Lt. General (Rtd) Ali Muhammad Jan Aurakzai Grades IM|Sciences’ Achievements As “Highly Remarkable”

The N-WFP former Governor, Lt. Gen. (Rtd) Ali Muhammad Jan Aurakzai, has described the performance of Institute of Management Sciences, Peshawar, as highly remarkable and desired that it should keep up its standards and continues the struggle to achieve the goals set before it.

Presiding over the 10th meeting of the Board of Governors of the Institute on September 12, 2007 at Governor’s House, the Governor who is also the Chairman of the Board said, “Indeed the progress of the Institute is very good and the Board would continue to closely watch its working”.

Talking about the future development of the Institute, the Governor said, “It should not only continue practice of developing linkages with quality educational institutions internationally but further encourage student exchange programmes with sister institutions both within the country and abroad. This, he added, will create the possibility of better interaction and incorporation of fresh ideas at every level and thus give further boost to the Institute.

While referring to the present intake position of the Institute, the Governor said, “It owes a lot to provide quality education to the youth both from the province and FATA and it should also continue the efforts to explore possibilities that maximum number of students from the remote areas are benefited from its facilities, while strictly following the principles of merit”.

It is worth mentioning here that the Institute was established seven years back and its student strength has reached 1585 presently while after completion of all its mega projects, the total enrolment of the Institute will cross 6400 students within the next few years. Meanwhile, the meeting deliberated in detail the working of the Institute and approved its budgetary allocations for the year 2007-2008 as well as certain organizational matters. The meeting also approved the extension in the services of the present Director of the Institute, Dr. Nasar Ali Khan, for another term of four years and eulogized his contribution.

Earlier during a briefing, the meeting was informed that 553 students, amongst the present lot of the Institute, are availing scholarship facilities which also include 72 need based scholarships under the Pakistan-US joint programme. Apart from this, it was added that 30 scholarships are being sponsored by Khuwabah Bank for the students hailing from FATA.

As far as research studies are concerned, 23 teachers have already been enrolled for PhD level education while cases of another 29 are in the process and ten students are going abroad for higher studies this year as well. The meeting was further informed that the new campus of the Institute is to be established at Talie in Khyber Agency and will have the capacity to accommodate 3000 students and a piece of land measuring 400 kanals has already been acquired for this purpose.
US Support for Education and Healthcare to Continue

By Mr. S. Aamir Khalil

The United States is providing $105 million this year for the FATA program. The objective of this long term assistance is to improve economic and social conditions for local communities and support sustainable development. Through these efforts the United States hopes to build confidence and trust through a consultative approach that identifies and implements small community improvement projects.

Tracy noted that this effort will help to create economic opportunities for people in FATA with employment generation programs including cash for work, skill development and vocational training, support for the agriculture, livestock and trade sectors, and community infrastructure.

Tracy stated that the goal is to offer hope of better health care, better education, from 26 Pakistan for the people of the poorest areas of Pakistan.

The United States is doing this because Pakistan is our partner and ally in the region and we have a long term commitment to help Pakistan become more democratic, prosperous, and peaceful.

Japanese Ambassador Reiterates Support to Students of IM|Sciences

By Mr. S. Asim Khan

He said that the government of Japan under this Need-Based Scholarship Programme gives special consideration to the students from the Federally Administered Tribal Areas (FATA) and added, “I would like to encourage students to apply for this scholarship.” It is worth mentioning here that the Higher Education Commission and the Institute of Management Sciences, Peshawar, welcomed 1500 students from 26 Pakistani universities will receive scholarships under this scheme. He further implied that the US government support in completion of their higher studies and expressed the hope that such efforts would see more vibrations by giving a chance to the deserving students, hindered by any sort of problem in the completion of their studies.

Earlier in his speech the Joint Director of the Institute of Management Sciences, Peshawar, Dr. Muhammad Mohsin Khan, said that those 33 students who got scholarships will go a long way in reminding them about the Japanese government support in completion of their higher studies and expressed the hope that such efforts would see more vibrations by giving a chance to the deserving students, hindered by any sort of problem in the completion of their studies.

Earlier, Muhammad Mohsin Khan, Joint Director of the Institute of Management Sciences, Peshawar, welcomed the chief guest and the bankers present on the occasion.

SBP Focusing on Training in Agriculture Lending

By Mr. Ali Hashim

Commercial sustainability of a farmer is a key factor in increasing agricultural lending, said Muhammad Ashraf Khan, Director Agriculture Credit Department, State Bank of Pakistan, while delivering a lecture at the Institute of Management Sciences, Peshawar.

The lecture was arranged for the faculty and students of the institute and bankers.

Mr. Ashraf said that the State Bank of Pakistan has arranged a $100 million grant from DFID for awareness and training in agriculture lending so that the farmers can increase their share of loans in total lending.

Earlier, Muhammad Mohsin Khan, Joint Director of the Institute of Management Sciences, welcomed the chief guest and the bankers present on the occasion.

