



UNIVERSITY OF CENTRAL PUNJAB

2022

UCP Annual SDGs Report





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UCP-A SDG ENGAGED UNIVERSITY

The University of Central Punjab provides its students with innumerable academic, extra and co-curricular experiences, which equip them with skills and knowledge that stay with them beyond their years at university. Students and alumni have succeeded in contributing to the fields of health, business, technology, law, engineering, media, and science. Students are given the opportunity to discover their area of interest as each of our nine faculties offers a range of programmes. Highly qualified and professionally experienced faculty members, trained from national and international institutes incorporate new teaching and research methods and work ceaselessly to help students achieve academic excellence. Furthermore, University of Central Punjab has numerous societies which promote education, socialization, entrepreneurship, social causes and different forms of art.

The University of Central Punjab offers cutting edge facilities, a continuously expanding infrastructure; science and technology labs furnished with latest and highly advanced equipment. Being one of the first educational institutes of Pakistan to move towards a greener environment, University of Central Punjab has installed solar panels on campus. A state-of-the-art auditorium, webinar room, production house and other such amenities allow our students to engage with the material learned in the classroom in a myriad of ways which includes implementing skills practically, diving deeper into the curricula as well as having the opportunity to interact with experts in their chosen fields.

At the University of Central Punjab all our efforts are focused around enriching the educational experience of our students and providing Pakistan with a well educated and socially responsible populace.



A WORD FROM THE **PRO-RECTOR**

The second half of the 20th Century and the beginning of the 21st Century have seen tremendous development and transformation in technologies and behaviors. Universities are an important aspect of this growth and transformation, both as recipients of this change and as change makers. During this period universities have grown from first-generation universities where the goal was to teach past theories and practices to fourth-generation universities where the goal is to research new ways of creating knowledge and to transfer this innovative knowledge to the future generation through partnerships with other sectors of the economy and society. This creates a greater socioeconomic & environmental responsibility on the universities with a futuristic approach that is both sustainable and productive. This is only possible when universities commit themselves to the principles of SDGs and like other living organisms transform and evolve sustainably.

DR. NASSAR IKRAM

PRO-RECTOR

UNIVERSITY OF CENTRAL PUNJAB



The University of Central Punjab through the Office of Sustainability is committed to achieving this goal by inculcating the guidelines of SDGs in its teaching methodologies, courses and behaviors of its students, faculty and administration. UCP stands by the four pillars of learning (a) inculcation of knowledge, (b) protection of truth, (c) formulation of critical thinking, and (d) preservation of local and global culture and at the same time bringing a mix of future sustainability principles, without compromising the influence of technologies that are important for this process of transformation from the present into the future. Therefore UCP, through its Office of Sustainability, is committed to change sustainably and responsibly.



A WORD FROM THE **DIRECTOR**



Human beings are the only species on the face of the earth who are capable of disturbing the balance of nature. In the past great influx of investment in manufacturing industries have affected our environment and it seems that if we will continue to harm our environment at the same pace we will be soon hit by big disasters, such as floods, tsunamis, earthquakes, and thunderstorms, which will destroy our habitat.

First, we need to be aware of the problem and its magnitude and then we need to act, and time is not on our side. Statistics show that effect of global warming due to the emission of greenhouse gases is much faster than we expected. As teachers, we have an extra responsibility to make people aware of it. We must start working for the sustainable environment before it is too late.

We should use all forums and media to promote it and hope that all strata of our society will understand the gravity of this issue. I am hopeful that together we will be able to make our country and the whole world a place worth living.

MS. JAVARIA QAIS JOIYA

DIRECTOR

OFFICE OF SUSTAINABILITY

UNIVERSITY OF CENTRAL PUNJAB



Teaching methodologies to inculcate SDG Goals and HEC Quality standards

Research to equip students for innovative methodologies and sustainable outcomes in line with the SDG goals

ACADEMICS

RESEARCH

ACADEMIA-INDUSTRIAL LINKAGES

ACADEMIA-COMMUNITY LINKAGES

To push towards SDG goals through industry linkages for sustainable future growth, production and consumption

To push towards SDG goals for more sustainable communities in the future void of poverty, hunger and inequality

INTRODUCTION

The Office of Sustainability at the University of Central Punjab (UCP) is initiated to make it an SDG-engaged university. The office is responsible for facilitating SDGs-centric research, providing learning opportunities that can create a social impact, developing external relations on grounds of a sustainable future, and making policies that lead toward responsible operations on campus.

At the University of Central Punjab, we strive to create a community that not only cares about global issues but also takes action. Both on campus, and in our daily lives, we make sure that environmental, economic, and social issues are an important aspect of our designs, our questions, and our work.

Our sustainability initiatives seek to push boundaries, to link together disciplines and perspectives that are otherwise separated. Perhaps most importantly, we learn through practice, by taking our ideas and applying them to the real world.

OBJECTIVES

The Office of Sustainability envisions embedding defined SDGs into the education system through four channels: Research, Learning, External Engagement, and Responsible Campus Operations.

- Aligning the research conducted at the University with 17-SDGs, thus enhancing the publications ratio in these domains.
- Inculcating a sense of social responsibility in students and hence, making them prepared to make an impact on society.
- Engaging with industries, public sector organizations, and the social and corporate sector to further strengthen this culture of SDGs adoption.
- Refining our campus operations and policies incorporating equal opportunities for all while creating responsible resource utilisation and development work



VISION:

TO ADDRESS THE SOCIAL, ECONOMIC AND ENVIRONMENTAL CHALLENGES BY ALIGNING UNIVERSITY OPERATIONS, TEACHING AND LEARNING, RESEARCH AND INNOVATION, INTERNAL AND EXTERNAL CAMPUS ACTIVITIES WITH UN DEFINED SDGS, THUS CONTRIBUTING TOWARDS THE SUSTAINABLE DEVELOPMENT AND BECOME AN SDG-ENGAGED UNIVERSITY.

MISSION:

UCP OFFICE OF SUSTAINABILITY WILL PURSUE THE FOLLOWING MISSION:

- TO MAKE/ADOPT POLICIES THAT ARE CONDUCTIVE TO SDG ENABLEMENT IN ALL DOMAINS OF UNIVERSITY ACTIVITIES.
- TO ALIGN THE UNIVERSITY'S CORE FUNCTIONS OF OPERATIONS AND GOVERNANCE, ACADEMICS, RESEARCH AND INNOVATION INTERNAL AND EXTERNAL ACTIVITIES WITH SDGS.
- TO CONTINUOUSLY MAP THE UNIVERSITY ACTIVITIES WITH UN SDGS AND CARRY OUT GAP ANALYSIS LEADING TO INITIATIVES FOCUSED ON ENHANCING CONTRIBUTION TOWARDS SDGS.
- TO PROMOTE UNIVERSITY EDUCATION AND RESEARCH TOWARDS SUSTAINABILITY AND SDGS.
- TO ENHANCE ON-CAMPUS AND OFF-CAMPUS ACTIVITIES IN SPREADING THE IMPORTANCE OF SDGS ENGAGEMENT THROUGH AWARENESS SESSIONS, SUSTAINABILITY DRIVES, COMPETITIONS, AND INDUSTRIAL COLLABORATIONS.
- TO DEVELOP ALLIANCE(S) WITH LOCAL AND INTERNATIONAL ASSOCIATIONS/ORGANISATIONS FOR CAPACITY BUILDING, KNOWLEDGE SHARING, AND CROSS-CULTURAL PROGRAMMES.



• **FOUR PILLERS OF UCP SDGS ENGAGEMENT PLAN:**

UCP aims to become an SDG engaged university by pursuing the following roadmap across its four core areas:

UNIVERSITY OPERATIONS

1. TO FORMULATE AND ADOPT POLICIES THAT PROMOTE SUSTAINABILITY ACROSS UNIVERSITY OPERATIONS.
2. TO PROVIDE THE ENABLEMENTS THAT WOULD FACILITATE SUSTAINABILITY AND ADOPTION OF SDGS ACROSS THE UNIVERSITY.

RESEARCH AND INNOVATION

- TO MAP THE EXISTING RESEARCH AND INNOVATION PORTFOLIO AT UCP AGAINST 17 SDGS.
- PROMOTE RESEARCH AND INNOVATION IN THOSE THEMES AND PROJECTS THAT ARE ALIGNED WITH SDGS.

TEACHING AND LEARNING

- TO FOCUS ON CAPACITY BUILDING AND ORGANISE AWARENESS SESSIONS FOR STUDENTS AND FACULTY TO HIGHLIGHT THE IMPACT THAT SDGS CAN RESULT INTO.
- TO INTRODUCE MODULES IN THE EXISTING CURRICULUM TO HELP STUDENTS PURSUE THEIR THESIS / FINAL YEAR PROJECTS THAT ARE SDGS ALIGNED
- INTRODUCE NEW ACADEMIC PROGRAMMES THAT ARE AIMED AT PROMOTING SUSTAINABILITY AND CREATING SOCIAL IMPACT

EXTERNAL ENGAGEMENTS

- TO PROMOTE SDGS AT NATIONAL LEVELS BY GETTING SUPPORT FROM EXTERNAL STAKEHOLDERS
- TO ESTABLISH RELATIONSHIPS WITH INDUSTRIES AND OTHER ORGANISATIONS TO REFINE PRODUCTION PROCESSES AND MAKE THEM MORE ENVIRONMENT FRIENDLY

17 SDG Goals

National Level Goals



169 TARGETS

Breaking the national goals into smaller targets for each specific faculty/ department



232 UNIQUE INDICATORS

Unique indicators that have to measure specific goals and sub-goals for each faculty and department

Each Administrative Department, Faculties and Societies/Clubs were given to fill in specific performas that indicated their individual work in 2021 in line with the 17 SDG Goals, 169 Indicators and 232 Unique sub-goals of the SDG's.



MEMBERSHIPS



The Association for the Advancement
of Sustainability in Higher Education®



SUSTAINABLE DEVELOPMENT
SOLUTIONS NETWORK
A GLOBAL INITIATIVE FOR THE UNITED NATIONS



UNITED NATIONS

**academic
impact**



1 NO POVERTY



SDG 1: NO POVERTY



1 NO POVERTY



University of Central Punjab (UCP) is committed to the cause of No poverty in the country through its students and faculty. In this context, UCP has given a multitude of scholarships based on merit, talent, need-based, disability and extracurricular activities for students who otherwise could not afford quality education. Under SGD Goal 1, in the calendar year 2021, UCP has given 46 need-based scholarships; 43 scholarships to handicapped students; 214 scholarships to students from low-income groups; and 216 scholarships to students where at least one of the parents was deceased, or a total of 519 students who were given a scholarship that falls in the category of SDG 1. In all 75% of UCP students that graduate fall in the category of those that were from lower 20% income households (See Table 2 and Fig 1).



THE LIST OF DIFFERENT TYPES OF SCHOLARSHIPS OFFERED BY UCP TO ITS STUDENTS IS GIVEN IN TABLE

TABLE 1.1. CRITERIA OF MULTIPLE SCHOLARSHIPS AND CONCESSIONS OFFERED BY UCP

SCHOLARSHIPS NAME	SCHOLARSHIP TYPE	CONCESSION	ON CONTINUATION OF CGPA
Alumni Scholarships	PGC Scholarship	12.5% - 50%	2.50 - 3.25 or Higher
Merit Scholarships	Graduate Scholarships	25%-75%	3.5 - 3.9 or Higher
Merit Scholarships	Undergraduate Scholarships	12.5% - 100%	3.00 - 3.95 or Higher
The demise of Father or Guardian	On sad demise of Father or Guardian during studies	50%	3.00 or Higher
Disable Students	Official Disability Certificate and Committee Assessment	25 to 100%	2.50 or Higher
Faculty & Staff Members	5 Years Satisfactory Service	50%	3.00 or Higher
Faculty & Staff Members	3 Years Satisfactory Service	25%	3.00 or Higher
Kinship	First kin enrolled in PGC/UCP	25%	3.00 or Highe
Kinship	2nd kin enrolled in UCP	50%	3.00 or Higher
Need Base Undergraduate only	Case evaluation by the Committee	25 to 100%	3.00 or Higher
Talent Undergraduate only	Based on Co and Extracurricular Activities and Committee Assessment	25 to 100%	2.00 or Higher

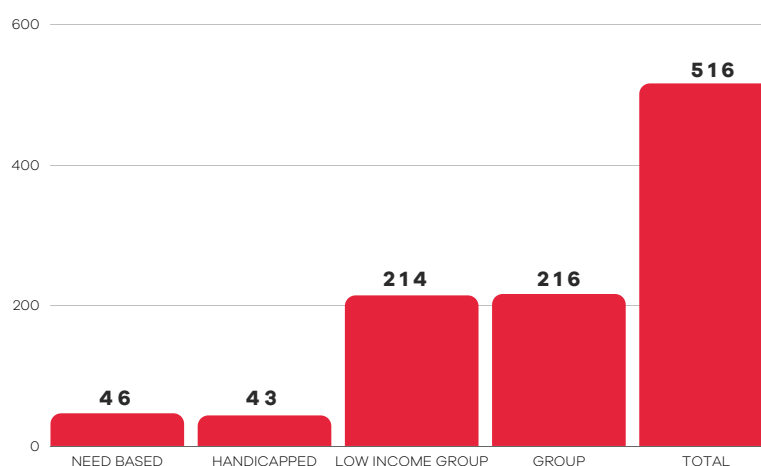
Apart from the students, UCP offers full scholarships (Free studies facilities) to the children of its low-income employees that are on a minimum wage like security guards, gardeners etc.

