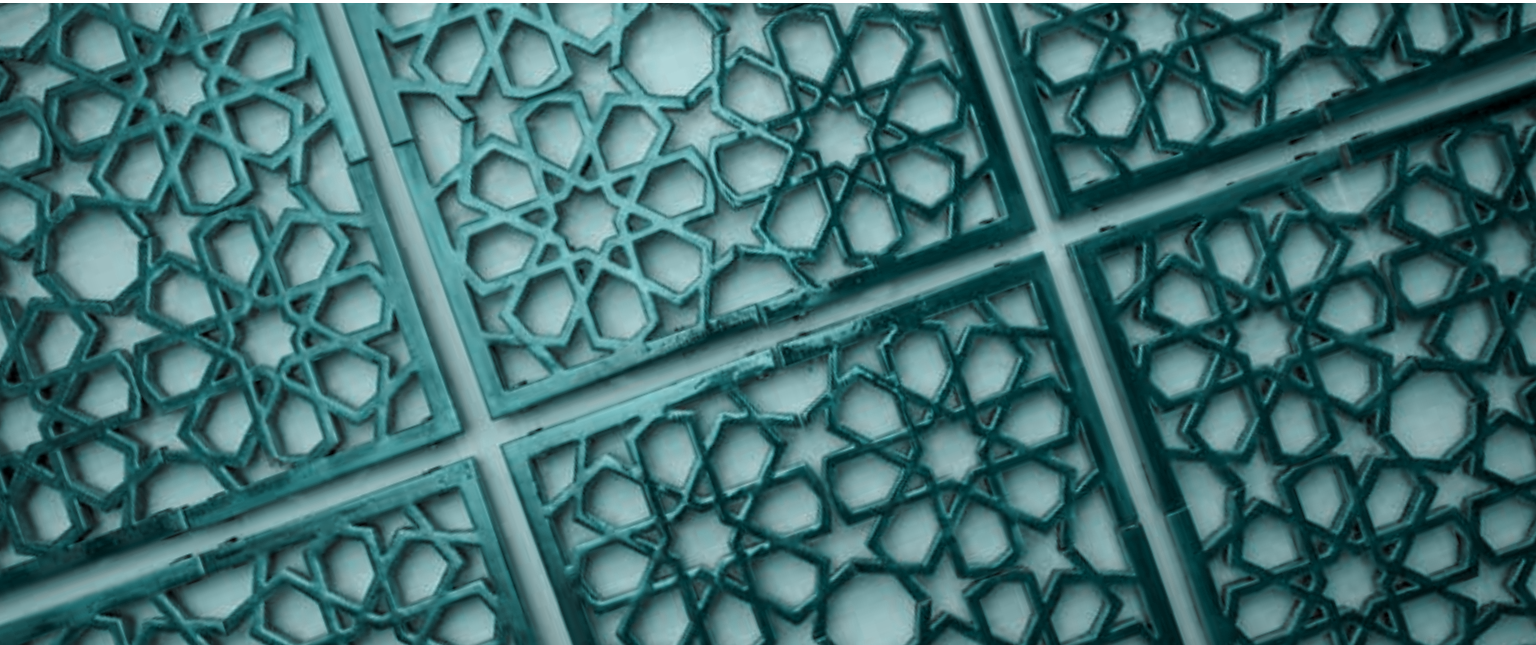


NATIONAL OUTREACH PROGRAMME



CHANGING DESTINIES

CONTENTS



03

Message
From the
Vice Chancellor

06

The National
Outreach
Programme

07

How it Began

09

Outreach

11

Coaching
Session

13

The Programme's
Impact

15

Where are NOP
Scholars Placed

17

Why Our
Friends Donate

18

Changing
Destinies

20

Friends of
NOP

22

Make a
Donation

24

Acknowledgement
and Recognition

GLOBAL CASE PLATINUM AWARD WINNER

Global winner of the prestigious Council for Advancement and Support of Education (CASE) Platinum Award 2021 in the Best Practices in Diversity, Equity, and Inclusion category, the LUMS National Outreach Programme was selected from among nearly 300 entries submitted from across the world. Representing the Asia-Pacific region in the international round of this competition, this recognition is proof of the Programme's embodiment of the core principles of diversity, inclusion and access.



“The power of intentionality rippled through this entry like a rock tossed in still water. This Programme's ability—through disciplined outreach and coordination—to identify talent from all parts of Pakistan is impressive. This entry displayed sustainability and growth, and could be a model for organisations and universities globally.”

