

## CELEBRATES EXTRA CURRICULAR WEEK 2015

Ziauddin Literary and Cultural Society (ZLCS) organises Extra Curricular Week (ECW), a five-day extravaganza in the college premises from February 23-27, 2015. ECW'15 comprised of Scavenger Hunt, Tombola, ZLCS Play 'Half Plate' by Anwar Maqsood, movie screening of 'Big Hero 6' on student demand, a beach trip and talent show where students showcased interesting individual and group performances. The fun-filled week was closed by the glamorous awards ceremony- Z'Oscars.

The Society holds Extra Curricular Week each year in order to improve extracurricular involvement and boost personal development among students. It also takes active part in charitable work and organises an 'Iftarnival', iftar and carnival for the physically and mentally handicapped children at Dar-ul-Sukun during Ramadan.



# ZIAUDDIN UNIVERSITY

NEWSLETTER JANUARY '15 - MARCH '15  
VOLUME 02 ISSUE 01

## ZIAUDDIN UNIVERSITY HOLDS FIRST NATIONAL CONFERENCE ON COMMUNICATION, VOICE AND SWALLOW DISORDERS

Ziauddin University hosts the First National Conference on Communication, Voice and Swallow disorders (1st NCCVS), organised by College of Speech Language and Hearing Sciences in collaboration with Speech and Hearing Association of Pakistan. Both entities have taken a critical step in organising a national level conference where professionals provide well integrated multidisciplinary treatments to those affected by communication, voice and swallow disorders.

first college to produce qualified speech therapists. "We must impart expertise and learn in order to transfer it to younger generation who is the future of Pakistan," he said.

Prof Dr Pirzada Qasim, Vice Chancellor, Ziauddin University, showed his conviction for the success of College of Speech Language & Hearing Sciences. "A breakdown at any point in the communication chain can be emotionally tormenting to the individual and to the family," he said while addressing the audience.

Ms Amina Siddiqui, Speech Language therapist, Principal, College of Speech Language & Hearing Sciences, and chair of the conference, said that communication is inherent to our existence; it is the divine blessing that makes us who we are. She further added that it is essential to initiate intervention for over 23 million inflicted with communication disorders in Pakistan, and to establish training programmes for furthering the profession of speech and language therapy in our country. "One of the aims of this conference is to place Pakistan on the world map in the field of speech language pathology," she said.

Dr Abdul Ghaffar Billoo, President Speech & Hearing Association of Pakistan reminiscence over days when selfless efforts were made with visionaries and pioneers of this distinctive field. He was elated to be the part of the conference and to see this college rising and mounting successes.

Ms Tara Uzra, President of Dawood Global foundation highlighted the importance of communication in a society. She

While addressing the audience, chief guest, Prof Dr Masood Hameed, Vice Chancellor, Dow University of Health Sciences, discussed the importance of having human resource to deal with the challenging tribulations of the society such as communication disorders. He appreciated the intricate efforts of Ziauddin University in establishing nation's

**INSIDE INSIGHT**

- PAGE 01  
ZIAUDDIN UNIVERSITY HOLDS FIRST NATIONAL CONFERENCE ON COMMUNICATION, VOICE AND SWALLOW DISORDERS
- PAGE 02  
EDITOR'S NOTE MESSAGES
- PAGE 03  
ZIAUDDIN UNIVERSITY HOLDS THREE-DAY NATIONAL CONFERENCE ON ADVANCES IN HEALTH SCIENCES  
ZIAUDDIN UNIVERSITY ORGANISES A SYMPOSIUM ON GYNAECOLOGY & FETOMATERNAL COMPLICATIONS
- PAGE 04  
ZIAUDDIN UNIVERSITY TAKES PROACTIVE APPROACH TO FIGHT AGAINST CANCER
- PAGE 05  
ICMS EXPLORES THE IMPACT OF SOCIAL MEDIA  
WELCOME TO ZU FAMILY FROM THE DESK OF HR
- PAGE 06  
COMMENCEMENTS
- PAGE 07  
COLLEGE OF DENTISTRY TO INTRODUCE MDS PROGRAMME IN NEAR FUTURE  
AAO PARHAO  
ZIAUDDIN UNIVERSITY- MENTORING MODEL PRESENTED IN NEW ZEALAND
- PAGE 08  
ZIAUDDIN LITERARY & CULTURAL SOCIETY



