

# SHAHEED BENAZIR BHOTTO UNIVERSITY

SHAHED BENAZIRABAD



## SUSTAINABILITY REPORT 2025



*Nurturing Minds, Securing Future*

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## 1. Message from the Vice Chancellor

It is with great pride and purpose that I welcome you to Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA) — a progressive institution dedicated not only to academic excellence but also to environmental stewardship and sustainable development. In an era where climate resilience and ecological responsibility have become defining global priorities, our university stands at the forefront of advancing a greener, cleaner, and more sustainable future.

At the heart of this mission lies the **Greenery and Sustainability Office**, a dynamic platform where sustainability experts, researchers, and students collaborate to integrate eco-conscious practices across all facets of campus life. This office serves as the driving force behind our initiatives for environmental conservation, renewable energy adoption, waste reduction, and sustainable landscaping. Through their tireless efforts, the university is transforming into a living laboratory of sustainability—one that models the harmony between academic growth and environmental balance.

Our commitment to sustainability extends beyond policies and projects—it is embedded in our culture, curriculum, and community engagement. We actively encourage faculty, staff, and students to participate in research and innovation that address pressing environmental challenges, from water conservation and climate adaptation to green architecture and energy efficiency. These initiatives not only enrich learning experiences but also empower our graduates to become responsible global citizens and advocates for a sustainable Pakistan.

SBBU-SBA takes immense pride in maintaining a **eco-friendly campus**, where greenery symbolizes growth, hope, and renewal. Each tree planted, each eco-initiative undertaken, and each awareness campaign launched reflects our deep respect for nature and our unwavering commitment to future generations.

Inspired by the vision of **Shaheed Mohtarma Benazir Bhutto**, we continue to uphold the values of progress, inclusion, and sustainability—striving to make education a force for environmental transformation and social well-being. Together, we are nurturing not just minds, but also a planet that can sustain them.

## 2. Introduction

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), stands as a beacon of transformation in the heart of rural Sindh — a university where academic excellence converges with environmental consciousness and social responsibility. Guided by the visionary leadership of Engr. Prof. Dr. Madad Ali Shah, the university has embraced sustainability not as a peripheral initiative, but as a **strategic cornerstone** shaping its future. Every aspect of campus life — from infrastructure and research to student engagement and community outreach — reflects an unwavering commitment to building a greener, more resilient, and inclusive future.

SBBU-SBA recognizes sustainability as a **core institutional value and strategic priority**, deeply embedded in its policies, academic programs, and community-driven initiatives. The university's sustainability vision is actualized through the **Greenery and Sustainability Office**, which serves as the nerve center for implementing environmentally conscious projects, promoting awareness, and fostering research aligned with the United Nations Sustainable Development Goals (SDGs).

The university's sustainability framework is guided by three foundational pillars:

- **Environmental Responsibility** — Promoting climate awareness, green practices, renewable energy, and ecological conservation across campus and beyond.
- **Social Impact** — Empowering students and communities through inclusive education, civic engagement, and social innovation to create meaningful, long-term change.
- **Good Governance** — Ensuring ethical leadership, institutional development, transparency, and quality assurance for sustainable institutional growth.

Through this **ESG-based (Environmental, Social, and Governance)** approach, SBBU-SBA ensures that academic excellence goes hand in hand with social consciousness and environmental stewardship. The university continues to lead by example, demonstrating that true progress is achieved not only through knowledge and innovation, but through the collective responsibility of nurturing both people and the planet.

### 3. Environmental Responsibility (E)

At Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), environmental sustainability is not merely a policy — it is a guiding principle woven into the university's identity. The institution continues to pioneer green transformation within higher education by turning vision into measurable action. Through strategic initiatives, eco-conscious infrastructure, and campus-wide awareness campaigns, SBBU-SBA reaffirms its unwavering commitment to nurturing harmony between people and the planet. From tree plantation drives and energy-efficient facilities to solid waste management and biodiversity preservation, the university's Green Office has become a catalyst for change. Each activity reflects the collective spirit of faculty, students, and administration who are united in their mission to combat climate change and create a carbon-resilient academic environment. The university's vision is clear — to evolve into a **model green campus** that inspires other institutions to follow the same path of ecological responsibility and environmental stewardship.

#### Key Initiatives:

##### Tree Plantation Drives

As part of the Independence Day celebrations at Shaheed Benazir Bhutto University, Shaheed Benazirabad, Prof. Dr. Tayyaba Zarif led a symbolic tree plantation initiative on campus. The act embodied the university's dedication to fostering a greener, cleaner, and healthier environment. More than a ceremonial gesture, it represented a pledge toward environmental stewardship — nurturing growth, sustainability, and the shared responsibility to safeguard nature for future generations.



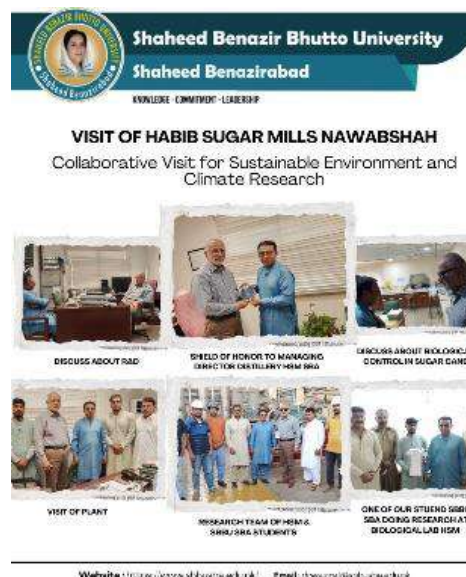


In celebration of Pakistan's 78th Independence Day, Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized a large-scale Tree Plantation Drive to reaffirm its commitment to environmental sustainability. Faculty members, students, and staff came together in a spirit of unity and national pride to plant trees across the campus, symbolizing growth, resilience, and

collective responsibility. The initiative reinforced the university's pledge to contribute toward a greener and more sustainable Pakistan, embodying the values of environmental awareness and community participation.