Russel Mead Gives a Talk at IM|Sciences

By Mr. Aasil Khazir

“Pakistan ought to reformulate its political policies and social structures and benefit from the changing world scenario as is shaped by shifts in US policies. In this regard, a lead may be taken from the Indian experience which has responded well to the changing requirements of the world”. This was stated by US foreign policy expert, Walter Russel Mead, in a talk to the faculty of IM|Sciences. He pointed out that the current American policies offer greater opportunities of economic growth to Pakistan. He admitted that the US has learnt a lesson from its strategic mistake when it shifted Pakistan in isolation after the Soviet withdrawal from Afghanistan. Both Pakistan and USA are now faced with the challenges posed by this mistake. USA is of the confirmed opinion that the socio-economic development of the developing countries, including Pakistan, is not only in the benefit of the countries but also serves the greater interest of USA to extend and strengthen its trade and economic interests.

The talk was a part of IM|Sciences guest lecture series in which experts and scholars belonging to different fields of life are invited to share their knowledge and ideas with the students and faculty of the institute. Present on the occasion were the Director IM|Sciences, Mr. Nasser Ali Khan, Mr. Amjad Ali Azhar, M.D. Microfinance investment support

IM|Sciences SMFN Aspires Extension

By Mr. Saqib Iqbal

The Sarhad Micro Finance Network (SMFN) stressed the need for carrying out activities to cover the capacity building gaps in the micro finance sector of the N-WFP.

This was decided at a meeting of SMFN held here at its office in the institute of Management Sciences. Peshawar. The meeting was attended by a number of participants. Members of the meeting were informed that Shore Bank is aiming to support scaling up of micro finance in N-WFP and disclosed that it would provide technical support to micro finance practitioners including members of SMFN.

The network members thanked IM|Sciences for supporting SMFN in its effort to attract more donors to support the network for the development of micro finance sector in NWFP.

While speaking on the occasion of award distribution ceremony, the Japanese Need Based Scholarships for Pakistan University Student Programme here at a local hotel at Peshawar, Mr. Kojima resolved that the government of Japan will continue its efforts in enhancing the higher education in Pakistan as according to him “education is the key to development and a country’s success.”

The government of Japan under its Non-Project Grant Aid (NPSA) has provided approximately Rs. 600 million for the Japanese Need-Based Scholarship to the Higher Education Commission and under this grant, 1500 students from FATA studying in this institution (IM|Sciences) and in other institutions to apply for this scholarship”.

“Pakistan ought to reformulate its political policies and social structures and benefit from the changing world scenario as is shaped by shifts in US policies. In this regard, a lead may be taken from the Indian experience which has responded well to the changing requirements of the world”. This was stated by US foreign policy expert, Walter Russel Mead, in a talk to the faculty of IM|Sciences. He pointed out that the current American policies offer greater opportunities of economic growth to Pakistan. He admitted that the US has learnt a lesson from its strategic mistake when it shifted Pakistan in isolation after the Soviet withdrawal from Afghanistan. Both Pakistan and USA are now faced with the challenges posed by this mistake. USA is of the confirmed opinion that the socio-economic development of the developing countries, including Pakistan, is not only in the benefit of these countries but also serves the greater interest of USA to extend and strengthen its trade and economic interests.

This is particularly appropriate to focus Pakistan improve education, healthcare, and real economic opportunities will bring about change in the welfare of women in FATA and help to end communal and domestic violence. US assistance will be used to support programs in capacity building, livelihoods, agriculture, micro, small and medium enterprises, health, education, and infrastructure development in FATA. On September 30, 2007 the U.S. Government signed a new multi-year agreement offering $750 million in development assistance to FATA over the next five years.

Ambassador of Japan to Pakistan, Mr. Seiji Kojima, while terming education as the key to development, assured the students to support the network for the development of micro finance sector in NWFP.

Mr. Ashraf said that the State Bank of Pakistan has arranged a $100 million grant from DFID for awareness and training in agriculture lending so that the farmers can increase their share of loans in total lending.

Earlier, Muhammad Mohsin Khan, Joint Director of the Institute of Management Sciences, welcomed the chief guest and the bankers present on the occasion.
The year 2006-07 saw launching of the comprehensive programme of the Institution as envisaged in the 15-year vision plan. Despite the enormous challenges faced by the higher education sector in Pakistan, our vision is bold and engendered in confidence, which permeates and continues to resonate through our staff and students alike.

The Institute of Management Sciences (IM|Sciences) continued the trend of pro-actively managing its academic programmes. During the previous year, focus was placed on strengthening the resources and expertise within the Institute. This occurred through the hiring of qualified and experienced faculty, providing additional training, and by fully implementing the elements of the Perspective Plan developed in 2005.