# MESSAGES

## DR. ASIM HUSSAIN

CHANCELLOR, ZIAUDDIN UNIVERSITY

This newsletter will, we hope, give you a flavour of what makes Ziauddin University special, in terms of our academic expertise and research. This newsletter will give you an insight of a dazzling array of resources, news, events, programmes, and opportunities at Ziauddin University.



This University has come a long way in a short period of time. We have a strong professional orientation with focus on academic excellence and graduate employability. We provide an integrated value system that encourages students to adapt ethical and moral principles. Imparting the positive characteristics in students increases their level of commitment professionally, which leads to further strengthening their careers. I hope things will settle down and we can plan ahead in a peaceful environment. I hope for us, and for our country and aspire for a much brighter tomorrow.

## PROF. DR. PIRZADA QASIM RAZA SIDDIQUI

VICE CHANCELLOR, ZIAUDDIN UNIVERSITY

Ziauddin University is proud to present among its other publications a very own quarterly newsletter highlighting various remarkable events of the University. The newsletter has many dimensions which cover at length varied aspects of students and faculty.



Ziauddin University has been and always will evolve with the passage of time adding new programmes and modifying the others according to the growing demands of the time, keeping in focus a high standard of professionalism and human values for the new generation of students.

I hope that you find interesting reading through the contents of this first issue of the University newsletter.

### CONTINUED FROM PAGE 01 ZIAUDDIN UNIVERSITY HOLDS FIRST NATIONAL CONFERENCE ON COMMUNICATION, VOICE AND SWALLOW DISORDERS

expressed her hopes that the conference would serve as the bridge to eliminate the breach in the society present due to the lack of communication.

Ms Mahnaz Maqbool, Speech Language Pathologist from USA, recalled the earlier period when children with differences were shunned from the society and hidden in their homes never to be seen or heard. She explicated the audience regarding our

current educational system, its downside, and ways to alter it to address both the rich and the underserved equally.

The conference began with the recitation of Holy Quran by two children with bilateral profound sensorineural hearing loss. It was followed by national anthem sung by students of the schools AURA and ACELP.



# CONFERENCES & SEMINARS

## ZIAUDDIN UNIVERSITY HOLDS THREE-DAY NATIONAL CONFERENCE ON ADVANCES IN HEALTH SCIENCES

Research Department under the Faculty of Health Sciences, Ziauddin University held a three-day National Conference on Advances in Health Sciences with the theme of "Research and Innovation for Better Health", and Clinical Proteomics Workshop in collaboration with Pakistan Science Foundation.

The inaugural session was opened by Vice Chancellor Prof Dr Pirzada Qasim Raza Siddiqui. While welcoming the chief guests Prof Dr Nessar Ahmed, Prof Dr Yvonne Alexander and speakers, the VC emphasised on research collaboration with international and national scientists through such platform.

Prof Dr Nessar Ahmed, Manchester Metropolitan University, UK focused on the increase in iron deficiency in children from Liverpool to Karachi. He highlighted that environmental exposure is adversely affecting the children in Karachi.

The scientific session started with a plenary lecture by Prof Dr Yvonne Alexander, Manchester Metropolitan University, UK. He

spoke on disease mechanism to novel therapies focusing on atherosclerosis tissue engineering and complex wound healing in diabetes to provide a realistic translation in to treatments and cardiovascular reconstructive techniques.