## Sustainable Environment and Climate Change

A delegation from Shaheed Benazir Bhutto University, Shaheed Benazirabad, visited the Biological Laboratory at Habib Sugar Mills to explore innovative approaches in sustainable agriculture. During the visit, students and faculty engaged with the Managing Director of the Distillery Division to discuss collaborative research in the biological control of sugarcane pests, environmental sustainability, and climate change adaptation. The visit also highlighted one of the university's students conducting cutting-edge research on biological pest management — a testament to SBBU-SBA's commitment to applied science and environmental stewardship. This engagement aimed to strengthen industry-academia linkages, foster innovation, and promote sustainable agricultural practices across the region.



## 4. Social Impact (S)

The social dimension of sustainability at SBBU-SBA embodies the university's deep-rooted belief that education is the most powerful tool for transformation. The institution strives to empower individuals and uplift communities through inclusive, quality education, outreach programs, and social development initiatives. Beyond classrooms, the university's influence extends into society — shaping values, strengthening communities, and promoting a culture of empathy, equality, and civic engagement. Through cultural preservation programs, awareness campaigns, and student-led outreach, SBBU-SBA actively addresses pressing social challenges such as gender equity, health awareness, and community welfare. These efforts reflect the university's dedication to building a generation of socially conscious graduates who not only excel academically but also serve as agents of positive change. The university stands as a living example of how knowledge, when coupled with compassion, can transform entire communities for the better.

### Highlights:

### Faculty Development Programs

Shaheed Benazir Bhutto University, Shaheed Benazirabad, proudly participated in a three-day Faculty Development Program organized by the Centre for Excellence in Islamic Finance (CEIF) at the Institute of Business Administration (IBA), Karachi. The program served as a transformative learning experience designed to strengthen faculty expertise in Islamic finance, business ethics, and innovative pedagogical approaches.

Throughout the sessions, participants engaged in intensive discussions, case analyses, and interactive learning focused on bridging theory with real-world financial practices rooted in ethical and sustainable principles. The awarding of certificates to participants symbolized not only the successful completion of the training but also a renewed commitment to academic excellence and continuous professional growth.

This initiative reflects SBBU-SBA's ongoing dedication to fostering faculty development, promoting research-driven education, and embedding ethical, sustainable business values within its academic framework.



## STEM Faculty Training Program

Dr. Sidra Ameen represented Shaheed Benazir Bhutto University, Shaheed Benazirabad, in the prestigious **STEM Faculty Training Program** organized under the **Pak-UK Gateway Education initiative**, sponsored by the Higher Education Commission (HEC) of Pakistan. The program offered a transformative international learning experience through visits to globally renowned institutions — the **University of York**, the **University of Birmingham**, and **King's College London**.

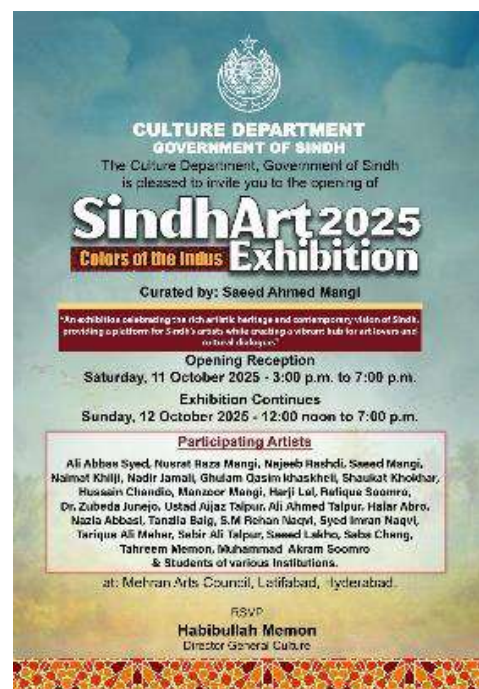
During the program, Dr. Ameen engaged in advanced training on artificial intelligence, project-based learning, innovative pedagogies, and academia–industry collaboration. The exposure provided valuable insights into cutting-edge global teaching methodologies and research ecosystems.



Her successful participation stands as a proud milestone for SBBU-SBA, reflecting the university's vision to nurture globally competitive educators and integrate international best practices to elevate academic excellence, innovation, and institutional growth.

## Colors of the Indus

Shaheed Benazir Bhutto University, Shaheed Benazirabad, proudly participated in **SindhArt 2025**, an inspiring art exhibition titled “**Colors of the Indus**”, hosted by the **Culture Department, Government of Sindh**, at the **Mehran Arts Council, Latifabad, Hyderabad**. Curated by the distinguished artist **Mr. Saeed Ahmed Mangi**, the exhibition served as a vibrant celebration of Sindh's timeless artistic heritage blended with the contemporary vision of its creative minds.



The event brought together a diverse ensemble of renowned artists — including **Ali Abbas Syed, Nusrat Raza Mangi, Najeeb Reshdi, Nadir Jamali, Hussain Chandio, Manzoor Mangi**, and many others — alongside talented students from multiple institutions. Through their work, the exhibition highlighted the deep cultural roots, evolving aesthetics, and creative resilience that define Sindh’s art landscape.

This initiative not only provided an enriching platform for emerging and established artists to showcase their talent but also fostered **cultural dialogue, inclusivity, and creative sustainability**. The participation of SBBU-SBA affiliates underscored the university’s commitment to preserving indigenous art, promoting creative industries, and strengthening partnerships with governmental and cultural organizations for the holistic development of society.



## AI in Academic Research

The **Department of English**, Shaheed Benazir Bhutto University, Shaheed Benazirabad, successfully organized an intellectually stimulating webinar titled “**AI in Academic Research: HEC Ethical Guidelines and Practices.**” The session was graced by **Dr. Shawana Fazal** from **Hazara University, Mansehra**, who shared her profound expertise on the ethical integration of Artificial Intelligence in academic research.

This engaging webinar provided participants with invaluable insights into the **responsible and ethical application of AI technologies** in research — emphasizing **transparency, academic integrity, and adherence to the Higher Education Commission’s (HEC) ethical framework**. Attendees explored the transformative potential of AI in enhancing scholarly inquiry while upholding the highest standards of originality, credibility, and ethical responsibility.



The event reflected the collaborative spirit of the Department of English, with special appreciation extended to **Dr. Tania Laghari, Chairperson of the Department**, for her guidance and leadership; **Mr. Waseem Lakhmir** for his supervision; and the **2023 Batch (A)** for their commendable organizational efforts. Technical coordination by **Mr. Ikram, IT Specialist**, ensured seamless execution throughout the session.



