



SUPERIOR UNIVERSITY

# RESEARCH

## Round-up

4th Quarter  
Newsletter



From Classrooms to Clinics: **Faculty of Pharmacy** Launches **Student Authored Book** on Managing **20 Common Diseases**

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**Palestinian  
Delegation  
visits  
Superior  
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**Research  
Week –  
2025**  
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**Innovation  
at  
Superior!**  
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# Know our ORIC

## Vision

To be ranked among leading universities, driving research excellence, and market utility in Pakistan.

## Mission

Promote an innovative, vibrant, and entrepreneurial environment to achieve research excellence with the aim of creating social impact, growing the knowledge economy, and formulating collaborative ventures.

## Our Ethos

- Innovation
- Sustainability
- Commercialization
- Ethics
- Inclusivity
- Commitment

# Research Themes

Aligned with the relevant Sustainable Development Goals (SDGs)



**Health, Wellness & Determinants of Human Health**

SDG 3: Good Health and Well-being  
SDG 6: Clean Water and Sanitation  
SDG 2: Zero Hunger  
SDG 1: No Poverty



**Emerging Technologies & Sustainable Communities**

SDG 9: Industry, Innovation, and Infrastructure  
SDG 11: Sustainable Cities and Communities  
SDG 12: Responsible Consumption and Production



**Expanding Partnerships, Innovation & Entrepreneurship**

SDG 17: Partnerships for the Goals  
SDG 8: Decent Work and Economic Growth  
SDG 9: Industry, Innovation, and Infrastructure



**Agriculture, Food & Bio-Economy**

SDG 2: Zero Hunger  
SDG 12: Responsible Consumption and Production  
SDG 13: Climate Action  
SDG 15: Life on Land



**Public Policy and Governance**

SDG 16: Peace, Justice, and Strong Institutions  
SDG 10: Reduced Inequalities  
SDG 11: Sustainable Cities and Communities



**Justice & Equality**

SDG 5: Gender Equality  
SDG 10: Reduced Inequalities  
SDG 16: Peace, Justice, and Strong Institutions



**Culture Art History Identity**

SDG 4: Quality Education  
SDG 11: Sustainable Cities and Communities  
SDG 16: Peace, Justice, and Strong Institutions



**Climate Change Adaptability**

SDG 13: Climate Action  
SDG 14: Life Below Water  
SDG 15: Life on Land

# Research Publications: Showcasing Excellence

Superior University is proud to present its vibrant research community, which has contributed over 1,728 research publications across various disciplines. With over 800 plus authors involved, our institution is making significant strides towards becoming a leading research university in Pakistan.

## Superior Major Research Areas - 2024

Our research endeavors span various disciplines, reflecting our dedication to advancing knowledge across various fields. Some of the major research areas include:

- Engineering
- Computer Science
- Materials Science
- Medicine
- Physics and Astronomy
- Business, Management and Accounting
- Chemistry
- Social Sciences
- Mathematics
- Environmental Science
- Biochemistry, Genetics and Molecular Biology
- Chemical Engineering
- Agricultural and Biological Sciences
- Multidisciplinary
- Nursing
- Economics, Econometrics and Finance
- Energy
- Decision Sciences
- Pharmacology, Toxicology and Pharmaceutics
- Dentistry
- Health Professions
- Psychology
- Veterinary
- Arts and Humanities
- Immunology and Microbiology
- Earth and Planetary Sciences

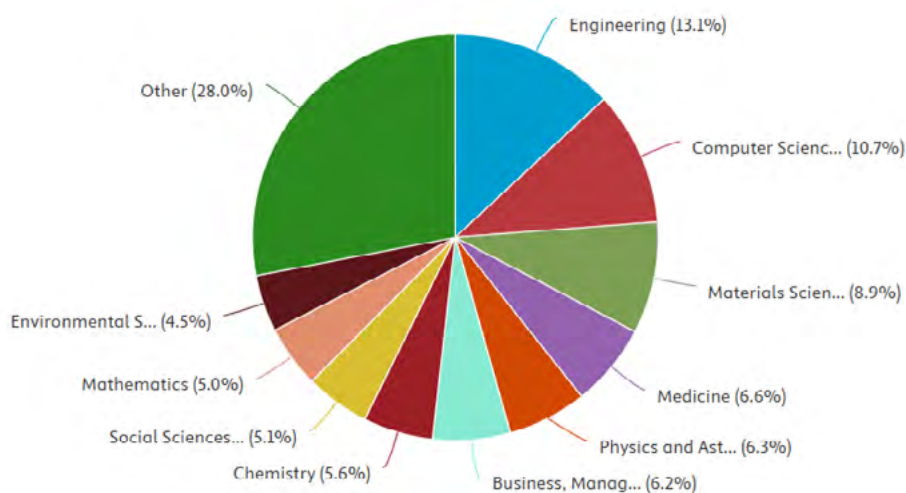


Figure 2: Scopus Research publications reflecting various disciplines.

# Mapping Superior's Publications to the Sustainable Development Goals

Superior University is dedicated to aligning its research efforts with the United Nations Sustainable Development Goals (SDGs), showcasing impactful contributions to global progress. By mapping academic publications to the 17 SDGs, the university highlights its commitment to solving critical challenges such as poverty alleviation, quality education, climate action, and sustainable innovation. This alignment highlights the societal relevance of Superior's research and enhances visibility and impact within the academic and professional communities. Research Publications mapped in SDGs are as follows.



# Our Strategic Collaborations

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## Superior's Faculty Representing Superior University at Various Platforms

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### Dr. Zohaib Shahid Presents a Paper at the 7th International Conference on Healthcare and Allied Sciences, Malaysia



7th International Conference on Healthcare and Allied Sciences (ICHAS) organized by Lincoln University College, Malaysia on September 25-26, 2024. The theme of the conference was "Improving Diagnosis for Patient Safety" in conjunction with World Patient Safety Day 2024. The conference brought together healthcare professionals, researchers, and academicians to address crucial issues related to enhancing diagnostic accuracy and safeguarding patient safety.



Dr. Zohaib Shahid presented his research paper at the ICHAS 2024 in Malaysia. His work contributes to advancing healthcare knowledge and fosters meaningful academic discussions on critical health issues, highlighting the importance of research in addressing global healthcare challenges. ICHAS 2024 provided an ideal platform for sharing insights, research findings, and best practices in healthcare to promote a safer global healthcare environment.





## OptoMaster Workshop in Colombo, Sri Lanka



Mr. Khurram Nasir, a faculty member from the Faculty of Allied Health Sciences, recently conducted a workshop titled "OptoMaster" at a conference in Colombo, Sri Lanka. His session focused on key topics such as Subjective Refraction, Objective Refraction (including a few new case studies), and Diabetic Retinopathy. The workshop was organized by the Sri Lanka Optometric Association and the College of Optometry and Vision Sciences, Colombo. This event provided an excellent platform for sharing expertise and the latest advancements in vision care with professionals from around the world.



## Ms. Rubab Andleeb Delivers a Guest Lecture on Mechanical/Artificial Ventilation at Mayo Hospital, Lahore

Ms. Rubab Andleeb, a dedicated faculty member from the Faculty of Allied Health Sciences, recently delivered an informative session as a guest speaker at Mayo Hospital, Lahore. Her lecture on Mechanical/Artificial Ventilation was aimed at postgraduate trainees, providing them with valuable insights and enhancing their knowledge in the field of critical care. This session contributed significantly to advancing critical care knowledge.



A glimpse of the session

## Palestinian Delegation visits Superior University

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We had the honour of welcoming H.E. Dr. Zuhair Zaid, Ambassador of the State of Palestine, along with Second Secretary Amjad O. A. Salem and the Head of the Consular and Cultural Attaché, to Superior University. Their visit was a heartfelt opportunity to connect with Palestinian students on campus and discuss exciting possibilities for future scholarships and collaborations. This meaningful exchange reflects our shared vision of building strong international partnerships and creating opportunities that truly make a difference.



Glimpses of the Visits

## Celebrating Innovation: Faculty of Pharmacy Hosts Book Launch Authored by Students

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The Faculty of Pharmacy at Superior University, Lahore, hosted the successful inauguration of “Integrated Approaches in Managing 20 Common Diseases with Comorbidities” a ground-breaking book authored by our talented students from the Design Challenge Stream.

Superior University’s Design Challenge stream is an integral component of the 3U1M Program which means three years in the University and one year in the Market, specifically within the ‘1M’ segment, which emphasizes a year of experiential learning. This stream is tailored for students with a solution-oriented approach and analytical mindset. The primary objective is to enhance students’ employability by engaging them in real-world projects that require innovative design solutions.

Throughout the Design Challenge, students collaborate with industry professionals and mentors to address actual design problems, thereby bridging the gap between academic learning and practical application. This hands-on experience not only refines their design skills but also prepares them to meet industry standards and expectations.

