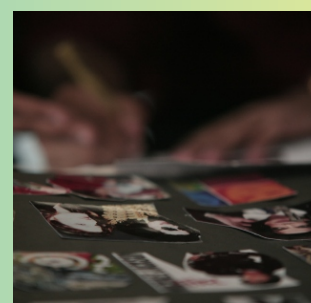




Lahore School of Economics

News 2013 (Volume II)





Editor's Message

To me the fourth newsletter of The Lahore School of Economics is an exclusive and special one. It fills me with immense pleasure and pride to relay to our readers the news of The Lahore School scoring the highest percentage in NBEAC-HEC accreditation process. The accreditation for four years came about on the 26th of June 2014 by National Business Accreditation Council at its twelfth meeting in Islamabad.



In the last four years all our efforts have been directed towards keeping our readers informed. This certainly had not been possible without effectively conveying an overview of all the activities at the campus, a task managed successfully in all our newsletters. The newsletter not only kept our readers updated but it also encouraged them to initiate and invite debate on various topics of interest.

This issue will be highlighting various events and activities that took place in the year 2013.

These include research projects, latest publications, notable professionals from different fields invited as guest speakers, seminars, recruitment drives, placements, alumni meetings, debates, extracurricular activities, conferences, convocation and so on.

The Lahore School of Economics has in the past and will continue to lay emphasis on the need for a research oriented environment. A sound academia knows no other way of competing in the education sector. For those whose area of interest is mainly research, the activities of CREB in this newsletter should be helpful.

My note would be incomplete without thanking all those who have lent support through constructive criticism, informative write-ups, valuable analysis and above all words of encouragement.

Thank you Dr. Shahid Amjad Chaudhry for your relentless support.

Special thanks to Sadaf Malik, my assistant, and the press and publication office at the Lahore School for their huge assistance.

With a reminder to our readers that their feedback is very important to us we hope to continue contributing as a team in furthering our cause for better education in a better environment.

Naila Hafeez
Director Corporate Relations



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The Lahore School of Economics 10th Convocation

The 10th Convocation of The Lahore School of Economics was held on the 26th of January 2013. It started on time at the Shumyla's garden at the Main Burki Campus. Families and friends gathered to cheer and applaud the outgoing Class of 2012.

The event commenced with Dr. Shahid Amjad Chaudhry's welcome address. The Rector of the Lahore School of Economics, Dr. Shahid Amjad began with the highlights of the achievements of the institution in the previous year. As a private sector non-profit degree granting institution chartered by the Government of Punjab, it had matured to an established institution of higher learning in Lahore, with a range of academic disciplines at both the undergraduate and graduate levels.

In his address, the Rector highlighted the research achievements by the faculty and students, and also emphasized the importance of research for its faculty and students.

The Rector, Dr. Shahid Amjad Chaudhry conferred degrees upon eight hundred and seventy three students. The honors list included ten gold and seventy four silver medal recipients.

The Rector applauded the role of The Lahore School of Economics in shaping the lives of the students. In his speech, he congratulated the students for their achievements and stated that the youth was the future of this country, and also praised the Lahore School's Research Program for focusing on improving the economic well being of the people of Pakistan.

The 10th Convocation marked a milestone not only for the students and their parents but also for the Lahore School of Economics' list of achievements.



List of Gold Medalists of the 10th Convocation:

- **Muhammad Haseeb**
(MPhil in Economics)
- **Aliya Bushra**
(Mphil in Business Administration)
- **Saba Javed Hayat**
(MBA with Majors in Finance and Banking)
- **Saba Irshad**
(MBA for Professionals Finance and Marketing)
- **Umair Ahmad Khan**
(MBA for Professionals Finance and Marketing)
- **Rameesha Javaid**
(BSc Honors Double Majors in Economics and Finance)
- **Namra Awais**
(BSc Honors double Majors in Economics and Finance)
- **Maryam Omar**
(BSc Honors Double Majors in Economics and Finance)
- **Mishelle Khalil**
(BBA Honors with Majors in Finance and Minor in Environmental policy)
- **Arham Arshaq**
(BBA Honors Majors in Finance and Banking)



Department of Economics

Dr. Azam Amjad Chaudhry, Dean of Economics



Dr. Azam Chaudhry continued his research on Technology Spillovers in the Sialkot Soccer Ball Sector with Assistant Professor Shamyla Chaudry of the Lahore School of Economics and researchers from Yale University and Columbia University. He is also collaborating with Kate Vyborny of Oxford University on a project looking at rural patronage in Punjab. Dr. Chaudhry was also appointed on the Board of the Punjab Government's Innovation Development Fund (IDF) which would provide grants throughout Punjab to promote technological and process innovations and is also developing a pilot Innovation Fund for Small and Medium Enterprises (IFSME) to be run out of The Lahore School to support innovation in the SME sector. At present he is also working with Mahnoor Asif of The Lahore School on mapping political networks in Punjab and seeing if politicians who are central in these networks tend to be nominated for parliamentary seats. In March 2013 he presented a paper (with

Kate Vyborny) on Patronage in Rural Punjab at the Lahore School's Annual Conference on the Management of the Pakistan Economy. He also gave a presentation (with Dr. Theresa Chaudhry of the Lahore School) on the location, concentration and productivity of manufacturing firms in Punjab to the Secretary of Industries, Government of Punjab as well as to the Finance Department, Government of Punjab. In July he met with Marc-Andre Franche, Pakistan Country Director, UNDP, to discuss potential research collaborations between the Lahore School and the UNDP.

Dr. Azam also gave a lecture at Oxford in February on "Do Political Connections Matter? The Impact of Patron-Client Relationships on Public Service Delivery in Punjab."



Dr. Theresa Thompson Chaudhry

In March 2013, Dr. Theresa Chaudhry presented a study (with Fazilda Nabeel) on the status of the microinsurance sector in Pakistan, at the Annual Conference on the Management of the Pakistan Economy. She also gave a presentation in March on her current research (jointly conducted with Chris Woodruff of the University of Warwick and Muhammad Haseeb) on incentives and productivity in the Gujrat fan sector to the Secretary of Industries and to the Finance Department, Government of Punjab. The second phase of her RCT in the fan sector was implemented in March and completed in August 2013.



Dr. Theresa Chaudhry and Dr. Azam Chaudhry with Muhammad Haseeb and Uzma Afzal contributed a chapter entitled, “Beyond the Poverty Line: A Multi-dimensional Analysis of Poverty in Pakistan” to the volume Pakistan: Moving the Economy Forward, edited by Rashid Amjad and Shahid Javed Burki and published by the Lahore School of Economics Press. In addition, her research on marketing decision of agglomerated exporters was published in the journal Trimestre Economico.

During the Winter term, she was awarded funding from the International Growth Centre for joint work with Chris Woodruff and Rocco MacChiavello, University of Warwick, and Azam Chaudhry, on a project entitled: “Pilot Benchmarking Productivity in the Pakistani Garments Sector.”

In October 2013, Dr. Theresa Chaudhry attended “Quantitative Methods of Competition Analysis”, a short course offered by the Universitat Pompeu Fabra in Barcelona, Spain.

In 2013, she also completed supervision of Zunia Tirmazee and Resham Naveed’s MPhil thesis, whose research measured the lack of relative factor price equalization within Punjab and its consequences for industrial structure.

Dr. Naved’s Publication

Exports Lessons from the Past and the way forward (with Hamna Ahmed and Mahreen Mahmud) Book chapter 6 in Pakistan Moving the Economy Forward (Shahid Javed Burki and Rashid Amjad), May 2013.

Dr. Mohammad Aslam



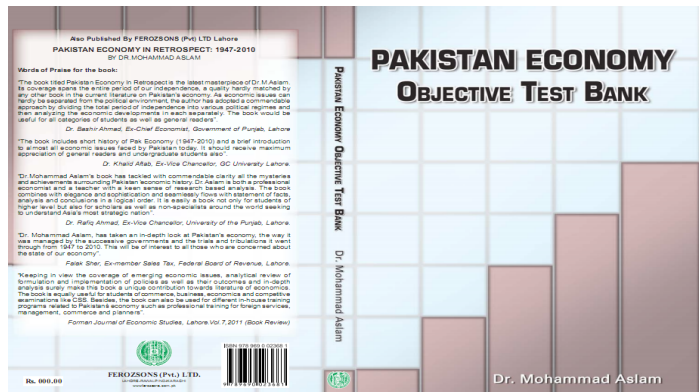
Dr. Aslam is actively engaged in research work and some of his work includes:

1. The first draft of the project titled: Profession of Economics and Professional Economists in Pakistan under revision in the light of comments given by the Dean and others.
2. Pakistan Economy in Retrospect: 1947-2010 – Objective Test Bank (under print)
3. The paper titled: Supply Response to Rice Price Policy in Pakistan: A Reappraisal (under print) in GCU Economic Journal Lahore

Some of Dr. Aslam’s professional honors include:

1. Appointed Convener Scrutiny and Short-listing Committee, GCU lahore. The registrar GCU and the two Deans would be other members of the Committee.
2. Appointed Member Selection Board of GCU Lahore.

3. Appointed Member Board of Studies in Economics of GCU Lahore.
4. Appointed Member Board of Studies in Economics KC Lahore.
5. Appointed Member National Advisory Board of Forman Journal of Economic Studies FCC Lahore.
6. Appointed Member National Advisory Board of GCU Economic Journal Lahore.



Dr. Ayesha Afzal

Dr. Ayesha Afzal, Assistant Professor in the Economics Department at The Lahore School has been working on the structural changes that occurred in the financial system over the last two decades in Pakistan.. She has conducted a detailed study of the impact of the financial reforms undertaken by the government and the resulting changes in financial regimes and the banking system of the country. The first part of the study comprised of the effect of reforms on credit system which was published in 2013 as The Impact of Financial Liberalization on the Credit System of Pakistan: Historical Perspective, Research Journal of Recent Sciences, 2013, Vol 2(3), 74-80.

The second part of the study focuses on the structural changes witnessed by the State Bank of Pakistan and the financial system's resource mobilization mechanism. This paper is also due for publication.

Dr. Ayesha Afzal also took part in research collaboration with Dr Nawazish Mirza that was published as Can Current Earnings Predict Future Cash Flows? A Literature Survey, Research Journal of Recent Sciences, 2013, Vol 2(2), 76 – 80.

Dr. Waqar Wadho

Some of Dr. Wadho's main activities were:

As the member of the Curriculum Revision Committee Economics 2012-13, Higher Education Commission of Pakistan, Dr. Waqar attended final meeting of the committee held in HEC regional centre Lahore in February 2013. The goal of committee was to design Economics program and curricula for under-graduate and graduate level studies. Also, in February, 2013 Dr. Waqar's paper titled "Control Rights, Bureaucratic Corruption and the Allocation of Resources" was published in European Journal of Law and Economics, Vol 35, Issue 1, February 2013. The paper looks at the endogenous determination of corruption and its implications for wage inequality, tax rate and welfare. In April, 2013 Dr. Waqar presented his paper titled "Education, Rent-seeking and the Curse of Natural Resources" at Lahore Economic Development Research Seminars (LEDRS) held at Institute for Development and Economic Alternatives (IDEAS) Lahore.



HEC Economic Curriculum Revision Committee

Uzma Afzal and Farah Said

Uzma Afzal and Farah Said are currently working on a project, “Learning about Flood Risk: Evidence from a Field Experiment in Pakistan”. The project is a collaboration between the scholars at the University of Oxford and the Lahore School of Economics. The survey and research costs are being financed by the British Academy International Partnerships grant and the Lahore School of Economics.

This project investigates how individuals learn about flood risk through the experience and observation of flood events. The study tests the theory that individual risk perceptions and preferences could change with disaster experience, even when controlling for variation in initial asset constraints and losses. The aim is to improve on previous studies by matching game choices with survey data that includes questions on expectations, asset changes, information sets, and timing by complementing surveys with experimental design.

The field work for the project was carried out in April 2013 and data analysis is underway. The preliminary results of the project were presented by Uzma and Farah at the Centre for the Study of African Economies (CSAE), Department of Economics, University of Oxford in October 2013.



Mr. Toqueer Akhtar

Syed Toqueer, Assistant Professor of Economics has been engaged in curriculum development, teaching & thesis supervision with Lahore School of Economics, since 2001. His teaching interests include Quantitative aspect of Economics & Research Methodology.

So far Professor Toqueer has supervised 328 thesis in diverse functional areas of Economics as well as Management Sciences. Most of his thesis students, seeking admission in most prestigious universities abroad got appreciation & scholarships on the basis of their thesis work that they produced at The Lahore School. Some of the thesis titles, been supervised by him in 2013 include: “Gender Norms in Access to Basic Education”, “A Behavioral Explanation of the Household Saving Intent & Preferences”, “Income Disparities, Social Gaps and the Class Conflict in Pakistan”, “Impact of Mergers and Acquisitions on the Efficiency & Productivity of Banks in Pakistan”, “Impact of Trade Liberalization on Political Poverty in Pakistan”, “Modeling Socio-economic dynamics of Ethnic Prejudice in Pakistan”, “A Critical Review of Incentives & Institutional Arrangements in hosting Mega-Sporting Events”, “Socio-Economic & Cultural Constraints and Restraints in Female access to University Education”, “Exchange Rate regimes, Exchange rate volatility and the bias against agriculture in Pakistan”, “Modeling Imperfections & distortions in the Agricultural Marketing Systems”, “Critical Analysis of the impact of Cultural Globalization on Cultural Identity in Pakistan”, “Microfinance Outreach, Microfinance Efficiencies and the Incidence of Political Empowerment”, “Security Assistance, Military Aid and the Incidence of Terrorism in Pakistan”, “Inter-Provincial Disparities in Human Capital Formation”, “An Analysis of Factors Affecting Crop Intensity in Irrigated & Non-Irrigated Areas in Pakistan”, “Compliance/Non-Compliance with Ethical Codes of Advertising, Consumer Sentiments & Stresses”, “Analysis of Gender Norms in the Tax Compliance Behaviors in Pakistan”, “Socioeconomic Conditions & Psychological Motives of the Incidence of Violent behavior”, “Modeling Inclination of Getting ISO 14000 series Certification/Registration and the Export Competitiveness”, “Child Protection, Health Risk Factors and the Incidence of Disease”, “Female Positionality, Empowerment and Income Support”.



Research Paper Presentations

The following Economics Faculty Research Paper Presentations were held during the Spring and Summer Semester 2013:

Farah Said and Ms. Uzma Afzal presented on “Learning about Flood Risk: Evidence from a Field Experiment in Pakistan.”

Zunia Tirmazee presented on “Relative Wage Variation and Industry Location within Districts of Punjab.”

Shandana Dar presented on “Socioeconomic Determinants of Maternal Health Behavior in Pakistan: An Instrumental Variable Approach.”

Maham Khalid presented on “Measuring Gender Disparity in Enrollment Rates, Type of School and Levels of Understanding of Children in Pakistan.”

Dr. Tayyaba Tamim presented on “Caste, Education, and Social Exclusion in Education.”

Mr. Mahinda Pushpakumar presented on “The Effect of Vocational and Professional Training on Wage in Sri Lanka.”

Kate Vyborny presented her work on “Incentivizing Development: A Study on UCDOs in Pakistan.”

Nida Jamil presented her research on “The Impact of Domestic Vs International Remittances on the Well Being of Children.”

Maham Khalid presented her paper on “Measuring Gender Disparity in Enrollment Rates, Type of School and Levels of Understanding of Children in Pakistan.”

Resham Naveed presented her research on “Factor Pricing Equality.”

Muhammad Umair Ayaz presented his work on “Intergenerational Transmission of Traits and Economic Growth.”

Anam Ashraf presented her research on “Impact of Parental Aspirations on School Choice in Rural Punjab.”

Duryab Fatima presented her work on “Education, Employment and Women’s Household Empowerment in Pakistan.”

The following research paper presentations took place in the economics faculty curriculum and research paper presentations conducted in Winter 2013:

Nida Jamil presented on “The Impact of Remittances Versus Parental Absence on Children’s Well Being in Rural Punjab.”

Mahnour Asif presented on “The Role of Political Networks in the General Elections 2013 of Lahore.”

Anam Ashraf presented on “Impact of Parents’ Subjective Expectations on Human Capital Investment in Rural Punjab.”

Gul Andaman presented on “Export Diversification and Expansion in East Asia, 1985 -2010.”

Natasha Moeen presented on “Human and Social Capital Complementarities in the Presence of Credit Market Imperfections.”

Meera Shafqat presented on “Impact of Child Labor on Schooling in Punjab, Pakistan.”

Hamna Ahmad and Asha Gul presented on “Incentivizing Development: A Field Experiment on TTOs (Third Tier Organizations) in Pakistan.”

Rafia Zafar presented on “Intergenerational and Evolutionary Transmission of Civic Behavior and the Demand for Regulation.”

Farah Said and Uzma Afzal presented on “Learning about Flood Risk: Evidence from a Field Experiment in Pakistan.”

Annum Fatima presented on “Returns to Migration for Higher Education in Pakistan.”

Umaiz Ayaz presented on “Endogenous Time Preference in the Model of Economic Growth with Human and Political Capital.”

Anum Elahi presented on “Competition, Tax Evasion and Growth in Economies with Multi Level Government.”

Dr. Theresa Chaudhry and Ms. Rabia Arif presented on “Consanguinity and Investments in Children.”



Ongoing Projects

Patron-Client Relationships and Rural Development in Pakistan

How do social networks and local “patrons” affect household wellbeing and access to public services? Patron-client relationships, or vertical social relationships in which individual powerful “patrons” have multifaceted relationships with “clients”, are said to be key features of both markets and politics in many developing country settings, including rural Pakistan. But how do these relationships work in practice and how do they affect the delivery of government goods and services?

These questions are being explored by Azam Chaudhry (Lahore School), Muhammad Haseeb (CERP) and Kate Vyborny (Oxford University/Lahore School) initially with data collected from the Lahore School’s PERI survey and a new survey. The researchers have developed several research papers analyzing these data, which examine questions including how local context affects the patron-client relationship, how political connections affect targeting of government programs, and whether different types of program design make programs for the poor more robust to the influence of patronage. The researchers have presented this work in Lahore at the LEDRS seminar series, as well as at seminars and conferences in Oxford, Ottawa, and Paris, and anticipate submitting papers for publication later this year.

Rural Household Finance and Child Outcomes

Dr. Theresa Chaudhry (Lahore School) and Dr. Gwendolyn Tedeschi (Manhattan College) will be looking at child outcomes (education and child labor) as they relate to microfinance borrowing, using data collected through the Punjab Rural Household Survey (supported by the British Academy and Lahore School of Economics). They will also get a detailed picture of rural households' finances, including borrowing and savings behaviors, taking place through both formal and informal sources, including microfinance institutions, moneylenders, friends and family, and committees.

Caste, Social Exclusion and Education in Rural Punjab: World Bank and CREB joint Research Initiative

This funded research was in collaboration with Tayyaba Tamim (Lahore School) and Rehan Jamil (World Bank). They used a multiple case study design and mixed methods approach to capture, in-depth, the processes by which caste-based social exclusion shapes the educational opportunity for the marginalized castes in rural Punjab. Three villages were selected from the PERI 2011 data based on geographical spread, caste and religious complexity and lowest school enrollment. The study used Amartya Sen's capability approach to human development to evaluate educational opportunity in the space of capabilities and opportunities, in combination with forms of social exclusion identified by (Whitley, 2005) and Pierre Bourdieu's social critical theory to analyze the results. Data from 105 interviews and questionnaires revealed that the caste-based social exclusion stemming from socioeconomic dimension refracted into active and passive forms of institutional exclusionary processes at macro and micro levels, across temporal, spatial and social planes on the one hand; and unfavorable inclusion of the low castes in their own groups, on the other hand; forcing the poorest and most excluded castes to self-deselect themselves from accessing educational opportunity. The results of the study are in the process of being published as a World Bank Working Paper; CREB Working Paper; British Educational Research Journal and Education studies.

Analysis of Technology in the Sialkot Soccer Ball Industry

The project has been developed under the firm capabilities programme of the International Growth Centre (IGC) and is led by a team of researchers including Azam Chaudhry and Shamyla Chaudry (Lahore School), David Atkin (Yale University), Amit K. Khandelwal and Eric Verhoogen (Columbia University).

The Sialkot soccer ball cluster is made up of a large number of manufacturers who export approximately 60 million hand-stitched soccer balls each year, accounting for about 70 percent of global production. But over the last few years, the amount of soccer balls produced in Sialkot has fallen. This project aims to better understand the technologies within the industry and determine the characteristics of the firms that are able to identify and implement new technologies.