This initiative demonstrated SBBU-SBA's enduring commitment to fostering **ethical digital transformation, research innovation, and responsible knowledge creation**, aligning academic advancement with global sustainability and governance standards.

### Books & Movies: The Impact of Literature

The **students of the English Department (Batch 2023)** at Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized an engaging and intellectually stimulating **FM Radio session** titled **"Books & Movies: The Impact of Literature."** The session explored the profound relationship between written narratives and their cinematic adaptations, highlighting how literature continues to inspire and shape modern visual storytelling.

The program was skillfully hosted by **Mr. Sayed Waqas**, with insightful commentary and critical reflections shared by **Mr. Shayan Majeed** and **Mr. Attaullah Khan**. Together, they delved into themes of artistic interpretation, creative adaptation, and the enduring influence of literary masterpieces on global cinema and culture.



Under the expert supervision of **Sir Faheem Shaikh**, the session not only enhanced students' analytical and communication skills but also demonstrated the department's commitment to integrating creative media into academic learning. This initiative served



as a platform for promoting **cultural literacy, creative expression, and intellectual engagement**—key pillars of SBBU-SBA’s vision for sustainable and holistic education.

## Digital Sahafat

The **Department of Media and Communication Studies**, Shaheed Benazir Bhutto University, Shaheed Benazirabad, in collaboration with the **Science & Information and Press Information Department, Government of Sindh, Google, and Tech Valley Pakistan**, successfully organized a groundbreaking training session titled **“Digital Sahafat.”**

The **inaugural session** was graced by **Engr. Prof. Dr. Madad Ali Shah**, Honourable Vice Chancellor, SBBU-SBA, who attended as the **Chief Guest**, alongside **Prof. Dr. Salman Bashir Memon**, Dean Faculty of Social Sciences, and distinguished guests from **Google** and **Tech Valley Pakistan**.

In his welcome address, **Dr. Muhammad Yaseen Morejo**, Chairman of the Department, warmly welcomed participants and emphasized the growing importance of **digital journalism education** in today’s rapidly evolving media environment. He acknowledged the collaboration as a forward-looking initiative that empowers students with **modern digital media competencies** and promotes **responsible, ethical journalism**.

Addressing the audience, **Vice Chancellor Engr. Prof. Dr. Madad Ali Shah** lauded the department’s leadership in fostering innovation and digital learning. He remarked that *“digital literacy and ethical media practices are essential pillars for building an informed and progressive society.”* He, along with **Dean Prof. Dr. Salman Bashir Memon** and **Dr. Morejo**, extended heartfelt appreciation to the **Government of Sindh** and **Honourable Chief Minister, Syed Murad Ali Shah**, for their visionary support in promoting **digital education and technological empowerment across Sindh**.

**Prof. Dr. Salman Bashir Memon**, Dean of the Faculty of Social Sciences, commended the initiative as a **timely and essential step** toward preparing students for the digital future. He urged students to actively engage in the training to strengthen their professional and ethical capacities in digital reporting.



**Ms. Sameen Aziz**, Project Manager, **Tech Valley Pakistan**, briefed the audience on the **100 Digital Sahafat Scholarships** being offered under the collaboration with Google, designed to support students in acquiring advanced digital media training.

Following the inaugural session, **Google-certified trainers** conducted hands-on workshops on **digital journalism, ethical reporting, online safety, fact-checking, and the effective use of modern digital tools**. The event concluded with a **vote of thanks** by **Dr. Muhammad Aftab Madni**, who expressed sincere gratitude to all dignitaries, collaborators, and participants for their active contributions.

The session proceedings were skillfully conducted by **Ms. Rimsha Kiran**, with organizational support from **Dr. Dastar Ali, Ms. Fozia, Mr. Adnan Azeem**, and a strong participation of **over 100 students** from the Department of Media and Communication Studies.

This collaborative initiative underscored SBBU-SBA's unwavering commitment to **innovation, digital empowerment, and media ethics**—key components of the university's broader vision for sustainable education, social responsibility, and global competitiveness.



## Mastering AI Prompts Workshops fostered innovation and digital literacy.

Under the **visionary leadership of Engr. Prof. Dr. Madad Ali Shah**, Worthy Vice Chancellor, the **Department of English**, Shaheed Benazir Bhutto University, Shaheed Benazirabad, successfully organized a highly engaging one-day workshop titled **“Mastering AI Prompts: The Art of the Ask.”** The session aimed to enhance learners' understanding of effective **AI prompting techniques** and to explore the integration of **AI-assisted learning** within academic and research environments.

The keynote address was delivered by **Associate Prof. Dr. Asif Ali Wagan**, who

**Shaheed Benazir Bhutto University**  
Shaheed Benazirabad

THE DEPARTMENT OF ENGLISH  
SHAHEED BENAZIR BHUTTO UNIVERSITY,  
SHAHEED BENAZIRABAD  
PRESENTS A ONE-DAY  
WORKSHOP ON:

**MASTERING  
AI PROMPTS:  
THE ART OF THE ASK**

**OBJECTIVES**

- To develop learner's understanding of effective AI prompting techniques.
- To explore practical strategies for integrating AI-assisted learning.

**ORGANISED BY:**

- Dr. Tania Laghari (Chairperson)
- Mr. Faheem Shaikh (convenor)
- Department of English,
- Shaheed Benazir Bhutto University,  
Shaheed Benazirabad

**Keynote Speaker**  
**Dr. Asif Ali WAGAN**  
Associate Professor  
Department of Information  
Technology  
SSBU, Shaheed Benazirabad

**8th October, 2025**  
Department of English  
at 10:00 AM

presented a comprehensive and thought-provoking session on the transformative potential of **Artificial Intelligence** and **prompt engineering** in modern education. Drawing from advancements in **Large Language Models (LLMs)** such as ChatGPT and DeepSeek, Dr. Wagan emphasized their capacity to support creativity, critical thinking, and problem-solving in higher education.

Participants were actively engaged in **interactive, hands-on exercises**, including guided prompt-writing activities and a lively Q&A session, which deepened their practical understanding of how AI tools can be effectively leveraged for research and learning.

**Associate Prof. Dr. Tania Laghari**, Chairperson of the Department, along with faculty members, encouraged students to adopt **ethical and responsible AI usage**, fostering innovation while maintaining academic integrity. **Mr. Faheem Shaikh**, Lecturer in English and Convenor of the session, urged students to embrace AI as a **collaborative learning tool** that enhances creativity rather than replaces it.

