

Alumni Annual

VOL II



LUMS

A Not-for-Profit University

2021-2022





ALUMNI

ALUMNI ANNUAL
2021-22

04 MESSAGE FROM
SYED BABAR ALI

05 MESSAGE FROM THE VICE CHANCELLOR
DR. ARSHAD AHMAD

07 MESSAGE FROM THE DIRECTOR ADVANCEMENT
NUZHAT KAMRAN

08 NEWS
NOTES FROM CAMPUS

11 RESEARCH
RESEARCH BRIEFS

14 FEATURE
THE BALTISTAN EXPERIENCE

26 CELEBRATION
CELEBRATING 35 YEARS OF EXCELLENCE

32 AWARDS
AN EXPANDING UNIVERSE

36 INTERVIEW
**TAKING PAKISTANI ACCESSORIES TO A
GLOBAL MARKET**

38 ALUMNI
SWITCHING SIDES

42 SUCCESS STORIES
DOING LUMS PROUD

46 GIVING
PAYING IT FORWARD

50 EVENTS
A YEAR IN PICTURES



MESSAGE FROM SYED BABAR ALI

It is a pleasure to welcome you to the newest issue of the *Alumni Annual*.

LUMS continues to forge ahead in every endeavor it undertakes, and its alumni play an important role in that.

The University today continues to serve as a vehicle of change for the country's most talented but financially disadvantaged students, and as alumni, we are counting on you to build on this effort and sustain the legacy.

Contribute to the Scholarship Fund, donate a single day of your salary, give to class funds, and keep doing it every year.

Our hope is to see the 16,000 alumni around the world support LUMS in all ways possible.

LUMS is counting on your enduring commitment.



MESSAGE FROM THE VICE CHANCELLOR DR. ARSHAD AHMAD

Dear Alumni,

Thank you for your valuable involvement with LUMS. In my various interactions with many of you, I have always felt your fondness for your alma mater. LUMS continues to be a national treasure and it gives me great pride to see our values of leadership, integrity, and excellence reflected in the work that you do and the communities you serve.

This was a very special year for LUMS as we celebrate our 35th anniversary. From what began as a class of merely 40 students 35 years ago, has grown into an engaged and supportive community of over 15,000 alumni. Collectively, you have played a vital role in the difference that LUMS makes to our community, in Pakistan and beyond.

As we transitioned back to in-person campus life early this year, we have been using the best of what we learned from the pandemic to make the learning environment for our students, faculty, staff, and alumni even better. Our students are enjoying learning together in-person and online and have many opportunities to take courses across the whole school year, including the summer.

If you have been able to visit campus recently, you will notice that there are a lot of exciting changes. Two new outdoor cafes were established including the Baradari Café with an outdoor terrace, thanks to a generous donation from our alumnus, and The Green Olive, a new middle eastern cuisine café near the Aquatic Centre. The iconic Superstore also underwent major renovations adding a book section, fresh vegetables and fruits, and a beautiful souvenir shop where you can purchase a wide selection of LUMS memorabilia.

I am excited to share that plans have been approved for a new Central Building, which aims to manifest LUMS' Learning without Borders perspective by providing a space for cross-disciplinary engagement. This landmark structure will set the standard for a sustainable ecosystem, as it will include an urban forest, auditorium, theatre, open designs for centres and student spaces. This multipurpose building will act as an innovation-driven space to unify, integrate, and bring together the LUMS community as well as external partners.

I also want to take this opportunity to share some outstanding educational achievements from this year. LUMS was recently named the 50th best small university in the world by the Times Higher Education. This global recognition truly reflects our belief that small universities can and do make a difference. In 2021 our signature National Outreach Programme was recognized by CASE, a Washington-based NGO, in their Platinum Awards for Equity, Diversity and Inclusion. Recruiting students from all backgrounds and supporting them to succeed is at the heart of everything we stand for as a university. The Business School's Women's Scholarship, which offers 50-percent tuition waiver to any woman accepted into its graduate programmes, was featured as an *Innovation that Inspires* by AACSB. We are so proud of this gender diversity initiative that is truly making a difference. And the *Give a Day to LUMS* campaign was launched this past year, which was championed by Babar Sahib, and supported by many of our generous alumni from across the globe. Thanks to your generous contributions, 38 students will have the opportunity to live and learn at LUMS in the near future.

As we move forward with new initiatives and on new paths, we encourage you to stay engaged with your LUMS family. As alumni, you continue to have an impact across the world in whatever field you work in. You are indeed our most valuable ambassadors, and we continue to look to you to share your LUMS education and your leadership with others. Hearing about your successes is inspirational for all our students, faculty, and staff. We are extremely proud of all our alumni. Please keep us updated so we can continue to share your news with our LUMS community.

Wishing you the very best.

Welcome Alumni!

We have had the pleasure of engaging with you quite frequently through a variety of events and opportunities this past year, and I am so grateful to have sustained our connection and further nurtured a sense of community.

It is this very community of ours that celebrates 35 years of LUMS this year, a milestone we celebrate in this issue of the *Annual*, and one that I am very excited for you to read about and reflect on. As a graduate of the pioneering MBA Class of 1988, I have personally experienced the remarkable LUMS journey from day one and can bear witness to not just the strides the University has made in leading in excellence, but also the lasting impact of its work and its story, at the forefront of which stands the mission of accessible education. It was this mission that led to the launch of the *Give a Day to LUMS* campaign this past year. The brainchild of Babar Sahib, the campaign saw many of you come together for your alma mater and give back most generously, and this participation of yours is why we, at LUMS, were able to fund 38 students on scholarship this year. That is 38 very bright, deserving young people getting the chance to transform their lives the way you did! We cannot adequately express our thanks to you. Showing up for each other in this way is the mark of a true family.

Your connection with LUMS has been and continues to be a source of pride and encouragement for us, and I only ask that you continue to sustain this relationship, in whichever capacity and through whatever opportunity you choose to. The LUMS story will always be yours, and as we celebrate the first three and half decades of the University, we are counting on you to be just as significant a part of its next 35-year chapter and beyond.

Once again, our deepest thanks to you for your support. I look forward to meeting with you again very soon!

Stay healthy and happy!

MESSAGE FROM THE DIRECTOR ADVANCEMENT NUZHAT KAMRAN



Notes from Campus



**Women in Leadership:
Dr. Sadaf Aziz,
Dean, SAHSOL**

Dr. Sadaf Aziz has been appointed Dean of the Shaikh Ahmad Hassan School of Law at LUMS; making her the first female dean in the University's history. Dr. Aziz was one of the School's founding faculty members who helped launch the BA-LL.B programme. She has completed her PhD in Law from the University of Melbourne and her research interests lie in the areas of legal and political theory and the comparative and historical study of legal regimes in the subcontinent. She is also the author of *The Constitution of Pakistan: A Contextual Analysis*; a book on Pakistan's constitutional laws and history.

LUMS Moves Up in International and Regional Rankings

LUMS continues to strengthen its reputation as one of the top universities in the world. This year the University moved up 50 places to 201-250 place as announced in the Times Higher Education (THE) Asia University Rankings 2022. It has also improved its position in the coveted QS World University Rankings 2023, and is among the 601-650 top institutions of the world as opposed to 651-700 last year. Congratulating the LUMS community, Vice Chancellor, Dr. Arshad Ahmad said, "Small universities like LUMS are likely to have a different trajectory of growth since they are agile and adaptable to changing needs. Both these rankings are a recognition of our progress and we welcome them. I wish to congratulate the LUMS community whose dedication and contributions to the University's aim of academic excellence have led us to achieve global and regional recognition." In 2021, the University was ranked 50th 'World's Best Small University' by THE with the added distinction of being the only institution in Pakistan to be on the list. With this new QS ranking, LUMS position has also moved up 10 places with regards to the percentile; in the 2023 edition, the University performed among the top 43 per cent according to the QS World University Rankings. Positioned at 54 globally, the Employment Outcomes is the strongest indicator for LUMS. This is an extension of previous achievements where the QS Graduate Employability Rankings have consistently declared LUMS as the 'top ranked university in Pakistan.' With 1,551 recruiting partners, 93 per cent of the LUMS undergraduates and 88 per cent of the graduates are employed within six months of graduation.



Preserving Biodiversity at LUMS

Biodiversity is the natural variety of living organisms in a specific ecosystem and the ways in which they interact with each other and with the physical environment. Conservation of biodiversity refers to managing the human use of the biosphere for the greatest sustainable benefit to current generations with maintaining its potential to meet the needs of future generations. Biodiversity is important for human survival. Therefore, declining biodiversity is a major concern for sustainable human life. Biodiversity boosts

ecosystem productivity where each species, no matter how small, all have an important role to play. Realising the importance of conservation, the Life Sciences faculty at LUMS with the support of the Vice Chancellor, initiated 'Flora of LUMS', a project that aims to preserve the LUMS ecosystem for future generations. Lead by Dr. Syed Shahzad ul Hussan, Associate Professor of Biology, and assisted by Ms. Zaib Un Nisa, Post-Doctoral Fellow and the team of LUMS General Administration, the project is part of a broader initiative to build a complete inventory of life i.e. plants as well as animals, on



BARD Foundation to Establish Research Chairs at LUMS

The Bilquis and Abdul Razak Dawood (BARD) Foundation has made a generous donation to establish two endowed Chairs at LUMS - the Abdul Razak Dawood Dean's Chair at the SDSB, and the Bilquis Dawood Dean's Chair at the MGSHTS. These

endowed Chairs will enable the Deans to expand PhD scholarships, faculty fellowships and engage the two schools with industry leaders across various public and private sectors. "We are forever grateful for a lifetime of commitment from the Dawood family

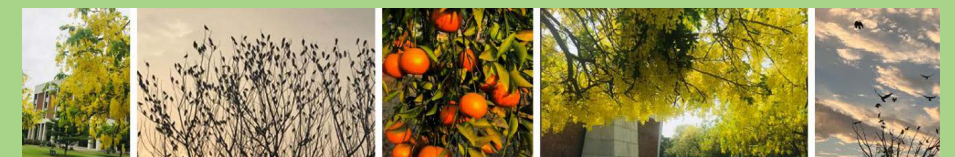
as long-time friends, custodians and ambassadors in our joint pursuit of excellence at LUMS," remarked Vice Chancellor, Dr. Arshad Ahmad. The Dawood family's history of giving dates back to the founding of the SDSB. The BARD Foundation was also established by Mr. Abdul Razak Dawood, Pro Chancellor of LUMS, and his wife, Mrs. Bilquis Dawood. The Foundation provides access to education to Pakistani youth and supports them in a variety of ways. To date, the Dawood family and the BARD Foundation has supported countless students, helped the LUMS Business School to excel, sponsored infrastructure projects for housing and learning spaces on campus, and contributed to critical research conducted throughout LUMS. Members of the BARD Foundation Board of Directors made the gift official by signing an MOU with LUMS on March 1, 2022.

New Tennis Courts Inaugurated at LUMS

On November 11, 2021, members of the LUMS community gathered on campus to inaugurate the Syed Dilawar Abbas Tennis Courts. The new courts feature a tennis wall for practice, as well as a cushioned surface that give players more accuracy, less slippage and less risk of injury. This new state-of-the-art facility has been made possible due to a generous donation by the family of the late Syed Dilawar Abbas. The new courts at LUMS are a fitting tribute to him, as he was passionate about tennis, having served twice as the President of the Pakistan Tennis Federation, Vice President of the Asian Tennis Federation and member of the Constitutional Committee of the International Tennis Federation. In his distinguished career, Syed Dilawar Abbas served as a Senator and the Chairman Senate Committee Petroleum and Natural Resources; Minister of Irrigation and Power; Chairman Sui Northern Gas Pipelines Ltd. and Group Chief of Attock Oil.



campus. These findings may potentially serve numerous disciplines from other departments and preserve information about wildlife on campus. LUMS, spread on a 100-acre area in the middle of an urban neighbourhood, presents a complete ecological system with amazing biodiversity. Over 900 trees of 100 plus species including 71 species that are native to this geographical region, in addition to small ornamental ones are found here. Out of these, six species are identified as endangered and one has been declared extinct in Pakistan. Fifty species of birds have been identified so far, as have several species of flies and reptiles.



LUMS also hosts around 10,000 migratory birds of 12 different types, as well as various kinds of wild Honeybees. The project does not only include data collection of all the specimens found, but also explains their history, probable age, identification, region and GPS coordinates of their exact location and all of their interactions to maintain a certain

ecosystem. This project will also play a pivotal role in tracking life in relation to climate change by being able to understand the extent of the impact of climate change. The LUMS campus is a treasure trove of diverse living organisms and the faculty is actively seeking ways to conserve and nurture it.

Female Hostel, Funded by the Babar Ali Foundation, Inaugurated at LUMS

T rue to its commitment to educating women, the Babar Ali Foundation gifted PKR 550 million for a new female hostel at LUMS and on July 23, 2022 its inauguration ceremony was held. The ceremony was attended by Founding Pro Chancellor, LUMS, Syed Babar Ali’s family and friends. This female hostel, named ‘Three Sisters Hostel’ was built to pay homage to the memory of Syeda Mubarik Begum, mother of Mr. Ali, and her sisters, Syeda Bibi Begum and Syeda Mehboob Begum. The new building will be able to accommodate an additional 504 female students on campus. Mr. Ali has previously funded five female hostels on campus through the Foundation. Addressing the gathering, Mr. Ali said, “Women are key partners in our country’s growth and prosperity. There was a pressing need



for additional accommodation for female students and this hostel will allow more women to benefit from a residential education at LUMS. Following their predecessors, female graduates from LUMS will not only play a pivotal role in the private and public sectors but also contribute to gender equality and inclusion in Pakistan.”