The research team has developed a cost saving technology which it has given to a number of soccer ball manufacturers in Pakistan in order to determine the factors affecting technology adoption in firms and technology spillovers between firms. The research team has also looked at how misaligned incentives between firms and employees can affect technology adoption. As of date the project has collected data on the Sialkot soccer ball sector with a baseline survey conducted in January 2012, has shared the technology with a group of soccer ball manufacturers in May 2012 and has conducted six rounds of follow up surveys with the firms. The endline survey will be conducted in the fall of 2014. The preliminary data analysis was presented at the IGC Growth Week in September 2012 and September 2013 in London and to the Government of Punjab. After these presentations the Secretary Finance and the Secretary Industries, Punjab Government used the project's findings to propose and initiate an Innovation Development Fund (IDF). Also, the Lahore School of Economics is in the process of developing a Pilot Innovation Fund for Small and Medium Enterprises (IFSME) to be launched in the Fall of 2014.

Currently, the Punjab Government has initiated this fund and the Lahore School is represented on its executive board.

Incentivizing Attendance in Production Teams

The project has been developed under the firm capabilities programme of the International Growth Centre (IGC) and is led by a team of researchers including Dr. Theresa Chaudhry (Lahore School) and Muhammad Haseeb (CERP) and Dr. Christopher Woodruff (University of Warwick). They have attempted to test whether short-term financial incentives can be used to decrease worker absenteeism in one of Gujrat's leading fan factories. The factory intends to move production from batches performed by teams to assembly lines in order to remain competitive.

In early 2012, workers from eight work groups (teams) were surveyed on demographic characteristics, work habits, and team interactions. From February to June 2012, two incentive schemes, one based on individual attendance and one based on meeting a team attendance target, were rotated among the eight teams on a monthly basis.

Early results indicated that the team attendance target appeared to have some effect on coordinating workers' absences. In order to build stronger evidence, we are currently evaluating data from a second round of the experiment conducted in 2013 of the team attendance incentive against a control group on a larger sample of 22 teams.

Benchmarking of Productivity in Pakistan's Readymade Garment Sector

The project has been developed under the International Growth Centre (IGC) and is led by a team of researchers including Dr. Theresa Chaudhry, Dr. Azam Chaudhry (Lahore School) and Dr. Christopher Woodruff and Dr. Rocco MacChiavello (University of Warwick). There is significant potential for expansion in Pakistani exports especially keeping in mind the fact that the European Union has recently granted Pakistan GSP Plus status. That said, expanding exports must be accompanied by improvements in productivity if any export surges are to be sustained over the coming years. The researchers are working together to benchmark the productivity of garment factories in Pakistan. The pilot phase of the project will be used to understand bottlenecks to increasing productivity with the aim to develop productivity-enhancing interventions for the sector, to be evaluated through the method of a Randomized Controlled Trial (RCT).

Microcredit and Microsaving for Microenterprises in Pakistan

Marcel Fafchamps (Stanford), Simon Quinn (Oxford), Giovanna d'Adda (Birmingham) are working with Naved Hamid, Farah Said and Uzma Afzal from the Lahore School are designing a Randomized Control Trial to compare the effectiveness of micro-savings and micro-loans as means for households to manage risk and liquidity. This study will be conducted in collaboration with the National Rural Support Programme (NRSP) and is supported by the International Growth Centre (IGC). The fieldwork is scheduled for August, 2014.

Completed Projects

Public Vs Private Schooling Choice at the Household Level

With a grant from Open Society Institute (OSI) Privatization in Education Initiative (PERI), researchers led by Masooma Habib, Hamna Ahmad and Sahar Amjad (Lahore School) undertook a study titled Determinants of School Choice – Evidence from Punjab, Pakistan. The study addressed the following overarching question: Why do parents choose low cost private schools when free public schools are available? The main emphasis of the study in answering this question was on the role of parents' perceptions in school choice while controlling for a range of child, household and school specific characteristics. The study was based on a sample of 1024 rural households in 64 clusters spanning over 8 tehsils and 7 districts of the Punjab.

Faculty Development Workshop Topics & Facilitators April, 10th-12th, 2013

The following faculty development workshops were held throughout the year 2013:

1. Curriculum Discussion.
Dr. Azam Chaudhry, Professor and Dean of Economics, Lahore School of Economics.
10th April, 2013
2. STATA Workshop
Mr. Muhammad Haseeb, Lahore School of Economics.
11th April, 2013
3. STATA Workshop
Mr. Muhammad Haseeb, Lahore School of Economics.
11th April, 2013
4. Curriculum Discussion, TURNITIN, Journal Citation Reports, and Research Paper Submission.
Dr. Azam Chaudhry, Associate Professor and Dean of Economics, Lahore School of Economics.
2nd December, 2013
5. Behavioural Games in Lab and Field Settings
Ms. Nadia Hasham
Center for Economic Research in Pakistan (CERP)
December 3, 2013
6. Developing Surveys and Questionnaires
Research Consultants (RCONS)
Mr. Muhammad Sarfraz Bhatti (**Programme Coordinator**)
Mr. Kashif Bin Abid (**Programme Coordinator**)
4th December, 2013
7. Time & Stress Management
Ms. Habiba Sulman
(Resident Vice President - Regional Training Head - Faysal Bank Ltd.)
5th December, 2013
8. Using LATEX
Dr. Rehana Naz
Associate Professor of Mathematics,
Lahore School of Economics.
6th December, 2013



Department of Business Administration

The following papers were presented by Business faculty:

Mehreen Amjad Furqan, Senior Teaching Fellow in the faculty of Business Administration presented her paper titled: **“Publication and Methodological Trends in Research in the Area of Agency Cost”**

at the 4th Annual International Conference of Business Management (ICOMB) held at IBA University, Sukkar. It was an HEC sponsored conference held by IBA, Sukkar in collaboration with University of Management and Technology (UMT) Lahore. The complete article has also been published in the online proceedings to the conference and is available online on their website.

Dr. Sohail Zafar, Dean of Business School and Mr. Iqbal M. Khan, Senior Fellow Entrepreneurship presented a paper titled: **“Examining Factors of Entrepreneurial Success: Culture, Gender, Education, Family, Self-Perception”**

Objective: To examine the potential and contribution of culture, gender, education, family background and self-perception as factors of success in entrepreneurial ventures in Punjab the largest (64%) population province of Pakistan.

In the context of developing countries economic growth is attributed to small enterprises as they generate employment. Mortality rate of small enterprises is exceedingly high; and a study by Khawaja (2006) on Pakistan SME has reported that only 19% start-ups survived before they reach the 5th year.

Prior Work

However in another study by Vesper (1990), in non-Pakistani environment found that only 10% of ventures survive after three years of existence. Therefore it is important to study success as perceived by entrepreneurs and various contributing influences. About the definition of entrepreneurial success there is no consensus among researchers. Stefanovic et al 2010 enumerated previous experience, hard work, access to capital, personal capabilities, and leadership skills as factors affecting success experience and knowledge. Focus on role of education is not meant to deny the importance of other factors that contribute to entrepreneurial success, such as, the nature of the entrepreneur; his/her character traits. McClelland (1961) had attributed achievement motivation as an entrepreneurial success factor. Cox and Jennings (1995) had identified innovativeness in decision making. Hodgets and Kuratko (1992) have identified opportunity recognition as an important characteristic of entrepreneurs; Dafna (2008) has focused on leadership qualities as factors affecting success.

Approach

However this study is an attempt to understand the role of selected influences that have been mentioned as having some contribution toward success of entrepreneurs; and these were: 1) education, 2) gender, 3) culture, 4) family, and 5) subjectively self - perceived reason of success. Therefore this study is more exploratory than theoretical. Two research questions were explored in this study.

Result

Male and female entrepreneurs differed significantly with respect to years of formal education completed as well as with respect to the medium of instructions during formal schooling. Male and female entrepreneurs differed about their reasons for success, especially about God-gifted qualities and hard work being main reasons for success. Successful entrepreneurs were found more likely to have taken college level SME/entrepreneurship courses. Other successful entrepreneurs were found educated informally and

gained knowledge through own reading as well. Other successful entrepreneurs reported that their family background of being in business, their father being in business, and maternal uncle being in business were the likely influences of family and friends. Less successful entrepreneurs were found blaming government failure in providing support to entrepreneurial activity. The successful did not blame the government. Successful entrepreneurs were found likely to be college educated Punjabis.

Implication

the Punjabi factor is crucial in this study as Pakistan has a population of 180 million and the Punjabi community comprises of nearly 64% of the population. A knowledge into entrepreneurial success and motivation would help in policymaking oriented toward entrepreneurial development leading to economic development. The other implication would be less reliance to prepare job seekers who are professionals – hence working towards a paradigm shift in education policy.

Value

The paper is one of the first to focus on detailed research related activity on the subject of entrepreneurial success factors. Therefore adds to more comprehensive understanding of creating an Enterprising Entrepreneurship Ecosystem.

Ms. Samra Chaudhry, faculty member, Dr. Sohail Zafar, Dean of Business School and Ms. Mehrukh Salman, faculty member presented a paper titled: **“Does total quality management still shine? Re-examining the total quality management effect on financial performance”**

This paper re-examines the effects of total quality management (TQM) on firm s’financial performance by reviewing the findings of the empirical literature. It assesses the appropriateness of different financial measures while evaluating the impact of TQM as reported by various studies. A new conceptual model to empirically test the effect of TQM implementation on financial performance – one that is meaningful for shareholders. There is near consensus that the overriding objective of a firm should be to maximize shareholders’ wealth. The paper is concluded by briefly reviewing the methodological limitations inherent in studies in this field and recommend avenues for further empirical research on TQM’s impact on financial performance.



Dr. Sohail Zafar, Dean of Business School



Centre for Research in Economics and Business (CREB)

9th Annual Conference on the Management of the Pakistan Economy: Human Capital Development for Sustained Economic Growth

An important goal of the centre is to promote public debate on policy issues through conferences, seminars and publications. Each year Center for Research in Economics and Business (CREB) organizes the Lahore School's Annual Conference on the Management of the Pakistan Economy. The proceedings of the Conference are published in a special issue of the Lahore Journal of Economics.



CREB Staff at the Conference

The theme of the 9th Annual Conference held at the Burki campus of the Lahore School from 20th March to 21st March, 2013 was “Human Capital Development for Sustained Economic Growth”. An understanding of the current state of human development and potential solutions for its improvement is therefore crucial for the country’s economic progress. To explore these issues, the 9th Annual Lahore School of Economics conference was organized under the following six themes: Educational Opportunity for All, Educational Impacts across Income and Gender, The Role of Institutions in Social Service Delivery, Health Service Delivery, and Vulnerability, Social Safety Nets and Human Development. These issues were discussed through a mix of paper and panel discussions at the conference. It was attended by the country’s leading economists, Pakistani and foreign academics, and renowned researchers from Sri Lanka, United Kingdom, and United States. Some 15 research papers and oral presentations were made during the two days of the conference. The abstracts, presentations and videos from the Conference can be viewed on the CREB website (<http://www.creb.org.pk/Conference2013>). The Conference proceedings have also been published in the Special Edition of the Lahore Journal of Economics and can be viewed at (<http://www.creb.org.pk/Conferences>).



Keynote Address by Dr. Jeffrey S. Hammer



Dr. Masooma Habib, Fahd Rehman and Dr. Monazza Aslam



Dr. Naved Hamid



Dr. Zeba Sathar



Uzma Afzal



Speakers at the Conference



Dr. Ali Cheema



Dr. Hadia Majid, Uzma Afzal, Dr. Irfan ul Haque and Dr. Ali Hasanain



Dr. Jeffrey S. Hammer, Dr. Shahid Chaudhry and Dr. Irfan ul Haque



Speakers at the Conference



Dr. Ijaz Nabi, Dr. Ali Cheema and Dr. Azam Chaudhry



Dr. Azam Chaudhry and Dr. Ijaz Nabi



Dr. Theresa Chaudhry

Lahore Economic Development Research Seminars (LEDRS)

LEDRS is an initiative of CREB in partnership with other research organizations in Lahore. The sponsoring organizations, besides CREB, include IDEAS (Institute for Development and Economic Alternatives), Graduate Institute of Development Studies, Lahore School of Economics, CERP (Center for Economic Research in Pakistan) and IGC (International Growth Centre, Pakistan). The LEDRS seminars are a series of informal academic seminars with two primary purposes. First, they aim to allow Lahore-based development economics researchers, to present work in progress and get constructive feedback and ideas from a larger group of colleagues beyond their own institutions. Second, they will provide a forum for visiting development economics researchers to present their research, and thus facilitate continuing exposure for Lahore-based researchers to current research topics and methods.

Ten seminars have been held since the start of 2013 and they are as follows:

Date held	Presented by	Paper title	Presented at
January 7 th	Dr. Simon Quinn, University of Oxford	"Networks and Manufacturing Firms in Africa: Initial Results from a Randomised Experiment"	GIDS, Lahore School Liberty campus
February 14 th	Dr. Imran Rasul, University College London	"Can Basic Entrepreneurship Transform the Economic Lives of the Poor?"	Same as above
March 11 th	Yasir Khan, International Growth Centre, Pakistan	"The Political Economy of Health Worker Absence: Experimental Evidence from Pakistan"	Same as above
March 29 th	Kate Vyborny, D.Phil. candidate, University of Oxford	"Patronage and the Poor: Evidence from Rural Punjab, Pakistan"	Lahore University of Management Sciences
April 2 nd	Atiyab Sultan, PhD candidate, University of Cambridge	"Credit and Property Rights: Revisiting Institutional Development in Colonial Punjab"	IDEAS premises
April 11 th	Bisma Haseeb Khan, IDEAS	"Does Skill Formation Act as a Barrier against Economic Downturns? The Case of Pakistan"	Same as above
April 23 rd	Dr. Waqar Ahmed Wadho, Lahore School of Economics	"Education, Rent-seeking and the Curse of Natural Resources"	Same as above
May 6 th	Dr. Basit Zafar, Federal Reserve Bank of New York	"Credit Constraints, Subjective Expectations, and College Choice in Urban Pakistan"	GIDS, Lahore School Liberty campus
July 15 th	Dr. Javaeria Qureshi, University of Illinois at Chicago	"Additional Returns to Investing in Girls' Education: Impact on Younger Sibling Human Capital"	CERP premises
September 17 th	Rabea Malik, DPhil candidate, University of Cambridge	"School choice and parental participation in Pakistan: Exploring implications of marketisation of education for parental strategies in a high inequality context"	CERP premises
November 19 th	Neelum Maqsood, Bisma Khan, IDEAS	"An Investigation into Teacher Recruitment and Retention in the Punjab"	CERP premises

Visit of Professor Takashi Kurosaki, Professor at The Institute of Economic Research, Hitotsubashi University

Dr. Rashid Amjad, Director The Graduate Institute of Development Studies coordinated the visit of Professor Takashi Kurosaki to the Lahore School of Economics on February 20th 2013. His main purpose was to meet the faculty and researchers who have strong research orientation on microeconomic aspects of Pakistan's

economy. Dr. Shahid Amjad Chaudhry briefed him about the Lahore School's academic departments and facilities and Dr. Naved Hamid gave a short presentation on CREB and research at the centre. Dr. Azam Chaudhry discussed his project on Analysis of Technology in the Sialkot Soccer Ball industry. Dr. Naved also mentioned the completed and ongoing projects including Incentives and Productivity: Work Groups vs. Production Lines in the fan industry in Gujrat, Public versus Private Schooling Choice at Household level, Understanding and Addressing Rural Poverty in Pakistan: Oxford-Lahore School Collaboration. Professor Takashi was also briefed on the CREB publications under the Working paper and Policy paper series and they further discussed the prospects of research collaboration between Hitotsubashi University and the Lahore School.

Public Private Dialogue on Enhancing Competitiveness and Export Potential for trade with India

A public private dialogue (PPD) on 'Enhancing the Competitiveness and Export Potential for trade with India in light of improved trade relations and full implementation of SAFTA' was organized under the European Union funded Trade Related Technical Assistance (TRTA II) programme which is implemented by United Nations Industrial Development Organization in association with the International Trade Centre and World Intellectual Property Organization. This was held on 16th January, 2013 at Pearl Continental, Lahore in collaboration with the Department of Industries, Commerce and Investment Punjab, the Trade Development Authority of Pakistan and Lahore Chamber of Commerce and Industry.

Former Ambassador of Pakistan to the World Trade Organization (WTO), Dr. Manzoor Ahmad and Dr. Saeed Qadir Mangi presented finding and recommendations of their research studies on industrial and agricultural sectors respectively aiming at enhancing sectoral competitiveness and export potential for trade with India through domestic regulatory reforms. This was then followed by sharing of views from key panel discussants such as Dr. Naved Hamid of Lahore School of Economics, Dr. Shujat Ali, Secretary Department of Industries, Commerce and Investment Punjab, Mirza Abdul Rehman CEO Syntex Pharma Vice President, the FPCCI among others.



Mr. Abdul Basit Khan, Additional Secretary Ministry of National Food Security and Research chairing the technical session

"Learning about Flood Risk: Evidence from a Field Experiment in Pakistan"

Uzma Afzal and Farah Said from CREB are working on a project, "Learning about Flood Risk: Evidence from a Field Experiment in Pakistan". The project is collaboration between the scholars at the University of Oxford and the Lahore School of Economics. The survey and research costs are being financed by the British Academy International Partnerships grant and the Lahore School of Economics.

This project investigates how individuals learn about flood risk through the experience and observation of flood events. The study tests the theory that individual risk perceptions and preferences could change with disaster experience, even when controlling for variation in initial asset constraints and losses. The aim is to improve on previous studies by matching game choices with survey data that includes questions on expectations, asset changes, information sets, and timing by complementing surveys with experimental design.

The field work for the project was carried out in April 2013 and data analysis is underway. The preliminary results of the project were presented by Uzma and Farah at the Centre for the Study of African Economies (CSAE), Department of Economics, University of Oxford in October 2013.



Game sessions being conducted in Layyah and Muzaffargarh

“Incentivising Development: A Field Experiment on Third Tier Organisations in Pakistan”

Ms Asha Gul and Ms Hamna Ahmed from CREB are working on a project, “Incentivizing Development: A Field Experiment on Third Tier Organizations in Pakistan”. The project is collaboration between the scholars at the University of Oxford, the Lahore School of Economics and the Pakistan Poverty Alleviation Fund. The survey and research costs are being financed by the Pakistan Poverty Alleviation Fund, with the Lahore School-Oxford Research team contributing researcher time and expertise.

The project is designed as a Randomised Controlled Trial (RCT) in which approximately 800 Third Tier Organisations spread across Pakistan will be analysed to assess the impact of self-reporting and non-financial incentives on organisations’ performance. The performance of these organizations will be measured along two dimensions: (i) governance and inclusion of marginalized groups; and (ii) service delivery.

The baseline survey for the project is expected to be carried out in August 2014 and the field experiment expected to span over a period of two years. The design of the project was presented by Ms Asha Gul and Ms Hamna Ahmed at the Centre for the Study of African Economies (CSAE), Department of Economics, University of Oxford in October 2013.



Field visit to a local school in Multan run by the Rural Support Programme Network

Researcher Visits from University of Oxford

Simon Quinn, Deputy Director of CSAE at Oxford is one of the external collaborators on an ongoing the project at CREB/Lahore School titled, ‘Incentivizing Development: Evidence from a field experiment with Community Organizations in Pakistan’. As part of this collaboration, Dr. Quinn visited Lahore School of Economics twice over the summer, once in July and then again in September. The main focus of these visits was to undertake detailed discussions with other members of the research team (i.e. Naved Hamid, Kate Vyborny, Hamna Ahmed and Asha Gul) about various aspects of the project design such as the theoretical model underpinning the experiment, the randomization strategy, instruments for data collection i.e. the questionnaires and the operations and training manuals.

As part of his September visit, he also undertook some initial discussions with CREB team members and representatives from National Rural Support Program to brainstorm about possible ideas for starting a project on micro-savings.

CREB Staff at the Centre for the Study of African Economies (CSAE), University of Oxford



Asha Gul, Kate Vyborny and Dr. Simon Quinn

Researchers at CREB and the Centre for the Study of African Economies (CSAE), University of Oxford are partnering on joint work to research economic development and poverty reduction in Pakistan. The British Academy International Partnerships programme, along with the Lahore School of Economics, supported exchange visits between the CSAE and the Lahore School of Economics to build capacity of the early career researchers at the Lahore School. Four Research Fellows from CREB visited the University of Oxford during October last year to attend lectures and seminars. The researchers also presented preliminary findings and received valuable feedback in the CSAE Research Workshops. Uzma Afzal and Farah Said presented initial results from their study investigating how individuals learn about risk and altruism from a rare natural event. Hamna Ahmed and Asha Gul presented the design for a Randomized Control Trial to measure the impact of incentives offered by donors to the community NGOs across Pakistan, in collaboration with the Pakistan Poverty Alleviation Fund (PPAF).