The workshop concluded with **overwhelmingly positive student feedback**, reflecting both enthusiasm and a growing awareness of AI's academic potential. Participants expressed a strong desire for continued exposure to **innovative digital learning opportunities**, reinforcing SBBU-SBA's commitment to **technological empowerment, ethical education, and academic sustainability**.



### Industry Visits to Sukkur Beverage (PepsiCo)

Shaheed Benazir Bhutto University, Shaheed Benazirabad, hosted representatives from **Sukkur Beverages Pvt. Ltd. (A PepsiCo Company)** as part of their **brand activation initiative for "Revive."** The visit provided an excellent platform to foster **industry-academia collaboration**, reflecting the university's commitment to bridging theoretical knowledge with practical corporate exposure.



During the visit, **Engr. Prof. Dr. Madad Ali Shah**, Worthy Vice Chancellor, engaged in productive discussions with the company's representatives, emphasizing the significance of **sustainable partnerships between academia and industry**. The dialogue focused on exploring opportunities for **student internships, research collaborations, and professional training programs** aligned with real-world industrial needs.



The event not only marked a successful corporate engagement but also strengthened SBBU-SBA's mission to promote **entrepreneurship, innovation, and employability** through meaningful industry linkages.

## The Influence of Folklore

The **students of the English Department (Batch 2023)** at Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized an engaging **FM Radio session** titled **"The Influence of Folklore on Literature."** The program explored how centuries-old tales, myths, and oral traditions continue to inspire writers and shape literary creativity across cultures and generations.

The session was skillfully hosted by **Ms. Mahnoor**, with insightful and thought-provoking discussions led by **Ms. Fiza Batool** and **Ms. Fatima Batool**. Under the expert supervision of **Dr. Tania Laghari**, Chairperson of the Department of English, the students examined how folklore serves as a cultural mirror—preserving



moral values, identity, and collective memory through storytelling.

The conversation offered valuable reflections on the **interconnection between tradition and modern literary expression**, inspiring listeners to appreciate the richness of cultural heritage embedded in literature. This initiative reflected the department's ongoing commitment to **promoting cultural awareness, intellectual exploration, and creative sustainability** through academic engagement and media outreach.



### Karachi Stock Exchange (KSE)

Students from the **BBA 2024 Batch, Department of Business Administration**, Shaheed Benazir Bhutto University, Shaheed Benazirabad, undertook an enriching **educational visit to the Karachi Stock Exchange (KSE)** for a practical learning experience. The visit, led by **Dr. Salar Hussain** and **Mr. Abdul Hafeezi Magsi**, provided students with an in-depth understanding of the **functioning of financial markets, trading mechanisms, and investment strategies** that drive Pakistan's economy.

Through direct interaction with financial professionals and exposure to live market operations, students gained valuable insights into **market analysis, corporate finance, and investment decision-making**—bridging the gap between theoretical knowledge and practical application.

The visit was organized under the **Memorandum of Understanding (MoU)** between **KSE and SBBU-SBA**, facilitated by **Director ORIC, Dr. Arman Khanzada**, and **Dr. Erum Shaikh**. This collaboration exemplifies the university's ongoing commitment to **strengthening academia-industry linkages**, fostering **experiential learning**, and preparing graduates with the skills and confidence to thrive in dynamic financial environments.



## Pakistan Institute of Living and Learning (PILL) bridged academia and industry.

The Office of Research, Innovation and Commercialization (ORIC) at Shaheed Benazir Bhutto University, Shaheed Benazirabad, hosted a collaborative meeting with representatives from the Pakistan Institute of Living and Learning (PILL) and the Manchester Global Foundation (MGF).

The session served as a strategic platform to explore joint research opportunities, community-based mental health initiatives, and capacity-building projects aimed at enhancing societal well-being through applied research and innovation. Discussions centered on strengthening international research partnerships, promoting evidence-based policy interventions, and advancing social responsibility in higher education.

This collaboration reflected SBBU-SBA's ongoing commitment to sustainable social impact, knowledge exchange, and interdisciplinary research, aligning with the university's broader mission of contributing to the mental, emotional, and societal resilience of communities through academia-driven solutions.



The officials of Pakistan Institute of Living and Learning (PILL) and the Manchester Global Foundation (MGF) visited the Office of Research, Innovation and Commercialization (ORIC), Shaheed Benazir Bhutto University, Shaheed Benazirabad.

During the visit, both institutions agreed to initiate and strengthen collaborations in the areas of mental health, wellbeing, and research development. They also agreed to sign a formal MoU in the upcoming days to further enhance joint initiatives for the benefit of students, faculty, and the community.

This partnership marks a significant step towards fostering innovation, research excellence, and societal impact at SBBU.

ORIC SBBU SBA

## Health Awareness Programs such as Breast Cancer Awareness

The Sanghar Campus of Shaheed Benazir Bhutto University, Shaheed Benazirabad, in collaboration with the Atomic Energy Cancer Hospital (AECH) NORIN, Nawabshah, organized an impactful Breast Cancer Awareness Lecture and Walk. The event aimed to raise public awareness on the



significance of **early detection, regular screenings, and preventive healthcare** in combating breast cancer — one of the most prevalent health challenges faced by women globally.

Distinguished **medical professionals from AECH NORIN** delivered an enlightening lecture that highlighted **key symptoms, risk factors, and modern treatment options** for breast cancer. The session provided participants with crucial knowledge on self-examination techniques and the importance of timely medical consultation.

Following the lecture, an **awareness walk** was held on campus, with active participation from **students, faculty, and administrative staff**, symbolizing solidarity and collective commitment to women's health and well-being.

The event reflected SBBU-SBA's dedication to **health awareness, community engagement, and social sustainability**, reinforcing the university's role as a proactive partner in promoting **preventive healthcare education and public welfare** across the region.

### Thalassemia Patients Care promoted public well-being.

Engr. Prof. Dr. Madad Ali Shah, Vice Chancellor, Shaheed Benazir Bhutto University, Shaheed Benazirabad, visited the **Thalassemia Patients Care Centre, Nawabshah**, a healthcare initiative established under the patronage of **Mohtarma Faryal Talpur**.