The event was graced by the Honourable Rector of Superior University, Prof. Dr. Sumaira Rehman, who inspired attendees with her encouraging words. She emphasized the vital role of student-driven research in tackling the ever-increasing prevalence of chronic diseases and commended the dedication and ingenuity of our students.



The ceremony also welcomed distinguished guests, Prof. Dr. Nadeem Irfan Bukhari, Dean of the Faculty of Pharmacy at Qarshi University, and Prof. Dr. Shoaib Khan, Dean of the Faculty of Pharmacy and Campus Director at the University of Health Sciences, Lahore. Their presence added to the celebration, highlighting the significance of collaborative efforts in advancing healthcare solutions.



Glimpse of the book inauguration ceremony

## Strengthening Academia-Industry Collaboration: ORIC Teams Up with Golden Pearl



Mr. Hamid Masood, Deputy Director of ORIC, and Dr. Shafique Ahmed, Manager of Innovation & Commercialization (I&C), met with officials from Golden Pearl to explore avenues for collaboration.

This initiative aims to bridge the gap between academia and industry, fostering a dynamic partnership to drive innovation, research, and practical application. By combining academic expertise with Golden Pearl's industry insights, the collaboration seeks to turn innovative ideas into impactful solutions.

This meeting marks a significant step toward creating opportunities for students, faculty, and industry professionals to work together, ultimately contributing to economic and social development through shared knowledge and innovation.



## Capacity Building Initiatives – Knowledge Exchange Activities

### An initiative for Research skill enhancement

The main goal of knowledge exchange activities is to increase the knowledge base of the participants, foster collaboration, and promote university-wide research. The Office of Research Innovation & Commercialization under its "Knowledge Exchange Activities", organized a series of workshops, training, seminars, and colloquia by renowned professional experts in all disciplines. These Knowledge exchange activities are tailored to meet the needs of the participants. ORIC ensures every faculty member, and student has the right knowledge to strengthen their skills to achieve their own and the university's research agenda. The Following KEAs were performed during the year.

240+  
Total Knowledge  
Exchange Activities

# Research Week – A Flagship Initiative of Knowledge Exchange Framework

Research Week is a dynamic initiative by Superior University that aligns with its Knowledge Exchange Framework, under the leadership of Rector Prof. Dr. Sumaira Rehman. It features an array of activities such as training sessions, seminars, research forums, panel discussions, and conferences, designed to foster knowledge sharing. Each year, the event revolves around a unique theme addressing contemporary research challenges. Esteemed speakers from national and international platforms share their insights, enriching the academic community. The week emphasizes creating impactful outputs like policy briefs, blogs, and advocacy papers while celebrating faculty achievements. Since its inception in 2022, Research Week has expanded its scope to include diverse stakeholders, enhancing academia-industry linkages and addressing critical societal issues. This year's theme, "Climate Change Adaptability: Financing & Creating Indigenous Solutions," highlights the university's commitment to innovation and sustainability.

## The Evolution of Research Week: From Capacity Building to Global Impact

Research Week at Superior University has evolved significantly since its inception in March 2022, when it focused on building internal capacity by enhancing the research skills of faculty and postgraduate students. By December 2022, the initiative expanded with the theme "Supporting Knowledge Exchange Activities through Continuous Engagement with Academic and Sectoral Collaborators," actively involving external stakeholders such as industry leaders and international organizations to foster meaningful partnerships. In October 2023, the focus shifted further with the theme "Strengthening Industry-Academia Linkages," emphasizing collaboration between academia and industry to bridge critical gaps. This progression reflects a growing emphasis on broadening the impact of research, culminating in the 2024 Research Week, themed "Climate Change Adaptability: Financing & Creating Indigenous Solutions," which prioritizes sustainable, research-driven approaches to address one of the most pressing global challenges.

### Objectives:

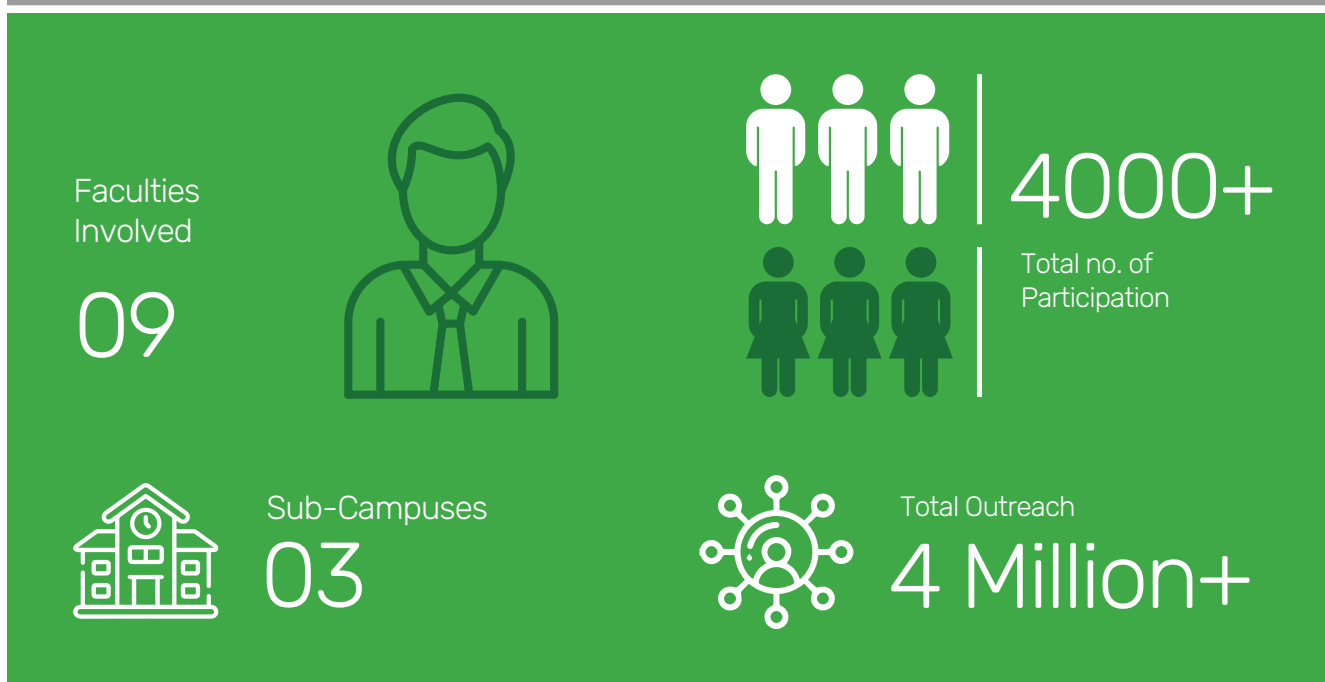
1. Raise awareness of climate change adaptability through indigenous solutions and sustainable financing.
2. Showcase indigenous practices and their role in mitigating climate impacts.
3. Foster interdisciplinary collaboration for innovative climate solutions.
4. Explore sustainable financing strategies for climate adaptation projects.
5. Engage policymakers in adopting indigenous climate solutions.

### Research Week Partners:





# Research Week Impact at a Glance



# Key Themes and Discussions during Research Week 2024

Research Week 2024 was an impactful event to address critical issues related to climate action, sustainability, and resilience. The event featured discussions, seminars, and presentations, focusing on the most pressing environmental challenges and the innovative solutions that can shape a sustainable future. The major themes explored during the week were as follows.

1. Corporate Responsibility for Climate Action and Sustainability
2. Globalization and Sustainability
3. Climate Adaptation & Financial Sustainability
4. Legal Framework for Climate Adaptation & Environmental Protection
5. Empowering Climate Adaptation Through Communication and Advocacy
6. Integrating Indigenous Knowledge for Sustainable Climate Solutions
7. Indigenous Innovations
8. Indigenous Climate Resilience Through Green Finance
9. Sustainable Food Practices: Innovations for a Climate-Resilient Future
10. Sustainable Practices Across Industries: Design, Textiles, and Human Resources
11. Impact of Climate Change: Health, Environment, and Resilience
12. Innovative Solutions for Climate Adaptation: Technology, Data, and Indigenous Approaches
13. Innovative Solutions for a Sustainable Future: Integrating Science, Society, and Well-being



## International Islamic Conference on Contemporary Islamic Sciences (ICCIS)

“Exploring New Horizons for Islamic Sciences in the  
Contemporary Era”

**Organized by:**

Chaudhry Abdul Khaliq Center for Contemporary Islamic Sciences – CAKCCIS

Date: 29th and 30th October 2024 (Tuesday & Wednesday)



Scan for more details

The Centre for Contemporary Islamic Sciences is a far-reaching ideology encompassing a diverse range of activities and objectives to advance the study, understanding, and practical application of Islamic sciences in the context of the contemporary era. It is a multidisciplinary endeavor, designed to address various facets of Islamic knowledge, spanning from Islamic Studies, Economics, Finance, Jurisprudence, Philosophy, Media, Art & Design, History, Culture, and beyond. CAKCCIS is dedicated to shedding light on these fields, making them more accessible and relevant to the challenges and opportunities of our age.

