



# SBBU CONNECT

Round-up

## ORIC NEWSLETTER

YEAR 2024-25

Driven by Visionary Leadership:  
Fostering Global Engagement through  
Research, Innovation, and Strategic  
Partnerships



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## ACKNOWLEDGEMENTS AND CONTRIBUTORS:

We extend our heartfelt gratitude to all those who contributed to the successful compilation and publication of the **ORIC Newsletter 2024–25**. Their dedication, insight, and collaborative spirit were instrumental in bringing this issue to life.

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## COMPILED AND COORDINATED BY:

### **Dr. Arman Khan**

Director, Office of Research, Innovation, and Commercialization (ORIC)  
Shaheed Benazir Bhutto University, Shaheed Benazirabad

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Research Assistant, ORIC  
Shaheed Benazir Bhutto University, Shaheed Benazirabad

### **Salahuddin Keerio**

Graphics Designer

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We also thank the faculty members, students, departments, and administrative staff whose contributions, achievements, and insights were highlighted throughout this newsletter. Together, we continue to foster a thriving culture of research, innovation, and collaboration at SBBU-SBA.



**Fostering a culture of  
Academic Research and Innovation  
and Commercialization  
across disciplines at the SBBU-SBA**

# MESSAGE



## **Prof. Dr Madad Ali Shah**

Vice Chancellor  
Shaheed Benazir Bhutto University,  
Shaheed Benazirabad

It is with immense pride that I welcome you to Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), a distinguished centre of academic excellence and innovation in the heart of rural Sindh. Since its establishment, the university has played a vital role in uplifting students through quality education, dynamic research, and community engagement.

A core component of our academic advancement is the Office of Research, Innovation and Commercialization (ORIC), which serves as a catalyst for fostering a research-oriented culture, promoting innovation, and building meaningful linkages between academia and industry. Through ORIC, we empower faculty and students to contribute to cutting-edge research, sustainable development, and knowledge-based entrepreneurship.

Our experienced and dedicated faculty members are actively engaged in nurturing future-ready graduates by aligning teaching and research with global trends. SBBU-SBA is equipped with modern infrastructure, designed to meet climate and technological challenges, and offers a safe, green, and intellectually vibrant campus environment.

Beyond classrooms and laboratories, we offer students a wide array of ORIC-supported extracurricular platforms to cultivate their talents in leadership, arts, sports, entrepreneurship, and social responsibility. These opportunities are critical in developing well-rounded individuals who are not only academically advanced but also socially conscious citizens of Pakistan.

We remain firmly committed to the vision of Shaheed Mohtarma Benazir Bhutto, striving to transform lives through education, research, innovation, and service to society.



# MESSAGE



## **Dr. Arman Khanzada**

Director ORIC,  
Shaheed Benazir Bhutto University,  
Shaheed Benazirabad

It gives me immense pleasure to share the remarkable progress, achievements, and aspirations of the Office of Research, Innovation and Commercialization (ORIC) at Shaheed Benazir Bhutto University, Shaheed Benazirabad, through this newsletter.

At ORIC, we are committed to fostering a vibrant culture of research excellence, innovation, and entrepreneurship. We believe that research and innovation are not only the foundations of academic distinction but also essential drivers of socio-economic development. Our efforts are directed toward creating an enabling ecosystem where faculty and students can engage in high-impact research that addresses real-world challenges and contributes meaningfully to society.

We are proud of the milestones achieved in recent months including research grants, patents, international collaborations, and a series of capacity-building and knowledge-sharing events. These accomplishments reflect the unwavering dedication and resilience of our researchers, scholars, and support teams.

As we move forward, ORIC remains focused on strengthening university-industry linkages, facilitating interdisciplinary collaboration, and promoting innovation-driven entrepreneurship. We are aligning our research endeavors with national priorities and global sustainable development goals to ensure that the work emerging from our university is relevant, responsible, and far-reaching.

Our mission is to support faculty and students not just in conducting research, but in translating their ideas into impactful solutions. We remain committed to expanding access to funding opportunities, advancing commercialization efforts, and fostering strategic collaborations with academic and industrial partners both locally and internationally.

I wholeheartedly invite all stakeholders, faculty members, students, industry leaders, funding agencies, and policymakers to actively engage with ORIC. Your ideas, contributions, and partnerships are vital to our shared vision of transforming SBBU into a center of research excellence and innovation for regional and global progress.

Together, let us continue building a knowledge-driven future rooted in innovation, inclusion, and impact.



# KNOW OUR ORIC

## ABOUT ORIC

The Office of Research Innovation and Commercialization at Shaheed Benazir Bhutto University is committed to growing and developing the university's research programs and direct research activities to enhance the educational and socio-economic priorities of the university and its broader community.

## VISION

The ORIC-SBBU SBA reinforces SBBU's vision of being the premier institution of learning, teaching, and research to reach the apex of academic excellence with a view to face global challenges by providing affordable quality education and development of manpower to accelerate the pace of socio-economic development in the country.

## MISSION

The ORIC at SBBU-SBA is dedicated to advancing the university's vision of academic and research excellence by fostering high-quality research, promoting innovation and entrepreneurship, and building strong links between academia and industry. Through training and collaboration, ORIC builds research capacity and upholds integrity to enhance SBBU-SBA's global standing.

## OUR ETHOS

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

# INTRODUCTION

The Shaheed Benazir Bhutto University is newly established university located in the center of Sindh province. Our faculty is well equipped to face the global challenges of the 21st century. Office of Research and Innovation was established in 2015 as per HEC guidelines and delivers as believed. Office of the research innovation and commercialization has initiated its work after the notification of Higher Education Commission. The objective of the establishment of the ORIC is to develop, expand and enhance the university research programs and to link research activities directly to educational, social and economic priorities of the university and its broader community. ORIC provides training, research, information sharing, internal control solutions strategic management, policies and various ideas to improve and assist the national/international organization to esteem their performance.



# RESEARCH EXCELLENCE

## Publications & Research Grants

Shaheed Benazir Bhutto University takes pride in its thriving research community, which has collectively produced a variety of publications spanning a broad spectrum of disciplines. With the active participation of faculty of SBBU, we are steadily advancing toward our vision of becoming one of Pakistan's premier research universities.

### Projects/Grants Awarded in 2024-25

Sr. No	Project Lead	Thematic Area	Title	Funding Agency	Amount (PKR)
01	<b>Dr. Irum Naz Sodhar</b>	IT & Computer Science	Exploring the role of generative AI system for the romanization of Sindhi Text	HEC (SRSP)	1,018,000/-
02	<b>Dr. Muhammad Arif</b>	Management Sciences	Factors influencing farmers willingness to adopt recycling of agriculture crop residues.	HEC (SRSP)	1,075,000/-
<b>CO PIs</b>					
03	<b>Dr. Erum Shaikh</b>	Management Sciences	Integrating Gender & Climate Resilience: The Role of Women Entrepreneurs in Achieving Sustainable Development Goals (SDGs).	HEC (SRSP)	2,000,000/-
04	<b>Mr. Umair Shaikh</b>	IT & Computer Science	DiaCare - A Smart Solution for Diabetes Management in Pakistan.	HEC (SRSP)	816,000/-

### Research Projects: Ongoing and Completed:

Shaheed Benazir Bhutto University is proud to present its vibrant research community, which has contributed over 15+ ongoing research projects & 250+ Research publications in HEC recognized journals across diverse range of disciplines.

### Proud Milestone: SBBU Journal Recognized in Y-Category by HEC:

ORIC is delighted to announce that the **International Journal of Emerging Business and Economic Trends (IJE BET)**, published by **Shaheed Benazir Bhutto University, Shaheed Benazirabad**, has been officially recognized in the **Y-Category** by the **Higher Education Commission (HEC) of Pakistan**.

This achievement reflects the journal's commitment to academic excellence, quality research, and global relevance in the fields of business, economics, and emerging trends.

Congratulations to the editorial board members, reviewers and contributors for this remarkable accomplishment!



# RESEARCH EXCELLENCE

Publications & Research Grants

## Number Of Research Publications (July 2024 to June 2025)

Sr. No	Name of Faculty/ Institute	HEC Recognized Journals categorized by HJRS			Grand Total	Total Impact Factor
		W	X	Y		
	Science and Technology	15	06	22	43	57.3
	Management and Business Administration	09	08	29	46	8.8
	Social Sciences	12	29	150	191	20.29
	Total	36	43	201	280	86.39



# SBBU'S STRATEGIC COLLABORATIONS

## Key ORIC Partnerships

### INTERNATIONAL

01



SELÇUK  
ÜNİVERSİTESİ

Selcuk University  
Konya, Turkey

02

**Nilai**  
UNIVERSITY

Nilai, Malaysia

03



SHINAWATRA  
UNIVERSITY  
FOSTERING INNOVATION

Shinawatra University,  
Thailand

04

**PUTRA**  
Business School  
Nurturing Human Leaders

Putra Business School

05



TECH  
VALLEY

Google and Tech Valley

06

**GUNA**

Global University  
Network for Innovation

07



JIANGSU University,  
China

08



Shahed University, Tehran,  
Iran

09

université  
de **BORDEAUX**

University of Bordeaux

10

**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA

Universiti Teknologi  
Malaysia

11



UIM Indonesia

12

**Infrastructure  
University**  
Kuala Lumpur

Infrastructure university  
Kuala Lumpur, Malaysia

13



Universitas Islam Madura  
Indonesia

# SBBU'S STRATEGIC COLLABORATIONS

Key ORIC Partnerships

## NATIONAL

01



Sukkur IBA University

02



Quaid-e-Awam University  
of Science & Technology,  
Nawabshah

03



Zabtech

04



Muhammad Ali Jinnah  
University, Karachi

05



Center for Advocacy, Research  
& Democracy (CARD) Sindh

06



International Institute of Forensic  
Science & Technology Karachi

07



Federation of Pakistan Chambers  
of Commerce & Industry

08



Integrated Service Excellence

09



University of Balochistan

10



Abdul Majid Bhurgeri Institute  
of Language Engineering  
Hyderabad

11



Sindh University  
Biotechnology & Genetics  
Engineering

12



NIC Hyderabad

13



Khadim Ali Shah Bukhari Institute  
of Technology

# SBBU'S STRATEGIC COLLABORATIONS

Key ORIC Partnerships

## INDUSTRY COLLABORATIONS

01



Shaheed Benazirabad Chamber  
of Commerce & Industry

02



engro corp  
Engro Corporation

03



Khushhali Microfinance Bank

04



CORPCO  
CORPO Pvt Ltd

05



Khayyam Enterprises

06



Ali Farhan Builder Pvt Ltd

07



National ICT R&D Fund  
(Ignite)