AACSB’s Innovations That Inspire Initiative Recognises SDSB

T he Association to Advance Collegiate Schools of Business (AACSB), the world’s largest business education alliance, has featured the Suleman Dawood School of Business (SDSB) in its Innovations That Inspire member spotlight programme. SDSB is one of 24 business schools worldwide to receive this honourable recognition this year for its Women’s Scholarship Initiative. The SDSB Women’s Scholarship is the first in the world to extend a 50-percent tuition waiver to any woman accepted to its graduate programs, advancing women’s access to higher education and creating transformative social impact. Innovations That Inspire recognises several AACSB member schools each year who are drivers of change demonstrating innovative ways to address challenges and opportunities that have positive societal impact. Dr. Arshad Ahmad, Vice Chancellor of LUMS commented, “This recognition by AACSB is an honour and it reflects our institutional commitment to building a diverse and inclusive community at LUMS by actively developing strong women leaders. The SDSB scholarship empowers more women to gain access to quality education and make a critical difference in our society through their leadership. My sincere hope is that this paves the way for others to do the same in Pakistan”

LUMS Wins Global CASE Award for its Virtual Convocation

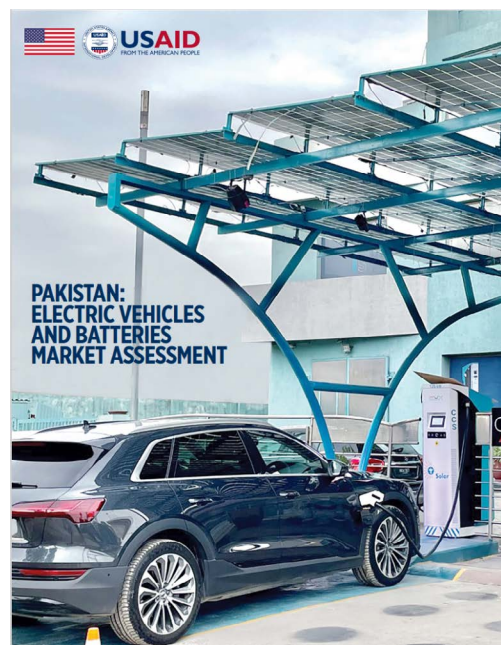
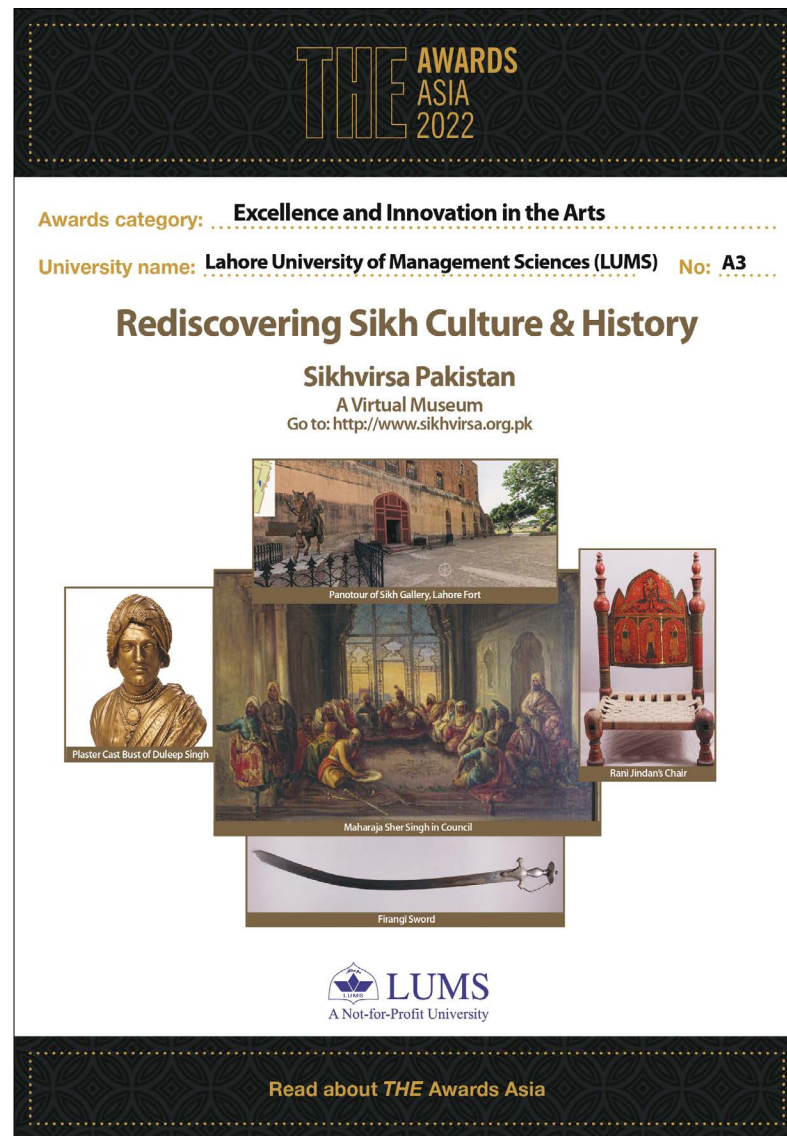
L UMS won the global Council for Advancement and Support of Education (CASE) Silver Circle of Excellence Award 2022 for its first-ever virtual convocation. Held in July 2020 at the height of the pandemic, the online ceremony celebrated the Class of 2020. LUMS was selected for this prestigious award from over 4,500 entries submitted from 636 institutions in 30 countries. Commencement 2020 was a first of its kind ceremony where, from the comfort of their homes, joined by families, peers, faculty, and the LUMS community from across the world, the Class of 2020 celebrated a milestone achievement. The graduating class as well as student societies made the event memorable by creating an experience like no other with a well curated composition of virtual memories and video testimonials. The live session, broadcast live on Facebook, garnered over 1,000 live views and has a whopping 2.6 million views to date. A highlight was an inspiring keynote address by Malala Yousafzai, the youngest Nobel Laureate and a global advocate for education and gender equity. “This commencement felt personal and more like a warm welcome than a formal commencement. We find it so impressive that even with the distance, it felt probably more genuine than it would have in person,” noted the CASE Circle of Excellence Awards judges.



LUMS continues to further faculty research via its centres and industry partnerships. Delve into the groundbreaking research to come out of the University this past year and learn about how it is addressing not the region’s grandest challenges.

An Award-Winning Interdisciplinary Project

LUMS was declared a winner at the Times Higher Education Awards Asia 2022 held in Nagoya, Japan, in the Excellence and Innovation in the Arts category. The winning project, Sikhvirsā Pakistan, is a website that has been developed by Dr. Nadhra Khan, Associate Professor at MGSHSS and Dr. Murtaza Taj, Associate Professor at SBASSE. This website aims to highlight Pakistan's highly valuable but little explored material culture associated with the country's Sikh heritage by offering an immersive experience of a virtual tour of the Sikh Gallery in Lahore Fort. The tour includes a panoramic tour of the gallery itself and showcases 3D models of Virsā artefacts and the stories associated with them. Therefore, the collections housed in this gallery and presented here offer unique links to connect not only with a significant phase of Punjab's history but also with the people who made this history and whose memories are etched in the materiality of these objects. THE Awards Asia programme received nearly 500 entries in total, from all corners of Asia in 2022. LUMS was awarded as one of the winners of the ten categories presented. Sikhvirsā Pakistan stands out as it is an interdisciplinary project that creatively unites cultural heritage and historical research practice with cutting-edge technologies to help bring to life artefacts from Pakistan's Sikh period, in the process creating new opportunities for collaboration beyond the university. Describing the initiative as "impactful and collaborative", the judges said: "Through internal, multidisciplinary collaboration between the computer science and history departments, a new project has emerged—a new but not necessarily exclusive way of looking at and reading history."



Pakistan: Electric Vehicles and Batteries Market Assessment

The LUMS Energy Institute (LEI) in collaboration with USAID has published a report on ‘Electric Vehicles and Batteries Market Assessment’ in Pakistan. In this market assessment, interviews of more than 100 individuals were conducted that represented automobile manufacturers, automotive parts manufacturers, and representatives from public sector entities governing the Electric Vehicle (EV) value chain in Pakistan. The report summarises key factors for success, including navigating policies, legislative and regulatory frameworks for EVs, market conditions of the country, and the role of various governmental entities in developing the EV ecosystem in Pakistan. The purpose of these activities has been to help identify investment opportunities and favourable partnership models between Pakistani and international companies.



WaterSense Project with Nestle Pakistan

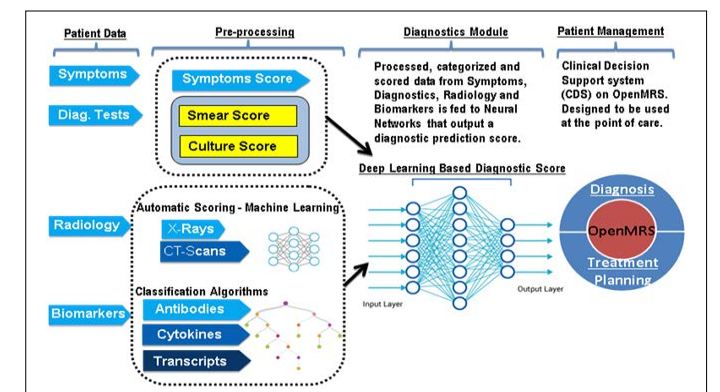
WaterSense – an IoT-powered Soil Moisture Sensor – developed jointly by the Centre for Water Informatics & Technology (WIT) at LUMS, and Nestle Pakistan's Caring for Water Initiative, helps farmers make informed irrigation decisions, thus conserving up to 50% irrigation water. Pakistan is a water-stressed country, and it is predicted that by 2025 Pakistan will face acute water scarcity. More than 90% of Pakistan's freshwater resources are consumed by the agriculture sector, which not only contributes 20% to our GDP but also supports almost half of the

employed labour force. Bringing efficiency in agriculture water consumption is critical to ensure food security and economic security for a major segment of our population. In 2021 alone, WIT installed 125+ Soil Moisture sensors across Punjab with Nestle Pakistan. Crops in Pakistan are generally over-irrigated without taking into account the actual crop needs. This causes excessive water use that negatively affects crop yields. Over-irrigation also degrades land quality, causes water logging, and wastage of fertilizer, which consequently harms groundwater resources along with the associated increase in the cost of

production. WIT's sensor triggers alerts when irrigation is needed by measuring the moisture in the soil using capacitive measurement technology, which allows high precision and durability without hurting soil chemistry. The portable sensors allow ease of installation and removal in each crop cycle, thus minimising the operational overheads and ensuring ease of adaption. At the same time, these sensors have long all-weather endurance capability that allows up to 12 months of intervention-free deployment at crops like sugarcane. This need-driven impactful innovation is a step towards mitigating climate change.

Tuberculosis: Automated Diagnosis and Disease Epidemiology

Tuberculosis (TB) kills approximately 1.6 million people yearly. Among the three top infectious killers, TB is rising worldwide while HIV-AIDS and malaria are trending down; despite the fact anti-TB drugs are generally curative. The problem lies in the inefficient detection of this complex disease. Current tests for TB in Pakistan are inefficient, complicated, and relatively expensive to perform. This often means the disease has often worsened by the time it is detected and additional delays in detecting the exact location of the disease further contribute to this. A team from the LUMS Technology for People Initiative (TPI) and UC Davis developed a novel technique, which utilises machine learning (ML) and artificial intelligence (AI) tools to combine radiological, clinical and biomarkers data to determine the disease severity and progression in non-human primate model, the animal model that captures human TB most closely. They found the high degree of correlation of automated ML CT scores with radiologists score, sign of disease, blood markers, antibodies and a greater consistency of ML scores over radiologists' score. Their study provides consistent and early



disease detection, understanding of the complex disease, and is valuable in monitoring the efficacy of therapy. A similar approach for human studies is underway to develop an automated system and will be made readily accessible on the physician's PC for detailed clinical investigations as needed, at the click of a mouse, as shown in the accompanying figure.

The Baltistan Experience

In the Summer of 2022, 300 LUMS and University of Baltistan, Skardu (UoBS) students came together in Skardu for ‘Learning Without Borders – The Baltistan Experience’. As part of this groundbreaking partnership, students from both universities learned with, and from each other as they took one of five experiential learning courses. For four weeks, nature was the classroom. Skardu’s rich culture, landscape, and heritage served as the perfect backdrop for students to immerse themselves in practical, hands-on learning. Classes were co-designed and co-taught by faculty from both universities, and students quickly realised that collaboration is the key to solving the biggest challenges of our time.



150 students from LUMS | 150 students from UoBS
15 faculty members | 70 field activities | 4 week programme
5 Courses | 2 alums



The Event of the Season: Float Festival

Set at a dock by Upper Kachura lake, this fun-filled experience offered customers delicious food and scenic boat rides against a serene backdrop.



Entrepreneurship

Picture this: you have one lakh rupees and one month in the mountains of beautiful Skardu. Could you launch a successful venture? Well, LUMSxUoBS students did!



Monopoly. But make it Skardu!

For their second project, students created Local Lords – a board game with twists based on life in Skardu.



Water Resource Management

As the nation grapples with a water crisis, managing this valuable resource is the need of the hour. Over four weeks, students focused on irrigation in high-mountain regions, hydro-disasters, land/water management, and water quality. They scouted the city to collect water samples, conduct surveys, analyse water and soil samples, and then worked with each other to make recommendations for possible solutions.



One tap at a time!

While taking in the sights, a few students observed running freshwater pipelines throughout Skardu. They realised that these 'untapped' pipes flow continuously and lead to a lot of water wastage. They launched a campaign to raise awareness about water conservation, and even worked with local plumbers to install taps to reduce wastage.



Green Energy

Can waste be turned into fuel? Can the solutions to electricity shortages also be the key to reducing climate change? These are just some of the questions students taking the Green Energy course tried to explore while in Skardu.



Solutions: Powered by LUMSxUoBS!

Students researched the energy landscape in the Baltistan region, and visited different plants and villages, and interviewed locals. Through these visits and conversations, they explored the possibility of low-cost and sustainable alternatives in the region.

Impact Beyond the Classroom

A casual conversation with a local revealed that even life-saving procedures come to a standstill in Skardu during electricity outages. A team of LUMS and UoBS academics, doctors, and well-wishers teamed up to install backup power supply to an operating theatre at DHQ Hospital, Skardu, to ensure uninterrupted power supply during surgeries.



E-Commerce

In this era of digital marketing, businesses no longer have to be restricted to brick-and-mortar stores and can expand beyond their geographical boundaries. As part of this course, students teamed with local firms to scale up their operations through e-commerce platforms. They also identified strategies for marketing indigenous products locally and abroad.

Set in Stone

Baltistan is famous for its gemstones, and customers from around the country often flock to local vendors to buy topaz, tourmaline, and many other beautiful stones. Our students paired up with many local vendors to develop e-commerce platforms for them, including websites complete with catchy slogans to position their business.



Orange, green, yellow, and pink!

Skardu boasts an abundance of trees laden with crisp, green apples, and sweet, fuzzy apricots. Students partnered with local ventures to identify strategies for marketing such indigenous products locally and abroad.



Introduction to Life Science

Skardu proved to be an ideal living laboratory. From field visits to lectures and lab sessions, students had the opportunity to gain a deeper understanding of the beauty and complexity of Life Science.



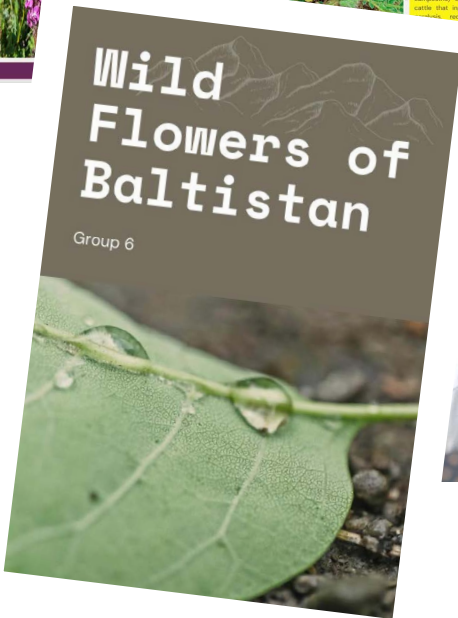
Learning from Our Elders

People in Baltistan have unique traditions and relatively longer lifespans. To understand this indigenous community better, students conducted surveys and interviewed more than 200 elderly Balti men and women about their dietary and lifestyle habits.



Recording Our National Treasures

Students and faculty took full advantage of the biodiversity and collected over 200 samples from various sites including Deosai, Chunda Valley, and Sadpara village. For their class project, a team of student seven created a beautiful colour-coded plant catalogue called 'Wild Flowers of Baltistan'.



Alums on Board!

The Baltistan Experience was open to alums, and two of our very own, Fayeze Mufti (BSc Economics '14) and Fatima Khatri (BSc Politics and Economics '18), were along for the ride! We spoke to them about their experience and the advice they have for other Luminites.

After graduating from LUMS, Fayeze went on to earn the CFA charter. He is currently a Portfolio Manager at NBP Fund Management Limited. This summer, he took the Green Energy course at LUMSxUoBS.

How did you decide to participate in this programme?

I was planning my annual holiday when I saw an email from LUMS. I thought what could be better than combining my vacation with a learning experience.

What drew you to the Green Energy course?

I was drawn to two courses initially. Biology caught my interest in a personal capacity, but Green Energy interested me from a professional career perspective. In my line of work, we look at how energy companies work and how economically viable they are. So I was interested in integrating the technology and engineering knowledge side of things with the financial side.

What has your experience been like?

I thought I'll be a misfit, but it was great to interact with the newer generation and see their perspective on things and how they think. I've made a lot of good friends. We went on a lot of class trips, so we practically saw things for ourselves – for example, how hydro plants function.

What have been some of the learnings from this

course?

I learnt so much – both culturally and personally. I came to realise that there are areas in Pakistan that have abundant electricity as well, and that can be used more efficiently. I also learnt that we should take care of other communities too and not just operate in silos. What I liked was that we didn't just study in terms of Skardu; there are so many takeaways that can be implemented throughout Pakistan.