During the visit, the Vice Chancellor appreciated the dedicated efforts of the centre's medical team and management in providing free treatment, blood transfusion services, and compassionate care to thalassemia patients. He emphasized the importance of **community awareness, preventive screening, and collective social**



**responsibility** in addressing inherited blood disorders such as thalassemia.

The visit reflected SBBU-SBA's ongoing commitment to **health awareness, community engagement, and collaboration** with public welfare institutions to promote sustainable healthcare initiatives and improve the quality of life for the region's underprivileged patients.

## Women in Tech – Breaking Barriers,

The Department of Information Technology, Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized a highly impactful training session titled “Women in Tech,” dedicated to empowering women in the fields of technology and innovation. The event aimed to raise awareness about emerging technologies, digital transformation, and entrepreneurship opportunities for women in the modern digital era.

The session was led by Ms. Marina Sherbaz, an inspiring advocate for women empowerment in technology, who shared her experiences and insights on innovation and entrepreneurship. Mr. Israr Hussain, CEO of The Institute of Management and Entrepreneurship (TIME), delivered an engaging talk on real-world opportunities in the technology and business sectors, motivating participants to pursue careers in these growing fields.



Honorable Vice Chancellor, Engr. Prof. Dr. Madad Ali Shah, in his special address, highlighted the transformative role of technology in shaping the future and emphasized the importance of women's active participation in driving digital advancement. Dr. Mairaj Nabi, in his closing remarks, encouraged participants to embrace technology as a tool for progress and leadership, underscoring that the future belongs to those who innovate.

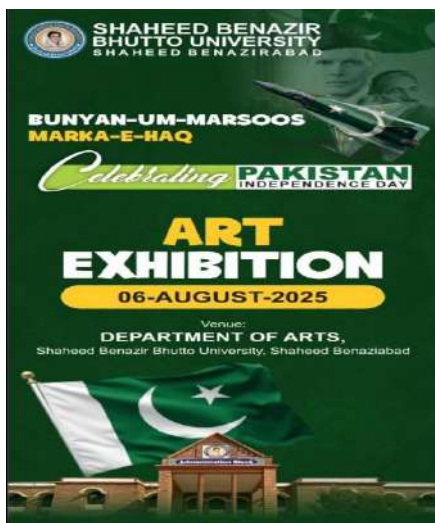


The session concluded with great enthusiasm, leaving participants motivated and inspired to explore new pathways in technology and entrepreneurship. The event reflected the

university's ongoing commitment to inclusivity, innovation, and the empowerment of women in the digital age.

### “Operation Bunyan-Um-Marsoos” and “Marka-e-Haq

The Department of Arts and Design, Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized a grand Arts Exhibition centered on the powerful themes of “Operation Bunyan-Um-Marsoos” and “Marka-e-Haq,” in connection with the celebration of Pakistan’s Independence. The event was part of a series of patriotic activities conducted across the university to honor the nation’s history and the spirit of sacrifice, resilience, and unity that define Pakistan’s identity.



Students showcased exceptional artworks reflecting the valor of Pakistan’s armed forces, the struggle for independence, and the unwavering resolve of the nation. Through a diverse range of visual expressions, the exhibition captured the essence of patriotism and national pride, offering a creative platform for young artists to express their love for the country.

The event drew a large audience, including students, faculty members, and guests, who deeply appreciated the creativity, effort, and dedication displayed by the participants. The exhibition not only celebrated artistic excellence but also served as a reminder of the nation’s enduring strength and unity.

## Panel Discussion

Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized an engaging panel discussion on the topic “Operation Bunyan-Um-Marsoos: What It Teaches Us About Unity Today,” under the theme *Marka-e-Haq* and in connection with Pakistan’s Independence celebrations. The event was held in the Multipurpose Hall, Academic Block-I, and brought together distinguished panelists and an enthusiastic audience for a reflective and intellectually stimulating session.



The discussion featured insightful contributions from Dr. Yasin Morejo, Mr. Junaid Jalbani, Ms. Ruqia, Mr. Shoaib Nawab, Mr. Shah Zaman, and Ms. Amtul, who explored the historical and moral lessons of Operation Bunyan-Um-Marsoos. They emphasized the operation’s enduring message of unity, resilience, and national strength, drawing parallels to contemporary challenges that call for collective solidarity and perseverance. The session was skillfully hosted by Ms. Ambreen Shaikh, who ensured a dynamic exchange of ideas throughout the program.

The event witnessed active participation from students and faculty members, fostering a spirit of patriotism and reflection. The discussion not only deepened participants’ understanding of Pakistan’s historical legacy but also inspired a renewed commitment to national unity and shared purpose.

## Civic Event - Solidarity Walk

Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized a Solidarity Walk to honor the courage and sacrifices of the brave soldiers of Operation Bunyan-Um-Marsoos under the national theme “*Marka-e-Haq*”



in connection with Pakistan's Independence celebrations.

The walk, led by the Vice Chancellor, Engr. Prof. Dr. Madad Ali Shah, began from Academic Block-I and concluded at the Administration Block. A large number of students, faculty members, officers, and staff participated with great enthusiasm, demonstrating unity, patriotism, and profound respect for the armed forces of Pakistan.

The event served as a symbolic expression of national pride and solidarity, reinforcing the collective spirit of resilience and gratitude toward those who defend the nation's sovereignty and peace.

## Flag Hoisting

Shaheed Benazir Bhutto University, Shaheed Benazirabad, proudly celebrated Pakistan's 78th Independence Day with a grand Flag Hoisting Ceremony held in front of the Administration Block. The event served as a heartfelt tribute to the nation's enduring spirit of freedom, unity, and resilience.

Students, faculty members, administrative staff, and security officials gathered in a display of patriotism and national pride to honor the sacrifices of Pakistan's heroes and to reflect on the country's remarkable journey toward progress and peace. The ceremony symbolized hope, perseverance, and the collective commitment of the university community to contribute to a prosperous and sustainable Pakistan.

Shaheed Benazir Bhutto University continues to stand as a beacon of knowledge, patriotism, and progress—nurturing future leaders dedicated to the nation's development and integrity.