TABLE 2 SHOWS THE DIFFERENT TYPES OF SCHOLARSHIPS GIVEN TO STUDENTS FROM LOW-INCOME HOUSEHOLDS

TABLE 1.2. DIFFERENT TYPES OF SCHOLARSHIPS ARE GIVEN TO STUDENTS FROM LOW-INCOME HOUSEHOLDS (SDG 1)

SERIAL NO	SCHOLAR-SHIPS NATURE	TOTAL STUDENTS WITH SCHOLARSHIP
1.	Need-Based Scholarships to	46
2.	Handicapped Student Scholarships to	43
3.	Low Income Group Scholarships to	214
4.	Scholarships to students with Deceased Parent (S) Group	216
Total		519
Total No regular and Part-Time Students		15,664
Total No of students receiving scholarship		519
Total Targeted students		3.3%

Fig 1.1. Different types of Scholarships given to students from low-income households (SDG 1) 2021





VOLUNTEERS IN SERVICE (VIS) PROGRAM AT UCP

Apart from scholarships, UCP has a compulsory Volunteers in Service (VIS)" program for all students that go into the community and help through social services of different kinds that help act as safety nets among the poor and vulnerable to economic and environmental shocks in Pakistan. Special emphasis is placed by UCP VIS on volunteering in the fields of education and literacy, NGOs, NPOs, Trusts, Health Services and other community organizations that work with the very poor in the county.

Through their work in the community, students develop their skills in teamwork, management, problem-solving and critical thinking. More importantly, they are 'giving back to society by dedicating time to worthy causes. The deep personal satisfaction and sense of civic responsibility that students develop through this program start a lifelong and life-changing thought process that continues long after leaving UCP. Following VIS campaigns were undertaken in the reporting period:

- Clothes Collection campaign on April 15, 2021. UCP conducted a clothes collection and awareness campaign with Akhuwat Foundation (<https://akhuwat.org.pk/>) under the theme of "Let's Support the Homeless This Summer - Share your Love and Empathy in the form of Clothes."
- Campaign for "USED BLANKET COLLECTION FOR DESERVING AND AWARENESS DRIVE" on December 21, 2021.
- Campaign for "USED CLOTHES COLLECTION FOR DESERVING AND AWARENESS" on March 07, 2021.





SDG 2: ZERO HUNGER

2 ZERO HUNGER



UCP is a University that educates its students in helping the underprivileged and encourages its students through student bodies to assist in providing food for those who do not have food on the table every night.

In order to help the local farmer community produce and sell their food products, UCP buys locally farmed food products and also measures ethical food sources in order to comply with SDG Goals. UCP also subsidizes food that is sold to students and faculty at the cafeterias on its premises and monitors the quality of food sold there. UCP recycles its food waste through different methods and has a policy of zero food wastage and minimizing of food residue that is recycled as compost for plant life in the university.



also through its Voluntary Services has free food rationing drives for the local community and hungry on the streets. The Inclusive Students Society of UCP for persons with special needs, and the disabled have food drives for orphans, the homeless, and children with special needs in the community.

Also, Under SDG 2, UCP provides twice a day of free meals to its female and male security guards and free residence to its male security guards in order to support them against hunger so that they can send a major part of their wages to their families back home living in different parts of the country. A large part of these free meals and food drives consist of lentils, peas, potatoes and vegetables.

Faculty and students also write papers, participate in conferences and present projects on food products and food security at local and international competitions.

DIFFERENT ACTIVITIES OF STUDENTS AND FACULTY ON SDG 2.

• **PROJECTS ON INNOVATIVE AND NATURAL INGREDIENT-BASED FOOD PRODUCTS**

The All Pakistan DICE-AFS event was on 27th – 28th December 2021 at Muhammad Nawaz Sharif University of Agriculture Multan (<https://bit.ly/3rXCU0u>). The Department of Food Science and Technology and the Faculty of Life Sciences from UCP prepared and presented two projects on innovative and natural ingredient-based food products. Our students Ms Umme Hani and Mr Ahmad Faraz won 1st and 2nd prizes respectively. The Department of Food Science and Technology supervised these projects. This achievement depicts our faculty and students' willingness and motivation to enhance and innovate food production techniques to eradicate hunger for the people of Pakistan.

• **PARTICIPATION IN INTERNATIONAL CONFERENCE ON FOOD SECURITY**

"Consortium of Industry and Academia on Food Security: Impacts and Potential of Pakistan" & Poster Competition presented by Society of Life Sciences. Some glimpse of the Conference where our honorable guests Dr. Syed Iftikhar Hussain Shah, Mr. Ahmad Manzoor, Dr. Raza Hussain, Dr. Komal Tahawar Khan provided insight to students and staff about Pakistan's high levels of food insecurity due to a lack of access for poor households and how we can secure our food for future generations and food security.



SDG 3: GOOD HEALTH AND WELL-BEING

3 GOOD HEALTH AND WELL-BEING

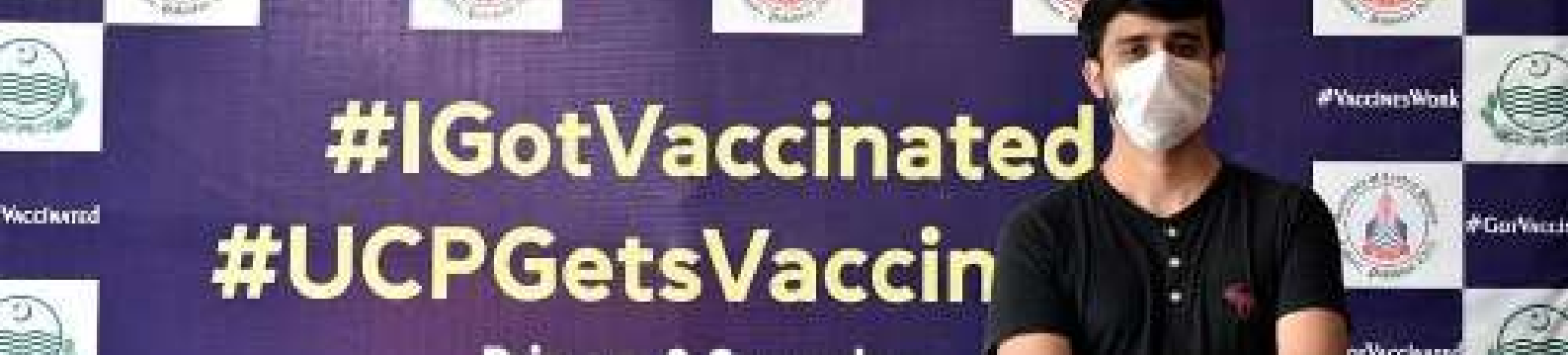


UCP is committed towards SDG Goal 3 of maintaining the good health and well-being of its faculty and student body as well as of all that work on the premises of UCP and the community that lives around its campus.

UCP is a ‘Smoke-Free’ and ‘Drug-Free’ Campus that has received certification from the government’s District Administration and other No-Drugs for Youth Organizations.

In the context of SDG 3, UCP has the Faculty of Life Sciences, Faculty of Pharmacy, Prevention of AIDS program, First Aid Room, Free Covid-19 inoculation facility, Covid-19 Isolation Room and student awareness programs against Thalassemia, AIDS, Breast Cancer, Awareness Campaigns for control and prevention of Diabetes, Blood Donors Society as well as collaboration with Shaukat Khanum Cancer Hospital and other health facilities in the city for students awareness and internships. There are regular blood donor camps on the campus of UCP in order to encourage the students and faculty to donate blood regularly for helping the community in emergency services.





All the faculty of UCP have health insurance and Pink Ribbon (against Cancer) cards paid for by UCP for free medical treatment at different hospitals in the province of Punjab.

UCP has affordable accommodations for persons with special needs and disabled girls in the hostel on the premises of the university. UCP also has ramps, wheelchairs and ground floor teaching rooms and lifts in every building of the University for Disabled and special needs Students.

Following are the sports, good health and wellbeing programs initiated and participated by faculty and students of UCP in 2021.

• **FIRST AID ROOM**

UCP Faculty of Pharmacy has a dedicated qualified nurse and first aid room with over-the-counter medicine and apparatus needed for providing the necessary first aid in emergency cases for staff, faculty members and students in the University of Central Punjab. Blood pressure measurement is also available.

• **PUNJAB AIDS CONTROL PROGRAM (PACP)**

UCP Faculty of Media and Communication Studies (FMCS) UCP, in collaboration with the Punjab AIDS Control Program (PACP), organized a Theatre Competition for HIV/AIDS Awareness on November 30, 2021. This event intended to create awareness regarding ways to combat HIV/AIDS and eliminate the stigmas related to this disease. A Memorandum of Understanding (MoU) was signed for the same by both parties. The Dean of FMCS and the Head of the Department welcomed the audience and the representatives from PACP. Dr Faisal Masood, Program Director of PACP, and the competition judges were given a token of appreciation.

• **COVID-19 VACCINATION CENTRE**

A Vaccination Centre is set up inside the UCP campus to improve the health and well-being of the students and staff of UCP during the COVID-19 pandemic. The provincial Health Minister, Dr Yasmin Rashid, commended UCP's efforts saying, "by ensuring the vaccination of more than 80% of students, I think UCP has done a wonderful job and has set an example for other institutes to follow." She urged all vaccinated students to take up an ambassador role and ensure all those around them know the importance of vaccination.



• ESTABLISHMENT OF COVID-19 ISOLATION ROOM

In 2020, a room was designated as a Covid-19 Isolation Room on the university's Building A's 4th floor for the administrative staff, faculty and students who cannot immediately go to the hospital for treatment. They will be isolated, ideally in the isolation room. With precaution, the door should remain closed until the person needs to leave the building. A sign has been made outside the door informing other building members that the room is dedicated and used for isolation purposes. The affected person is sent home and is not allowed to enter university premises until the Covid-19 incubation period is over. After 72 hours, instructions are given to the cleaners to clean the isolation room while we remove the notice.

• A COMPUTATIONAL MODEL FOR NOVEL COVID-19 VACCINES

A team of researchers from the Faculty of Life Sciences designed a model of a novel vaccine against Covid-19. The computation model involves the latest computational approaches to increase the efficacy of available vaccines to become effective against multiple coronavirus strains. The Elsevier journal published "Journal of infection and Public health" under the title "Design of a novel multiple epitope-based vaccines: An immune informatics approach to combat SARS-CoV-2 strains". The team plans to continue further research work and share their current findings with the National Institute of Health (NIH), Islamabad, for collaborative work aimed at the possible development of an injectable vaccine using this model.

• TRAINING SESSION ON DIABETES, ADVANCED DIAGNOSIS TECHNIQUES, MANAGEMENT & TREATMENT.

A one-day Training Session for Diabetes, Advanced diagnosis techniques, Management & Treatment by the Department of Biochemistry in collaboration with the Society of Life Sciences was organised to inform students about diabetes. The criteria of this session included talking about the symptoms of diabetes, the standard for testing it and how to prevent it. Talks, free medical camps and walks were held in the courtyard to help people with their queries about diabetes. Dilawar organization signed an MOU and how their foundation aims to support, engage & empower underprivileged communities.

• **SOCIAL MEDIA AND HEALTH INFORMATION-SEEKING BEHAVIOR REGARDING BREAST CANCER**

Our PhD. Scholar and Assistant Professor at FMCS have published a valuable paper in HEC recognized X category journal named "Social Media and Health Information Seeking Behavior regarding Breast Cancer: Application & Extension of the Comprehensive Model of Information Seeking in Pakistan."

• **8TH ASIA PACIFIC PROBIOTICS CONFERENCE**

UCP is the official Collaborator of the 8th Asia Pacific Probiotics Conference, which occurred on 6th December 2021. The main idea of the conference was "The Immune Boosting properties of Probiotics and Antiviral Activities". The world is going towards management procedures for diseases and viruses like COVID-19 for the next generations. Keeping this in mind, the symposium speakers highlighted the theme points and societal impacts of those diseases and viruses.

• **ANTIBIOTIC STEWARDSHIP PROGRAM:**

The need of each healthcare facility's antibiotic resistance, without a doubt, is among the most widespread healthcare risks faced by our community. The prime reason behind this is the improper utilization of antibiotics. In the international health sector, antibiotic stewardship is a prevalent initiative that attempts to track and improve how clinicians prescribe antibiotics and how patients use them. To provide our attendees with insight regarding what is antibiotic stewardship program and how it works internationally, UCP Health Club organized an event on "Antibiotic Stewardship Programs, The need of each Healthcare Facility". We invited an eminent healthcare professional to address this topic. Our honorable guest speaker Dr Dirar Abdullah is a Consultant in Internal Medicine, Intensives', Chair of Medicine and chair of the Antibiotics Stewardship Program (ASP) at Prime Hospital, Dubai.

• **FOOD PRODUCT DEVELOPMENT COMPETITION & NUTRITION CAMP**

Department of Food Science and Technology, in Collaboration with The society of Life Sciences organized a Food Product Development Competition & Nutrition Camp.

• HEC GENERAL SPORTS TROPHY 2020-2021

UCP and HEC co-hosted the HEC General Sports Trophy 2020-2021 Sports Scholarships and Prize Money Ceremony. The honorable chief guest of the ceremony was the Federal Minister for Education and Professional Training in Pakistan; the Guest of Honor for the event was the Executive Director of HEC and Vice Chancellors of various participating and winning Universities. The overall Inter-University Championship Trophies for both men & women, along with cash prizes, were distributed among all winners. The University of Central Punjab emerged as the university with the most winnings and kept its winning streak alive by becoming the HEC General Sports Champions for the tenth time!



• PAKISTAN INTERVARSITY WUSHU CHAMPIONSHIP 2021

The Higher Education Commission organized the Pakistan Intervarsity Wushu Championship 2021. UCP won the championship held at the University of Peshawar from 18-20 June 2021.

• PAKISTAN INTERUNIVERSITY BASEBALL CHAMPIONSHIP 2021

Under the supervision of the Higher Education Commission of Pakistan, the Islamic University of Bahawalpur organized the Pakistan Interuniversity Baseball Championship of 2021. UCP won the championship.

• PAKISTAN INTERUNIVERSITY SQUASH CHAMPIONSHIP 2021

UCP has won the All Pakistan Interuniversity Squash Championship 2021. Mehran University of Engineering & Technology, Jamshoro, Hyderabad, under the supervision of the Higher Education Commission of Pakistan, organized the championship.

• PAKISTAN INTERUNIVERSITY HANDBALL CHAMPIONSHIP 2021

UCP has won the Pakistan Interuniversity Handball Championship 2021. The Agriculture University, Faisalabad, under the supervision of the Higher Education Commission of Pakistan, organized the championship.