What advice would you give to alums who might be considering joining the next cohort of LUMSxUoBS?

The more you learn and educate yourself, the more is your scope for betterment. Don't worry about feeling like a misfit amongst younger students. The LUMS family always has great chemistry, and they make you feel comfortable and love engaging in healthy discussions and debates. That's something you don't always find outside the LUMS community, and it's something that makes me proud to be part of this institution time and time again.



A Le Cordon Bleu trained chef, Fatima worked at renowned spots like FRED The Kitchen and Eggspectation before starting her own venture, Part Four. The Entrepreneurship course was a fitting choice for her.

How did you decide to participate in this programme?

I've always said that I just want to go and live in the mountains for a month! When I got the announcement email, I thought I have to do this.

What drew you to the Entrepreneurship course?

It's very relevant to my own business. Also, I had also never taken a course with Dr. Adnan Zahid while I was at LUMS, so I thought it was the perfect opportunity to do so.

What have been your learnings from this experience?

I learnt so much each day! We started a business from scratch in Skardu where we knew nobody and nothing about our surroundings. It was a huge learning experience.

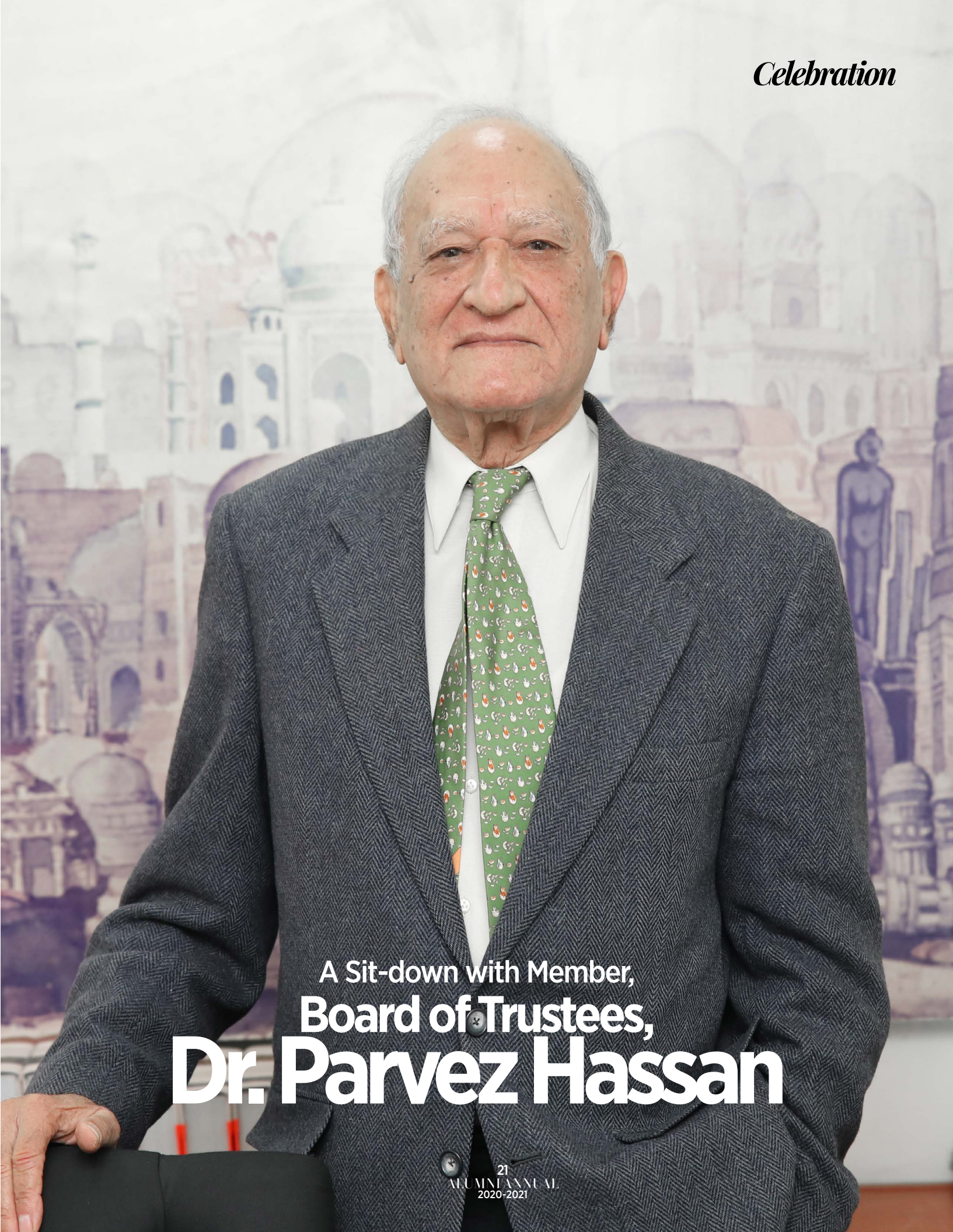
One thing I am very proud of is that I managed to hike! I never thought I'd be the kind of person to

be sporty or climb mountains. But that gave me so much confidence.

I also learnt that no matter what happens, you must keep going. There were so many variables there – the weather, the logistics, etc., but we went through with it. One thing that Dr. Adnan kept saying to us was: maintain your prices, don't make them low! I never thought that way before.

What advice would you give to alums who might be considering joining the next cohort of LUMSxUoBS?

Just go for it! It's a leap of faith, but this experience has helped so much. It's like reliving your undergrad with a different set of people. It's been eye opening, and I made a lot of friends. You get to learn so much about yourself, about the cultures within Pakistan, how people live, how to adapt to difficult situations, and so much more.



A Sit-down with Member,
Board of Trustees,
Dr. Parvez Hassan



Tell us about how, on a personal level, you were first approached for founding LUMS.

Well, the whole idea was that initially we thought we would put up a business school and the idea came up after I had been to Harvard Business School's advance management program. I was already the Managing Director of a company for more than 25 years, so I thought there was nothing to learn. Once I attended that program, it brought home to me how much there was to learn by attending the program not only from the faculty but also from other participants. When I came back, I was immediately drafted into government service by Mr. Bhutto to setup the fertilizer corporation and for 4 years, I was in the public sector and there too, I was constantly agitating with the government to nationalise a number of industries in the country. They had recruited people from the private sector mostly to run these industries and I said that these people will sooner or later fade away. What about replacement? So I agitated with the government to setup the business school to train people for the public sector.

What was the thinking process behind all the personal effort you have put in for LUMS and continue to put in to this day?

When the undergraduate admissions started in 1994, LUMS was the first university in Pakistan that conducted interviews of the first incoming class and I was on the interview panel for every single interview. This was because I was so much devoted and interested in it. I was also trying to learn from these students who were applying. What kind of students would we have? It was like somebody coming into your family, it was that kind of a personal relationship with each individual, both the boys and the girls. I also wanted to share my experience with them and learn from them about how they feel and how we can help them grow. Many people who came from different walks of life did not even know how to use fork and knives. You sit with them and give them the confidence, and tell them that you are not inferior to an-

ybody else. I mean, about ten years ago, for one whole year I had, maybe around 25 lunches in the executive dining hall with the NOP scholars. I said you bring your lunch; sit here and we will eat together. I have always tried to do whatever I can to help other people grow. This is what my elders did for me.

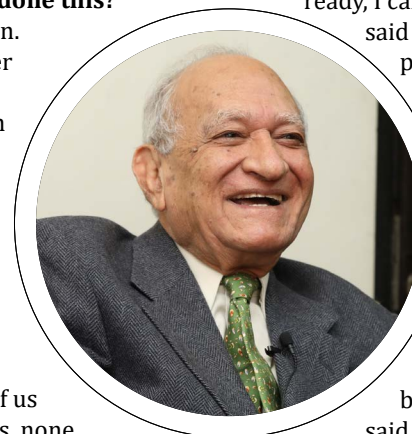
It's 35 years later, and you and the founders have sustained the connection. How have you done this?

It's a great question. What kept us together was a common set of values and a common objective in life; fairness, merit-based, need-driven, transparency, no VIP culture. If I can sit down with the other people involved on the table, then I will say yes. Because all of us share the same values, none of us would do anything kisi ka haq mar ke. I say to Baber Ali, wherever you need me, I will be there. Razak and I are together in everything and we'll get disillusioned if we realize we have a personal agenda.

LUMS was the first institute to introduce BA-LL.B in Pakistan, so what was your role in that? And in championing SAHSOL to what it is today?

When LUMS started, it was very specific to business school. The first person to think of economics, to transgress the idea, was SBA. At that time, we all shut it down. But I said no let's get all of us together. My idea was that let's develop the product first and polish it to the highest and after that take the idea to others. But if we began these things before we got the business school to that

height, so kaamkharabhojaye ga. And SBA understood that. But very early on, we saw the success. I started introducing law courses school. I introduced the first two law courses there. That was when the first foundation of law was laid down. Then slowly we set up a department, we chose good people and the faculty grew and produced good results. Now when the department was



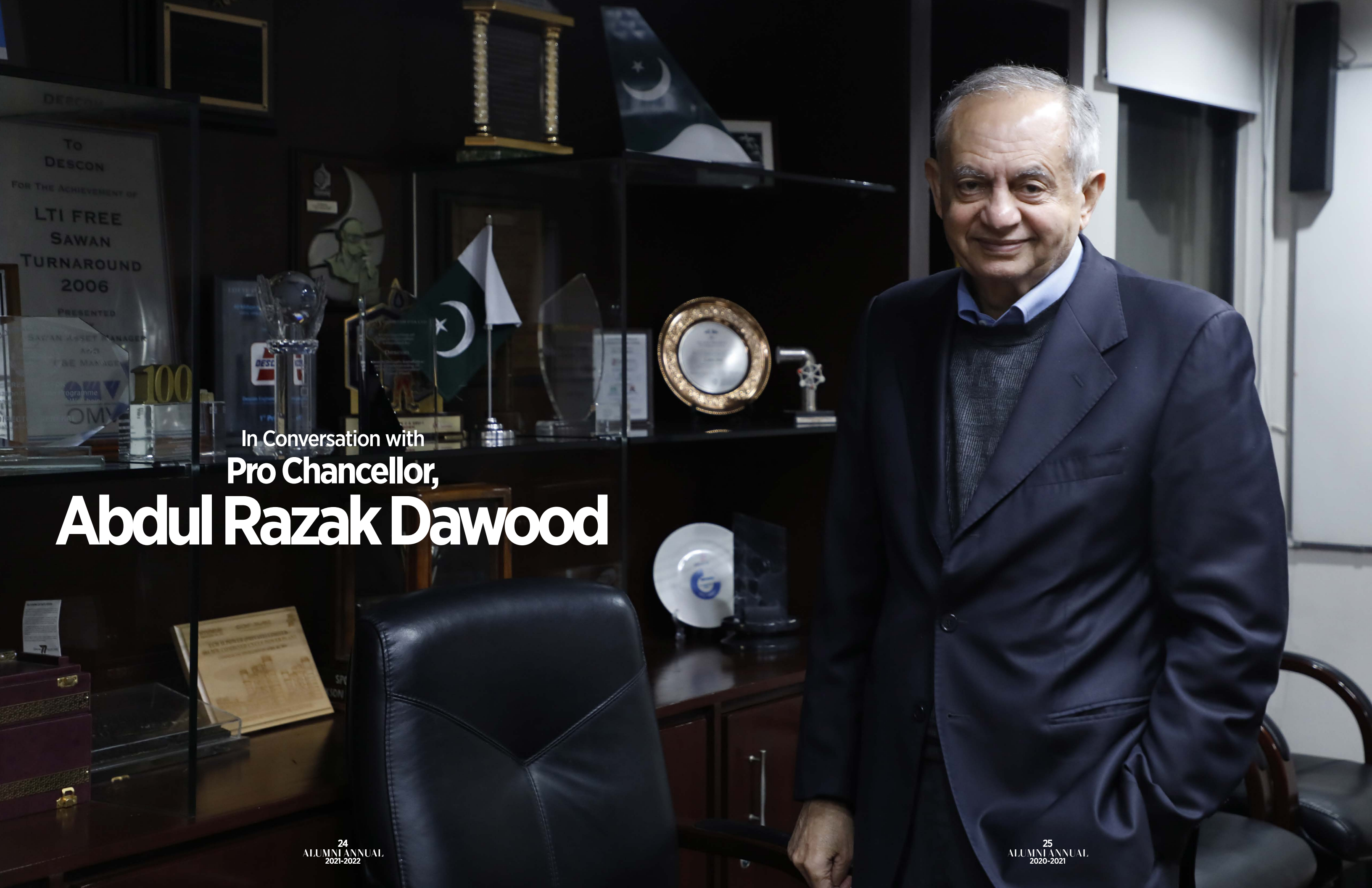
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ready, I called all the faculty and said if somebody wants to put X amount of money on the table, how would you want it spend? I said options, building banayenkiyakaren? Everyone said building ki koi zarooratnahi. I said alright well do you have a vision? Do you want the law school to be well recognized? They said of course. I said well have you seen any law school in the world without a building? I said you aren't looking ahead. Aaj agar 6 classes chahiye, kal 8 chahiyehonge, so slowly all of them recognized the need. I took a walk with Razak to see the place. Then the building came in, and now the Chinese center. I always think ahead. I did my BA and LLB here and did my Master's from Yale, PhD from Harvard and did some lawyering at Wall Street and then came back. Wo waqt-thakebohot investment thi-pakistanmein. Jo goraayekeh-tepervezhasan ne wallstreetbhikaamkiyaheyahanbhiwahanbhi, jo aayewouyahanajaye. But I said to my students ke jab mein ne parha yale harvard se, tab qibla wall street thi, lekin tum logon ke time mein yeh change hojayege, it will become Shanghai and it will be Beijing. The advantage

that you will have if you went through Chinese courses and studied Chinese law will be the advantage I had, the Chinese will come to you, ab kon kara hei? China. I said to them to be ahead of your time. Ab sara jhagrehourahayhein, wo kahan hon ge? So I suggested that let's set up an arbitrary body at the Chinese center at LUMS. Ke jab bhi koi Chinesejhagrehon, wou civil court najayen, high court najayen, yahan chamber of commerce honachaiye. My commitment is that LUMS will go international because of the Chinese center ta kejjahanjahanChinese investment hejjahan CPEC hei, un sab bachon ko kahoyahan aa karparhen. In the next 5 6 years even if there are only 3 4 international student at LUMS because of this center, it will proliferate. It's not just the Americans we want to come here to study, it's everywhere the Chinese are as well. It is worth the vision and I am happy all of us share it.

How do you see the next 35 years panning out? And where do you want to see the trajectory of LUMS?

I never imagined we would be here, where we are today. I mean, it is the blessing of Allah. You keep on doing your best and the doors keep on opening. Nation building happens when people are well educated. They will make good citizens and good bureaucrats. Today, five hundred people from LUMS are in the civil services. Over a thousand businesspersons and industrialists coming out of LUMS – and it is not their father's business, they created it own their own. And you have about three thousand LUMS alumni working abroad from San Francisco to New Zealand. They wouldn't be there if LUMS did not exist. If somebody asks me, what do you expect of a LUMS graduate? I will say if he or she is from LUMS then he or she will not lie. It is a very big qualification. This is what I hope should be there. This is something that I learned from my elders and people I have done business with. You are judged by your ethics, and are you good for your word?



In Conversation with
Pro Chancellor,
Abdul Razak Dawood



Tell us a little about how it all started.

Well, the whole idea was that initially we thought we would put up a business school and the idea came up after I had been to Harvard Business School's advance management program. I was already the Managing Director of a company for more than 25 years, so I thought there was nothing to learn. Once I attended that program, it brought home to me how much there was to learn by attending the program not only from the faculty but also from other participants. When I came back, I was immediately drafted into government service by Mr. Bhutto to setup the fertilizer corporation and for 4 years, I was in the public sector and there too, I was constantly agitating with the government to nationalise a number of industries in the country. They had recruited people from the private sector mostly to run these industries and I said that these people will sooner or later fade away. What about replacement? So I agitated with the government to setup the business school to train people for the public sector.