## TECH EXHIBITION COMPETITION



Shaheed Benazir Bhutto University, Shaheed Benazirabad, through its Department of Information Technology and Computer Science, organized a *Tech Exhibition Competition* as part of the Independence Day celebrations under the national theme “*Operation Bunyan-Um-Marsoos & Marka-e-Haq.*”

The event brought together talented students who presented a wide range of innovative software projects, reflecting their creativity, technical proficiency, and passion for technological advancement. Faculty mentors guided the participants throughout the preparation process, fostering an environment of learning, collaboration, and applied research.

A panel of experts and evaluators reviewed the projects, assessing innovation, functionality, and real-world applicability. The competition not only recognized the outstanding achievements of students but also encouraged a culture of innovation and problem-solving aligned with Pakistan’s vision for digital transformation.

The event concluded with anticipation and excitement for the upcoming announcement of the winners, marking yet another milestone in the university’s efforts to promote technology-driven education and experiential learning.



## Bait Bazi competitions strengthened social cohesion.

Shaheed Benazir Bhutto University, Shaheed Benazirabad, successfully organized a two-day *Interdepartmental Bait Bazi Contest*, in which students from 14 departments participated with great enthusiasm. The competition featured two language categories — Sindhi and Urdu — highlighting the rich linguistic and poetic heritage of Pakistan.



The contest progressed through multiple stages, including the preliminary round, quarterfinals, semifinals, and the grand finale. Throughout these rounds, participants showcased their literary brilliance, quick thinking, and deep appreciation of classical and modern poetry. The event fostered a spirit of healthy competition, cultural pride, and intellectual engagement among students.

By promoting literary expression and linguistic diversity, the Bait Bazi Competition served as an inspiring platform for students to connect with Pakistan's poetic traditions while strengthening their communication skills and cultural awareness.



### Poetry and Mili Naghma Contest

Shaheed Benazir Bhutto University, Shaheed Benazirabad, proudly organized a vibrant *Poetry and Mili Naghma Contest* under the national theme “*Marka-e-Haq & Bunyan-Um-Marsoos*” to commemorate Pakistan’s Independence Day. The event brought together a large number of students, faculty members, and guests in the Multipurpose Hall, Academic Block–I, who gathered to celebrate the spirit of patriotism, creativity, and unity.

Participants showcased their deep love for the nation through passionate poetry recitals, powerful verses, and soulful national songs that echoed with pride and emotion. The program not only highlighted students’ literary and artistic talents but also served as a heartfelt tribute to the sacrifices made for Pakistan’s freedom and prosperity.

The event was successfully organized and led by Dr. Amir Ali Shah, Dr. Phullo, Dr. Sikander, Mr. Ayaz Ali, Mr. Khalid Sahil, and Amjad Hussain, whose collective efforts ensured a meaningful and memorable celebration of national pride.

### Language of Emotions.

The Department of English, Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized an engaging FM Radio Program titled “*Language of Emotions*” presented by students from the 2K22 Linguistics Batch. The program explored the intricate connection between language and emotion, offering listeners thoughtful reflections on how linguistic expression shapes human experience and interaction.

Hosted by Mr. Shahzad Ali under the supervision of Dr. Tania Laghari, Chairperson, Department of English, the program featured insightful discussions by Miss Sana Jameel and Miss Zainab Baloch. The entire production was guided by the visionary leadership of Dr. Laghari, whose mentorship and encouragement inspired students to approach the subject with creativity, depth, and intellectual curiosity.



This initiative exemplified the Department’s ongoing commitment to innovative learning practices and the integration of communication, culture, and emotional intelligence within academic exploration.

## Free Vehicle Checkup Camp

Shaheed Benazir Bhutto University, Shaheed Benazirabad, in collaboration with Suzuki Nawabshah Motors, successfully organized a *Free Vehicle Checkup Camp* at the university parking area. The event was inaugurated by the Worthy Vice Chancellor, Engr. Prof. Dr. Madad Ali Shah, alongside the General Manager of Suzuki Nawabshah Motors, marking a strong step toward promoting safety, awareness, and community facilitation on campus.

Faculty members, administrative staff, and students availed free vehicle inspections conducted by Suzuki’s professional team. The experts provided detailed consultations, maintenance guidance, and valuable safety tips to encourage responsible and preventive vehicle care.

**FREE VEHICLE CHECKUP CAMPAIGN**  
Shaheed Benazir Bhutto University, Shaheed Benazirabad invites all Faculty, Staff, and Students to avail Free Suzuki Vehicle Checkup.

|                                                                                                                                  |                                                                                                                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>FREE Checkup</b><br><b>Spare Parts Display</b><br>10% off All Parts<br><b>Used Car Programme</b><br><b>Exchange Programme</b> | <b>27 AUGUST 2025</b><br><b>WEDNESDAY</b><br><b>10:00 AM - 05:00 PM</b><br>Venue:<br><b>PARKING AREA</b><br>Shaheed Benazir Bhutto University,<br>Shaheed Benazirabad |
|----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|

- Get your vehicle inspected by Suzuki professionals
- Free basic checkup and guidance

Don't forget to bring your University/Employment Card for registration.  
*Let's keep our rides safe & smooth!*

Organized by: **Suzuki Nawabshah Motors**

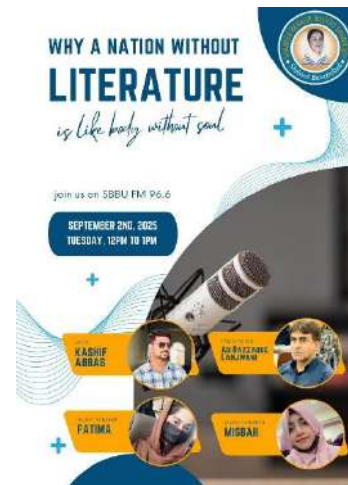


The initiative exemplified the university's ongoing commitment to the well-being of its community and the development of meaningful industry collaborations. The successful partnership with Suzuki Nawabshah Motors reflected a shared vision of safety, sustainability, and service to society.

### Why a Nation without Literature is Like Body without Soul

The Department of English, Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized a thought-provoking FM Radio Program titled *"Why a Nation without Literature is Like a Body without a Soul."* The session, presented by students from the 2K22 Literature Batch, explored the indispensable role of literature in shaping national identity, moral values, and intellectual growth.

Hosted by Mr. Kashif Abbas under the supervision of Mr. Ab Razzaque Lanjwani, the program featured insightful discussions by guest speakers Miss Fatima and Miss Misbah, who eloquently reflected on how literature serves as the conscience and cultural memory of a nation.