• INTERUNIVERSITY GYMNASTICS CHAMPIONSHIP 2021

UCP has won all Pakistan Interuniversity Gymnastics Championship 2021

• ALL PAKISTAN INTERVARSITY SKI CHAMPIONSHIP 2020-2021

UCP has won Pakistan Intervarsity Ski Championship 2020-21 at Naltar valley, Gilgit Baltistan.





SDG 4: QUALITY EDUCATION

4 QUALITY EDUCATION



The University of Central Punjab (UCP) is an institution of higher educational learning with equal and quality educational opportunities for all men, transgender, and women that qualify the basic standards set by the Higher Education Commission (HEC) of Pakistan. UCP is part of an educational family of universities, colleges and schools that are housed all over Pakistan and cater for the education of more than one million students and pupils throughout the country. UCP is part of the largest network of quality education providers from (primary levels to PhD) in the private sector of Pakistan. UCP has nine teaching and research faculties comprising of Faculty of Pharmaceutical Sciences, the Faculty of Social Sciences, the Faculty of Language and Literature, the Faculty of Information Technology and Computer Science, Faculty of Engineering, the Faculty of Media and Mass Communications, Faculty of Management Sciences, Faculty of Law, Faculty of Humanities and Social Sciences.



UCP holds classes for undergraduate as well as post-graduate students from bachelor to PhD in different disciplines in the above-named faculties. The university has 60 student bodies and clubs catering for co-curricular activities and linkages of the students with communities for their mutual uplift. The Vision of UCP is ‘to become an internationally acclaimed University in teaching and research. ‘Its Mission is ‘to provide quality education leading to research, employability and entrepreneurial pursuits creating societal impact, serving the nation’.

Students and faculty of UCP have linkages with industry and communities and are engaged in the pursuit of becoming a fifth-generation university in the future through innovation, research, linkages and community work.



LIST OF SOCIETIES & CLUBS OF UCP

SR.#	SOCIETY	SR.#	SOCIETY	SR.#	SOCIETY
1.	Catalyst Society	11.	Music Society- Plektra	21.	TEC-The Entrepreneurship Club
2.	Islamic Guidance Club	12.	Society for Mechanical Engineering	22.	International Crisis Chamber
3.	Dramatics Club	13.	Association of Computer Machinery	23.	Ucp Law Society
4.	NISA Society	14.	Inclusive Student Society	24.	Ulrich's HR Forum
5.	Jehaad for Zero Thalassemia	15.	Psychology Society	25.	Society of Civil Engineers
6.	UCP Photography Club	16.	UCP Literary Society- Nom De Plume	26.	Society of Life Sciences
7.	UCP Sports Club	17.	UCP Media Club	27.	TakhleeqKar
8.	Character Building Society	18.	Young Economist Forum	28.	Disaster Management Society
9.	Debating Society	19.	IEEE- Institute of Electrical & Electron	29.	Environmental Protection Society
10.	Health Club	20.	UCP Adventure Club	30.	Marketing Association of Aspiring Executives (MAAE)



In 2021 UCP has engaged in the following pursuits in the context of SDGs:

• **INDUSTRIAL VISIT TO EXPRESS-NEWS**

UCP Dean FMCS connects academia with the media industry, and a faculty member of FMCS organized an industrial visit to Express-News, a leading newspapering media outlet of Pakistan. Students of the B.S Media & Communication program were part of this visit. Executive producer and visiting faculty member also accompanied his class during their industrial tour. Students visited different departments of Express-News, including the News Bureau (Assignment section, reporting section, scripting & editing section), programming department, studios and technical department. Industrial visits like these enhance students' understanding of applying learnt theories in real life.

• **BUSINESS DEVELOPMENT MESSAGE COMMUNICATIONS**

UCP has signed MOU with the Head of Business Development Message Communications and the Dean Faculty of Media and Communication Studies (FMCS). The MOU sets forth the term of understanding between FMCS. UCP and Message Communication to promote cooperation in the field of Advertising and PR. The vital postulates are internships for students of FMCS and Collaborative research in advertising & PR.

• **SCHOOL OF COMMUNICATION UNIVERSITY SAINS MALAYSIA (USM)**

UCP Faculty of Media and Communication Studies (FMCS) has signed MOU to collaborate on research and educational opportunities by exchanging students, faculty members, and researchers through joint research projects and publications. USM is Malaysia's premier research university which strives to enhance and strengthen its educational programs and has taken various initiatives to complement its educational excellence. By building the ties, FMCS and USM endeavor to explore joint academic research and programs.



• FACULTY OF MEDIA AND COMMUNICATION

UCP Faculty of Media and Communication Studies (FMCS) students have successfully defended their theses. To ensure the quality and highest standard, the Faculty of Media and communication studies sent their dissertation to foreign evaluators from different technologically advanced countries. FMCS is thankful to all foreign evaluators who helped us to achieve our goals.

• NAB DEBATE COMPETITION

UCP FMCS is proud to announce the achievements of one of its talented students, Syed Ibrar Abu al Hassan (2nd Semester), holding registration no. L1S21BSMC0092 on scoring 1st Position in NAB Debate Competition that took place on August 10th 2021 as well as 1st Position in All Punjab Speech Competition organized by Youth Affairs and Sports Department on August 11, 2021.

• FILM FESTIVAL 2021

The Faculty of Media and Communication Studies (FMCS) hosted the Film Festival 2021, on December 2021 at the University of Central Punjab, Lahore. The two-day festival aimed to promote the art of filmmaking whilst encouraging creativity and maintaining high standards in storytelling. The categories of the film festival included Short Films, Documentaries and Music Videos.

• UCP IDEAS CONCLAVE

Ideas Conclave is a series of conversations that aims to serve as an interface between leading thinkers, writers, academics, and accomplished professionals, to add breadth to our students' understanding of the complex issues that surround us.



• TURK-PAK PHOTO EXHIBITION – 1000 YEARS CONNECT

A glimpse of the Turk-Pak Photo Exhibition - "1000 Years Connect," organized by UCP photography club officials and Film, Art, Culture Exchange and Collaboration. The exhibition showcases the history of the relationship between the Muslims of the subcontinent and the Ottoman Empire.

• SIX SIGMA FOR PAKISTAN RAILWAY

UCP Centre for Professional Excellence conducted management training on Six Sigma for Pakistan Railway on November 11. Medical Superintendents, Senior Gynecologists, Deputy Chief Engineers, Project and Deputy Directors, Workshops & Factory Managers, Commercial and Operations Managers and senior officials from the Ministry of Railways were present. The training was conducted at Pakistan Railways Academy Walton Lahore for a full day by the Head of UCP's Centre for Professional Excellence.

• LEADERSHIP PROGRAM FELLOW AND A JOURNALISM GRADUATE OF THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

The second season of Ideas Conclave started with an on-campus workshop titled New Forms of Journalism by Mariyum Chaudhry.

About Ideas Conclave: Ideas Conclave is a series of conversations that aims to be between leading thinkers, writers, academics and accomplished professionals to add breadth to our student's understanding of the complex issues surrounding us. This platform shall also aim to serve as a learning aid for students academically, as we plan on holding sessions that are also in tune with their university courses.



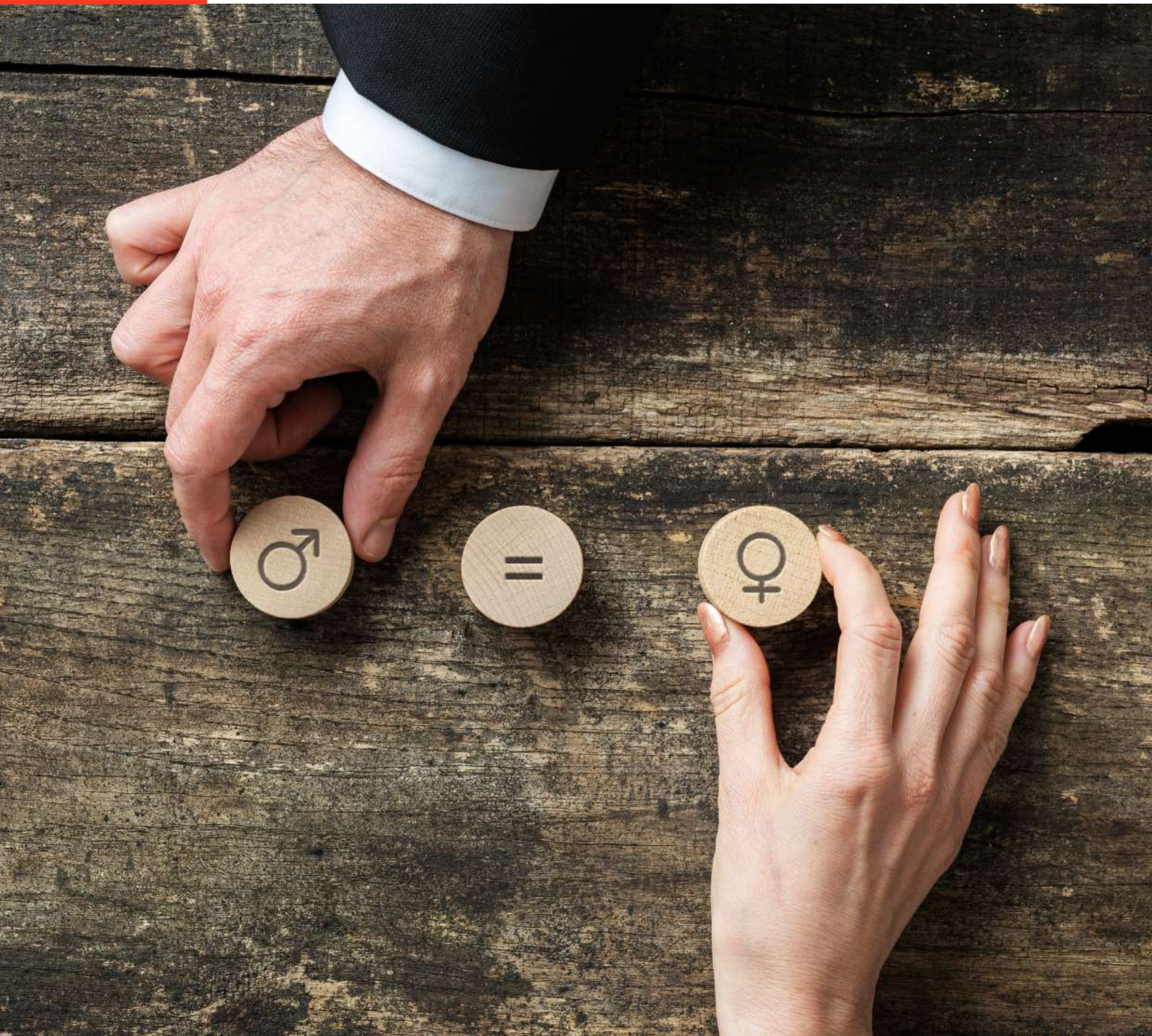
• AMERICAN SOCIETY FOR QUALITY (ASQ)

UCP Head of Centre for Professional Excellence was invited to participate in a talk under the theme: "Panel Discussion on the Virtual Mainstage" Digital Transformation, Thought Leaders discuss What's Next" Live Q&A also followed this session, and attendees gained an understanding of the future risks, benefits, and exciting opportunities digital quality and digital transformation strategies can offer. American Society for Quality (ASQ) organized three days ASQ Quality 4.0 Summit during Oct 25 – 27, 2021. It was attended by delegates from top US organizations, European Organizations for Quality (EOQ) and other delegations from around the world. Conference themes included case presentations on Advances, Adoption and Advocacy about Digital Quality in Industrial Revolution.

• HRM AND ENTREPRENEURSHIP

UCP The Department of Management organized a guest speaker session, HRM and Entrepreneurship, on 25th November 2021. The topic was Entrepreneurial Identity Development through Digital Media. The Head of the Department (Management, HRM and Entrepreneurship) introduced the theme by highlighting the importance of learning digital media skills for business school students. The emphasis was put on the importance of entrepreneurial marketing in making any startup successful. Vital entrepreneurial traits required for building a personal brand were highlighted.





SDG 5: GENDER EQUALITY



UCP is an equal-opportunity organization for women, transgender and men. Students are given admission only on basis of merit and there is zero tolerance by the UCP administration for any kind of gender discrimination by teaching or administrative staff. UCP has a written code of conduct for all its employees, faculty and administrative staff to respect each other skills and work, irrespective of any gender biases. There is zero tolerance for any kind of harassment meant, especially against women on the campus of the university. Out of all its students, body % are women and % are men. Out of its senior faculty, 67 are women and 237 are men, while there are 3 female deans and 6 Male deans of faculty. Among the directors of different departments, there arefemale directors and Directors. In short, UCP is an equal opportunity organization that adheres to merit and qualification without regard to gender, race or religion. All activities on campus include co-ed participation of both genders equally.



Most of the high achievers at UCP are girls. UCP holds regular seminars and talks in class and on campus on gender-related issues and propagates gender equality at home and at workplaces. UCP is a safe environment for girls and women. There are both male and female security guards on each floor of the UCP campus as well as CCTV cameras that monitor the activities of men and women in the corridors and open spaces for the safety of women and girls at UCP.

Among the seminars and research conducted in 2021 UCP faculty and students participated in:

• **NATIONAL SEMINAR ON PROTECTION OF WOMEN AGAINST HARASSMENT AND PROPERTY RIGHTS.**

The students of International Relations, Faculty of Arts and Social Sciences, UCP, were nominated as representatives from the IR department, FASS, in a seminar for youth development with Ombudsperson Punjab Khatoon Mohtasib at Pearl Continental Hotel Lahore. The objective of the event was to promote women's protection and empowerment agenda through increased ownership of federal and provincial governments and to create synergy across women's machinery for effective implementation of the existing law to ensure that survivors can access quality, timely and responsive justice.

Furthermore, the seminar was for awareness of women against harassment and their property rights.

The proponents of Women's Rights delivered a comprehensive presentation about the promulgation of the Protection Against Harassment of Women at the Workplace Act in Punjab March 2013.

The seminar thoroughly covered the act, laws, and enforcement, which is crucial when the country strives to protect women in various spheres of life.