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can help them grow. Many people who came from different walks of life did not even know how to use fork and knives. You sit with them and give them the confidence, and tell them that you are not inferior to anybody else. I mean, about ten years ago, for one whole year I had, maybe around 25 lunches in the executive dining hall with the NOP scholars. I said you bring your lunch; sit here and we will eat together. I have always tried to do whatever I can to help other people grow. This is what my elders did for me.

After four thriving Schools, why did you feel the need to build the most recent Syed Ahsan Ali and Syed Maratib Ali School of Education (SOE)?

Well I thought that this was something the country needed. We should know what is happening in education in the rest of the world because what you were teaching yesterday is not what you are doing today and what you are teaching tomorrow is not what you are just doing today. You do not just need good teachers; we will need good people who will plan well. Who will be bothered about curriculum and subjects that needs to be introduced. Therefore, I funded a hundred percent for the first 4 years and I said you do a good job for 4 years and after that, you have to fly on your own. I named it after my uncle and my father,



and as of this year, they have established a good stream of income. Certainly, it is walking now.

At the first LUMS convocation in 1989, you reiterated the hope that LUMS will become an institute of national importance. Here we are 35 years later. How do you consider where we are today?

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What is your strongest message

for those that carry the LUMS torch forward when you and your fellow founders are no longer around?

It used to worry me more before, but now I am worried less. Why? Because I think the three of us, you've got Shahid Hussein and Osman Khalid Waheed, both of them excellent and willing to put their shoulder to the wheel. So when us three are out, I am more and more convinced that these two alongside others can seal the horizons. So we're now plugging them in, committee here and there. So that is why I am not concerned. We have a culture of a very strong management committee. The faculty doesn't like it, says you're too strong. We say if we don't keep an eye out, things can go wrong. And now, in my own mind, I want a certain degree of autonomy but we're still too young of an institution, and we're not well-grounded yet. Princeton, Yale have been at it for centuries. They've gotten it well-done. One thing that is happening and I don't mind; is that the funds that are coming into LUMS and funds coming into the national management foundation are becoming more and more. Their advisory board said to us right at the start that the funds of the university will start increasing and your national management foundation will not. Now, does it belong to the university or the school? These are all challenges. You see, LUMS, for a university that size, the size of our endowment fund, too small, it's sustainability. The worst thing that could happen after the three of us, is that the sustainability gets questioned. You can't have that. For LUMS to become any ordinary university in Pakistan, that will be the worst thing. One of our visions is, make LUMS a recognized local and then global institution. It's going to take a lot of dedication, whether we live up to it or not, we'll find out.



From being the focus of a table conversation 35 years ago between Syed Babar Ali, Abdul Razaq Dawood, and Dr. Parvez Hassan, to becoming what it is now, LUMS has emerged as the epicentre of merit-based and need-driven education. One could perhaps think that this was no big feat, that LUMS was destined to become what it is today, but would that really have been so easy? The answer is no, not really. It's true that LUMS would not have soared to the prestige it has today if it hadn't stayed true to its founding principles, but it would also be unfair to discard the efforts of the many stakeholders that made this possible.

In celebration of 35 remarkable years of success with this community, LUMS hosted three events; to honour the donors that help sustain our educative ecosystem, to appreciate the contributions of faculty and staff, and to show gratitude to its ever-growing network of alumni, respectively.



Thanking Supporters

Organised on campus on December 11, 2021, the donor dinner involved the University acknowledging the leadership of its founding members as well as its visionary partnership with the industry. The ceremony was graced by the presence of senior leadership including Founding Pro Chancellor, Syed Babar Ali; Pro Chancellor, Mr. Abdul Razak Dawood; Rector, Mr. Shahid Hussain; Member Board of Trustees, Dr. Parvez Hassan and Vice Chancellor, Dr. Arshad Ahmad and conveyed a special tribute to all the donors that have played a pivotal role in the LUMS journey, and its transformational endeavours through their generous contributions over the years. Recollecting the past 35 years during a founder's panel discussion, Syed Babar Ali emphasised the role that being steadfast and persistent played in the inception of LUMS, leading it to become a reality. Mr. Dawood spoke about the strong values of tolerance, discussion, merit, and hard work that have been embedded in the academic culture of LUMS and have successfully steered it towards success over the last three decades. Lastly, Dr. Hassan recalled the achievements of LUMS, particularly in the field of law, and how it is helping Pakistan's judiciary in its capacity-building efforts.



Applauding Staff and Faculty

The community event was held on May 20, 2022, and became an opportunity for LUMS leadership, faculty, and staff to gather and commemorate the University's 35th anniversary. Both the Human Resources department and the Office of Advancement came together to honour outstanding faculty and staff members for teaching and service excellence, as well as the emeritus faculty for their exemplary contributions to LUMS. To make the event more memorable, a lucky draw, generously sponsored by Pepsi, L'Oréal, and Zephyr was also organised.

The celebration also included addresses by Ms. Nuzhat Kamran, Director, Office of Advancement, and a graduate of the University's first MBA batch, as well as Dr. Arshad Ahmad, Vice Chancellor, LUMS, both of whom highlighted the significant milestones the University has achieved. Sharing the priorities for the coming decades, Dr. Ahmad also added, "As we look to the future, we remain committed to strengthening our research intensity and teaching excellence, governance, interdisciplinarity, platform learning, and above all, student experience." The ceremony concluded with the Vice Chancellor presenting awards to the recipients of the Vice Chancellor's Award for Teaching Excellence; Ms. Angbeen Mirza and Drs. Zubair Khalid, Ali Raza, Muhammad Tariq, and Momin Ayub Uppal from the inaugural cohort of 2020-21 and Drs. Haniya Azam, Imran Cheema, Muhammad Hamad Alizai, Rahman Shah Zaib Saleem, and Syed Zahid Ali from the 2021-22 cohort.



Rejoicing with Alumni

Last, but certainly not least, LUMS celebrated its community of alumni through an evening of connection on June 25, 2022. The occasion was, you guessed it, Homecoming! A day when the University welcomes back its alumni from across Pakistan and the globe to participate in the annual Alumni Homecoming at LUMS and gives a chance to the alumni to reconnect with old friends, favourite faculty, and classmates.

The evening kicked off with a warm and welcoming address by Ms. Nuzhat Kamran, Director of Advancement, who congratulated alumni on the strides their alma mater is making. She also recognised seven alumni who kept up with the University’s stellar reputation and topped the country’s Central Superior Services (CSS) exams, now serving as leaders in Pakistan’s civil service..

As per tradition, Dr. Ahmad then invited LUMS Rector, Mr. Shahid Hussain to the stage and segued into the Vice Chancellor’s Alumni Achievement Awards (VC AAA) Ceremony, introducing and recognising the accomplishments of the eight winners from the third VC AAA cohort from last year, and the ten winners from the fourth VC AAA cohort of this year. Speaking on behalf of the 2020 and 2021 cohorts respectively, Mr. Tauseef Farooqui (MBA 1996) and Ms. Fatima Asad-Said (MBA 1997) accepted the acknowledgment from their alma mater with deep gratitude and pride in the values of excellence that LUMS stands for.

The evening concluded with the alumni enjoying their night listening to the king of bhangra, the one and only Abrar-Ul-Haq. Serenading the audience with his timeless classics, the audience danced away to an unforgettable performance.



An Expanding Universe



Meet the winners of the

Vice Chancellor's Alumni Achievement Awards (VC AAA) 2021

and delve into the globally impactful work they are doing, from coming up with innovative development solutions and serving the nation's public sector, to driving change through storytelling and leading reputable organisations.



Muhammad Saad Arshad

(BSc 2017)

Senior Analyst, McKinsey & Company

With a passion for solving global problems and creating impact, Arshad has worked in multiple areas, including public education, refugees, skills and employment, and economic development. He is currently working at McKinsey & Company and was recently helping operationalise an agriculture reform initiative that improves Pakistani farmers' livelihoods through innovative digital and financial solutions. Arshad is an Acumen Fellow, an Unusual Pioneers Fellow, and holds an MPA from Syracuse University through the Fulbright Scholarship. Arshad loves to travel, is a long-suffering supporter of the Arsenal Football Club, and claims to make the best omelettes ever.

Fiza Farhan

(BSc 2007)

Global Strategic Development Advisor

Farhan is a global expert on issues pertaining to inclusive economic growth, climate change, sustainable development, financial inclusion, access to energy and multi-sectorial partnerships. Previously, Farhan was the CEO & Co-founder of two social enterprises, Buksh Foundation & Buksh Energy Pvt. Ltd., whereby she launched multiple global innovations creating development solutions addressing multiple challenges the rural communities face. She was featured in the Forbes '30 Under 30 List of Social Entrepreneurs' twice, in addition to being the youngest member of the UN Secretary General's High-Level Panel on Women Economic Empowerment, Future Energy Leader at the World Energy Council, and Chairperson to Chief Minister Punjab's Task Force on Women Empowerment.

Currently, Farhan is an advisor to multiple stakeholders including UNICEF Pakistan, Ministry of Education Punjab, UN Women Asia Pacific, Ministry of Climate Change, and the Australian Government amongst others.

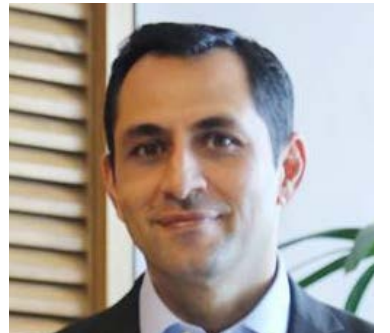


Maheen Hassan

(BSc 2011)

Civil Servant, Pakistan Administrative Service (PAS)

Hassan completed her undergraduate in Politics and Economics from LUMS in 2011 and an MPhil in Political Science from Government College University Lahore in 2015. She worked as a Research Assistant at her alma mater and the Urban Unit (Govt. of Punjab) before passing the Central Superior Services (CSS) exam and joining the civil service in the Inland Revenue Service stream in 2013. Hassan has experience of 8 years in tax administration and policy. She topped the CSS exam of 2020 and joined Pakistan Administrative Service in November 2021. Hassan is a mother of one, and lives with her family in Lahore. Her hometown is Bhakkar, and she is currently undergoing training at the Civil Services Academy, Lahore.



Naveed Asghar

(MBA 1993)

CEO, GroupM

Asghar is a business leader with 28 years of experience with some of the leading blue chip multi-national companies (the likes of Unilever, Coke etc.), across Pakistan, Middle East, Africa, and CIS markets. He is a strategic thinker and takes pride in building some of the highest voltage brands and teams. He is currently the CEO at GroupM, the leading media investment house in the country.

Asghar has shown exemplary leadership as he has turned around GroupM over the last two years.

Prior to his role at GroupM, he played an instrumental role as the Chief Marketing Officer at HBL to reinvigorate the brand and is the architect behind the roaring success of HBL Pakistan Super League (PSL), which has become the pride of Pakistan. He is a strong advocate for LUMS and is also a part of the current Alumni board.



Fatima Asad Khan

(MBA 1997)

CEO, Abacus Consulting

Asad-Said is an integral member of the top leadership at Abacus Consulting, a leading international professional services firm. Her experience of over 24 years embodies thought leadership and delivering progressive solutions in corporate governance, digital transformation, strategic change, and project leadership across multiple sectors and industries.

She started her career with Coopers & Lybrand International and then PricewaterhouseCoopers.

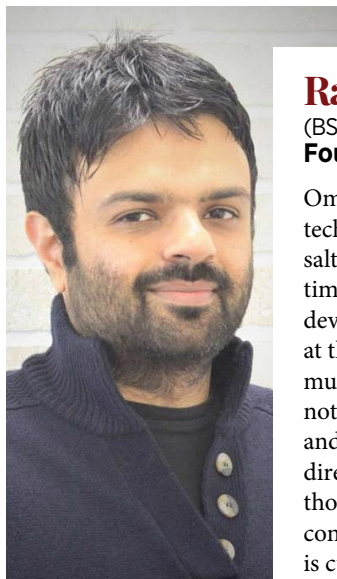
Her leadership journey includes serving on various Boards as an independent director such as Faysal Bank, Kashf Foundation, Bata Pakistan and Kaarvan Crafts Foundation. She is also on the Board of Trustees at LUMS. She is a member of the Harvard Corporate Directors, Diversity and Inclusion Hub Leadership Council, and Women Executives on Boards forums.

Dr. Marium Rasheed

(BS 2017)

**Graduate Research Assistant,
ASPIRE Research Center**

Dr. Rasheed completed her PhD in electrical engineering from Utah State University (USU). Her research focused on modelling, design, and control of high efficiency and high-power density DC-DC power converters for electrified vehicles, roadway infrastructure, and energy storage systems. Her work emphasises the development of sustainable technology to ensure energy access, security, and justice. Her contributions significantly impact the community and Pakistan by making low-carbon modes of transportation more affordable for the public. She has received several international awards, including the Best Oral Presentation Award at the IEEE APEC 2021 conference, the 2021 Outstanding Doctoral Student Researcher of the Year in the Department of Electrical and Computer Engineering at USU, and the 2022 Outstanding Engineering PhD Scholar of the Year, among others. She is the first woman from Pakistan to have been awarded the Atlantic Council Global Energy Center's Women Leaders in Energy and Climate Change Fellowship in 2021.



Raqib Omer

(BSc 2007)

Founder and CEO, Viaesys

Omer pursued graduate studies in sustainable technologies, and extensively researched the area of salt usage for maintenance of roadways during winter time. He founded Viaesys, a technology company that develops sustainable solutions, while he was a student at the University of Waterloo, and has since launched multiple solutions in this domain that have become a noteworthy commodity for both local municipalities and environmentalists in general. The technology directly contributes towards saving hundreds of thousands of tons of salt from being over-applied and contaminating groundwater forever. Viaesys technology is currently being used at Walmart, Amazon, and several government facilities across Canada and the USA. In 2019, he was invited for an exclusive meeting with the Pentagon officials, regarding the implementation of his technology in different states of USA. Omer continues to serve his home country by working in collaboration with his team of developers in Pakistan.

Aamer Manzoor

(MBA 1997)

Managing Director, PTV

Manzoor has 25 years of experience managing and building high growth companies in the internet, ICT and telecom domains. He is one of the pioneers in bringing broadband internet into Pakistan. He founded an extremely successful Internet Service Provider, WOL in Pakistan that was acquired by Orascom Telecom/VEON Group, the largest integrated telecom group in the region. He helped Jazz launch its 3G/4G services in Pakistan. Manzoor was also the co-founder of RISEPAK, which in 2006 won the Stockholm Challenge Award, also known as the Nobel Prize of IT, in Public Administration.

Three years ago, Manzoor joined PTV as its Managing Director and successfully turned a bankrupt organisation into a profitable state owned entity with its sports channel becoming the no. 1 channel and its entertainment channel being in the top 5 entertainment channels. Manzoor also holds a Master's degree in IT from Harvard University.



Saba Karim Khan

(BSc 2006)

Author, Filmmaker and Educator

Khan is an author, award-winning filmmaker and educator, whose writing has appeared in *The Guardian*, *The Independent*, *DAWN*, *Wasafiri*, *Huff Post*, *Verso*, *Think Progress*, etc. Her debut novel, *Skyfall*, was published by Bloomsbury and her documentary film, *Concrete Dreams: Some Roads Lead Home*, produced by the Doha Film Institute (DFI), has been officially selected and won awards at global film festivals in NYC, Paris, Berlin, Toronto, USA, Sweden and India. She has read Social Anthropology at the University of Oxford and works at NYU Abu Dhabi. Before joining the Academy, she worked as Country Marketing and Public Affairs Head at Citigroup. Born in Karachi, she now lives in Abu Dhabi with her husband and two daughters.