08



Techno SYNK Solar Pvt Ltd

09



ZAW Energy Private Limited

## GOVERNMENT AND PUBLIC SECTOR

01



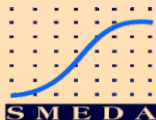
Sindh Board of Investment

02



Pakistan Agricultural Research  
Council (PARC)

03



Small and Medium Enterprises  
Development Authority (SMEDA)

# SBBU'S STRATEGIC COLLABORATIONS

## Key ORIC Partnerships

### TECHNOLOGY AND INNOVATION

01



NIC Karachi (National Incubation Center)

02



Icreatives

03



Pakistan Freelancers Association

### NGOS AND CIVIL SOCIETY

01



Aga Khan Rural Support Programme (AKRSP)

02



THE CITIZENS FOUNDATION  
The Citizens Foundation (TCF)

03



Norin Cancer Hospital

04



Zindagi Price

### AGRICULTURE AND ENVIRONMENT

01



WWF Pakistan



# DISCOVER, CREATE, INNOVATE AND INSPIRE

Our University's Entrepreneurial Pulse

## The Pakistan Mother Languages Literature Festival 2025

The Festival was held at the Pakistan National Council of the Arts (PNCA), featured a notable session titled "Fine Arts and Mother Languages." The session underscored the intrinsic connection between artistic expression and linguistic heritage.



## Fostering Research & Innovation:

Prof. Dr Madad Ali Shah, VC SBBU-SBA, engages with key institutions in Islamabad".



## Science Fair

The Faculty of Science and Technology at SBBU-SBA, successfully organized its 3rd Annual Science Fair, hosted by the Department of Genetics and Molecular Biology. The event featured a vibrant display of scientific innovation, research, and creativity by students and faculty. The fair was formally inaugurated by the Worthy Vice Chancellor, Prof. Dr Madad Ali Shah, and was graced by the presence of respected Deans, Heads of Departments, senior faculty members, and enthusiastic students from various departments. The fair showcased student innovations and fostered scientific engagement across disciplines.



## Handmade Project Exhibition

The Handmade Project Exhibition, organized by Ms. Rashida Lutuf, proudly showcased the creativity and innovation of Batch 2023–24, Department of Education.



## Software Exhibition & Job Fair 2024

The Department of IT hosted the Software Exhibition & Job Fair 2024, showcasing innovative final-year projects in AI, IoT, Blockchain, mobile apps, and web development.



# DISCOVER, CREATE, INNOVATE AND INSPIRE

Our University's Entrepreneurial Pulse



## Exploring the Elements

Chemistry Department Soap Exhibition Ignites Scientific Curiosity at SBBU-SBA.



## Physics Project Exhibition (PPE-25)

The Physics Project Exhibition (PPE-25) organized by the Faculty of Science & Technology, Shaheed Benazir Bhutto University, Shaheed Benazirabad. The event showcased 35 project models developed by students, reflecting modern scientific principles and creative ideas.

## SEEBA Expo 2024: Synergy Leading to Innovation

Shaheed Benazir Bhutto University in Nawabshah hosted a vibrant two-day expo, showcasing the diverse talents of its students. Held under the special directives of Vice Chancellor Prof. Dr Madad Ali Shah, the event was jointly organized by the Faculties of Management, Business Administration, and Social Sciences. It featured student-led stalls displaying everything from food and short films to cultural artefacts, artwork, and traditional Sindhi handicrafts.





# DISCOVER, CREATE, INNOVATE AND INSPIRE

Our University's Entrepreneurial Pulse

## Art Exhibition 2024

Students of the Department of Fine Arts & Design at Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized a vibrant Art Exhibition 2024, showcasing their creativity through sketching, sculpture, painting, textile art, and customized apparel.



## ORIC Highlights: Tradepreneur 3.0 Innovation Thrives at SBBU Sanghar

Administration at Shaheed Benazir Bhutto University, Sanghar Campus successfully hosted "Tradepreneur 3.0: Efforts Leading to Execution" today! This grand celebration of innovation and entrepreneurship showcased a diverse range of student creativity, featuring:

- Business Models & Stalls
- Project Exhibitions/Poster Presentations
- Gaming Zone
- Art Exhibitions

ORIC commends the Business Administration

department and all the participants for this outstanding display of entrepreneurial spirit and innovative ideas.



## Worthy Vice Chancellor Prof. Dr Madad Ali Shah Graces Aptech Hyderabad's IT Expo

An IT Software Exhibition was organized at Indus Hotel, Hyderabad by Aptech Institute Hyderabad, showcasing innovative projects and emerging technologies. The event was honored by the presence of Prof. Dr Madad Ali Shah, Vice Chancellor, SBBU-SBA, who graced the occasion as Chief Guest.



# SHOWCASING AND SHARING

## Faculty Achievements

### A Triumph of Leadership: Prof. Dr Madad Ali Shah Wins Prestigious PEC Seat



It is with immense pleasure that ORIC extends its heartfelt congratulations to Prof. Dr Madad Ali Shah, Vice Chancellor of Shaheed Benazir Bhutto University, Shaheed Benazirabad, on being declared the winner of the PEC Elections for the 2024-27 term. Prof. Dr

Madad Ali Shah has been successfully elected for the Sindh-Computer / Software / Telecom / Avionics / Aeronautical Engineering seat. This remarkable achievement is a testament to his leadership and dedication to the field. We wish him continued success in his new role.

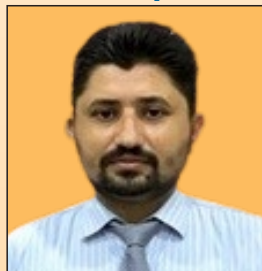
### A Remarkable Academic Milestone by the Faculty of Management & Business Administration



ORIC extends its heartfelt congratulations to Prof. Dr Salman Bashir Memon, Dean FMBA, for his exceptional efforts in successfully organizing the International Conference on Sustainable Development (ICSD 2025) at Shaheed Benazir Bhutto University,

Shaheed Benazirabad. His visionary leadership and tireless dedication played a pivotal role in making this academic event a resounding success, bringing together scholars, researchers, and professionals from diverse fields to address global sustainability challenges.

### Congratulations on Securing the National Postdoctoral Fellowship!



ORIC congratulates Dr. Sidra and Dr. Ahmed Shafiq on securing the National Postdoctoral Fellowship Programme by Sindh HEC. Your achievement is truly inspiring. We wish you continued success and impactful research in the future.

### Proud Achievement: International Recognition for SBBU Leadership



ORIC congratulates Prof. Dr Tayyaba Zarif on being awarded the Honorary Fellowship by the Centre for Business & Economic Research (CBER). The award will be conferred on August 11, 2025, at the ROGE Conference, hosted at Said Business School,

University of Oxford. This prestigious honor acknowledges her outstanding contributions to knowledge leadership on both national and international platforms.

### Dr. Muhammad Arif, Chairman Department of Business, SBBU-SBA



Dr. Muhammad Arif honored as Keynote Speaker at the International Conference on Sustainable Development. His insightful contribution significantly enriched the discourse on sustainability, inspiring scholars and professionals alike. ORIC

proudly congratulate Dr Arif on this remarkable achievement.

### ORIC is delighted to highlight a major faculty achievement



Dr. Erum Shaikh, Head of Department, Business Administration, Sanghar Campus, has successfully completed her vital research project: "Strategies Used by Businesses to Mitigate the Effects of Climate Change in Pakistan."

This impactful work, fully compliant with all guidelines, represents a significant contribution to climate change research in Pakistan.



# INNOVATION & COMMERCIALIZATION:

## ORIC News

We are proud to share that Dr. Arman Khan, Assistant Professor, Department of Business Administration, Shaheed Benazir Bhutto University, Shaheed Benazirabad, has been officially granted a UK Design Patent for his innovative work titled: "Artificial Intelligence-Based Data Processing Device for Customer Feedback". This achievement marks a significant milestone in Dr. Arman Khan's research journey and reflects the university's commitment to fostering innovation and excellence in emerging technologies. The design is formally recognized by the Intellectual Property Office, United Kingdom under Design Registration Number: 6419109.