CASE Platinum Award Judges

MESSAGE FROM THE VICE CHANCELLOR

Founded in 1985 as a not-for-profit, LUMS has evolved into Pakistan's leading comprehensive university, with 5,485 students and 16,977 alumni. The alumni have had an extraordinary impact on business and society in Pakistan and overseas. Since inception, the University's focus on 'Learning Without Borders' has led to interdisciplinary programming and multi-disciplinary research centres that address the grand challenges facing Pakistan and the region. LUMS offers undergraduate, graduate and doctoral programmes through its five schools of Business, Humanities and Social Sciences, Science and Engineering, Law, and Education.

We have a strong focus on inclusion, with completely merit-based admissions leading to one in three students on some form of financial aid. The National Outreach Programme (NOP) is a signature initiative that we are proud to have supported for over two decades at LUMS. Year after year, the NOP has served large groups of students from across

Pakistan in their pursuit to attend university and excel in higher education.

The Programme attracts a variety of dedicated students from diverse backgrounds; it includes a multitude of voices and experiences. Bringing students together from all across Pakistan creates a mosaic of language and culture that enriches educational experiences at LUMS and beyond our campus walls.

We are proud to say that the NOP leads the way in Pakistan, demonstrating a high standard of stewardship with our priorities for student outreach and support.

Over the years, the continued commitment and generosity of donors has made a true difference in the lives of hundreds of our students.

NOP scholars receive significant financial support for tuition, housing, educational materials, and for other transitional needs.



These resources go a long way in giving students the means to succeed and importantly, to focus on learning.

NOP scholars have gone on to achieve success in their careers and have given back to their families and communities. We are grateful for your investment in this Programme and in your unwavering commitment towards changing the lives of youth from all parts of Pakistan.

I hope you enjoy the extraordinary stories shared in this issue that highlight some of our NOP graduates' achievements, and inspiring acts of citizenship. With this, I invite you to support the NOP and help make a difference in our students' lives.

Dr. Arshad Ahmad

Over the past 2 decades

PKR 3.3 billion

has been disbursed through the
National Outreach Programme





1,384

scholars
inducted
to date



926

NOP
graduates
to date



52

graduates
received
international
scholarships



THE NATIONAL OUTREACH PROGRAMME

Universities all around the world offer financial aid and scholarships but the National Outreach Programme (NOP) is more than financial support. Through this Programme, LUMS delivers its promise to be accessible and diverse, and to offer transformational educational experiences that change students' lives.

The NOP actively seeks out bright and talented students from every

corner of Pakistan representing a wide range of educational and socio-economic backgrounds. For these individuals, higher education may not have otherwise been possible.

After a thorough selection process, the NOP provides these scholars with full financial assistance that translates into up to 140% support covering full tuition fee, living stipend, books, boarding and lodging for their

undergraduate studies at LUMS.

Many of these scholars become the first in their families to graduate, with endless opportunities available to them. A number of NOP graduates opt for further education at top universities abroad, while others pursue successful careers at multinational and local firms.





NOP Summer Coaching Session participants gather for a photograph

HOW IT BEGAN

It all began in 2001 when an advertisement was placed in the local newspapers inviting top students and their teachers to visit LUMS and hear more about the University first-hand. The advertisement also made an unusual but compelling offer: the National Outreach Programme would coach students for the LUMS entrance exam. Additionally, students who qualified for admission would be accepted into the undergraduate programme and offered complete financial coverage.

This led to the first official outreach efforts for the NOP. The NOP team worked with local intermediate and secondary examination boards to identify top students and then visited their schools to encourage them to apply.

Nearly 300 students were shortlisted to visit LUMS for a coaching session. For three weeks, these students stayed on campus and underwent thorough training. The Programme aspired to level

the playing field: the coaching sessions ensured that these shortlisted students were on equal footing with all other applicants as far as the preparation for the admission test was concerned.

Based on the results of the admission test, nearly 200 students from the initial 300 were invited to apply to LUMS. Ultimately, five promising students qualified and were inducted as NOP scholars.

PIN YOUR HOME ON THE MAP



JAMMU & KASHMIR

An NOP student locates her hometown on the map of Pakistan

OUTREACH

The first outreach exercise set the tone for subsequent years, and each successive year has seen more and more scholars inducted. Today, nearly two decades after the first group of NOP scholars joined LUMS, 1,384 talented students have been provided the opportunity to turn their dreams into reality.