The International Islamic Conference on Contemporary Islamic Sciences, held on October 29 and 30, 2024, centered on the theme “Exploring New Horizons for Islamic Science in the Contemporary Era”. This theme addressed the pressing need for innovative interpretations and applications of Islamic science in the modern world, encouraging dialogue on how traditional knowledge can intersect with contemporary issues. This Conference provided a significant platform for scholars, researchers, and practitioners to engage with contemporary issues within Islamic science. The conference aimed to bridge traditional knowledge with modern scientific inquiries, fostering a dialogue that addresses current global challenges. It commenced with a profound sense of reverence and unity.

**Conference Tracks:**

- Islamic Perspective on Banking, Economics, Entrepreneurship, and Finance
- Islamic Perspective on Education and Social Sciences
- Islamic Perspective on Environmental Sciences and Sustainable Development
- Islamic Perspective on History and Civilization
- Islamic Perspective on Information Technology
- Islamic Perspective on Media, Digitalization and Religion
- Islamic Perspective on Ideology of New Atheism
- Islamic Perspective on Trends of Character Building and Ethics
- Islamic Perspective on Medical and Health Sciences
- Islamic Perspective on Interfaith Harmony and Unity
- Islamic Perspective on Jurisprudence and Law
- Islamic Perspective on Leadership and Politics





As the Director of CAKCCIS, I am honored to be part of this valuable platform that brings together scholars and practitioners to engage in meaningful dialogue. The conference is vital for addressing the evolving role of Islamic scholarship in modern society, offering enriching discussions that highlight the importance of integrating traditional knowledge with contemporary challenges. I look forward to the continued growth of this discourse and the significant contributions it will make to the future of Islamic sciences.

**Syed Ali Mohsin Naqvi**

Director

Chaudhry Abdul Khaliq Center for Contemporary Islamic Sciences – CAKCCIS

## International Keynote Speakers



**Dr. Safi Kaskas**

Director Iqra Institute,  
USA

### The Future of Islamic Sciences

Dr. Safi Kaskas highlighted several key themes during his presentation on The Future of Islamic Sciences. He emphasized the importance of unity and cross-border collaboration to address shared challenges, such as inadequate funding, political instability, and infrastructure deficits within the Islamic world. Dr. Kaskas called for a balanced approach to modern and traditional interpretations of Islam, advocating for a contemporary understanding that promotes scientific inquiry while respecting Islamic principles. He underscored the need for educational reform by modernizing curricula and equipping educators to foster innovation and forward-thinking among students. Community engagement was another focal point, with a strong emphasis on ethical research and outreach initiatives aligned with Islamic values. Drawing inspiration from the historical achievements of the Islamic Golden Age, Dr. Kaskas encouraged leveraging this legacy to drive future advancements in science and technology.



**Prof. Dr. Musharraf Hussain**

Principal, Crimea  
Institute, UK

### Purification of Mind and Heart

Prof. Dr. Musharraf Hussain focused on the purification of the mind and heart as essential foundations for human progress. He highlighted the transformative power of spiritual and mental purification in facing life's challenges with courage and resilience. Dr. Hussain explored the Islamic perspective on mental health, emphasizing the role of Islamic moral values in promoting good health and well-being. He stressed the importance of being open to new approaches following purification, advocating for Islamic teachings as a remedy to address many of the societal issues prevalent in Western cultures. The talk underscored how inner purification nurtures both personal growth and societal harmony.



**Prof. Dr. Nisar Hussain Hamdani**

Postdoctoral fellowships, Harvard London School of Economics – Divine Economics

### Exploring New Horizons for Islamic Science in the Contemporary Era

Prof. Dr. Nisar Hussain Hamdani delivered an insightful talk on exploring new horizons for Islamic science in the contemporary era. He discussed the development of Islamic systemic theories and the revival of Islamic philosophy, emphasizing their relevance in modern times. Dr. Hamdani also highlighted the importance of alternative models within contemporary social sciences that are rooted in Islamic values. He explored the role of language in intellectual development, particularly in fostering unity among scholars. Dr. Hamdani urged Muslim scholars to act as agents of reform, innovating and developing new theories to address global challenges and contribute meaningfully to the progress of society.



**Mr. Munir Hussain Dugal**

Senior Group Manager  
ORIX Leasing  
Pakistan Ltd

### Islamic Entrepreneurship

Mr. Munir Hussain Dugal explored the principles of Islamic entrepreneurship, emphasizing ethics and social responsibility in business. He discussed how Shariah-compliant practices foster sustainable growth, community development, and equitable wealth distribution. The session highlighted the importance of aligning entrepreneurial ventures with Islamic values for long-term success.



**Dr. Sahibzada Amanat Rasool**

Director and founder  
Idara Fikr-e- Jadeed

### The World is Full of Possibility

Dr. Sahibzada Amanat Rasool inspired the audience with his talk on embracing the boundless opportunities present in the world. He urged individuals to recognize the inherent potential bestowed by Allah, emphasizing the untapped capabilities within. Highlighting the modern age of AI and technological advancements, he encouraged Muslims to seize these opportunities while critically reflecting on their limited contributions to scientific development. Dr. Rasool emphasized the importance of quality over quantity in research, advocating for thorough efforts to address knowledge gaps. He stressed the need for robust theoretical frameworks to guide meaningful work and urged a commitment to creating impactful contributions that would benefit future generations.

## National Keynote Speakers:



**Ahmad Ali Siddique**

Manager, Meezan  
Bank

### Significance of Islamic Finance in Modern Times

Ahmad Ali Siddique highlighted the growing importance of Islamic finance in addressing contemporary financial challenges. He discussed how Shariah-compliant banking offers ethical and inclusive financial solutions, fostering economic stability and growth. The session emphasized the role of Islamic finance in promoting sustainability and equitable wealth distribution in modern economies.



**Dr. Nadeem Ishaq**

Trainer, Expert of  
Iqbalyat

### Don't Ignore Yourself Wherever You Are

Dr. Nadeem Ishaq delivered an inspiring talk on the importance of self-awareness, emphasizing that understanding oneself is key to connecting with the divine. He discussed the disconnection often experienced in modern life, where external distractions overshadow inner growth. Dr. Ishaq elaborated on the balance between physical and metaphysical existence, encouraging the alignment of outer and inner senses to cultivate common sense. He highlighted the purity of thought as essential for enhancing the quality of worship and spiritual practice. Lastly, he stressed the need for active belief formation, emphasizing self-work as a cornerstone for nurturing authentic faith and spiritual development.



**Prof. Dr. Tahir Hameed Tanoli**  
Director, Iqbal Academy, Lahore

### How to Tackle Challenges in Modern Times

Prof. Dr. Tahir Hameed Tanoli addressed pressing contemporary challenges, focusing on the need for a deeper understanding and application of Islamic principles. He discussed the widespread misunderstanding of Islam in the West, highlighting the importance of dialogue to bridge cultural and intellectual divides. Dr. Tanoli emphasized the Quran's timeless relevance in addressing modern issues and advocated for integrating Islamic ethics and Sufism to guide moral behavior. He also explored the ethical dilemmas posed by AI and digital humanities, stressing the need for moral education and character-building to navigate these challenges. Concluding his talk, Dr. Tanoli highlighted truthfulness as a foundational pillar for national success and sustainable development.



**Prof. Dr. Feroz Shah**  
HOD Department of Islamic Studies, Sargodha University

### Spirit of Muslim Culture

Prof. Dr. Feroz Shah shared a powerful message on the significance of reviving the spirit of Muslim culture and strengthening relationships within the Muslim community. He emphasized the role of leadership and vision in shaping a prosperous future, urging the audience to embrace constructive engagement with contemporary challenges. Dr. Shah highlighted the empowering potential of Islamic principles in fostering unity, resilience, and progress. He called for a renewed commitment to leadership grounded in Islamic values, focusing on collaboration and collective efforts to navigate the future with purpose and integrity.

## Pre-Conference Activities and Knowledge Dissemination: Bridging Traditional and Contemporary Islamic Sciences

The knowledge produced before the "International Islamic Conference on Contemporary Islamic Sciences (ICCIS)" reflects a deep commitment to exploring new frontiers in the field of Islamic sciences. The Chaudhry Abdul Khaliq Center for Contemporary Islamic Sciences (CAKCCIS) has meticulously curated a series of academic discussions and collaborative initiatives aimed at addressing the evolving needs of Islamic scholarship in the modern era. These pre-conference activities have provided a platform for scholars, researchers, and academics to engage in critical dialogue on the intersection of traditional Islamic thought and contemporary challenges. The efforts culminated in the release of six newsletters, which covered various aspects of the conference's themes, including emerging trends in Islamic sciences, Economics, and Finance in Light of the Qur'an and Seerah, The Role of Education in Islamic Civilization, and many more. These newsletters have played a pivotal role in disseminating knowledge and generating interest in the upcoming conference.