The banner features a dark blue background with a subtle pattern. At the top, it reads "OFFICE OF RESEARCH, INNOVATION AND COMMERCIALIZATION". Below this, on the left, is a circular logo with "RESEARCH", "INNOVATION", and "COMMERCIALIZATION" around a central image of a person, next to the text "ORIC NEWS". On the right, there are two circular logos: the Royal Coat of Arms and the Shaheed Benazir Bhutto University logo. The main text in the center reads: "ITS OUR IMMENSE PLEASURE TO INFORM YOU ALL THAT ONE OF OUR FACULTY MEMBER". Below this, a quote from "Dr ARMAN KHAN" is shown, identifying him as an Assistant Professor in the Department of Business Administration, SBBU SBA. To the right of the quote is a large image of a "Certificate of Registration for a UK Design" from the Intellectual Property Office, showing details like design number 6419109, grant date 05 February 2025, and registration date 24 January 2025. Below the certificate, a photo of Dr. Arman Khan speaking at a podium is visible. At the bottom left, it states "successfully registered and granted UK Design Patent of Artificial Intelligence Based DATA PROCESSING DEVICE FOR CUSTOMER FEEDBACK". At the bottom center, it says "DESIGN REGISTRATION # 6419109" and "INDEXED AND PUBLISHED INTELLECTUAL PROPERTY OFFICE UK".

OFFICE OF RESEARCH, INNOVATION AND COMMERCIALIZATION

ORIC NEWS

ITS OUR IMMENSE PLEASURE TO INFORM YOU ALL THAT ONE OF OUR FACULTY MEMBER

**“Dr ARMAN KHAN”**  
ASSISTANT PROFESSOR, DEPARTMENT OF BUSINESS ADMINISTRATION, SBBU SBA

successfully registered and granted UK Design Patent of **Artificial Intelligence Based DATA PROCESSING DEVICE FOR CUSTOMER FEEDBACK**

DESIGN REGISTRATION # 6419109  
INDEXED AND PUBLISHED INTELLECTUAL PROPERTY OFFICE UK

Certificate of Registration for a UK Design  
Design number: 6419109  
Grant date: 05 February 2025  
Registration date: 24 January 2025

This is to certify that,  
in pursuance of and subject to the provision of Registered Designs Act 1949, the design of which a representation or specimen is attached, has been registered as of the date of registration shown above in the name of  
Dr. Arman Khan, Prof. Dr. Abu Bakr Ad-...  
Mr. Arman-Rahman

In respect of the application of sub-...  
Artificial Intelligence Based Data Processing Device for Customer Feedback

International Design Classification  
Version: 15.01.25  
Class: 14 (CORDING EQUIPMENT)  
Subclass: 02 DATA PROCESSING APPARATUS AND DEVICES

Adam Williams  
Comptroller-General  
Intellectual Property  
The Intellectual Property Office

# FACULTY ACHIEVEMENTS

Taking Research to New Heights!



**Dr. Nawaz Ahmad**

Associate Professor  
Department of  
Business Administration

Has published a research paper in  
**Technological and Economic Development  
of Economy**

Indexing /IF: SSCI, JIF 4.8; Scopus Q1; HEC "W" category

Title: Foreign direct investment legislation and economic growth in  
Western Balkan countries: a panel analysis



**Dr. Muhammad Arif**

Chairman  
Department of  
Business Administration

Has published a research paper in

**Journal of Competitiveness**

Impact Factor - 2.6, HEC "W" category

Title: A bibliometric led systematic review of sustainable finance:  
Overview and future directions



**Dr. Lal Bux**

Associate Professor  
Department of  
Molecular Biology & Genetics

Has published a research paper in

**Frontiers in Plant Science**

Indexing /IF: (HEC W-Category) Impact Factor 4.1

Title: Field evaluation of tissue culture-derived and off shoot-grown data  
palm cultivars: a comparative analysis of vegetative and fruit attributes



**Dr. Nawaz Ahmad**

Associate Professor  
Department of  
Business Administration

Has published a research paper in

**TEM Journal**

Indexing: ESCI; Scopus Q3; HEC "X" category

Title: Cracking the Code to ESL Student Satisfaction: The Impact of  
E-Learning Quality, Interaction, and Collaboration



**Dr. Muhammad Aftab Madni**

Assistant Professor  
Department of  
Media and Communication Studies

Has published a research paper in

**Suicidology (Russia)  
HEC X-Category (Web of Science)**

Title: A 77-year-long Suicide Research in Pakistan: A Bibliometric  
Analysis



**Dr. Ahmed Raza ul Mustafa**

Assistant Professor  
Department of  
Economics

Has published a research paper in

**International Journal of Islamic Thought**

Indexing /IF: HEC X Category WOS, Emerging Sources Citation Index (ESCI)

Title : Islamophobia, populism and peace in the perspective of  
relinquished financial European economies: A systematic review



**Dr. Muhammad Yaseen Moroojo**

Incharge Chairman  
Department of  
Media & Communication Studies

Has published a research paper in

**Journal of Media Horizons  
a HEC Y-Category indexed Journal**

Title: the rise of ai-generated content in Pakistani media: implications  
for journalism and public discourse



**Dr. Mahboob Ali Dehraj**

Associate Professor  
Department of  
Education Department

Has published a research paper in

**Journal of Political Stability Archive  
a HEC Y-Category indexed Journal**

Title: Effect of School Administration on the Academic Performance of  
Students at Public Secondary Schools in Shaheed Benazirabad, Sindh



# FACULTY ACHIEVEMENTS

Taking Research to New Heights!



**Dr. Nargis Mari**

Associate Professor  
Department of  
English

Has published a research paper in  
**Journal of Applied Linguistics and TESOL (JALT)**  
a HEC Y-Category indexed Journal

Title: From viewers to learners: Investigating the perceptions of EFL/ESL Learners towards You-tube as a resource of English language learning



**Miss. Waseema Batool**

Lecturer  
Department of  
Information Technology

Has published a research paper in  
**ACADEMIA International Journal for Social Sciences**  
a HEC Y-Category indexed Journal

Title: The Role of AI in Shaping the Future of University Teaching and Learning



**Miss. Sehrash Arif**

Lecturer  
Department of  
Basic Sciences & Related Studies

Has published a research paper in  
**Journal of Media & Communication ( JMC)**  
a HEC Y-Category indexed Journal

Title: The influence of Cultural Barriers and Media Representation on Women's Empowerment in Pakistan: Challenges and Opportunities



**Mr. Ayaz Ali Jarah**

Lecturer  
Department of  
Basic Sciences & Related Studies

Has published a research paper in  
**AI-AASAR Journal**  
a HEC Y-Category indexed Journal

Title: Comparison of the poetry of Allama iqbal and Faiz Ahmed Faiz



**Mr. Dastar Ali Chandio**

Lecturer  
Department of  
Media and Communication Studies

Has published a research paper in  
**Journal of Media and Communication**  
a HEC Y-Category indexed Journal

Title : Using Development Support Communication to Address Climate Change Challenges in Sindh



**Mr. Junaid Ali Jalbani**

Lecturer  
Department of Basic Sciences and  
Related Studies (BS & RS)

Has published a research paper in  
**Bulletin of Multidisciplinary Studies,**  
a HEC Y-Category indexed Journal

Title : Chapter of Twenty Years: An Ultimate End of Proxy War in Afghanistan and Role of Pakistan in the Peace Process.

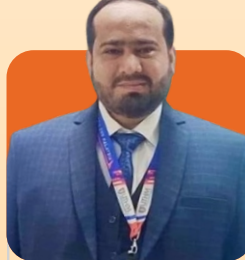


**Dr. Wazir Ali Metlo**

Associate Professor  
Department of  
Molecular Biology & Genetics

Has published a research paper in  
**Journal of Annual Methodological Archive Research Review**  
a HEC Y-Category indexed Journal

Topic: The Role of Pesticides in Fruit Fly Management, Balancing Efficacy and Environmental Concerns



**Dr. Syed Hyder Raza Shah**

Lecturer  
Department of  
English

Has published a research paper in  
**Research Journal of Social Affairs**  
a HEC Y-Category indexed Journal

Title: Exploring the Effective Strategies for Developing English Vocabulary Among University Students

# FACULTY ACHIEVEMENTS

Taking Research to New Heights!



**Miss. Syeda Sapna Shah**

Lecturer  
Department of  
Education Department

Has published a research paper in  
**Journal of Political Stability Archive**  
a HEC Y-Category indexed Journal

Title: The Effect of AI-Based Learning Tools on Academic Performance of Secondary School Students: A Quantitative Study from Shaheed Benazirabad



**Mr. Noman Ali Samo**

Lecturer  
Department of  
Education Department

Has published a research paper in  
**Journal of Political Stability Archive**  
a HEC Y-Category indexed Journal

Title: The Effect of AI-Based Learning Tools on Academic Performance of Secondary School Students: A Quantitative Study from Shaheed Benazirabad



**Mr. Ayaz Ali jarah**

Lecturer  
Department of  
Basic Sciences & Related Studies

Has published a research paper in  
**Contemporary Journal of Social Science Review**  
a HEC Y-Category indexed Journal

Title: Hassan Razvi's interview in context of Negotiation



**Dr. Altaf Hussain**

Assistant Professor  
Department of  
Business Administration

Has published a research paper in  
**Journal of Contemporary Business and Economics**  
a HEC Y-Category indexed Journal

Title: Does Green Brand Awareness Influence Buying Behavior?  
Examining the Impact of Green Brand Image and Green Brand Loyalty



**Dr. Salman Bashir Memon**  
Dean FMBA

Book Chapter:  
**Corporate Social Responsibility Approaches to Ethical AI in Business**

Publisher:  
**IGI Global Scientific Publishing**

ORIC Congratulates you on this remarkable success.



**Dr. Salman Bashir Memon**  
Dean FMBA

Book Chapter:  
**Islamic Finance and Corporate Governance: Synergies for Sustainable Growth**

Publisher:  
**Emerald Publishing Limited**

ORIC Congratulates you on this remarkable success.



