



University of Central Punjab



MONTHLY CONNECT

AUGUST | 2025



CELEBRATING

PAK78TAN

— ANNIVERSARY —



Highlight of the Month

78th Independence Day



University of Central Punjab's 78th Independence Day commemorative ceremony of Pakistan was attended by esteemed guests, Mr. Munib Iqbal, grandson of Allama Muhammad Iqbal, and Ms. Raza Riaz, daughter of Abul Asar Hafeez Jalandhari. The event was graced by Mr. Semih Duran, Representative of the Yunus Emre Institute, UCP leadership, faculty, staff members and students. The event commenced with the flag-hoisting, symbolising unity and sovereignty, followed by inspiring speeches from the distinguished guests highlighting the nation's rich history and enduring values. Students showcased their patriotism through captivating performances, celebrating the cultural and historical spirit of Pakistan. The ceremony concluded with a symbolic cake-cutting and a disciplined military parade, marking the day with respect, honour and national solidarity.



Prof. Sohail Afzal Receives Academic Excellence Award



Prof. Sohail Afzal, Executive Director of Punjab Group (UCP), received the Academic Excellence Award for his outstanding achievements and significant contributions to Pakistani academia. His efforts have enhanced educational standards at UCP and left a lasting influence on Pakistan’s academic environment.

Entrepreneurship: From Idea to Startup Launch



Office of Research, Innovation, and Commercialization (ORIC) organized a course titled “Entrepreneurship: From Idea to Startup Launch” in the Takhleeq Business Incubator. The session commenced with a brief overview of the course by Prof. Dr. Muhammad Akhyar Farukh, Director ORIC, on the importance of entrepreneurial thinking, innovation, and market-driven skills for aspiring business leaders. Mr. Yaser Amir Awan, Director Research and Innovation, Takhleeq, delivered a talk on the fundamentals of entrepreneurship, the entrepreneurial mindset, and startup culture in Pakistan, guiding participants through the problems faced by new start-ups.

This was followed by a lecture by Muhammad Javed Afzal, Regional Chief, SMEDA, who discussed exploring entrepreneurship as a career option and inspired participants to pursue innovative ventures and turn ideas into business opportunities. The rest of the summer course equipped participants with the knowledge, skills, and practical tools required to launch successful startups.



Preparations to Commemorate the 78th Independence Anniversary of Pakistan



In preparation for commemorating the 78th Independence Anniversary of Pakistan ,all departments and faculties at UCP actively participated in adorning their offices and workspaces. These efforts reflect our shared respect, unity, and commitment to celebrating the nation’s legacy.



UCP Ideas Expo 2025



University of Central Punjab in collaboration with Unity Global and Faisalabad Hope Lions Club under the patronage of Mr. Mazhar Hayat organized UCP Ideas Expo 2025 which brought together academia, industry, and community to celebrate student-driven innovation and practical learning. Students from BBA, BSCS, BSAF, and ADP programs showcased their entrepreneurial, marketing, robotics, and AI projects, all supervised and mentored by the dedicated faculty members of UCP Faisalabad Campus. The projects reflected real-world problem-solving, creativity, and a commitment to future-ready skills.

Mr. Mian Muhammad Idrees, Chairman, Sitara Group of Industries graced the event as Chief Guest. Keynote guests included: Dr. Hammad Naveed, Pro-Rector, University Of Central Punjab and Mr. Muhammad Yaqoob, Provost, University Of Central Punjab. Special thanks to Prof. Rifat Iqbal Regional Cluster Head & Chief Patron of UCP Ideas Expo 2025 along with Prof. Dr. Jahanzaib Yousaf Campus Head of UCP Faisalabad and Patron of UCP Ideas Expo 2025 & All the Faculty of UCP Faisalabad.



Workshops and Seminars

Open Intelligence: Democratizing AI



The Applied Computing Department hosted a seminar titled “Open Intelligence: Democratizing AI,” where Mr. Altaf, Senior Data Scientist, discussed the importance of accessibility and collaboration in AI, noting the impact of open-source platforms and community projects in advancing the field and speeding up innovation. The event encouraged thoughtful conversations about how open intelligence can promote inclusive and sustainable progress in AI.



Prompt to Profit: Monetizing Your AI Skills



Applied Computing Department, under the IEEE banner, organized a talk titled “Prompt to Profit: Monetizing Your AI Skills” by Talha Nisar Mughal, Co-Founder & CTO of Artificizen. The speaker shared insights on using AI prompt engineering to create value and income, emphasizing practical applications, industry trends, and opportunities. The event drew students and faculty, fostering discussion and inspiring attendees to explore AI-driven innovation for professional growth.

Digital Logic Design Project Showcase



Department of Applied Computing Technologies hosted the Digital Logic Design Project Show led by Mr. Sheikh Babar Hameed. The event highlighted innovative student projects that demonstrated strong conceptual understanding, practical circuit implementation, and real-world problem-solving through both hardware and simulation. Faculty and attendees commended the creativity, technical depth, and presentation skills displayed, making it a valuable platform for experiential learning and peer collaboration.

Finance for Non-Finance Managers Program



Center for Professional Excellence wrapped up its two-day Finance for Non-Finance Managers program, equipping professionals from diverse sectors, including with practical financial skills for better decision-making.

Participants from leading institutions and industries, including Punjab University, Shaukat Khanum, ICL International College, RCDP, RIE Metal, Travelo Tourism, Beyond Borders Consultancy, and many others engaged in a rigorous learning journey that blended conceptual frameworks with real-world applications. Through interactive case studies, practical exercises, and peer learning, the program demystified core financial concepts such as financial statement analysis, budgeting, cost control, and investment decision-making. At the closing, Muhammed Yaqoob, Provost UCP, and Dr. Muhammad Athar Siddiqui, Dean FOMS, praised the participants’ dedication and reaffirmed UCP’s commitment to delivering industry-relevant executive education.



