIFT Business School (GBS) organized a 5-day Professional Development Program in collaboration with the Management Scholars Forum (MSF) and Society of Finance and Accounting Scholars (SFAS). The purpose of the program was to develop professional skills in the graduating students and to attune them to the professional environment of the industry. Guest speakers from the industry and academia gave lectures on different managerial skills including leadership, stress management, interview skills, etc. There was also a session of "CEO Talk" with the CEO of KORN Mills, Mr. Muhammad Taj.



Chairman GIFT University presenting a souvenir to CEO KORN Mills, after PDP session.

Colloquium: Deconstructing Europe by Dr. Asir Ajmal (Oct 7,2021)

The FDD and ORIC organized a Colloquium to promote a culture of sharing research ideas with colleagues. The session “**Deconstructing Europe: How the West Concocted a Continent**” was conducted by Dr. Asir Ajmal, Dean SASS. Faculty members from all departments participated in the discussion and a very insightful discourse was held on the historical, geographical, and political intricacies of Europe and how the idea of “Europe” was concocted.



Board of Advanced Studies and Research (March 11, 2021)

A meeting of the Board of Advanced Studies and Research (BASR) was held under the Chairmanship of Dr. Faheem-ul-Islam, Rector. The meeting was attended by Deans, HoDs, senior faculty, and external members including Dr. Naumana Amjad (Professor and Dean, Social Sciences, NUR International University) and Professor Dr. Waseem Anwar (Professor and former Dean, English, FCC University). Several agenda items were discussed in the meeting including approval of research proposals/topics of various MS and Ph.D. degree programs, approval of the revised curriculums of MBA/Mass-Comm/Psychology, approval of MS EE program, approval of MPhil Top-Up Program in Psychology, and approval of List of External Examiners for Evaluation of Theses/Dissertations.

Faculty Research Reward

Recognizing the excellence of GIFT University’s faculty in research, the University Research Committee (URC) comprising of all Deans and Dean ORIC, approved the research reward for the following faculty members for their paper’s publications. Some of the publications are:

Dr. Qamar Askari, “Emphasizing the importance of shift-invariance in metaheuristics by using whale optimization algorithm as a testbed”, published in Journal of Soft Computing (2021).

Mr. Kashif Saeed, “Love is not blind: investigating a love-hate transition among luxury fashionbrand consumers”, published in the Journal of Fashion Marketing and Management (2021).

Dr. Khawaja Jehanzeb, “How perception of training impacts organizational citizenship behavior: power distance as moderator”, published in Personnel Review (2021).

Dr. Umer Mukhtar, “Workplace knowledge hiding among front line employees: moderation of felt obligation”, published in Journal of Knowledge Management, (2020).

Student Entrepreneurial Activities Activities

SAP workshop by Youth Entrepreneurial Society (YES) (Oct 11, 2021)

YES Society organized an SAP workshop to enlighten the students about SAP and its applications. The guest speaker was Muhammad Usman, a GIFT alumnus, and a SAP Project Specialist for Aramco, Saudia. Participants for the event included students of GBS and SEAS. The speaker educated the students about SAP and its different modalities. The students were instructed on how SAP is improving its enterprise solutions and applications of SAP in different organizational processes. Students were provided free SAP resources and also learned how they can gain SAP expertise through online resources. The speaker also briefed about different SAP enterprise career paths.

Entrepreneurial Talk by ZAPTA Technologies (Sep 28, 2021)

An Entrepreneurial Talk was arranged by YES Society with ZAPTA Tech to enlighten the students of GIFT university about the struggles, challenges, and experiences of being an entrepreneur and the qualities needed to become a successful businessman. The guest speakers were GIFT alumni Nasir Ali (CEO) and Khalil Ahmad (CTO). ZAPTA Technologies is developing applications in the mobile and e-business domain while specializing in the UI stream. ZAPTA has grown to 20+ people within a year time, reflecting their success in this short span. During the event, Dr. Durrani enlightened the students about different entrepreneurial initiatives taken by ORIC including the Students Development Project. The session concluded with remarks by Dr. Basit, Dean GBS, reflecting the importance of entrepreneurship and developing this mindset.

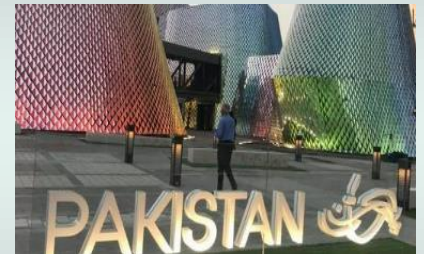


DEAN ORIC presenting Souvenir to CTO ZAPTA Mr. Khalil Ahmad

News Section

Pakistan Pavilion at Dubai EXPO 2020 (Oct 01, 2021-March 31, 2022)

Expo 2020 with the theme of “Connecting Minds, Creating the future” is a world expo, currently hosted by Dubai, in the United Arab Emirates. Themed “Pakistan: The Hidden Treasure”, may serve as a hub of business opportunities and promoting our culture. The pavilion provided a platform for investment opportunities, multilateral deals, and investment seminars. One such seminar was organized by the Pakistan Board of Investment. The seminar’s theme was “Investment Opportunities in Education and Innovation in Technologies”. Many foreign investors and overseas Pakistanis attended the seminar. The participants expressed interest in the existing opportunities in Pakistan and the policies of the Government to attract investment in the emerging technologies. Overall, the world community was informed about the rich business opportunities of Pakistan, including Special Economic Zones, IT exports, the Digital landscape of Pakistan, and other such initiatives.



HEC Launches Online Facility for Equivalence of Local Degrees

The Higher Education Commission (HEC), Pakistan has launched an online facility for equivalence of degrees awarded by Pakistani Universities to facilitate the graduates. Applicants may apply at 'eservices.hec.gov.pk' and get the system-generated equivalence letters through email. The applicants receive the status of their applications through system-generated emails.



HEC Sponsored VCs Meeting: Review of Undergraduate & Ph.D. Policies

(Oct 29th – 31st, 2021)

A three-day meeting of the Vice-Chancellors and Rectors of public and private Universities was held to review HEC's Undergraduate and Ph.D. programs policies. Besides discussing these policies, the meeting also included briefings on the Higher Education Development Program, various initiatives of the National Academy of Higher Education (NAHE), initiatives for universities under Kamyab Jawan Program, Tree-10 bill, Framework for Online and Distance Learning Education, amendments proposed to the Pakistan University Sports Board (PUSB), and interventions required for improving undergraduate education employability. The recommendations of Vice-Chancellors will be placed before the HEC's governing body for consideration. Furthermore, it is stated that both the Undergraduate Education Policy as well as Policy on Ph.D. programs were already deferred from July 15, 2021, until Fall 2022.

Pak-China Bilateral Trade to cross \$25 Billion

Bilateral trade between Pakistan and China will cross \$25 billion during the current financial year. Despite the COVID-19 pandemic, the bilateral trade between Pakistan and China is expected to cross the \$25B value during the current fiscal year, out of which \$3.54B is expected to be exported from Pakistan, according to the Pakistan ambassador to China, Mr. Moin ul Haq. He made these remarks during the CPEC Industrial Cooperation B2B Investment Conference, held on 21st December 2021, in Lahore.

Pakistan IT exports rise by 39% in July-October 2021

In a positive development for the IT sector, IT exports grew by 39% to \$830 Million in the first 4 months of the current fiscal year (Jul–Oct 2021/22), according to the Ministry of Technology. This is higher than the last year's IT exports of \$596 Million, during the same period. This shows a positive trend in regards to IT investments and positive growth in the tech startup ecosystem.