PhD Economics Programme

Lahore School of Economics and CREB have started a PhD Economics Programme from this academic year. All PhD programmes require completion of minimum 18 credit hours of coursework, one research paper publication and a dissertation. The PhD Economics programme consists of courses such as Applied Econometrics, Seminar: Advanced Micro Economics III, Seminar: Advanced Macro Economics III, Seminar: Applied Development II, Applied Micro Economics, and Applied Macro Economics.



Uzma Afzal and Farah Said presenting at the CSAE Research Workshop



Kate Vyborny, Dr. Simon Quinn, Hamna Ahmed and Asha Gul presenting at the CSAE Research Workshop

Working Papers Published from January-December, 2013

- Hamna Ahmed, Sahar Amjad, Masooma Habib and Syed Ahsan Shah. Determinants of School Choice: Evidence from Rural Punjab, Pakistan. CREB Working Paper No. 01-13
- Marjan Nasir. Agglomeration and Firm Turnover. CREB Working Paper No. 02-13
- Maryam Haroon. The Effects of Agglomeration on the Formation and Scale of Operation of New Firms. CREB Working Paper No. 03-13
- Najm uz Zehra Gardezi. Labor Pooling as a Determinant of Industrial Agglomeration. CREB Working Paper No. 04-13

Department of Social Sciences

Research Publications

- Tamim, T. (2013) Higher education, languages and persistence of inequitable structures for working class women in Pakistan, *Gender and Education*, Vol 25, No. 2, pp.155-169.
- Tamim, T. (2013) The politics of languages in education and issues of access and participation in the multilingual context of Pakistan, *British Educational Research Journal* (paper published online: 25 FEB 2013DOI: 10.1002/berj.3041

Book Reviews

- Pervez, S. (2013). Book note of *Gender-Based Explosions* in *Journal of Peace Research*, 50(5), p. 645-653, Sage Publishers fall 2013

Presentations in Conferences/Seminars/Workshops

- Siddiqui, S. (2013). Teaching Profession. Faculty Development Seminar organized by HEC and The Institute of Agricultural Studies at University of Punjab, Lahore on 19th June.
- Siddiqui S. (2013) Role of Teachers in Quality Education: Post 20/15 Scenario. Conference organized by Pakistan Coalition for Education (PCE) at Islamabad on 4th June.
- Siddiqui, S. (2013) Language, Imperialism and Politics of Control. Presented a paper at Riphah University Faisalabad on 1st June.
- Siddiqui, S. (2013). How to write poetry. Conducted a session at Children's Literature Festival organized by the Oxford University Press, Idara-e- Taleem-o-Aagahi, Islamabad on 24th May.
- Siddiqui,S. (2013). National Language Policy: Is a resolution in sight? Participated as Panelist at Children's Literature Festival organized by the Oxford University Press, Idara-e- Taleem-o-Aagahi, Islamabad on 24th May.
- Siddiqui, S. (2013). A Talk on Poetry. Participated as a Moderator in a session at Children's Literature Festival organized by the Oxford University Press, Idara-e- Taleem-o-Aagahi, and Islamabad on 24th May.
- Siddiqui, S. (2013) Critical thinking practices. Talk delivered at Children's Literature Festival organized by the Oxford University Press, Idara-e- Taleem-o-Aagahi, Islamabad on 25th May.
- Siddiqui,S. (2013). On Poetry and prose: Amjad Islam Amjad in Conversation with Dr. Shahid Siddiqui at Children's Literature Festival organized by the Oxford University Press, Idara-e- Taleem-o-Aagahi, Islamabad 25th May.
- Siddiqui, S. (2013). Language, Gender and Jokes. BNU Conference on Language, Education and Educational Management" on 2nd May.
- Siddiqui, S. (2013). Language, Culture and Identity. Centre for language and translation studies. University of Gujrat on 18th April.
- Siddiqui, S. (2013). Language, Imperialism and Identity. Department of English language and literature, University of Management and Technology on 6th April.
- Shahid, S. (2013). Language policies and the politics of linguistic choices in Pakistan. Presented at the Inaugural Social Science Conference at Lahore School of Economics February 28, 2013.
- Siddiqui, S. (2013). Issues and Challenges in Higher Education. Paper presented at a conference organized by Kinnaird College for Women, Lahore on 22nd-23rd February.

- Siddiqui, S. (2013). Education, Politics & Power. presented in a Seminar organized on the theme of the Department of Humanities, COMSATS, Islamabad on Thursday, 7th February.
- Siddiqui, S. (2013) Representation of Women in Songs. Paper presented in the International Conference on Language Sciences and the Developing World organized by Lahore College for Women University, Lahore on Friday, 11th January.
- Naseer, S. (2013). Governance Capacity and National Disasters. Paper presented in an International Conference on Disaster Management and Governance at East West Center, Honolulu (Hawaii, USA).
- Tamim, T. (2013). The Teaching and Learning of Languages in Government and Private Schools in Pakistan. Paper presented at the First Annual Social Sciences Conference, Lahore School of Economics on February 28-March 1, Lahore School of Economics.
- Tamim, T. (2013). Languages in Education and Symbolic Capital in Pakistan. Paper presented as an invited speaker, at the International Conference on Educational Challenges and Issues, organized by Kinnaird College For Women University and British Council Pakistan, February 22-23.
- Tamim, T. (2013). Language, Social Capital and Development, paper presented at the International Conference on Language Sciences and Development, organized by the British Council and Lahore College for Women University on January 11-12.
- Pervez, S. (2013). Paper Security Community in South Asia: India-Pakistan presented at the Inaugural Social Science Conference at Lahore School of Economics February 28-March 1, 2013.

Distinguished Professional Lecture Series Organized by the Department of Social Sciences

Professor Sajjad Naseer invited Dr. Adam K. Webb, Professor of Political Science (Johns Hopkins University), to his B.Sc. 2nd year class on 15th January 2013. He gave a talk on “Globalization” and presented his model away from the main stream debate. At the end, in an interactive session the students asked questions from the presenter and presented their perspective on the debate.

Thesis Supervision

- Prof. Sajjad Naseer and Dr. Shoaib Pervez supervised honors thesis of BS-IV (Major Political Science) at Lahore School of Economics which was completed in May 2013.
- Dr. Shahid Siddiqui acted as the external examiner for Ph.D. thesis of Mr. Shaukat Ali on Effect of teaching style on student’s motivation towards English language learning at undergraduate level in Punjab University on 27th April, 2013.
- Dr. Shahid Siddiqui acted as an External examiner for the Ph.D. thesis by Ms. Shaista Khalid ‘A study of developing tolerance among prospective teachers through classroom activities’, in Punjab University.

Faculty Research Paper Sessions

- Ms. Sakina Zahra Zameer presented on “Plotinus in Wordsworth’s Romanticism” on 13th March 2013.
- Dr. Azhar Hassan Nadeem presented his research paper on Terrorism and State Response: A Case Study of Pakistan on 27th March, 2013.
- Dr. Azhar Hassan Nadeem presented on Terrorism and State Response: A Case Study of Pakistan (Part II) on 22nd May 2013
- Mr. Shahrukh Nawaz Raja presented on The Impact of Dictatorship on Pakistan’s Political Economy on 12th June 2013
- Ms. Nina Gera presented her paper on Structural Adjustment Programmes in Pakistan: A Boon or a Bane? on 26th June 2013

Social Sciences Conference 2013

The First Annual Conference on Social Sciences took place at Lahore School of Economics on Feb, 28th –March 1st, 2013. Renowned scholars, academician and researchers took part in this conference. The first day of the conference i.e. 28th March 2013 was devoted to Language, Literature, and Education: South Asian Context, while the second day focused on the External and Internal Aspects of Pakistani Politics.

It began with the opening remarks by the rector of Lahore School of Economics Dr. Shahid Amjad Chaudhry. The theme for the first session was Language, Politics and Identity and it was chaired by Dr. Sabiha Mansoor, the Vice Chancellor of Lahore College for Women University. During this session, Dr. Shahid Siddiqui, Head of Department, Department of Social Sciences, Lahore School of Economics presented his paper on “Language policies and the politics of linguistic choices in Pakistan”, Dr. Tariq Rahman captivated the audience with his interesting research on “Personal names and identity-construction in Pakistan: An exercise in onomastics” and Prof. Dr. Samina Amin Qadir, Vice Chancellor, Dean Graduate Programs, English, Fatima Jinnah Women University (FJWU), Rawalpindi brought “Construction of political identity through language in media” to limelight.

The second session was chaired by Dr. Amra Raza, Chairperson Department of English Language and Literature, Punjab University for which the theme was South Asian Literature. Dr. Waseem Anwar, Ms. Rumessa Naqvi and Dr. Nukhbah Taj Langah were the presenters for this session who presented their papers on “Pakistani Creative Writing in English Today: Tracing the Tradition, Embracing the Emerging”, “ ‘The Other Question’: A Study of the Marginalized Gender in Girish Karnad’s Hayavadanna” and “‘Ambivalence’ in the works of contemporary South Asian writers”, respectively.

Language, Literature, and Education was the theme of the third session for which Dr. Isabel William, Dean of Professional Studies, Kinnaird College for Women acted as the Chair. The first paper for the session was presented by Dr. Tayyaba Tamim Associate Professor, Department of Social Sciences, Lahore School of Economics on “Languages Teaching and Learning in Government and Private Schools in Pakistan: A capability based comparison”. Dr. Munazza Yaqoob followed with her work on “Cognitive models for teaching literature” and Dr. Ayesha Bashiruddin, Professor and Head of English Department, Institute for Educational Development, Aga Khan University, Karachi who was the last presenter of the day came forward with her paper on “Teaching and learning of English in multilingual context”.



Dr. Tariq Rahman presenting his work on Personal names and identity-construction in Pakistan



Participants of the Conference



L to R: Dr. Isabel William (KC), Dr. Ayesha Bahiruddin (AKU), Dr. Tayyaba Tamim (Lahore School) and Dr. Shahid Siddiqui



Dr. Nukhbah Taj Langah (FCC), Dr Amra Raza (PU), Dr. Waseem Anwar (FCC) and Ms. Rumessa Naqvi (Senior Teaching Fellow, Lahore School)

The second day of the conference began with opening remarks by Prof. Sajjad Naseer, Senior Fellow, Lahore School of Economics. The first session of the day “Politics in Pakistan: The External Context” began with Dr. Zafar Jaspal, Director School of Politics and International Relations, Quaid-e-Azam University, Islamabad, presenting his paper on US withdrawal from Afghanistan and the new terms of engagement impacting Pakistan. Dr. Nazir Hussain Associate Professor School of Politics and International Relations, Quaid-e-Azam University and Dr Shoaib Pervez, Assistant Professor, Department of Social Sciences, Lahore School of Economics followed with a talk on The emergence of China as a Global player: Implications for Pakistan and India-Pakistan Security Community, respectively. This session was chaired by Mr. Shamshad Ahmed Khan, the Ex-Foreign Secretary of Pakistan and Prof. Hassan Askari Rizvi, who is a Professor Emeritus and Defense Analyst acted as the discussant for the session.

The second session on “Politics in Pakistan: The Internal Context” was chaired by Dr Shahid Amjad Chaudhry, the rector of Lahore School of Economics while Prof. Sajjad Naseer acted as the discussant. The session began with Prof. Dr Hassan Askari’s paper on «Federalism in Pakistan», and was followed by I. A. Rehman’s discussion on «The emergence of Media as a power centre and its likely implications for the political development of Pakistan». Dr Saeed Shafqat followed suit with «The conundrum of policy making in Pakistan: Policy recommendations».

The conference attracted a large number of audiences from other institutes in Lahore. Faculty and students interested in research in Language, Literature and Education from Punjab University, Lahore College for Women University, Kinnaird College for Women, Forman Christian College, Government College University, University of Management and Technology, Beacon house National University, COMSATS and Ali Institute of Education participated in the two day event and took part in the interactive sessions.

Day 2 of the conference



L to R: Prof. Sajjad Naseer, Mr. Shamshad Ahmad Khan (Ex-Foreign Secretary) and Prof. Hassan Askari Rizvi (Professor Emeritus and Defense Analyst)



Dr. Shoaib Pervez (Assistant Professor, Department of Social Sciences)



L to R: Dr. Zafar Jaspal (Quaid-e-Azam University), Dr. Shahid Amjad Chaudhry, Dr. Nazir Hussain (Quaid-e-Azam University) and Dr. Shoaib Pervez



Mr. Shamshad Ahmad Khan (Ex. Foreign Secretary), in an interactive session with the students

Book Publications

Siddiqui, S. (2013). *Language, Gender, and Power: Politics of Representation and Hegemony*. Karachi: Oxford University Press.

Reviews on *Language, Gender, and Power: Politics of Representation and Hegemony*

In this insightful, original and comprehensive book, Shahid Siddiqui draws on the full range of social sciences disciplines to analyse the complex intersections of language, gender and power in South Asian contexts. This represents an enormous and long-overdue contribution to the international literature on this topic. As readers, we gain a much deeper understanding than was previously the case of the ways in which language provides a lens to bring into focus the influence of societal power relations on the performance of gender.

-Jim Cummins

Professor, OISE/University of Toronto, Canada

Shahid Siddiqui's book gives a lucid account of interrelationships between language, gender and power with a focus on South Asia. The book is of particular value because treatments of language and gender in this region have hitherto tended to lack a critical focus on questions of power.

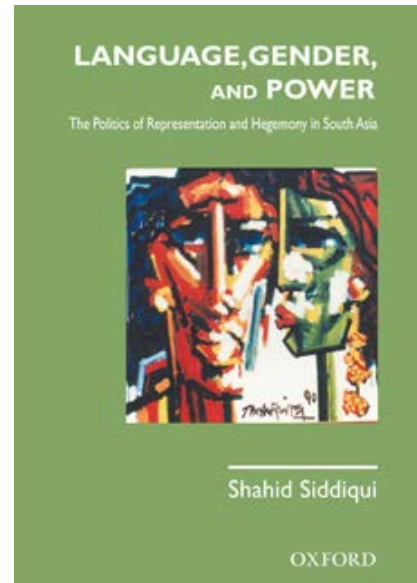
-Norman Fairclough

Emeritus Professor, Lancaster University, U.K.

This book is based on Dr. Shahid Siddiqui's scholarly work spanning about ten years of study and field work. It is on a subject which has been crying out for scholarly attention for a long time — the relationship between language, gender and power. The author explores this nexus through conventional and unconventional sources including fairy tales, songs and nursery rhymes. This is the first time a Pakistani scholar has applied such prodigious learning to the Pakistani situation with such attention to accessibility, originality and humour.

- Tariq Rahman

HEC Distinguished National Professor,
Emeritus Professor, Quaid-i-Azam University, Pakistan



Research Publications

Tamim, T. (2013). Rethinking the Role of L1 in L2 Learning. *BNU, Journal of Education*, Vol 1. 49-68.

Presentations in Conferences

- Siddiqui, S. (2013). Language Policies in Pakistan: The politics of linguistic choices. Presented in a plenary session at an International conference organized by SPELT on 26th October, 2013 at Karachi.
- Siddiqui, S. (2013). Representation of gender and humor. Presented in a plenary session at an International conference organized by SPELT on 3rd October, 2013 at Lahore.
- Siddiqui, S. (2013). Gender bias in Jokes. Presented in a plenary session at an International conference organized by SPELT on 2nd October, 2013 at Islamabad.

- Siddiqui, S. (2013). Construction of gender in films. Presented in a session at an International conference organized by SPELT on 27th September, 2013 at Abbottabad.
- Naseer, S. (2013). Chaired the concluding session of the National Conference on Post 2013 General Elections In Pakistan: Challenges and Options sponsored by the Department of Political Science and Centre for South Asian Studies, University of the Punjab, on March 13th 2014.
- Naseer, S. (2013). Participated and chaired a session in the International Conference on Social Change and Security Imperatives on the 12th and 13th December held at F.C. College University.

Presentations in Seminars/Workshops

- Naseer, S. (2013). As a guest speaker, participated in International Relations Workshop on the 21st Century: Challenges and Prospects for Peace on 9th April 2014 and talked about emerging realities of South Asia, sponsored by Kinnaird College for Women, Lahore.
- Naseer, S. (2013). Addressed the post-graduate faculty of Social Sciences of the Township College on contemporary issues on 20th December.
- Siddiqui, S. (2013). Presented a paper on “Gender bias in jokes” in a seminar organized a Kinnaird College for Women, Lahore on 17th December.
- Naseer, S. (2013). Interacted with Indian delegates at a meeting sponsored by the Human Rights Commission on 15th December to streamline strategy to strengthen people to people contacts towards normalization of relations.
- Naseer, S. (2013). American withdrawal of troops and its Implications for Pakistan. Addressed a seminar sponsored by media association for alternative solutions at Ambassador Hotel on 14th December 2013 and reported in the daily News on 16th Dec 2013.
- Siddiqui, S. (2013). Gave a talk at the Book launch of “Language, Gender, and Power: The politics of representation and control” at the Children’s Literature Festival organized by the Oxford University Press, Lahore on 6th December.
- Naseer, S. (2013). Chaired a forum at Jehan Pakistan and spoke on Iran-American dialogue leading to a deal. The proceedings were reported on 5th December in Jehan daily.
- Siddiqui, S. (2013) Gave a talk at the Book launch of “Language, Gender, and Power: The politics of representation and control” at the Children’s Literature Festival organized by the Oxford University Press, Idara-e- Taleem-o-Aagahi, Islamabad on 30th November.
- Siddiqui, S. (2013). Conducted a workshop session on “Writing Poetry is fun” at the Children’s Literature Festival organized by the Oxford University Press, Idara-e- Taleem-o-Aagahi, and Islamabad on 30th November.
- Siddiqui, S. (2013). Presented on “Women writers in Urdu Literature” in a seminar at Punjab University, Lahore on 28th November.
- Siddiqui, S. (2013). Presented a paper on “Women and Literature” at a seminar conducted by NUML, Lahore on 26th November.
- Siddiqui, S. (2013). Teacher training. Key Speech in Fourth Annual Convention organized by Pakistan Education Coalition at Islamabad on 25 November.
- Siddiqui, S. (2013). Presented on “Representation of women in jokes” at a seminar held at Lahore College for Women University on 21st November.
- Siddiqui, S. (2013). Presented a paper on ‘Symphony of Hegemony’ at a seminar organized at Beaconhouse National University (BNU), Lahore on 19th November.
- Siddiqui, S. (2013). Session at the book launch of “Language, Gender, and Power: The politics of representation and control” organized by The Oxford University Press at Karachi on 26th October.
- Siddiqui, S. (2013). Session at the book launch of “Language, Gender, and Power: The politics of representation and control” organized by The Oxford University Press at Lahore on 3rd October.

- Siddiqui, S. (2013). Speaker at the book launch of “Language, Gender, and Power: The politics of representation and control” organized by The Oxford University Press Islamabad on 2nd Oct, 2013.
- Siddiqui, S. (2013). Addressed the inauguration ceremony, of the new Journal of English Literary and Linguistic Studies (JELLS) published by the Forman Christian College (FCC) in collaboration with the English Language Teaching Reforms (ELTR) wing of the Higher Education Commission 7th September.

Talks on Electronic Media

- Naseer, S. (2013). Participated in Voice of America Roundtable discussion programme during the month of November and December 2013. Also offered comments in the Voice of Germany programmes.

Thesis Supervision

Dr. Shahid Siddiqui acted as the external examiner for:

- Ph. D. thesis of Ms. Shahida Sohail on “Use of learning and study strategies by undergraduate students” on 5th November 2013 (Punjab University).
- Ph. D. thesis of Muhammad Shafiq on Relationship of College Teachers’ Emotional Intelligence and Self Efficacy with Organizational Commitment on 11th Sept, 2013(Punjab University).
- Syeda Fatima Alam’s MPhil thesis on Teacher Competency and its impact on Students’ Achievement on September 2013 (BNU).
- Sharoon Javed’s MPhil thesis on Need of a Paradigm Shift: Lack of Research Based Education in Private Schools of Lahore on September 2013 (BNU).
- Aqduus Aslam’s MPhil thesis on Multi Perspective Comparison of Occupational Prestige of O Level English and Urdu Language Teachers on September 2013 (BNU).