University Events

Certificate Distribution Ceremony for Chinese Cultural Exchange Program Participants



UCP held a certificate distribution ceremony for students who participated in the Chinese Cultural Exchange Program at Guangdong Ocean University. During the event, students delivered presentations on their exchange experiences in China, sharing the knowledge they acquired during their stay. Dr. Hammad Naveed, Pro-rector, and Muhammad Yaqoob, Provost, appreciated the efforts of UCP International Office and Mr. Sahir Mushtaq in arranging this opportunity for students.



Certificate Distribution Ceremony
for Chinese Language Course



UCP organized a certificate distribution ceremony for students who completed an online Chinese language course, which was arranged by UCP in partnership with Tang International Education, China. The team from Tang International’s head office joined the ceremony virtually, along with local representatives from Pakistan. Dr. Hammad Naveed, Pro-Rector, and Dr. Khalid Manzoor Butt, Dean, Faculty of Humanities and Social Sciences, also graced the event with their presence, praising Tang International Education’s efforts in enhancing students’ language skills through this initiative.



Research Proposals & Grants:
Challenges and Opportunities
Workshop



Office of Research, Innovation, and Commercialization organized a training workshop on “Research Proposals & Grants: Challenges and Opportunities.” Led by Dr. Hammad Naveed, Pro-Rector, and Prof. Dr. Muhammad Akhyar Farrukh, Director ORIC, the workshop covered practical knowledge of writing successful grant proposals, equipping faculty with skills to contribute to UCP’s competitive research environment.



IBTIDA Scholars Trained in
Eco-Friendly Paper Bag Making by
VIS Volunteers



Volunteers in Service (VIS) Department organized a training session for IBTIDA scholars, where they taught how to repurpose old newspapers into eco-friendly paper bags. This initiative aimed to promote environmental consciousness, highlighting the VIS Department’s ongoing commitment to aligning with the United Nations’ Sustainable Development Goals, as well as promoting environmental consciousness and skill development.



Department of Film and Digital Media's Film Seminars



Students from MS Film & Digital Media, Faculty of Media & Mass Communication, hosted four film seminars under the supervision of Mr. Omer Saeed, featuring industry experts Abdullah Waseem, Usman Rana, Sarmad Ibrahim Cheema, and Syed M. Hassan Zaidi. Each session provided valuable industry insights, strategies, and guidance on TVC production, storytelling, sound, and monetizing documentaries for our future media professionals.



R Markdown Workshop



Prof. Dr. Ahmed Siddiqi led a workshop on dynamic reporting with R Markdown, a tool that combines code, narrative text, and visualizations into a single document for academic publishing, journalism, and more. The session was attended by faculty members from the Mass Communication, English Language Center, Language & Literature, and Mathematics departments to learn R Markdown techniques.

Highfield Level 3 Award in Supervising HACCP Training



Department of Food & Nutritional Sciences, in collaboration with GSS Academy and Highfield International Approved Centre, launched the Highfield Level 3 Award in Supervising HACCP Training at a subsidized cost for participants from UCP. Day 1 featured a session on HACCP principles, global food safety standards, and the importance of hazard analysis in food safety by Dr. Hafiz Rehan Nadeem, President of NAFS Pakistan and a certified Highfield trainer. Day 2 of the Food Safety Training concluded with the internationally accredited certification exam. All participants successfully completed the program and received a globally recognized qualification, which is often seen as a key to international careers in food safety. This achievement highlights the increasing dedication to food safety standards and the readiness of UCP students and professionals for the global workforce.



Industrial Session on Advanced Analytical Techniques



University of Central Punjab hosted an insightful industry-academia session, organized by the Department of Basic and Applied Chemistry, Faculty of Science & Technology, in collaboration with the Office of Research, Innovation & Commercialization.



The session featured Mr. Shahid Ali Mahmood, Manager RSL at TTI Testing Laboratories. Participants gained in-depth knowledge of advanced analytical instrumentation, including HPLC, LC-MS, LC-MS/MS, GC-FID, GC-MS, and GC-MS/MS, along with practical insights on operational protocols, industrial applications, and their significance in modern laboratories.

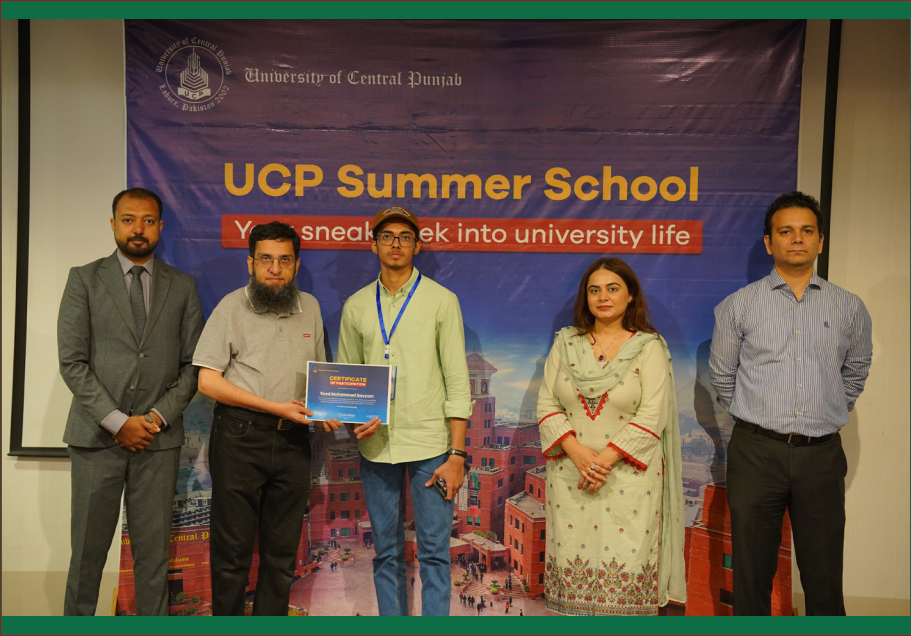


UCP Summer School 2025



UCP Summer School 2025 brought together students from across Lahore for a five-day program focused on Digital Marketing, Data Analytics, and Freelancing. The event began with welcome notes from Dr. Muhammad Athar Siddiqui, Dean Faculty of Management Sciences, and Dr. Hammad Naveed, Pro-Rector. Participants engaged in academic sessions, hands-on exercises, and discussions designed to build relevant professional skills. Alongside the learning activities, students explored the campus and took part in sports and recreational opportunities, including football, table tennis and swimming. The program concluded with a quiz competition, team-building activities, and a certificate distribution ceremony led by Dr. Muhammad Athar Siddiqui. Students closed the week with a visit to the UCP Sports Arena.