The production, skillfully directed by Mr. Ab Razzaque Lanjwani, stood out for its academic depth, creativity, and professional execution. His mentorship and commitment to literary education inspired students to appreciate the enduring power of literature as a force for social awareness and collective transformation.

This initiative highlighted the Department's ongoing efforts to integrate media-based learning with literary exploration, nurturing students' communication skills and their appreciation for cultural and intellectual heritage.



### Webinar on Game Development under MoU with Elite Tech & Elite Fusion:

The Department of Computer Science, Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), in



collaboration with Elite Tech and Elite Fusion, organized an inspiring and knowledge-enriching webinar titled “*Dream. Build. Launch.*” The session aimed to ignite innovation, creativity, and entrepreneurial thinking among students by introducing them to the fundamentals of startup culture, technological innovation, and project incubation.

The webinar provided participants with valuable insights into how ideas can be transformed into scalable, technology-driven solutions through strategic planning, teamwork, and innovation. Industry experts from Elite Tech and Elite Fusion shared real-world experiences, practical strategies, and success stories to motivate young innovators to pursue their entrepreneurial dreams with confidence and purpose.

The event served as a dynamic platform for students to explore the intersection of technology and entrepreneurship, reinforcing SBBU-SBA’s commitment to fostering a forward-thinking, innovation-oriented academic environment that prepares graduates to meet the challenges of a rapidly evolving digital world.

## 5. Governance and Institutional Excellence (G)

Good governance forms the cornerstone of sustainability at Shaheed Benazir Bhutto University, Shaheed Benazirabad. The university continues to champion transparency, accountability, and institutional excellence under the visionary leadership of Engr. Prof. Dr. Madad Ali Shah, Worthy Vice Chancellor. Strong governance structures ensure that every academic and administrative process aligns with the principles of ethical leadership and continuous improvement. During 2024–25, the university strengthened institutional capacity through data-driven decision-making, quality assurance mechanisms, and collaborative partnerships. The Office of the Registrar, Quality Enhancement Cell (QEC), and Office of Research, Innovation and Commercialization (ORIC) played pivotal roles in promoting efficiency, integrity, and innovation across all departments. These efforts have not only enhanced institutional credibility but also positioned SBBU-SBA as a benchmark of governance excellence in higher education within Sindh and beyond.

### Key Achievements

#### Development of Strategic Plan for SBBU-SBA by QEC integrated sustainability and quality assurance.

The Quality Enhancement Cell (QEC) of Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), organized an intensive and forward-looking workshop on the *Development of the Strategic Plan for SBBU-SBA*, aimed at



integrating sustainability and quality assurance into the university's long-term vision.

The workshop brought together senior faculty members, administrative heads, and strategic planners to collaboratively design a roadmap for institutional growth aligned with global educational standards and environmental responsibility. The sessions focused on developing measurable objectives in academic excellence, governance, sustainability, and research innovation.

Through interactive discussions, participants explored mechanisms for embedding environmental consciousness, resource efficiency, and quality culture into every level of university operations. The workshop emphasized the importance of sustainable governance, inclusive decision-making, and continuous performance evaluation to ensure the university's mission remains both progressive and environmentally responsible.



The initiative marked a significant milestone in SBBU-SBA's journey toward becoming a model green and quality-driven university, committed to nurturing knowledge, integrity, and sustainability for future generations.

## Enhanced Quality Assurance Practices workshops reinforced continuous improvement.

The Quality Enhancement Cell (QEC) of Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), organized a *Cascading Training Session* under the umbrella of the *National Academy of Higher Education (NAHE)* on **October 13, 2025**, at **11:30 AM** in the *Syndicate Hall, Administration Block*.

The session, themed “**Enhanced Quality Assurance Practices**,” was conducted by **Prof. Dr. Salman Bashir**, Dean, Faculty of Management and Business Administration, SBBU-SBA. The training aimed to strengthen institutional quality assurance mechanisms and enhance academic leadership and management capacities among QEC and ORIC staff.

A group of people are seated around a long conference table in a meeting room, engaged in a discussion. A man in a suit is standing at the head of the table, possibly presenting or moderating the session. The room has wood-paneled walls and a large screen at the front.

**Academic Leadership & University Management**

**Theme**  
Enhanced Quality Assurance Practices

**Trainer**  
Prof. Dr. Salman Bashir  
Dean, Faculty of Management Business Administration  
Shaheed Benazir Bhutto University, Shaheed Benazirabad

**Audience**  
QEC & ORIC Staff

**Schedule & Venue**  
Monday, October 13, 2025  
11:30 AM  
Syndicate Hall, Administration Block, (SBBU-SBA)

**Organized By**  
Quality Enhancement Cell (QEC), SBBU-SBA

## ORIC-led Grant Proposal Development

## Shaheed Benazir Bhutto University Organizes Transformative Two-Day Training Workshop on Grant Proposal Development

The *Office of Research, Innovation, and Commercialization (ORIC)* at **Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA)**, successfully organized a **comprehensive two-day training workshop on “Grant Proposal Development”** on **15–16 October 2025** at the University’s *Multipurpose Hall*.

This dynamic workshop was designed to **empower faculty members with advanced research and proposal-writing expertise**, enabling them to craft competitive, high-impact grant proposals aligned with **institutional goals, national priorities, and global research standards**. The initiative marked another milestone in the University’s ongoing commitment to fostering a vibrant research culture and promoting academic excellence.

The sessions were led by the distinguished scholar **Prof. Dr. Altaf Hussain Samo**, Director, *Executive Development Centre (EDC)*, *Sukkur IBA University*, whose **insightful, interactive, and hands-on training approach** captivated participants throughout the two days.

The workshop meticulously covered crucial elements of proposal development — from **understanding the international funding landscape and identifying compelling research problems** to **designing proposals aligned with the Sustainable Development Goals (SDGs)**. Participants gained valuable knowledge in **budget planning and justification, monitoring and evaluation frameworks, and ethical considerations in research**.

The training not only enhanced the participants’ technical capacity but also **ignited a renewed sense of confidence and innovation among the University’s research community**. The event concluded with participants expressing appreciation for the University’s proactive efforts in bridging the gap between academic research and real-world impact.



## Paraphrasing and Plagiarism Practical Sessions advanced academic integrity.

The Department of English at **Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA)**, organized an insightful **practical session on Paraphrasing and Plagiarism** for **Batch 25–BS English (A)** on **Friday, October 3, 2025**.