Scan for more details



# ICMR 15<sup>th</sup> International Conference on Management Research

## “Globalization in the Digital Age: Opportunities and Strategies for Sustainable Growth”



For more detail:

### Organized by:

Faculty of Business and Management Sciences, Chaudhry Abdul Rehman Business School (CARBS)

### Overview:

The 15th International Conference on Management Research was organized by the Faculty of Business and Management Sciences at Chaudhry Abdul Rehman Business School (CARBS). The conference, held as part of Research Week 2024, focused on “Globalization in the Digital Age: Opportunities and Strategies for Sustainable Growth.”

This prestigious event brought together industry leaders, academic experts, and thought leaders to discuss the impact of globalization in an increasingly digital world. It explored the various opportunities and strategies businesses and organizations can adopt to navigate the challenges of the digital era while ensuring long-term sustainable growth. The conference provided valuable insights into the dynamic relationship between globalization and digital advancements, offering practical strategies for organizations to thrive in the global marketplace. Attendees left with a deeper understanding of how to leverage digital technologies for sustainable business practices and growth.








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Collaborators	Media Partners	Knowledge Partner	Panel Discussion	Keynote Speakers	Training	Paper Presentations	Case Studies Presentations	Participants

## Panel Discussions

### Globalization in the Digital Age:

Opportunities & Strategies for Sustainable Growth

Moderator	Panelists			
				
<b>Mr. Numair Liaqat</b> Country Economist, International Growth Centre, LSE (UK) Alumni, University of Oxford (UK) and LUMS (PK)	<b>Prof. Dr. Qais Aslam</b> Interventional Radiologist University of Central Punjab, Lahore Pakistan	<b>Dr. Shabib Haider Syed</b> Professor of Economics Abdul Qadir SBP Memorial Chair University of the Punjab	<b>Dr. Hina Jaffery</b> Head of Business School Green International University	<b>Dr. Muhammad Afzal</b> Professor of Economics Dean Social Sciences Lahore College for Women University, Lahore Pakistan

The Panel Discussion on **Globalization in the Digital Age: Opportunities and Strategies for Sustainable Growth** brought together distinguished experts to explore the interplay between globalization and digital advancements. Moderated by Mr. Numair Liaqat, the session featured insightful contributions from Prof. Dr. Qais Aslam, Dr. Shabib Haider Syed, Dr. Hina Jaffery, and Dr. Muhammad Afzal.

The discussion successfully achieved its objectives of examining the opportunities, challenges, and strategies required for sustainable growth in the digital age. Panelists highlighted the critical need for adopting innovative practices, fostering cross-border collaborations, and implementing effective policy frameworks to harness the benefits of globalization. Outcomes included a comprehensive understanding of how organizations and nations can navigate the complexities of digital globalization. The session provided actionable insights for businesses, policymakers, and academics to drive sustainable growth, positioning the event as a valuable platform for knowledge exchange and collaboration in the digital era.

## Collaborators



## Knowledge Partners



# SYMPOSIUM

## Comprehensive Emergency Obstetrics & Newborn Care: A Way Forward to Reduce Maternal & New-Born Morbidity & Mortality

### Organized by:

Department of Obstetrics & Gynaecology, Azra Naheed Medical College

Date: 29th and 30th October 2024 (Tuesday & Wednesday)



### Overview:

This two-day symposium focused on Comprehensive Emergency Obstetrics & Newborn Care, aiming to explore strategies and best practices to reduce maternal and newborn morbidity and mortality. The event brought together healthcare professionals, researchers, and policymakers to discuss critical issues in maternal and newborn care, especially in emergency settings. Key topics included advanced emergency care techniques, improving the quality of prenatal and postnatal services, addressing challenges in rural healthcare access, and enhancing the role of healthcare providers in preventing complications during childbirth. The symposium also covered innovative practices and interventions to improve newborn survival rates.





## Keynote Speakers

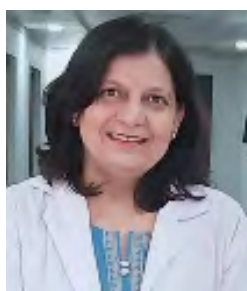


### **Professor Sadiah Ahsan Pal,**

Vice President  
- Association  
for Mothers and  
Newborns (AMAN)  
Member - National  
Committee for  
Maternal and  
Neonatal Health  
(NCMNH), Pakistan

### **Facility Readiness for Emergency**

Prof. Sadiah delivered a comprehensive lecture on the importance of facility readiness for obstetric emergencies. She outlined the foundational elements that ensure a healthcare facility can efficiently manage critical situations. Her talk emphasized the need for essential resources, such as blood products, medications, surgical supplies, and trained personnel, to be readily available. Prof. Sadiah stressed that swift action in emergencies relies on proper planning and preparedness, ensuring that healthcare providers are equipped to handle any obstetric emergencies effectively and promptly.



### **Prof. Dr. Nazia Badar**

HOD of Obs. & Gynae  
Department,  
Azra Naheed Medical  
College, Lahore  
Superior University,  
Lahore

### **EMOTIVE and PPH Bundle Approach**

Professor Dr. Nazia continued with an insightful lecture on the "EMOTIVE and PPH Bundle Approach," focusing on its application in managing Postpartum Hemorrhage (PPH). She explained the significance of the EMOTIVE approach, which emphasizes early identification and intervention to prevent severe blood loss in postpartum patients. Dr. Nazia also outlined the Pakistan PPH guidelines, providing a comprehensive framework for healthcare providers to follow in critical situations. She discussed the integration of various clinical strategies, including the administration of uterotonics, fluid resuscitation, and surgical interventions, to optimize outcomes and reduce maternal mortality. Her lecture emphasized the importance of a systematic and coordinated approach to managing PPH effectively.



### **Dr. Humera Mansoor**

Chief Operating  
Officer - AMAN,  
Clinical Assistant  
- New Beginnings  
Healthcare

### **Massive Transfusion Protocol**

Dr. Humera Mansoor delivered a detailed lecture on the Massive Transfusion Protocol (MTP), focusing on its critical role in managing patients experiencing severe blood loss. She discussed the key components of MTP, including the timely and coordinated administration of blood products such as red blood cells, plasma, and platelets. Dr. Humera Mansoor highlighted the importance of rapid assessment, proper monitoring, and communication between medical teams to ensure optimal outcomes in trauma or surgical emergencies. She also emphasized the need for preparedness, including pre-established protocols and training, to ensure efficient execution of the MTP in life-threatening situations.



### **Dr. Saba Ansari**

Obstetrician &  
Gynaecologist, IMC  
WHO Master Trainer -  
PPH bundle approach  
& Health System  
Response to Gender-  
based Violence

### **Obstetric Emergencies**

Dr. Saba Ansari delivered a critical lecture on obstetric emergencies, addressing the various life-threatening situations that can arise during pregnancy, labor, and postpartum. She emphasized the importance of early recognition and prompt intervention to reduce maternal and fetal risks. Dr. Ansari discussed common obstetric emergencies, such as hemorrhage, eclampsia, and obstructed labor, and the necessary steps for effective management. She highlighted the need for well-coordinated teamwork, appropriate medical equipment, and the availability of trained professionals to handle these emergencies efficiently, ensuring the best possible outcomes for both mother and child.

## Keynote Speakers



**Prof. Dr. Rashida Sultana**

Department of Obstetrics & Gyne –  
Azra Naheed Medical College,  
Superior University,  
Lahore

### Instrumental Delivery

Prof. Dr. Rashida Sultana delivered a comprehensive lecture and training on “Instrumental Delivery,” focusing on the techniques, indications, and management of assisted deliveries in obstetrics. She explained the circumstances under which instrumental interventions, such as forceps or vacuum extraction, are necessary to facilitate the delivery of a baby when there are complications such as fetal distress or maternal exhaustion. Prof. Dr. Sultana highlighted the importance of proper training and clinical judgment in selecting the appropriate method, ensuring the safety of both the mother and the infant. She also emphasized the need for a multidisciplinary approach, timely decision-making, and monitoring to minimize risks and optimize outcomes during instrumental deliveries.



**Dr. Naghmana Shafi**

Associate Professor  
of Pediatrics  
California University  
of Science and  
Medicine

### Kangaroo Mother Care

Dr. Naghmana Shafi delivered an enlightening lecture on “Kangaroo Mother Care,” a globally recognized method for improving the survival and well-being of preterm and low-birth-weight infants. She explained the core principles of this care model, emphasizing the importance of skin-to-skin contact between the mother and baby to regulate the infant’s body temperature, heart rate, and breathing. Dr. Shafi highlighted the benefits of Kangaroo Mother Care, including improved breastfeeding rates, enhanced maternal bonding, and reduced neonatal mortality. She also discussed its implementation in both low-resource and advanced healthcare settings, emphasizing its role as a cost-effective and evidence-based strategy in neonatal care.