Saima Rana

(MBA 1996)

**Adjunct Faculty, LUMS and
Head of Operations, NICL**

Rana wears many hats within the LUMS system, working as both, a faculty member and as the Head of Operations at the National Incubation Centre Lahore (NICL). At NICL, she has paved her way to a primary leadership role in just a year and a half, having started initially as the Director for Learning and Development. In this portfolio, she steered the curation of the NICL Foundry Programme i.e., a boot-camp style mini-MBA training for entrepreneurs to develop their ideas into investor-ready business plans. She has also directed an academic collaboration with the University of Saarland, for the development of a pre-incubation course, Entrepreneurship 101. Under her leadership, NICL launched the first Pakistani cohort in the Stanford Seed Spark Programme, with an NICL-backed start-up winning in South Asia. Rana has been a post-secondary Business Management instructor for over 14 years with a focus on entrepreneurship, marketing, merchandising, and consumer behaviour.

Taking Pakistani Accessories to a Global Market: The Story of Warp



WARP

All recognised fashion designers have a background in design. However, some people have a natural flair for design and fashion. Alumna, Hirra Babar (BSc 2010, MBA 2014) is one such person who is quickly making a mark on global platforms with her unique accessories brand, Warp. The brand features a signature line of Hexella handbags, shaped in an elegant geometric structure. These bags have been showcased at a number of international trade fairs and fashion weeks over the years.

Taking Pakistani brands to international markets, Hirra's brand participated in Mipel (a prestigious leather handbag and accessories event) in Milan in 2018 and was selected by the National Chamber of Italian Fashion to display her pieces in the emerging brands category. Warp also participated in Tranoï (a leading

Warp's rose pink Hexella bags



38
ALUMNI ANNUAL
2021-2022

trade show) for three seasons of Paris Fashion Week in both 2019 and 2020.

With a Bachelor's degree in Economics and Social Sciences from LUMS, Hirra went on to do her MBA from LUMS in 2014. Midway through her MBA, she realised that a corporate job wasn't her cup of tea. "I always wanted to start a business of my own and wanted to work in the design industry. With the onset of the fashion retail boom, the industry seemed promising to enter. However, I wanted to differentiate from the already existing businesses out there."

After completing her MBA, Hirra joined one of the biggest fashion retail brands of the country to learn the tricks of the trade. Taking a leap to explore something independently alongside her job, Hirra started working on her start-up. "While the job experience did provide for a lot of insight on how to get things going, I left after only 4 months."

Hirra recalls that the transition from a secure salaried job to a full-time entrepreneurial setup was not easy. "I remember having butterflies; leaving a secure position and moving towards complete uncertainty is not easy. Fortunately, I have had immense support always from my family and friends who have encouraged and believed in me. It is also important to surround yourself with people who share the same struggle as yours - sharing ideas, challenges and everyday battles and wins with fellow entrepreneurs is always comforting and encouraging."

Working in the industry, she realised that there was a gap in the accessory market and with an abundant local supply of raw material like leather, it seemed like a very attractive opportunity to explore. For Hirra, right from the beginning, the objective was to make a handbags and accessory brand that can be produced locally and sold globally. She launched her start-up, Warp, in 2016 to fulfil her dream of creating a line of bags for the modern woman, which would be a perfect blend of good design and functionality.

Establishing her start-up was a great learning experience and Hirra has many useful experiences to share with young creatives who are just starting out, in fashion and beyond. "Everything might seem like noise initially, but in the long-run it starts making sense. Learn to be a keen observer and look for inspiration outside your work environment, especially in the everyday mundane things. That's where you always find magic."

She adds, "Soft-skills are important to get the job done. Work as hard in mastering them as your other technical skills. Most of the time



A 3D prototype of the classic Warp bag during design

you will be managing people, their expectations and how to get work done from them."

Hirra believes that her time at LUMS, inside and beyond the classrooms, shaped her as a creator and entrepreneur. "I was much more active both in-classroom and beyond during MBA than during my undergrad at LUMS. The interaction with a very diverse student body really helped in widening my perspective on life and understanding different viewpoints. Working under immense pressure during my MBA also prepared me well to manage stressful situations one might come across during the entrepreneurial journey."

For Hirra, it is very important to have a 100% 'Made in Pakistan' label. "During the initial stages of working on the idea I travelled to places like Italy, Spain, France and Turkey for R&D. These are the hubs of high-fashion, especially leather goods manufacturing. I saw that the models of manufacturing were pretty much the same everywhere. The small family-owned workshops were producing for luxury brands, with the same hand-crafting techniques and tools. The only edge they had was their attitude towards the quality and finesse of the product, which came from immense attention to detail. I realised this is something we can

replicate in Pakistan and build a home-grown brand which we all can be proud of. I have always believed any business is good business when it is built on creating shared value. With keeping production within Pakistan, I believe we are also giving to our craftsmen community a chance to up-skill and get competitive at the global level."

Hirra works very hard to ensure quality and perfection in her products. Sharing the challenges she faced while implementing high standards of quality, she said, "Attitude towards work and understanding the concept of quality is definitely the biggest challenge we face. We as a nation have a very laissez-faire attitude towards work. We had to work really hard with the craftsmen-community to instill the idea of finesse and attention to detail and that cutting corners and finding short-cuts will not get us anywhere." Learning from an incident when an international order was not accepted because of the standards of quality not being met, Hirra was extremely motivated to perfect Warp's quality, down to the last detail. She has trained and educated her craftsmen in making products which not only matched, but surpassed international standards. To achieve this aim, Hirra mobilised local resources and talent, which was also a core aim of her start-up: locally made but sold globally. This, according to Hirra was a challenge as no one had demanded better quality from the craftsmen before and therefore they didn't know how to improve their craft. Now that she's accomplished finesse in her products, Hirra sees the company moving in the right direction. "Setting the base right was very important for us. Our focus for the coming years is to develop and expand on the business side of things. Targeting the international market and finding in-roads in the international fashion community to further strengthen a home-

Hexella 'The Evening Edit' clutch part of the holiday line



39
ALUMNI ANNUAL
2020-2021

“Soft-skills are important to get the job done. Work as hard in mastering them as your other technical skills. Most of the time you will be managing people, their expectations and how to get work done from them.”



There's a community within a community at LUMS. An inner circle if you may, of the alumni that came full circle and are now faculty teaching on campus. We hear from some of them on what it feels like to be on the other side of the classroom and what they miss most about their student days gone past.

SWITCH SIDES



As a faculty member, I enjoy seeing students live the life that we did – reading for classes, playing sports and participating in student activities. I also enjoy being in a place as faculty where I can engage with students and try to help them ask questions, think deeply and aim to give back to their communities upon graduation.”

Angbeen Atif Mirza

BA-LL.B 2008

Assistant Professor, SAHSOL



My education at LUMS coincided with the Great Financial Crisis of 2007-08, and so I quickly became a heterodox economist – even as a student – with an interest in critiques of economic orthodoxy. Since then, my journey in economics and teaching has brought me back full circle to my alma mater. I am now enjoying the challenge of teaching students in a mainstream economics department while also trying to communicate some of the most important lessons I've learnt: that economics can and should be done in a variety of ways, and that it's done better if we pay attention to its history and philosophy. It is a challenge to engage students in a time of upheaval and crisis as I have to compete with so many external claims on their attention. Yet, I am finding that teaching economics is that much more meaningful if I am able to connect the theory to the crisis-ridden world outside the classroom. I relish the work every day.”

Dr. Daniyal Khan

BSc 2012

Assistant Professor, MGSHSS

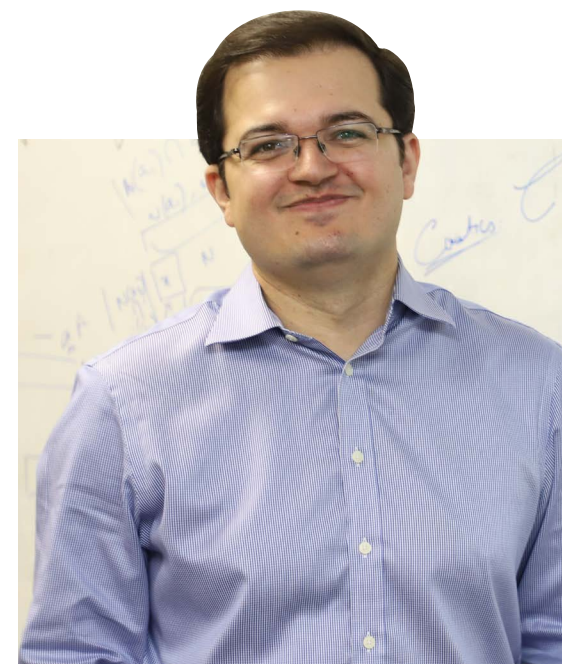


Nothing beats the good old days at LUMS when I would chat with my batchmates about anything and everything over a cup of chai at PDC. Being on the other side is awesome because I get to inspire students to discover their talents and chase their dreams.”

Dr. Ihsan Ayyub Qazi

BSc 2005

Associate Professor, SBASSE



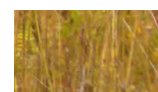


As a faculty member and an alumnus of LUMS, being on the other side of the classroom has been a truly enriching experience. LUMS has always been a place of learning for me. As a student, I acquired knowledge and skills, and now as a teacher, I continue to learn from my students and colleagues. While I cherish the memories of student life, what I miss most is the carefree and invigorating experience of being a young student, where time seemed to lose its significance. The freedom to explore various interests, late-night discussions with friends, and the sense of adventure that accompanied those years are cherished memories that will always hold a special place in my heart.”

Dr. Ussama Yaqub

MBA 2010

Assistant Professor, SDSB



Dr. Uzma Afzal

BSc 2007

Assistant Professor, MGSBSS



Switching sides and standing across the room where I once sat as a student brought back many fond memories. If there were something I could tell my younger self, it would be to enjoy the learning process and not fixate on grades or deciding on a career so early on. I want to pass on the same message to my students – learning is a privilege; make the most of your time here at LUMS.”



I returned to LUMS after almost a decade. Many things have changed. For example, the campus has a lot more built area, and a lot fewer green spaces than before. But a lot is the same – it is still a safe space for young adults searching for agency, for them to expand their worldviews and have them challenged by faculty and peers. Such a space is rare in today’s world and made the thought of returning ‘home’ a difficult one for me to resist. I can understand the pressures and challenges that students face when managing multiple demands on their time. As a student, I always appreciated instructors at LUMS who created an environment in their classroom where thought was nurtured and respected. I hope to offer the same to my students. The same ex-instructors made my transition from a student to a colleague at the department very easy. I’m surrounded by thoughtful individuals who are doing wonderful work. I’m very much looking forward to adding momentum to their efforts.”

Dr. Farah Said

(BSc 2008)

Assistant Professor, MGSBSS



Teaching at LUMS after having studied here myself is an interesting experience. I really enjoy engaging with what is undoubtedly a very bright student body. At the same time, I feel my background as an alum helps me partially understand a range of LUMS-specific experiences in and outside the classroom that students may be going through. From my time as a student, the thing I miss the most is the experience of cultivating an intellectual and social community with friends, staff, and faculty members.”

Dr. Umair Javed

(BSc 2009)

Assistant Professor, MGSBSS



Representing Pakistan at the Global Peace Summit 2022

Sachan's (BSc 2021) journey from a small town in interior Sindh to representing Pakistan at the Global Peace Summit 2022 in Baku is nothing short of inspiring. His story is a testament to the power of education and the transformational impact it can have on an individual's life. Growing up, Sachan faced several challenges, including discrimination and self-doubt. However, his time at LUMS provided him with a platform to explore his passions, engage in meaningful discussions, and develop a sense of confidence and independence. Sachan's experience at the Global Peace Summit highlights the importance of diversity and inclusivity in promoting global peace. His willingness to stand up for himself and minorities in Pakistan is a testament to his courage and resilience.



From Failure to Forbes: Revolutionising Pakistan's Logistics Industry

Muhammad Saad (BS 2015) achieved a remarkable feat by being selected for the Forbes 30 under 30 Asia List this past year. As the co-founder of BridgeLinX Technologies, Saad is revolutionising Pakistan's logistics services market by bringing in technology, efficiency, and innovation to tackle the industry's fragmentation and inefficiency. It was during the COVID-19 pandemic that Saad met his future co-founders and discussed solving one of Pakistan's most significant challenges - the inefficiency of the logistics and supply chain industry. Saad decided to focus full-time on building BridgeLinX, a managed marketplace that disintermediates road freight and allows carriers to connect directly with shippers. As an aggregator, BridgeLinX democratizes the industry and allows carriers to choose the loads they want when they want, thus improving their lives and payouts. Despite all the challenges, Saad credits his time at LUMS for providing an excellent environment to experiment with and learn new skills. His experience at LUMS allowed him to kickstart his start-up and communicate effectively about his work at international events.

Doing LUMS Proud



Honoured with
Tamgha-i-Imtiaz Award
for Achievements in Pakistan

Two outstanding LUMS alumni were awarded the prestigious Tamgha-i-Imtiaz by the President of Pakistan and the Governor of Punjab this year, and the LUMS community couldn't be prouder! Momina Duraid (MBA 1997), a well-known name in Pakistan's drama and film industry, and the late Mansoor Hassan Siddique (MBA 1998), who dedicated his career to public service through his work at the State Bank of Pakistan's Financial Monitoring Unit, were recognized for their exceptional contributions to their fields. Siddique's wife spoke at the ceremony and described him as a self-made man who believed that LUMS played a vital role in his success.



Achieving the Top 3 Positions in CSS Exams 2021

LUMS has reason to celebrate, as its alumni have outshone others in the recent Central Superior Services (CSS) exams in Pakistan. This year, LUMS has produced yet another batch of successful graduates who have performed exceptionally well in these exams. Hafiz Ali Naeem Sheikh, a BSc Management Science graduate from LUMS in 2017, topped the CSS exams and has been inducted into the prestigious Pakistan Administrative Services (PAS). In addition to Sheikh's achievement, two other LUMS graduates secured 2nd and 3rd positions in the CSS exams, respectively. Ahsan Fraz Gondal, a BSc Accounting and Finance graduate from LUMS in 2019, secured second position in the CSS exams and will also be joining the PAS group. Meanwhile, Haroon Sahu from BSc Economics and Mathematics in 2020 secured third position and is set to join the PAS.





Becoming Pakistan's First Horseback Archer

Mohammad Omer Saleem (EMBA 2017) has become Pakistan's first-ever horseback archer. He is also the official representative of the World Horseback Archery Federation (WHAF) in Pakistan. Omer represented Pakistan in the 16th World Horseback Archery Championship 2021 held in Tehran, Iran. He was placed at 18th in the Qabaq Track, 19th in the Kassai Track and 20th in the Korean Serial Track out of 45, including qualifiers. He broke the record for the highest score of any first-time participating country. Omer says he is unlike many sportsmen as he pursued this as a passion only and that his experiences at LUMS helped him a great deal, both personally and professionally. Omer has also started his own school, Drakken, which offers horse riding lessons. The aim is to create valiant riders who can compete on national and international levels. He plans to set up an equestrian centre in Lahore to train individuals in basic riding and horseback archery.

From Failure to Forbes: Revolutionising Pakistan's Logistics Industry

Bagallery, a Pakistani digital-first beauty and fashion start-up, secured USD 4.5 million in Series A funding this past year. The company, led by Farhan Arif Syed (BSc 2015), has grown rapidly since Syed joined as COO and partner in 2020. With a wide range of products spanning skincare, makeup, fragrance, handbags, watches, and clothing, Bagallery now serves over 2.7 million visitors every month and has more than 500k satisfied customers across Pakistan. Bagallery's innovative approach includes virtual try-on with L'OrealModiFace, live streaming, and social commerce, which has contributed to its rapid growth. In addition, Bagallery is Pakistan's biggest female co-founded start-up, with 40% of its employees being women. The company believes in empowering women, particularly in an industry where around 80% of customers are female. With the funding, Bagallery plans to launch a unique influencer platform that connects customers and beauty/fashion influencers, thereby democratizing online beauty and fashion with excellent customer service and variety. Bagallery aims to establish itself as a market leader in the beauty and fashion industry by offering a vast selection of products and exemplary customer service.