• **MEDIA AND WOMEN EMPOWERMENT**

UCP FMCS organized a media seminar on "Media and Women Empowerment". It was under the supervision of Ms Ayesha Sadiqa, senior lecturer at FMCS, for the subject of the Media Seminar. Students went through the practical experience and learned how to conduct any seminar with team collaboration. Dr Hadia Awan, Dean of Law College, spoke on the rights of women with other family members, and Ms Sumaira Mirza vocalized the practical exposure of the media industry.



Dean FMCS appreciated the effort of all organizers. He encouraged the teacher and students to continue such learning activities. He also thanked the respected guests for their presence.

• SAFE SPACES FOR WOMEN IN PUBLIC SPHERES

A session on "Creating Safe Spaces for Women in Public Spheres". Nida Kirmani (Anthropologist/Professor at LUMS), Dr Afia Zia (Feminist Researcher/Author), and Dr Naila Ansari (Playwright) in conversation with Zainab Najeeb (Lecturer at LUMS)

<https://www.facebook.com/UCPofficial/videos/ideas-conclave-session-creating-safe-spaces-for-women-in-public-spheres/2790154924537070/>

• CYBER HARASSMENT AND PROBLEMS OF YOUNGSTERS

UCP FMCS organized a seminar on "Cyber Harassment and Problems of Youngsters." BS Mass Communication students in the 5th semester conducted this seminar. The former deputy director of Cyber Wing was a guest of honour. Mr Bajwa ex-deputy director of Cyber Wing told ways to handle cyber-harassment and cautioned students to use social networking sites carefully and be aware of the data. He said, "Never have your sensitive data, including pictures, on mobile." They also suggested some helpful books on the secure usage of social networking services (SNS) to avoid undesirable situations while using digital media.





• RIDE WITH PRIDE

UCP the Ride with Pride training kicked off on the 10th of December, 2021, with the first batch of 23 excited students. The training instructor was Ms Aisha Riaz, a UCP alumna and the current UCP Call Centre Supervisor, an avid scooter rider who uses it for her daily commute. Ride with Pride is UCP's initiative to help make the day-to-day commute easy for its female students and to empower and encourage the ladies to commute easily and independently. With this campaign, UCP has encouraged the females of the university to use bikes or scooters in public without making them feel segregated. UCP offers scooters for female students through their app and to issue a scooter, the student needs to provide a signed waiver and parental permission form, and a copy of the driving license. For the security of the female students, scooters are issued with a proper tracking system and a helmet. With this initiative, Lahore will see more ladies of UCP steadfast in the mission to revolutionize their commute.



SDG 6: CLEAN WATER AND SANITATION

6 CLEAN WATER AND SANITATION



UCP is an SDG-compliant university and believes in upholding the highest standards of ethics, health and cleanliness. In the context of SDG 6, UCP does not compromise when it comes to water consumption and dispensation. The health of its student body and human resource is of paramount importance to UCP administration, therefore on the one hand all fizzy drinks are banned on the premises of UCP either for sale or for consumption. All drinking water outlets have filters installed and UCP preserves and reuse for plantation and sanitation rainwater, as well as ensures that there are no pollutants or effluents that would or could harm the communities living around and near the UCP campus through its waste disposal and sewer outlets. UCP has an RO filtration plant of scientific standards that provides free drinking water through electric water coolers installed in the entire building of UCP on all floors that provides 24/7 cool, safe clean drinking water for all

In context to SDG 6, Clean Water and Sanitation, UCP has fulfilled its obligations in the following ways:



• WATER CONSERVATION PROGRAM & IMPLEMENTATIONS

UCP aims to encourage the efficient use of water. Sensor-based appliances are replacing old appliances to control unnecessary consumption of water. Strict monitoring maintains the upkeep and plumbing maintenance of sanitary fittings and pipes. Rainwater is stored and conserved in water tanks in university green areas, later used for irrigation.

• WATER RECYCLING PROGRAM IMPLEMENTATIONS

At an early stage, 1-25 % of water recycling programs were implemented. Rainwater is stored and conserved in water tanks of university green areas.

• WATER EFFICIENT APPLIANCES USAGE

UCP is replacing conventional appliances with efficient appliances like sensor water taps, hand washing taps and highly efficient toilet flush. In UCP, 1-25% water-efficient appliances were installed.

• CONSUMPTION OF TREATED WATER

UCP is conscious that water conservation is the prime importance for the effort on sustainability. At the University of Central Punjab, rainwater is stored and conserved via trenches into underground tanks for harvesting, so that 1 – 25% of the treated water is consumed for irrigation.

• PERCENTAGE OF ADDITIONAL HAND WASHING AND SANITATION FACILITIES DURING THE COVID-19 PANDEMIC

UCP proactively approached Covid-19 and took the most appropriate measures to secure and save the UCP community from the pandemic. Additional hand wash areas and sanitation facilities, which are greater than 75 % of the total number of buildings, are arranged.





SDG 7: AFFORDABLE AND CLEAN ENERGY



7 AFFORDABLE AND CLEAN ENERGY



In context to SDG 7, the University of Central Punjab (UCP) is the first among Academic Institutions in the country to incorporate a Solar panel grid on the roof of all its buildings. UCP has installed a solar power plant on its premises to provide clean, renewable electricity to its buildings as well as sell electricity back to the grid. The initiative of establishing the 0.5 MW grid-tied solar power UCP makes its way onto the list of Green League Universities, UK. Solar panels of UCP produce energy of 512KWH to create 75% of the University's electricity requirement. The installation of the plant was commissioned and completed in a record period of three months and will also reduce carbon emissions by 392 tons every year. Moreover, due to this, we have been able to save 51,889 trees.





Solar Photo Voltaic System at UCP

• GREEN BUILDING IMPLEMENTATION

UCP has 3 major elements of green building implementation

- Natural Ventilation
- Full natural day lightening
- Building Energy Manager

• GREENHOUSE GAS EMISSION REDUCTION PROGRAM

UCP uses renewable energy (Solar energy) for electricity, which reduces the amount and cost of purchased electricity. The table lets us know the consumption and performance of solar panels at UCP. It is also impacting the environment in carbon reduction. Moreover, due to this, we can save 51,889 trees, the table below is attached for evidence.

Table 7.1 and Figure 7.1 Show the production of Electricity from UCP solar panels:

Table 7.1

SR.#	MONTH	SOLAR ENERGY PRODUCTION KW
1.	JANUARY	29,414
2.	FEBRUARY	36,319
3.	MARCH	62,383
4.	APRIL	61,709
5.	MAY	55,471
6.	JUNE	63,465
7.	JULY	49,102
8.	AUGUST	61,938



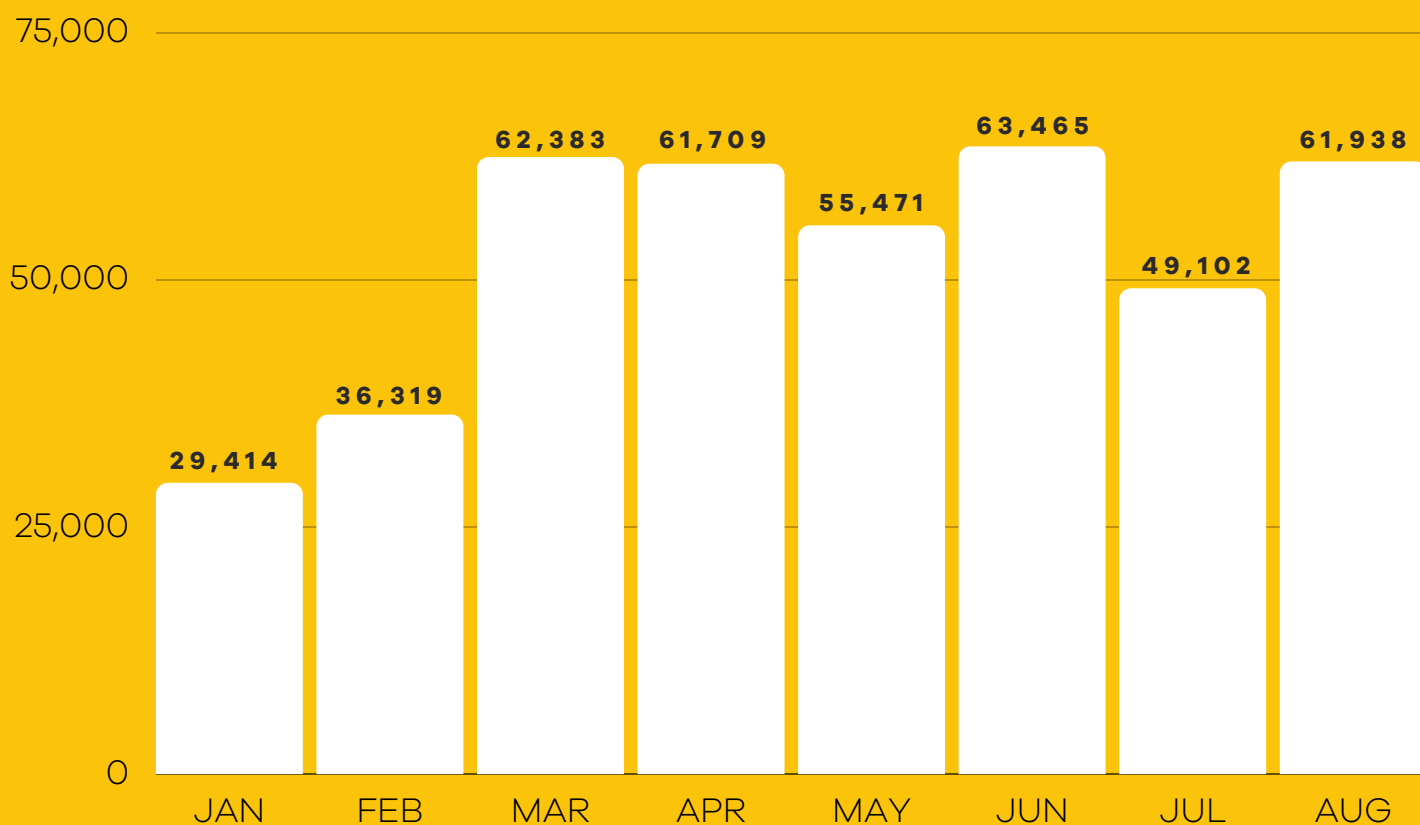


Table7.1 and **Fig7.1** show that in 2021, UCP produced a total of 419.8 Thousand KW of electricity through its renewable, clean energy sources of solar panels.





SDG 8: DECENT WORK & ECONOMIC GROWTH



University of Central Punjab (UCP) as an educational institution that trains its students for higher education and pursuits in different specializations from teaching and research I sciences and humanities, having employability in government, social (NGO) and private sectors, to starting their own business endowers so that not only can they themselves contribute towards the economic uplift and growth of our economy, they can also employ others in decent work opportunities through their businesses after graduating from their alma mater.

On the other hand, UCP is also an equal opportunity employer that not only employs on permanent as well as on contract and visiting faculty but also employees administrative stand axillary staff in support of its teaching and research facilities. UCP also directly and through outsourcing hires its cleaning staff, gardeners, security guards and others in order to provide decent jobs above the national minimum wage so that a large number of people from poor and vulnerable communities can earn their income through UCP employment



mechanism, therefore UCP contributes to the economic growth of Pakistan in multiple ways. UCP student bodies also help vulnerable communities to uplift themselves so that they too can find decent work and can therefore contribute to the economic growth of the country and help uplift the standard of living of these communities in line with SDG 8 (Decent Work and Economic Growth).

The students and faculty of UCP in 2021 have contributed to SDG in the following manner”

• KANS

KANS is a scientific competition among scholars, university students, and professors (under 45 years of age) throughout Islamic countries. This event aims at finding the best scientific solutions to spot and tackle the challenges of society. A “pavilion” is a national or international scientific institution that declares its substantial local challenges and invites scientists and innovators from all over the Islamic world to answer the challenges. In other words, pavilions are seekers, and young scientists are solvers. Finally, the best solvers will be chosen and awarded by the jury committee.

The KANS Competition website can be accessed at: <https://kans.mstfdn.org/> The University of Central Punjab is pleased to announce the Mustafa (PBUH) Science and Technology Foundation (MSTF) based in Tehran, Iran. It intends to hold the 2nd KANS Scientific Competition in October 2021. As part of this competition, the University of Central Punjab UCP is designated as a ‘Pavilion’.

As a Pavilion, UCP is identifying and declaring local challenges. KANS will enter these challenges into the competition.

KANS will then invite the competing scholars, researcher innovators and scientists from all over the Islamic world to answer these challenges from 5 thematic areas.

- Water, Environment and Energy
- Health and MedTech
- Information and Communication Technology
- Transportation
- Economics, Banking and Finance



• **TRAINING WORKSHOP ON LEAN AND SIX SIGMA AT PAKISTAN RAILWAYS ACADEMY WALTON**

UCP Centre for Professional Excellence has kick-started its external training operations. The first training was at Pakistan Railways Academy Walton Lahore on Thursday, October 7. Senior officers from Pakistan Railways in grades BPS 17, 18 and 19 from cross disciplines, including Engineers, Medical Doctors, Law officers, Railway Police, Procurement & Production Managers and officials from the Ministry of Railways, participated in this day-long training session on Lean and Six Sigma. Participants developed knowledge about the modern frameworks of Lean and Six Sigma, which contributed to organizational success. Training activities included industrial cases and applications and assessment and evaluation exercises. Head UCP-CPE, Mr Zubair Anwar, facilitated this training session as the resource person. Excellence has been recently established with a scope to train and up-skill individual professionals and contribute to capacity building of the organizations in both public and private sectors in line with modern technology and standards.

• **TEACHING EXCELLENCE PROGRAMME**

UCP arranged Teaching Excellence Programme: Batch 2 & 3. The Vice-Chancellor of the University of Education attended this ceremony as Chief Guest, and UCP Pro-Rector, Deans, HODs, trainers and training participants also were at the ceremony. Chief Guest VC University of Education appreciated the remarkable efforts made in faculty development to elevate the academic delivery by applying modern teaching methods and pedagogies. The programme rolled out in about three weeks across the university as part of the Faculty Development Initiative taken by the Centre for Professional Excellence.