This was followed by an informative lecture by Rafat Ali Siddiqui from Indiana University School of Medicine USA and Naveed Khan from Agha Khan University. Prof Touqeer Ahmed from NUST Islamabad discussed Prions in neurological disease and role of thalamic neuron in emotional learning. Dr Manzoor Zaidi of Baqai University gave an overview of the state of cancer in Pakistan. The afternoon session was dedicated to young scientists to display their Oral and Poster presentations.

The conference of national significance intended to promote advancement in the cutting edge technology. It addressed most of the current trends, development and the achievements in the field of health science research.



THEME: RESEARCH AND INNOVATION FOR BETTER HEALTH

## SYMPOSIUM HELD TO RAISE AWARENESS OF GYNAECOLOGY & FETOMATERNAL COMPLICATIONS

Ziauddin University organised a full day symposium on March 01, 2015 focusing on the complications of Gynaecology and its treatment.

Prof Rubina Hussain, Chairperson Pakistan Menopause Society and Head of Gynaecology and Obstetrics department Ziauddin University discussed the cognitive problems with menopause. She said self-reported memory problems are common in perimenopausal women. She advised that regular exercise, social activities, balanced diet and fulfilling life style are helpful in maintaining good cognitive performance.

Mr Sherif Abdul Fattah, Scientific Editor BJOG and MTI Officer at Royal College of Obstetricians & Gynaecologists (RCOG) highlighted application criteria of MTI Programme. He said the College has run MTI scheme for a number of years and currently has over 100 doctors from around 10 different countries in posts across the UK. He stated that one million babies die each year as a result of prematurity. Preterm birth compli-



cations are the leading cause of death among children under five years of age.

Dr Kashif Shazlee, Head of Radiology Department, Dr Ziauddin Hospital spoke on the role of interventional radiology in the management of obstetrical & gynaecological disorders. He said Interventional Radiology (IR) has a great impact on reproductive

health, particularly complications related to pregnancy, childbirth and female fertility. IR embolisation is a safe, reliable and effective treatment option in the management of Postpartum Hemorrhage (PPH) and other gynaecological emergencies.

Dr. Tariq Siddiqui, Director Oncology, Dr. Ziauddin Hospital, Dr. Talha Abdul Halim and Mr. Shaikh Farhan Chawla also addressed the audience. The event was attended by large number of participants including medical students, doctors, paramedical staff from different universities and hospitals.

# FROM THE DESK OF EDITOR

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

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

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

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

Best regards,  
Editor.

# SEMINARS & WORKSHOP

## ZIAUDDIN UNIVERSITY TAKES PROACTIVE APPROACH TO FIGHT AGAINST CANCER | WORLD CANCER DAY

In order to spread awareness about different types of cancer, Ziauddin University organised a seminar, 'Not Beyond Us' to mark World Cancer Day. The seminar focused on the barriers in cancer cure and the importance of screening and early diagnosis.

Criticising the government's priorities regarding health, Vice Chancellor Prof Dr Pirzada Qasim Raza Siddiqui said, "Only 1% of GDP is allocated for health care in Pakistan." Dr Quratulain Badar, Radiation Oncologist at Dr Ziauddin Hospital classified the barriers in patient related, doctor related and system related factors, and argued that lack of routine checkups, delay in diagnosis, financial crises, alternative medication and lack of qualified specialists are major obstacles to diagnosis and treatment of cancer.

Dr Najeeb Niamat Ullah, Consultant Medical Oncologist at Shaukat Khanum Memorial Cancer Hospital elaborated the financial impact of cancer. He analysed the relationship between health care expenditure and life expectancy. He quoted a study that says two percent of cancer patients were driven into bankruptcy by their illness and its treatment. "The

only way to cost effective health care is to say no to tobacco, eat vegetables and fruits, exercise regularly and sleep properly," he said.