During the previous year, the Institute focused its efforts on continuing to strengthen its faculty and infrastructure with emphasis on the following:

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**ACADEMICS**

- The Institute sent 24 faculty members to different universities inland and abroad for pursuing the PhD programs with the support of Higher Education Commission, Islamabad.
- The Institute commenced MG in Management Sciences programme w.e.f. September 2007. To ensure quality, initially only 45 students were enrolled, despite there being a demand from 60 eligible scholars.
- 7 faculty members of the institute namely Mr. Masoom Alam, Mr. Muhammad Ali, Mr. Muhammad Shakeel, Mr. Atta Ulah, Mr. Zohra Jabran, Mr. Shakeel Ulah, and Mr. Ahsan Adnan during the session 2006-2007 received travel grants from HEC for presentations of papers at international conferences.
- 2 students of IM|Sciences namely Mr. Ishaq Ahmad and Mr. Abdul Maleem also received HEC travel grants for presentations of paper at international conferences as research associates.
- The research study of our 4 faculty members, Mr. Amer Taj, Mr. Amer Salim, Mr. Shakeel Ulah, and Mr. Ahsan Adnan have been considered by Higher Education Commission, Islamabad, under the title of Monograph & Text Book Project.
- Mr. Muhammad Nauman, Assistant Professor, represented IM|Sciences at the seminar on “Can Enterprise Be Successfully Developed in Educational Institutions in Pakistan” has been approved for the proceedings of paper at international conferences as research associates.
- The Institute has also extended its scope of academics by commencing an ‘Honours Degree Programme’ in economics and political science. A total of 45 students have been enrolled in the programme during the current academic session.
- Number of applicants has increased by 100%, reflecting in-creased demand and competitiveness.

**DEVELOPMENTAL PROGRAMMES**

- A proposal of National Research Grant Programme for universities under the title of “Problems of Implementation of Information Systems in Educational Institutions in Pakistan” has been submitted to Higher Education Commission, Islamabad, which is under evaluation.
- A Proposal amounting to Rs. 0.832 million for Destination Systems in Educational Institutions in Pakistan 2007 submitted to Higher Education Commission, Islamabad, is under evaluation.
- A Proposal of National level Debate for ALL Universities / DU at IM|Sciences, Peshawar has been submitted to Higher Education Commission, Islamabad, which is under evaluation.
- A Proposal金额 to Rs. 0.950 million for strengthening the library of Institute of Management Sciences, Peshawar, has been approved by Higher Education Commission, Islamabad.

**FUTURE PROGRAMMES**

- The Health Management Center, in collaboration with Human Resource Development Center (HRDC), IM|Sciences, Peshawar; will very soon start working on a project funded by GTZ to train more than 1000 doctors who are working on administrative and managerial posts across the province.
- An HEC sponsored developmental scheme amounting to Rs. 18.584 million for construction of Visiting Faculty Hostel having a total capacity of 10 suites is scheduled for completion in June 2008.
- An amount of Rs. 8.245 million has been approved by the Higher Education Commission, Islamabad, for establishment of Network Set Up (Last Mile PERN Connectivity). The scheme is in operation.
- An amount of Rs. 7.8 million has been allocated by Provincial Gender Mainstreaming Wing of the Finance Department, Government of N-WFP for “Gender Mainstreaming”. Modalities of the programme are being finalized.
- An amount of Rs. 0.950 million for strengthening the library of Institute of Management Sciences, Peshawar, has been approved by Higher Education Commission, Islamabad.

**FOREIGN ACADEMIC LINKAGES**

- Memorandum of Understandings (MOUs) have been signed with Southampton University UK, University of Hull UK, Coventry University UK, and University of Bedfordshire UK. Under this scheme two faculty members of the institute namely, Mr. Amer Taj, Mr. Sohail Younas, and Mr. Shah Wali Khan have been enrolled for PhD programmes in Southampton University.

**MANAGEMENT DEPARTMENTALIZATION**

- The Institute established a Quality Enhancement Cell (QEC) in 2007. In this regard, a working paper of QEC has been submitted to the Higher Education Commission, Islamabad. This QEC has been considered for the year 2007-08.
- The Institute has established “Center of Applied Economics” in 2007 in which 16 students have been enrolled.
- The Institute has also extended its scope of academics by commencing an ‘Honours Degree Programme’ in economics and political science. A total of 45 students have been enrolled in the programme during the current academic session.

**STUDENT BODY AND COMPETITIVENESS**

- Enrolment of students increased from 965 to 1120 during this year. This shows our academic excellence and confidence of students’ / parents in our academic programmes.
- Number of applicants has increased by 100%, reflecting increased demand and competitiveness.