• **UNODC'S GLOBAL INTEGRITY EDUCATION (GIE)**

UNODC initiated a Virtual Training of Trainers Programme hosted by UNODC, Pakistan, in Lahore from 5-8 October 2020 in collaboration with the University of Central Punjab (UCP). The objective was to enhance the capacity of local lecturers to use the contextualized modules in their courses. The event brought together a cohort of 48 eminent academic experts and professors of UCP to go through an interactive, exhilarating and enriching hybrid learning curve. Participants engaged

in a series of interactive activities in the programme course, including pre-workshop assignments, a self-paced online course, four webinars, and teaching demonstrations on the modules.

• SEED FUNDING

A Guest Speaker Session on Seed Funding CEO of Seedout.org, Mr. Zain, was invited as a guest speaker to introduce the students with Seed Funding". He explained the framework of Seedout.org and explained the integration of important factors which led to successful entrepreneurial ventures in alignment with technology as a catalyst. Keeping his audience engaged, he explained "How one should pursue the context of Social Entrepreneurship." He also spoke about the prerequisites of starting a business and running it in an ecofriendly way. Throughout the session, he thoroughly discussed his passion for Social Entrepreneurship and shared his upstream story. He also talked about his motivated move to Pakistan after his studies in the United States.

• QUALITATIVE DATA ANALYSIS USING NVIVO

UCP Faculty of Media and Communication Studies (FMCS) organized a Faculty Development Workshop on "Qualitative Data Analysis using NVivo". The workshop was on hands-on training of faculty members on the most cited software (NVivo) in qualitative research. A Lecturer at the University of Management and Technology (UMT) and a Research Scholar at Harvard University conducted the workshop. The faculty members have practiced downloading and analyzing social media data (Twitter and YouTube) by downloading datasets of the Twitter profiles of different anchors and politicians of Pakistan. In addition, auto-coding was explored to make the best use of the software, to generate key themes in the data set. It has also been understood how the literature review could become more efficient by using NVivo. The workshop ended with Dean FMCS Dr Taimoor ul Hassan's remarks that research learning is a never-ending process. He applauded the enthusiasm for qualitative research and the skills Mr Awais possesses in the software. Dean FMCS presented souvenirs to the resource person as a token of appreciation and distributed the certificates among the workshop participants.



• WORKSHOP ON PROCEDURE OF REGISTRATION WITH PUNJAB PHARMACY COUNCIL

Workshop on the procedure of registration with Punjab Pharmacy council: To educate our graduated professionals' complete process, requirements and prerequisites of the process of registration with the Punjab Pharmacy Council, we organized an online workshop on 15th August 2021. The workshop was conducted via Microsoft Teams. Our guest speaker explained each step and familiarized the attendees with all the official documents.





SDG 9: INDUSTRY, INNOVATION & INFRASTRUCTURE



University of Central Punjab (UCP) not only

trains its students to work in different subsectors of the industry, to innovate new thought processes and research through its nine faculties and research programs but also indulges its faculty and students to liaison with industry through its internship programs, VIS, students societies and bodies as well as through academia-industry linkages.

UCP trains its students in the use and management of renewable resources and processes in line with SDG 9 so that in practical life they can help produce sustainable, environment-friendly products and materials that can minimize the adverse effects of pollutants and effluents on communities and the atmosphere. Students of the Faculty of Engineering are also taught in the use of sustainable and robust materials in the infrastructure of the country.

UCP Incubation Center (TKHLEEQ) trains our students into starting and sustaining their own enterprises through low-carbon, eco-friendly business ideas and start-ups/ The initiatives of UCP in 2021 in line with SDG 9 are as follows"



• TAKHLEEQ

TAKHLEEQ invests in building a secure entrepreneurial community by leveraging multi-disciplinary and experiential education in areas of innovation and entrepreneurship. Founded in August 2018, TAKHLEEQ Business Incubator invests in building a secure entrepreneurial community by leveraging multi-disciplinary and experiential education in innovation and entrepreneurship. At TAKHLEEQ, startups undergo a six-month-long incubation cycle in which they get to experience and learn from a diversely designed curriculum. The goal of TAKHLEEQ is to create innovative solutions for local problems.

TABLE 9.1. SHOWS THE LIST OF TAKHLEEQ START-UPS IN 2021:

TABLE 9.1. (TAKHLEEQ STARTUPS 2020-2021)

SR.#	STARTUP NAME	STARTUP DESCRIPTION
1.	Deal Vow	Now you can buy and sell products fearlessly because Deal Vow makes your payment securely via an Escrow System.
2.	Drivedea	Startup studio has developed a social media platform based on an interactive gamification model that connects SMEs, mentors and customers in a single space.
3.	Eland	A one-stop solution for properties owners (local/overseas) to market, manage and maintain their properties through the internet in a cost-effective and efficient way.
4.	Leather Bespoke	Hand-welted leather goods like shoes and wallets are provided to customers by making on-demand products.
5.	AnarkaliStore.com	E-commerce platform with a drop-shipping model. It is a buyer-seller supply chain management system.
6.	Khaatim.com	All about unique jewellery and beautiful gems! Our mission is to sparkle magic and bring forth the best to women and men around the globe. By selling online, we avoid traditional markups, maintain our uniqueness and provide the best rates to you!
7.	Amama's Art & Craft	To design, Produce, collect, and promote old traditional and contemporary art and craft like paintings, ceramics and glass crafts, textile crafts, leather work and woodwork for the community at affordable prices.

SR.#	STARTUP NAME	STARTUP DESCRIPTION
8.	Detection of Diabetic Retinopathy	Designing of a single module that will do the eye scan and then tells us if the person is diagnosed with retinopathy.
9.	NUKSH	An online gift store that aims to provide highly classified and unique gift products to individual as well as corporate sector.
10.	Tailormade	A social platform where people can avail services through our platform and we do the handwork of completing order with specified resources in contrast to the available market resources.
11.	Petcura	An online platform to connect pet owners with veterinary doctors and premium products
12.	AMZ Scan	An AI tool to detect product categories and feature on Amazon website for the benefit of sellers and virtual assistants on Amazon.
13.	Kabool	Event management company to plan and organize seminars for awareness and acceptance of transgenders.
14.	Skinful	Production of organic skincare and makeup products
15.	La'Precious	Amazon drop shipping. Brand registered in UAE and selling underway with production in China.
16.	Turtle Bot	A tool/app to recognize and detect recyclable materials from trash and landfills.
17.	MUGS	Unique & trendy concept of serving tea, coffee and fries. It is a fusion of western and eastern cultures.
18.	Pocket Pharma	Pharmacy under your fingertips.
19.	Bano Herbal	unique products that are 100% chemical-free, herbal, and handcrafted. Using a blend of traditional and modern ideas, we are offering a wide range of personal care products including skincare, hair care, and tooth care.



SR.#	STARTUP NAME	STARTUP DESCRIPTION
20.	Nooks.pk	Nooks.pk is a startup dedicated to provide the best accommodation solutions to students, young professionals and families. They work on the rental yeild model and are determined to integrate latest techniques and technologies in their mobile apps including AI and AR to provide the most satisfying user experience
21.	GGDEN	A live streaming platform and an Esports organization.
22.	Product Analogy	Product Analogy is a product reviews platform that is committed to filtering out the noise and providing reviews based on user experience. They provide users with complete product information and aim to help them make the most suitable choice for themselves or their loved ones.

• 7TH ICIBM CONFERENCE

UCP Faculty of Management Studies-UCP is proud to present the 7th International Contemporary Issues in Business Management (ICIBM) conference. The conference will address the challenges and opportunities due to changing needs of the business community from the perspective of Covid-19. It will also highlight the current global threats, risks, and prospects that businesses strive to achieve sustainability.

7th International Conference on Contemporary Issues in Business Management (ICIBM-2021) Theme: Emerging Business Opportunities and Challenges: Covid-19 Perspective University of Central Punjab, Lahore (UCP), Pakistan (<https://icibm.ucp.edu.pk/conference-schedule.php>)

Other conferences and seminars at UCP in 2021 can be viewed at <https://ucp.edu.pk/page/15/?page%2F2%2F&member%2Fpage%2F56%2F&orderby=Z>

• 2ND NRC INTERNATIONAL CONFERENCE

The Head of the Centre for Professional Excellence was invited as a plenary speaker at the 2nd NRC International Conference on Science and Sustainable Development. On the first day of the conference, he delivered the keynote after the opening ceremony. The theme of his keynote was "The Case for Transformation to Industry".



Academicians, Professionals, Research Scholars and Scientists attended this virtual session. The 2nd NRC International Conference on Science and Sustainable Development was conducted in Cairo, Egypt, from Oct 25 – 27, 2021. Several international delegates attended this conference physically and virtually from across the world.

• **DEVELOPMENT OF CASE STUDIES FOR THE IT INDUSTRY WITH PSEB**

UCP is proud to be the first university to enter the Pakistan Software Export Board (PSEB) innovative program for developing case studies for the IT industry. PSEB, IGNITE, and the Ministry of IT, Government of Pakistan, have been working on setting up channels through which Pakistani IT companies can utilize the brain bank available at universities across Pakistan. UCP promotes multi-disciplinary research to aid Pakistan's industry and to provide faculty and students with the opportunity to thrive in a rapidly evolving technological, economic and business environment.

• **SECURITY AND INFRASTRUCTURE**

Security Department plays a leading role in the smooth functioning of any organization. It allows a working environment for its staff to work without any fear or foreign interference. UCP Administration and Security Department have designed their services comprehensively to provide security to students, faculty and staff of arrangements is purpose, salient arrangements for surveillance of UCP are below.

• **UCP PARKING**

1. Parking space is available on the basements and floors of all three buildings.
2. Security Guards with traffic sleeves as part of their uniform are posted at different locations to regulate vehicle traffic.
3. Traffic mirrors cover blind spots.
4. Traffic, Direction arrows and Exit signs are for guidance.

• **CCTV CAMERAS**

1. CCTV Camera Operators
2. Total of 743 Digital IP Cameras covering UCP
3. A Cameras Monitoring room with 50 Display Screens was established in the basement of B Building.
4. CCTV backup recording is available

• **ELECTRIC FENCE AND BARBED WIRE**

An Electric fence of 4500 feet with live electric current and Barbed Wire is installed on the boundary wall all around the University Campus for the security of the University.

• **PUBLIC ADDRESS SYSTEM**

A Public Address System has been installed in the University to instruct the students and staff during any Security or Safety situation.

• **OPAC (ONLINE PUBLIC ACCESS CATALOGUE)**

The updated OPAC is accessible to UCP Community. It's a step to maintain paperless culture while traditional Catalogue paper usage is necessary. OPAC is accessible through <https://library.ucp.edu.pk/searchpage.php>

• **DISTINGUISHED INNOVATIONS, COLLABORATION AND ENTREPRENEURSHIP (DICE)**

DICE (Distinguished Innovations, Collaboration, and Entrepreneurship) Foundation is a US-based non-profit, tax-exempt organization registered in Michigan, USA. Expatriate volunteers run the organization from the US, UK, Canada, and thought leaders within Pakistan who are fully committed to bringing prosperity to their motherland through innovation, entrepreneurship, and local product development.

DICE has mobilized academia, industry, and government institutions across Pakistan since 2007, through its DICE mega innovation platform, which conducts the most significant innovation event in the country every year. Overall, 350 projects from 65 Universities in Pakistan competed.

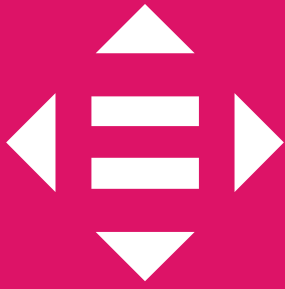
All Pakistan DICE-AFS event was held on 27-28 December 2021 at Muhammad Nawaz Sharif University of Agriculture, Multan. As a result, 02 innovative and natural ingredients-based food products (Lychee Mojito and Innovative Barley Biscuits) were prepared and presented by the Department of Food Science and Technology, Faculty of Life Sciences-UCP. Our student, Umme Hani (BS-FST 5th Semester), secured the 1st prize of PKR 100,000 and Mr. Ahmad Faraz (BS-FST 7th Semester) won the 2nd Prize of PKR 100,000.





SDG 10: REDUCED INEQUALITIES

10 REDUCED INEQUALITIES



UCP is an equal opportunity institution that trains its students to work in the businesses and community for the reduction of inequalities in the country as well as in the communities that they live in. UCP itself every year enhances the salaries of its faculty and staff in line with the inflationary pressures prevailing in the country, apart from giving monetary incentives to those that work more efficiently.

UCP through its student bodies and societies train their members to go into the less privileged communities and work with NGOs and local bodies in order to play their part in reducing inequalities in the country. Some of the work done by UCP administration, students and faculty in 2021 with respect to SDG 10 is as under:



• INTERNATIONAL DAY OF PEOPLE WITH DISABILITY

UCP Department of Psychology, Faculty of Arts and Social Sciences (FASS), in collaboration with Khidmat ul Nisa Welfare Society's Centre for Special Needs (CSNs), celebrated the International Day of People with Disability on 18th December 2021. The Faculty Industry Liaison Officer of FASS and Lecturer of the Department of Psychology organized the event to celebrate the capabilities of people with special abilities. The event's purpose was to raise awareness among different stakeholders by reinforcing the importance of securing the rights of people with unique capabilities to participate fully, equally, and effectively in society.

• 74TH INDEPENDENCE DAY OF GILGIT BALTISTAN

UCP Students celebrated the 74th Independence Day of Gilgit Baltistan at the University of Central Punjab. They paid homage to the Gilgit Scouts, who, along with the indigenous people, sacrificed their lives to make the region part of Pakistan. We embrace diversity and promote cultural activities at UCP.

• POLICY FOR PEOPLE WITH DISABILITIES

UCP offers up to 100% fee concessions to students with disabilities. Such a concession requires a CGPA of 2.50 or above in their studies. If the CGPA falls between 2.25 to 2.50, then there will be a deduction of 25% from the initial allotted discount from the previous percentage. More information is available at: sustainability.ucp.edu.pk





SDG 11: SUSTAINABLE CITIES & COMMUNITIES

11 SUSTAINABLE CITIES AND COMMUNITIES



University of Central Punjab (UCP) as a policy believes in sustainable Cities and Communities void of pollution and hazardous materials that are dangerous to human health and well-being. In this context, UCP buildings were planned to be sustainable so that they do not pose any kind of danger to the communities nearby.