Faculty Research Paper Sessions

- Ms. Amnah Mustafa presented her working paper on “The United States- A Rogue State” on 25th September 2013.
- Ms. Rameeza Aslam presented her research on “The role of socio economic status in language development” on Wednesday 23rd October 2013.
- Mr. Baqar Hassan Syed presented his paper on “Group Solidarity” in Spanish Military History during the Central Middle Ages on 6th November 2013.

Articles Published in Print Media

- Siddiqui, S. (8th October, 2013). The education supermarket. The News.

Work in Progress

- Dr. Tayyaba Tamim has undertaken a project on Social Exclusion and Education: Parental Decision Making for Children’s Education in a Village in Punjab Pakistan
- Dr. Tayyaba Tamim is currently working on Social Capital, Social Exclusion and Educational Opportunity in Rural Punjab, Pakistan.

Department of Environmental Science and Policy

Lecture by Dr. Joe Hill

Dr. Joe Hill, Senior Researcher, Department of Political and Cultural Change (ZEFa), University of Bonn was invited by the Centre for Policy & Environment at the Lahore School of Economics on 28th May, 2013. Dr. Hill presented his research on hybrid rice as silver bullet? Rice cultivation in India and the geographical rescaling of seed production and control

His research discussed hybrid varieties of rice seed, the majority of privately produced and owned by multinationals. Known as F1 hybrids, the seed was bought each year by farmers, and its price was increasing. Field research was conducted in India's Jharkhand state in 2009. Three types of rice seed were found to be cultivated: traditional, high yielding, and hybrid varieties. The actors involved small farmers, seed dealers, Indian (public sector) agricultural scientists, international agricultural research institutes and multinational companies, and national and international activists and NGOs. Findings showed that many farmers were switching directly from traditional varieties to privately-produced hybrid rice varieties, purchasing the hybrid varieties by trial and error or encouraged by advertising ploys. Yields of hybrids on farmers' fields were found to be no higher than those of high yielding varieties.

The economic and political dynamics of this geographical rescaling of seed production and control - from farmers to multinational companies - alters social power geometries, but arguably not in favour of the majority of farmers or the environment. Science and technology is seen to be working for the expansion of capital. The Indian state, through territorially constructed institutional and regulatory arrangements, has facilitated and legitimised the rearrangement of the economic networks that has made this possible.



Centre for Mathematics and Statistical Sciences

Publications for year 2013

- Zaidi, N.R., Wajid, A.R., Zaidi, F.B, Zaidi, G.B., Zaidi, M.T. (2013) “The big five personality traits and their relationship with work engagement among public sector university teachers of Lahore”, African Journal of Business Management. Vol. 7, No.15, Pp 1344-1353.
- Naz,R., Khan, M.D., Naeem,I. (2012) “ Conservation laws of some physical models via symbolic package GeM”, Mathematical problems in Engineering. Vol 2013, Pp 1-8.
- Naz,R., I,Ali., Naeem,I. (2013) “Reductions and new exact solutions of ZK, Gardner KP and Modified KP equations via generalized double reduction theorem”, Abstract and applied analysis. Vol 2013, Pp 1-12.
- Naz,R., Khan, M.D., Naeem, I. (2013) “Conservation laws and exact solutions of a class of non-linear regularized long wave equations via double reduction theory and Lie symmetries”, Commu. Nonlinear. Sci. Numer. Simula. Vol.18, Pp 826–834.
- Mahomed, F. M., Mahomed, K. S., Naz, R., Momoniat. (2013) “Invariant approaches to equations of finance”, Mathematical and Computational Applications, Vol. 18, No. 3, Pp 244-250.
- Mudakkar, S.R., Uppal, J.Y. (2013) “Human development and economic uncertainties: exploring another dimension of development”, Lahore Journal of Economics, Vol.18 (Special Edition).
- Mudakkar, S.R., Uppal, J.Y.,Zaman, K., Naseem, I., Shah, G.(2013) “Foreign exchange risk in a managed float regime: A case study of Pakistani rupee”, Economic Modeling, Vol. 35, Pp 409-417.
- Mudakkar, S.R., Zaman, K., Khan, M.M., Ahmad, M. (2013)“Energy for economic growth, industrialization, environment and natural resources: Living with just enough”, Renewable and Sustainable Energy Reviews, Vol. 25, Pp 580-595.
- Mudakkar, S.R., Zaman, K., Shakir, H., Arif, M., Naseem, I., Naz, L. (2013) “Determinants of energy consumption function in SAARC countries”, Balancing the odds, Renewable and Sustainable Energy Reviews, Vol. 28, Pp 566-574.

Research Visits, Conferences and Workshops

- Dr. Rehana Naz had a short term research visit to International Centre for Theoretical Physics (ICTP) Trieste, Italy from June 30, 2013 to July 30, 2013.
- Dr. Syeda Rabab Mudakkar attended 4 weeks (August 06, 2013 – August 30, 2013) summer program “Focus Program on Commodities, Energy and Environmental Finance” at Fields institute, Toronto, Canada.

Prof. Dr. Rana Abdul Wajid

- Conducted viva of MPhil scholar as external examiner at Department of Statistics, Government College University, Lahore on July 12, 2013.
- Attended meeting of selection board as a subject expert at Bahauddin Zakariya University, Multan on July 22, 2013.
- Dr.Rana Abdul Wajid attended a meeting of Board of Studies of Statistics on August 13,2013 at GC University, Lahore.
- Dr.Rana Abdul Wajid attended the meeting of the Selection Board on November 08,2013 at GC University, Lahore.

Dr.Rana Abdul Wajid was nominated as an expert to participate in the meeting of the Selection Board to interview candidates for the posts of Lecturers in Business Administration at Bahauddin Zakariya University, Multan. The meeting was held on November 24, 2013.

Achievements, Honours and Awards

- The Vice Chancellor Government College University, Lahore has appointed Prof. Dr. Rana Abdul Wajid as an expert member of Board of Studies in Statistics for a period of three years.
- Prof. Dr Rana has been appointed as the member of HEC curriculum revision committee for BS, MS and PhD in Statistics for year 2013.
- Dr. Rehana Naz has been appointed as the member of HEC curriculum revision committee for BS, MS and PhD in Mathematics for year 2013.
- Dr. Rehanaz Naz achieved research productivity award 2012 by Pakistan council for science and technology.

New Faculty Member

Dr. Ismat Beg

Dr. Ismat Beg joined Lahore School of Economics, as a Professor of Mathematics on April 17, 2013. Dr. Beg is an internationally acknowledged scholar, researcher and teacher in the field of mathematical sciences. He has served as a Professor in various prestigious universities/institutes nationally and internationally. His research work (200 published research papers and three books) has great diversity and is well cited by other researchers. Dr. Beg is a Fellow of Pakistan Academy of Sciences. He is also an elected fellow of the Institute of Mathematics and its Applications (U.K.), a Chartered Mathematician and a Chartered Scientist. The access to his research articles is provided by: https://www.researchgate.net/profile/Ismat_Beg/ Dr. Beg is member of Editorial Board of twelve international journals. He is also a reviewer of Zentralblatt Fur Mathematik (Germany), Mathematical Review (USA) and The Natural Sciences and Engineering Research Council of Canada. Dr. Beg is a member of European Mathematical Society, American Mathematical Society, London Mathematical Society, International Federation of Nonlinear Analysts, International Rough Set Society, Society for Mathematics of Uncertainty, All Pakistan Mathematical Association and Punjab Mathematical Society.

Faculty Research Paper Presentations

The following research paper presentations were held during spring and summer 2013:

- “Fixed Point Theorems” by Dr. Ismat Beg.
- “A Hamiltonian Approach to Equations of Economic Theory” by Dr. Rehana Naz.
- “Physical conserved quantities and Non classical symmetry reductions for the axisymmetric jets”. By Dr. Rehana Naz.
- “Migration & Rural Asset Accumulation in Punjab, Pakistan: An Instrumental Variable Approach” by Ms. Asha Gul.
- “Gender patterns in household health expenditure allocation: A study of Pakistan” by Ms. Sarah Ahmad.

The following instructors made presentations of their research proposal. Their researches are at different stages of completion and will make presentations of their findings in near future.

- “The Impact of Stress on Job Satisfaction and Faculty Performance” by Mr. Ahsan Ahmad Shah, Ms. Mehwish Umer and Ms. Shama Razi.
- “Factors Affecting Research Productivity in Private Universities of Lahore” by Ms. Soniya Salman and Ms. Tehseen Kausar.
- “Factors Influencing Online Purchasing in Pakistan” by Ms. Khadija Shahid.

- “The impact of student’s attitude towards mathematics and perceived teacher’s performance on mathematics achievement” by Ms. Fizza Zubair.
- “The impact of Politics on Organizational Effectiveness” by Ms. Seher Zareen.
- “Impact of teacher’s motivational factors on student’s performance” by Ms. Sabrina Afzal.
- “Trade-off between Child Labor and Human Capital Formation in Punjab, Pakistan.” By Ms. Meera Shafqat.

Workshop

Two workshops titled “Management Information System (MIS)” were arranged for instructors:

- Workshop 1: Conducted by Ms. Ambrin Kashif from April 22, 2013 – April 25, 2013
- Workshop 2: Conducted by Ms. Naeema Archad on 3rd, 10th, 18th June, 2013.

The following instructors attended the workshop:

1. Ms. Mariyam Haroon
2. Ms. Marjaan Nasir
3. Ms. Zoonia Tirmizi
4. Ms. Resham Naveed
5. Ms. Sarah Ahmad
6. Ms. Meera Asad
7. Ms. Zehra Gerdaizi

Faculty Development Workshop

A Faculty Development Workshop was arranged at Auditorium 9 & 4 from December 03- December 06, 2013. These workshops were conducted in collaboration with the Economics Department:

- Day-1(December 03, 2013): “Lab & Experiment Session” by Ms. Nadia Hashim
- Day-2 (December 04, 2013): “Developing Surveys & Questionnaires” by Mr.Kashif Abid
- Day-3 (December 05, 2013): “Time & Stress Management” by Ms.Habiba Butt
- Day-4 (December 06, 2013): “Panal Data Analysis” by Ms.Asha Gul



Dr. Rana Wajid, Head of Centre of Mathematics & Statistics



Dr. Ismat Beg, Professor of Mathematics

Centre for Media Studies, Art & Design



Ms. Rabia Nadir, Assistant Professor and Acting Head of Centre for Media Studies, Art & Design

Media Studies, Art and Design Centre introduced a new course titled 'Fine Art Media'. This was a studio and lecture based course and held in a specially refurbished art studio in the city campus. The course was taught by Shahid Mirza a senior Lahore based artist. The students produced a wide array of art works in different media and greatly appreciated a practice based introduction to visual art.

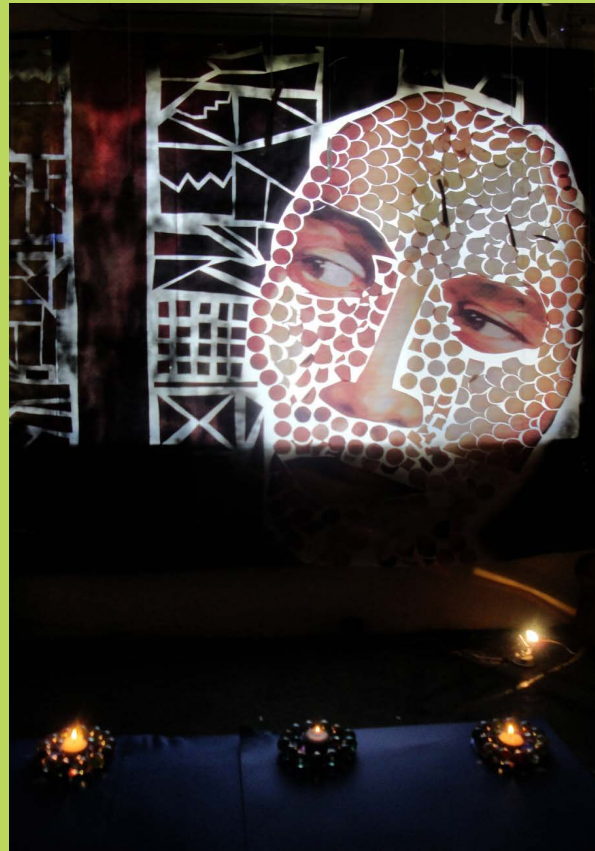
Naila Mahmood , Karachi based photographer and faculty member Indus Valley School of Art and Architecture visited the centre and presented a slide show based on photographic ethnography of a maternity hospital in Karachi.

The small group of Media Studies Art and Design shared their ongoing research with the faculty. Mira Hashmi presented a chapter from her book in progress on the Pakistani cinema, Rabia Nadir shared her MPhil research on the Walled City of Lahore and Naeema Arshad showed her documentary titled 'Cultural Confusion'.

Members of the department of Media Studies Art and design shared their ongoing research with faculty members. Mira Hashmi presented a paper on the Mexican artist Frida Kahlo. Naeema Arshad shared her research 'Impact of Media on Voting Behavior'.



Linocut Print by students of 'Fine Arts Media' class of 2013.



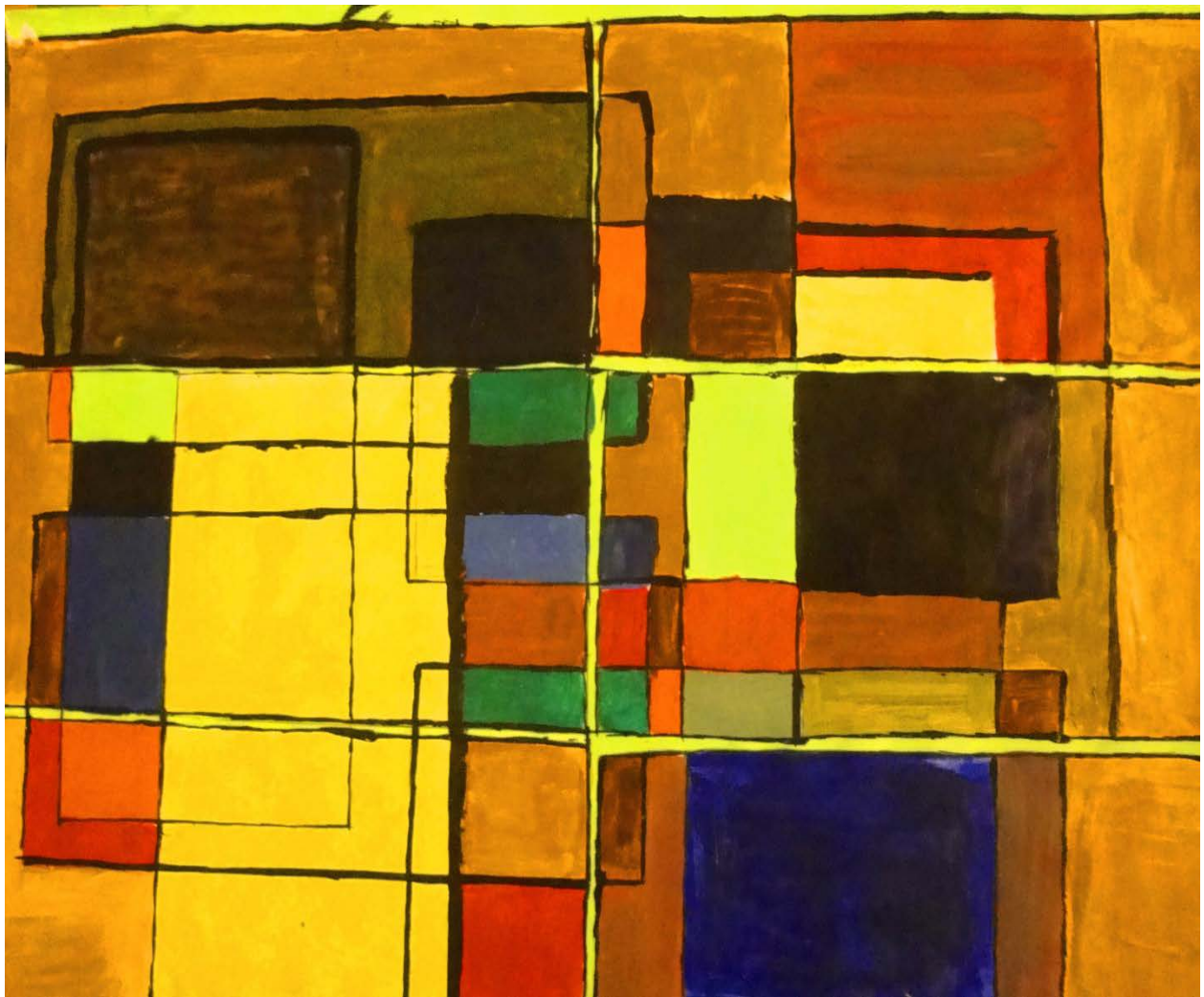
Portrait of Bob Marley for an installation dedicated to his art and politics by students of 'Visual Communication'.

Asst. Professor Mira Hashmi remains a regular film critic for Herald magazine and participated in the literary and cultural activities in Lahore. She was invited as a panelist in the Bangalore Literature Festival 2013 in India.

Students from the Video Production class of Ms. Alyzay Sultan won the second position for their video film in the 'Grammathon' festival.

Naeema Arshad is producing her own videos. She is pursuing a second graduate degree in Mass Communication. She previously has a Masters in Computer Science and teaches courses in web design. She was invited to be a judge for the Visual Arts Olympiad at the Shahlimar Medical College.

The last two days of the term students of 'Visual Communication' with Rabia Nadir took over the Garden Café and created multi-media installation celebrating their icons, dreams, musings on war, life and death for a day long exhibition. The participation and creative output of students suggests we can make their Media work a more permanent and advertised event in the college.



Color composition by students of 'Fine Arts Media' class of 2013.

Graduate Institute of Development Studies (GIDS)

Book Launch

‘Pakistan: Moving the Economy Forward’

30th May, 2013

Lahore School of Economics

The launch of the book, ‘Pakistan: Moving the Economy Forward’ co-edited by Dr. Rashid Amjad and Mr. Shahid Javed Burki, was held at the Lahore School Main Campus on May 30, 2013. Introducing the book, Dr. Rashid Amjad, Director of Graduate Institute of Development Studies at the Lahore School, highlighted that the central question which the book addressed was how to reverse the current prolonged period of low growth and high inflation in the country –stagflation - over the past five years, and to suggest measures that would decisively move the economy onto a higher, more sustainable growth path. He put forward eight key messages: reviving investment, focusing on the structural rather than cyclical nature of Pakistan’s problems, overcoming growth constraints, analyzing the major growth drivers, improving economic management and reducing corruption, taking growth to be inclusive as opposed to merely sustained and higher growth, and making the federating units, the state and private sector more responsible towards the economy. He also recommended increasing investment from the current 12.5% of GDP to 30% to generate enough productive employment to compete internationally.

Dr. Ishrat Hussain, former Governor State Bank of Pakistan and Director IBA Karachi, chaired the book launch. He called for bridging the gap between policy-making and research. He also called for a balance between civil servants, who should purely look at technical feasibility of proposals; and politicians, who should assess their political feasibility. He said that implementation and delivery of services was the crux of the problem as opposed to ‘good’ economic policies. He also recommended minimal role of federal government and a separation between regulatory bodies and policy-making, as well as supporting the operational autonomy of companies’ Board of Directors. He appreciated the editors of the book for publishing it in a short period of time and for its timeliness in addition to the potential assistance it could provide to the new government in Islamabad.

Dr. Hafiz Pasha, former Minister of Finance and Dean of the School of Social Sciences at Beaconhouse National University, was invited as the chief guest for the occasion. He said that the book was perhaps the best book to have come out on the subject in some time and requested the editors to find an opportunity to present it to the incoming economic managers, adding that the book should be prescribed for all postgraduate courses on the Pakistan economy. Speaking about his chapter in the book on Pak-India trade, he stated that the time had come to replace the failed formula of ‘Peace First, Trade Later’ with India by ‘Trade Earlier’ and to create a constituency of peace through trade. He highlighted the distortion of trade between the two countries resulting in the fact that Pakistan mainly exported industrial goods to India while importing primarily agricultural goods. He advocated a policy of careful gradualism with India, especially in the import of medicines and supported conditional granting of MFN status to it.

Summing up the discussion, the discussant, Dr Pervez Tahir, former Chief Economist of the Planning Commission, said that the most important message of the book was the rehabilitation of investment as a key driver of growth. He praised the chapter on the remittances market in the country, co-authored by Dr. Amjad, as well-researched and contributing important insights into the way black money was being whitened in the country.