Engaging in hands-on practice and immersive training for real-world experience

**Collaborators**





**Prof. Dr. Zill-i-Huma Nazli**  
Vice Chancellor  
GC Women University  
Faisalabad



## How Organizations are Assisting in Funding and Adapting to Climate Change

Organized by: The Superior University, Faisalabad Campus  
Date: 6th November 2024 (Wednesday)

As part of Research Week 2024, The Superior University, Faisalabad Campus, organized a seminar titled **"How Organizations are Assisting in Funding and Adapting to Climate Change"**. The event featured Prof. Dr. Zill-i-Huma Nazli, Vice Chancellor of GC Women University Faisalabad, as the distinguished speaker. The seminar focused on the pivotal role organizations play in addressing climate change through funding and adaptive strategies. Prof. Dr. Nazli shared valuable insights into the financial mechanisms and collaborative approaches employed by organizations to mitigate climate impacts and promote sustainability. The seminar enhanced participants' understanding of the financial and strategic contributions organizations make toward climate change adaptation, inspiring attendees to explore innovative solutions for sustainable development.

## Institutional Role in Climate Adaptation and Financing Strategies

Organized by: The Superior University, Faisalabad Campus  
Date: 7th November 2024 (Thursday)

Prof. Dr. Yasir Nawab, Dean of the School of Engineering and Technology (SET) at National Textile University (NTU), Faisalabad highlighted the pivotal role institutions play in shaping and implementing climate adaptation and financing strategies. His discussion focused on leveraging institutional frameworks, research capabilities, and policy advocacy to drive impactful climate action. He also emphasized collaboration among academia, industry, and government to secure funding and develop innovative solutions for climate resilience. The seminar provided participants with a comprehensive understanding of how institutions can influence and enhance climate adaptation efforts. Attendees gained insights into strategic approaches for financing and implementing sustainable climate initiatives at both national and local levels.











**Prof. Dr. Yasir Nawab**  
Dean SET NTU, Faisalabad





# Climate Crisis: A Pakistani Legal Perspective

<p><b>Moderator</b></p>  <p><b>Adv. Salman Ahmed Maan</b> Founder Qanoondan Partner Redbrick Chambers Alumni Superior College of Law</p>	<p><b>Panelists</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p><b>Dr. Faqeer Muhammad</b> PhD in Environmental Laws, Glasgow, UK</p> </div> <div style="text-align: center;">  <p><b>Muhammad Manzoor Elahi</b> Climate Policy Expert</p> </div> <div style="text-align: center;">  <p><b>Aamina Qadir</b> Human Rights Advocate, Founder of She-Her Pakistan</p> </div> <div style="text-align: center;">  <p><b>Rehan Rauf</b> Attorney Advisor at the U.S. Government, Environmental Law Expert</p> </div> </div>				  
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## Key Findings and Consensus

- Pakistan's constitutional right to a healthy environment under Article 9 empowers citizens to demand a cleaner environment and legal action against environmental degradation.
- Historical environmental legislation, including the 1983 Pakistan Environmental Protection Ordinance and the 1997 Environmental Protection Act, has laid the foundation for environmental protection, but their implementation remains a challenge.
- Key environmental issues in Pakistan include rising pollution from industrial activities, inadequate waste management, overpopulation, and crop residue burning, all contributing to severe environmental degradation.
- The judiciary's role is crucial, with cases like Shehla Zia recognizing environmental protection as a fundamental right. However, more proactive judicial interventions are needed to enforce environmental laws.
- Climate change in Pakistan is a present and urgent issue, with devastating effects such as floods and food insecurity, exacerbated by poor resource management and the reliance on outdated infrastructure.
- Addressing Pakistan's climate crisis requires stronger enforcement of environmental laws, better funding for climate action, technological solutions for emissions reduction, and enhanced public awareness.

## Islamic Environmental Ethics and Indigenous Climate Solutions: Synergies and Perspectives

Organized by: Department of Islamic Studies, Faculty of Arts and Humanities

Date: 2nd November 2024 (Saturday)

Dr. Ali Waqar Qadri, a renowned Writer, Scholar, Educationist, and Expert in Islamic philosophy and Iqbal Studies, and Director at Minhaj Education Society, under the Department of Islamic Studies, delivered a seminar titled "Islamic Environmental Ethics and Indigenous Climate Solutions: Synergies and Perspectives." The training, attended by 75-80 participants, aimed to explore the intersection of Islamic environmental ethics and indigenous climate solutions. The objective was to identify synergies between Islamic teachings and indigenous knowledge systems to develop sustainable and equitable climate solutions. The training highlighted the understanding of the Islamic perspective on environmental stewardship and the potential for collaboration between Islamic scholars and indigenous communities to address climate change challenges.



**Dr. Ali Waqar Qadri**  
Director  
Minhaj Education Society



# Seminar

## Preserving our planet: Understanding and protecting the environment

Organized by: Department of English Language and Literature,  
Faculty of Arts and Humanities

Date: 30th October 2024 (Wednesday)

The seminar focused on the urgent need for environmental protection and the role individuals, communities, and organizations can play in preserving the planet. Experts in environmental science and sustainability shared insights into key environmental challenges, including climate change, pollution, and biodiversity loss. The seminar also explored practical strategies and innovative solutions for protecting natural resources and ensuring a sustainable future for generations to come. The seminar inspired attendees to take proactive steps in addressing environmental issues, fostering a deeper understanding of the critical importance of environmental preservation and encouraging responsible actions for the protection of our planet.



**Prof. Dr. Mazhar Hayat**  
Chairperson of the Department of  
English Linguistics & Literature  
Riphah International University,  
Faisalabad Campus



## Trainings:

## Training Educators to Teach Indigenous Climate Solutions: Professional Development Approaches

Organized by: Department of Education, Faculty of Arts and Humanities

Date: 31st October 2024 (Thursday)

Dr. Iftikhar Hussain Shah, Director at TEVTA, under the Department of Education, delivered a seminar titled "Training Educators to Teach Indigenous Climate Solutions: Professional Development Approaches." The seminar, attended by 30–35 participants, aimed to explore effective professional development approaches for equipping educators with the knowledge and skills to teach indigenous climate solutions. The objective was to develop a comprehensive framework for teacher training that incorporates indigenous knowledge systems and promotes climate-conscious pedagogy. The seminar helped in understanding of the role of education in addressing climate change and the development of practical strategies for implementing climate change education in schools and colleges.



**Dr. Iftikhar Hussain Shah**  
Director, TEVTA





# SYMPOSIUM

## Igniting Indigenous Innovations: A New Frontier

### Organized by:

Faculty of Computer Sciences and Information Technology  
2nd November 2024 (Saturday)

### Overview:

On November 2, 2024, the Faculty of Computer Science and IT at Superior University, Gold Campus, hosted an insightful and thought-provoking symposium focused on the transformative role of artificial intelligence (AI) and technology in various sectors. This event was of great significance for students, professionals, and researchers in the fields of technology, healthcare, and education. It provided an opportunity for attendees to engage with experts and learn about the latest developments, ethical considerations, and real-world applications of emerging technologies. The symposium's impact extended beyond academic discourse, highlighting the profound societal changes that AI and technological advancements are bringing about.



*Welcome Address by Dr. Arfan Jaffer, the Dean of the Faculty of CSIT*

## International Keynote Speakers



**Dr. Amjad Zafar**  
Assistant Professor,  
Jinnah Hospital,  
Lahore

### AI in Oncology

Dr. Amjad Zafar shared insights on the transformative role of AI in oncology. Participants learned how AI tools enhance early cancer detection, optimize treatment plans, and personalize care. He discussed machine learning's ability to predict outcomes and refine chemotherapy protocols. The session also highlighted AI's role in analyzing genetic data, paving the way for targeted therapies and innovative cancer treatments.



**Prof. Dr. Ayyaz Hussain**  
Professor-  
Department of  
Computer Science,  
Quaid e Azam  
University, Islamabad

### Ethical Use of AI in Education

Prof. Dr. Ayyaz Hussain discussed the ethical use of generative AI in higher education. He highlighted AI tools like automated grading and virtual assistants that enhance learning by personalizing education. The presentation also addressed concerns about biases, data privacy, and the potential replacement of human educators. Dr. Hussain stressed the importance of ethical guidelines to ensure responsible AI use in education.