The session was conducted by **Mr. Jawaid Iqbal**, Lecturer, Department of English, who provided students with hands-on training on academic writing ethics, paraphrasing techniques, and methods to avoid plagiarism in scholarly work. The session emphasized the importance of originality and academic integrity in research and writing practices.

The practical activity was **supervised by Dr. Tania Laghari**, Chairperson, Department of English, who oversaw the session online and appreciated the efforts of both the instructor and the students for their active participation and engagement.



## FM Radio Programs on literature, AI, and culture

The session featured **Mr. Jabbar Brohi** as the guest speaker, who provided valuable insights into the **transformative role of Artificial Intelligence (AI)** in everyday life and its expanding influence across various professional and social domains.

The talk was **hosted by Shehzadi Jalbani** and **produced by Dr. M. Yaseen Moroojo**, reflecting SBBU's ongoing commitment to promoting technological awareness, digital literacy, and innovative thinking among its academic community.



## Sindhi Language Authority Visit.

**Engr. Prof. Dr. Madad Ali Shah**, Vice Chancellor, **Shaheed Benazir Bhutto University, Shaheed Benazirabad**, visited the **Sindhi Language Authority** as part of the ongoing efforts to implement the Memorandum of Understanding (MoU) previously signed between the two institutions.

The visit focused on operationalizing the MoU's key provisions to promote collaborative initiatives aimed at the **preservation, promotion, and digital advancement of the Sindhi language**. Discussions also centered on fostering **academic and research cooperation**, developing **joint projects**, and enhancing **linguistic and cultural scholarship**.

This strategic engagement marks a significant step toward deepening partnerships that will contribute to the enrichment of regional language studies and academic innovation.



## Effective Communication in the Digital Workplace: Leveraging WBLT for Success

The **Department of English**, Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized an insightful session titled *“Effective Communication in the Digital Workplace: Leveraging WBLT for Success”* for third-year students.

The session was led by **Dr. Ruqia Mastoi**, Lecturer, Department of English, who

A promotional poster for a session organized by the Department of English at Shaheed Benazir Bhutto University. The poster features a circular inset photo of Dr. Ruqia Mastoi, the speaker. The text on the poster includes the university name, the session title, the date (September 9th), the target audience (3rd Year English), the organizer (English Department 23-Batch-B), and the supervisor (Dr. Tania Laghari). It also mentions the time (11am to 12pm) and the venue (English Language Lab).

Shaheed Benazir Bhutto University  
Shaheed Benazirabad  
ENGLISH DEPARTMENT

Department of English  
is Organizing  
a session

ON  
9<sup>th</sup> Sept

About:  
**Effective Communication  
In The Digital  
Workplace:  
Leveraging WBLT  
For Success**

Target Audience: 3rd Year English

Organized by  
English Department  
23-Batch-B

Please join on Thursday 9th September 2023 at 11am to 12pm  
Venue: English Language Lab  
© SBBU SBA

Speaker: Dr. Ruqia  
English Lecturer at  
SBBU SBA

Under the Supervision of  
Dr. Tania Laghari  
Chairperson of English  
Department (SBBU SBA)

highlighted the significance of effective communication skills in today’s digital and technology-driven professional environments. The event was held at the **English Language Lab** and was facilitated by **Dr. Tania Laghari**, Chairperson, Department of English.

The session provided students with practical insights into workplace communication, emphasizing how technology and digital tools can enhance collaboration, productivity, and professional growth.

6. Performance Overview

The year 2024–25 marked a defining phase in Shaheed Benazir Bhutto University, Shaheed Benazirabad’s (SBBU-SBA) transformative journey toward institutional sustainability and academic excellence. Guided by its ESG (Environmental, Social, and Governance) framework, the university strategically aligned its initiatives to create lasting impact both within and beyond campus boundaries. Through comprehensive planning, community engagement, and policy-driven action, SBBU-SBA demonstrated its unwavering commitment to sustainability as an integral part of its institutional identity.

| ESG Dimension | Key Focus Areas (2024–25)                                  | Outcomes & Impact                                                                              |
|---------------|------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| Environmental | Tree Plantation, Green Education, Climate Change Awareness | Fostered ecological responsibility, strengthened environmental consciousness, and cultivated a |

|                   |                                                                    |                                                                                                                                                           |
|-------------------|--------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
|                   |                                                                    | sustainable campus culture that champions green living and conservation.                                                                                  |
| <b>Social</b>     | Faculty Development, Health & Civic Engagement, Gender Empowerment | Advanced academic quality, social inclusion, and civic responsibility while building stronger connections between the university and the wider community. |
| <b>Governance</b> | Strategic Planning, Ethical Research, Quality Assurance            | Enhanced institutional accountability, transparency, and efficiency through ethical leadership and evidence-based quality improvement frameworks.         |

## 7. Challenges and Lessons Learned

While SBBU-SBA achieved notable milestones in embedding sustainability within its academic and operational systems, several challenges provided critical insights for the road ahead.

- **Integrated ESG Data Systems:** The need for unified mechanisms to track sustainability metrics and measure impact across departments remains a key priority.
- **Resource Limitations:** Funding constraints limited the implementation of large-scale green infrastructure and advanced sustainability technologies.
- **Cross-Departmental Synergy:** Strengthening collaboration among academic, administrative, and operational units is essential to achieve cohesive sustainability reporting and action.

These challenges are not barriers but **stepping stones**—offering opportunities for innovation, collaboration, and growth. To address them, SBBU-SBA plans to establish a **Sustainability Taskforce** in 2025–26 dedicated to advancing integrated ESG practices,

monitoring progress, and fostering a unified culture of sustainability throughout the university.

## 8. Conclusion

The *Sustainability Report 2024–25* stands as a testament to SBBU-SBA's steadfast dedication to integrating **Environmental Responsibility, Social Equity, and Good Governance** into every dimension of its academic and institutional framework. Through visionary leadership, collective commitment, and a passion for progress, the university continues to redefine higher education as a force for ecological balance, social well-being, and ethical governance.

As SBBU-SBA advances into the next phase of its sustainability journey, it remains resolute in transforming its campus into a living model of green innovation—where knowledge thrives, communities flourish, and the environment is preserved for generations to come.