UCP also trains its students, especially from the faculty of Engineering and Faculty of Business Studies to be equipped with methodologies and materials that are sustainable and hazardous-free for their future cities and communities. UCP periodically makes its student body through the Office of Sustainability and through its student clubs participate in tree plantation drives in parks and areas around different communities to empower them in reducing environmental pollution. UCP encourages its students to use the mass transport system provided by UCP and to avoid using their personal vehicles in order to minimize CO2 emissions.

Work done by UCP in 2021 towards SDG 11 (Sustainable Cities and Communities) in 2021 is as under:



• SMART BUILDING IMPLEMENTATION

UCP's whole campus is designed and constructed with the vision of a smart building. It has complete smart building features like:

- Biometric entry and exit
- Safety (Physical security, video surveillance/CCTV)
- Energy (75% Renewable/Solar)
- Water(Sanitation)
- Indoor Environment (Thermal comfort and air quality)
- Lighting (Illumination, low power lighting)

• ORGANIC WASTE

The University of Central Punjab runs a program in which more than 75 % of organic waste is recycled/treated.

UCP contracted with the Waste Removal Company for dumping and recycling organic waste. All organic waste from cafeterias, food streets and food courts is collected in a specific time slot and dumped into a specified waste area in UCP. Due to the large population of UCP, organic waste is collected daily by the Waste Remover company, which provides the debris to the authorized government official company LWMC (Lahore Waste Management Company) for recycling.


• INORGANIC WASTE

UCP contracted the Waste Remover Company to dump and recycle inorganic waste. All inorganic waste is collected in a specific time slot and dumped into a specified waste area in UCP.

Every day inorganic waste is collected by Waste Remover company and given to the authorized government official company LWMC (Lahore Waste Management Company) for recycling.

• SEWAGE DISPOSAL

USewage treatment is a type of wastewater treatment that aims to remove contaminants from sewage to produce an effluent suitable for discharge to the surrounding environment or an intended reuse application, thereby preventing water pollution from raw sewage discharges. In UCP, sewage is conventionally treated.





**FACULTY OF LIFE SCIENCES IN COLLABORATION
WITH SOCIETY OF LIFE SCIENCES**




**SISTER 2 SISTER
EXCHANGE
PROGRAM**

AMEENA PIRACHA
PROGRAM OFFICER | SOCIETY FOR
INTERNATIONAL EDUCATION


DATE: DECEMBER
1ST, 2021 (WEDNESDAY)



AZKA HASSAN
UGRAD SELECTED
CANDIDATE-2022



SARMAD MAHMOOD
UGRAD SELECTED
CANDIDATE-2022



DR. CHALEEDA
BOROMPICHAICHARTAKUL,
FACULTY OF SCIENCES,
CHULALONGKORAN UNIVERSITY,
PHAYATHAI ROAD BANGKOK THAILAND

• SOLAR ENERGY

UCP has one of the largest solar power plants in the education sector. With the installation of the power plant, UCP experiences the production of 710 Mega Watts Hour per annum, which as a result, reduces our carbon footprint by 392 tonnes every year.

• WORLD TEACHERS DAY

UCP celebrated world teacher's day, and we paid tribute to the invaluable contributions of teachers to students, communities and societies.





SDG 12: RESPONSIBLE CONSUMPTION & PRODUCTION

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



The University of Central Punjab (UCP) is conscious of its responsibility towards creating an environment of responsible consumption and production that is hazardous-free and goes a long way towards sustainability. In this respect, UCP has banned fizzy drinks and discourages single-use plastics on its campus. Water purification systems are installed throughout the floors of its building in order to supply clean drinking water to all. Eco-friendly vegetarian diets, and are forced to reuse materials so that zero waste is generated. All this, as well as seminars and community services and internships of students, are geared towards teaching them responsible production techniques that comply with the principles of reducing, reuse, recycling and conserving both in energy usage as well as in material usage. The students of UCP are trained to minimize the usage of fossil fuels and materials that cannot be replenished in their lifetime and are encouraged in the use of eco-friendly technologies and materials that can be replenished again and again without putting stress on the environment.





The policy of zero wastage is being taught to the students through different seminars and talks by specialists in their fields.

UCP in this context also gives free-of-cost reusable water bottles to every new student admitted to the university.

Some of the work done in UCP in 2021 in the context to SDG 12 is as under:

- **SAY NO TO PLASTIC BAGS, BOTTLES & COLD DRINKS ON UCP PREMISES**

UCP has banned plastic bags, plastic bottles and cold drinks in UCP. UCP actively promotes environmentally friendly practices at all its campuses. In all the stores of UCP, plastic bags face a ban because of their negative impact on the environment.

- **UCP LIBRARY'S BOOKS SCANNING FACILITY**

A scanner is available for scanning documents, student assignments, and book chapters. The UCP Library promotes paperless culture to save our environment. Afterwards, through email, the user receives the file via email.

- **EDD (ELECTRONIC DOCUMENT DELIVERY)**

To reduce the use of paper, the library forwarded required material to the UCP Community through EDD (Electronic Document Delivery). The library sends E-Books, Research Articles, and Turn-it-in Reports via this service.

- **D SPACE (INSTITUTIONAL REPOSITORY)**

UCP Library updated the Institutional Repository. To strengthen our paperless culture UCP Library accepts students' research work in E. Form. The UCP Community updates the received data, which users may access within the campus.





SDG 13: CLIMATE ACTION



The University of Central Punjab (UCPO as an organization as well as a higher education teaching and research institution is well aware of its responsibility towards minimizing the adverse impact of Global warming and Climate Change. The students and faculty of UCP know the adverse effect of climate change on Pakistan, its glaciers, its land, water and agriculture as well as on its coastline with the rising sea that is encroaching on the soil. Many subjects of economics and Pakistan Studies teach the students the adverse impact of climate change on Pakistan's agriculture and productivity, as well as the growing threat from constant droughts in some areas and cloud bursts in others resulting in flash floods and soil erosion. UCP's faculty as well as its Office of Sustainability, students clubs and societies hold regular seminars and invite specialists in the field from international organizations, NGOs as well as from the Ministries of Environment and Ministry of Climate Change to make the students understand the hugeness of the problem that is being caused due to climate





change and the impact on communities that have to migrate from their habitats towards less friendly for substance placed due to global warming and climate change.

Some of the work done by UCP students and faculty in 2021 to understand the issues and remedies pertaining to climate change are as under:

• PLANT GROWTH CHAMBER

University of Central Punjab (UCP) have CO2 incubators, which provide controlled growing conditions of temperature and relative humidity for 24 hours. It can achieve between +4 and 45° Celsius up to 90% relative humidity and has fluorescent lighting. Below are some examples of plant growth chambers at the University of Central Punjab

• CAMPAIGNS FOR CLIMATE ACTION

UCP promote their student and staff for campaign related to climate action. Volunteers in Service (VIS) programme to shape students into responsible citizens of the community. Every student must perform volunteer work before graduation with one or more of the renowned partners of the VIS department. Plantation Drives VIS Program is the best South-Asian Volunteerism Promotion Program (VPP). One would not find a proper, well-recruited, well-reputed, well-defined and well-organized department for promoting community service at any university in Pakistan and South Asia. Volunteers in Service (VIS) Department encompasses many-fold activities, which are directly focused on providing social benefit to the community and sensitizing our youth to step up to the occasion, to work as volunteers, and to do something for those who find it hard to help themselves. VIS department not only facilitates students in volunteering through different Partner Organizations-POs, including national and international organizations but also plans and executes some field activities termed as "Campaigns". These are designed according to the need of society or at the time of some natural calamity. Some of the campaigns that the VIS department has planned, organized, and executed are as follows:



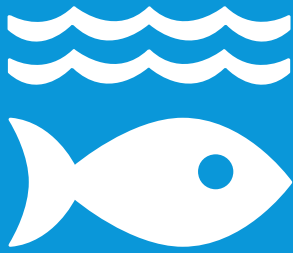
- Plantation Drives
- Covid-19 Prevention / SOP Awareness Campaign
- Clothes Collection and Awareness Campaigns
- Deewar-e-Aagehi (Wall of Awareness, Spreading Awareness on Social Issues.
- Dengue Preventive Spray and Free Test
- Flood Relief and Rehabilitation Activities





SDG 14: LIFE BELOW WATER

14 LIFE BELOW WATER



Although the University of Central Punjab is situated on the plains of the province of Punjab, away from the sea, but the University is conscious of the predicaments facing life underwater, especially of the freshwater fishes and other marine life like turtles etc. Most of the rivers in Pakistan are polluted with unadulterated and untreated effluents from urban municipal waste, industrial waste and agricultural waste where life 40 kilometers downstream does not exist and River Ravi that runs around Lahore has decreased into a sewer. The faculty of Health Sciences at UCP teaches its students practices that would mitigate the threat to life underwater in line with SDG 14. The Seminars at UCP by professionals also underline the need of minimizing effluent flows into rivers and the sea, especially around the urban centers of Pakistan like Lahore and Karachi which house over 15 million people each and are industrial hubs of the country, where the policy of the provincial governments are ineffective in mitigating the adverse impact on life underwater both on freshwater marine life as well as on salt water marine life.



UCP in 2021 worked on the seminar on water scarcity in Pakistan and its impact on life underwater:

• WATER SCARCITY IN PAKISTAN

UCP Society of Civil Engineers organized a seminar on “Water Scarcity in Pakistan”. The primary objective of this seminar was to create awareness about the severity of this issue. Our guest speaker was “Dr Izhar ul Haq (Ex-CEO Diamer Bhasha Dam, President IEP & Life fellow American Society for Civil Engineers). Our Guest speaker spoke on the ground realities and clear the blurred image of this issue. He talked about the significance of this dam as Pakistan ranks third in the world among countries facing acute water shortage and this dam is the need of the hour. He also mentioned that if we will not work on this project then Pakistan will reach absolute water scarcity by 2025.

Later Dr Izhar ul Haq was presented with a souvenir for sharing his knowledge and facts with our students





SDG 15: LIFE ON LAND

15 LIFE ON LAND



Life on land has a close relationship between human life and the life of non-human other species that inhabit the planet and in Pakistan. UCP faculty of Life Sciences as well as other faculties teach through different subjects to the students of UCP the importance of non-human species and the intricate relationship in the food chain through the Web of Life. The subject of Economics and Pakistan Studies also teaches the relationship between small animals and insects in the agriculture and the dissemination of plant seeds through birds, bees and other small animals. The students of UCP are also taught the importance of grazing animals in the food chain, especially for humans that are on top of this food chain as well as the importance of large predators and carnivores species in maintaining the balance of the web of life. UCP faculty in the science department is conscious of the fact that many species on land have become extinct or are endangered due to unabated encroachment of human agricultural and infrastructural activity on land that had been the habitat of these species as well as due to industrial pollution and cutting down of trees in Pakistan.





Therefore the UCP Office of Sustainability in collaboration with other faculties and student bodies and clubs have regular tree plantation drives and seminars and make the students understand the importance of life on land in line with SDG 15 and how to protect this intricate web of life so that humans themselves do not become an endangered species in near future.

• ANIMAL HOUSE AT UCP

University of Central Punjab (UCP) has established high-tech research lab facilities and animal house-keeping Rats, Mice and Rabbits for experimental and research purposes. The students are encouraged to take care of these animals as their own pets and to ensure that the experiments are not inhumane and adverse to life of these animals.

• TREE PLANTATION

UCP Organized Tree Plantation Activity in Collaboration with Abdallian Housing Society, Johar Town, Lahore, under the supervision of Prof. Basharatullah Malik, UCP Business School. Dr. Faisal Mustafa, Dean of Business School, Dr. Mushtaq A. Saleem, Dean of the Faculty of Life Sciences, faculty members and students participated in the activity of making Pakistan Green, which was encouraged by different faculty members.



• EARTH DAY

The second last session of the Laudato si' Year was entrusted to the Braga Regional Centre of UCP. The event took place on April 22nd 2022 (Earth Day) and corresponds to the opening session of the Training Course for educators entitled EMRC and "Environmental Education for Sustainability."