Prof Dr Abbas Zafar, Associate Dean at Ziauddin University spoke on the awareness and prevention of oral cancer. He stated that oral cancer is the sixth most common cancer in the world but it is rising rapidly in southern areas of Pakistan, particularly in Karachi. Dr Tariq Siddiqui, Director Oncology, Dr Ziauddin Hospital discussed the evolution of chemotherapy, types of prescriptions and how to make the right choices. Presenting the history of chemotherapy, he said "Chemotherapy is hijacked by infectious diseases, when antibiotics were used in treating infections." He advised cancer patients to have good quality tests, go to places where there are teams for treatment, keep their nutrients up and ask questions that concern them.

Dr Naila Zahid, Head of Oncology Department, Liaquat National Hospital stressed on screening and early diagnosis of cancer. Prof Dr Pirzada Qasim Raza Siddiqui praised the speakers for their valuable contribution in the field of medicine and urged students to volunteer for health campaigns.



## ZU CATCHES ATTENTION AT 12TH DAWN EDUCATION EXPO

Hundreds of students interested in health sciences and media studies flocked to ZU stall as the University participated in the 12th DAWN Education Expo held on February 14-15, 2015 at the Expo Centre, Karachi. A delegation comprising faculty and students represented the university at the two-day event and introduced potential students to their colleges and programmes.

Pupils showed keen interest in graduate and postgraduate programmes being offered by ZU, besides admission criteria, fee structures and scholarships. Director Student Affairs, Mr Raza Abbas answered queries of students and provided them

with career guidance. He explained them about the career prospects of various programmes and helped them make the right choice according to their interests.

Student Ambassadors from Ziauddin Faculty of Medicine, College of Dentistry, Faculty of Pharmacy, College of Speech Language and Hearing Sciences, College of Nursing, Faculty of Allied Health Sciences, College of Biomedical Engineering, College of Physical Therapy and Institute of Communication and Media Studies (ICMS) shared their academic experiences and involved the young scholars and their parents in interactive discussions.



# MISCELLANEOUS

## ICMS EXPLORES THE IMPACT



## OF SOCIAL MEDIA

Considering the tremendous impact of social media on our culture, business and the world-at-large, Institute of Communication and Media Studies, Ziauddin University held a seminar titled The Impact of Social Media. The seminar was aimed to highlight the role of social networking sites in civil society activism, political activism, fundraising, citizen journalism, justice and business.

Dr Awab Alvi, a dentist, blogger and political activist, shared his journey of social and political activism. Elaborating the open nature of social media, he said "Information for just about everyone can be found on social networking sites. Be watchful of what you post online, if you don't like people to take your pictures, intervene and stop them." He urged students to control their social media environment just as they manage their home environment.

Social media can be a great tool to help share the message of humanity and achieve fundraising success. Dr Alvi spoke

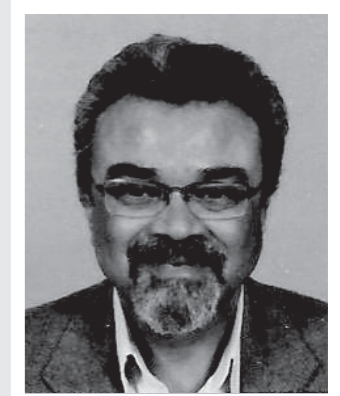


about the funds he raised for IDPs and affectees of natural disasters through online call. "The only secret tip to trigger likes and retweets is to post sensibly. Be honest and don't be scripted," he said while speaking about success on social media.

Anoushey Ashraf, renowned TV host expressed her concerns over the uncontrolled nature of social media. "If you want to make a difference or have something meaningful to share, social media is the best way to reach people." She advised the youth to stop spending time uselessly on social media. Fatir Siddiqui, blogger and social media specialist, highlighted how social media has encouraged citizen journalism during the past few years. He discussed the campaigns that brought the murderers of Shahzeb Khan to justice and urged the media students to use social media with responsibility.