**Dr. Salman Bashir Memon**  
Dean FMBA

Book Chapter:  
**Redefining Tourism With AI and the Metaverse**

Publisher:  
**IGI Global Scientific Publishing**

ORIC Congratulates you on this remarkable success.



# FOSTERING INNOVATION AND COLLABORATION

## A Spotlight on ORIC Activities

### Career Counselling Internship Gala 2025

A total of 226 students from various departments including Chemistry, Business Administration, Economics, Microbiology, Information Technology, Genetics, and Statistics actively participated in the interview process. We extend our sincere gratitude to the Worthy Vice Chancellor for his continued support in championing student success through innovation and opportunity. Special appreciation is also due to the Director ORIC for his tireless dedication in transforming vision into action. His leadership continues to shape meaningful pathways toward academic and professional excellence.





# FACULTY CAPACITY BUILDING HIGHLIGHTS

Enhancing Academic Excellence:

## Igniting Potential: A Sneak Peek at Leadership for Faculty Excellence at Shaheed Benazir Bhutto University, SBA



## Training of Trainers

Enhancing expertise! Participants at the recent HEC-sponsored "Training of Trainers" session, held from June 24-26, 2024, at Sukkur IBA. This vital program, is equipping our educators with advanced training methodologies to foster impactful learning experiences.



## Professional Development Program for Future University Leader (Deans) of Sindh

ORIC extends its heartfelt congratulations to Prof. Dr Liaqat Ali Zardari, Dean of the Faculty of Science and Technology (FST), and Prof. Dr Salman Bashir Memon, Dean of the Faculty of Management and Business Administration (FMBA) and Acting Dean of the Faculty of Social Sciences (FSS), for their participation in the prestigious Professional Development Program for Future University Leader (Deans) of Sindh – Phase I held in November 2024.



## National Outreach Program

Faculty members of Shaheed Benazir Bhutto University, Shaheed Benazirabad participated in the Faculty Development Program under HEC's National Outreach Program, in collaboration with NAHE Islamabad. The training was held at Sufism and Modern Sciences University, Bhitshah, from 15th May to 5th June 2025.





# FACULTY CAPACITY BUILDING HIGHLIGHTS

Enhancing Academic Excellence:

## Faculty Development Training at Shaheed Benazir Bhutto University, Shaheed Benazirabad

The Office of Research, Innovation & Commercialization (ORIC) proudly highlights the Faculty Development Training Program held from October 28–31, 2024 at SBBU-SBA. This comprehensive initiative aimed to enhance faculty competencies in modern teaching methodologies, research practices, AI in education, student mentoring, and professional ethics. By investing in continuous faculty development, SBBU reinforces its commitment to academic excellence and quality education.



## Advancing Entrepreneurial Excellence: SBBU Faculty at Global Training

ORIC proudly highlights the participation of Dr. Arif, Head of the Department of Business Administration, SBBU-SBA, in the Winter Immersion Program on “Entrepreneurship Education and Incubation Excellence”. Organized by IBA Karachi.

This prestigious training program focused on global best practices in entrepreneurship education, innovation, and incubation ecosystems, empowering educators to foster entrepreneurial mindsets in academic settings.



## SBBU Representation at National Summit for Entrepreneurial Educators

ORIC is pleased to share that Dr. Arif, Head of the Department of Business Administration, Shaheed Benazir Bhutto University, Shaheed Benazirabad, had the privilege to represent the university at the prestigious

Summit for Entrepreneurial Educators, co-organized by APSUP, IoBM, and Superior University Lahore.



## Shaheed Benazir Bhutto University Hosts Transformative Leadership Development Program

SBBU-SBA hosted a successful 4-day Leadership Development Program (Jan 6-9, 2025), led by Timelenders. Vice Chancellor Engineer Professor Dr. Madad Ali Shah lauded the initiative for enhancing leadership skills among faculty and staff, reinforcing the university's investment in future leaders.



## Empowering Visionaries: Phase II of the Professional Development Program for Vice Chancellors & Pro-Vice Chancellors Concluded Successfully in February 2025.

The second phase of the transformative Professional Development Program for Vice Chancellors and Pro-Vice



# FACULTY CAPACITY BUILDING HIGHLIGHTS

Enhancing Academic Excellence:

The second phase of the transformative Professional Development Program for Vice Chancellors and Pro-Vice Chancellors of Sindh was successfully held in February 2025. Esteemed attendees, including Prof. Dr. Madad Ali Shah, participated in this vital initiative, which continues to equip our academic leaders with cutting-edge insights and strategic tools essential for fostering excellence and driving innovation across Sindh's higher education landscape.



## National Export Training Program 2025

Shaheed Benazir Bhutto University, Shaheed Benazirabad in collaboration with TDAP, and SBCCI, hosted the National Export Training Program 2025 on February 25, empowering entrepreneurs with insights on trade and exports. Key speakers included Dr. Ahmed Raza ul Mustafa, Dr. Afshan, and Prof. Dr. Salman Bashir.



## Prof. Dr. Salman Bashir Memon Represents SBBU at SHEC Strategic Leadership Training Program

Prof. Dr. Salman Bashir Memon, Dean FMBA and Acting

Dean FSS, represented SBBU-SBA at the Strategic Leadership Training Programme organized by Sindh HEC on April 10–11, 2025, at PC Hotel, Karachi. The training, attended by 63 senior academic leaders from across Pakistan, focused on Strategic Visioning, Financial Governance, and Academic Innovation, led by international experts, the event concluded with certificate distribution by Mr. Moinuddin Siddiqui, Secretary SHEC. This participation underscores SBBU's commitment to academic leadership and institutional growth.



## Leadership Milestone: Dr. Salman Bashir Completes Prestigious Governance Certification

Prof. Dr. Salman Bashir, Dean FMBA & FSS, SBBU-SBA, has successfully completed a one-month Certification Programme in Governance and Leadership, organized by Edinburgh Napier University, UK. The program, held in May 2025, equipped senior academic leaders with strategic insights on academic planning, governance models, internationalization, and digital transformation.

Dr. Bashir's achievement marks a significant step toward strengthening institutional leadership and fostering global best practices at SBBU-SBA. ORIC extends congratulations on this notable accomplishment.



## QEC, SBBU-SBA Conducts Training Session on Program Review and Evaluation

QEC at SBBU-SBA held a one-day training on "Program Review for Effectiveness & Enhancement (PREE)" with around 50 faculty members. Dr. Nasrullah Channa from



# FACULTY CAPACITY BUILDING HIGHLIGHTS

Enhancing Academic Excellence:

QUEST led the session, and Vice Chancellor Prof. Dr. Madad Ali Shah praised Dr. Munawar Ali, Director QEC, for advancing quality initiatives.



## 5th International Conference PNQAHE & AGM:

Director QEC, SBBU-SBA attended a three-day international conference organized by PNQAHE at Forman Christian College, Lahore. It was a wonderful experience to learn from both national and international speakers. The theme of the conference was 'Enhancing Institutional Quality through Stakeholder Engagement'.



## ORIC Representation at Sindh HEC Training:

The Director, Office of Research, Innovation & Commercialization (ORIC), Shaheed Benazir Bhutto University, Shaheed Benazirabad, was honoured to represent the university at the Sindh Higher Education Commission (HEC) training titled **"Enabling Universities through Skill-Based Incubation Ecosystem"**, held at the Institute of Business Management (IoBM), Karachi, in May 2025. This valuable initiative focused on empowering universities to foster entrepreneurial ecosystems through innovation and skill-based incubation models.



## ORIC at the 4th International Conference 2025 – IBA-SBSIC, Karachi

The Office of Research, Innovation & Commercialization (ORIC SBBU-SBA) proudly participated in the 4th International Conference 2025 organized by IBA's School of Business Studies (SBS) at Karachi. This prestigious event brought together academic leaders, researchers, and professionals from across Pakistan to discuss leadership, innovation, and the future of business education. Director ORIC actively engaged in thought-provoking sessions, networking opportunities, and collaborative discussions, contributing to SBBU's ongoing commitment to research excellence and academic advancement.





# EMPOWERING MINDS THROUGH KNOWLEDGE

Workshops at SBBU-SBA

## International Workshop on Global Environmental Challenges and the Role of Materials Science Held at SBBU-SBA

The Department of Chemistry, Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized an International Workshop on Global Environmental Challenges and the Role of Material Science. The event brought together renowned experts to discuss innovative and sustainable solutions through the lens of Materials Science, reflecting SBBU's commitment to academic excellence and environmental stewardship. Keynote speakers included Prof. Dr. Huseyn Kara from Selçuk University, Konya, Turkey, Dr. Norman Fraley from the Frolich Institute for Research and Sustainable Technology, USA, and Prof. Dr. Tufail Hussain Shah from NCEAC, University of Sindh, Jamshoro, Pakistan.



well as challenges like credibility and technical limitations.



## Workshop on "Mastering Google Scholar for Literature Search and Management"

The Department of Business Administration at Shaheed Benazir Bhutto University, Shaheed Benazirabad organized a workshop on "Mastering Google Scholar for Literature Search and Management" for final-year BBA students.



## Book Review Competition

The Department of Education, Shaheed Benazir Bhutto University, Shaheed Benazirabad, successfully held a Book Review Competition for the MPhil Education program, centered on the theme Mind, Brain, & Learning.



## Empowering Digital Storytelling: Mobile Journalism Workshop

The Department of Media & Communication Studies, conducted a workshop on Mobile Journalism (MoJo) at Shaheed Benazir Bhutto University, Shaheed Benazirabad. The session explored the use of smartphones in news reporting, highlighting their benefits, such as portability and real-time coverage, as

## 2-day workshop on "Beyond the Border Ecology, Economy, & Community in Thar"

Dr. Erum Shaikh, Assistant Professor and Head of Department, SBBU Sanghar Campus participated in the 2-day workshop on "Beyond the Border: Ecology, Economy, and Community in Thar," organized by the University of Sindh in collaboration with the American Institute of Professional Studies, USA.