**Dr. Zahoor Jan**  
Project Director,  
University of Dir

### AI and Economic Growth

Prof. Zahoor Jan discussed how AI drives economic growth by transforming industries through innovation. He highlighted AI's impact on sectors like manufacturing, finance, and agriculture, showcasing examples of increased productivity and job creation. The presentation also explored challenges in AI adoption in emerging economies and emphasized sharing AI's economic benefits equitably.



**Dr. Sheeraz Akram**  
Associate Professor,  
Department of Computer Science,  
Imam University,  
Saudi Arabia.

### Autism Risk Factors DSM-5

Dr. Sheeraz Akram shared insights on autism risk factors using DSM-5 guidelines. He highlighted AI's role in analyzing behavioral patterns for earlier diagnosis and personalized interventions. The session also addressed challenges faced by parents and educators, emphasizing how technology provides support and resources to improve the lives of individuals with autism.

## Panel Discussion

### Empowering Indigenous Voices: The Role of Technology in Community Development

The panel discussion explored how technology can transform indigenous communities by fostering cultural preservation, economic growth, and access to education. It highlighted successful case studies and addressed challenges such as the digital divide, infrastructure gaps, and cultural sensitivity. Emphasizing community-led initiatives, the discussion underscored the importance of tailoring technological solutions to respect cultural identity while empowering local populations through education and economic opportunities.

#### Panelists



**Dr. Amjad Iqbal**  
Associate Professor  
Department of Computer Science, University of Central Punjab, Lahore.



**Dr. Shahid Naseem**  
Assistant Professor (IT)  
Department of Information Sciences, Division of Science and Technology, University of Education, Lahore



**Dr. Muhammad Nazir**  
Associate Professor  
Department of Computer Science, HITEC University, Taxila.



**Dr. Mubashar Mushtaq**  
Associate Professor,  
Department of Computer Science, Govt. FC College University, Lahore



**Dr. Sajid Anwar**  
Professor (CS), Institute of Management Sciences Peshawar

#### Key Findings and Consensus

- Technology has the potential to empower indigenous communities by preserving cultural heritage, promoting economic development, and improving access to education.
- Challenges such as the digital divide, lack of infrastructure, and the need for culturally sensitive solutions pose significant barriers.
- Community-led initiatives are crucial to ensure that technology aligns with the specific needs and values of local populations.
- Tailored technological solutions are necessary to respect and preserve cultural identity while fostering empowerment.
- Successful case studies demonstrate how technology can bridge gaps and create new opportunities for indigenous communities

## Young Innovator Award



The Young Innovator of the Year Award at Superior University is a prestigious recognition honoring undergraduate and graduate students who have demonstrated exceptional creativity, problem-solving skills, and entrepreneurial spirit. The award aims to foster a culture of innovation and innovation among the university's student body, encouraging them to develop innovative solutions to real-world challenges.

### Objectives of the Award

1. Recognize and Reward Excellence
2. Bridging the Gap Between Research and Reality
3. Drive Knowledge Economy and Progress
4. Encourage Research Commercialization
5. Strengthen University Reputation

### Judges



**Prof. Dr. Abdul Qayyum Rao**  
Professor  
(CEMB) Centre of Excellence in Molecular Biology,  
The Punjab University



**Mr. Syed Ali Hunain Zaidi**  
CEO of Hadi E-learning

These were the following projects which were presented by participants.



#### Chromafibra (Bacterial Dying)

**Area / Theme:**  
Biotechnology, Sustainable Fashion, and Textile Innovation.



#### Clapper valve

**Area / Theme:**  
Healthcare Optimization and Patient Safety



#### AgroChar

**Area / Theme:**  
Sustainable Waste Management, Agriculture, and Renewable Energy.



#### Transformative Sofa Design Inspired by BMW (A Modular Furniture Concept for Adaptive Spaces)

**Area / Theme:**  
Modular Furniture Concept, Textile and Material Sciences

## Innovative Financing Models for Indigenous Climate Resilience

Organized by: The Superior University, Faisalabad Campus  
Date: 4th November 2024 (Monday)

The seminar focused on exploring innovative financing models designed to enhance the climate resilience of indigenous communities. Experts discussed a range of financial strategies, including impact investing, blended finance, and community-driven funds, that can be leveraged to support climate adaptation efforts. The session emphasized the need for tailored financing solutions that align with the unique needs and values of Indigenous communities while addressing the challenges posed by climate change. The seminar provided participants with a deeper understanding of alternative financing mechanisms that can empower indigenous communities to build resilience against climate change. Attendees gained valuable insights into how to mobilize resources effectively, ensuring sustainable development and climate adaptation for these communities.



**Dr. Saif Ullah**  
Assistant Professor  
FAST-NUCES, Faisalabad





## Eco-Chef Challenge

### Organized by:

School of Culinary Arts

Date: 31st October 2024 (Thursday)



### Overview:

The second season of Chef's Battle: Eco-Chef Challenge took place on October 31, 2024, in the state-of-the-art University Kitchen Lab. Themed "Promoting Sustainable Cooking Practices to Address Environmental Concerns in the Culinary World," this event aimed to inspire culinary innovation while addressing pressing environmental challenges. The event attracted over 3,000 attendees, including students, influencers, industry professionals, and guests from the Punjab Youth Festival.

### Impact

10	10	20	3,000
Sponsors	Professional Chefs	Home Chefs	Attendees

### Partners



### Sponsors



## Special Guests



**Mr. Asim Javed**  
Director General of the  
Punjab Food Authority  
(PFA)



It is a pleasure to be part of the Eco-Chef Challenge. This event highlights the importance of sustainable practices in the culinary world. As Director General of the Punjab Food Authority, I am proud to support initiatives that promote eco-friendly food solutions, and I am confident this challenge will inspire positive change in our food industry. //



**Miss Anne Sophie Francais**  
(Cultural Officer,  
Alliance Française)



It is an honour to be part of the Eco-Chef Challenge today. As the Cultural Officer at Alliance Française, I am delighted to witness this celebration of culinary creativity and sustainability. Such initiatives are key to fostering a healthier, more eco-conscious food culture, and I am confident these kinds of activities will inspire innovative practices in the industry. //



**Prof. Dr. Chaudhry Abdul Khaliq**  
Managing Director -  
The Superior Group



It is a pleasure to be part of the Eco-Chef Challenge. This event highlights the importance of sustainable practices in the culinary world. I am confident that this initiative will inspire lasting change in the culinary arts, contributing to a healthier and more sustainable future. //



# Chef Fatima Ali Prestigious Champions Award



It's an honour to join the Eco-Chef Challenge, dedicated to my daughter, Fatima, whose spirit inspires me daily. I encourage all participants to pursue their dreams with passion and dedication. Events like these pave the way for a sustainable future through culinary innovation. Together, we can make a lasting impact.

**Mr. Ashtar Ausaf Ali**  
Former Attorney General of Pakistan  
(Father of Chef Fatima Ali)

The Chef Fatima Ali Prestigious Champions Award celebrated the remarkable legacy of Chef Fatima Ali, honoring her influential contributions to the culinary world and her pride in representing Pakistan on global platforms. The event showcased exceptional talent in the Chef Battle, where participants demonstrated outstanding culinary artistry, seamlessly integrating creativity with sustainable cooking practices. Focusing on using local ingredients and eco-friendly techniques, the competition highlighted the chefs' innovative approaches to crafting delectable dishes. Drawing a diverse group of 30 external competitors.



**The Gold winner, Chef Muzammil,** was honored with a trophy, a medal, and a cash prize of **PKR 50,000** for his outstanding creativity and mastery of sustainable cooking.

## The Silver prize

was awarded to Chef Noor-ul-Ain from CHIP, who received a medal for her remarkable culinary skills and innovation.





## Panel Discussion






### Sustainable Design

Organized by: Department of Graphic Design, School of Art and Design

Date: 5th November 2024 (Tuesday)

The panel discussion centred on critical themes integral to sustainability in design. Panelists highlighted the collective responsibility sustainability entails, extending beyond waste reduction to ensuring resource preservation for future generations. They shared practical design practices, such as adopting minimalistic packaging to lower material usage and utilizing eco-friendly printing techniques to reduce carbon footprints.

Challenges in embracing sustainable design, including high costs and resistance to change, were addressed with proposed solutions like government incentives. The discussion emphasized the multidisciplinary role of sustainability, advocating collaboration across fields like design, engineering, and healthcare for impactful environmental conservation. Data-driven insights were also presented, underscoring the global plastic waste crisis and the economic advantages of using recycled materials.