Dr. Aisha Ghaus Pasha lamented the low tax to GDP ratio in Pakistan and after a comparative analysis of Pakistan with thirteen foreign economies, came to the conclusion that direct taxes and the problems of tax exemptions, concessions and evasion in the country required urgent attention. She further recommended effective taxation of agriculture, assets and turnovers, and the rationalization of tax rates, as well as broad-basing value- added tax, improving the tax administration and introduction of automation and IT.

Dr. Naved Hamid highlighted the lessons from the past and the way forward in terms of identifying the drivers of exports in manufacturing, agriculture and services, as well as the opportunities and pitfalls for Pakistan's trade with its neighbors China, UAE, India and Afghanistan.

Dr. Teresa Thompson Chaudhry reconceptualized the definition of poverty to incorporate newer analyses, and said that the number of non-poor have increased in Pakistan in the period 2004-2010, although the urban areas have fared much better in this respect than the rural areas. She also stressed that Punjab was the only province which had seen major improvements in poverty-reduction, while significant disparities existed in Khyber-Pakhtunkhwa and Balochistan.

GIDS – Events update

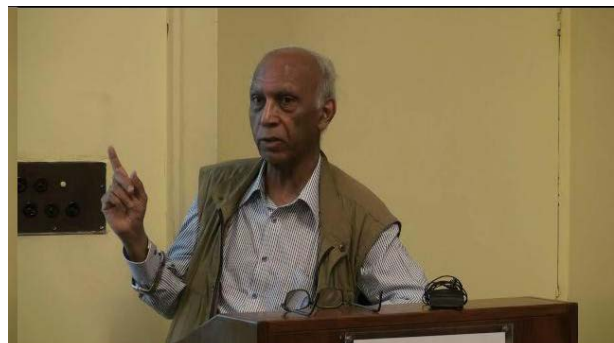
August 2013

In late August, GIDS shifted to its newly restored campus. The hallmark of the GIDS campus is a fully-furnished library, a fully-equipped computer lab, a spacious auditorium with immaculate audio-visual and air-conditioning arrangements and a well-stocked cafeteria with assorted refreshments, as well as open green spaces on the premises for recreation purposes.

Admission to the GIDS MPhil program in Development Studies is now ongoing and classes will begin in mid September following an orientation to formally inaugurate the academic year at GIDS.

September 2013

The classes of the first MPhil batch at GIDS commenced from September 16, 2013. An orientation was given by the professors and staff at GIDS to formally inaugurate the academic year.



October 2013

Thursday, October 03, 2013.

A seminar was delivered by Dr. Ishtiaq Ahmed, Visiting Professor, LUMS; Professor Emeritus of Political Science, Stockholm University and Honorary Senior Fellow, Institute of South Asian Studies (ISAS), National University of Singapore. The seminar titled 'The Post-Colonial Garrison State: an Agenda for Transforming it into an Engine of Development' officially

launched the GIDS Seminar Series.

Thursday, 24 October, 2013.

A tribute to the internationally renowned sociologist and economist, Mr. Hamza Alavi (1921-2003), was held at GIDS on the occasion of his tenth death anniversary. The seminar was chaired by Mr. I.A. Rehman. Distinguished speakers in the panel included Dr. Zafar Shaheed, Dr. Akmal Hussain, Dr. Ali Cheema and Mr. Raza Naeem.



Corporate Relations Office

The Distinguished Professional Lecture Series Program is a regular feature at the Lahore School of Economics. The Lecture Series Program bridges the gap between the Academia and the Corporate World.

The Lahore School takes pride in its close linkages with the Corporate World.

The Corporate Relations Office conducts a series of guest speaker sessions throughout the year. The interactive discussions during these sessions orient our MBA/BBA/BSc students with existing sector dynamics and career planning. Employers are encouraged to participate in these sessions as it is an excellent platform for potential recruitment.

During the year 2013, students of the Undergraduate and Graduate programs of the Lahore School of Economics had the unique opportunity to hear guest lectures from thirty eight executives representing leading business concerns.



Presidents addressing the students

The following distinguished speakers were invited to give lectures to the graduating students of both the BBA/BSc (Hons) and MBA/MSc programmes in the year 2013:

Adnan Haider
SVP, Faysal Funds,
Faysal Bank

“Talk on Wealth Management”

Mr. Adnan Haider, Head of Distribution, Faysal Asset Management, Faysal Bank gave a talk to BSc IV students on Friday, February 01, 2013.

His talk was focused on wealth management and its products. He elaborated on asset allocation and portfolio management. He also told the students that loyalty to their organization would be a long term asset as opposed to switching institutions on a regular basis. It was an enlightening session and the students benefitted from the lecture.



Naweed Sharif
Regional Corporate Head
United Bank Limited

“Talk on Corporate Banking”

Mr. Naweed Sharif, Regional Corporate Head, United Bank Limited, visited the Lahore School to deliver a lecture on Corporate Banking on Wednesday, March 06, 2013. Addressing the students of MBA 1 (Banking), the distinguished guest began with the role of financial capital in generating sales in a bank. The speaker threw light on the hierarchy of corporate banking and its structure.



Mr. Sharif said that the most significant role of the State Bank was to safeguard the interest of small depositors. The speaker added that a company's performance could be evaluated on the basis of its ratio of total liabilities to equity. He also shed light on asset conversion cycle and its circulation in our economy.

Students of MBA 1 participated in this interactive session and asked interesting questions from the guest speaker regarding corporate banking. The speaker addressed all their queries. They asked about the skills required to enter corporate banking. The speaker replied that understanding the client's business needs thoroughly and performing an in-depth credit risk analysis of the company were the two key skills of a corporate banker. He added that the students at The Lahore School had already acquired the theoretical knowledge. They needed to brush up their skills to become a successful banker.

Jawwad Gillani
Head of Learning and Development
Habib Bank Limited

“Talk on Interview Skills”

Mr. Jawwad Gillani, Head of Learning and Development Central, Habib Bank Limited gave a lecture on Interview Skills to the students of BBA IV on Wednesday, March 13, 2013.

Mr. Gillani explained the students how to cope with nervousness in their interviews. According to the guest, an interview was an art and also a science. Based on his experience, he told the students the grounds on which an interviewer judged



candidates. Mr. Gillani said that they should always do their homework before hand. He explained the reason for having an interview.

He shared the tricks and trades of being a successful interviewee. He informed the students about the most common questions asked in interviews and also briefed the students on how to address the questions confidently.

Overall it was a learning experience for the students and the lecture provided them with guidelines on how to prepare themselves for job hunt after graduating from The Lahore School.

Sirajuddin Aziz
President
Habib Metropolitan Bank



“Talk on Banking”

Mr. Sirajuddin Aziz, President, Habib Metropolitan Bank shared his vast experience of banking with the students of MBA II on a pleasant morning of Thursday March 14, 2013 at 8:00 a.m. at Burki Campus. The distinguished guest started with the history of banking in Pakistan and explained how banking sector had gone through different stages since 1947. He threw light on how the sector had flourished in Pakistan over the last decade.

While talking about the different areas of banking, the speaker elaborated on Consumer banking, Corporate banking, SME financing and talked about how these sectors were performing in Pakistan. Mr. Aziz explained the students that although SME was flourishing well in Pakistan’s economy and providing employment to a large number of people, it had the highest default rate.

The President added that Habib Metropolitan Bank dealt with the largest segment of trade in Pakistan and was performing well in financing the foreign trade. He explained the students what “Letter of Credit” meant and how it worked.

The guest advised the students to have the right attitude when they would start looking for employment in the job market.

At the end of the session, the speaker advised the students that they should never compromise their integrity at any cost and keep their minds open to new ideas. He also advised the student to project our country in a positive manner and also emphasized on the need of developing an extensive economic policy for Pakistan.

Adnan Haider
SVP, Faysal Funds
Faysal Bank



“Talk on Wealth Management”

Mr. Adnan Haider, Head of Distribution, Faysal Bank came to the Lahore School on Friday, March 15, 2013 to give a lecture on Wealth Management to the students of BBA IV, Section B.

The speaker explained the meaning and fundamentals of wealth management. He explained the students that the basic concept of wealth management was to have an asset base for longer term. For managing assets of a client, wealth manager should thoroughly understand the investor’s profile. The speaker threw light on the concept of asset allocation that included investments in fixed income like Commercial Papers, CD’s, T-Bills, TFC’s,

Ijarah Sukuk's, PIB's and TDRs as well as mutual funds and treasury products. Mr. Haider said that the job of treasury was to make sure that the bank was making profits. According to the speaker the safest investments were in the money market that consisted of TDRs, T-Bills, PIBs and Commercial Paper. He told the audience that although confidentiality was the utmost right of any customer, this concept was usually ignored in Pakistan. He shared that a key to success for any wealth manager was to go out of the way for his high network customers. He also highlighted the factors that play role to make KSE one of the highest performing index in the world. In the end he also touched upon the fundamentals of Islamic banking.

Saad Munawar
Marketing Head Snacks
PepsiCo.

“Lecture on Marketing Strategy”

Mr. Saad Munawar, Marketing Head Snacks, PepsiCo. was invited to share his experiences with the students of MBA II Sections A & B on Tuesday, March 19, 2013 at 10:00 a.m. at Burki Campus.



The speaker started his talk by presenting food portfolio of PepsiCo. He said that the best marketing philosophy for any organization to follow was to believe that consumer was the boss. The speaker said that marketing alone could never create value for a customer unless the whole network in an organization worked together to produce results.

Mr. Munawar discussed a case study of Kurkure with the students. The speaker told the audience that Kurkure was introduced in 2007 but the sales in Ramadan were very low and the brand did not perform well in the first two years of its launch. Pepsi then did an extensive marketing research to figure out the reasons for the failure. While performing the consumer research, they tried to understand the key behavior of customers. Based on key findings, the company repositioned the product in the market. Through innovation, they decided to make Kurkure part of Iftar's menu in every household. The Kurkure team partnered with Food TV Channels and HORECA to market the product, enhanced the packaging and added recipes on the back of the package to make it more appealing. As a result of all these efforts, Kurkure sales went up to over 200% of their previous sales and doubled in the month of Ramadan.

He stressed upon the fact that a single unit or a department in any organization could never show results unless the whole organization worked as a team.

The guest concluded the talk by presenting key findings from the case study. He emphasized on the need of knowing the customer and then knowing one's strengths. He said that being innovative and thinking out of the box were the two keys to success in any organization.

Adeel Anwar
Head of Organizational Development
Warid Telecom

“Skills Required for New Entrants”

Mr. Adeel Anwar, Head of Organizational Development at Warid Telecom was invited to deliver a lecture on interview skills on Monday, March 25, 2013. Mr. Anwar started his talk by explaining the difference between skill and competency. He advised the students to display a variety of competencies in their interview in order to leave a good impression. The speaker said that creating a competency was an investment by an organization and in return it wanted the employee to deliver quality. He touched upon the competencies that were pre requisite for entering any organization. The list included integrity, fair mindedness, congenial personality, ability to cope with conflicting point of view, function under pressure and demonstrating discretion. The speaker said that the interviewee should keep in mind the examples of incidents where he/she had displayed



these competencies and should always share these incidents with the interviewer when asked. The guest also discussed the hard skills required at entry level. In this regard he mentioned computer proficiency, communication skills, analytical skills and knowledge of industry.

Mr. Anwar presented the analysis of major employers in Pakistan and suggested that the students should try to go in an organization through Management Training Program. It provides the fast track for growth in any organization. He encouraged the students to become entrepreneurs and to start their own business.

Ashba Kamran

Social Entrepreneur and Founder

Foundation of Rehabilitation and Education of Special Children (FRESH)



“Talk on Social Entrepreneurship”

Ms. Ashba Kamran, Social Entrepreneur and Founder of Foundation of Rehabilitation and Education of Special Children (FRESH) came to the Lahore School of Economics on Tuesday, April 2, 2013 to give a talk on social entrepreneurship to the students of BBA IV Sections C, D and F at the Mahmood Chaudhry Library. Ms. Kamran explained the reason behind the creation of FRESH. When she found out that her son was suffering from Developmental Delayed Syndrome, she wanted her child to be as normal and competent as other children. Realizing that there was a complete absence of professional help in the form of supportive information for parents and educational options, she was motivated to help others suffering from the same problem and thus Foundation for Rehabilitation and Education of Special Children (FRESH) was found. The speaker described that FRESH aimed to provide quality education and vocational training for children with special needs and learning disability.

According to the speaker, a social entrepreneur was a recruiter as well as a facilitator of local change makers. She pointed out that our society’s spending in social sector was less than many African Countries. She gave an example of Bill Gates and explained how he had brought a change in American society by being a social entrepreneur. She also introduced her organization by the name of Association for Difficulty in Learning (PADL) and encouraged the students to become its members as it was the journey of hope.

She added that Corporate Social Responsibility did not only involve arranging concerts and giving donations, but to create awareness and to create jobs for special people. She insisted the youth to contribute towards creating harmony between social entrepreneur and business entrepreneur. The speaker suggested how different multinationals could play their role in bringing change in a society.

Kenan A. Siddiqi

Regional Manager Central Human Resources

HBL



“Career Options in Banking”

Mr. Kenan A. Siddiqi, Regional Manager Central Human Resources at HBL visited The Lahore School of Economics to give a talk to the students of BBA IV-Sections B & C on Wednesday, April 3, 2013 at the Mahmood Chaudhry Library. Mr. Siddiqi talked about career options in banking, interview techniques and the skills required fresh graduates to enter the Banking Sector. The speaker started with an overview of the departments at HBL. He described the business functions and support functions at HBL. He also explained the difference between SME, Retail and Corporate Banking and described what skill sets were required in these different sectors of banking.

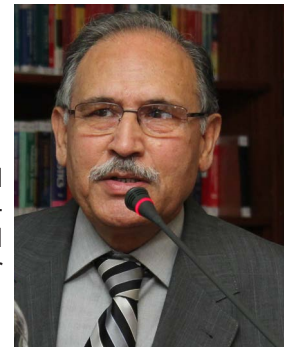
He gave tips on how to prepare oneself for a job interview. He said that an interviewee should thoroughly understand the organization and the job he was being interviewed for. The person should know his strengths, weaknesses and interests. The speaker advised that students should demonstrate enthusiasm

and eagerness in an interview. He also advised students to practice mock interviews and work on their weaknesses. He asked students to remain cool, calm and honest while giving an interview. He added candidates should provide reliable references as reference check was mandatory for all banks. In short, a candidate should be able to sell himself within first 15 minutes of an interview.

The guest also discussed frequently asked interview questions and shared the tricks and techniques to address them.

Overall the students gained valuable information from this session and asked several questions related to career options and interview questions.

Taimur Afzal
Director Human Resource
Qarshi



“Preparation for Job Interviews”

Brig. Taimur Afzal, Director Human Resource at Qarshi visited the Lahore School of Economics on Thursday, April 4, 2013 to give a talk to the students of BBA IV-Sections A & J. The speaker talked about career prospects for fresh graduates and guided the students on how to prepare themselves for a job interview. The speaker started with explaining the reasons for thorough preparation for an interview.

The speaker shared the techniques of preparing a resume. He said that a resume should be able to speak to the potential employer. He said that the covering letter should be concise but it should convey a lot of substance. Brig. Taimur advised the students to pursue their passion. He described the important components of a resume. He said that passion, compassion and empathy were three integral characteristics required to be a good human resource executive. The speaker also shared the list of things to do on the day of interview. It included sleeping well, having an extra copy of resume and being punctual. He also shared the most common interview questions with the students.

The guest kept sharing examples from his vast army and corporate career. At the end, he urged the students to keep evaluating themselves and improving their qualification.

Roohi Raees Khan
Chief Operating Officer
Zarai Taraqiati Bank



Mrs. Roohi Raees Khan, Chief Operating Officer at Zarai Taraqiati Bank was invited by the Corporate Relations Office to give a lecture to the students of MBA II on May 20, 2013.

Mrs. Khan started with presenting the facts and figures regarding contribution of the agriculture sector to the Pakistan economy. She explained the challenges faced by farmers and different ways to address those problems. Under this umbrella, she talked about lack of soil testing at farms, non availability and poor quality of fertilizers, wastage during harvesting and lack of warehouses, machinery and equipment. She suggested that implementing cooperative farming, practicing tunnel farming and proper water management by providing sprinkler irrigation system could result in high production.

She encouraged the students again and again to think about the policy intervention that could be done by the government for the improvement of this sector. She also talked about Awami Zarai Scheme by ZTBL which provided loans and arranged the inputs (seeds, fertilizers, machinery etc.) for the farmers at regulated prices, but since the loans were not properly utilized, the scheme failed to generate results. She said that agriculture was the nucleus of all economic activities and private and public sectors should work together for the improvement of this sector.

The guest shared with the students that migration of most of our rural population to the urban areas had resulted in labor shortage for harvesting the crops in villages. She told the students that agri-business on peri urban areas was very important. Mrs. Khan added that ZTBL had made model villages to present the best practices in agriculture and farmers from other areas were invited and educated under this initiative. She stressed on the need of policy intervention at the higher level in her speech and presentation. At the end the guest speaker showed a presentation based on different ideas for improvement in the agricultural sector.

It was an informative session and the students as well as the faculty members benefitted from this enlightening session.

Salman Siddiqui
CEO/ Director
Ehsan Chappal House



“Entrepreneurship was all about Taking Risks”

Mr. Salman Siddiqui from Ehsan Chappal House came to the Lahore School of Economics to deliver a lecture on entrepreneurship on June 19, 2013. The speaker introduced himself to the students and explained how his father started the shoe business. Mr. Siddiqui after finishing his degree in Business Administration began to work with a brokerage firm but soon realized that it was not what he wanted to do all his life. He had a strong sense of aesthetics and a knack for designing shoes so he joined his family business. The speaker shared with students that initially it was very difficult to design a formal business plan for shoemaking as there was no business model available in the market to follow. He had to come up with a proper inventory management system which was one of the biggest challenges he had to face.

Based on his experience, the guest advised the students that entrepreneurship was all about, recognizing and believing in themselves and getting out of their comfort zone. He said that Pakistan was a land of opportunities and one should never be hesitant to pursue one's dreams. Talking about shoe business in particular, he said that the key factor of their success was knowing the customer and then providing an extra value to him. He said that shoe was a technical product which could not be standardized. Mr. Salman said that they did not focus too much on their competitors. Their products had already been positioned well in the market so they did not spend huge amount of money on advertising.

The speaker emphasized on being passionate and being able to manage all aspects of business to become a successful entrepreneur. While discussing the skills required for being a successful entrepreneur, he touched upon leadership qualities, executive talent, decision making skills, people skills and knowledge of product and market. He concluded that entrepreneurship was all about taking risks, but only calculated risks.

Shahid Sattar
SEVP and Group Head Retail Banking
UBL



“Insights of Retail Banking”

Mr. Shahid Sattar, SEVP and Group Head Retail Banking at UBL was invited to give a talk on Retail Banking to MBA students. His talk revolved around Retail Banking and its functions. The honorable guest gave a brief introduction on his vast banking experience. The speaker said that banking was now both number focused and marketing driven. According to the speaker, lot of innovation and revolution had taken place in the banking sector in the last few years.

The guest added that two key differentiating factors for any bank included technology and customer service. He enlightened the students on how banks were using social media to advertise. He shared the structure of a bank and described functions and operations of various departments in a bank. He discussed different areas of retail banking and explained how products were created and marketed. He added that retail banking was a combination of branch banking, consumer products, marketing and consumer lending. Hierarchy of a retail bank was then discussed with the students.

The honorable guest said that internet banking was the new revolution in the banking industry and it should be advertised extensively at branch level.

In the end he discussed the professional skills required to enter a bank and also showed the career progression of a management trainee in a bank. He threw light on the expectations of a potential employer from fresh graduates entering the banking sector.

Kenan A. Siddiqi
Regional Manager Central HR
HBL



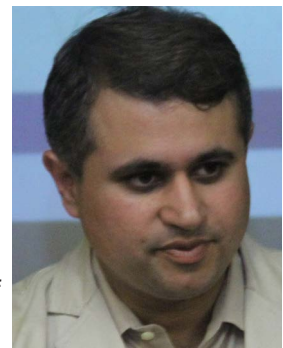
On Thursday September 12, 2013, Mr. Kenan A. Siddiqi Regional HR Head HBL was invited to deliver a lecture on Interview skills, Resume Writing and Grooming to the students of MBA II. Mr. Siddiqi in his lecture gave a brief introduction of HBL and different banking areas. He discussed in detail the hiring process practiced by HBL as well as different banks and firms throughout the country. He spoke high of The Lahore School graduates hired by HBL so far.