# EMPOWERING MINDS THROUGH KNOWLEDGE

Workshops at SBBU-SBA

## Mastering the Art of Interviews

Workshop on Empowering Students for Career Success.



## Workshop on Qualitative Research Essentials

The Department of Education, in collaboration with the Department of Business Administration, organized a workshop titled "Qualitative Research Essentials" on 6th May 2025, specifically designed for MPhil Education students. The session was facilitated by Dr. Syed Talib Hussain, Assistant Professor, Shaheed Benazir Bhutto University, Shaheed Benazirabad, who provided valuable insights into the principles and practices of qualitative research.



## Workshop on Banking Simplified for Women & Freelancers

The Office of Research, Innovation & Commercialization (ORIC), in collaboration with Faysal Bank, organized a focused workshop titled "Banking Simplified for Women &

Freelancers" on October 2, 2024, at the Multipurpose Hall, SBBU-SBA. Aimed at empowering future leaders, the session provided practical financial knowledge tailored to the needs of women and the freelance community. Facilitated by Dr. Arman Khan, Director ORIC from the Department of Business Administration, SBBU-SBA the workshop offered valuable insights into banking services, financial tools, and personal finance management.



## Workshop on SPSS Empowers MPhil Scholars with Essential Data Skills

The Department of Education organized a one-day workshop titled "SPSS for Beginners: Descriptive Statistics and Visualization Techniques", tailored for MPhil scholars to enhance their quantitative research skills. Facilitated by data analysis expert Mr. Noman Samo.



## Workshop on "Understanding Zakat and Its Utilization"

A workshop titled "Understanding Zakat and Its Utilization" was conducted at SBBU-SBA, by Dr. Ahmed Shafique, Assistant Professor, Department of Business Administration. The session aimed to deepen participants' understanding of the concept of Zakat and its effective implementation in contemporary socio-economic contexts.





# EMPOWERING MINDS THROUGH KNOWLEDGE

Workshops at SBBU-SBA



## Empowering Research Through Technology: SPSS Workshop at SBBU Sanghar Campus

Shaheed Benazir Bhutto University, Sanghar Campus, successfully held a workshop on "Statistical Data Analysis with SPSS software: A hands-on Approach" on Monday, November 11, 2024. Led by Dr. Mansoor Ahmed Khuhro, Director Campus, the session provided practical skills to students of BBA 21 and BS English 21. The workshop was organized by Dr. Erum Shaikh, Head of the Department of Business Administration, highlighting the university's commitment to enhancing student research capabilities.



## Resume Development Workshop: Soft Skills Series for Future Economists

The Department of Economics, in collaboration with the Career Counselling Society at Shaheed Benazir Bhutto University, Shaheed Benazirabad, successfully organized a Resume Development Workshop as part of their Soft Skills Series. The session was conducted by Mr. Asadullah Baloch, focusing on equipping 3rd and final-year students with essential resume-building techniques.



## Workshop on Global Learning Opportunities through OPEN Programs

The Department of English, Shaheed Benazir Bhutto University, Sanghar Campus, organized a workshop on "Unlocking Opportunities Through OPEN Programs," led by Ms. Sehar Naveed, Lecturer and OPEN Programs Alumna.



## Workshop on Modern Culture Designs

The Department of Arts, conducted a creative workshop on "Modern Culture Designs" at Shaheed Benazir Bhutto University, Shaheed Benazirabad. The session focused on contemporary design trends, blending traditional and modern elements. Students explored innovative design techniques and cultural expression, fostering creativity and artistic growth.





# SBBU-SBA GOES GLOBAL

Advancing Research Through International Conferences

## International Conference on Sustainable Development (ICSD-2025)

The Department of Business Administration at Shaheed Benazir Bhutto University, Shaheed Benazirabad successfully organized the International Conference on Sustainable Development (ICSD 2025), centered around the theme: "A Multidisciplinary Approach to Climate Change, Risks, Resource Efficiency, and Sustainable Business Practices." The conference brought together a diverse group of international and national scholars, researchers, professionals from the public and non-profit sectors, and enthusiastic participants to share insights, present research, and engage in meaningful dialogue on pressing global sustainability challenges. The event was graced by Prof. Dr. Madad Ali Shah, Vice Chancellor of SBBU, as Chief Guest, who emphasized the critical importance of integrating sustainability into business practices to ensure long-term environmental and economic resilience. Prof. Dr. Salman, the Convener of the Conference, expressed heartfelt thanks to all distinguished guests, speakers, and participants for their valuable contributions and active engagement, which made the conference a significant academic success.



## International Conference on Computational Linguistics and Sindhi Language

Shaheed Benazir Bhutto University, Shaheed Benazirabad, successfully hosted the International Conference on Computational Linguistics and Sindhi Language (ICCLSL 2024) on November 6, 2024, organized by the Department of Sindhi Language & Literature Shaheed Benazir Bhutto University, Shaheed Benazirabad, the conference focused on advancements in computational linguistics relevant to the Sindhi language. The event was graced by Worthy Vice Chancellor Prof. Dr. Madad Ali Shah and featured insightful presentations from distinguished speakers.



## 2nd National Youth Conference 2024

On December 30, 2024, the Department of Business Administration hosted the 2nd National Youth Conference at SBBU-SBA, under the theme "A Conference for Growth & Inspiration." The event featured engaging sessions by distinguished speakers and offered a valuable platform for student development. Vice Chancellor Prof. Dr. Madad Ali Shah, as Chief Guest, praised the initiative and commended Mr. Javed Shaikh, Lecturer, for his continued efforts in organizing the conference.





# VOICES OF WISDOM

## Seminar Series Recap

### Tech Entrepreneurship Seminar Empowers Future Innovators

The Department of Computer Science, SBBU-SBA hosted a seminar featuring Mr. Mehboob Shar, CEO of Icreativez, on April 24, 2025. The session explored career paths and innovation in tech entrepreneurship, inspiring students to pursue opportunities in the evolving digital landscape.



### One Day Seminar on “Breaking the Anxiety: Exam Success Techniques

On October 9, 2024, Dr. Nargis Mari, Lecturer, Department of English, Shaheed Benazir Bhutto University, Shaheed Benazirabad, conducted an insightful seminar titled “Breaking the Anxiety: Exam Success Techniques.” She addressed various forms of academic anxiety and shared practical strategies for overcoming them. The seminar was organized by Dr. Afroze Siyal, Assistant Professor, Department of Business Administration, with the aim of preparing students to manage stress effectively and perform confidently in their examinations.



### Seminar on "Students' Mental wellbeing: Challenges and remedies

The Department of English in collaboration with career counseling society and Department of Economics, organized a session on "Students' Mental wellbeing: Challenges and remedies" for the students of first year. Dr. Anika Arslan, Assistant professor, Department of Economics Shaheed Benazir Bhutto University, Shaheed Benazirabad, was invited to conduct the session. Dr. Anika explained the reasons for mental health issues and how to overcome those issues in a very interactive way. Chairperson English, Dr. Tania Laghari, and other respected faculty members joined the session. This productive session was organized by Mr. Abdul Razzaque Lanjwani and Mr. Ayaz Ahmed, Lecturer, Department of English, Shaheed Benazir Bhutto University, Shaheed Benazirabad.



### Webinar on Online Journalism & Ethical Challenges

Shaheed Benazir Bhutto University, Shaheed Benazirabad hosted an international webinar on "Online Journalism and Ethical Challenges," featuring Dr. Prashanta Kumar Shill from Port City University, Bangladesh. Chaired by Prof. Dr. Madad Ali Shah and supervised by Prof. Dr. Salman Bashir Memon, this insightful session, facilitated by Dastar Ali Chandio, HOD of Media and Communications Studies, provided SBBU-SBA students with valuable perspectives on the evolving media landscape.





# VOICES OF WISDOM

## Seminar Series Recap

### Seminar on "Press Freedom & Responsibilities"

On May 7th, 2025, SBBU-SBA commemorated World Press Freedom Day with a seminar on **"Press Freedom & Responsibilities,"** highlighting key discussions led by distinguished speakers and Chief Guest Prof. Dr Madad Ali Shah Vice Chancellor, Shaheed Benazir Bhutto University, Shaheed Benazirabad.



### Seminar on Digital Transformation: Driving Sindh Toward a Smarter Economic Future

The Department of Information Technology, SBBU-SBA organized one-day seminar on Digital Transformation: Driving Sindh Toward a Smarter Economic Future, Keynote Speaker: Dr. Rana Shahzad Qaiser (Director General I.T, Government of Sindh).



### Seminar on Hunting International Scholarships

The Department of English, SBBU-SBA successfully organized a seminar titled **\*Hunting International Scholarships\*** featuring Dr. Gordhan Das Valasai from QUEST



### Glimpses from the Film Screening by the Media Studies Department Shaheed Benazir Bhutto University Shaheed Benazirabad

Shaheed Benazir Bhutto University, Shaheed Benazirabad, proudly showcases the Media Studies Department's Film Screening Session, where students unveiled their short films and visual narratives. This event offered a dynamic platform for budding filmmakers to express social themes, cinematic creativity, and storytelling skills.



### Program on "Resistance in Sindhi, Urdu, and English Literature.

Shaheed Benazir Bhutto University, Shaheed Benazir Abad, hosted a program on "Resistance in Sindhi, Urdu, and English Literature.