Summer Jam – The Skill Fest



University of Central Punjab hosted Summer Jam – The Skill Fest, bringing together young creatives and thinkers from various schools and colleges to explore their interests through practical workshops and competitive tournaments.

Participants engaged in practical sessions on Calligraphy with Dr. Shoaib Sarwar, a Public Speaking Masterclass by Ms. Sana Hussain Khan, and Graphic Designing with Mr. Ahsan Raza.

These activities aimed to boost students’ creativity and introduce them to techniques in communication and design. Moreover, students competed in Tekken, FIFA, Chess, and Swimming tournaments, applying their gaming and strategic skills. These events fostered tactical thinking and mental skills, allowing participants to demonstrate their athletic and competitive spirit.

The closing ceremony was graced by the presence of Mr. Muhammad Yaqoob, Provost, who distributed certificates and praised the students for their active participation. This event highlighted UCP’s commitment to providing platforms where students can discover their strengths and develop crucial life skills.



FOST’s Postgraduate Poster & Innovation Competition



Faculty of Science and Technology hosted the 2nd Postgraduate Poster & Innovation Competition, bringing together postgraduate students from seven departments demonstrating their research, creativity, and innovation. The event was led by Prof. Dr. Hafiza Rizwana Kausar, Dean, who praised UCP Students for their academic excellence and appreciated their supervisors for ongoing guidance.



ScaleUp 2.0's Orientation



ScaleUp 2.0's orientation marked the beginning of an exciting 6-week journey. Students were introduced to the program's structure, objectives, rules and code of conduct. Overview of the nine offered courses, which include Graphic Designing, UI/UX Designing, Web Development, App Development, Shopify, eBay, DevOps, Agile Scrum and QA (Quality Assurance) was given to students.

The session further highlighted the industrial mentors who will be guiding participants, equipping them with practical insights and real-world exposure, laying a strong foundation for a meaningful and impactful learning experience.



Autism Pride Day



UCP Welfare Society in collaboration with the Autism Resource Centre Lahore observed Autism Pride Day where talented children from ARCL won audience hearts with their mesmerizing performances, energetic dance routines and heartfelt renditions of national patriotic songs, showcasing their love for Pakistan. UCP is honored to provide a platform for these incredible individuals to shine and be celebrated.



Commercialization Strategies & Legal Business Setup in Pakistan



Prof. Dr. Muhammad Akhyar Farrukh’s “Commercialization Strategies & University-Industry Models & Legal Business Setup in Pakistan” introduced the concept of commercialization, its importance for business growth, and university-led entrepreneurship initiatives such as IP offices and incubators. The session included case studies of Gatorade, Oxford Nanopore, and edX to illustrate successful commercialization models. Also provided participants with step-by-step guidance on selecting an appropriate business structure, registering a company with the SECP, obtaining NTN, opening a business bank account, ensuring tax compliance, and exploring government incentives for startups.

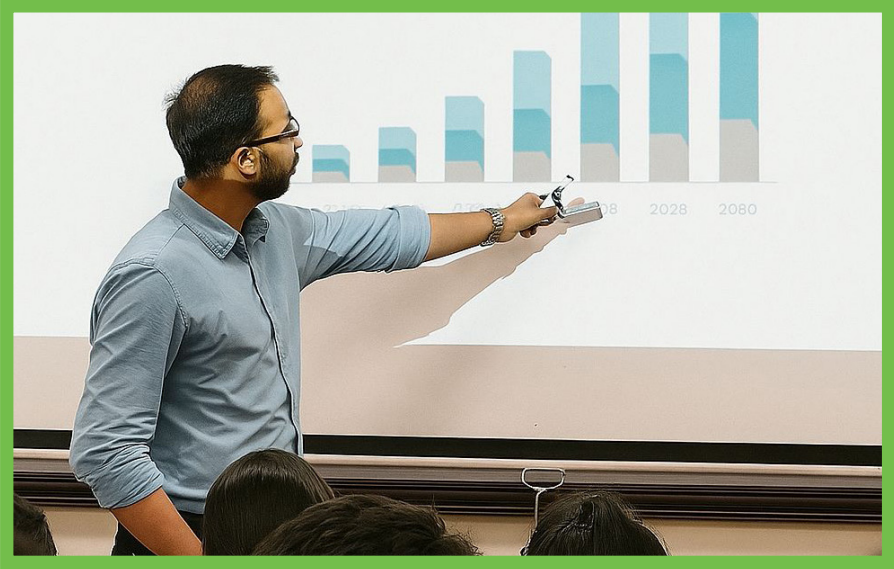


Outcome Based Education (OBE) Training



Software Engineering Department’s faculty training session on the effective implementation of Outcome-Based Education (OBE) led by Dr. Imran Arshad and Dr. Adeel Arif focused on enhancing skills in the OBE framework, assessment design, university portal integration and required documentation. This initiative aimed to strengthen faculty expertise and ensure quality teaching and evaluation practices aligned with OBE standard.