NOP scholars come from across Pakistan including Gilgit-Baltistan, Sindh, Khyber Pakhtunkhwa, and Azad Kashmir, thus creating a rich blend of languages and cultures.

This also benefits the regular stream students as NOP scholars bring with them unique perspectives and a passion for educational excellence.

In 2021-22, the NOP team reached out to 195 schools and colleges in 64 cities and worked with education departments to reach 21,235 students. Out of the 10,292 applications received, 650 students were invited for the subsequent Summer Coaching Session.

Interestingly, a consistent stream of NOP scholars has been coming from the same institutions. This is because once an applicant gets admitted to LUMS through the NOP, they guide their juniors back home on how to apply. The scholars become a source of inspiration for their juniors who feel that pursuing higher education at LUMS is a possibility.



Students from Elysian School and College, Gilgit-Baltistan

“The NOP is not only a transformative scholarship but an attempt to bring change in society. Every NOP scholar has had a trickle-down effect on the communities they belong to.”

HAFIZ ALI NAEEM SHEIKH

Class of 2017

**Central Superior Services Topper 2021
Population Welfare Officer,
Population Welfare Department,
Punjab**



With a Matric from Government Central Model School, Lower Mall and an Intermediate in Pre-Engineering from Government College University, Lahore, LUMS was a distant reality for Sheikh. Belonging to a humble background, without the NOP scholarship it would not have been possible for him to attend LUMS. He recalls, “Even if the University had asked me to pay RKR 5,000, I would have preferred going to a government university due to financial constraints.” However, on the insistence of a friend, Sheikh decided to apply to LUMS. And the rest, as they say, is history. Sheikh looks forward to creating change in the country by serving in the Pakistan Administrative Services.

COACHING SESSION

After identifying talented students, the NOP team works diligently to facilitate students during, and beyond the application process. Shortlisted candidates take part in a robust coaching programme that includes a LUMS Aptitude Test and basic sciences preparation, as well as structured modules on developing soft skills.

Once inducted into LUMS, incoming first-year NOP students are paired with senior NOP students as peer mentors.

Student ambassadors from the peer network are trained and coached to provide support in key areas such as class participation, writing, well-being and career services. This helps

NOP scholars transition into university life.

Additionally, scholars also have access to a dedicated non-clinical counsellor who offers support to those struggling academically, socially or otherwise.



During the coaching sessions, NOP scholars attend interactive capacity-building sessions with faculty members and trainers

“The person I am today is because of LUMS and the NOP.”

ADEELA SARFARAZ

**Class of 2009
Financial Controller/Finance Director
Continental UK Group Holdings**



It was only through financial support at LUMS that Sarfaraz could realise her father’s dream of her graduating from university. She also went to Austria in her senior year as part of a student exchange programme. After graduating from LUMS, she joined Deloitte London, which is one of the Big 4 financial services firms in the world. She rose through the ranks to become a Manager in Audit and is a full member of the Institute of Chartered Accountants in England and Wales. She has also worked as a Financial Controller for a New York Stock Exchange listed US business in the technology sector.

THE PROGRAMME'S IMPACT

The impact of the NOP on the lives of students and their families is transformative. The possibilities become endless: from pursuing academics at prestigious international institutions to becoming successful entrepreneurs and professional leaders in their chosen field.

To date, NOP scholars have come from 145 cities across Pakistan, including remote towns and villages such as Bahawalnagar, Hunza, Swat and Taxila. Most of these students belong to humble

backgrounds, and typically to single income families struggling to make ends meet. Some belong to families where the primary breadwinners are daily wage workers or work at local school or university canteens, while others are tailors or *rickshaw* drivers.

On average, the household income for NOP scholars at the time of joining the University is approximately PKR 40,000, but as a result of the opportunities created through the NOP, their standard of living and lifestyle is

also transformed. In turn, this has a ripple effect on the quality of life for other dependents who may now be able to also consider better education or employment avenues.

As LUMS graduates, these NOP scholars are equipped with vital skills and the confidence to thrive in a competitive job market. Utilising their world-class degree, they are quickly able to pursue lucrative careers. The economic impact on the families of these individuals is immeasurable.



Incoming first-year NOP students are paired with senior NOP students as peer mentors

“I’m the first one from Duki to study at LUMS and the credit goes to the National Outreach Programme!”