He then shared with the students the different techniques of resume writing, the roles and career paths graduates could follow and important skills required for certain jobs. He told the class that The Lahore School students were privileged to be exempted from the entry test as the degree had a very good reputation and credibility in the market.

The last segment of the lecture was based on interview skills, the makes and breaks of an interview and some important tips on how the candidate should dress up for an interview and the expectations of an interviewer from a candidate.

At the end a very interesting mock interview session was held where Kenan interviewed a couple of students, which gave a very good insight on the interview process to the students.

Adeel Anwar
Director OD & Training
Warid Telecom



“Smaller role in a bigger firm is better than larger role in a smaller firm”

On September 20, 2013 Mr. Adeel Anwar Director OD & Training Warid Telecom was invited to give a lecture to the MBA students.

The main topic of the day was “Selection Coaching for business Graduates” The session started with the speaker asking questions related to the understanding of the HR concepts. He spoke about the pre-requisites for corporate career and the importance of integrity and how background checks were done of applicants and successful candidates.

Mr. Adeel gave tips to students on how to answer interview questions, the main technique of which was the “STAR” approach. He then spoke about the necessary “soft skills” and “hard skills” that a candidate should possess.

The speaker also mentioned the necessary behaviors organizations looked for in a successful candidate, which included traits like passion for growth, collaborative working, integrity, ownership, planning and organization, decision making power, delegation, time management and communication skills.

Tariq Sayeed Saigol

Chairman

Kohinoor Maple Leaf Group

“If you want to be a king of kings, you have to create kings”

Mr. Tariq Sayeed Saigol, Chairman- Kohinoor Maple Leaf Group visited the Lahore School as a guest speaker on Friday, October 25, 2013. The lecture was organized for the graduating MBA class.

Mr. Saigol talked on key features of “Leadership” He started off his presentation by asking the audience if leaders were born or created. He then gave examples of some well-known leaders in history and of modern times. The speaker talked about three personality traits those leaders possessed. He shared the six most important attributes with the students. They were Team work, Integrity, Courage, Empathy, Compassion and Humility.

The last segment of the lecture was based on the current leadership of Pakistan, followed by a brief discussion on Judiciary and Press, the two most important pillars of a state. Mr. Saigol closed his talk by giving the audience four points to ponder.

The presentation was followed by a series of very interesting questions that the students asked from Mr. Saigol.



Nadeem Rehmani

Director

Metro Cash & Carry

“Talk on Consumer Behaviour”

On Monday, October 28, 2013 Mr. Nadeem Rehmani, Director- Metro Cash & Carry delivered a lecture on Consumer Behaviour to the graduating class of MBA.

The guest gave the audience some useful insight on how metro as a B2B and B2C merchandiser was operating in Pakistan. He said that Metro is one of the top four companies of the country. He talked about the modern trade formats and the difference between B2B and B2C customers.

The speaker then talked about consumer behavior of different consumers depending upon personality drives, psychological and social differences.

Overall it was an interactive lecture with a lot of information and humor and insights on consumer behavior.



Arif Masud Mirza

Country Head

ACCA Pakistan

Mr. Arif Masud Mirza, Country Head, ACCA Pakistan, visited The Lahore School on November 01, 2013, to deliver a lecture on “Accounting” to the undergraduate studies.

Mr. Mirza started off his presentation by giving a brief introduction of ACCA and its emergence in Pakistan.



The speaker enlightened the students on opting accountancy as a career. While giving some statistics the speaker said that globally the ratio between female accountants and male accountants was 52% and 48% respectively.

Mr. Mirza then discussed the difference between financial accounting and cost accounting and the importance of both. He said that all the companies were required by law, to keep financial records for internal and external purposes and update those records on yearly basis. This record keeping was done by a professional chartered accountant.

Towards the end Mr. Mirza shared some important topics like ethics, integrity and professionalism. Over all it was a very informative and interactive session.

Dr. Sitwat Husain
HR Head
Descon Engineering



“Techniques of Resume Writing, Interview Skills and Grooming”

Dr. Sitwat Husain was invited as a guest speaker on November 06, 2013. He shared his views on techniques of resume writing, interview skills and grooming.

Mr. Husain started off his presentation by showing a video of Descon Engineering, which gave the students some knowledge about the company’s profile.

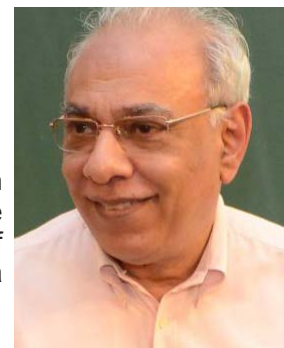
The speaker then told the students the difference between a CV and a resume. He enlightened the students on the objective of CV and resume. The purpose of a CV was not to get a good job but to land an interview. Mr. Husain then explained in detail the format, font size, margins, content and context of a CV.

The next segment of the lecture was based on interview skills and the makes and breaks of an interview. He emphasized on integrity, values, honesty and credibility. He also talked about the Do’s and Don’ts of answering questions in an interview and how one should prepare before appearing for a job interview. He then gave some very useful tips on grooming, appropriate attire, hygiene, body language and appearance.

He emphasized on punctuality, discussed a few questions a candidate could ask from an interviewer and also shared some tips on tackling those questions.

Towards the end of the session Mr. Husain talked about what exactly employers looked for in a candidate. He also added examples from his practical life to his presentation to make the students understand it.

Arif Ijaz
Advisor
Kohinoor Maple Leaf Group



“CSR as a Major Component of Business Strategy”

Mr. Arif Ijaz visited the Lahore School of Economics as a guest speaker on November 08, 2013. Mr. Arif Ijaz has had more than twenty years of experience in development, growth and leadership of personnel. He worked as the Chief Executive Officer of Adamjee Insurance and KSB Pumps. He is considered a specialist in Change Management.

Mr. Ijaz gave a talk on CSR, as a major component of Business Strategy. He began his presentation by defining strategy and its various elements. He then discussed CSR and its major

components. The speaker supported his point of view with various examples from Kohinoor Maple Leaf and past work experiences.

While emphasizing on CSR as a component of business strategy, he said that stakeholders were increasingly willing to hold companies accountable for social issues with frightening financial results. He gave examples of cases of some big companies like Shell in 2012, Nike in 1990 and McDonalds in 2004. He then talked about the business areas that required CSR attention.

Mr. Ijaz enlightened the audience on how KMLG was using the Porter's Model to inject CSR in the company's system by showing video clippings of different projects that were underway. The speaker insisted that CSR be implemented not just at a certain level but at all levels across the value chain.

Fraz Aslam
CEO- KAF Human Excellence
November 22, 2013



On Friday, November 22, 2013, Mr. Fraz Aslam visited the Lahore School to give a talk on resume writing, grooming and interview tips to the students.

Mr. Aslam started off the session by dividing the class into three groups. The first group comprised of students who did not wish to continue with their studies after bachelors as they had successful family businesses. The second group had students who would apply for jobs right after completing their BSC, whereas the third group had students who would continue their studies and get a masters degree. All three groups were given an assignment to come up with three important questions on grooming, resume writing and interview skills respectively.

Mr. Aslam emphasized that the best tool a student could have was the ability to come up with the right questions and know where to find answers to those questions.

While talking about grooming, he said that it primarily consisted of a person's personality, habits and character. He said that one should always give one's point of view with conviction and stand by it.

Mr. Sohail Zindani
Thursday, November 27, 2013



Mr. Sohail Zindani, visited the Lahore School to give a talk on grooming, interview skills and resume writing to the undergraduate students. Mr. Zindani is a prominent, sought- after consultant, trainer and author. He is one of the most influential Learning & OD experts in Pakistan.

Mr. Zindani in his lecture laid emphasize on hard work and honesty. He said that one should never be ashamed of one's weaknesses; candidates should be proud of themselves and be confident. One should always keep a self check and refrain from being over confident.

The speaker then talked about the 10 P's and their relevance and importance. He said that the most important thing one could do to be successful was to make himself visible to the world, to stand out and be different.

Guest Speakers' Sessions at a Glance









Seminars 2013

The Corporate Relations Office conducted the following six seminars in the year 2013:

1. Seminar on “International Marketing”
2. Seminar on “Supply Chain”
3. Seminar on “Promotions Management I – Branding”
4. Seminar on “Promotions Management II – Advertising”
5. Seminar on “Marketing Research”
6. Seminar on “Human Resource Management”

Spring 2013

Seminar on “International Marketing”

March 09, 2013

The following business executives were the speakers at the seminar:

Mr.Asfar Hassan	CEO Matrix Sourcing
Mr.Umer Lodhi	Director Metro Cash & Carry

The objective of the seminar was to give the students an understanding of the following:

How Metro Cash & Carry and Matrix Sourcing are involved in international market.

Opportunities for Pakistani firms to enter the market

Challenges faced by Metro Cash & Carry and Matrix Sourcing

Mr. Azfar Hassan started his talk with a brief introduction of Matrix Sourcing. He enlightened the students about the company’s nature of business, annual sales turnover, its suppliers and clients. The speaker explained their business philosophy and the basis on which they selected their suppliers. He emphasized on the need of understanding a product thoroughly before marketing it to the potential customer. Explaining the challenges faced by Matrix Sourcing, the speaker told the students that dealing with the negative image and perception of Pakistan in the international market was the biggest challenge they had to face while doing business with their clients. A video clip depicting Pakistani culture, history, social and economic conditions and geographic terrains was shown to the audience during the presentation.

The speaker then threw light on how to go with market positioning when starting a new business. He said that the process should start by identifying market niche and then recognizing one’s own strengths and weaknesses. He then explained how to penetrate a market and be innovative.

Mr. Hassan in the end advised the students that they should learn how to recognize and respect uniqueness of each country and culture before starting business with international clients.

Mr. Umer Lodhi, Director at Metro Cash & Carry, began with the introduction of his company. He presented an industry overview and explained Metro’s market size.

He brought students’ attention to the fact that metro was dealing with companies and individuals. He highlighted that metro was dealing with four different types of market segments including hotels and restaurants, traders, institutions and end consumers.

The speaker added that metro had been marketing through website, electronic and print media and recently they had introduced “Metromail.” Metromail is a catalogue of new products and promotions at metro which is delivered to the target market via postal mail service every 14 days.

While explaining the challenges Metro had to face in retail business, Mr. Lodhi explained how difficult it was to manage the supply chain and maintain the quality of their products at a reasonable price.

The speaker concluded his talk by saying that Pakistan was a high potential market and instead of going abroad for jobs the students should try to find jobs in Pakistan after graduating from the Lahore School.



Seminar on “Supply Chain”

March 16, 2013

The following business executives were the speakers at the seminar:

Mr. Salman Nazeer	Supply Chain Head Nestle
Mr. Salman Goheer	Director Supply Chain Engro Corp
Mr. Attique Malik	Supply Chain Head PepsiCo
Mr. Nadeem Rehmani	Director Metro Cash & Carry

The following topics were covered in the seminar:

- Growth potential of Supply Chain in Pakistan
- Job opportunities for fresh graduates in supply chain
- Challenges and opportunities in supply chain
- How supply chain works in FMCGs

Mr. Nadeem Rehmani, Vice President and Director Operations, Metro Cash & Carry, started with the introduction of Metro by presenting facts and figures on sales, employees, customers and outlets of Metro. Explaining the mechanism of Supply Chain, Mr. Rehmani told the students that it was all about strategic management of activities involved in the acquisition and conversion of products into finished goods. The distinguished guest threw light on the history of supply chain management and elaborated the significance of supply chain management in adding value and making profits for an organization. The speaker explained fundamentals of supply chain including material flows, information flows and financial flows.

Mr. Salman Nazeer, Head of Supply Chain at Nestle, spoke about how supply chain management created challenges as well as opportunities for an organization. He explained that under the umbrella of supply chain management, raw materials and packaging materials were manufactured and transformed into goods and distributed among the end consumers. He explained the challenges Nestle had to face regarding transportation and wastes. The speaker enlightened the students on how to reduce the waste in order to control the cost of manufacturing. Mr. Salman told the students about the opportunities in this field and the skills required for being a good supply chain manager.

Mr. Salman Goheer, Director Supply Chain, Ice cream and Dairy Business at Engro Corp was also invited to talk on the scope and growth potential in the field of supply chain. The speaker talked about how supply chain management worked in a fast moving consumer goods organization. He explained the planning function of supply chain in his organization and explained the whole process of transformation of raw materials into finished goods. The speaker emphasized that although Pakistan as an economy was not flourishing, it had a huge spending community which resulted in a great scope for multinationals. That was the reason why big names like Unilever and Nestle invests huge amount of money in Pakistan.

Mr. Attique Malik, Director Supply Chain at Pepsi International explained the scope and growth potential of Supply Chain in Pakistan. He encouraged females to apply for jobs at Pepsi. He also enlightened the students on different areas of supply chain at Pepsi. He informed the students about Pepsi's recently launched Management Trainee program as well.

At the end of the seminar, students from MBA I and MBA II asked interesting questions from the guests.



Summer 2013

Two seminars on “Promotions Management” were held in Summer 2013.

Seminar on “Promotions Management I- Branding”

Saturday, June 15, 2013

The following business executives were the speakers at the seminar:

Mr. Usman Bhatti	Country Head Nestle Waters
Mr. Khurram Mehr Malik	General Manager Marketing Haleeb Foods

Mr. Usman Bhatti discussed the case study of Nestle Pure Life with zinc and presented it in a very interesting manner. The idea behind developing Nestle Pure Life with zinc was mother’s instinct to protect.

Mr. Bhatti also discussed different mediums for advertising a product which included Posters, billboards, newspapers, TVCs and so on. He informed the students that cost to viewership ratio was the highest for TV commercials but they were also the most expensive medium used for promotion.

He also shared a media planning brief with the students which included the details on advertising and media objectives and allocation of budget budget to the advertising agency.

Mr. Khurram Mehr Malik began with describing ATL and BTL promotional activities undertaken by various companies. He defined the whole process of designing promotional activities to the students of the graduating batch. He said that digital and outdoor activities were the new revolution as far as advertising was concerned.

The speaker at the end advised the students to be innovative if they wanted to succeed in an exciting field of marketing.



Seminar on “Promotions Management II- Advertising”

June 21, 2013

The following business executives were the speakers at the seminar:

Mr. Asad Rizvi	Executive Director ORIENTmMcCANN Pakistan
Mr. Shehzad Ahmed	CEO Farigh four



Mr. Shehzad Ahmed explained in detail the structure and role of different departments in an advertising agency. According to the guest, the account management unit played a vital role in an advertising agency. It basically bridged the gap between an agency and a client. He added that a typical account manager would not be able to sell the idea but a great account manager would always think like a brand manager and would know how to sell an idea. He explained that creativity was all about breaking the norms and added that creative department was the think tank of an agency. The advertising agency was responsible for everything starting with the brand positioning all the way to 360 degrees campaign. The creative department creates an idea and art/design department brings it to shape.

He then talked about the media department in an advertising company which was further divided into three areas i.e. media research, media planning and media buying. He explained how a proposal was designed and presented to a client.

Mr. Ahmed also shared a case study of Haleeb Daily Gharana with the students and showed how an advertising proposal for Haleeb was designed by Farighfour.

Mr. Rizvi from OrientmMcCANN explained the meaning of advertising to the students. He said that advertising was all about persuading people to change their attitudes and preferences. He also threw light on the history of advertising and how it was originated. Advertising was an organized way of communicating information about a product or a service to the masses. He added that advertising was a very dynamic field and revolved around thoughts and ideas.

Mr. Rizvi then shared a case study of Meat 1 which was a small meat shop located in Karachi. He also talked about the opportunities, barriers, challenges faced by OrientmMcCANN during the process of creating a proposal. He also touched upon 4Cs of marketing research i.e. culture, community, category, and consumer and explained the students how the demand idea was finally generated by OrientmMcCANN.



Fall 2013

Two seminars were held in Fall 2013.

Seminar on “Marketing Research”

October 04, 2013

The following business executives were the speakers at the seminar:

Mr. H Aftab Ahmed	Chairman TNS-Aftab
Ms. Quratulain Ibrahim	CEO TNS-Aftab
Ms. Maira Hameed	Manager- Marketing Research, Nestle

The following topics were covered in the seminar

- Types of research and various methods of conducting research
- Challenges
- What types of research is done in Pakistan.

The first speaker was Ms. Quratulain Ibrahim. She started her talk with a brief introduction of TNS- Aftab Associates and briefed the students on the company’s nature of business, different types of research, which included qualitative and quantitative research and various methods of conducting this research.

The speaker highlighted some major research areas giving examples on how to design a sample for the client. She emphasized on the importance of ensuring that the data provided to the client was of high quality and accurate. Pre-testing, field training and mock interviews were some of the techniques used. Post field data checks were conducted to guarantee data quality.

Explaining the challenges faced by research companies, the speaker told the students that dealing with people and getting information was the biggest challenge they had to face while doing business in Pakistan.

Towards the end of her presentation, Ms. Ibrahim showed a video clip depicting Pakistani women in different areas of our country with reference to their culture, social and economic conditions and geographic terrains to the audience.

Ms. Maira Hameed began with a brief introduction of Nestle and how the company used research in order to meet the requirements of its customers. She emphasized on the need of understanding a product thoroughly before presenting it to the potential customer. She then threw light on how companies used product oriented approach and business oriented approach to build a product or brand in the target market and come up to the expectations of the customer.

Ms. Hameed discussed the market dynamics and different phases by means of market research. The four different phases include strategy, exploration, execution and assessment.

The speaker concluded by saying that the principle role of market research was to provide a business with a comprehensive view of consumers in order to develop products and services that satisfied their needs better than the competition.

Mr. Hafiz Aftab Ahmad, Chairman, TNS-Aftab Associates was the key note speaker of the day.

The presentations were followed by question and answer session. The students showed keen interest by asking interesting questions from the honorable guests.



Seminar on “Human Resource Management”

November 26, 2013

The following Business Executives were the speakers at the seminar:

Mr. Haroon Waheed	HR- Head Fatima Group
Mr. Amir Hamid	Executive Director HR Adamjee Insurance

The following topics were covered in the seminar:

- Job opportunities for fresh graduates
- Skills required to enter the Corporate World

Mr. Haroon Waheed was the first speaker. He started off by showing the audience a picture and asked students to give a feedback about what the picture depicted. He then gave a brief introduction of Fatima Group and its HR department, followed by a dialogue prepared by his two colleagues. This was indeed a very innovative and informative plan that gave a close insight of what employability referred to, the skills required to obtain a job and to stay employable and tricks that would be fruitful in future to gain promotions.

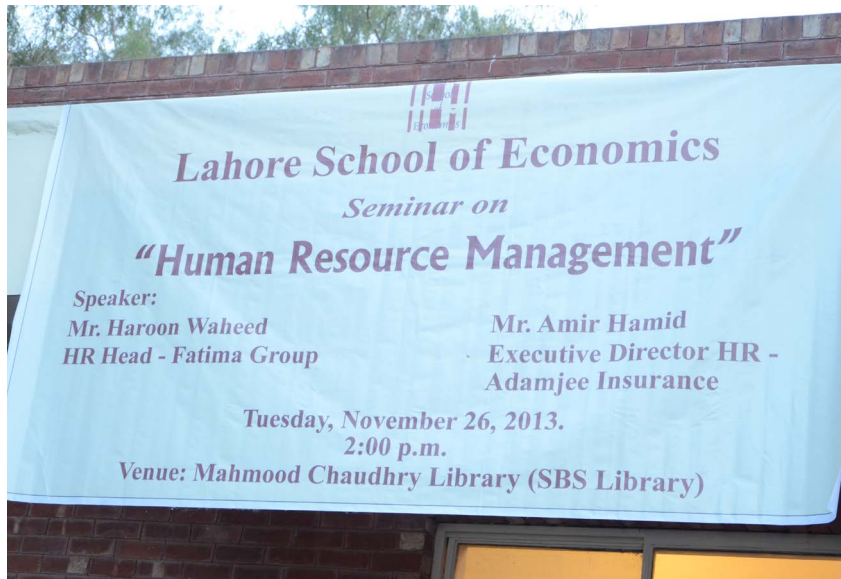
Employability requires constant work and it is an ongoing process. To maintain employability at work one needs to take on different assignments, take initiatives, do voluntary work, self evaluation and be different. Much emphasis was laid on, extra- curricular activities. The speaker laid emphasis on communication skills, team work, and problem solving skills. He told them to be innovative for a successful career. Some very important hints and tips were also given to the students. In order to be successful in their lives candidates must do some ground work such as research, preparation for an interview, areas of learning and improvement, positivity, commitment and how to sell to an interviewer.