## WELCOME TO ZU FAMILY

Dr Mervyn Hosein (FDS RCSE, FDS RCS, FFD RCSI) renowned Maxillofacial Surgeon as well as leading private practitioner has joined Ziauddin University as the Dean Faculty of Dentistry. Dr Hosein has a vast experience of working in public and private sector universities. He graduated in 1972 from Liaquat University of Medical & Health Sciences, Jamshoro and went abroad for post-graduate studies.



After coming back to Pakistan in 1978, Dr Mervyn Hosein started his private practice by the name of "Dr Hosein and Associates" and joined Maxillofacial Surgery Unit at Liaquat National Hospital in 1985. Later in 1990, he was appointed by Dow Medical College as an Assistant Professor at Oral and Maxillo-Facial Surgery Unit. It was the first unit recognised by College of Physicians and Surgeons for FCPS Training. In 2002, he became a part of Hamdard College of Dentistry and led Hamdard University as Vice Principal. Dr Hosein has now joined Ziauddin University as Dean Ziauddin College of Dentistry.

## BIRTHDAY WISHES FROM THE VICE CHANCELLOR AND REGISTRAR

A fun initiative that was started in February 2014 is wishing employees on their birthdays. The day starts with Human Resources calling the employee to say "many happy returns of the day!" We receive a pause from the other end and then a sudden, excited reaction from employee "You are the first person who is wishing me!" At 3pm they meet the VC or Registrar for more good wishes, a cake and picture.



**FROM THE DESK OF**  
**HR** ZIAUDDIN UNIVERSITY  
 HUMAN RESOURCES DEPARTMENT

# COMMENCEMENTS

## FACULTY OF PHARMACY WELCOMES FRESHMEN

Ziauddin Faculty of Pharmacy inducted 107 students in its eleventh batch of Pharm. D programme from a pool of intelligent applicants. These students have joined more than 500 future pharmacists who are already enrolled at the university.



Prof Dr Pirzada Qasim Raza Siddiqui, Vice Chancellor, Ziauddin University welcomed the fresh batch and ensured to provide quality education to all our students. "We pride ourselves on creating future leaders and thinkers who have creativity and values," he said.

"Pharmacists are needed in hospitals for evaluation of

medicines prescribed for the ailing patients. The students of Pharmacy have bright future in health-care," Sardar M. Yasin Malik, Chairman, Hilton Pharma (Pvt.) Ltd said while addressing the simple commencement ceremony in Clifton campus. He said that the medical profession

is no longer generic and has specialised areas. He advised students to exercise punctuality and productive time management in order to achieve professional excellence.

Prof Dr N.A. Jafarey, Prof Dr Anwar Ejaz Baig, Prof Ali Akbar Sial, Dr Nida Hussain, Mr Raza Abbas also spoke on the occasion.

# COLLEGE OF SPEECH LANGUAGE AND HEARING SCIENCES

## CLSHS WELCOMES CLASS OF 2019

Ms Amina Siddiqui, Principal CSLHS, welcomed the latest batch of 15 students at College of Speech Language and Hearing Sciences, Ziauddin University in an orientation ceremony organised at ZU auditorium on January 12, 2015. This is the ninth batch of college and is expected to graduate in 2019.



"On behalf of the administrative staff and faculty members, I would like to extend a warm welcome to all our young students," she said. She ensured the students of their sound academic development at the college. Ms Siddiqui also shared the annual report of the year 2013-14 which highlighted the collaborative efforts of the college and Speech and Hearing Association of Pakistan (SHAP) in producing competent professionals in Pakistan.

Prof Dr Pirzada Qasim Raza Siddiqui greeted the newly enrolled BS students and spoke about the immense need of the speech

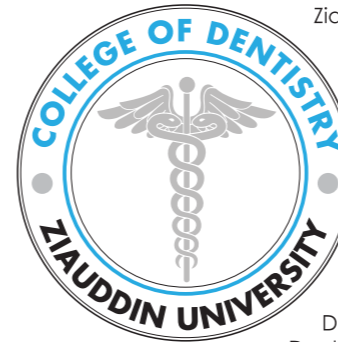
therapists in the country. Other faculty members and students also addressed the audience. Ms Ibrah Shah welcomed all the new students and briefed them about the courses designed for speech and language therapists/pathologists per semester. Ms Tahoorah Javed, a final year student,

shared her experience of learning at CSLHS. "I found myself and my batchmates to be at par with students in the developed countries during my visit to the USA in 2013," she said.