Appointed Head of Women's Cricket in Pakistan

In a move that will take women in sports to even greater heights in Pakistan, Tania Mallick (MBA 1991) was appointed the new Head of Women's Cricket by the Pakistan Cricket Board this past year. After graduating from LUMS, Tania started her own business and remained involved with LUMS as Adjunct Faculty at SDSB. Tania's enthusiasm for sports has led her to many national and international stages throughout her career. She represented Pakistan in the Seoul Asian Games in 1986 and was the national champion in 1987-88. She has also served as the Vice President of the Punjab Olympic Association, Vice President of the Punjab Squash Association and as a member of Pakistan Olympic Association's Education and Women's Commissions. Tania's appointment is a source of great pride for the LUMS community and reinforces the University's commitment towards gender equity.



Making it to Forbes 30 under 30

Hamza Ayub (BSc 2015) is an inspiration for anyone looking to achieve their dreams. While studying at LUMS, he stumbled upon a book that inspired him to learn Mandarin and apply to Peking University, the Harvard of China, where he even scored a scholarship. Today, Hamza is an accomplished entrepreneur and marketer who has been featured in the Forbes 30 under 30 - Europe 2022 list. He serves as the CMO of Dunkin' Switzerland, where he has leveraged AI ads, virtual reality training and augmented reality in stores, and created a cyberpunk-themed store to market innovatively. He is also the founder of AnW Studios, a digital art studio that has worked with several celebrities. Hamza credits much of his success to LUMS and Dr. Muhammad Shehryar Shahid, Associate Professor of Entrepreneurship and Innovation. Hamza also lauds LUMS for providing an educational environment that prepares students to compete and thrive in the international arena.



Receiving the Prestigious Gates Cambridge Scholarship

Usama Javed Mirza (BSc 2013) received the coveted Gates Cambridge Scholarship this year. Usama's journey to this point has been one of hard work and dedication. After completing his undergraduate degree at LUMS, he went on to receive the Fulbright Scholarship to pursue a Masters in Curriculum & Teaching from Teachers College Columbia University. He then co-founded Saving 9, a social enterprise that provides healthcare services to communities in Pakistan. Now, Usama is set to pursue a PhD in Education at the University of Cambridge, where he will be conducting research on the Single National Curriculum (SNC) in Pakistan. His research will focus on how the ideological beliefs of students are being affected by what they learn about science and religion in schools. He plans to return to Pakistan and continue his work in education policy, focusing on teacher development programmes to build capacity for critical conversations on science and religion in the classroom.



Alumnus Establishes Scholarship Fund in Memory of His Late Father

Alum, Faisal Sabir Raja (MBA 2002), has established the 'Justice Raja Muhammad Sabir Scholarship' in memory of his late father. The scholarship will support one NOP scholar at the Shaikh Ahmad Hassan School of Law (SAHSOL) at LUMS. He will support for the entire duration of their degree. Late Justice Raja Muhammad Sabir was a Judge at the Lahore High Court and delivered several noteworthy decisions for important constitutional and civil cases. Before his judgeship, he dedicated 30 years to his law practice at the Supreme Court and High Court of Pakistan. He was a passionate philanthropist who displayed exemplary generosity in helping the less fortunate.

Omer and Maleeha Mahmood Scholarship Fund Set Up for NOP



In the spirit of giving back and advancing accessible education, Omer Mahmood, Vice President of Software Engineering - Workforce, Workday, and his wife, Maleeha Mahmood (MBA 2002), Senior Associate at Armanino LLP, have pledged

PKR 34 million

to set up the 'Omer and Maleeha Mahmood Scholarship Fund'. The fund will sponsor one National Outreach Programme (NOP) scholar at LUMS in perpetuity. The NOP offers up to

140% scholarship,

which covers tuition, books, living stipends, and lodging. To date, over

850 NOP scholars

have graduated. Recently, the NOP won the prestigious Council for Advancement and Support of Education (CASE) Platinum Award 2021 in the 'Best Practices in Diversity, Equity, and Inclusion'. 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 accessibility.

Based in the San Francisco Bay Area, Omer and Maleeha are passionate about making quality education accessible to all. They said, "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 to change their future generations."



Alum Gives Back via Scholarship Funds Named after Parents

Ahsan Sheikh (MBA 1998), CEO of Kinetic Pakistan and his family came together to give back towards the NOP and MBA at LUMS through the 'Sheikh M. Yunus Scholarship fund' and the 'Waheeda Yunus Scholarship fund'. These scholarship funds are established in the memory of his parents. Mr. Sheikh has previously contributed towards LUMS through multiple other avenues, such as the Give a Day to LUMS campaign, mobilising his class fund, as well as advising the SDSB Alumni Association on strategic initiatives as a Vice President of the Association during 2022-21.

Total amount raised
PKR 25.7 million

Total Donors
356

Total amount pledged
PKR 28.1 million

'Give a Day to LUMS' 2022 Gains International Recognition

The Give a Day to LUMS (GADTL) campaign was relaunched in March to support the University's cause of providing inclusive, accessible education to talented students across the country. Strengthening its international recognition, the campaign was awarded the Best of Asia-Pacific in the regional round in the Fundraising - Targeted Campaigns and Appeals category this year for sparking a powerful response, with more than a 100% increase in alumni donations. The telethon held for the campaign, in which alumni from around the world participated, reached a

total viewership of 123.5K and raised almost 42% of the campaign funds. To date, this campaign has enabled 73 talented students to pursue their education at LUMS enabling them to transform their communities. The brainchild of Founding Pro Chancellor, Syed Babar Ali, and spear headed by the Office of Advancement at LUMS, the GADTL campaign not only focuses alumni attention on simply giving back to their alma mater but about giving deserving others the opportunity to benefit from the same transformative LUMS experience that alumni have already had.

A day can make all the difference!

GIVE A DAY TO LUMS

Your support can help Pakistan's most talented students bring their dreams to life.

#ADayforLUMS

Paying it Forward



BSc Class of 2017 Establishes Scholarship Fund to Support the NOP

To support access to a world-class education for the country’s most talented youth, the LUMS BSc Class of 2017 has pledged

PKR 1.2 million

by establishing the BSc Class of 2017 Scholarship Fund. The donation will be used to sponsor one meritorious scholar from the National Outreach Programme (NOP) for one year. A few alumni from the BSc Class of 2017 mobilised the entire batch to donate towards the fund. This is a notable contribution and makes them the youngest batch to have

donated to their alma mater through a class fund. The Class intends to continue their support for the NOP scholar for the entire duration of his/her degree. Speaking about the motivation behind creating the fund, Mr. Irtaza Haider, Class representative BSc’17 and Software Engineer at Google said, “Increasingly over time, we’ve realised that the quality of education provided by LUMS is a privilege. At the same time, the reality is that access to quality education in our country is only with a select few. Alumni from the Class of 2017 decided that it was time we play our part and help extend this privilege to more people.”

Microbiology Lab Named After Alum, Late Muhammad Zaka-ur-Rehman

The ‘Muhammad Zaka-ur-Rehman Microbial Genomic and Multidrug Resistance (MDR) Laboratory’ was announced on January 12, 2022. The microbiology laboratory at the Syed Babar Ali School of Science and Engineering at LUMS, has been named in memory of late Muhammad Zaka-ur-Rehman (MBA 1991), the former CEO of SchazooZaka. This laboratory will produce high impact research in areas crucial to the pharmaceutical industry like drug discovery and antimicrobial resistance. The laboratory has been funded by the family of late Mr. Zaka-ur-Rehman, 14 members of the pharmaceutical industry in Pakistan, and alumni of the MBA Class of 1991. Attendees of the event included Mr. Zaka-ur-Rehman’s family members, and pharmaceutical sector representatives from across Pakistan, including CCL Pharmaceuticals, English Pharmaceutical Industries, Ferozesons, GlaxoSmithKline, Hilton Pharma, Indus Pharma, Medipak Limited, PharmEvo, Popular Chemicals, Remington Pharma, Medisure Laboratories, The Searle Company Limited, Pakistan Pharmaceutical Manufacturing Association, and Pharma Bureau.



Mr. Muhammad Zaka-ur-Rehman was an important contributor to Pakistan’s pharmaceutical landscape and the former CEO of SchazooZaka, which was established in 1951 to design, develop and manufacture pharmaceutical products. The Muhammad Zaka-ur-Rehman Microbial Genomic and Multidrug Resistance (MDR) Laboratory at LUMS will forward his legacy and produce high impact research in areas crucial to the pharmaceutical industry like drug discovery and antimicrobial resistance.

Give to LUMS today!

Donating towards LUMS Financial Aid and the National Outreach Programme (NOP) will help Pakistan’s most talented students bring their dreams to life. You can choose to give once annually or create a named endowment that can provide financial assistance to many students over the fund’s lifetime. Donations will go towards awarding scholarships disbursed through various means. The NOP scholarship consists of a complete tuition fee waiver and additional stipends for hostel accommodation, reading materials, and a living allowance. Graduate programme scholarships are awarded as interest-free loans, and undergraduate programme financial aid scholars receive a combination of up to 70% support including waivers and interest-free loans.

Annual Donation

	Annual Requirement	
Category	PKR	USD**
Undergraduate National Outreach Programme	1.2 Million	7,270
Graduate Programme Scholarship (MBA)*	1 Million	6,060
Graduate Programme Scholarship (Excluding MBA)*	0.85 Million	5,150
Undergraduate Financial Aid Scholarship*	0.55 Million	3,330

Endowed Gift

	One-time Endowment	
Category	PKR	USD**
Undergraduate National Outreach Programme Scholarship (Perpetual)	34 Million	7,270

* Scholarships will be awarded in the form of either interest-free loans or a combination of tuition fee waivers and loans
** Exchange rates are subject to change

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, LahoreCantt. 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



Scan with phone camera to give today!

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

A Year in Pictures



The UK Alumni Chapter meets up



UAE alumni catch up with the SDSB Dean at a mini get-together



Alumni share an extraordinary evening together at the Pakistan Pavilion, Expo 2020 Dubai



Alumni celebrate at the grand Homecoming



Islamabad alumni community get together at their annual reunion



SDSB Luminites Association host their 2021 reunion



The Vice Chancellor and Director of Advancement interact with alumni at the New York Reunion



Washington DC alumni catch up at their summer reunion



Alumni celebrate at the Karachi Reunion 2022



CSS Alumni Association holds an information session for students and alumni



1991

MBA

Abid Nasim

Got married. Continuing digital nomadic lifestyle. Teaching.

1993

MBA

Sarah Beg

I am working at HBL heading the Talent, Diversity & HR Relationship division. I am based in Karachi. Happy to support any alumni.

1994

MBA

Yousaf Hussain

Yousaf Hussain (MBA-94), together with his wife Tanzeela (MBA- 1995) - representing CLUMS (Couples at LUMS), live in Karachi. They are Masha Allah blessed with two lovely daughters, Emaan & Amal. Yousaf is a banker and feels really proud to have led Faysal Bank through the world's largest transformation of a conventional bank to Islamic. He feels that the transformation has been a journey of faith, belief, commitment and determination. The model will serve as a reference for other banks across the globe- which is an accomplishment for Pakistan's financial sector.

Tanzeela has excelled in HR management and is currently the Global Head of HR for Exams Business at the British Council. She is very active in various CSR activities in Karachi, including association with NICH, TCF & Special Olympics.

Both of them believe in a quality education for all through giving back to LUMS by supporting the National Outreach Program on regular basis. The couple associate their professional success to Allah's continued blessings and having been able to serve their parents.

1995

MBA

Tanzeela Hussain

I remain loyal to the British Council and Karachi where I am still based with my

family. I am now working as the Global HR Business Partner for Exams at the British Council. My daughters, Emaan and Amal are all grown up and we are preparing Emaan to go to university next year. Yousaf continues on his mission as CEO of Faysal Bank, to fully convert the bank to Islamic banking.

1997

MBA

Nadeem Zaman

Just a quick update on my side; I moved to Atlanta in 2021 and now with Kimberly-Clark handling marketing for Baby & Child Care portfolio globally. after spending 14 years with The Coca-Cola Company in different part of the world. Kids growing up fast - my son is in Univ of Toronto finishing his Masters in UX Design and CS. While daughter in HS looking forward to going to college in next fall.

1997

BSc

Sadia Sheikh

Working as a Consultant Economist for both the private sector and charity sector based in London.

1998

MBA

Ahmed Jahangir

Still in Lahore, continue to be with Nishat Group, Involved in Textile, Mutual Funds, Insurance and car assembly businesses.

1998

Bsc

Shahzad Khan

Shahzad lives with his wife Zeba, and their three teenage kids Hakan, Melike and Hashim in Ottawa, Canada. Continuing his LUMS multi-tasking ways, he's been working as a VP Data Science for a US based firm, while growing his startup Gnowit Inc that employs artificial intelligence to track global media, Canadian Government sources and market intelligence in real-time to report on legislative risk.

1998

BSC

Muhammad Jawaad Chawla

well- been in the middle east since 2000 in the corporate finance and investment banking space - currently a senior advisor islamic and corporate finance to the Abu Dhabi National Oil Company- blessed to be accompanied by my wife and son. focus on life is keeping immediate and wider family happy and be close to friends as key success is the love and care of others!

1998

BSC

Syed Ali

Family and I moved to the bay area right on the onset of COVID, so that was an experience, and not in a good way. Since then, a lots improved, tissues are readily available for one. But most important, can meet close friends and family, many of whom are in the bay area. LUMS did well in both building the network and the knowledge needed. So very thankful to our professors. Alhamdulillah for all the blessings.

1999

BSC

Neda Mulji

I'm working as Professional Development head at Oxford University Press, Pakistan. We offer teacher training to schools across Pakistan. I have also authored a book on parenting titled The Love Connection, and I write as a columnist for Dawn. I live in Karachi with my husband and three children. We've returned to Pakistan after 16 years away from the country and we love it here.

1999

MBA

Sheraz Khan

After working for PTC/BAT for 20 years, I've been trying to make up for lost time! So after making Corn Flakes and a great stint in Cheetay delivering food across Pakistan, I have been working in the B2B world since December 2021. Selling glucose, starches and other

specialty food ingredients for Rafhan Maize Products Company (A subsidiary of Ingredion Inc., USA) and thoroughly enjoying getting back to my Chemical Engineering and Ops roots. B2B is where it's at!
First child gone to university and second one in take-off stage. Wife gone back to full time (overtime?) work. More time for being with friends and family, mentoring and enjoying life!

1999, 2002

BSC and MBA

Fuad Ghazanfar

Is working at the Nestle Headquarters in Switzerland in a regional management role covering Asia, Oceania and Africa

2000

MBA

Omar Syed

Junaid Parvaz has become our local celebrity, his videos are now live on tik tok as well as Youtube, one would expect that he will be giving advice on management but ironically we have an MBA grad telling people how to make houses...how odd ?
Tahir Shah Abbassi is now living off zakat and Almsgiving, sorry i meant working for an organisation which deals with the above. However he is mostly found at home or busy in pick and drop services of children, which begs the question then what is happening to our Zakat money ?
Rahim Anwar has finally reached the ideal stage of business in Pakistan, i.e become a rent seeker with establishment of his many plazas and warehouses. Who needs to manufacture when you can get far better gains in rent !
Imran Qayyum has left House of Habib to join a renowned pharmaceutical company with global operations, apparently he has again started to take out all his customers (ie doctors) to exotic places. The caveat being that doctors are told to meet their targets of prescription of drugs and test, one of their biggest product being female hormones has now found a large market for unsuspecting men with headaches !!
Talking of medical science apparently doctors have started to take blood

samples of Ali Khan to find the holy grail of youthfulness, unfortunately only Ali knows better and he is not willing to share his secret.
Hasan Said has now ventured into educational services, apparently he is setting up a competition for LUMS MBA program, watch out for his entrance in this vastly over populated and over hyped market of MBA grads
Ashar Shami has now ticked all the boxes of entrepreneurship business plans, he has expanded into all possible businesses. It is has now become a health hazard to mention any business that he is not involved in
Khalid Qayyum is the New Don of the chick market, he controls all the prices of the supply chain from feed to eggs, he drives it all. However what surprises even his biggest adversaries is his down to earth approach
As for me i.e Syed Omar I have finally moved from Karachi to be in Lahore, and my greatest learning from this move is that no matter which industry you join people just love to discredit the industry that you work in, i.e big oil, tobacco, automotive and now beverages..