Moderator	Panellists			
				
<b>Mr. Abdullah Azeem</b> Lecturer, Graphic Design, Superior University	<b>Ahmar Abbas Rizvi</b> Creative Director and Managing Partner, Bold Marketing Services	<b>Dr. Nida Ijaz</b> Graphic Designer and Assistant Professor, Lahore College for Women University (LCWU)	<b>Umaima Mohsin</b> Animator, Graphic Designer, and Assistant Professor, Beaconhouse National University (BNU)	

#### Key Findings and Consensus

- Sustainability is a collective responsibility that extends beyond waste reduction to encompass resource preservation for future generations.
- Practical sustainable design practices, such as minimalistic packaging and eco-friendly printing, can significantly reduce environmental impact.
- High costs and resistance to change are major barriers to adopting sustainable practices, requiring innovative solutions like government incentives.
- Collaboration across disciplines, including design, engineering, and healthcare, is essential for effective environmental conservation.
- Data highlights the urgent need for action, with the plastic waste crisis and cost benefits of recycled materials underscoring the importance of sustainable initiatives.

## Panel Discussion

### Sustainable Textiles

Organized by: Department of Textile Design, School of Art and Design

Date: 5th November 2024

The panel discussion on Sustainable Textiles brought together industry experts and academics to explore the evolving landscape of textile design in the context of sustainability. The session examined innovative practices, challenges, and opportunities within the textile industry, emphasizing environmental responsibility and the need for sustainable development.

Panelists discussed key themes such as the adoption of eco-friendly materials, the role of technology in minimizing waste, and the potential of circular economy models in textile production. Challenges like high costs of sustainable alternatives and consumer awareness gaps were addressed with solutions including policy incentives and public education campaigns.

Moderator	Panellists			
 <p><b>Dr. Umer Hameed</b> Assistant Professor, Superior University. Renowned for his expertise in advanced art and design and textile sustainability.</p>	 <p><b>Dr. Nasrullah Akhtar</b> Director, Knitting and Dyeing, Loftex.</p>	 <p><b>Dr. Shah Rukh Shahbaz</b> Manager of Technical Marketing, iTextiles Pvt. Ltd.</p>	 <p><b>Dr. Nabeel Amin</b> Head of Compliance, Ministry of Commerce, Pak Secretariat, Islamabad.</p>	 <p><b>Prof. Dr. Muhammad Tausif</b> Deputy Head of School and Professor of Sustainable Textile Manufacturing, University of Leeds, UK.</p>






### Key Findings and Consensus

- Sustainability in textiles requires reducing carbon footprints and conserving resources to minimize environmental impact.
- The “People, Planet, and Profits” framework offers a holistic approach to balancing human well-being, environmental preservation, and economic growth in the textile industry.
- Recycling and reusing materials, alongside adopting sustainable fibers such as flax, hemp, and wool, are essential for greener textile practices.
- Global comparisons reveal significant differences in consumer behavior and the adoption of sustainable products, with concepts like the “reverse pyramid” (re-purpose, re-use, recycle) offering valuable insights.
- Small and Medium Enterprises (SMEs) face challenges in aligning with sustainability due to climate impacts and export-import compliance, requiring targeted solutions.

## Examining How Radiation Interacts with Atmospheric Components and Affects Climate.

Organized by: The Superior University, Faisalabad Campus

Date: 6th November 2024 (Wednesday)

The seminar focused on the complex interactions between solar radiation and the Earth’s atmosphere and how these interactions contribute to climate dynamics. Experts discussed the role of greenhouse gases, aerosols, and clouds in modulating the Earth’s energy balance, as well as the impacts of radiation on global warming and climate variability. The session provided in-depth insights into atmospheric science, including the mechanisms through which radiation influences temperature patterns, weather systems, and long-term climate trends. Participants gained a deeper understanding of the scientific principles behind radiation and its role in climate systems. The seminar emphasized the importance of studying radiation interactions to better predict and mitigate the effects of climate change.



**Prof. Dr. Yasir Jamil**  
HOD Department of Physics,  
University of Agriculture,  
Faisalabad.



# EnviOn-24

## Climate Change Adaptability: Financing & Creating Indigenous Solutions

### Organized by:

Faculty of Allied Health Sciences

Date: 6th and 7th November 2024 (Wednesday & Thursday)

### Overview:

Faculty of Allied Health Sciences & Faculty of Sciences organized an impactful event titled "EnviOn-24 - Climate Change Adaptability: Financing & Creating Indigenous Solutions," held under the Research Week initiative. This brought together esteemed research collaborators from various institutions and industries to highlight innovative solutions and celebrate contributions to advancing climate adaptability.

### Panel Discussion

## Celebration of Industry-Academia Collaborative Research

The opening day of EnviOn-24 set a vibrant tone for the event, gathering a distinguished panel of speakers, including eminent researchers, industry leaders, and policymakers. These experts shared their insights into the power of collaborative research, emphasizing its pivotal role in addressing climate challenges.

### Moderator



**Dr. Aneela Nijabat**  
University of Mianwali

### Panellists



**Dr. Mehwish Batool**  
COMSATS University



**Tayyaba Sarfaraz**  
SHMZ Labs



**Dr. Muhammad  
Mudassar Shahzad**  
University of Education



**Dr. Nadeem Iqbal**  
Pakistan Chemicals and Bio  
Industries



**Dr. Saba Riaz**  
University of the Punjab



### Key discussions revolved around

- The integration of academia and industry.
- Innovative, community-driven solutions tailored to local ecological contexts.
- Success stories from academia-industry partnerships contributing to impactful climate solutions.



## Sponsors



## Panel Discussion

### EnviOn-24 - Climate Change Adaptability: Financing & Creating Indigenous Solutions

The panel discussion served as a platform for experts, academics, and policymakers to explore the intersections of climate change adaptability, financing mechanisms, and the development of localized solutions tailored to Pakistan's unique environmental challenges.

The panelists emphasized the critical need for indigenous innovation in addressing climate risks, leveraging local knowledge and resources to craft sustainable solutions. Key themes included the role of green financing, public-private partnerships, and community-based initiatives in driving effective climate action. Discussions highlighted successful case studies of indigenous adaptation strategies, such as drought-resistant crops and flood-resilient infrastructure.

The session also addressed the financial and institutional barriers hindering the implementation of climate-resilient projects. Panelists proposed actionable solutions, including increasing access to climate financing, incentivizing green technology investments, and fostering international collaborations to share expertise and resources.

## Panellists



**Mr. Altaf Hussain**

Director of the Zoological Survey of Pakistan



**Mr. Sardar Aasif Ali**

environmental lawyer,  
international climate jurist,  
and green consultant



**Mr. Hameed Ullah Malik**

PDMA Director South,  
Provincial Disaster  
Management Authority



**Dr. Nadeem Iqbal**

Director General of Pakistan  
Chemical and Bioindustries  
Lahore



**Mr. Muhammad Mudassir**

Assistant Professor at  
Education University



**Mr. Sajid Mustafa**

CEO & Co-Founder of Royal  
Bio Energy



**Dr. Abdul Qadir**

Associate Professor at CEES,  
Punjab University

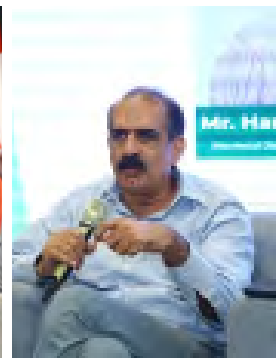
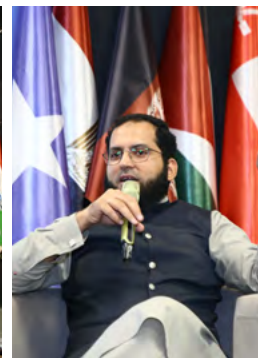


**Mr. Hassan bin Saadat**

Assistant Professor-College  
of Earth & Environmental  
Sciences

### Key discussions revolved around

- Leveraging local knowledge and resources to develop indigenous solutions, such as drought-resistant crops and flood-resilient infrastructure.
- Promoting accessible climate financing and public-private partnerships to fund sustainable and green technologies.
- Addressing financial and regulatory challenges through policy reforms and streamlined access to climate funds.
- Recognizing grassroots initiatives and community engagement as essential for driving effective climate adaptation measures.
- Encouraging international partnerships to share expertise while fostering local innovation for scalable climate solutions.



# Seminar

## Importance of Climate Change Adaptability and Indigenous Solutions

Organized by: The Superior University, Faisalabad Campus  
Date: 4th November 2024 (Monday)

The seminar emphasized the critical role of adaptability in addressing the challenges posed by climate change and explored the value of indigenous knowledge in developing sustainable solutions. Experts highlighted the innovative approaches rooted in traditional practices that Indigenous communities have utilized for centuries to cope with environmental changes. Discussions included case studies on how integrating these solutions into broader climate strategies can lead to effective and equitable adaptation measures. Participants understood the significance of adaptability and the potential of indigenous solutions in combating climate change. The seminar inspired attendees to consider indigenous knowledge vital in formulating inclusive and sustainable climate adaptation strategies.