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**IM|Sciences Wins IM|Cric Triangular Cricket Series**

By S. Azam Khan

After a nail biting finish, IM|Sciences won the final of the double league triangular cricket series. IM|Cric was organized in hostel No.2 cricket ground of Peshawar University. Besides IM|Sciences, the other participating teams were Iqra University and Edward College, Peshawar. Sponsored by the Bank Alfalah, the tournament was inaugurated by Dr. Nasser Ali Khan. Director IM|Sciences, on November 20, 2007. Besides the captains of the participating teams, the ceremony was attended by members of the organizing committee, Mr. Muhammad Nauman, Mr. Anjum Armenia, Mr. Shah Wali Khan, and Mr. Adnan Javed. In its inaugural speech, Dr. Nasser Ali Khan, while welcoming the efforts, informed the audience that a piece of land measuring 400 kanals had been acquired and a developmental scheme for the construction of a sports complex had also been approved. The complex is scheduled to be completed within a span of two years. He thanked Bank Alfalah for sponsoring the event and hoped that the event will be made as a regular feature of the sports calendar of the Institute.

Mr. Nauman in his speech committed to organize the event on a regular basis and promised to increase the scope of the tournament by inviting more teams to the competition. He also informed that the tournament has over come the deficiency of the Sports Gala which did not include cricket.
Entrepreneurship Centre for Students Set Up in Peshawar

By Mr. Sayed Iqbal

The Institute of Management Sciences, Peshawar, has established a student entrepreneurship centre in the city aimed at developing young entrepreneurs and internationalises small and medium business in the region.

IM|Sciences director, Dr. Nasser Ali Khan, while speaking at the inauguration ceremony said that the purpose of the centre was to encourage students to go side by side with the business community. Students and members of the business community attended the ceremony.

Dr. Nasser said that one of the objectives of the centre is to bridge a gap between theory and practice, linking academia and industry in order to identify opportunities and resources.

He said that the centre would organize year-one training courses consisting of four levels in the initial stage and training would be imparted to students to improve their information and skills about the market economy.

Ramy Sajjad, a senior faculty member, said in level two of the course that students would be given an overview of the east and west businesses and entrepreneurship.

He said that at the third level students would have one-month practical work, and at the fourth level students would be given an overview of the east and west businesses and entrepreneurship.

Mr. Waiz said that for economic development it was necessary to polish entrepreneurship skills of students to enable them to manage and sustain their own enterprise.

Practical views and considerations, he maintained, were important factors in producing successful entrepreneurs in Pakistan.

Speakers urged for direct contact between students and local and international entrepreneurs and they should have knowledge of business conducted in different regions.

MS-IT Students Present Research Paper at COMSATS Workshop

4 students of MS-IT programme of the Institute, namely Mohammed Nazir Khan, Mumtaz Ali, Wajid Islam, and Shehzad Halleem presented a research paper at COMSATS’ workshop held on October 27, 2007 at Abbottabad. The paper was “Mobile Cash: Pure SMS Payment System”.

The study particularly focussed on the fact that the present day world an increasing number of people have access to mobile phones and have familiarity with sending and receiving SMS, and hence opportunities for using mobile phones as electronic wallets are immeasurable. In the paper the scholars presented a framework for a Mobile Cash payment system. They explored the interaction process in detail; outlined the policies and procedures, rules and regulations of a Mobile Cash Payment System. Transaction privacy and security is ensured via the use of a PAN (Personal Authentication Number) and multilevel PIN (Personal Identification Number) combination. The proposed framework will enable the user to make purchases and reimbursements through the mobile from participating retailers.

The KIIO School of Public Policy & Management, Korea, has given the Outstanding Thesis Award to Shakir Ullah, faculty member of the Institute of Management Sciences (IM|Sciences), Peshawar.

The title of the research study is “Integration of Islamic & Conventional Finance”. The study was rated as the most outstanding thesis in the initial stage and linking academia and industry in order to identify opportunities and resources.

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By Mr. Ali Hadi

“Education plays a vital role in the development of nations”. This was stated by Dr. Gunter Iek, German ambassador to Pakistan, during his visit to the newly built campus of Institute of Management Sciences. Mr. Asif Qureshi of the Institute of Management Sciences, Peshawar, was selected by Rotary International for their Management Sciences, Peshawar, was selected by Rotary International for their program, to organize a lecture on “Materialism”. The event was held from 12:00 pm to 1:30 pm in Institute of Management Sciences. Renowned psychologist Mr. Altaf Mohammad Nazar, Head of Mohammadans Fisz Coaching Centre and visiting faculty member at various other institutes briefed the students about the said topic. Faculty Advisor of SWIA, Roomy Sajjad, other faculty members of IM|Sciences chapter, Mr. Shah Wali Khan and Mr. Shahzad Ullah were also present at the event. President SWIA|IM|Sciences Chapter, Mohammad Yameen Khatkhi, Vice President, Jawad Khan Yasatab, thanked the honorable guests and the faculty members of the institute for their support in conducting the event. The SWIA|IM|Sciences chapter declared that they would continue to highlight the social problems faced by the community.