Prompt to Profit: Monetizing Your AI Skills



Applied Computing Department, under the IEEE banner, organized a talk titled “Prompt to Profit: Monetizing Your AI Skills” by Talha Nisar Mughal, Co-Founder & CTO of Artificizen. The speaker shared insights on using AI prompt engineering to create value and income, emphasizing practical applications, industry trends, and opportunities. The event drew students and faculty, fostering discussion and inspiring attendees to explore AI-driven innovation for professional growth.



Food Safety Training



Department of Food & Nutritional Sciences in collaboration with GSS Academy and Highfield International, concluded Food Safety Training with the internationally accredited certification exam. All participants successfully completed the program and received a globally recognized qualification, which is often seen as a key to international careers in food safety. This achievement highlights the UCP’s continued dedication to food safety standards and the readiness of UCP students and professionals for the global workforce.



Summer Jam 2025 Media Bootcamp



UCP Photography Club organized a two-day media bootcamp for school and college students with an interest in photography, videography, and editing. UCP faculty and media professionals led this session featuring photography and mobile videography workshops, followed by content creation sessions and reel editing & media production training. Participants also toured UCP’s state-of-the-art radio and TV studio, gaining hands-on experience and a glimpse into the world of creative media.

Highlights of the event included the guest appearance of renowned photographer Osman Pervaiz Mughal (OPM), who shared his insights and professional photography tips. Uqba Mughal and Hamza Bande also joined the session, sharing their industry experiences and creative visions.



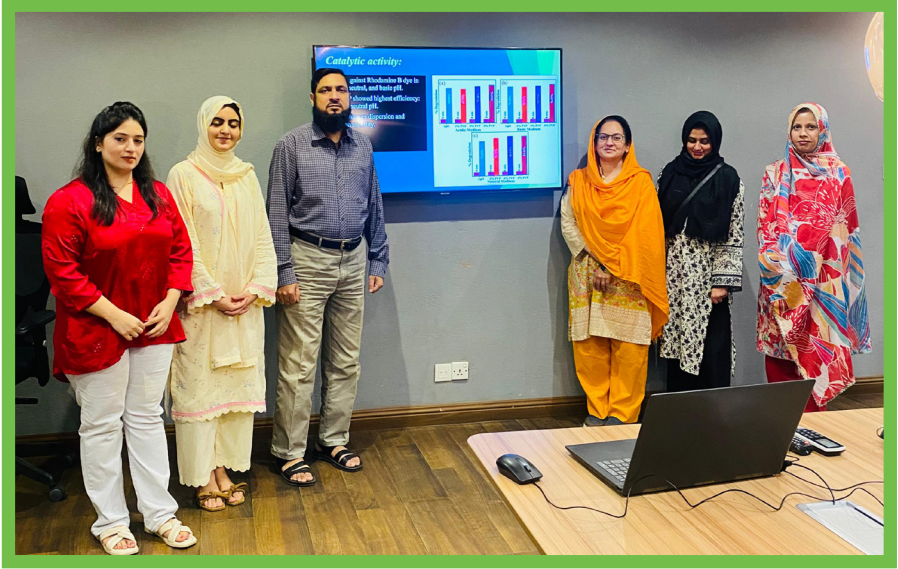
Department of Advanced Studies and Research

MS Biotechnology Thesis Defense



MS Biotechnology students’ final thesis defense reflects their dedication, research excellence and passion for advancing science and innovation.

Department of Physics’ Viva Voce Defenses



Department of Physics conducted the M.Phil. Physics viva voce defenses of Summaiya Najeeb, under the supervision of Dr. Tahira Shujah on “Photocatalytic Activity of PVP-Capped Silver Oxide Nanocomposites for Dye Degradation” and Ali Ejaz, under the guidance of Dr. Mudassir Ali Shah on “Electromagnetic Waves in Relativistic and Ultra-Relativistic Plasma Environment.”

PhD Comprehensive Examination



Directorate of Advanced Studies & Research (DASR) successfully conducted the PhD Comprehensive Examination across various disciplines and faculties. This milestone highlights the dedication of our scholars and reaffirms the University’s commitment to fostering academic excellence in its doctoral programs.

Department of Zoology’s M.Phil Viva Voce Defenses



Department of Zoology organized M.Phil. Zoology viva voce defenses of Muhammad Azhar, Zainab Khan, Areeba Subtain, Beenish Shamas, Rana Abdur Rehman, Maham Rafiq, Malaika Nadeem, Shifa Asghar, Areeba Younas, Saadna Riaz, Shanza Baloch, Saman Altaf, and Hafiz Asad ur Rehman Sheikh. Their research spans diverse and impactful areas including aquaculture nutrition, nanotechnology-based pest management, insect pest control strategies, and cancer biology, making valuable contributions to sustainable science and innovation. UCP commends the dynamic leadership and supervision of Dr. Tanzeela Riaz, HOD Zoology, for her continuous guidance and support, and extend our heartfelt gratitude to the internal and external examiners for their valuable time and expert evaluation.



FOPS’ PhD Comprehensive Examination and Viva



Faculty of Pharmaceutical Sciences conducted the PhD Comprehensive Examinations for the Fall 2024–2027 batch in Pharmacology, Pharmaceutical Chemistry, and Pharmaceutics. Our commitment is to ensure the highest standards of education and research, preparing our scholars not only to excel in academia but also to contribute innovative solutions to pressing community and healthcare challenges.