# VOICES OF WISDOM

## Seminar Series Recap

### Seminar on Translanguaging in English Language Teaching: moving towards Multilingual Pedagogies for Inclusive Learning

Seminar on Translanguaging in English Language Teaching moving towards Multilingual Pedagogies for Inclusive Learning" was held at the English Department, Shaheed Benazir Bhutto University, Shaheed



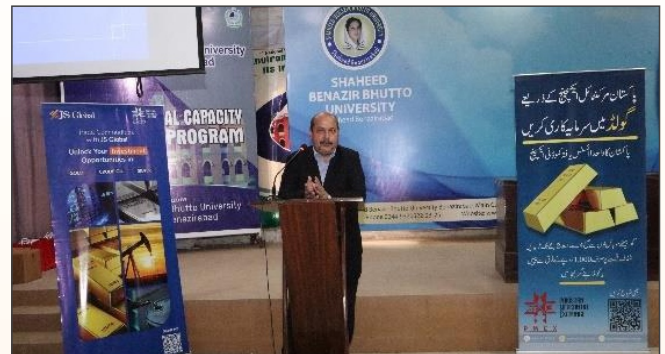
### Session on "How to Crack A Case Study

Dr. Nawaz Ahmed, in collaboration with ORIC, organized a one-day seminar featuring Prof. Ekhlague Ahmed, a renowned expert in academia-industry linkages and case study methodology. The session titled "How to Crack a Case Study" offered valuable insights and practical strategies, and was actively attended by both faculty members and students.



### Session on Commodities Trading via the Pakistan Mercantile Exchange (PMEX)

An awareness session on **Commodities Trading via the Pakistan Mercantile Exchange (PMEX)** was held at Shaheed Benazir Bhutto University, Shaheed Benazirabad.



### Using AI Tools for Research Proposals

The Character Building Society (CBS), in collaboration with ORIC and The Economic Society (TES) at SBBU-SBA organized a practical session titled "Using AI Tools for Research Proposals." The session was led by Dr. Syed Talib Hussain and provided participants with hands-on insights into leveraging AI for academic research development.



### Exploring the Impact of Reading on the Mind

The Department of Economics at SBBU-SBA, organized a seminar titled "Exploring the Impact of Reading on the Mind." The session was delivered by Mr. Faheem Shaikh, Lecturer, Department of English, who shared valuable insights on the cognitive and emotional benefits of reading.



### Awareness session on Mental Health & Wellbeing

The Directorate of Student Affairs, in collaboration with ORIC and PharmEvo Pvt. Ltd, organized a seminar in observance of World Mental Health Day at SBBU-SBA. The session was led by Dr. Moti Ram Bhatia, Chairman,



# VOICES OF WISDOM

## Seminar Series Recap

Department of Psychiatry, PUMHSW, Nawabshah, who addressed key mental health issues and the importance of emotional well-being among students.



### UGRAD Semester Exchange Program

The Department of Economics at Shaheed Benazir Bhutto University, Shaheed Benazirabad organized an awareness session on the **UGRAD Semester Exchange Program**. Mr. Ameet guided students through the application process.



### Shaheed Benazir Bhutto University, Shaheed Benazir Abad Marks 59th Defence Day with Seminar & Rally



### ORIC News: Education Department Shines with Leadership Seminar and Successful MPhil/Research Defences:

The Education Department at Shaheed Benazir Bhutto University, Shaheed Benazirabad organized a highly successful seminar on "The Role of Leadership in Educational Transformation," significantly contributing to student academic growth.



### Women's Empowerment & Challenges Seminar Held at Shaheed Benazir Bhutto University Shaheed Benazirabad

A successful one-day seminar on "Women Empowerment & Challenges" was organized by the Women Development Department, SBBU-SBA and the Directorate of Gender Development Shaheed Benazir Bhutto University, Shaheed Benazirabad. The event saw strong participation, fostering important discussions on crucial topics.





# VOICES OF WISDOM

## Seminar Series Recap

### Session on "Businesses Following Corporate Social Responsibility (CSR)"

Reflecting on a successful seminar! The Department of Business Administration, SBBU-SBA, recently hosted an insightful session on "Businesses Following Corporate Social Responsibility (CSR)" facilitated by Mr. Shafqatullah Shaikh.



### Seminar on "Role of Students in Natural Language Processing (NLP) for the Promotion & Preservation of Sindhi Language"

Reflecting on a vital discussion! The Department of Sindhi Language and Literature, SBBU-SBA, hosted an insightful seminar on "Role of students in Natural Language Processing (NLP) for the Promotion & Preservation of Sindhi Language" on May 14, 2025. It was an inspiring event highlighting the crucial role of technology and youth in preserving our linguistic heritage.



### Seminar titled Women Protection from Harassment by Law Enforcement Dept held at SBBU-SBA



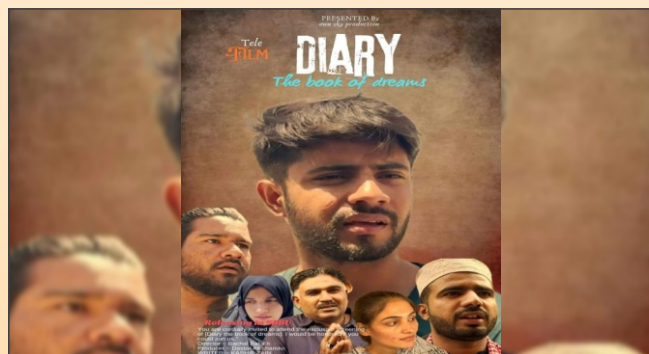
### SBBU English Galaxia: A New Literary Horizon

Department of English, Shaheed Benazir Bhutto University, Shaheed Benazirabad held a Magazine launch of **SBBU English Galaxia: A New Literary Horizon** Vol.1, Issue-1, October-2024



### Lights, Camera, Dreams

The Department of Media and Communication Studies, SBBU-SBA proudly presents: **Introducing "Diary: The Book of Dreams" Telefilm!** in film screening session.



### World Statistics Day 17th October 2024

Looking back at a successful World Statistics Day 2024! The Department of Statistics at Shaheed Benazir Bhutto University, Shaheed Benazirabad, hosted an insightful event on October 17th 2024.



# VOICES OF WISDOM

## Seminar Series Recap

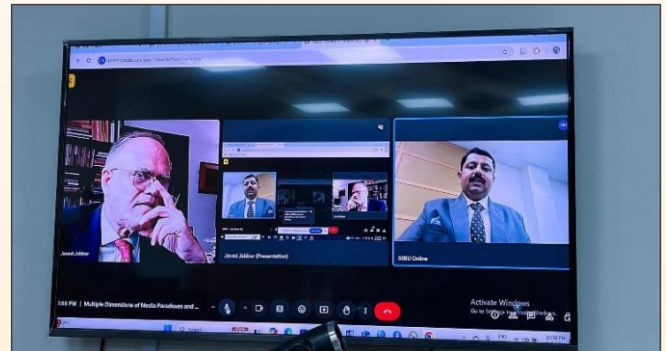


contemporary media landscapes, highlighting both challenges and opportunities in the field.



### Webinar on South Asian Islamic Architecture: A Tapestry of Regional Styles

Reflecting on a captivating webinar! The Department of Art and Design, SBBU-SBA, recently hosted "South Asian Islamic Architecture: A Tapestry of Regional Styles" on May 7th. A big thank you to our esteemed speaker, Ms. Ayesha Arshad, Lecturer at GC University Lahore, for sharing her valuable insights.



### Career Counselling

Career Counselling Session on Digital Marketing held at SBBU Sanghar Campus.



### "Multiple Dimensions of Media" Event Features Javed Jabbar

The Department of Media and Communication Studies at Shaheed Benazir Bhutto University, Shaheed Benazirabad, successfully organized an insightful online lecture session titled "Multiple Dimensions of Media: Paradoxes and Potential", facilitated by Dr. Muhammad Yaseen. The session offered critical perspectives on

# ALUMNI HIGHLIGHTS



**DR. KASHIF ABBASI**

MBA-2012

**Ph.D (2022) in Economics, Shanghai, China**  
Winner of Full Doctoral Fellowship from China Scholarship Council (CSC) – 2017.  
Winner of Academic Star Award (2020-2021), Shanghai University China  
Top 2% World Scientists - 2022-2023 & 2024



**MR. FARMAN ALI**

BBA-2012

Current Position  
President of **Ali Farhan Builders Pvt Ltd**  
Bahria town karachi



**MS. SINDHU BILAL**

MBA –Human Resource Management, 2012

Current Position: **Educationist**  
Served as: **Regional Academic Lead**  
The Smart Schools at The City School Group  
Pursuing **PhD in Management Sciences**  
Ilma University, Karachi



**MR. ZAHID HUSSAIN**

BBA-2012

CA Finalist (Accounts/Finance/External Audit)  
Current Position:  
working as **Senior Audit Associate**  
in **Yousuf Adil Chartered Accountants**



**MR. FARHAN ALI**

BBA-2014

Current Position  
CEO of **Ali Farhan Builders Pvt Ltd**  
Bahria town karachi



**MR. SADAM BHATTI**

MBA-2014

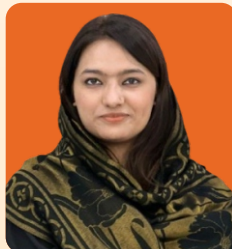
Current Position:  
working as **Sales Manager**  
in **Brilliance Pharmaceutical.**



**MS. KIRAN CHANNA**

BBA-2014

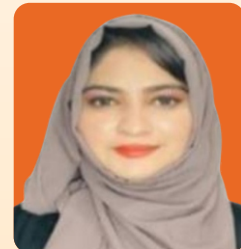
CA Finalist (Accounts/Finance/External Audit)  
Current Position:  
working as **Senior Audit Associate**  
in **Yousuf Adil Chartered Accountants**



**MS. MARIAM RASHEED**

BBA 2014, MBA 2023

Current Position:  
working as **Assistant Manager**, Human  
Resource & Administration, Regional Blood  
Centre, Shaheed Benazirabad



**MS. ZOBIA SHAIKH**

BBA (Hons)–2014

Current Position  
Quality Assurance Auditor & Trainer  
at **Transguard Group – Emirates Group Security**  
Dubai, UAE



**MR. SADAM HUSSAIN**

BBA 2020

Current Position:  
**Assistant Coordinator** at Lincoln Corner Karachi,  
a U.S. mission in Pakistan and Moderator of  
Academy For Women Entrepreneurs (AWE),  
a State Department program for women  
entrepreneurs of different communities.