The speaker asked the students and future leaders from IM|Sciences to push back their personal and individual interests for national and collective interests. The speaker quoted examples from the Chinese revolution their eight commandments. Former U.S. President, Abraham Lincoln and his work for the development of His nation. Names from Islamic history like Hazrat Umar Fairooq (may Allah be pleased with him), Nour uldin Zangi, Sultan Mehmedm Gahman. Ayaz & Ghulam Alam Din Shaheed were also quoted. Students were motivated to get development in the field of technology, follow the true path of Islam, and despite doing a job in the west they should prefer working for their own country. The speaker added that positive attributes of the west like selflessness, technological development and their tireless work for humanity should be adopted in the best possible manner keeping in mind our religious beliefs and practices.

Mr. Hafiz Mohammad Nawaz, Head of Student Services, Peshawar, was selected by Rotary International for their Management Sciences. He also expressed the resolve of Germany to assist in the development of N-W.F.P. and to this end the republic had already started various programmes in the social sector. Director of the Institute, Dr. Nasser Ali Khan, thanked the ambassador for his visit and expressed his gratitude for the German government’s ongoing support and for their continuous efforts to create a sense of direction among the students towards the institution and an effort to motivate thepassed out, on job graduates as well as the existing students towards a better relationship to avail wide range of professional opportunities available in the market.

The Alumni Association intends to highlight the importance and process of achieving available Higher Education Commission and International Donor Agencies funded scholarships at masters and Ph. D. Level.

Alumni Association will also accommodate to utilize its generated revenues for arrangement of job for an annual basis to associate old graduates and current students in professional acquaintance.

The funds generated through contributions made by students in the shape of bank draft at outset are to be utilized for proper and smooth functioning of the administrative issues attached to the Alumni Association.

Furthermore this money along with the monetary help extended by IM Sciences is to meet the needs of deserving students on need basis. Becoming a part of alumni association is free of unnecessary procedural formalities. Students willing to join are required to send an updated CV along with registration form duly filled with their personal and professional information and Bank draft of Rs. 500- in the name of Institute of Management Sciences, Peshawar.

The Institute has planned the reconstitution of the Alumni Association and in this regard expression of interest has been invited from the former as well as present students of the Institute. The reconstitution of Alumni Association envisages the following objectives.

- The Alumni Association is a means to promote feelings of belongingness towards the institution and an effort to create a sense of direction among the students towards their duties in pursuance of their future endeavors.
- The foremost purpose of re-union of old and new students is the restructuring and establishment of IM|Sciences Alumni Association by electing President, Vice President, Treasurer and Communication Officer and supporting staff which will put the association on a rational and productive track.
- It is a platform for bringing together the passed out, on job graduates as well as the existing students towards a better relationship to avail wide range of professional opportunities available in the market.
- The Alumni Association intends to highlight the importance and process of achieving available Higher Education Commission and International Donor Agencies funded scholarships at masters and Ph. D. Level.
- Alumni Association will also accommodate to utilize its generated revenues for arrangement of job for an annual basis to associate old graduates and current students in professional acquaintance.
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- Furthermore this money along with the monetary help extended by IM Sciences is to meet the needs of deserving students on need basis.
Lost In Love

As I see you disappear in this mist of pain
Silent tears of pain run down my face
Seeing you in the arms of another, I regret
These moments of separation I can never forget
But I'm trying to forget as I've lost out
The touch of your hands used to mean a lot
I try to forget the memories we shared
To walk away with the feelings of my lost love
Confused in my mind I gather myself
As walls of my senseless sanity collide again
Make me walk away from this aura of pain

E-Marketing: What is it and Why is it Important?

Marketing has pretty much been around forever in one form or another. Since the day when humans first started trading whatever it was that they first traded, marketing was there. Marketing was the stores they used to convince other humans to trade. Humans have come a long way since then, (Well, we like to think we have) and marketing has too.

The methods of marketing have changed and improved, and we’ve become a lot more efficient at telling our stories and getting our marketing messages out. E-Marketing is the product of the meeting between modern communication technologies and the age-old marketing principles that humans have always applied. The first question that would arise at this moment is what is E-Marketing? E-Marketing or electronic marketing refers to the application of marketing principles and strategies via electronic media, typically the Internet.

E-Marketing is the process of marketing a brand using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers. By such a definition, E-Marketing encompasses all the activities a business conducts via the worldwide web with the aim of attracting new business, retaining current business, and developing its brand identity.

Now here another question would arise, why is it important? When implemented correctly, the return on investment (ROI) from E-Marketing can far exceed that of traditional marketing strategies.

Whether you’re a “bricks and mortar” business or a concern operating purely online, the Internet is a force that cannot be ignored. It can be a means to reach literally millions of people every year. It’s at the forefront of a redefinition of way businesses interact with their customers.

So from this little idea is becomes very much clear that though traditional marketing methods has its importance but in the current age of fast growing technology the E-Marketing has its all important role to play as well, so if a company plans on to generate a lot from its products it should along with the traditional marketing methods also build a sound E-Marketing strategy for itself too.