2001

MS

Amna Saman Asim

During my last semester of LUMS I joined CresSoft as SQA in Feb 2001. Joined Garrison Science degree college as HOD-CS. Established their department along with obtaining and maintaining UET partnership. Joined PITB as project and quality Manager in 2005. Become a Professional Project Manager in March 2007 and maintaining it to date. Joined PUCIT in March 2008 as Assistant Professor CS. Joined UCP as Assistant Professor FIT in Feb 2012. Professionalism and dedication to work I learned the most in LUMS has always kept me up for new endeavours so now I am running an organisation ESF working with students and parents to solve their problems.

2001

MBA

Ahmed Umair

Ahmed Umair is Wholely invested in the Agri business which he started 12 years

ago. Last year the business got a major boost when Descon holdings bought a major stake in the business. Waistline remains under control so no major progress there!

2001

MBA

Ahmad Salman

After LUMS, it was exciting and challenging time and foremost was to settle in the organizational culture of companies and pave the way for career growth. So I had a rocky start with Nestle, I could not adjust in Nestle and decided to switch not only the company but also the function from Marketing to Supply Chain. It was beginning of a new journey with Supply Chain of Unilever where I reached the role of Director. Currently serving as Director Supply Chain of National Foods.

2001

MS

Syed Sami uz Zafar Naushahi

Shifted the focus towards Product Management and currently working to enhance and promote the product of “Khoji for Agile”.

2001

MS

Babar Iftikhar

It has been almost 20 year we completed our MS. After these many years, I am still in contact with Ali Kabeer our batch mate - who went to Australia with an ambition to contribute towards the ongoing paradigm shift in the national energy mix & assist in moving away from fossil fuels. Whereas, I continued to be an Automation Expert still trying to bring operational excellence, process safety and efficiently in Hydrocarbon upstream, midstream and downstream facilities (plants) all across the globe and contributing in Industry Revolution 4.

2002

MBA

Hasan Shahid

I am CEO of Western Group of firms. After 2 decades of indenting in textiles,

started importing speciality items from Far East and selling to largest textile exporters of Pakistan. Formalised strategic alliance with QST Worldwide (US based company), Intercot (Spanish yarn supplier) and Naveena Industries (Pakistan). Ranging from Trade in yarns, fabrics and lately garment related accessories, handling volumetric indenting business of PKR 4 billion per annum. For details, pls refer to www.western.com.pk.

2002

BSC

Fatima Sohail

It is such a proud moment for me that my twin children Ahmed and Madiha have joined LUMS this year as the BSc batch of 2026 a journey that my late father Sohail Bakhshi started who was from the first MBA batch of 1988 he held the roll number 001 which made him the first student at Lums. a tradition that I continued when I joined LUMS as BSc batch of 2002 and now my children are continuingâ€| they have made their grandfather proud and their mother immensely happyâ€| for me this is my successâ€|

2002

BSC

Usman Aijaz

20 years since I graduated from LUMS, I now live in California with my wife and 3 beautiful kids (15, 11, 7). Outside of my work commitments at Deloitte, I have discovered my passion for travels and running. Visited Macha Pichu, Peru, Tokyo, Italy, Switzerland, London this year and finally qualified to run the Boston Marathon in April â€™23!

2002

BSC

Saud Bangash

Saud and his wife Sabina live in Islamabad, and have three lovely daughters. He works for The Pakistan Business Council, advocating for Pakistanâ€™s local industry to the government. He is fond of hiking in the local mountains, plays the Rabab for fun and is increasing developing a penchant for urdu poetry.

2002

MS

Syed Kashif Raza

Currently based in Tunisia - North Africa while working in Oil n Gas industry as well as enjoying Mediterranean weather and sea food since last 3 years.

2003

BSC

Tehmina Hasan

Settled and married in Dubai and is working for HSBC. Sports and travelling continue to be her main interests and living life to the fullest. :)

2003

MBA

Shariq Bukhari

I switched from Bayer/Monsanto to Cargill durong COVID times. Currently based out of Singapore leading APAC business as Commercial Excellence Director.

2003

BSC

Haris Aziz

Haris Aziz is living in Sydney with wife Sana and eight year old daughter Shazleen. While he is not busy playing with Shazleen, he works as the director of the UNSW AI Institute.

2003

BSC

Mehreen Zaidi

Currently running own venture, Mehreen Does English, teaching courses in English writing and public speaking for grades 1 to A levels. Also teaching A level English Language at Lahore Grammar School 55 Main.

2004

MBA

Usman Tariq Qazi

Zong has the worst work environment of all telcos. Switch from Pricing and AI roles in Telcos to IT projects management (especially Digital Asset Management Projects) has been

rewarding in terms of work/life balance but not so much monetarily. Working with big names listed on my LinkedIn profile is what I like most about my current job.

2004

BSC

Asif Iqbal

After doing various assignments in Dubai and Casablanca, Asif is back in London working as the Head of Commercial Strategy for Unilever. He continues to play Golf in various golf courses around the country and meets up with his alumni friends on weekends. He is married and has 2 beautiful daughters and lives in leafy Surrey.

2004

MBA

Muhammad Ali Khan

Working in Telenor Pakistan for a very long time now. Thanking Allah for his countless blessings.

2004

MS

Ayaz ul Hasan Khan

Working as an Assistant Professor in the Computer Engineering Department and a Fellow Member of SDAIA-KFUPM Joint Research Center for Artificial Intelligence at King Fahd University of Petroleum and Minerals. Aiming to achieve excellence in research and development targeting new Startups and SMEs in the area of High-Performance Computing, Parallel Programming, and Data Science. Contributing in several research funded projects at the national level in the area of AI and Data Science.

2004

MBA

Waqar Ahmed Khan

Waqar is presently working as CEO of Rousch (Pakistan) Power Limited. With age approaching mid 50s, he has reignited his desire to learn at least two new languages and has been quite unsuccessful to advance beyond the very basic proficiency during last one year.

2004

BSC

Uzair Moosa

Uzair is currently helping scale Hadron Holding - a solar company head quartered in Pakistan that provides solar solutions to residential, commercial and agri sector

2004

MBA

Yasir Malik

Yasir moved to Toronto in 2018 and is working for Amazon.

2004

MBA

Nadia Haseeb

Nadia Haseeb is employed with Shell and is working as Global B2B Fuels Marketing Manager. She is working from Lahore on her virtual assignment.

2004

BSC

Muhammad Ali Bandit

Left the Civil Services and wrote his first novel â€™I dream of rainâ€™ . He has been selected as one of the featured authors in the Emirates Airline Festival of Literature.

2005

BSC

Syed Fawad Ahmed

Same job, same wife, three kids and a busy life

2005

MBA

Javed Ahmed

Javed Ahmed is working as Chief Compliance Officer in Meezan Bank.

2005

BSC

Faryal Khan

I am currently working as an Energy Management Specialist for Fort Bend Independent School District. My time away from work is spent with my

teenage son and my husband at home. Rest of the time is either spent working out at the gym or meeting friends. I havenâ€™t visited LUMS ever since my graduation and really cherish all the memories that I made there. I have recently connected with Luminites in Texas and it has been great meeting them.

2005

BSC

Haris Durrani

Coding, raising a family, living life. Nothing extraordinary to report.

2005

MSC

Bushra Anjum

Promoted to be the Director of Data Science and Analytics at one of the leading health tech firm Doximity in San Francisco.

2005

BSC

Sanam Kubra siddiqui

Continuing my work in the development sector, taking it globally by serving as Director Grants for Pledges Inc. Creating a name in the consultancy circles by consulting with the UNICEF for the Balochistan Education Department and EQUIDEM Research Projects. Has successfully launched the eTalentMania Tennis Academy in Lahore with her illustrious husband and is also working hard at learning the game - it’s never too late!

2005

BSC

Muhammad Ali Bandial

Resigned from the Civil Services, moved to Dubai and published his first novel ‘I dream of rain’. Selected as one of the four featured authors at Emirates Airline Festival of Literature. Working on his third novel currently

2006**BSC****Ambreen Hamza**

Ambreen Hamza has moved to Toronto after spending 11 years in Singapore in Banking and currently building the blockchain and digital securities ecosystem in Canada as Chief Operating Officer of Atlas One Digital Securities Inc.

2006**BSC****Saman Qureshi**

Returned to Karachi recently after a whirlwind decade and a half which saw me get married to an incredible partner, have a successful management career, give birth to precious twin girls, live in exciting global cities, and take time off to raise my kids. Now I work full-time at AKU, wear multiple hats daily, love to travel, and spend time with my loved ones. This year I lost my exquisite mother so grief and healing are now life-long companions.

2006**BSC****Fazilda Nabeel**

Dr. Fazilda Nabeel is the Provincial Coordinator for the Government of Pakistan's and UN's Living Indus Initiative for the ecological restoration of the Indus Basin. Fazilda also teaches courses on the Business Case for Climate Action as visiting faculty at SDSB. She completed her Ph.D in Development Studies from the University of Sussex (UK) in 2020. Fazilda has consulted widely for the federal/provincial government as well as INGOs on a breadth of policy issues in the climate-water- environment-development space.

2006**MBA****Ayesha Arif Khan**

Ayesha is in Toronto pursuing her third graduate degree in Master of Design in Strategic Foresight and innovation at OCAD University. She is the recipient of the President's scholarship keeping the tradition alive of not paying for any of her graduate education.

2006**BSC****Nabeel Khan**

Working in development for over a decade after graduation, Nabeel took the decision to up-skill and attend grad school in 2022 and is currently pursuing a Masters in Conflict Resolution & Coexistence from Brandeis University, USA. He got selected in the first cohort of the ESC Catalyst Fellowship that provides consulting skills to mid-career professionals of color. He plans to pick up the Spanish language and find work opportunities in South America that neither revolve around dropping a music single or being part of Narcos.

2006**MBA****Majnun Mammadov**

I am currently leading a group of companies in Agriculture and Food sector in Azerbaijan in the role of chairman of management board. Also I became member of Advisory Council to the Ministry of Agriculture in Azerbaijan. As I have spent most of my career working in agriculture and food in Azerbaijan, I decided to strengthen my knowledge and skills, thus started studying in a joint program, EMBA in Food & Agribusiness by Wageningen University & Research and TIAS Business School in Netherlands. I live in Baku, Azerbaijan. Married and father to 2 beautiful girls.

2007**BSC****Rabia Saleem**

I have been successful in landing Kumon; the world's largest after school Math and English enrichment programme in Pakistan. Taking over 5 years to convince Japan to consider Pakistan as a potential market, Kumon opened its first Centre in DHA Lahore and I am the lead Instructor. With over 20,000 Kumon Centres in the world my Centre has been awarded the fastest growing Centre in the world and also the highest standard benchmark award amongst all the global Centres. With the desire to make an impact in the education sector in Pakistan looking to

create high ability children for the future of Pakistan; my way of giving back!

2007**BSC****Mahbano Yasmeen**

Finally did it! Left corporate world along with the city life and moved to the mountains. Back to basics, nature and organic life. Me, my husband and our toddler run a bed & breakfast by the name of "Des Dastaan" in Manthal (a village 15mins from Skardu). We are involved in community work of the village and life couldn't get more rewarding.

2007**MS****Sami Us Zaman**

Working as Lead Software Architect at Formulatrix since long. I am residing in Lahore with my family. Daughter is 11 and son is 13 now.

2007**MS****Adeel Munir Butt**

We are a family of four and living in picture-perfect paradise, Switzerland. I am working as a Vice President & Senior Project Manager in Habib Bank AG Zurich and am responsible for Finance, Legal & Compliance, Risk Control, Governance and Corporate Communication programs at the group level.

2008**BSC****Ali Sohail**

I'm working as an Innovation and Agility consultant with bp (British Petroleum) in London. Before this, I worked with Toyota as part of their Smart Car transformation team.

2008**MBA****Usman Gul**

Working as Operations Efficiency Manager in JOTUN

2009**MBA****Arshad Farooq Bajwa**

I am currently working in MG Motors Pakistan as General Manager Supply Chain.

2009**MBA****Ahmad Waqas Rasheed**

After graduation in 2009 i started my construction company. It is a contracting firm for MEP (electro mechanical) works for large-scale commercial & industrial projects, currently a NO Limit PEC firm & a top name for doing MEP projects all across Pakistan. From 2011 to 2014, along with my partners, i also started 02 manufacturing companies, another contracting firm & 01 sales company in Pakistan's engineering sector. Also in last two year we have launched 04 Tech starts ups; 1 market place, 1 home services, 1 ecom store & 1 construction ecosystem. Alhamdulillah all companies are growing & doing well in their domains. 4 years period (2018-21) have been extremely tough for all my businesses and gave me priceless learnings of my 13 years entrepreneurial life. Persistence, perseverance, resilience & ability to handle pressure in tough times define ones future besides core qualities of honesty & hard work. Being an entrepreneur in Pakistan, specially in engineering sector, is a roller coaster ride only for lion hearted and so far i have enjoyed every bit if it :) May Allah always keep showering His blessing on Pakistan & all of us. Amen

2010**MS****Kamran Shabbir**

I have enjoyed my stay 08/10,with BS09 BS10, MBA08 MBA09 and enjoyed my participation in student Council, masjid Aftar work, and many more cherish memories

2010**MBA****Ahmad Farooq**

Shifted from Banking to software

/ tech company working in the HR space. Enjoying selling software based solutions to corporate around the country and more.

2010**MBA****Syed Ehtisham Haider Naqvi**

In April of 2011 ,I joined Tetra Pak as Supply Chain Customer Services Lead for Global Accounts like Pepsi Co, Nestle, Friesland Campina and Coca Cola. Than in 2016,I was promoted as Supply Chain customer services expert and was given the project of rolling out WCM/ Continuous improvement methodology in extended Supply Chain (warehousing/ logistics/planning) across GMEA. In 2017 I was promoted to Integrated Logistics Manager for Pakistan, Iran, and Afghanistan. In this role I was responsible for all inbound and outbound operations. Than in 2021,I was moved to S.Africa,it was a horizontal move, where my key task were mainly to procure and design 3 warehouses across South Africa, Setting up Supply Chain Control Tower and train newly hired team on Tetra Pak processes. I re-joined Tetra Pak Pakistan in Jun 2022 after completing one year assignment in South Africa and currently I am responsible for Logistics and Production Planning

2010**MBA****Muhammad Tariq Bashir**

Working in SnappRetail to digitalise the traditional trade!

2010**MS****Fatima Farooq**

During the one and a half year of MS that I spent at LUMS, I made many new friends and learnt a lot of new things. Studying at LUMS was my dream come true. I am proud to be a LUMS Alumni.

2011**BSC****Syed Sana Fatima**

Completed my PhD in Public Policy

earlier in 2021!

Trying to make a difference by working in the policy consulting world at the American Institutes for Research!

2011**BSC****Hassan Ahmed**

Hassan Ahmed (BSc. 2011) recently got promoted to Associate Portfolio Manager, Investments at OPTrust and works in Toronto, Canada. Earlier this year, Hassan and his wife Faiza Ahmad, welcomed their daughter Ayla to this world and live in Kleinburg, Ontario.

2011**BSC****Jawad Mahmood**

I joined family business after LUMs. We established 2 new plants to manufacture latest technology water Tanks and Plastic Sheets for Tunnel Farming in Pakistan. We are providing support to NGOs working in flood hit areas with our water tanks to provide clean drinking water to affectees. Moreover, our Tunnel Farming Sheet has helped million farmers to increase their produce 10 times and enjoy better prices with out of season cultivation. Our plan is to established more plants nationwide.