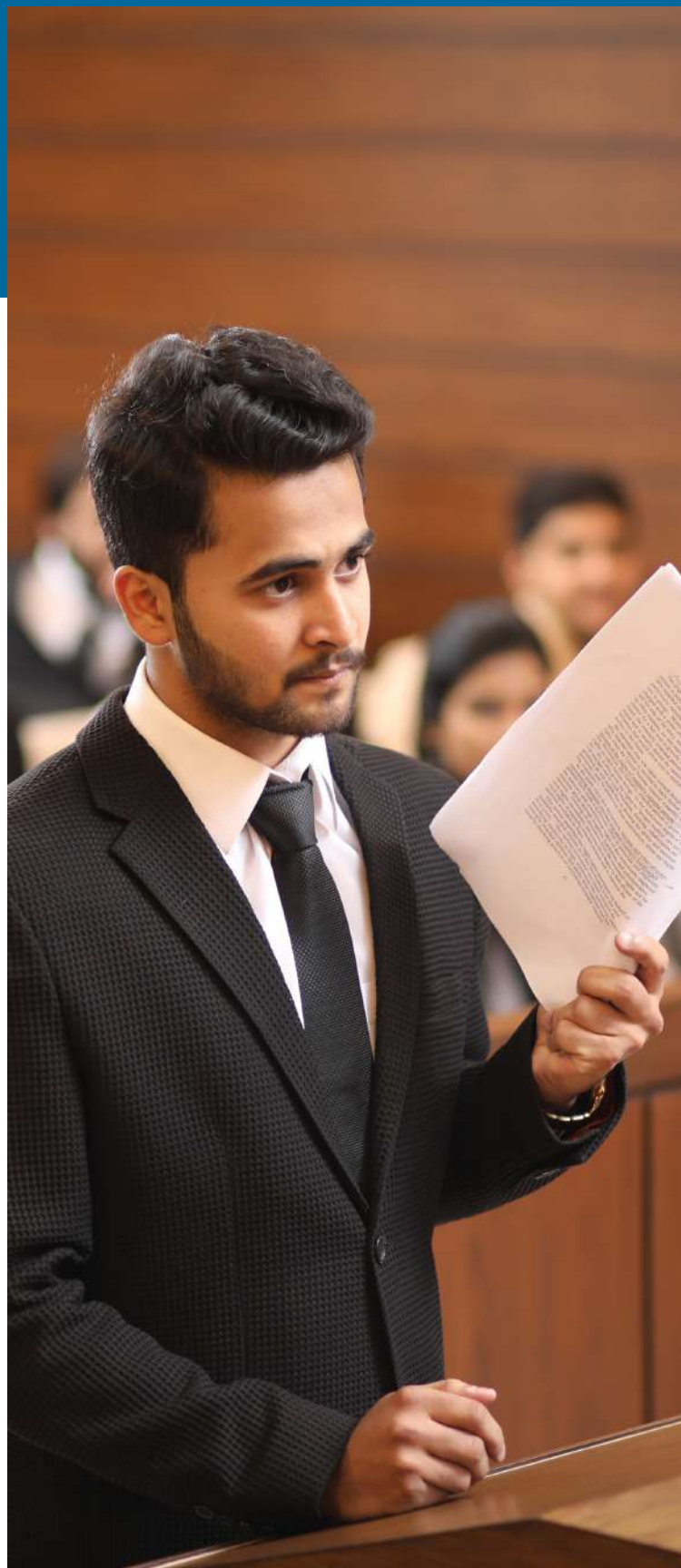


SDG 16: PEACE, JUSTICE & STRONG INSTITUTIONS

16 PEACE, JUSTICE AND STRONG INSTITUTIONS



University of Central Punjab (UCP) is a strong proponent of Justice, Peace and Strong Institutions in line with SDG 16. UCP has the Faculty of Law, as well as the Department of Political Science and Department of International Relations in the Faculty of Humanities and Social Sciences that inculcate to its students through highly motivated and educated faculty and visiting professors the importance of robust, transparent and accountable institutions, especially the working of the three pillars of government – the legislature, the judiciary and the executive. The faculty of Mass Communication also inculcates among its students the importance of unbiased reporting and research base fact-finding as the fourth pillar of the government state that is important to pinpoint the drawbacks of the working of the political and civil institutions in Pakistan and around the world. These departments and faculties also inculcate among the students the importance of peace to the economic well-being of the country and the Department of Economics through the subject of International Economics shows how peaceful trade relations with countries





that share the borders with Pakistan and increase the welfare of a nation and enable the implementation of other 15 SDG's in context of sustainable economic development and uplift of the population by giving them security from challenges from within and from threats across the border, especially methods of mitigating the threat of extremism and terrorism that threatens Pakistan in recent years. The Faculty of Law trains students in working with Judiciary and the lawyers' community for giving cheap justice to the population.

UCP in 2021 has worked for SDG 16 in following ways:

- **JOURNALISM FOR PEACE, COUNTER VIOLENT EXTREMISM AMONG YOUTH, AND INTERNATIONAL REPORTING**

Ms Yakhshi Saleem and Ms Tabina Sirhindi, Lecturers at FMCS, participated in a three-day training workshop on "Journalism for Peace, Counter Violent Extremism among Youth, and International Reporting" organized by the Faculty of Humanities & Department of Mass Communication, Forman Christian College in collaboration with Oslo Metropolitan University, Oslo from 9th to 11th November 2021.

The workshop comprised insightful sessions conducted by international and national academics and journalists focusing on pressing areas of discussion including Populism, authoritarianism, and representation of peace; The legal structure for free expression (theory and practice); and The practice of journalism for peace, freedom, and truth. The training provided a platform to both media academics and journalists in the exchange of dialogue and promotion of discourse on practicing the values of humanity and peace through humanizing the curriculum at universities and upholding the tenets of constructive journalism in the field.

- **PAKISTAN PEACE COLLECTIVE (PPC)**

Pakistan peace collective (PPC) is an initiative by the Ministry of Information & Broadcasting with students of FMCS. PPC organized an online training session with students of FMCS. The session included a training session



on documentary-making through phone filming. Students were told about the different media campaigns launched by the Ministry of Information and how students can submit their entries for the Pur Azm awards. Level 1 of this training's base is on the projects assigned to students. They will be selected for the next level of training and will have the opportunity to work with the Ministry of Information & Broadcasting Government of Pakistan.

• **WEBINAR FOR HUMAN RIGHTS IN PALESTINE**

"Human Rights Violations in Palestine and Its Root Causes with Haitham Naser (Palestinian Journalist)". This webinar shed light on the history, latest scenario and future perspective of Palestine.





SDG 17: PARTNERSHIPS FOR THE GOALS

17 PARTNERSHIPS FOR THE GOALS



University of Central Punjab (UCP) strongly believe in building partnerships and encourages its faculty and students to outreach with faculty and institutions across the country and around the world for a better understanding of the science and knowledge of the world and for better understanding of the new concepts of sustainability and Sustainable Development Goals in every aspect of the other 16 goals. UCP faculty has linkages with institutions and universities of China, Australia, East Asia, the Gulf, Europe, and North America for enabling students of UCP to get admission to higher studies there and to enable faculty of UCP to pre-qualify and update their knowledge base in modern trends and technologies as well as to cooperate in international research in both sciences and humanities. Many UCP alumni are studying in universities of these countries, Chinese teachers are teaching mandarin language to UCP students on campus and many students from Sri Lanka and Palestine are studying on HEC scholarships at the UCP campus. Most of the faculty of UCP hold foreign PhD, especially from Malaysia, China, Australia and other industrially Advance Countries in Europe and North America.





UCP trains its students and encourages its faculty to establish different kinds of partnerships and linkages with the rest of the world for a sustainable Pakistan in line with the UN goals of Sustainable development.

UCP in line with SDG 17 has in 2021 the following:

• SESSION ON GLOBAL EXCHANGE PROGRAM

Faculty of Life Sciences, in collaboration with the Society of Life Sciences, presents an "Interactive Session on Global Exchange Program." The Program officer of the Society for International Education will guide the students about the Sister 2 Sister Exchange Program

Sister2Sister Exchange Program aims to empower Pakistani female college students to overcome cultural limitations that inhibit their participation in pursuing competitive and lucrative careers. These young women will be equipped with the educational and professional skills, confidence, and exposure essential to surmount the socio-cultural impediments inhibiting their entry and retention in the workforce and enabling their contribution to Pakistan's economy.

• TAKHLEEQ BECOMES A MEMBER OF THE COMMUNITY OF INTERNATIONAL SCIENCE INDUSTRY PARKS

UCP is pleased to share that Takhleeq has become a member of the Community of International Science Industry Parks. CISIP aims to be a professional and practical platform for science-industry parks to share expertise and join efforts to confront common challenges and achieve high-quality and sustainable growth.

CISIP focuses on exchanging information and thoughts about innovation, linkage and matchmaking of resources among different innovation companies and organizations. As a member of CISIP, Takhleeq develops international partnerships and remains relevant in the global innovation landscape.



• UCP INKS MOU WITH GRAANA.COM TO LAUNCH BS REAL ESTATE MANAGEMENT

UCP signed MOU with Graana.com scores a first in academia as it partners with the University of Central Punjab (UCP) to launch Pakistan's first Bachelor (BS) in Real Estate Management (REM) – a four-year formal education degree. The degree introduced after a thorough consultation and deliberation will turn over a new leaf in the real estate sector, as it will provide substantial professional human capital.

• MOU WITH ADVANCED CORPORATE SOLUTIONS PVT LTD.

UCP Centre for Professional Excellence signed a Memorandum of Understanding (MoU) on November 24, 2021, with Advanced Corporate Solutions Pvt Ltd, a part of Citadel Investment Group UK. Both organizations would work together to offer training and certification programs for Finance, Financial & Accounting Systems, Financial Technologies and Financial Markets.

Speaking on occasion, the UCP Pro-Rector shared that UCP's Centre for Professional Excellence is developing and enhancing its capacity and capability through collaborations with World Class organizations. The aim is to offer training and certification programs per standards and regulatory requirements in the purview of modern technology and systems for both public and corporate sectors. Mr Muhammad Kashif Javaid, Chief Executive of ACS Pvt Ltd, expressed his views about this new partnership. He added that they were ready to collaborate with CPE and would like to formally share their experience and exposure to global working in the UK, Switzerland, Netherlands, Saudi Arabia, UAE, State of Qatar and Pakistan with the youngsters and professionals in the domestic market and beyond. The Head of CPE also discussed some areas where both organizations would start offering training programs immediately and undertake activities to design and further launch customized training and certification programs.

UCP officials, including Registrar, Head HR, Director Admin and Manager Training Internal, attended the ceremony. The Director of Marketing and other senior executives from ACS Pvt Ltd were also present.

• **MOU WITH FEDERAL BOARD OF REVENUE PAKISTAN TO PROMOTE TAX CULTURE AND AWARENESS**

UCP signed MOU with the Federal Board of Revenue (HQs), Islamabad. The MoU was signed by the Pro-Rector of UCP and Chief FATE-Director Media, FBR. The MoU is aimed to promote tax culture and awareness amongst the future generation through citizenship education programs. It encompasses the establishment of the Tax Awareness & Compliance Society (TACS) to function as a vibrant platform to ensure students' participation in tax awareness and compliance activities by engaging them through awareness walks, declamation contests, focused group discussions, and dramatic performances etc. Furthermore, the MoU also encapsulates enhancing the employability skills of students through on-campus training in tax filing areas. This innovative initiative endeavours to capitalize on the 'demographic dividend' of the country and thus make our youth tax-compliant citizens.

• **MULTIFACETED MOU WITH INSTITUTE OF REGIONAL STUDIES (IRSP)-ISB**

UCP's Department of Politics and International Relations (DPIR) and the Faculty of Humanity and Social Sciences (FOHSS) signed a Memorandum of Understanding (MoU) with the Institute of Regional Studies (IRS) in Islamabad on Friday, 3rd June 2021. Matters of mutual interests were discussed at length. Both sides talked about the possibilities of engaging in a range of areas; Recruitment of UCP students, Internship programs, joint research projects, advocacy campaigns, seminars and webinars on Social Issues. Ambassador (Rtd.) Nadeem Riyaz (President of the Institute of Regional Studies (IRS) Islamabad) shared their projects and activities. Dr Khalid Manzoor Butt (Consultant, FOHSS) shared the progress and future programs of FOHSS and appreciated the projects of IRS ISB. Dr Waheed Ahmed Khan (HOD, DPIR) discussed the importance of student grooming and developing leadership skills. Both sides agreed that UCP and IRP could further enhance collaboration in different areas. Pro-Rector Dr Nassar Ikram and Ambassador (Rtd) Nadeem Riyaz signed the MoU on behalf of UCP and the Institute of Regional Studies (IRS), respectively. The meeting was concluded with souvenir distribution and group photographs.

• MOU WITH PRUDENTIAL SOLUTIONS FOR DIPLOMAS AND INTERNATIONAL CERTIFICATION

UCP signed a Memorandum of Understanding with Prudential Solutions Pvt Ltd on December 14, 2021, for offering diploma and international certification programs in software project management, Information Security, Cloud Services, Business & Data Analytics and Emerging Technologies and Programming for industry professionals and graduating students. Speaking on the occasion, UCP Pro-Rector, Dr Nassar Ikram emphasized the need of developing professional skills in industry professionals and graduating students in order to enhance employability as well as the potential for better earning through professional activities including freelancing. He added that the competence of the professionals should be lifted to international benchmarks so that this would open better avenues for Pakistani nationals in the Middle East region and beyond to strengthen the country's image and brand. CEO of Prudential Solutions, Mr Khurram Ghorri shared that as one of Pakistan Software Houses Association's (P@SHA) preferred training providers and with exposure and experience of working with several national and international clients, they would jointly work with UCP-CPE to impart the functional knowledge and develop the market skills in the youth and mid-career professionals to meet the objectives.

• MOU WITH THE INSTITUTE OF FINANCIAL MARKETS OF PAKISTAN (IFMP)

UCP Centre for Professional Excellence has signed Memorandum of Understanding (MOU) with Institute of Financial Markets of Pakistan (IFMP) on December 08, 2021 for offering diploma and certification programs for professionals working in the financial sector including Stock Markets, Insurance Companies, Financial Consultancy, Brokerage & Mutual Funds. Speaking on the occasion, UCP Pro Rector Dr Nassar Ikram applauded the effort that IFMP has initiated to promote the professional education in collaboration with UCP while its scope would be extended to other institutions including Punjab Group Of Colleges. He also proposed that IFMP may kick start more initiative in partnership with other national organizations in order to further incentivize and facilitate the graduating students and young professionals to start and build up their career in the financial markets.



Chief Executive Officer IFMP, Mr. Mobashar Sadik, shared that IFMP has started several initiatives in order to promote the professional education programs so that organizations in the financial sector could find workers and executives who possess the right skillset for their designated jobs. He added that full support from their unit “JamaPunji” shall be also extended in UCP – CPE collaboration. Head UCP – Centre for Professional Excellence, Mr. Zubair Anwar shared that with this partnership, CPE would be offering professional certification and diploma programs which would upskill the individual professionals to choose their careers as Securities Brokers, Mutual Fund Distributors, Commodities Sales Agents, Financial Analysts, Securities and Futures Advisors, Compliance Officers and Insurance Agents by passing the IFMP examinations.

Head Human Resource, Treasurer, Manager Training Internal, CPE team from UCP attended the signing ceremony. From IFMP, Head of Programmes, Mr. Ameer Hamza and Assistant Manager Business Development, Mr. Shahrukh Usmani also attended the ceremony.