Developmental Project Worth Rs.446 Million Approved for IM|Sciences

COMDP has approved a mega project worth Rs.446 million for IM|Sciences. A meeting of the forum to this effect was held under the chairmanship of the Deputy Chairman Planning Commission of Pakistan at Islamabad on November 21, 2007. Briefing the meeting about the performance of the Institute, the Director of IM|Sciences informed that 24 faculty members of the Institute were pursuing their PhDs in various national and international institutions. He expressed the hope that the scheme would go a long way in assisting academic programmes being presently pursued in the disciplines of management sciences, public health, information technology, and economics. The scheme particularly focuses on the human resource development requirement of the Institute.

IM|Sciences Admitted to Global Network of MFMI, USA

The Centre of Excellence in Microfinance of the Institute of Management Sciences, Peshawar, has been admitted to the membership of Micro Finance Management Institute of USA. The centre is the first of its type in Pakistan and 8th in the world. At present the Centre offers certificate and diploma courses in microfinance. The Institute plans to introduce microfinance specialization in its MBA programme so that the needs for technical specialists in the field are met. The Institute views its membership of the Global Network programme so that the needs for technical specialists in the field are met. The Institute views its membership of the Global Network programme so that the needs for technical specialists in the field are met. The Institute views its membership of the Global Network programme so that the needs for technical specialists in the field are met.

IM|Sciences Prepares a Marketing Plan for A 2 Z

Students of IM|Sciences namely Nauman Tariq, Adnan Haider Malooki, Sardar Aamir Ali, Ijaz Ahmad Afridi, and Syed Abdul Basit Shah prepared a marketing plan for A2Z e-payments. These students presented the marketing plan through a proper presentation.

The plan was approved and greatly appreciated by the management of A2Z. They appreciated the Institute of Management Sciences for making their students performance according to the international standards. These students were awarded cash prizes and certificates.

Prepare a marketing plan for your business

During the awards distribution ceremony, the Director, Dr. Nasser Ali Khan, not only appreciated the hard work put forth by the students of IM|Sciences but also vowed to carry on this practice in future and stated that the relationship between industry and Institution will be enhanced.

Motivation

Our popular slogan “Management Education with Public Spirit and Market Dynamics” was observed in its practical shape on March 12, 2008. It was when the Director Sales of Pearl Continental Hotel, Peshawar, Mr. Nasir Ahmad Javed along with Manager Public Relations, Mr. Iftikhar Ali, were invited particularly for the students of sales management and generally for all, to deliver a lecture describing how PC Peshawar manages its sales and different issues as well as the different types of problems they face and how these are resolved practically. Mr. Javed gave an overview about hospitality business which helps Pearl Continental manage its sales. It was an eye opening experience for the students as it exposed them to the practical aspect of the field and helped bridging the gap between theoretical and practical knowledge. A two-hour presentation followed by an interesting question and answer session surely stimulated the minds of the audience. All the students felt highly indebted to Mr. Shikar Afridi (Faculty Member) for providing them such an exposure.

Pearl Continental Opens Up to IM|Sciences Students

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PC Management Arrives at IM|Sciences

February, 2008
FASTAGE

Surely the evening of November 9th, 2007 proved to be the most remarkable, marvelous, and incredible evening in the history of IM|Sciences when its students repeated the performance of “LUMS OLYMPIAD” in FAST (Peshawar Campus) based.

This extravaganza titled as FASTAGE provided for competitions among the universities of N-W.F.P. This event, in which 8 leading universities participated was covered by AVT Khyber.

FASTAGE comprised of:
- Drama Competition
- Dumb Charade
- Traditional Dance
- Quiz
- Sell It

Drama Competition
IM|Sciences stood first in the drama competition. The skit was performed by Sher Ali Nawaz, S.Aamir Khalil, Adnan Gohar, Adnan Rahim, Farhan Bogra, Ijaz Afridi, Nauman Khan, Majid Zulfiqar, Mehboob Ullah, and Umar. No doubt that the participants in this event not only controlled the hooting from the students of FAST but also won the appreciation of the judges. The performance of all the students is praise-worthy.

Dumb Charade
In this particular competition 2 students Mr. Hissam Aamir and Mr. Khushal Khan of BBA-IT 5th semester participated. This was a nice event in which a person, professional, thing or a film was used for recognition. One partner used to make gestures relating to the question and the other was supposed to recognize. These two gentlemen fought brilliantly and their team was declared as runner up.

Traditional Dance
With the famous Pushto song “Tora Da Jalkay” students of BBA (Hons), 3rd semester, Group ‘V’ presented the traditional dance known as “ATTAN”. It was presented with a extreme coordination and harmony of steps, which proved to be a marvelous and tremendous effort too. They remained as runner up. The participants were Mr. Aasil Khan, Ali Hadi, Muhammad Farooq, Usman Khalil, and Aamir Khalil.

Quiz
Mr. Saqib, Hisham, and Mubasshir participated in this very competition. Although they were not well prepared due to exams but still they fought well and tried their level best to reach the pre-final round. For this all the credit goes to Mr.Saqib of 7th semester.