**MS. GULL-E-ZAHRA**

BBA-2021 | MBA 2023

Current Position  
**Visiting Faculty**  
at **Shaheed Benazir Bhutto University**  
Shaheed Benazirabad



# STUDENTS ACHIEVEMENTS

Student Achievements: Awards, Competitions & Activities

## Scholarships Abroad

English Department alumni received MS offers from China and Iran.



Mr. Ali Bux



Ms. Noor Fatima



Ms. Iram Soomro

## Quiz & Debate Competition

SBBU successfully hosted its first Inter-Departmental Quiz and Debate Competition, engaging students in a spirited display of knowledge and critical thinking. The event reflected the university's growing culture of academic excellence and vibrant student participation.



## Vice Chancellor's Visit to SBBU-Affiliated College Highlights Emerging Tech Talent

Prof. Dr Madad Ali Shah, Vice Chancellor of SBBU-SBA, visited one of the university's affiliated colleges as part of an outreach and academic monitoring initiative. During the visit, the Vice Chancellor appreciated the dedication of faculty and students. A notable highlight of the visit was the interaction with a talented female student who demonstrated exceptional command over Python programming. Her skills reflect the growing impact of digital literacy and the university's commitment to promote tech-driven education and empowering young women in STEM fields.





# STUDENTS ACHIEVEMENTS

Student Achievements: Awards, Competitions & Activities

## Worthy Vice Chancellor SBBU SBA Prof. Dr Madad Ali Shah Awards IT Internship Offers

Shaheed Benazir Bhutto University, Shaheed Benazirabad, on 29th November 2024, marked a significant step toward strengthening university-industry linkages by distributing internship offer letters to students of the Department of Information Technology. The distribution ceremony was held as part of the Software Exhibition and Job Fair, and was led by the Vice Chancellor, Engr. Prof. Dr Madad Ali Shah, who personally handed over the offer letters to selected students. The internships were offered by Sindh Tech Solution, following on-campus interviews conducted during the event. This collaborative initiative reflects SBBU's commitment to promoting experiential learning and providing career-building opportunities to its students through active engagement with industry partners.



## C-Cube Event at QUEST

Students from the IT Department Shaheed Benazir Bhutto University, Shaheed Benazirabad secured top positions in Web Design, Gaming, and other competitions, showcasing their talent and innovation at the C-Cube event hosted by Quaid-e-Awam University of Engineering & Science Technology, Nawabshah.



## SBBU-SBA Participates in HEC's Pakistan Universities Debating Championship (PUDC) 2024-25

Students of Shaheed Benazir Bhutto University, Shaheed Benazirabad, took part in the Regional Round (Sindh) of the Pakistan Universities Debating Championship (PUDC) 2024-25, organized by HEC at NED University, Karachi, on April 22, 2025. The event brought together 172 students from 30 universities across Sindh to promote critical thinking, public speaking, and debate skills.



## Celebrating Excellence: English Department Shines Bright

Shaheed Benazir Bhutto University, Shaheed Benazirabad, proudly congratulates the talented students of the Department of English for their remarkable achievements at a recent academic conference. Their dedication and academic excellence reflect the vibrant scholarly culture fostered at the university. Special recognition goes to the Batch of 2024 students Areeba Nadeem Arain, Asma Imran Sheikh, Mubashira Babar Sheikh, and Mahnoor Abbasi for their outstanding poster presentations. Their work demonstrated depth, creativity, and academic rigor. Congratulations are also extended to Samaha from the Batch of 2022 for her confident and impactful oral presentation, which was well received by peers and experts alike. In addition, a commendable mention goes to Fizza Fatima and Summaiya from the Batch of 2023 for actively participating in the conference and taking full advantage of this valuable academic exposure.





# STUDENT ACHIEVEMENTS

## Student Achievements: Awards, Competitions & Activities

### ORIC Spotlight: BS English Batch 2023 Theatrical Triumph at Shaheed Benazir Bhutto University Sanghar Campus

The BS English Batch of 2023 at Shaheed Benazir Bhutto University, Sanghar Campus, delivered a captivating theatrical morning, showcasing exceptional performances of literary masterpieces including Shakespeare's Hamlet, Sophocles' Oedipus Rex, and Marlowe's Dr. Faustus. The event was a vibrant celebration of classical literature, creativity, and student dedication, drawing appreciation from faculty and attendees alike. It was successfully organized with the support of Dr. Mansoor Ahmed Khuhro, Director of Sanghar Campus, and Ms. Aisha Bhatti, Head of the English Department. The Office of Research, Innovation & Commercialization (ORIC) commends this initiative for enriching the academic experience and fostering a dynamic learning environment rooted in literary exploration and performance.



### The cricket team of Shaheed Benazir Bhutto University, Shaheed Benazirabad

The cricket team of Shaheed Benazir Bhutto University, Shaheed Benazirabad, actively participated in the Zone-K Games with great enthusiasm. The team was formed by selecting talented players from various departments of the university. Demonstrating excellent teamwork and skill, the team performed exceptionally well and secured victories in several round matches, showcasing the university's growing strength in sports.



### Grand Finale Marks Successful Sports Week at SBBU Sanghar!

Shaheed Benazir Bhutto University, Sanghar Campus, celebrated a spectacular close to its three-day Sports

Festival! The grand finale featured thrilling cricket and volleyball finals, showcasing incredible teamwork, determination, and sportsmanship from our students.



### SBBU-SBA Launches Innovative IT Mobile App

Shaheed Benazir Bhutto University, Shaheed Benazirabad has officially launched its innovative SBBU IT Mobile App, developed by talented students from the Information Technology Department, the development team comprised talented final-year students: Muhammad Kamran, Syed Jaffar Abbas, Ms. Rabia, and Ms. Waniza, who demonstrated exceptional technical skills and dedication throughout the process.



### Sportsmania-2025 Inter Departmental Competitions

The Directorate of Sports, Shaheed Benazir Bhutto University, Shaheed Benazirabad, successfully organized the Interdepartmental Competitions during Sports Week 2025, (SPORTSMANIA-25). Students from all departments actively participated in the event, showcasing their talent and enthusiasm. A variety of indoor and outdoor games were held, creating a vibrant and competitive atmosphere that promoted sportsmanship, teamwork, and healthy competition across the campus.





# CIVIC IMPACT STORIES FROM SBBU-SBA

Empowering Community Outreach:

## Thalassemia Blood Donation Drive at Shaheed Benazir Bhutto University Shaheed Benazirabad

Thalassemia Blood Donation Camp organized by the Directorate of Student Affairs with collaboration of Thalassemia patients Welfare Society Nawabshah. The camp was held on 20th February 2025 academic Block-1 and Block-2 Parks. The camp was organized to raise awareness and collect blood donations to support children suffering from thalassemia.



## Visit to Helping Hand Rehabilitation Centre Nawabshah

Shaheed Benazir Bhutto University, Shaheed Benazirabad took a remarkable step towards civic responsibility and community engagement by visiting the Helping Hand Comprehensive Rehabilitation Centre in Nawabshah, Shaheed Benazirabad.



## Virus Prevention & Safety Awareness Rally at Shaheed Benazir Bhutto University Shaheed Benazirabad

Virus Prevention & Safety Awareness Rally” organized by the Department of Molecular Biology & Genetics at Shaheed Benazir Bhutto University, Shaheed

Benazirabad led by Dr Lal Bux, the rally promoted vital health practices and community responsibility. With banners reading “Stay Safe, Stay Healthy – Together We Can Fight Viruses,” the event empowered students and staff to prioritize collective well-being and preventative action.



## The 10th Hyderabad Literature Festival! Elevating Minds: The Future of Higher Education in Sindh

This pivotal discussion will delve into the critical aspects and future trajectory of higher education in our province. It was an opportunity to hear from a leading expert and engage in a dialogue that shapes the minds of tomorrow. Prof. Dr Madad Ali Shah, Vice Chancellor SBBU-SBA, was one of the esteemed speakers of the event. Shaheed Benazir Bhutto University, Shaheed Benazirabad plays a crucial role in supporting these endeavors, translating academic excellence into tangible contributions for society.



## Mock polling with Regional Election Commission

A mock polling exercise was organized by the Regional Election Commissioner's Office Shaheed Benazirabad at Shaheed Benazir Bhutto University, Shaheed Benazirabad. The event was graced by the Regional Election Commissioner Shaheed Benazirabad, Muhammad Yousuf Siddiqui, as the chief guest.





# CIVIC IMPACT STORIES FROM SBBU-SBA

Empowering Community Outreach:

## JS Global Visits Shaheed Benazir Bhutto University, Shaheed Benazirabad

Empowering students with real-world insights into capital markets and career opportunities through an expert-led session.