**Prof. Dr. Tanveer Hussain**  
Rector  
National Textile University,  
Faisalabad



**Mr. Sajjad Kausar**  
Professor,  
School of Architecture  
Beaconhouse National University

## Interventions in the built heritage (Case Study Tollinton Market Lahore)

Organized by: School of Art & Design (SOAAD)  
Date: 8th November 2024 (Friday)

The seminar provided a comprehensive exploration of Tollinton Market Lahore, a landmark dating back to the 1850s, and its significance in heritage conservation efforts. It included a deep dive into the historical interiors of Tollinton Market, reflecting its colonial-era architectural style and cultural importance. The discussions highlighted how the market has evolved, retaining its historical identity amidst urbanization.

The seminar also addressed the impacts of climate change on the site, focusing on issues such as material degradation, reduced thermal efficiency, and environmental wear. Experts shared insights into modern challenges in preserving heritage interiors under changing climatic conditions. Successful adaptive reuse strategies were showcased, demonstrating how traditional craftsmanship can be integrated with sustainable techniques to repurpose heritage spaces, improving functionality without compromising historical integrity.

A key theme was the community-driven conservation initiatives, emphasizing the importance of local engagement in preserving heritage. The role of the community in ensuring both the longevity and relevance of heritage interiors was discussed in depth. Participants left with a nuanced understanding of the intersection of heritage preservation and sustainability, encouraging collaborative approaches to protect architectural history while addressing contemporary challenges, setting a precedent for similar conservation projects.





## Panel Discussion

### F3 Fashion | Face | Food

Organized by: Department of Fashion Design, School of Art & Design (SOAAD)

Date: 4th November 2024 (Monday)

The panel discussion focused on the interconnectedness of fashion, face, and food, emphasizing how these three elements influence cultural trends and sustainability. Experts from the fashion design, beauty, and food industries explored how design aesthetics, skincare, and sustainable food practices can work together to promote a holistic, environmentally conscious lifestyle.

Key points included the importance of eco-friendly fabrics in fashion, ethical beauty products, and how food choices impact both personal health and the environment. The discussion highlighted the rise of clean beauty, organic skincare, and plant-based food options, and how they are being embraced as part of a more sustainable and ethical lifestyle. The panel also touched upon the role of cultural and societal influences in shaping consumer behavior across fashion, skincare, and food choices, encouraging designers, beauty experts, and food producers to collaborate for a greater impact. They emphasized that the fashion, beauty, and food industries have a shared responsibility in fostering sustainability and promoting ethical consumerism.

#### Moderator



**Zeeshan Ali Adnan**  
Program Leader, Fashion  
Design, Superior University

#### Panellists



**Dr. Usman Sana**  
Associate Professor  
Azra Naheed Dental College,  
Superior University Lahore



**Maryum Sohaib**  
Culinary Artist Assistant  
Professor School of Culinary  
Arts, Superior University



**Aleena Qadeer**  
Fashion Stylist



**Sami Yazdani**  
Fashion Design Professional  
/ Photographer



**Rabiya Asim**  
Lecturer  
Cultural Studies Department,  
National College of Arts,  
Lahore



#### Key discussions revolved around

- The intersection of fashion, beauty, and food plays a crucial role in shaping sustainable and ethical consumer behavior, with a growing emphasis on eco-friendly practices across all sectors.
- Eco-friendly fabrics, clean beauty products, and plant-based food options are gaining traction as key components of a sustainable lifestyle, reflecting a shift towards more environmentally conscious choices.
- Cultural and societal influences heavily impact consumer decisions in fashion, skincare, and food, suggesting the need for industry collaboration to promote sustainability.
- The panel emphasized the importance of integrating sustainability into design, beauty, and food production processes, urging a more ethical approach to consumerism.
- Interdisciplinary efforts across the fashion, beauty, and food industries are essential to create a holistic, sustainable future, combining innovation and responsible practices for greater global impact.

# Seminar

## Addressing Climate Change and Financial Stability: Innovations in Pharmacy Research.

Organized by: Faculty of Pharmacy

Date: 5th November 2024 (Tuesday)



This seminar explored the intersection of pharmacy research, climate change, and financial stability, emphasizing innovative approaches within the pharmaceutical sector to address environmental challenges. Discussions focused on the development of sustainable pharmaceutical practices, reduction of ecological footprints in drug production, and cost-effective solutions to ensure financial sustainability in pharmacy-related industries.

Participants also examined the role of green chemistry, eco-friendly packaging, and innovative supply chain models in reducing the environmental impact of the pharmaceutical sector. The session emphasized the importance of integrating climate-conscious strategies into pharmacy research to achieve long-term sustainability. The seminar provided attendees with insights into advancing environmentally sustainable practices in pharmacy research while maintaining financial viability. It fostered dialogue on innovative approaches to align pharmaceutical advancements with global climate goals.

### Research Talks



Prof. Dr. Aneela Anwar praised the university's commitment to fostering impactful research, highlighting its role in advancing her work on antimicrobial nanomembranes for sustainable water and air purification. She appreciated the university's research-driven ecosystem and support for addressing global challenges

**Prof. Dr. Aneela Anwar**

Department of Chemistry, University of Engineering & Technology, Lahore

Dr. Muhammad Yar shared valuable insights on the critical role of intellectual property in the commercialization of biomaterials, emphasizing its importance in protecting innovation and fostering industry partnerships. He also highlighted the challenges and opportunities in translating biomaterials from laboratory research to clinical applications

**Dr. Muhammad Yar**

Associate Professor at the Interdisciplinary Research Center in Biomedical Materials (IRCBM), COMSATS University, Lahore





Dr. Alicja Kosik-Kozioł praised the university for its strong focus on innovation and research, which has significantly supported her work in sustainable dermatology solutions.

She highlighted how the university's resources and collaborative environment enable to explore of new, eco-friendly approaches in skincare

**Dr. Alicja Kosik-Kozio**

Institute of Fundamental Technological Research, Warsaw

Prof. Dr. Filippo Pierini expressed his appreciation for the university's dedication to fostering innovative research, which has been pivotal in advancing work on stimuli-responsive nanomaterials for biomedical applications.

**Prof. Dr. Filippo Pierini**

Institute of Fundamental Technological Research,  
Polish Academy of Sciences, Warsaw



## Industry-Academia Synergy: MoU Signing with Albert Pharmaceuticals

The partnership between Superior University's Faculty of Pharmacy and Albert Pharmaceuticals marked a significant milestone, focusing on collaborative research, industry-integrated learning, and sustainable innovations in pharmacy. Key provisions included:

1. Collaborative research projects on drug safety, quality control, and pharmacological innovations.
2. Student internships offering exposure to industry practices.
3. Faculty training programs bridging academic expertise with industrial needs

### Actionable Recommendations

#### To ensure long-term impact:

- Integrate advancements in nanotechnology and biomaterials into pharmacy education.
- Promote structured industry-academic collaborations for innovation and career pathways.
- Establish sustainability-focused practices in pharmaceutical research and manufacturing.
- Encourage publication of research in high-impact journals to enhance global visibility.
- Foster interdisciplinary collaborations to drive innovation.



The signing ceremony of the MoU between Superior University and Albert Pharmaceuticals officials marks a significant step towards bridging academic research and industry innovation.



# Innovation @ Superior



Innovation at Superior is a series that showcases the innovative research ideas and projects of students and faculty at Superior University in Pakistan. The series highlights the creativity and problem-solving skills of university researchers as they tackle real-world challenges and develop cutting-edge technologies. Each episode features a different project and explores the process behind its development, as well as its potential impact on society.



Scan the code  
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# 13th Superior Journal Committee Meeting

On October 24, 2024, the Office of Research, Innovation, and Commercialization (ORIC) proudly hosted the 13th Superior Journal Committee meeting, bringing together our dedicated journal committee members for a momentous occasion. The agenda included a training session on OJS processing, updates on a unified editorial board structure, and a progress report on indexing efforts. Editorial members shared valuable recommendations to further strengthen our journals' impact.



# Our Knowledge Dissemination Platforms

## Superior's Research Journals

The commitment of Superior University to fostering a robust research environment is evident through its dedication to knowledge dissemination and exchange. Recognizing the pivotal role played by esteemed journals in cultivating a vibrant research culture, the university takes pride in its publication of 12 journals, with 7 of them acknowledged by the HEC Journal Recognition System (HJRS). These recognized journals persistently release their issues, furthering the university's contribution to quality research. We are pleased to share that the following journals of Superior University:

Chief Editor: Prof. Dr. Sumaira Rehman

HEC Recognized

### International Journal of Management Research and Emerging Sciences

#### Areas

- Accounting • Banking • Behavioral Finance
- Business Intelligence & Strategy • Business Model Innovation & Others

Chief Editor: Prof. Dr. Muhammad Naveed Babur

HEC Recognized

### Journal of Biological and Allied Health Sciences

#### Areas

- Cell Biology • Developmental Biology
- Structural Biology • Microbiology • Molecular Biology & Genetics & others

Chief Edit: Prof Dr. Muhammad Naveed Babur PhD

HEC Recognized

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