MUHAMMAD JAMEEL

**Class of 2022
Relationship Manager
Habib Bank Limited**



From one of the most underprivileged regions in Balochistan, to a thriving banking career, Jameel’s story is a testament to the power of education. While growing up in Duki, he was constantly discouraged from pursuing an education. His neighbours and relatives called it a waste of money and expected him to earn a living to support his family. With a determined spirit and his parents’ support, Jameel did not deter from his path and applied to LUMS, where he secured a fully-funded scholarship through the National Outreach Programme.

WHERE ARE NOP SCHOLARS PLACED

Most NOP graduates have gone on to pursue successful careers across various industries, from working at prominent firms such as Unilever, PepsiCo, Amazon, Google, Procter & Gamble, The Kraft Heinz Company, and Nestlé to serving in the public sector through roles at the National Accountability Bureau, the Police Service of Pakistan, State Bank of Pakistan and the Federal Board of Revenue.

Many others are currently pursuing higher education through graduate and postgraduate degree programmes at premier universities like the University of Cambridge, The Wharton School of the University of Pennsylvania, Columbia University, and Harvard.

NOP graduates have also successfully forayed into the world of entrepreneurship and are leading their own innovative

ventures. Perhaps the best reflection of the NOP's success today, is the fact that many of these scholars positively influence their own communities. These scholars are keen to offer others the same opportunities that they received, and often volunteer to provide mentorship to current students. Some NOP graduates have also chosen to become social entrepreneurs and have set up successful organisations that benefit their communities.



533

Corporate
Sector



170

Development
Sector



37

Public
Service



26

Entrepreneurs



41

Higher
Education



17

Legal



102

Others

“I’m the first girl in my family from Ibrahim Goth to travel to Lahore to get an education. This would not have been possible without the NOP scholarship.”

IQRA SALEEM

**Class of 2018
Assistant Director
State Bank of Pakistan**



Born and raised in Ibrahim Goth, an urban slum of Karachi, Saleem, from a very young age supplemented her father’s meagre income by helping her mother stitch clothes. Lucky for her that The Citizens Foundation (TCF) opened its primary and secondary schools in her area, enabling her to attend school despite multiple financial and social barriers. Saleem found out about the NOP at LUMS and in the summer of 2013, attended the preparatory classes for SAT on campus for two weeks. She became the first TCF alumna to be accepted at LUMS on an NOP scholarship and in 2018 graduated with distinction. Saleem is also a mentor to young girls and boys for their undergraduate university applications.

WHY OUR FRIENDS DONATE



Mr. Asher Yaqub Khan
MBA 1995, LUMS
Chief Marketing Officer,
Mobily, Riyadh, KSA

“The NOP has the potential to change the financial trajectory for generations of beneficiaries. I set up the Ishil Khan Scholarship Fund in memory of my daughter to fund NOP scholars because it offers so much more than just financial support. It recognises the hindrances to economic mobility of financially underprivileged children and mitigates them - from selection to graduation.”



Mr. Omer Mahmood
Vice President, Software Engineering-
Workforce, Workday, USA
Ms. Maleeha Mahmood
MBA 2002, LUMS
Senior Associate, Armanino LLP, USA

“Education and exposure to the unique environment at LUMS sets up students to make a real difference in Pakistan and abroad. We have already witnessed the impact the NOP has had on students, their families, and their communities. We feel blessed to be part of the NOP movement to uplift talented and deserving students.”



Mr. Fawad Mukhtar
CEO, Fatima Group, Pakistan

“LUMS has contributed tremendously towards the economic well-being of this country. I strongly believe that the way forward for Pakistan is for us to invest in such institutions. By educating our young generation, we will be able to make a great difference in Pakistan.”



Mr. Ahsan Ejaz
Class Representative, BSc 2006
CEO & Co-Founder, Suftech
Innovations (Pvt.) Ltd., Pakistan

“An education from LUMS opens up a lot of doors for successful future prospects. These prospects should not be available only to those who can afford them but to the brightest minds of the country, and LUMS is instrumental in making sure that happens.”

CHANGING DESTINIES



Shah Mahmood Khan

Class of 2024
BSc Political Science
Mushtaq Ahmad Gurmani School
of Humanities and Social Sciences

“I belong to the Bannu district in southern Khyber Pakhtunkhwa, and my father is a retired government servant. It is challenging to afford quality education with limited financial resources. The NOP allowed me to pursue my dream of studying at a prestigious university without worrying about the financial burden. I am incredibly grateful to LUMS for providing me with this opportunity.”