Sell It
Mr. Marc Arnold of 7th Semester participated in the “Sell It” competition. In this competition students were called on to the stage and were given products randomly, and the participant was to do its marketing on the spot within 30 seconds. Mr. Mark Arnold delivered a remarkable performance.

It was not all, but when the audience were called to do the “Sell It” process and besides that to entertain students on the stage up to the result the students of IM|Sciences were there to cover the stage. Mr. Sher Ali Nawaz, Farhan Bogra, and Ijaz Aftahi entertained the students. Sher Ali and Farhan Bogra’s performance was greatly appreciated by the head of AVT Khyber Channel of N-W.F.P and also these students were later called upon for an interview on television. AVT Khyber telecasted this event twice.

In short the students of IM|Sciences repeated the performance of “LUMS OLYMPIAD”, which also earned them a request for an interview on television, which I have mentioned above.

FAST-METAL
On the evening of 19th November, 2007 Fast University, Peshawar invited the students of IM|Sciences to a trilingual song and music competition. There were three major categories to the competition:
- English Song and Music
- Urdu Song and Music
- Pushto Song and Music

Highlighting the major facts of the competition in short, students of IM|Sciences, namely Mr. Marc Arnold and Mr. Kamran Khan snatched first position in the English song and music competition. On the other hand Mr.Naseer and Mr. Farhan Bogra were able to secure second position in the Pushto Song and Music competition.

The event was dominated by students of IM|Sciences, as they scored two positions and also the crowd respectfully asked Farhan Bogra to strike the strings of his ‘Rabab’ with harmony, which was a winding up performance for the evening of FAST-METAL.

Our success owes a lot to Mr. Saqib, who organized the teams and last but not the least the motivation and great support of Dr. Syed Waqar Hussain Shah laid the foundations of the success.

From L-R: Standing:  Farooq, Hissam, Mehboob, Sher Ali, Mark, Dr. Waqab, Saqib, Umair, Adnan, Mubasshir, Kamran, Hisham & Bahadur.

IM|Sciences’ students with Dr. Waqar Who won the competition (FAST-AGE AND FAST-METAL) in FAST, Peshawar (November 09-19, 2007)
The process of re-establishment of societies under the banner of Social Committee was not yet even completed that its societies started working on a high level. The formation of societies was commenced on December 05, 2007 and completed on December 12, 2007. 5 societies were formed along with full hierarchical structure of the Social Committee. In a week’s time all this happened under the supervision of Incharge Social Committee, Mr. Rafiqullah Jan, Lecturer Business Communication.

COLOR WEEK (Organizing Society)
On December 07, 2008 the Organizing Society announced the Color Week from December 10 to December 16. In this event separate dress-codes were announced for the whole week. The event was successfully organized as almost the entire institute students participated in it whole heartedly throughout the week. For this brilliant arrangement, the credit definitely goes to the Organizing and Female Students Society, especially to eminent members like Marc Armao Williams (Convener Organizing Society), Maryum Humayun (Convener Female Students Society), Tahar Kakakht (Female Coordinator Organizing Society) and all members of Organizing Society.

BLOOD CAMP (Blood Society)
During the same week a blood camp was arranged by the Blood Society in collaboration with and strong support of Welfare Society and Organizing Society on December 11, 2007. The blood camp was arranged under the auspices of “Fatimid Foundation”. Mashtaq Newspapers gave coverage to the event. Director MI (Scientists, phase-XI), Mr. Asif Ali and Feroz Nasser Ali Khan in his message said, “We are giving equal value to social responsibility along with education. We are fully aware of the fact that why we are trying our best to contribute a lot to our society and we will do so in the future too as well”. Praising the Social Committee’s performance he further said that from the platform of these societies our students have achieved enough to serve the society by their true potential. In this camp which was held at the undergraduate campus of MI (Scientists), phase-XI not only male students but also the female students as well as the administrative staff also contributed. Almost 52 pints of blood were collected as a whole. For this impressive arrangement the credit goes to the Social Committee, Welfare Society, and Organizing Society, especially Mr. Tausif Ahmad and Mr. Muhammad Aasim of 5th semester (Convener & Deputy Convener, Blood Society respectively), Mr. Muhammad Usman of 7th semester, and Fathur Bogra (Convener & Deputy Convener, Welfare Society respectively), and all the members of Blood, Welfare, and Organizing Society.

LAHORE TRIP (Excursion Society)
The Color Week was followed by the holidays of Eid-ul-Adha and winter vacations which were scheduled from December 20 to December 31, 2007; however, which were later they were extended to January 10, 2008 due to unavoidable political conditions in the country. The excursion trip was arranged by the Social Committee with the support of Organizing Society arranged a trip on December 26, 2007 to Lahore. It lasted from the morning of December 26 to the morning of December 29. A significant number of students of 3rd, 5th and 7th semester participated in it for which buses were hired. It was exclusively for male students of undergraduate campus. The teachers supervising the trip were Mr. Rafiullah Jan (Incharge Social Committee) and Mr. Muhammad Asif Babar (System Engineer). For the successful arrangement, credit goes to Mr. Muhammad Asif and Arif Rizvi who planned and arranged the whole trip as well as the whole event. Mr. Nazeer Ali and Feroz Fazal Shah (Convener & Deputy Convener, Excursion Society) and to all members of the Excursion and Organizing Society.