2012**BSC****Fazl ur Rehman**

After graduating from LUMS, I went for my MBA in the United States on full scholarship. I graduated from Duquesne University in Pittsburgh, Pennsylvania and started working at H.J Heinz & Company's World Headquarters in its supply chain function, worked on its merger with the Kraft Foods in Chicago, Illinois and currently leading Kraft Heinz's demand planning function globally based in Amsterdam, The Netherlands. During this time, I also completed second masters in Computational Mathematics / Data Science. I also serve at the editorial board of "Journal of Supply Chain Management, Logistics and Procurement" based in London, United Kingdom.

Fazlur Rahman is responsible for Global Demand Planning and Digital Planning Transformation at Kraft Heinz’s Global Operations in Amsterdam, Netherlands. Kraft Heinz is the fifth largest food and beverages company in the world with \$25 billion revenue. Previously, Fazlur was responsible for Logistics COE for the Kraft Heinz’s United States business based in Chicago, Illinois. Fazlur finished MBA degree from Duquesne University, Pittsburgh, USA with Distinction after graduating from LUMS. Fazlur has been US Department of State Exchange Alumni. Fazlur has given professional seminars at APICS / ASCM, IBF, AIMx Conferences, and currently serves in the Editorial Board of Journal of Supply Chain Management, Logistics and Procurement, London, UK.

2013

BSC
Javed Haider

After graduating from LUMS, I worked with Total Parco in Retail business for 8+ years and shifted to Jotun Paints in 2021 where I am currently working as Head of Retail Business. During my time at LUMS, I realized that Sales & Marketing is my forte and I have improved upon it during my professional career and also by doing my post-graduation from HEC Paris.

2013

Bsc
M. Khisal Ahmed

I’ve always been passionate about education, and took a leap of faith to pursue it as a career a year after graduation. I’ve been in the education space for a little over 8 years now, with a masters in education technology from Harvard, and a range of experiences including the Chan Zuckerberg Initiative, MIT, Sesame Workshop, the Higher Education Commission and Akhuwat Foundation to name a few. I am currently an education consultant at Alt Academy, Beam.so and EY.

2013

BSC
Ayesha Ikram

Working in the area of education

management and academic advising since 2017, and now enrolled in a Master’s in International Education Management. These days searching for a good topic to pursue my master’s thesis in the coming months. Any leads?

2013

BSC
Arhama Siddiqua

I am currently working as a Research Fellow at the Institute of Strategic Studies Islamabad (ISSI) , where I focus on different facets (political and economic) of the Middle East & North African Region. My work encompasses writing policy briefs, articles and interacting with different people in my region - both based in Pakistan and abroad. My writings have also appeared in Al Jazeera, Express Tribune and Middle East Monitor among other platforms.

2013

BSC
Zainab Tayyab

I have recently moved to Canada and have been working with the Advancement office of University of Toronto, after having worked for four years with the Advancement office at LUMS. My time at LUMS is still something I hold super close to my heart, and I can’t wait to be on campus again or give back in whatever little way I can.

2014

BSC
Mohammad Amanullah Hanif

Started a market research consultancy with a batchmate (Saad Akbar). We have been working with corporate, development and public sector for the past 5 years on more than a 100 different projects aiding them in data driven decision making. I can share client names and other details if need be.

2015

MBA
Shah Aamir

Thanks to LUMS doing great in Pakistan

in the functions of Sales and Marketing in the FMCG industry. Started my career in Lahore, moved to Islamabad and then Faisalabad. Now currently in Karachi. Let’s see what the future has to offer.

2015

BSC
Tilal Lateef

After my degree Econ-Pol, I started my corporate career. I had a chance to work in some Major MNCs like PMI, Nestle and GSK in Pakistan. I had a diverse experience of working in commercial and supply chain roles in these companies. After 6 years of work experience I decided to come to Belgium for my Masters in Supply Chain Management. I am currently living in Brussels and working in Global vaccines supply chain department at GSK in Belgium.

2016

BSC
Syed Shoaib Ahmed

Since 2021 I have been working as a Data Analyst for Tyro the 5th largest bank in Australia

2017

BSC
Zeeshan Ahmed

One thing I learnt during my studies at LUMS as well as after graduation: when you speak truth, you will be hated by even those who claim to be lovers. The truth about LUMS, which many may not wish to hear, is that LUMS campus has been built on a captured land. This fact alone reveals volumes about true education. For reference, read Jhando Bibi case.

2017

BSC
Haya Jalal

Doing Masters in Learning, Design, Technology at Georgetown University

2018

MBA
Muhammad Sannan

It’s been 4 years since my graduation from the MBA programme at LUMS and been missing it ever since. Since graduation i have been working at Jazz in Marketing division (Pricing & Segments Team). Happily, this year i was promoted from Individual Contributor to Manager grade. It’s been a pleasure seeing all of my peers succeed in their respective careers. Hope everyone is living well.

2018

BSC
Aamna Ghani

I did my bachelors in political science but soon enough I realized that I want a career in digital marketing as it was a budding but promising field. I acquired my first job when I was in my final year and that was the beginning of my marketing voyage which has lead to a fruition of having a digital servicing startup: Ten to Trillions

2018

BSC
Ayesha Akhtar

The most prominent thing about my life is LUMS. I started a full time job after graduation and recently allocated in Civil Services. All my efforts and achievements are associated with knowledge and exposure LUMS provided me with. Always thankful to LUMS, NOP Program and Sir Babar Ali.

2019

BSC
Azaan Kazmi

My experience at LUMS has enabled me to think beyond the conventional corporate dream. As planned, after serving the corporate for 2 good years , I have started my own venture (in the same industry I have worked for). Also I’ve realized the higher purpose attached to serving the people and giving back . The values I have learnt from LUMS have become the cornerstone of my personal and professional life.

2019

MBA
Ahmad Mukaram

I am managing two careers simultaneously. I have a full time career at Wall St. in which i am a senior associate at Morgan Stanley New York in their wealth management division. I work with Morgan Stanley’s Financial Advisors and help them create wealth strategies for their high net worth and ultra high net worth clients. Military is my second career. I do Budget Analysis for the US Army.

2019

MBA
Ahmad Malik

I am currently managing two careers: finance and military. Working full time as an Associate at Morgan Stanley’s Wall St. office in New York, my team and i are responsible to help Morgan Stanley Financial Advisors and Private Wealth Managers create investment plans for high and ultra net worth individuals, families and trusts. I am also working as a Budget Analyst for US Army.

2019

BSC
Taaha Shahid

After graduation, the period of limbo between graduating and jobs was around 4 months which made me realise the importance of work & a purpose. Upon finding a wonderful job with IKEA, life has been full of surprises. I’ve been lucky to travel to multiple countries, meet new and interesting people and work on projects that have a global impact. There is no doubt that the grooming and skills I learnt at LUMS have been of profound value and have allowed me to experience the life that I have.

2019

BSC
Zebunnisa Chughtai

After graduation I worked for a year

with Agha Khan in the restoration of the Lahore Fort Picture Wall. This took me on an Erasmus Mundus Master in Italy, Portugal and Greece to study Archaeological Materials Science and heritage studies which I am finishing at the end of this month. I am looking forward to starting an Urdu Adab book club and finding a heritage science job.

2019

BSC
Talha Madni

Perseverance and dedication would eventually payoff. It might be late but it will happen. I started working with the ADB and then went on to work with OPM and UNDP. Lately, I have started my career in the government service.

2020

BSC
M Shakeel Bhatti

Life has been full of ups and downs. Joined E-commerce firm, launched it in several cities in middle of pandemic. Later joined another Q-commerce startup and hustling everyday to make it first Pakistani unicorn. Only thing that has been constant throughout this journey is the urge to have tea with friends sitting on cricket ground benches staring at the sun setting over the hockey field. This moment never fades away from memory

2020

BA/LLB
Aimen Akhtar

I don’t believe in excuses. If you can dream it, you can achieve it. This year has been the most challenging, yet exciting, one; I finally re-located to New York City for graduate studies and intend to venture into the US legal market to add to my wealth of experience. With a multitude of goals lined up, I look forward to the upcoming year.

2020

BSC
Zoha Akhtar

Got selected as the only marketing

management trainee in Unilever Future Leader’s program, completed two years in the company, ran the TRESemme brand, won two Effie (silver and bronze) awards for unmissable work done, did Pakistan’s first ever Metaverse campaign, live 3D projection, industry first directors mix and grew the brand to be 75% of its competitors size in just two years vs the competitors 12 years. Revolutionised the salon@home game, owned LSA backstage, conducted purposeful workshops and introduced a woman empowerment sanitary napkins initiative making UL PKs first ever company to do so!

2020

Bsc

Amna Afzal

Two years have passed since I graduated. I finished my Mphil degree in Education in 2022. The skills which I had developed in Lums helped me alot through out my Mphil. I actively participated in extra curriculars such as Gov tech hackathon and won the third prize. I also got accepted to the commonwealth summer school grant and attended a one week program at Leeds Trinity university on Social development goals.

2020

BA

Yo man

This place sucked.

2021

BSC

Mustafa Paracha

Miss having a cold one with the boys at Old Lahore and Amsterdam.

2021

BA

Aisha Zaman

Enjoying the PhD life at UCLA!

2021

BS

Danyal Haroon

November 2022 marks the completion of one year at my first job! I’m working as

a UI/UX designer at HBL. I never knew I would become a UX designer, but life can take unexpected turns. What is next is my career? I’m not sure, but I’m looking forward to it.

2021

BSC

Muhammad Hani Ahsan

After graduating from LUMS, I worked for a year at the Citizens Foundation and for 6 months at a Human Resources consulting firm. While working, I earned the Fulbright scholarship to pursue a Masters of Public Administration from Cornell University. At Cornell, I am specializing in International Development while working at the Cornell Graduate Consulting Club and the Cornell Policy Review.

2021

BSC

M. Uzair Butt

After graduation I moved to the US where I completed my Masters in Management and Business Data Analytics from University of Illinois with a distinction. Now I’m working as an Associate Consultant at Axtria for the Life Sciences industry in their Boston office. Every day we work on improving patient lives in some way by helping our clients using strategic decision making based on AI and big data analytics. Lums helped me come a long way and I am thankful for that.

2021

MPHIL

Zareena Qureshi

I am Zareena Qureshi, I did my MPhil in educational leadership and management at LUMS school of education in the year 2021, I am an alumnus, I am so proud of graduating from LUMS and I really want to stay connected with the LUMS community, LUMS has really provided me worthwhile experiences that I can’t forgot from classroom learning experiences to hostel life at campus, Currently I am working as a content creator from a variety of start-up as well as organization.

2022

BSC

Ahsan Mashhood

I am currently working as a Research Associate at the Legal Aid Society, advocating for evidence-based policy and intervention against gender-based violence, women’s right to legal property, protection of religious minorities, and alternative dispute resolution. I have recently become very interested in environmental law, and hope to eventually work towards setting up a new program at LAS, one that focuses on safeguarding disempowered communities from ecological devastation and climate-induced disaster.

2022

BSC

Zainab Reza

I had begun my first job during my last semester at LUMS as a Content Producer at AimFit - Pakistan’s #1 (for women - by women) Digital Wellness Solution. I thrived in the fast paced startup environment and got promoted within months. As of now, I’ve recently switched jobs and joined a Silicon valley based SaaS company as a Product Growth Manager! Happy to say that I have kept in touch with my LUMS gang and travelled with them far and wide. Still trying to deal with the missing LUMS part though - not sure if it ever truly goes away!

2022

MS

Manzoor Ahmad Khan

It’s been a real struggle to find a job after my graduation. The CSO LUMS did not contribute much to my struggle and I was on my own to find a new job for me. Nevertheless I have now a contractual based job but further looking for new opportunities. Your university will not help you after you pass out, you are on your own, so be ready for the cruel world out there.

2022

BSC

Abdullah Afaq

Its been a remarkable journey so far after graduating from LUMS. I am favored that I took the risk to start my own clothing startup by the name of ‘Attir’. The learning never stops. Managing a business, giving it a shape of an organization has a lot of challenges and hurdles but Lums has equipped me to deal with it.

2022

BSC

Ahmed Zeeshan

While working as an MT at one of the largest Fintech, Easypaisa, I have completed two courses from one of the renowned institution, Carnegie Mellon University.

2022

BSC

Maarij Khan

I fortunately received an offer of admission at the University of Bern in Switzerland and am currently pursuing a master’s degree in Molecular Life Sciences specializing in immunology. My time at LUMS made me realize my passion for this field and I’m excited to be progressing further in it! A huge shout out to Dr. Shaper Mirza of the biology department at LUMS for inciting my love for microbiology.

2022

MS

M. Abdullah

After LUMS, i am aiming to impart the wealth of knowledge bestowed upon me with a hope to bring the same sense of curiosity i felt to my students.

2022

EMBA

Ammad UIHaq Siddiqui

EMBA has nurtured me in a unique way, after a long break of 11 years it was a very tough decision to start studies again but surely worth it, as just one month after the Graduation, I have got

an amazing opportunity in a MNC to pursue my career as Head of Business Development and its only because of LUMS brand name. Thank you LUMS for making my life happier.

2022

BSC

Zoha Mirza

I have been selected for Fulbright cohort of 2023. So have three other friends of mine from batch of 2022 LUMS and I am super excited

2022

MBA

Ali Mansoor

After graduating from Lums, I got hired by an MNC as assistant manager in their commercial division. I also got a chance to perform Umrah very recently. This was by far the best achievement of my life to visit Kaaba and pray in front of it. A wonderful and mesmerising experience indeed. I wish and pray that all of us get a chance in life to perform hajj and umrah at least once in our lifetimes.

2022

MBA

Zahra Saeed

Please have a look at my LinkedIn post: https://www.linkedin.com/posts/zahra-saeed-1404a4122_canada-activity-6996866744422203393-yFU3?utm_source=share&utm_medium=member_android

1994, 2001

BSC, MBA

Arshia Ahmad

My fondest memory of LUMS was when Babar Ali saw me in the prayer room at LUMS at around 5.00 a.m. He surprised me by saying “you better come back to LUMS one day.” Que sera sera.

2003, 2006

BSC, MBA

Muhammad Saad Khan

I am currently working with PepsiCo as Senior Director Franchise & Key

Accounts. I am based in Lahore and have been working closely with LUMS in different capacities. Very recently, I finished my tenure with LUMS SDSB Alumni Association as the President of the Association.

2005, 2012

MS, PHD

Malik Jahan Khan

After serving Namal University Mianwali for more than a decade, Dr. Malik Jahan has joined LUMS as a visiting associate professor of computer science in September 2022 on full-time basis.

2020, 2022

BSC, MPHIL

Aneeq Khalid

I completed my Bachelors in Economics with a minor degree in Comparative Literature and Cultural Studies. I then got enrolled in MPhil ELM. Meanwhile, I worked as NOP trainer for the session 2022 and I am hoping to see my students getting admission in Fall 2023.



Editor's Note

You may notice the oddity of seeing this note at the end of the *Annual*, but there's a reason behind this. I've always felt that coming to the end of an alumni magazine brings with it a feeling akin to coming home after an adventurous day – when you sit down and reflect on the remarkable things that happened and cannot help but smile. At least, that's what I hope this year's issue has accomplished!

As you've just explored, LUMS has had a truly exciting year, with several brilliant milestones achieved, some groundbreaking initiatives underway, and a lot more on the horizon. And none of it would have been possible without you, our alumni.

From participating in our collaboration in the valleys of Gilgit Baltistan, and giving back to the University in unique ways, to sharing your valuable time, experiences, and stories, you have helped us every step of the way and we thank you always.

This year's issue celebrates the diversity and depth of our alumni across the 35 years of the University's story, and we hope it inspires you the way you continue to inspire the LUMS community.

Thank you again for being such an important part of the LUMS story.

Here's to making it better together!

Marwa Mohkam Sheikh



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