## Voices of SBBU-SBA Empowering Dialogues Through Radio

Department of Media & Communication Studies, Shaheed Benazir Bhutto University, Shaheed Benazirabad proudly highlights the university's growing presence in broadcast media through a series of insightful radio programs.



## ORIC-led Breast Cancer Awareness Walk with Atomic Energy Cancer Hospital, Nawabshah

Shaheed Benazir Bhutto University, in facilitation with Atomic Energy Cancer Hospital Norin Nawabshah, hosted a Breast Cancer Awareness Lecture & Walk to spread hope, knowledge, and the importance of early detection. Together, we stand stronger in the fight against breast cancer.



## Plantation Drive: Cultivating Responsibility and Sustainability

An Initiative by the Department of Business Administration 2024, Shaheed Benazir Bhutto University Shaheed Benazirabad, the Department of Business Administration 2024 batch of Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), in collaboration with the Character-Building Society (CBS), actively participated in a meaningful plantation drive aimed at promoting environmental sustainability and civic responsibility. With great enthusiasm, students planted around 50 saplings of native species across key locations on campus. This green initiative not only enhanced the university's landscape but also reflected the students' commitment to sustainability, biodiversity, and climate action. Such efforts, highlight the university's ongoing mission to foster civic engagement and environmental consciousness among its students cultivating not just plants, but a greener and more responsible future.



# CIVIC IMPACT STORIES FROM SBBU-SBA

Empowering Community Outreach:



## SBBU SBA Showcases Artistic Excellence at MLLF 2025 in PNCA, Islamabad

The Art Gallery of Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU SBA) captivated visitors at the Mother Languages Literature Festival (MLLF) 2025, held at the Pakistan National Council of Arts (PNCA), Islamabad. Professor Dr Madad Ali Shah, Honourable Vice Chancellor of SBBU-SBA, visited the gallery, accompanied by renowned writers, scholars, and art enthusiasts. The gallery featured an impressive collection of artwork, reflecting Sindh's rich cultural heritage and artistic diversity. The creative expressions of students and faculty were widely appreciated by visitors, adding a unique aesthetic dimension to the festival. The Vice Chancellor Engineer Professor Dr Madad Ali Shah, emphasized the university's commitment to promoting artistic talent and interdisciplinary collaboration. The participation of SBBU SBA in MLLF 2025 at PNCA reinforced its dedication to intellectual and artistic excellence, leaving a lasting impact on festival attendees.



## Commemorating Resilience and National Unity

The Office of Research, Innovation & Commercialization (ORIC) at Shaheed Benazir Bhutto University, Shaheed Benazirabad, proudly highlights the university's observance held on May 7, 2025, to honor national resilience and unity.



## Shaheed Benazir Bhutto University, SBA Rises in Strong Protest Against Indus Waters Treaty Suspension.

This initiative is a testament to the university's commitment not only to academic excellence but also to fostering responsible citizenry and national awareness.



## SBBU's Path to Excellence: VC Meets HEC Leadership

Shaheed Benazir Bhutto University (SBBU) is committed to a path of continuous progress and excellence. In a significant meeting, Vice Chancellor Prof. Dr Madad Ali Shah recently met with the Chairman of HEC, Dr. Mukhtiar, and ED HEC, Dr. Zia Qayoom, in Islamabad. The discussions focused on the current and upcoming SBBU projects, as well as the overall



# CIVIC IMPACT STORIES FROM SBBU-SBA

Empowering Community Outreach:

university progress. This meeting underscores SBBU's dedication to strategic development and enhancing its academic and research endeavors in line with national educational goals.



## SBBU-SBA Hosts NCEAC-HEC Accreditation Visit

Shaheed Benazir Bhutto University, Shaheed Benazirabad welcomed the National Computing Education Accreditation Council (NCEAC) under HEC for an accreditation visit to its Department of Information Technology and a Zero Visit for the Department of Computer Science. Prof. Dr Madad Ali Shah, Vice Chancellor, SBBU-SBA extended a warm welcome to the esteemed experts. The visit involved detailed briefings on academic programs, facilities, and a thorough evaluation of departmental resources, with experts meeting both students and faculty to ensure quality education standards. The visit concluded with the Vice Chancellor presenting Sindhi Topi and Ajrak as a token of appreciation.



## SBBU-SBA VC Explores Sindhi Language Integration into AI

On January 13, 2025, Prof. Dr. Madad Ali Shah, Vice Chancellor of Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU), visited the Abdul Majid Bhurgri Institute of Language Engineering (AMBILE) in Hyderabad. The visit focused on the Sindhi WordNet Project, a groundbreaking initiative to integrate the Sindhi language into Artificial Intelligence (AI) platforms. Dr. Shah praised the project, emphasizing the cultural and historical importance of Sindhi, and reiterated SBBU's commitment to involving final-year

students from its Computer Science, IT, and Sindhi departments in this collaborative effort.



## SBBU Committee Reviews Colleges for New BS Programs

Shaheed Benazir Bhutto University, Shaheed Benazirabad's Affiliation Committee conducted visits to two government colleges to assess their readiness for launching new four-year BS programs. The committee evaluated "Government Boys Degree College Mehrabpur" for a BS Sindhi program and "Government GRA Degree College Kandiaro" for a BS Urdu program. The visits aimed to thoroughly review academic and infrastructural facilities, ensuring the institutions meet the required standards to offer these new programs.

## Shaheed Benazir Bhutto University, Shaheed Benazirabad, has been registered as Professional Engineering Body, under Pakistan Engineering Council.

Shaheed Benazir Bhutto University, Shaheed Benazirabad, has officially been registered as a Professional Engineering Body under the Pakistan Engineering Council (PEC). This recognition authorizes the university to organize Continuing Professional Development (CPD) activities for Registered Engineers (REs) and Professional Engineers (PEs), contributing to the professional growth and capacity building of engineers in line with PEC standards.



# FROM THE VICE CHANCELLOR'S DESK

## Leadership Updates

### SBBU Successfully Concludes 21st Meeting of Advanced Studies and Research Board

Shaheed Benazir Bhutto University, Shaheed Benazirabad held its 21st meeting of the Advanced Studies and Research Board (ASRB) under the esteemed chairmanship of Vice Chancellor Prof. Dr Madad Ali Shah. This crucial meeting focused on advancing academic and research endeavors across various departments. The ASRB approved several research proposals for MS and M.Phil. Scholars from the Education, Chemistry, and Business Administration departments, ensuring dedicated mentorship for their research. A significant highlight of the meeting was the endorsement of an M.Phil. Chemistry student who successfully defended their thesis. Furthermore, the board approved changes to the M.Phil./MS policy to refine the degree awarding process and enhance thesis protocols, underscoring SBBU's commitment to maintaining rigorous academic standards. The meeting was attended by various academic heads, including Prof. Dr. Liaquat Ali Zardari, Dean, Faculty of Science and Technology, and Prof. Dr. Salman Bashir Memon, Dean, Faculty of Management and Business Administration.

Board of Studies were reviewed and approved, reflecting the university's dedication to continuously strengthening its academic framework and policies. The meeting reaffirmed SBBU's commitment to academic excellence, innovation, and the continuous enhancement of its educational standards.



### SBBU Conducts 17th Academic Council Meeting

Shaheed Benazir Bhutto University, Shaheed Benazirabad, convened its 17th Academic Council Meeting in November 2024, under the chairmanship of the Vice Chancellor, Prof. Dr Madad Ali Shah. During the session, key recommendations from the Advanced



# UNIVERSITY-INDUSTRY LINKAGES

## International and National

Strengthening Global Academic Ties: SBBU-SBA Signs MoUs with Shahed University, Tehran and other International and national Partners: In a landmark move to foster international collaboration in research, innovation, and higher education, Shaheed Benazir Bhutto University, Shaheed Benazir Abad, signed Memorandum of Understanding (MoUs) with many prestigious institutions. Glimpses of the MoU Signing Ceremony are shared below, capturing the spirit of academic partnership and global engagement.

### Shahed University (SU), Tehran, Iran



### International Institute of Digital Forensic Science and Technology (IIDFST).



### Shinawatra University, Thailand



### INTI International University, Malaysia



### Putra Business School, Malaysia



### Google Tech Valley



### Abdul Majid Bhurgri Institute of Language Engineering



### I Creatives



### Muhammad Ali Jinnah University, Karachi





# UNIVERSITY-INDUSTRY LINKAGES

**SZABIST ZABTech iTVE, Nawabshah**



**Universiti Teknologi, Malaysia**



**KASB Institute of Technology, Karachi**



**Techno SYNK Solar Pvt Ltd, Karachi**



**Khayyam Enterprises, Karachi**



**CORPCO Pvt Ltd, Karachi**





# UPCOMING PROJECTS

## Doctor of Philosophy (Ph.D)

- Management Sciences, Department of Business Administration
- Department of Sindhi Language and Literature
- Department of Education
- Department of Information Technology
- Department of Chemistry

**At: SBBU, Shaheed Benazirabad Main Campus**

## MS Programme

- Department of Computer Science
- Department of Media & Communication Studies
- Department of English

**At: SBBU, Shaheed Benazirabad Main Campus**

## BS 4 years Programme

- Department of Mathematics (BS-4 years) at SBBU, SBA.
- Department of Remote Sensing & Geographical Information System (BS-4 years) at SBBU, SBA.
- Department of Artificial Intelligence (BS-4 years) at SBBU, SBA.

**At: SBBU, Shaheed Benazirabad Main Campus**

## BS Programme

- Department of Media & Communication Studies
- Department of English

**At: SBBU, Naushahro Feroze Campus**



**Office of  
Research, Innovation & Commercialization  
Shaheed Benazir Bhutto University,  
Shaheed Benazirabad**

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