Mr. Amir Hamid started off his presentation by quoting Abraham Lincoln “If I had six hours to chop down a tree, I’d spend the first four hours sharpening the axe.” He meant that one should always prepare oneself, do the required homework, shortlist organizations and know one’s geographical boundaries before applying for a job.

He said that the job market was gradually becoming very competitive and challenging. Mr. Hamid said that trends were changing and opportunities were increasing for females.

While talking about the expectations from candidates he said that performance, self motivation, communication skills, ambition, integrity, flexibility, energy, ethics, discipline and decision making power were the most important attributes one should possess.

The presentations were followed by question and answer session. The students showed keen interest by asking interesting questions from the honorable guests.



Quality Enhancement Cell at The Lahore School of Economics

As a part of strengthening the Quality Assurance process the Higher Education Commission of Pakistan has asked all universities in Pakistan including the Lahore School of Economics to self assess its degree programs in order to evaluate their strengths and weaknesses and suggests improvements. In order to fully meet the requirement of this process the Lahore School of Economics reconstituted its Quality Enhancement Cell on September 26, 2013. The following are the members of the reconstituted QEC;

1. Dr. Shahid Siddiqui, Professor and Head, Department of Social Sciences and Head QEC
2. Ms. Amberin Tanveer, Deputy Registrar & Director, QEC
3. Ms. Mamoon Nazeer, Assistant Registrar & Deputy Director, QEC
4. Ms. Sehrish Khan, Assistant Registrar & Assistant Director, QEC

On November 11, 2013, Dr. Mohammad Rafiq Balouch, Director QAA, Govt. of Pakistan HEC and Ms. Fakiha Zafar, Project Director QAA, Govt. of Pakistan HEC visited Lahore School to discuss Self Assessment Criteria prescribed by HEC and formulation of the Quality Enhancement Cell.

The Lahore School's revised Self Assessment Process during 2013-14 was as follows:

- A revised Teacher Evaluation form for all classes and programs was administered from Winter Semester 2013, which met the HEC evaluation criteria.
- On November 20, 2013, Program Team for B. Sc. (Hons.) with Double Major in Economics and Finance and MBA with Major in Finance & Banking was formulated for the HEC Self Assessment Criteria.



Career Development Office

In the year 2013 around two hundred companies showed interest in hiring The Lahore School graduates for both internships and jobs. Many companies visited The Lahore School for presentations, initial tests, assessment centers and interviews.

Recruitment Drives

UBL's Management Trainee Program 2013

The HR Team from UBL came for the presentation on February 07, 2013. The presentation was followed by screening interviews for its Management Trainee program. During the presentation the working of the bank and the hiring process were explained to the MBA students.

Procter & Gamble

The P& G team gave an extensive presentation about P&G and explained the fast track career progression of its employees. This was followed by its Global Reasoning Written Test on February 25 2013. The hiring process required an online application assessment test. The organization's representatives visited the University for written test followed by comprehensive interviews

Fatima Group of Companies

Fatima Group of companies visited the Lahore School of Economics for a recruitment drive on February 26, 2013. The presentation was followed by a written test. The shortlisted candidates were called for the screening interviews.

USAID Trade Project

The USAID team came for the Women in Trade project on May 01, 2013. Ms. Asima M. Awan, Human Capital Management Lead, USAID Trade Project, explained the whole program to the BBA/BSc and MBA students. USAID Trade Project runs program exclusively for women to encourage the participation of women in the sector of international trade.

Standard Chartered Bank

The Standard Chartered internship drive for bachelors and masters students took place in the main library on Tuesday, April 30, 2013. Ms. Rabbiya Kamal, HR-IG, gave a detailed introduction about Standard Chartered Bank and its operations. Mr. Mian Aamir Hussain, Managing Director-Central Region gave an inspirational speech to the students about career in the banking sector. The presentation was followed by an on line test.

PepsiCo.

The HR team of PepsiCo came for the Summer Internship Program in June 2013. The team explained the recruitment process for internship program to the BBA and MBA students. The following students were shortlisted for internship:

1. Saiba Mian
2. Hamid Javaid
3. Rubab Zafar Chauhdry
4. Huma Qadi

Dunya News

The representatives from Dunya News came for a recruitment drive in September 2013. The anchor and producer briefed the students about Dunya News and the opportunities for jobs for fresh graduates. Ms. Aleena Farooq was hired as the News Anchor Duniya News.

Crescent Bahuman

The recruitment drive of Crescent Bahuman took place at Mehmood Chaudhry Library on Thursday, November 07, 2013. Mr. Umar Shahzad spoke about the recruitment process at Crescent. A documentary on the working of the organization was shown to the MBA students. The presentation was followed by a written test.

Job Fair

The job fair was held on Wednesday, February 13, 2013 at the garden cafeteria. Multinationals and local companies participated in the event. The companies gave information about their recruitment policies, held on spot interviews and collected resumes. It was an ideal opportunity for the students to network with the company representatives and find out their hiring processes.



The following companies participated in the job fair held in 2013.

1. Geo TV
2. Nestlé
3. Fatima Group of Companies
4. Philip Morris
5. METRO- Cash & Carry
6. Women Empowerment Group
7. Kansai Paint Pakistan
8. Teach For Pakistan -
9. DESCON Engineering
10. Berger Paints Pakistan Limited
11. WorldCall Telecom Limited
12. Kohinoor Mills Ltd
13. Kashf Foundation
14. EFU Life Insurance
15. Panasian Group -
16. Standard Chartered Bank Pakistan Ltd.
17. China Mobile Pakistan - Zong
18. Sanofi- aventis Pakistan Limited
19. Qarshi Industries
20. Workman Office Furniture
21. Warid Telecom
22. AkzoNobel Pakistan
23. CureMD
24. Habib Bank Limited
25. Coca Cola
26. Rocket Internet
27. Orient Cargo
28. PEL Pakistan
29. Bank Alfalah Ltd.
30. Monsanto
31. NetSol Technologies
32. Sofizar
33. Harvest Topworth International

Internships

The Placement Office facilitates both bachelors and masters students for internships:

Following are the top internships of 2013

M. Sharjeel Shahid	BBA	PepsiCo
Rida Shoaib	BBA	JC Penny (USAID)
Muhammad Mohtashim Naqeeb	BBA	Ufone GSM
Raza Rashid	BBA	GEO TV
Rehan Shahid Uppal	BBA	PepsiCo
Zia Ullah Khan	BBA III	Procter & Gamble
Haya Saleem	BSC III	Unilever Pakistan
Huma Qadir	BBA	Engro Corp
Adeel Khalid	BBA	Engro Corp
Uzair Nasir	BBA	Nestle
HamzaWasim	BBA	Engro Corp
Saiba Mian	Marketing	PepsiCo
Hamid Javaid	Marketing	PepsiCo
Rubab ZafarChauhdry	Finance	PepsiCo

AIESEC International Internships 2013

1. Ahad Badar Lak - Germany
2. Muhammad Huzaifa Akbar- Malaysia
3. Maham Shafiq- Mauritius
4. Mateen Jamshed- Philippines
5. Minahil Aslam- Philippines
6. Hasan Rizvi-Malaysia
7. Fahad Naeem- Poland
8. Anum Aftab- Srilanka
9. Mohsin Obaid –China
10. Khadija Faisal- Mauritius
11. Noor Fatima- Philippines
12. Syed Abdul Majid- Philippines
13. Saad Khan- Philippines
14. Shaheer Ashraf- Philippines
15. MuzzafarMehmood- Romania
16. Yahya Shah- Romania

Trainings and Development

The Placement office plays a vital role in the training and development of its MBA batch.

- Mr. Mehmood Akram was invited to conduct five mathematics sessions for MBA II; the purpose of the sessions was to coach the students in test giving techniques and time management. The sessions helped the students in giving test for the organizations.
- Mock interviews with Alumni were also arranged for the MBA class to help the students in giving interviews. The students were evaluated based on their communication skills, grooming, interpersonal skills and so on.
- A session in August was held for the students who were having difficulty in getting a job; they were given a presentation on grooming, interview giving skills and upcoming job opportunities. Interviews of candidates were conducted by Mr. Khalid Mansoor, adviser to the Placement Office.
- Mr. Nael Ahmed, Country Manager Abudawood Pakistan came to deliver a lecture to the MBA 2014 class on Wednesday 20th November 2013. The topic of the session was “Team/Organizational Culture: Beliefs, Values, Norms and their Impact on your Success”. He was accompanied by the HR team and the alumni working at Abudawood. Mr. Nael gave a talk to the students about the importance of values and ethics and expectations of the corporate sector from fresh graduates.

The Placement Analysis

Following is the industry wise employment (2010- 2014) of The Lahore School of Economics MBA Students:

FMCG/Multinationals	18%
Manufacturing	16%
Services	15%
Banks	14%
IT	13%
NGO	9%
TELECOM	5%
Education	4%
Insurance/Leasing	3%
Market Researcher	3%

Financial Assistance Office

Certificates Distribution Ceremony for the Participants of the Study Tour in Sri Lanka

Dr. Shahid Amjad Chaudhry, the Rector, Lahore School of Economics distributed certificates among the Lahore School students who participated in the “Study Tour to Sri Lanka” on March 11, 2013.

Twenty undergraduate students from the Lahore School of Economics participated in a one week study tour to Sri Lanka from December 17, 2012 to December 23, 2012 organized by the University of Colombo, Sri Lanka. Students visited University of Colombo and University of Peradeniya, Kandy, Sri Lanka and attended some formal lectures specially arranged for them.



Faculty Visit

Under the Memorandum of Understanding signed between The Lahore School and The University of Colombo, Sri Lanka, Mr. Mahinda Pushpakumara, a PhD. candidate and a Lecturer of the Department of Economics, Faculty of Arts, University of Colombo, Sri Lanka visited The Lahore School as a visiting Ph.D student from 28-1-2013 to 23-3-2013. During his stay at The Lahore School he wrote a research paper on “The effect of vocational and professional training on Wage in Sri Lanka” and presented his paper to the faculty members and undergraduate BSc. (Hons.) student of The Lahore School, He also attended The Lahore School’s annual conference on the “Management of the Pakistan Economy”.

Student Exchange Program with Bahcesehir University, Turkey

A group of eight undergraduate students from the Lahore School had been selected to spend a semester at Bahcesehir University, Istanbul, Turkey under the Students Exchange Program between the Lahore School and the Bahcesehir University. Mahina Ghalib, Humna Butt, Sara Ahmed, Saad Chaudhry, Bilal Maqbool, Fahad Manzoor and Zartasha Khan from the Lahore School took their Winter Term 2013 at Bahcesehir University on Bahcesehir University’s Scholarship.

The Lahore School of Economics, Lahore Pakistan and Bahcesehir University, Istanbul Turkey established long term cooperation in the areas of Faculty Exchange, Joint Research and Student Exchange. The Lahore School is successfully running student exchange with the Bahcesehir University for the last seven years.

Fulbright Exchange Program

The Global Undergraduate Exchange Program - Pakistan (Global UGRAD-Pakistan) was launched by the Bureau of Educational and Cultural Affairs (ECA) of the United States Department of State. The program in Pakistan is administered by the United States Educational Foundation in Pakistan (USEFP) and in the United States by the International Research & Exchanges Board (IREX). The Global UGRAD-Pakistan program offers cultural/academic exchange for a semester at a university in the U.S.

Five students enrolled in the undergraduate programmes at the Lahore School of Economics were selected for the UGRAD Exchange Program in the year 2013-2014. Below is the list of students selected for the program for Fall 2013 and Spring 2014:

1	Irfa Naseem	BBA II	Global Ugrad Program	Fall 2013
2	Mehak Anjum	BSC. II	Global Ugrad Program	Fall 2013
3	Anum Qasim	BBA III	Global Ugrad Program	Fall 2013
4	Amal Hayat	BBA II	Global Ugrad Program	Spring 2014
5	Amina Hameed	BBA IV	Global Ugrad Program	Spring 2014

National University of Singapore (NUS) – Summer Program

National University of Singapore conducted a two week summer program on “Economic and Enterprise Development” from July 8th to July 19th, 2013 under the supervision of Dr. Kau Ah Kang. It was sponsored by “Mahvash and Jahangir Siddiqui Foundation” and Sajjad Foundation for the students from Pakistan. Ms. Saba Fazal Firdousi, a 3rd year student enrolled in the BSc. (Hons.) Programme at the Lahore School of Economics was selected among 14 other students from all over Pakistan to participate in the conference. This program was attended by students from over 10 different countries including USA, China, Australia, Pakistan, Switzerland, Turkey and Indonesia.

This program included visits to government and private enterprises existing in Singapore which provided firsthand information and briefs to the participants. The program also included leisure trips to different parts of the country including Sentosa Island, Singapore Flyer etc.



Scholarships/Financial Assistance

The Lahore School grants Major Merit Scholarships and Financial Assistance to its deserving students in the form of Need Based Scholarships ranging from 25% to 75%.

Currently, out of a total student body of over three thousand, almost 900 students (30%) are studying on some form of scholarships. These scholarships comprise of:

- Major Merit Scholarships
- Need Based Scholarships
- Minor Merit Scholarships on securing high CGPAs
- Student TA Ships

New Scholarships in Academic Year 2013

The Lahore School granted 245 new Need and Merit Based Scholarships to undergraduate and post graduate students in the academic year 2013 effective from Winter Term 2013 along with Student TA Ships to 255 undergraduate and MBA students.

The Lahore School is a leading institution which grants need based scholarships to its deserving students ranging from 25% to 75% besides 50% Major Merit Scholarships to its undergraduate students securing 3 As in their A-Levels and 50% Major Merit Scholarships to its graduate students securing CGPAs of 3.75 in their Lahore School's BBA/BSc. (Hons.) degrees.

In addition to above, the students enrolled in the PhD. Programmes in Economics & Business and MPhil/MS Programmes in Economics, Business & Environmental Sciences are granted 100% Merit Scholarships. The statistics below show the number of students receiving these scholarships:

BBA/BSc. 1st Year Students

- | | |
|---------------------------------|------|
| 1. Need Based Scholarships | = 70 |
| 2. 50% Major Merit Scholarships | = 20 |

Graduate Programme Students

- | | |
|--------------------------------|------|
| 1. Need Based Scholarships | = 54 |
| 2. 50% Merit Based Scholarship | = 15 |

(for students enrolled in MBA Programmes)

MPhil/MS Programmes

- | | |
|--|------|
| 1. Need Based Scholarships(MPhil in Development Studies) | = 3 |
| 2. Merit Based Scholarship 100% Merit Scholarships | = 23 |

(for MPhil/MS in Economics students)

- | | |
|--|-----|
| 1. Merit Based Scholarship 100% Merit Scholarships | = 9 |
|--|-----|

(for MPhil in Environmental Sciences students)

Existing Students (2nd, 3rd & 4th Years)

- | | |
|------------------------|------|
| Need Based Scholarship | = 51 |
|------------------------|------|

The Lahore School Alumni Office

The Lahore School Alumni Office *exists to support the institution's goals and to strengthen the ties between alumni and the institution.*

Structure:

Ms. Atika Zaid, Manager Alumni Office at the Lahore School of Economics is the focal person to contact and runs the office whereas Mr. Khalid Mansoor, Consultant placements and alumni affairs provides assistance and guidance to the alumni office. Ms. Shamyla Chaudhry, Associate Professor at the Lahore School of Economics and graduate of our first batch holds the position of a President of the Lahore School Alumni Association.



The Lahore School strongly believes that Alumni have played an important role in building the credibility of the school and have contributed immensely to its growth.

Alumni Events

The Lahore School Specialized Alumni Associations' Dinner

The first Lahore School Specialized Alumni Association dinner was hosted on September 17, 2013 at the Main Café, Burki Campus. The idea behind this get together was to take Alumni's opinion on recently created The Lahore School Alumni Associations. Fifty Alumni from different batches actively participated and shared their ideas and thoughts with the Rector and the faculty members. The Alumni commended this initiative of creating specialized alumni associations. They shared the following suggestions:

Zaid Nasir from Class of 2008, working at Coca Cola said that The Lahore School had gained market share and that the young graduating class should be connected with the alumni on regular basis.

Rafay Pervaiz from Class of 2006, working at Standard Chartered bank emphasized on the fact that mentorship concept needed to be clarified in students' mind. Rabia Batool added that students should be guided on how to survive in the corporate world. She said that The Lahore School graduates were street smart and willing workers.



Anum Javed from Class of 2011, appreciated the efforts of the Lahore School in keeping an active contact with its alumni. Agha M. Khan from batch of 2001, Franchise Manager at Pepsi Co. advised the graduating students that there were no shortcuts in the Corporate Sector. He also suggested coaching and mentoring programs for already employed Lahore School Alumni.

Zareen Khalid- Batch of 2006 at the end offered her services for organizing the training sessions for students and for executives about corporate ethics and interview giving techniques.

Glimpses of the Alumni Dinner



Lunch for Alumni Association of Bankers

The Alumni Office hosted a lunch at Café Aylanto on Saturday, October 26, 2013 for the Alumni Association of Bankers. The Lahore School alumni working at senior management with prestigious banks were invited to have a lunch with the Rector, Dr. Shahid Amjad Chaudhry.

The lunch was also attended by Mr. Adnan Afaq, President PACRA and Mr. Mudassir Aqil, President FINCA Microfinance Bank, Dr. Azam Chaudhry, Dean of Economics, Dr. Sohail Zafar, Dean of Business Administration, and Ms. Naila Hafeez, Director Corporate Relations.

The Rector and the guests discussed the current economic situation of Pakistan and the role and performance of the banking sector in Pakistan's economy. The Alumni shared their experiences and the challenges they had faced in their professional careers.

The following Alumni attended the lunch at Cafe Alyanto:

1. Amir Sheikh, Vice President at Faysal Bank, Class of 1999
2. Fawad Durrani Vice President at MCB, Class of 2004
3. Muhammad Jasim Afzal, Associate Director, Standard Chartered Bank, Class of 2004
4. Maheen Usman, Vice President, MCB, Class of 2004
5. Adnan Ali Shah, Senior Relationship Manager, Faysal Bank, Class of 2004
6. Jamal Mustafa Khan, Unit Head Branchless Banking, Class of 2005
7. Rehan Nagi, Vice President, Burj Bank, Class of 2000
8. Ahsan Manzoor, Vice President, MCB, Class of 2006

Alumni Get together at Sukh Chan

The Lahore School Alumni Office hosted hi tea for its Alumni and senior executives from the Corporate Sector on Saturday, November 23, 2013 at Sukh Chan, Gulberg. Dr. Shahid Amjad Chaudhry, patrons of the associations, secretaries and a few staff members also attended this function.

The Rector informed the guests that the Lahore School was planning to set up an executive training programme for its Alumni working in various sectors. Dr. Shahid also shed some light on the fee structure, scholarship programme and research done by the faculty members at the Lahore School. He said that the Lahore School was truly proud of its Alumni and was lucky to have such remarkable representatives of The Lahore School in the market. He added that The Lahore School was unique and the uniqueness was its Alumni.

The distinguished guests introduced themselves and shared their views about the performance of The Lahore School graduates in their respective organizations. They all applauded the way The Lahore School students had positioned themselves in such a competitive job market. Mr. Haroon Waheed, HR Head at Fatima Group said that the values embedded in the Lahore School students were extraordinary. Mr. Umer Lodhi, Director at Metro Cash n Carry commented that he had a great experience working with the Lahore School students. He found them humble, intelligent and street smart. Mr. Salman Nazeer Head of Supply Chain- Nestle added that The Lahore School graduates always made efforts to add value to the organization they were working for. Dr. Sitwat Hussain, HR Head at Descon spoke very high of the Lahore School graduates. He found the students very interactive and sharp during his interaction with the students in November 2013 when he was invited as a guest speaker.

At the end, the alumni also shared a few thoughts with the audience.



Alumni Lectures

Alumni are invited to visit the campus every now and then to advise and offer guidance to the Lahore School students as they prepare themselves for challenges of the job market. The Alumni are also contacted to assist the Lahore School current students with their term projects and thesis.



Mr. Omer Khokhar, Assistant Manager Human Resources and Recruitment at Akzo Nobel Pakistan and the Lahore School alumnus of 2006 visited the School on March 20, 2013 to give a talk to BBA students about resume writing and the expectations of the corporate executives from fresh graduates.



