

Press Release

GYM IMS Hosts Workshop on Sustainability and Ecotourism

Peshawar, January 2, 2025 – The Prime Minister’s Green Youth Movement (GYM IMSciences), an initiative by the Higher Education Commission (HEC), successfully hosted a Workshop on Sustainability and Ecotourism at IMSciences, Peshawar.

The workshop aimed to raise awareness about the critical connection between sustainable tourism and environmental preservation, bringing together 48 students from IMSciences and nearby institutions. The distinguished speakers included Muhammad Nouman, CEO of *The Order of Pen*, who focused on professional writing for sustainability, and Dr. Sabeen Hayat, an expert in sustainable tourism, who shared practical strategies for promoting eco-friendly travel.

Dr. Sabeen Hayat, who holds a Ph.D. in Eco-linguistics and serves as an Assistant Professor at IMSciences, provided invaluable insights during the workshop. Her expertise in eco-linguistics and sustainable tourism added depth to the discussion, inspiring participants to adopt responsible travel practices.

Participants gained essential skills in academic writing, sustainable tourism practices, and understanding the role of responsible travel in protecting the environment. The workshop concluded with the distribution of certificates to participants, recognizing their commitment to sustainability.

Hamza Khan shared his thoughts, saying, “It was an honor to organize this workshop, and I’m excited to see students apply what they’ve learned toward creating a more sustainable future.” Salar Khan added, “This event is a milestone for GYM IMSciences as we continue to engage students in sustainability and environmental responsibility.”

The event concluded with remarks from Prof. Dr. Waseef Jamal, Focal Person of GYM-Club IMSciences, who presented shields to the guest speakers, Muhammad Nouman and Dr. Sabeen Hayat, in appreciation of their valuable contributions.

**Dr. Waseef Jamal
(Focal Person GYM - Club)**