Sadaf Ijaz’s PhD Synopsis Open Defense



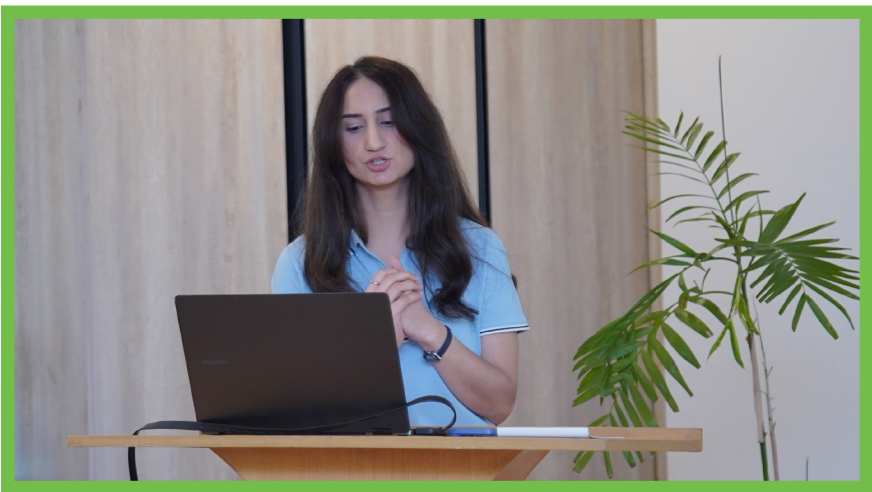
Directorate of Advanced Studies & Research conducted the PhD Synopsis Open Defense of Ms. Sadaf Ijaz, PhD Mathematics Scholar, under the supervision of Dr. Zain ul Abadin Zafar. Ms. Ijaz presented and successfully defended her research proposal before the defense committee. This session was attended by faculty members and fellow PhD scholars, concluding with a dynamic Q&A segment that underscored the significance and depth of her research topic.

Faiza Saifullah’s M.Phil Pharmacy Thesis Defense



Faiza Saifullah, M.Phil Pharmacy (Pharmaceutical Chemistry) has successfully defended her research titled “Synthesis of Novel Roxadustat Zinc Salt, its In-Silico Studies and Analytical Evaluation” under the supervision of Dr. Muhammad Asad Saeed, Faculty of Pharmaceutical Sciences, her defense was evaluated by External Examiner, Dr. Waqar Aman and Internal Examiner, Dr. Umer Farooq.

Komal Mehboob’s PhD Open Defense



Directorate of Advanced Studies & Research (DASR) organized the PhD Open Defense of Ms. Komal Mehboob, a scholar from the Faculty of Media and Mass Communication. She defended her dissertation titled: “A Cross-Cultural Content Analysis of Themes in Billboard and YouTube-Rated Top Rap Songs of Pakistan and United Kingdom from 2018-2021,” under the supervision of Prof. Dr. Fawad Baig.

Ajwa Khawar’s PhD Synopsis Open Defense



Directorate of Advanced Studies & Research (DASR) organized the PhD Synopsis Open Defense of Ms. Ajwa Khawar, a PhD scholar in Computer Science under the supervision of Dr. Ghulam Mustafa. The scholar has successfully defended the research proposal before the defense committee, faculty members and fellow PhD scholars.

Sadia Saeed’s PhD Synopsis Open Defense



Directorate of Advanced Studies & Research organized the PhD Synopsis Open Defense of Ms. Sadia Saeed, a PhD scholar in Computer Science under the supervision of Dr. Hafiz Mahfooz ul Haque. Ms. Sadia successfully defended her research proposal before the defense committee, faculty members and fellow PhD scholars.

Khadija Naveed’s PhD Synopsis Open Defense



Directorate of Advanced Studies & Research (DASR) organized the PhD Synopsis Open Defense of Ms. Khadija Naveed, a PhD scholar in Computer Science under the supervision of Dr. Muhammad Amjad Iqbal. The scholar defended the research proposal before the defense committee, faculty members and fellow PhD scholars.

Aisha Khan’s PhD Synopsis Open Defense



Directorate of Advanced Studies & Research organized the PhD Synopsis Open Defense of Ms. Aisha Khan, a PhD scholar in Mathematics under the supervision of Prof. Dr. Shahid Siddiqui. Ms. Aisha defended her research proposal before the defense committee, faculty members, and fellow PhD scholars.

Anwar Khalid’s PhD Synopsis Open Defense



Directorate of Advanced Studies & Research (DASR) organized Mr. Anwar Khalid’s PhD Synopsis Open Defense, a PhD scholar in Biochemistry under the supervision of Prof. Dr. Sumera Zaib. The scholar has successfully defended his research proposal before the defense committee, faculty members, and fellow PhD scholars.

Student Achievements

UCP Graduate Gets Selected for the Erasmus Mundus Scholarship



Maha Khalid, a Pharm-D graduate from UCP, has been selected for the prestigious Erasmus Mundus Scholarship 2025 in Pharmaceuticals. Her Master’s journey

will span three leading European institutions: University of Barcelona, Spain; University of Antwerp, Belgium; and University of Lyon, France. She met with Prof. Dr. Mahtab Ahmad Khan, Dean, FOPS, and Mr. Muhammad Yaqoob, Provost, to express gratitude for UCP’s support, and Dr. Huma Hameed and Dr. Muhammad Zaman’s guidance in nurturing her academic excellence.

UCP Student Secures Prestigious Scholarship in China



Mr. Kamran, a talented student from the Department of Food and Nutritional Sciences, has received the fully funded Guangdong Provincial Scholarship to pursue his Master’s in Crop Science at Guangdong Ocean University, China. This impressive accomplishment was supported by UCP’s International Office, which played a key role in facilitating the admission and scholarship procedures. We are proud to have such talented students within the UCP community. UCP congratulates Kamran and wishes him ongoing success in his academic journey.

UCP Students Get Selected for Semester Exchange Program at KDU, South Korea



Six of our talented students have been selected to participate in a prestigious semester exchange program at Kyungdong University (KDU), South Korea, for the Fall 2025 semester. The selected students, Mahboob Ali, Maryam Anwar, Muhammad Abdullah, Muhammad Musa, Shukrullah, and M. Umar Ramzan, have earned a 100% tuition fee waiver, highlighting their academic excellence as well as UCP’s commitment to providing international exposure to its students. This opportunity enables students to experience a new academic and cultural setting and represent UCP internationally.



UCP Student secured 3rd Position at Speak for Hussain’s Lahore Chapter 9



One of our talented students, Rana Taha Tanveer secured 3rd Position in the Urdu Declamation category at Speak for Hussain’s Lahore Chapter 9, organized by Jinnah ka Pakistan.