QIRAT AND NAA'T COMPETITION (Literary Society)
The Literary Society arranged a (Qira’at and Naa’at) competition in consonance with the month of “Muharram-ul-Haran”. The event was held on Wednesday, January 16, 2008 in collaboration with the Organizing Society at the undergraduate campus. It was an open competition for male and female students of both the campuses. More than 30 students registered their names for the competition and some 25 male and female students of almost all the semesters of various programmes participated in it. The winners of the 1st, 2nd and 3rd positions were given certificates, trophy and cash prizes of Rs.2000, Rs.1700 and Rs.1300 respectively. The judges were Mr. Mabood Gul (Project Director of IMI Sciences) and Dr. Hafiz Masoom Shafi (President, Project Engineer of MI Sciences). Mr. Mabood Gul delivered a speech to the students and at the end Mr. Mabood Gul distributed the prizes and certificates among the winners, participants and organizers on behalf of the chief guest and honorary chief guest, Dr. Muhammad Mohsin Khan and Dr. Nasser Ali Khan respectively. In the Qira’at competition 1st, 2nd and 3rd positions were grabbed by Muhammad Usman, Sufi Ahmad Ali, and Usman Kamarzaman respectively while in a Naa’at competition 1st, 2nd and 3rd positions were grabbed by Sufi Ahmad Ali, Waseem Khan, and Muhammad Aasim respectively. The Project Director Mr. Mabood Gul especially appreciated the organizers for the brilliant idea and its organization. For all this the credit goes to the Convener and Deputy Convener of Literary Society, Mr. Muhammad Imitiaz and Muhammad Usman along with all the members of the Literary and Organizing Society especially Sahibzada Amir Khali, the Finance Secretary of Organizing Society.

ENGLISH AND URDU DECLAMATION CONTEST (Literary Society)
In the following week on Wednesday, January 23, 2008 at the Undergraduate Campus, the Literary Society in collaboration with the Organizing Society, arranged an “English & Urdu Declamation Contest” for students of both the campuses. More than 25 students registered their names and about 20 male and female students participated in it. The winners of 1st, 2nd and 3rd positions were given certificates, trophies, and cash prizes worth Rs.2000, Rs.1700 and Rs.1300 respectively. The Chief Guest of the event was former students IM|Sciences Mr. Mabood Gul and some 25 male and female students of almost all the semesters participated in this event. They were the part of the alumni which visited USA in June-July 2007. A total of 40 students were selected from Pakistan eminent universities/institutes like IBA, LUMS, GIK, MI (Sciences, etc. From IMI Sciences three students were short-listed; however these 2 were selected to go to US. They informed the students about the whole procedure, rules & regulations, and requirements to avail the opportunity. From technical point of view it was a very informative lecture in which Mr. Sher Ali Nawaz and Miss Shahleela Khan, shared their experience and motivated all the students to avail this opportunity at the earliest.

FUND RAISING (Welfare Society)
To stimulate the sense of sympathy and make the students socially more responsible, the Welfare Society in collaboration with the Blood Society launched a donation collection campaign and within a single day collected about Rs. 6,000 which was utilized for medical treatment of a daughter of a class-xv employee of the Institute. For this the credit goes to Mr. Muhammad Usman of 7th semester and Fathur Bogra (Convener & Deputy Convener, Welfare Society respectively) along with Mr. Tausif Ahmad and Mr. Mahmood Aasim of 5th semester (Convener & Deputy Convener, Blood Society respectively) and all the members of Blood and Welfare Society.

MOVIE –EVE (Organizing Society)
Organizing Society arranged a movie-eve on Thursday, January 31, 2008 for the newly admitted 1st Year students. The purpose of this event was not only to entertain them but also to give them a taste of the talent of IM|Sciences and to motivate them to plan for participation in co-curricular and extra-curricular activities and hence get absorbed in the environment of the Institute. For this wonderful arrangement the credit goes to all the members of the Organizing Society as well as the idea generators and helpers like Mr. Faisal Durani, Khalid Rashid, Ms. Zara Jamal, Syed Afzal Ali, Baber Jan, Muhammad Bilal Ahmad, Miss. Madiha and Miss. Poonam. These events mark the beginning of the continuous social and entertainment interaction which Inshallah will take place through the life of the Institute. It demonstrated the capability and potential of students of IMI (Sciences. All these events have also proved that the Social Committee is in a real sense the one and only best platform for the students of IMI (Sciences, authorized and accepted from the Board of Governors and a part of IMI Sciences constitution. It also guarantees the future of Social Committee and the students alongwith the Institute as very bright and shining.