• INTERNATIONAL ASSOCIATION FOR PEOPLE AND PERFORMANCE DEVELOPMENT IAPPD

UCP Centre for Professional Excellence has signed Memorandum (MOU) on November 05, 2021 with Pakistan Chapter of UK based, International Association for People and Performance Development IAPPD. UCP- CPE would be offering international Certification and Training Programs of IAPPD for youngsters and mid-career professionals and industry executives in the areas of Human Resource Management, Sales & Marketing, Project Management, Supply Chain, Operations and Quality Management. Speaking on the occasion, UCP Pro Rector Dr Nassar Ikram shared that this partnership would help UCP-CPE to support the industry professionals who are keen to develop themselves in line with the required skills for domestic, regional and international markets. IAPPD's country Director, Mr. Sohail Rizvi expressed that they were very excited to start this partnership with UCP-CPE for upskilling individual professionals and organizations in the industry. Both sides also discussed next steps to kick start under this partnership. After signing the MoU, Head CPE, Mr. Zubair Anwar also expressed his views about the high potential of this mutual partnership. UCP Provost and Dean School of Business, Registrar, Head HR, Treasurer and CPE Training Managers attended the signing ceremony.



• BARGAD ORGANIZATION FOR YOUTH DEVELOPMENT

UCP is delighted signed a Memorandum of Understanding with Bargad Organization for Youth Development. On November 18, 2021 lead by Dr. Nassar Ikram , Pro-Rector UCP, and Ms. Sabiha Shaheen , Executive Director, Bargad Organization for Youth Development were present at the occasion and inked the MoU on behalf of their respective organizations. The leaderships of UCP and Bargad while signing the MoU expressed their strong desire to strengthen university industry linkages for producing market ready professionals and change agents.

• MOU WITH IHSAN ASSOCIATES

UCP is delighted signed a Memorandum of Understanding with Ihsas Associates to collaborate on undertaking different diploma and training programs to meet healthcare needs spanning the primary, secondary, and tertiary sectors on September 29, 2021. UCP Centre for Professional Excellence has recently been established to train and upskill the individual professionals and capacity building of the organizations in both public and private sector in line with the modern technology, standards and systems. Ihsas Associates comprises seasoned Medical Doctors and Professionals working nationally with renowned hospitals and international healthcare organizations. Speaking on occasion, UCP Pro-Rector Dr Nassar Ikram mentioned that this vital task in uplifting the standards and associated service and quality levels of the healthcare would eventually improve the overall facilities and management of healthcare sectors. UCP remains committed to providing valuable solutions for professional and executives education and pieces of training. Dr Azam Mohi ud Din, Chief Executive of Ihsas Associates, added that they would keep up the expectations to the high level of quality and training delivery, promoting innovation and research. Zubair Anwar, Head UCP Centre for Professional Excellence, shared some of the opportunities to support this collaboration in imparting maximum value to the organizations, hospitals and medical professionals and practitioners.



• MOU WITH TTI TESTING LABORATORIES

UCP signed a Memorandum of Understanding with Tti Testing Laboratories. Delegations from both organizations attended the MoU signing ceremony. Dr. Nassar Ikram headed the UCP delegation, Pro-rector UCP and Tti Labs delegation was headed by Mr. Hameed K. Lateef, CEO Tti Labs. Tti is a world-class, globally recognized, ISO/IEC 17025 accredited testing facility and ISO/IEC 17020 accredited inspection body and has the honor of being the first lab approved by US consumer product safety commission (CPSC) for consumer safety testing in Pakistan. Tti has a country-wide network of Labs and customer centers, including a purpose-built main testing facility in Lahore followed by liaison offices in Karachi, Faisalabad, Sialkot, Multan, and Kasur. In light of both parties' mutual interests, the collaboration aims to pursue a scientific and technical collaboration program to exchange ideas, skills, tools, and techniques on mutual interests. In return, which will help advance the spectrum of industry-academia linkage and benefit both the stakeholders for strengthening human resources' infrastructure and professional training.

• MOU WITH WORLD CALL HEAD OFFICE

UCP signed MoU with World Call Telecom Limited (WTL), and UK based World Mobile Group(WMG) have signed a trilateral Memorandum of Understanding for setting up state-of-the-art Block Chain Centre of Excellence at University of Central Punjab. The signing ceremony was conducted at the head office of World Call Telecom Limited on Friday October 21 and was covered by the electronic and print media.

A high level delegation from UCP led by Pro Rector Dr Nassar Ikram along with Dr Ahmad Shabbar Kazmi Dean Faculty of IT, Mr. Zubair Anwar Head UCP Centre for Professional Excellence and Mr. Abdullah Iqbal Deputy Manager Coordination & Technology joined this notable event. Management team of WTL including Mr. Babar Ali Syed Chief Executive Officer, Mr. Agha Mansoor Director, Mr. Effan Riaz Technical Director, Mr. Muhammad Azhar Saeed Chief Finance Officer, and Mr. Faisal Ahmed Executive Vice President Corporate Affairs received UCP delegation and arranged a guided tour to their technical facilities after the signing ceremony.

Talking to the media, Dr Nassar Ikram, UCP Pro Rector shared that UCP has been gearing up to introduce modern technologies in their academic and professional education programs and the partnership of WTL and



WMG would ensure that high quality and high technology based programs are in place to meet the requirements in technical and social domains. Mr. Babar Ali Syed, WTL CEO, told the media that they were committed for the introduction of modern technologies in collaboration with UCP so that industry eventually benefits from Block Chain projects as well as produce highly skilled graduates and professionals to keep abreast with the emerging requirements of the industry in the new technology paradigm of 21st century. The support of WMG as a global technology leader in Block Chain would be a key success factor in this collaboration.

• **ENTREPRENEURSHIP AS A VIABLE CAREER OPTION THROUGH SMEDA**

UCP Takhleeq Business Incubator in collaboration with SMEDA - Pakistan (Small and Medium Enterprise Development Authority) on November 02, 2021 has put together a seminar titled "Entrepreneurship as a Viable Career Option" which aims to equip young potential and current entrepreneurs with contemporary tools and strategies to transform ideas into successful business startup and management.

Theme:

- Understand the importance and concept of Entrepreneurship
- Learn the real-time steps involved in starting small businesses
- Equipping the audience to apply frameworks and tools for successfully managing a small business

UCP is delighted to sign an MoU with Small and Medium Enterprises Development Authority (SMEDA) on March 17, 2021 Under the MoU, SMEDA and UCP will undertake efforts and programs for promotion of entrepreneurial culture among the students and alumni.

• **MOU WITH EXTREME COMMERCE**

UCP is glad to share the news of signing an MoU with Extreme Commerce (EC). By virtue of this agreement, our students will have access to an extensive online knowledge base of digital skills required to serve the growing global e-Commerce industry. While we enter the digital age, this pandemic has no doubt accelerated the need to embrace the digital transformation and has become a necessity for global businesses We are the first university to join hands with Extreme Commerce formally and our community will be benefiting from their services for the year 2021.



As a starting point, EC will provide 'free' access of its Video Boot Camp (VBC) to students, which contains detailed video sessions from the relevant industry experts on learning wide range of skills to establish successful online businesses.

• **MOU WITH PASUNDAN UNIVERSITY INDONESIA**

UCP signed a Memorandum of Understanding with Pasundan University, Bandung, Indonesia on 30th December, 2021 for offering placements to UCP students and faculty, providing consultancy services in multiple domains, collaborative research studies, provision of small-scaled industrial problems as final year projects and organizing conferences. In the online MoU signing ceremony, UCP was led by Pro-Rector, Dr Nassar Ikram and Pasundan University was led by Dean of Law, Dr. Anthon F. Susanto. Dr. Hadia Awan, Dean of Law UCP and Dr. Athar Mansoor Director ORIC were also present on the occasion. Senior management from both universities committed themselves to moving forward at a swift pace for the execution of the MOU

• **MOU WITH SHAUKAT KHANUM MEMORIAL**

Cancer Hospital & Research Centre

UCP is delighted to sign an MOU with Shaukat Khanum Memorial Cancer Hospital & Research Centre (SKMCH & RC). It is Pakistan's largest tertiary care cancer hospital which financially supports 75% of its patients and it's an honor for UCP to join hands with them for their support. A team from SKMCH & RC comprising of Associate Director Marketing Ms. Naila Khan, Marketing Manager Mr. Nadeem Hashmi, Regional Manager Fundraising Mr. Masrur Lodhi, Marketing Executive Mr. Sajid Ali were welcomed by the honorable Pro-Rector Dr. Mansoor Ahmed, Provost Dr. Faisal Mustafa, Director Educational Excellence & Administration Mr. Amjad Niaz and Director Student Affairs Mr. Jawad Khan

The team from SKMCH & RC was welcomed by Mr. Jawad Khan in the Directorate of Student Affairs after which a campus tour was planned for them. They were glad to see the facilities provided by the university to its students and shared areas of mutual interest in which both institutions can benefit from each other. Both parties agreed on the establishment of a student society under the patronage of SKMCH & RC which shall serve as a starting point of this collaborative effort. In this regard, SKMCH & RC shall



conduct annual activities for the students for their professional development. Later, the delegation was taken to the board room for an MOU signing ceremony where Dr. Mansoor Ahmed shared the vision of UCP, the progress of the institution over the past years, and how the institute resolved the challenges faced during the pandemic.

The visit concluded with Dr. Mansour's vote of thanks after which he presented a shield as a token of appreciation for the guests.

• **MOU WITH HALEEB FOODS LIMITED.**

UCP Faculty of Management Sciences, University of the Central Punjab and Haleeb Foods Limited has signed a Memorandum of Understanding (MOU) on September 7th 2021, to accelerate progress towards a better tomorrow. University of the Central Punjab has an outstanding and diversified portfolio of areas of discipline of studies. Faculty of Management Sciences, UCP is enriched with expert knowledge of research and case study writing due to its experienced and well equipped faculty. Whereas Haleeb Food Ltd., is a renowned Brand Name in local market and currently in a position of revamping their brand in FMCG industry of Pakistan. This agreement would improve the yawning gap existing between the current skilled workforce and what is actually expected and needed by the industry. Through this academia-industry linkage, both the organizations anticipate to optimally utilize their vast experience and human resources to meet the intense and dynamic challenges present in the fast paced environment of our country by skill development, innovation and entrepreneurship in their respective areas. Dr. Faisal Mustafa (Dean FOMS, UCP) along with Mr. Atif Zubair (Head of Marketing Haleeb Foods Ltd.,) signed the MOU document. Dr. Ather Azim Khan (Associate Dean FOMS, UCP), Dr. Saqib Ilyas (HOD, Undergraduate Program UCP) Ms. Faghia Mazhar.

• **MOU WITH EMIRATES SUPPLY CHAIN SERVICES PVT. LTD**

UCP signed a Memorandum of Understanding with Emirates Supply Chain Services Pvt. Ltd. signed the MOU document. The Faculty of Management Studies envisions to be the thought leader in inspiring businesses and society at the crossroads of globalization and localization. The Faculty of Management Studies aims to provide an education with a close track of market requirements, experiential learning opportunities in case studies, projects, and internships to apply knowledge and gain experiences



by strengthening ties with the corporate sector. Whereas Emirates Supply Chain Services (Pvt.) Ltd. is into providing warehousing and distribution services in Pakistan. The warehouse facilities epitome of their commitment to international clients to partner and support them in their growth and expansion endeavors. With facilities spanning Lahore, Karachi, Multan, Islamabad, Rahim Yar Khan and Faisalabad, they have a significant footprint of greater than 1 Million sq. feet and 60,000 plus pallet positions. Their state-of-the-art facilities is fully equipped to provide customized warehousing and distribution services to international and local distribution companies operating in Pakistan. This agreement would improve the yawning gap between the current skilled workforce and what is expected and needed by the industry. Through this academia-industry linkage, both the organizations anticipate optimally utilizing their vast experience and human resources to meet the intense and dynamic challenges present in our country's fast-paced environment by skill development, innovation, and entrepreneurship in their respective areas.

Dr. Faisal Mustafa (Dean, FOMS, UCP) and Mr. Sohaib Baig (Head of Human Resource, Emirates Supply Chain Services Pvt. Ltd.) signed the MOU document. In addition, Dr. Ather Azim Khan (Associate Dean FOMS, UCP), Dr. Saqib Ilyas (HOD, Undergraduate Program UCP), Ms. Syeda Uzma Tahira (Lecturer, FOMS UCP) and Ms. Asma Parveen (Program Manager, Undergraduate Program UCP), Ms. Shan e Zahra (Talent and OD Specialist, Emirates Supply Chain Services) and Mr. Bilal Khan (HR Officer, Emirates Supply Chain Services) were also present on occasion.

UCP has signed an MOU with the Office of the Commissioner Lahore Division. UCP is among 23 universities that have signed an MOU with the Office of the Commissioner Lahore Division, which aims to foster cooperation and to work in partnership to promote the culture, literature and languages of the city of Lahore.

• **INTERNATIONAL MEMBERSHIPS & RANKINGS**

AASHE

is the leading association for the advancement of sustainability in higher education. We serve a full range of higher education faculty, administrators, staff and students who are change agents and drivers of sustainability innovation. Established in 2005, AASHE is comprised of over 900 members across 48 U.S. states, 1 U.S. Territory, 9 Canadian provinces and 20 countries.



UI Green Metric

is an initiative of University of Indonesia developed since 2010. The aim of this initiative is to provide the result of online survey regarding the current condition and policies related to Green Campus and Sustainability in the Universities all over the world.

The United Nations Academic Impact (UNAI)

is an initiative that aligns institutions of higher education with the United Nations in supporting and contributing to the realization of United Nations goals and mandates, including the promotion and protection of human rights, access to education, sustainability and conflict resolution.

In 2012, the UN Sustainable Development Solutions Network (SDSN)

was launched under the auspices of the UN Secretary-General. Starting with ten thematic working groups on a range of environmental, social, and economic topics, which contributed to the debate and ultimately the adoption of the Sustainable Development Goals (SDGs). The SDSN quickly grew and founded its global networks program; a membership-based alliance of top-tier knowledge-generating institutions focused on sustainable development, organized in national and regional clusters. As of 2022, SDSN has over 1,600 members in 47 networks across 137 countries.

• INTERNATIONAL MEMBERSHIPS

In last few years, UCP-VIS has got the various international memberships and National Representations.

• MEMBERSHIPS

1. United Nations Academic Impact (UNAI)
2. International Association for Volunteer Efforts (IAVE), USA

• NATIONAL REPRESENTATIVE IN PAKISTAN STATUS

1. International Association for Volunteer Efforts (IAVE), USA
2. Global Network of Volunteering Leadership (GNVL), USA



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