Faculty Achievements

Dr. Kanza Aziz Awan’s Participation in PSFST Consultative Dialogue



Dr.Kanza Aziz Awan participated in the PSFST Consultative Dialogue, “Food Professionals: Growth Engines for the Food Sector” at the Federation of Pakistan Chamber of Commerce & Industry (FPCCI) Punjab Office, Lahore. The event brought together industry leaders to explore trends and innovations in the food sector, emphasizing the vital role of food professionals in driving growth and progress. It also served as a platform for networking, knowledge exchange, and collaboration to shape the future of Pakistan’s food industry.

Dr. Muhammad Shehzad Hanif’s Participation in the 4th VSFEI Conference 2025



Dr. Muhammad Shehzad Hanif participated in the 4th Vietnam Symposium of Entrepreneurship, Finance and Innovation (VSFEI Conference 2025) hosted by Vietnam National University and AVSE Global at MovenPick Living

West Hanoi. He represented UCP at an international level, engaging with researchers and thought leaders from 20+ countries across the region. Additionally, he visited VinUniversity and Hanoi University of Science and Technology, delivering a workshop on SEM (Partial Least Squares Structural Equation Modeling) at the Hanoi University Business School. His involvement in the conference and workshop highlights UCP’s ongoing commitment to international collaboration and knowledge exchange.



Prof. Dr. Sumera Zaib’s Keynote Lecture at Helping Hand Institute of Rehabilitation Sciences



Prof. Dr. Sumera Zaib delivered a lecture on “Redefining Biomedical Innovation: How Artificial Intelligence is Shaping the Future of Health and Research” at the Helping Hand Institute of Rehabilitation Sciences, Mansehra. The session provided insights into leveraging AI tools in clinical settings, incorporating them into diagnostic procedures, and enabling early detection and management of diseases.

Prof. Dr. Muhammad Akhyar Farrukh’s Presentation on Nanotechnology at Third Stakeholders’ Consultative Meeting



Prof. Dr. Muhammad Akhyar Farrukh, Chairman, Technical Committee (TC) on Nanotechnology at PSQCA and Director ORIC/Research, UCP delivered a detailed presentation on the role of nanotechnology in the fertilizers sector at Pakistan Standards and Quality Control Authority’s

(PSQCA) Third Stakeholders Consultative Meeting. He highlighted the potential of nano-fertilizers in enhancing nutrient efficiency, reducing environmental impact, and supporting sustainable agriculture. He emphasized the importance of integrating advanced nanomaterials and regulatory standards to strengthen Pakistan’s fertilizer industry and align it with global best practices.

Celebrating Breastfeeding Month 2025



Faculty and students of the Department of Food and Nutritional Sciences participated in an event organised by UNICEF in collaboration with WHO, BISP, and WFP, reinforcing the call to support and promote breastfeeding as a fundamental right. Dr. Kanza Aziz Awan was presented a shield by Khawaja Imran Nazeer, Minister for Health and Population, in recognition of her contribution.



FOST Staff Members’ International Technicians Training



Mr. Malik Abdul Rahim and Mr. Muhammad Tahir, dedicated lab staff members from the Faculty of Sciences and Technology (FOST), have completed the International Technicians Training Program at Hunan University of Chinese Medicine (HUCM), Changsha, China.

Industry Visits

Department of Food and Nutritional Sciences' Industry Visit to Sundas Foundation



As part of their clinical exposure under Rainbow Obesity & Eating Disorders Centre, students of Food and Nutritional Sciences visited Sundas Foundation — a center supporting patients with thalassemia and hemophilia. The visit included an orientation, a tour of the blood bank and transfusion unit, and direct observation of donation and storage protocols. Students also conducted individual dietary assessments and provided personalized nutrition counseling, focusing on iron regulation and micronutrient support. This hands-on experience helped students apply clinical knowledge, enhance communication skills, and understand the nutritional challenges faced by hematological patients.



FOIT&CS's Industry Visit to Haadi Engineering



Faculty of Information Technology & Computer Science arranged a visit to Haadi Engineering, where students explored embedded systems in industrial settings, getting insights into modern manufacturing processes. They were also given the opportunity to engage in soldering activities to enhance their practical skills and confidence. Haadi Engineering offered internship opportunities to the visiting students, paving the way for future industry-academia collaboration.

Career Services Office

FOMS x AGR Consultants Partnership Meeting



Career Services Office in collaboration with the Faculty of Management Sciences organized a Partnership Meeting with AGR Consultants. The session focused on strengthening academia-industry linkages, exploring internship and job opportunities for students and fostering long-term collaboration to enhance industry readiness.



Capacity-building Workshop on International Scholarships



Career Services Office hosted a capacity-building workshop focused on International Scholarships. Mr. Afaq Ahmed Khan provided an insightful overview of global opportunities available to UCP graduates for advancing their higher education. The session concluded with engaging case studies featuring scenarios from various degree programs offered at UCP.



Admissions Office

Admissions Test Conducted in Faisalabad



University of Central Punjab conducted its cycle of Admissions Test in Faisalabad, enabling applicants to take the test in their own city. This initiative highlights UCP's commitment to making quality education accessible through its nationwide outreach. We look forward to welcoming students from diverse backgrounds into UCP's brilliant student community.



Faculty Meetings

FOST's Faculty Meeting and Farewell Ceremony



Prof. Dr. Hafiza Rizwana Kausar chaired the 9th Faculty Meeting of the Faculty of Science and Technology, which reviewed the past year's achievements, such as academic excellence, research milestones, and collaborative growth. The meeting also outlined future initiatives and goals to enhance FOST's academic and research impact. Additionally, food products from COFIC, produced by the Department of Food and Nutritional Sciences, were displayed and offered for free sampling. The event concluded with a farewell ceremony for three UCP professors: Dr. Syed Karrar Haider, Dr. Shahid Saeed Siddiqi, and Dr. Zia ur Rehman, who reflected on their institutional growth and received souvenirs in appreciation of their service and legacy.