Ayesha Mubarak

Class of 2025
BS Chemistry
Syed Babar Ali School of Science
and Engineering

“The NOP changed my life! I am the daughter of a police officer, and we are a humble family of five, so studying at LUMS was a distant reality for me. With the support of the NOP scholarship, my dreams of studying at a prestigious university like LUMS have come true.”



Ali Hassan

Class of 2026
BSc Management Science
Suleman Dawood
School of Business

“I was a bright-eyed, goal-oriented boy who dreamt big. Coming from a humble background, I couldn’t afford to study at LUMS. The NOP made my dream a reality.”



Almeera Ali

Class of 2024
BA English
Mushtaq Ahmad Gurmani School of
Humanities and Social Sciences

“I’m the child of a single parent; my family struggled after my father’s passing. Before joining LUMS, I studied at a school with free education. The NOP was a lifeline for me, enabling me to continue my education without worrying about the financial burden. It has allowed me to achieve my academic goals and provided me with a sense of comfort and security that I have never felt before.”



Recognising the unwavering commitment of its esteemed donors, LUMS presented shields of appreciation at the Annual Dinner 2023 held in Lahore

FRIENDS OF NOP

We are grateful to our remarkable alumni and donor community for strengthening the LUMS' tradition of creating opportunity and access for students belonging to underserved areas across Pakistan. Here are the patrons who have extended their invaluable support to the National Outreach Programme over the years.

Adamjee Foundation
 Al Ghurair Group
 Alfalah GHP Investment Management Ltd.
 Allied Engineering & Services (Pvt.) Ltd.
 Mr. Arif Faruque
 Association of Pakistani American Ladies for Social Welfare (PALS)
 Ms. Ather Wajid Ali & Ms. Nuzhat Wajid Ali
 BSc Class of 1998
 BSc Class of 1999
 BSc Class of 2001
 BSc Class of 2002
 BSc Class of 2003
 BSc Class of 2004
 BSc Class of 2006
 BSc Class of 2008
 BSc Class of 2017

Babar Ali Foundation
 Balochistan Education Endowment Fund (BEEF)
 Bank Al Habib Ltd.
 BankIslami Pakistan Ltd.
 Bata Pakistan Ltd.
 Bestway Foundation
 Burque Corporation
 Ms. Celina Ansari Tenev
 The Coca-Cola Export Corporation
 College Education Department, Government of Sindh
 Confiz Ltd.
 Convergent Business Technologies
 DAAS Foundation
 Foreign, Commonwealth & Development Office (FCDO)
 Discerene Group

Dr. Syed Zahoor Hassan
 DWP Foundation
 Mr. Faisal Raja
 Fast Cables Ltd.
 Fatima Group
 Fauji Fertilizer Company Ltd.
 Faysal Bank Ltd.
 Ferozsons Laboratories Ltd.
 Friends & Family of Uzair Tauqeer
 Friends of Salman and Hashir - BSc Class of 2007
 Gurmani Foundation
 HBL Foundation
 Higher Education Commission, Pakistan
 ICI Pakistan Ltd.
 ICT R&D Fund
 Interloop Ltd.
 Dr. Gohar Ejaz
 Lucky Cement Ltd.
 MBA Class of 1996
 MBA Class of 1998
 MBA Class of 1999
 MBA Class of 2002
 Mr. Sikandar Mustafa Khan
 Mir Khalil ur Rahman Foundation
 Mr. Ahmad Ovais Mian
 Mr. Ahsan Sheikh
 Mr. Ali Almakky
 Mr. Ali Munir
 Mr. Ali Nisar Alvi & Ms. Fatima Kardar
 Mr. Ali Tahir Khan
 Mr. Amer Abdullah
 Mr. Asher Yaqub Khan
 Mr. Danyal Ijaz Chaddhar
 Mr. Fakir Syed Ayazuddin
 Mr. Farooq Naseem
 Mr. Furrukh Munawar & Ms. Aaiysha Munawar
 Mr. Imran Khan
 Mr. Luqman Ali Afzal
 Mr. Masood Siddiqui
 Ms. Mehreen Tani
 Mr. Nadeem Ata