Ms. Hajra Omer, an alumna of 2002 working at LUMS as an HR Head visited her alma mater and gave talk to BBA III class and had a very interactive session. She talked about the interview skills and explained the difference between a good interview and a bad interview. She also briefed the students about the expectations of the employer from fresh graduates and gave some useful tips on interviews and resume writing.



Mr. Usman Gillani, Manager Career Counseling and Corporate Relations at the Institute of Career and Personal Development and Alumnus from class of 2003 was invited to The Lahore School on May 28, 2013 to give a talk to the MBA graduating class of 2013. Mr. Gillani briefed the students on resume writing and how to appear in an interview. He talked about the current job market and career planning.

Mr. Agha Mohammad Ali, Franchise Manager North at PepsiCo was invited to interact with the students of MBA II enrolled in the course of Organization Behavior on Saturday, November 30, 2013. Mr. Agha shared the success story of Pepsi Pakistan and explained how Pepsi penetrated in the market initially. Mr. Agha also threw light on Pepsi TV campaigns and explained the idea behind each campaign. It was a very interactive session and students asked interesting questions at the end.

Evaluating Presentations

Ms. Amina Mujtaba, Brand Manager at Warid, Class of 2005, Mr. Sarmad Abbasi, Brand Manager, Premium Brands at British American Tobacco and Affan Iqbal, Head of Client Servicing and Operations at Walnut media, Class of 2006 came to their alma mater to attend the final presentations of class of the MBA for professionals on Sunday, December 15, 2013. The guests evaluated the students' work and briefly shared some useful tips for conducting presentations.

Specialized Alumni Associations

- Lahore School Specialized Alumni Association of Independent Business Leaders
- Lahore School Specialized Alumni Association of Bankers and Financial Analysts
- Lahore School Specialized Alumni Association of Professionals in Corporate Sector
- Lahore School Specialized Alumni Association of Educationists and Public Officers
- Lahore School Specialized Alumni Association of Telecom & IT Professionals and Consultants
- Lahore School Specialized Alumni Association of Trade Specialists
- Lahore School Specialized Alumni Association of Advertising and Media Professionals

Extra Curricular Office

The Lahore School of Economics Association of Debaters

The Lahore School of Economics participated in the following competitions in debates (The Lahore School of Economics won debates organized by different institutions)

Honorable mention at ACMUN (9th September 2013)

Marriam Musa, Ahmed Bilal, Zainab Shahid, Moiz Javed and Ahmad Kazi (Lahore School students) won the award of Honorable Mention at the Model United Nations held at Aitchison College (ACMUN).

Semi Finalist at Ghulam Ishaq Khan (18th November 2013)

Three teams from the Lahore School of Economics participate at the British Parliamentary competition held at Ghulam Ishaq Khan (Topi) every year. Aqsa Tabish and Mustafa SadiqTawab of the Lahore School reached the semi-finals.



Winners at Kinnard College (25th November 2013)

LSEAD won both English and Urdu trophies at Kinnaird College Debating Championship 2013. The Urdu team was represented by Umair Ghuman, Ahmad Butt and Shahraiz Chishti. Whereas the English team was represented by Zain Haider, Hamza Ghaznavi and Saad Sohail.



Best Delegate at LUMUN (21st December 2013)

Marriam Musa won the best delegate award at the Annual Model United Nations held at the Lahore University of Management Sciences (LUMS).



Lahore School Debate 2013 (23rd-25th December 2013)

The Lahore School Debates were hosted by the Lahore School of Economics from December 23, 2013 to December 25, 2013. It followed the Asian format of debating, with three speakers on either side of the bench. Forty two teams from schools and universities all over Pakistan participated in the event. Sixteen teams also participated in the Urdu Asian format.



Lahore School of Economics students went to the following external tournaments:



The Lahore School at WUDC, Chennai (27th Dec 2013)

Two teams from the Lahore School were sent to participate at the World University Debating Championship, held at Tamil Nadu, India. The first team was represented by Syed Ali Akbar Abbas Rizvi and Wasae Imran. The second team was represented by Alishae Khar and Shahraiz Chisti. Both the teams performed well and debated against prestigious debating schools from Oxford, Harvard and Cambridge.



Octa-finalist at MukMem, Delhi (29th December 2013)

Mibsam Shaukat and Saad Khan were ranked at number 6 out of 52 teams at Mukherjee Memorial, Delhi. This competition hosted various teams from Pakistan and Ireland.



The Lahore School Sports Society

Lahore School of Economics hosted the following events in sports



Intra Lahore School Leagues (September-December 2013)

Football: Nukes FC were the Winners.

Cricket: The Cricket League was won by Bandits.

Basketball: Winners of the Basketball League were Sheesha Boys.



Lahore School of Economics Tri Series (9th-11th Oct 2013)

Lahore School of Economics hosted a Tri-Series between LUMS, FCC and LSE.



Fixtures Oct-Nov 2013

Lahore School of Economics also hosted two one day sports fixtures with UCL and FAST in October and November 2013. Both were won by The Lahore School of Economics.

Participated in the Following Events in 2013

The students of The Lahore School of Economics won the overall Tri-Series hosted by FAST- Islamabad. The students of FAST, Bahria University and The Lahore School of Economics participated in the event.

Overall Runners up at LUMS Tri-Series (20th-23rd Nov 2013)

LUMS Sports Fest (23rd-27th Dec 2013)

The Lahore School Sports Society also participated at LUMS Sports Fest which was held from December 23 2013, December 27, 2013. The Lahore School students won Gold Medal in Tennis.

The Lahore School with LUMS co-hosted South Asian Economic Students Meet 2013

Pakistan hosted South Asian Economic Students Meet 2013. It was jointly organized by The Lahore School of Economics and Lahore University of Management Sciences. Dr. Shahid Amjad Chaudhry, the Rector Lahore School welcomed international delegates to The Lahore School of Economics on December 26, 2013. Earlier, students from South Asian countries took part in a Panel discussion on the topic of Political Economy of Urbanization which was moderated by Dr. Naved Hamid. The Budding Economist event was judged by South Asian country representatives and Dr. Azam Chaudhry Dean Department of Economics, Lahore School of Economics. A quiz competition was also held. Addressing the closing ceremony, Dr. Azam Chaudhry, the Dean of Economics, stressed how this forum could be used for the collective good of the region. The three days students meet was followed by a retreat trip to Harappa, Islamabad and Lahore.



Lahore School Music, Arts and Welfare Activities (Sept-Dec 2013)

(All events were hosted by The Lahore School of Economics)

Welfare Society

Halloween Nov 9, 2013

Halloween was held on November 09, 2013 in the Garden Cafe where Arts Society created a scary environment. There was a bake-sale and a social evening managed by the Social Welfare Society.



Arts

Graphics Workshop Oct 25, 2013

The first Graphics Workshop was held on October 25, 2013. It taught the participants the introduction to designs and Adobe Photoshop. Students showed great enthusiasm in learning the major designing tool of the 21st century

Painting Workshop Nov 6, 2013

'Painting Workshops' is a series of workshops to help the students of The Lahore School to learn everything related to painting in steps. These workshops are held monthly and sometimes weekly with a new painting method every time. The first continuation of this series was held on November 06, 2013 inside the Garden Cafe.



Artify Lahore School Nov 28, 2013

A painting competition arranged for the artist niche of The Lahore School was held on November 28, 2013. Canvases, paints and brushes were provided to the participants along with art equipment. Ten of the best artists were recognized for their skills.

Music

Regular violin and guitar lessons at the Lahore School.

- Monday to Saturday Vocal Classes at 11a.m. to 1p.m. in the Garden Cafe
- Tuesday & Thursday Violin Classes at 3p.m. to 5p.m. in the Garden Cafe
- Wednesday & Friday Guitar Classes at 3p.m. to 5p.m. in the Garden Cafe.

Voice of The Lahore School and Bake Sale September 19, 2013

A music event was organized by the Welfare Society in collaboration with the Music Society on September 19, 2013. The students of The Lahore School of Economics were given a chance to come up on stage and show their singing talents. A bake sale was also organized in the same event to raise some funds for donation.



Farewell for MSC/MBA batch of 2013 (January 2013)

The co-curricular office arranged a farewell for the outgoing batch of 2013 at Pearl Continental Hotel.



Freshmen Welcome (September 02, 2013)

An orientation and welcome week was arranged by the co-curricular office, where each society had set up its stall to familiarize students of the societies at the Lahore School of Economics. The event was a success with live music, and social interaction between the freshmen students and their peers. The council members of each society were present at the booth/stalls to answer any queries regarding the registration and provide information to the new students about the societies at The Lahore School.



Literature Society

Benade Physics Society at FC College organized the All Pakistan Recitation Competition on February 07, 2013. Huzaifa Akbar representing The Lahore School of Economics won the trophy for best speaker in English Prose category.

On 28th February 2013, the Literature Society hosted the inter-institution recitation competition at the Mahmood Chaudhry library. Nine schools and colleges participated in the event. Mr. Iqbal Qaiser, Historian, Ms. Kanza Javed, writer and Mr. Saad Sohail, debater, judged the competition in which Aitchison College won the best team trophy while Bilal Safdar from SISA won the Urdu category award and Moosa Ghaznavi won the English category award respectively.



The Lahore School Sports Activities

Events	Month/Venue	Result
Football Friendly match Alumni Vs The Lahore School team	6 th January 2013 held at the Lahore School of Economics	Draw
Hockey Friendly Match FAST NU vs The Lahore School	10 th January 2013 held at the Lahore School of Economics	FAST NU (winner)
BNU Cricket Match Tournament	11 th January 2013 held at BNU Tarogil Campus	The Lahore School (winner)
LUMS Sports Fest	14 th to 17 th January 2013 held at LUMS	The Lahore School (winner)
The Lahore School Sports GALA 2013	25 th to 29 th March 2013 held at the Lahore School of Economics	The Lahore School (winner)
Intra Futsal Batch Tournament	4 th to 8 th March 2013 held at the Lahore School of Economics	11 year winner
HEC Water polo (men) Intersivity Championship 2013	June 2013 held at the Punjab University	The Lahore School Participated
Lahore School Fall Premier Cricket League	Sept –Dec 2013 held at the Lahore School of Economics	The Lahore School (Bandits winner)
Lahore School Football Fall League	Sept-Dec 2013 held at the Lahore School of Economics	The Lahore School (Nukes winner)
Lahore School Intra Fall Basketball Championship	Sept – Dec 2013 held at the Lahore School of Economics	The Lahore School (Sheesha Boys winner)
Lahore School of Economics Tri Series (LUMS, FCCU & Lahore School of Economics)	20 th to 22 nd November 2013 held at the Lahore School of Economics	The Lahore School (winner)
HEC Table Tennis (men) Intersivity Championship	Nov 2013 held at the University of Lahore	The Lahore School (winner), Zone level
9 th National Women Football Championship	Oct – Nov 2013 held at Model Town Football Academy	Zone level
LUMS Triangular Tennis Championship	Oct 2013 held at LUMS	The Lahore School (winner)
Basketball Friendly match PACS Vs The Lahore School	November 2013 held at the Lahore School of Economics	The Lahore School (winner)



Programme Offices

Undergraduate Programme Office

1st year and 2nd year Programmes

The Undergraduate Programme Office deals with the undergraduate students. Six programme managers handle 1st year and 2nd year programmes headed by a Deputy Registrar, Ms. Ghalia Shabbir. A total number of 635 students were promoted to 2nd year by Winter 2013.

3rd year and 4th year Programmes

Six programme managers handle 3rd year and 4th year students at the Undergraduate Programme Office.

Ms. Anusha Farooq, Deputy Registrar is heading the office. Twelve hundred students enrolled in the 3rd and 4th year of Undergraduate Programme are efficiently managed by the respective programme managers.

Graduate Office

The Graduate Office consists of a team of three members, headed by Ms. Farva Ijaz, Deputy Registrar. The office deals with MBA, MBA for Professionals, MPhil Economics, MPhil Environmental Sciences, MPhil Developmental Studies and PhD Programmes (PhD Economics and PhD in Business Administration).

There are around 665 students enrolled in all Graduate Programmes.



Library and Documentation Centre

Need of Information Literacy in Universities

July 07, 2013

Ms. Qaisra Riaz Jaswal, Librarian at The Lahore School of Economics, presented a paper at the conference on the “Future of Libraries in the Internet Age” held in Islamabad at Pakistan Institute of Nuclear Science and Technology Nilore in June, 2013.

Ms. Qaisra Riaz discussed the need of information literacy and shared how Librarians could play a vital role to develop the information literacy. She also shared how users specially students could retrieve the relevant information according to their need in universities.



Online catalog and E-Resources can be accessed on campus and off campus through the library website www.lahoreschoolofeconomics.edu.pk/libraries. Students and faculty can get a VPN ID & Password on request to IT department at the main campus.

Electronic Databases

Thousands of journals and books are available in e-databases subscribed by The Lahore School of Economics.

1. JSTOR

2. Ebscohost

- Econlit
- Business Source Complete
- E-books

3. Science Direct

- Economics
- Business
- Mathematics
- Environmental Sciences
- Social Sciences



HEC E-Resources

E-brary

Springer link

Wiley Online library

Project Muse

Chicago Journals

Cambridge Journals

Meta press' Duke University Press

American Mathematical Society



Amjad Chaudhry Library

DSpace Digital Library

Faculty and all staff members of The Lahore School of Economics can access The Lahore School Digital Repository Library through our library website. <http://www.lahoreschoolofeconomics.edu.pk/Libraries/Libraries.aspx>.

It includes

Lahore School Case Studies

Lahore School Centre for Research in Economics and Business

Lahore School of Economics Journals Collection

Lahore School Projects

Lahore School Thesis

Lahore School Video Archives

Reports on Pakistan Stock Exchange Listed Companies

Research Articles in Lahore School of Economics Journals

STATA 11, E-VIEWS 7, SPSS softwares are available in TRRC1 & TRRC II for researchers.

Miscellaneous

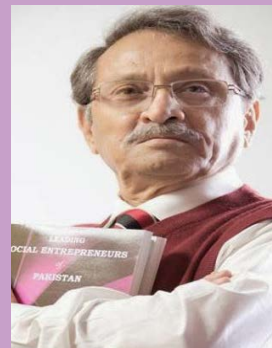
Lahore School of Entrepreneurship Society (LSES)

Iqbal M. Khan

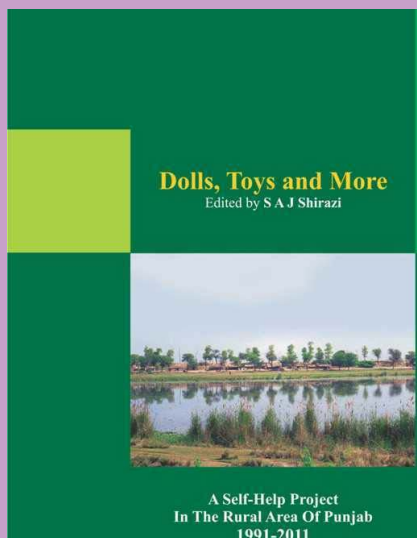
Senior Fellow Entrepreneurship and Patron



The Lahore School of Economics has been committed towards providing its students with experience-based learning. Thus The Lahore School of Entrepreneurship Society (LSES) is providing this platform for the students to gain a practical exposure. The orientation was held on the 17th and 18th of September 2013. This society will run under the supervision of Mr. Iqbal M. Khan who is the Senior Fellow, Director Entrepreneurship Unit of The Lahore School of Economics.



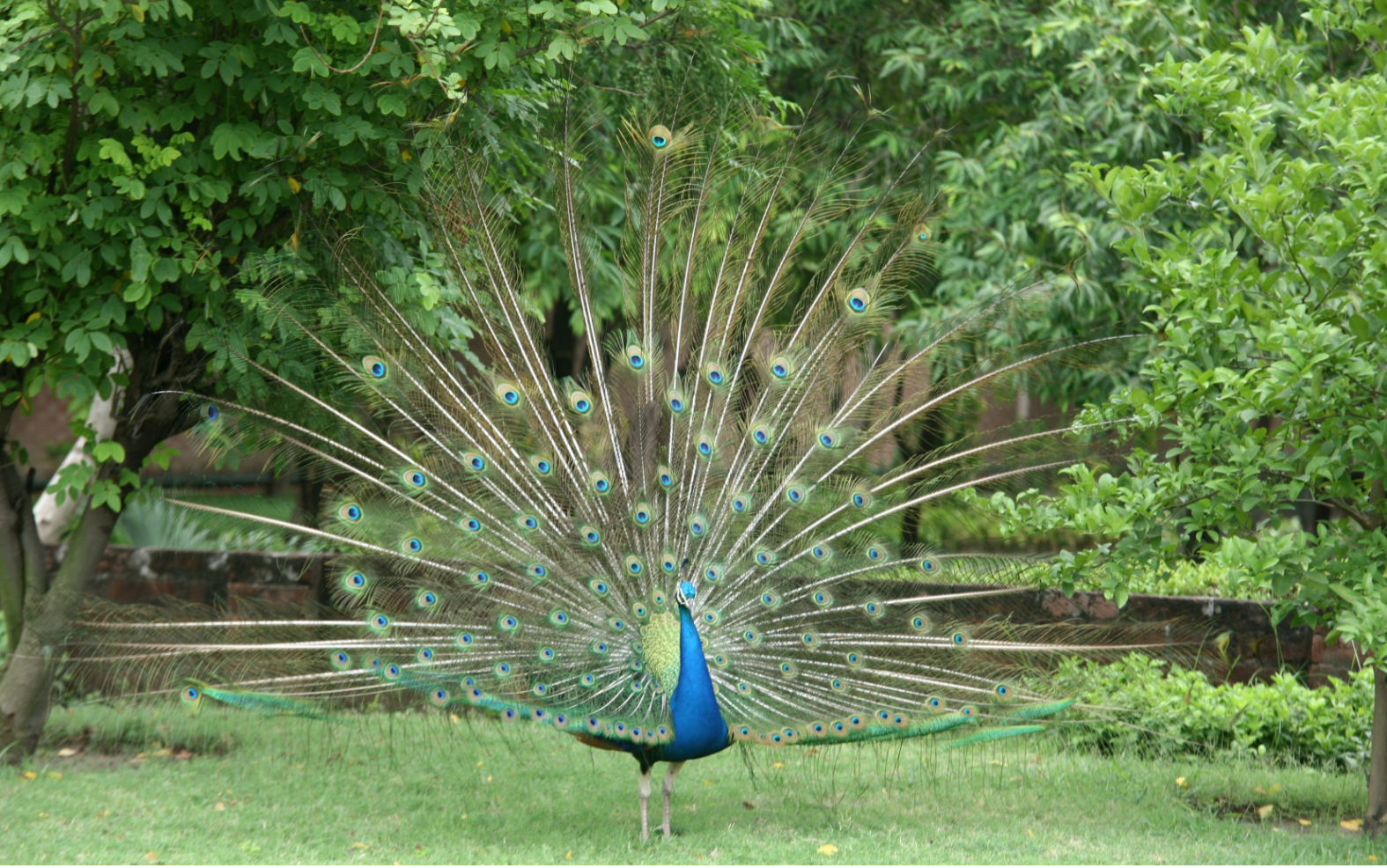
Dolls Toys and More — S.A.J. Shirazi

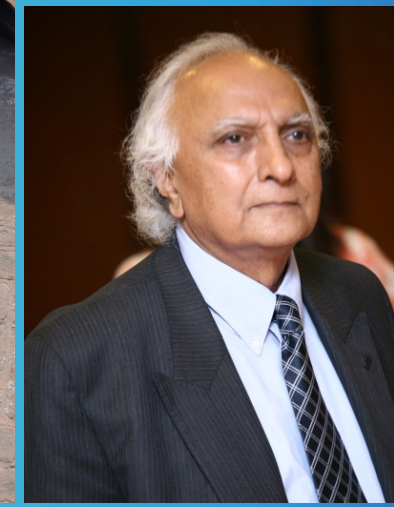


“Dolls, Toys and More” by S.A.J. Shirazi is a story of a village called Thatta Ghulamka Dheroka - typical Punjab village of 200 household that is situated 80 kilometres from Lahore on the bank of the River Ravi. How locals and countless volunteers from all over the world have worked together on the Self Help Village Project to change the village and lives of its residents? In addition to giving an overview of the Project, the travelogues section describes places of interest in the areas. Main attractions include Dipalpur, Malka Hans, Pakpattan, Satghara, Sher Garh and some more that give historic sense of the locations to general readers as well as the interested tourists.



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