Promoting Bilateral Academic Cooperation with Hope Education Group



Muhammad Yaqoob, Provost, hosted Mr. Wang Min, Head of the International Office at Hope Education Group, China, to discuss bilateral academic cooperation. Mr. Sikander Sethi, Director, UCP International Office, and Mr. Sahir Mushtaq, Lead Chinese Instructor, shared updates on ongoing initiatives with Chinese counterparts. The visit concluded with Mr. Wang distributing certificates to participants of the Chinese Language Summer Camp and appreciating UCP's efforts in promoting the Chinese language and offering experiential learning facilities.



2nd Institutional Quality Circle (IQC) Meeting



Muhammad Yaqoob, Provost, hosted Mr. Wang Min, Head of the International Office at Hope Education Group, China, to discuss bilateral academic cooperation. Mr. Sikander Sethi, Director, UCP International Office, and Mr. Sahir Mushtaq, Lead Chinese Instructor, shared updates on ongoing initiatives with Chinese counterparts. The visit concluded with Mr. Wang distributing certificates to participants of the Chinese Language Summer Camp and appreciating UCP's efforts in promoting the Chinese language and offering experiential learning facilities.



MoUs

UCP x Pakistan Institute of Legislative Development and Transparency (PILDAT) MoU



University of Central Punjab has signed an MOU with the Pakistan Institute of Legislative Development and Transparency (PILDAT). The MOU was signed by Dr. Hammad Naveed, Pro-Rector UCP, and witnessed by Dr. Khalid Manzoor Butt, Dean Faculty of Humanities and Social Sciences. Representing PILDAT, MOU was signed by Mr. Ahmed Bilal Mehboob, President PILDAT and Ms. Vaneeza, Projects Officer PILDAT with Advisor Mamoon Bilal also accompanying. This collaboration is designed to be mutually beneficial — providing UCP students with opportunities for internships, job placements, research projects, training and skills development, while enabling PILDAT to leverage academic knowledge and fresh perspectives from our graduates.

initiatives. Together, we aim to create new horizons in healthcare, drug development, and scientific excellence. Participants from Trial 360:

- Dr. Muhammad Imran Naveed (Regulatory Manager)
- Dr. Khushbkhat Khan (Pre-clinical/Clinical Lead)
- Dr. Saad bin Shabbir (Veterinary Scientist)

Participants from FOPS, UCP:

- Prof. Dr. Mahtab Ahmad Khan (Dean, FOPS)
- Prof. Dr. Imtiaz Majeed
- Dr. Muhammad Zaman
- Ms. Tooba Mehboob (Faculty Industrial Liaison Officer, FOPS)

This partnership will pave the way for collaborative research, capacity building, and opportunities for students and faculty to engage in impactful clinical and pharmaceutical research initiatives. Together, we aim to create new horizons in healthcare, drug development, and scientific excellence.

UCP x Sri Lanka Institute of Information Technology MOU



Faculty of Science and Technology has signed a Memorandum of Understanding with the Sri Lanka Institute of Information Technology (SLIIT), Sri Lanka, marking a significant step toward international academic collaboration. The ceremony was graced by prominent academic leaders from both institutions. From UCP, Dr. Hammad Naveed (Pro-Rector), Dr. Hafiza Rizwana Kausar (Dean, FOST), Dr. Muhammad Naveed (Professor, Department of Biotechnology), Dr. Mohsin Gulzar Barq (Faculty Industry Liaison Officer, FOST), and Mr. Sikandar Sethi (Director, International Office) represented the university. From SLIIT, the esteemed delegation included Prof. Nimal Rajapakse (Deputy Vice Chancellor), Dr. Malitha Wijesundara (Dean, Faculty of Humanities and Sciences), and Dr. Jagath Kasturiarachchi (Assistant Professor).

This MoU aims to foster collaborative research, joint academic programs, faculty and student exchanges, and the co-development of innovative scientific initiatives. Both institutions expressed strong commitment to promoting global academic partnerships and driving innovation in science, technology, and interdisciplinary education. The ceremony concluded with mutual appreciation for the shared vision of academic excellence and a future roadmap for impactful cooperation between UCP and SLIIT.



FOPS x Trial 360 MoU



Faculty of Pharmaceutical Sciences has signed a MOU with Trial 360. This partnership will pave the way for collaborative research, capacity building, and opportunities for students and faculty to engage in impactful clinical and pharmaceutical research