Dr Arshia Naqvi, Director Quality Enhancement Cell spoke about the role of QEC in monitoring the BS SLT and other programmes in ZU, and informed the students about a complaint cell in QEC. The event was ended by distributing certificates to students who have shown high academic performance.

# MISCELLANEOUS

## COLLEGE OF DENTISTRY TO INTRODUCE MDS PROGRAMME



Ziauddin University will soon introduce Masters Degree Programme in Dentistry as part of its new post-graduate programmes to respond to the high demand of health professionals in the global market.

Dr Nuzhat Hassan, Principal Ziauddin College of Dentistry said the Master of Dental Surgery (MDS) programme which aims to prepare dental hygienists for leadership roles in education, administration, public health, and dental hygiene, has been approved by the Pakistan Medical and Dental Council (PMDC).

She said a committee has been set up by ZU's Academic Council to develop the curriculum that foster development of critical analysis, research skills, and advanced clinical skills among students. The MDS degree will provide graduate training in the disciplines of Oral Pathology, Orthodontics, Operative Periodontology and Oral and Maxillo-Facial Surgery. The aim of each discipline is to prepare graduate students to become registered dental specialists.



## AAO PARHAO SELECTS 11 BEST TEACHERS FROM ZU

Vice Chancellor Prof Dr Pirzada Qasim Raza Siddiqui, Director Students Affairs Mr Raza Abbas and nine teachers from Ziauddin University has been bestowed the "Best Teacher Award" under Aao Parhao campaign, an initiative of Express Media Group for encouraging existing teachers and inspiring new students about teaching profession.

"In today's world, a teacher is not merely a subject expert who imparts knowledge, but a mentor who grooms the learner and enables him to process knowledge into wisdom," said Prof Dr Kamran Hameed, Dean Faculty of Medicine, Ziauddin University in a message published on Aao Parhao's official website.

Teachers who were appreciated in the event held at ZU auditorium are Dr Kevin Bordges, Faculty of Medicine, Mr Farrukh Rafiq Ahmed, Faculty of Pharmacy, Ms Mehwish Zeeshan, Faculty of Allied Health Sciences, Dr Haroon Rashid Baloch, College of Dentistry, Ms Stella Naheed, College of Nursing, Engr Sidra Aga, College of Biomedical Engineering, Ms Amina Siddiqui, College of Speech Language and Hearing Sciences, Mr Kaleemullah Bin Babar, College of Physical Therapy and Mr Iqbal Jamil, ICMS.



## ZIAUDDIN UNIVERSITY MENTORING MODEL PRESENTED IN NEW ZEALAND

Distinguished Scholars and Practitioners from across the globe recently congregated at The University of Waikato in Hamilton, New Zealand at the Inaugural Transforming Together: Coaching and Mentoring Conference.

Mr. Raza Abbas, Director Student Affairs, Ziauddin University and Pioneer of Professional Career Counseling and Mentoring in Pakistan presented his new research paper on: "The Institutionalized Career Mentoring Model of a Private University in Pakistan". He shared that students in Pakistan do not have a professional support system where they can be professionally groomed and mentored. He conceptualized a pioneering mentoring model for university students at Ziauddin University. He stated that mentoring is no longer a myth for students in Pakistan it is now becoming a necessity for our youth to thrive in the global economy. By having an institutionalized mentoring model it will bridge the gap between industry and academia and employers will receive skilled human resource.

His presentation was well acknowledged by global scholars and practitioners and they acknowledged and appreciated the efforts of Ziauddin University and Mr. Raza Abbas for institutionalizing mentoring in university students.