Almoiz Industries Ltd.
 Mr. Salman Butt & Ms. Saleha Butt (Orascom
 Construction Industries)
 Mr. Shahid Kazi & Family
 Mr. Towfiq Chinoy
 Mr. Zain Jeewanjee
 Ms. Emma Ahmed & Mr. Usman Ahmed
 Family of (Late) Mr. Rahim Jan
 Ms. Sadia Zaidy
 Mrs. Shafqat Saba
 Ms. Mubarik Imam
 Mr. Muhammad Ilyas
 Muhammad Shafi Trust
 Mr. Muneeb Ali
 Neemar Jewellers
 Mr. Omer Mahmood & Ms. Maleeha Mahmood
 Pakistan Petroleum Ltd.
 PSO CSR Trust
 Phil and Edith Altbach Charitable Trust
 Punjab Educational Endowment Fund (PEEF)
 Rousch (Pakistan) Power Ltd.
 Justice Sabihuddin Ahmad Foundation
 Ms. Sana Jawaid
 Sanofi-Aventis Pakistan Ltd.
 Spur Solutions (Pvt.) Ltd.
 Standard Chartered Bank Ltd.
 Strategic Systems International
 Syed Babar Ali
 (Late) Syed Muhammad Mohsin
 (Late) Syeda Sitwat Mohsin
 TATA Textile Mills Ltd.
 TCL Electronics Pakistan Ltd.
 Tetra Pak Pakistan
 Thal Industries Corporation Ltd.
 Uch Power (Pvt.) Ltd.
 Unilever Pakistan Ltd.
 United Bank Limited
 United States Agency for International
 Development (USAID)
 Mr. Uzair Moosa
 Wateen



Working in groups helps students learn from each other's perspectives

MAKE A DONATION

The NOP story is really the LUMS story, where the power of education towers above all and no one gets left behind. By becoming a part of this story and supporting the NOP, you too can help transform the lives of countless individuals and aid one of the University's highest

priorities—to educate the brightest and most motivated students, regardless of their financial circumstances. The NOP scholarship consists of a complete tuition fee waiver and additional stipends for hostel accommodation, reading materials and a living allowance.

Every gift, no matter the size, is a form of activism and goes a long way in shaping the future of our youth. Join us and help us write this story for generations to come.

ANNUAL DONATION

| Category | Annual Requirement | |
|-------------------------------------------|--------------------|-------|
| | PKR | USD* |
| Undergraduate National Outreach Programme | 1.6 Million | 5,600 |

ENDOWED GIFT

| Category | One-time Endowment | |
|-------------------------------------------------------------------|--------------------|---------|
| | PKR | USD* |
| Undergraduate National Outreach Programme Scholarship (Perpetual) | 34 Million | 119,000 |

*Exchange rates are subject to change

DONATE TO LUMS TODAY!

Scan to donate



Pakistan-based Donations

Credit card or inter-bank funds transfer

<https://pay.lums.edu.pk/donations/>

Cheque

Send a cheque in favour of “Lahore University of Management Sciences” to the Office of Advancement, LUMS, DHA, Lahore Cantt. 54792, Lahore

US-based Donations

PayPal

<https://pay.lums.edu.pk/donations/>

Cheque

Send a cheque in the name of “Friends of LUMS – USA Association” to Idris Kothari, Friends of LUMS - USA Association, 15491 Bohlman Road, Saratoga, CA. 95070

For details about wire transfer or further information, please write to us at giving@lums.edu.pk

ACKNOWLEDGEMENT AND RECOGNITION

LUMS endeavours to acknowledge donor contributions across multiple platforms.

- **Named scholarship:** The scholarship will be named after the donor/organisation.
- **Donation ceremony:** LUMS will host an MoU signing or a cheque handover ceremony.
- **Acknowledgement on online platforms:**
 - LUMS social media has over 1 million followers. We acknowledge donors through various social media posts.
 - LUMS website news section – the website is visited by around 95,000 visitors on an annual basis.

- **Acknowledgement across LUMS publications:**

- LUMS Connect - the University's fortnightly newsletter is shared with an audience of 60,000.
- *Nigehbaan* - A semi-annual donor newsletter which is shared with around 500 corporates/HNIs.
- Annual Donor Report – An annual report which is shared with over 500 senior management personnel in the corporate/development sector.

- **Invitation to LUMS speaker sessions:**

- We honour our key donors with invitations to speak at University events during the course of the academic year.



In recognition of Bank Al Habib's exceptional contribution, Mr. Aun Ali, Group Head Business, accepts an award on behalf of the organisation at the LUMS Annual Dinner 2023 in Karachi



Mr. Muzaffar ul Haq Hashmi, CEO, PEEF, being awarded a shield at the LUMS Annual Dinner 2023 in Lahore, in recognition of the organisation's generous contribution

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