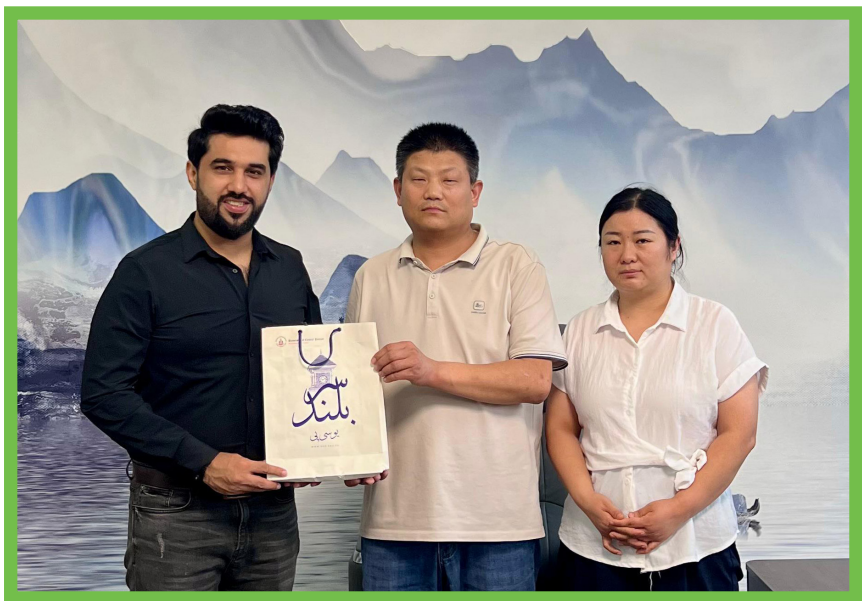
Faculty's Visits

Prof. Dr. Khalid Manzoor Butt's Visit to Consulate General of China in Lahore



Prof. Dr. Khalid Manzoor Butt visited Consulate General of China in Lahore and met Deputy Consul General, Excellency Cao Ke. He received cheque of sum PKR 1 Million for high achievers and deserving students of Faculty of Humanities and Social Sciences. He presented His Excellency with the copy of FOHSS' research journal and students magazine 'The Perception'. Mr. Cao Ke extended an invitation to Dr. Butt to be part of a high-level delegation of Pakistani scholars and journalist to visit four cities of China from August 24-31, 2025. It's sponsored by the Consul General.

UCP International Office x Newshine Automobile Industry Shandong China Meeting



Mr. Sahir Mushtaq, International Liaison Officer met with Newshine Automobile Industry Shandong China's representatives to discuss internship opportunities for our students, paving the way for a fruitful collaboration.



Takhleeq Innovation Centre

Director Takhleeq's Achievement



Congratulations Yasir Amer Awan, Director Research and Innovation, Takhleeq for his appointment as Member Advisory Committee at Pakistan Startup Fund (A National Initiative backed by Ignite – National Technology Fund and the Ministry of IT and Telecom Pakistan).

Office of Research, Innovation, and Commercialization

Session on Faculty Industry Placement Program (FIPP)



Office of Research, Innovation & Commercialization (ORIC) held a session on the Faculty Industry Placement Program (FIPP), led by Dr. Hammad Naveed, Pro-Rector UCP, and Prof. Dr. Muhammad Akhyar Farrukh, Director ORIC, with faculty from various faculties. The meeting was aimed at enhancing faculty understanding of the program's objectives and procedures. The discussion centered on FIPP's role in strengthening academia-industry links, promoting applied research, and curriculum relevance, outlining benefits for faculty, students, industry, and the university. Guidance on faculty roles, placement procedures, expectations, and post-placement reports was provided. The session highlighted FIPP's potential to give faculty industry exposure and improve teaching and research, with active participation reflecting a commitment to collaboration with industry. The event ended with the decision to use FIPP for academic growth, professional development, and innovation.

Highfield Level 3 International Award in HACCP for Food Manufacturing Training Program Day-1



Office of Research, Innovation and Commercialization (ORIC) organized a workshop on “Innovation, Patents, and Research Commercialization” led by Prof. Dr. Muhammad Akhyar Farrukh, Director, ORIC. The session aimed to enhance faculty skills in managing intellectual property and conducting applied research. Participants learned about what qualifies as patentable, how to structure patent applications, and handle objections during prosecution. It also included live demonstrations of online platforms like the USPTO Patent Center and IPO Pakistan e-journal, helping participants monitor patent progress and access published applications. The workshop motivated faculty to pursue innovation, institutional consultancy, and research impact, supporting ORIC-UCP’s goal of fostering applied research and knowledge transfer.

Entrepreneurship: From Idea to Startup Launch Opening Ceremony



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Digital Design & Visual Storytelling



In continuation of ORIC’s “Entrepreneurship: From Idea to Startup Launch”, Mr. Ahsan Raza, Senior Graphic Designer, Communications Department led a session guiding participants through the essentials of visual storytelling and digital design. The lecture combined theory with practice, covering core design principles such as contrast, alignment, and proximity, while also demonstrating how to use emotion, color, and layout to strengthen a brand’s digital identity. Participants gained hands-on training in Adobe Illustrator and Adobe Photoshop, learning typography choices, color palette selection, visual hierarchy, and pre-publishing checks to ensure high-quality, platform-optimized content. Practical tips for using social media visuals to engage audiences on platforms like Instagram, Facebook, and LinkedIn were also shared.



Entrepreneurship Course Showcases Pilot-Scale Production at UCP's In-House Facility



In continuation of ORIC’s “Entrepreneurship: From Idea to Startup Launch”, Prof. Dr. Muhammad Akhyar Farrukh, Director ORIC introduced participants to the essentials of small-scale and industrial equipment, followed by a practical demonstration of blending, mixing, heating, and filling techniques available at UCP. The training focused on bridging laboratory-scale product development with pilot-scale production, enabling participants to understand how entrepreneurial ideas are scaled into commercially viable products. He also guided in-house QC checks (pH, analysis, TDS, viscosity) and SOPs to ensure product quality, safety, and compliance. Prof. Dr. Aziz-ur-Rehman guided participants through the formulation of moisturizing lotion. The session emphasized the careful selection and balance of ingredients to achieve both functional performance and consumer appeal.

This comprehensive hands-on session not only exposed participants to the formulation of cosmetic products but also highlighted the practical workflow of product development and production, aligning entrepreneurial innovation with industry practices.



Hands-on Product Development Session



In continuation of ORIC’s “Entrepreneurship: From Idea to Startup Launch”, Prof. Dr. Aziz-ur-Rehman (Director/ Chairperson, Department of Chemistry – Institute of Chemical Sciences, GC University Lahore) led a session on Product Development and offered participants an invaluable hands-on experience in product formulation, focusing on the development of everyday consumer items such as hand wash and dish wash liquids. The participants were guided through the entire process of formulation, emphasizing the importance of distinguishing between active and inactive ingredients, as well as the scientific principles underlying pH balance, product stability, and viscosity control. A special focus was placed on safety, shelf-life, and the role of preservatives, equipping participants with the knowledge required to create consumer-ready products that align with industry standards. The practical exposure allowed learners to not only understand theoretical concepts but also apply them directly in a laboratory setting—bridging the gap between science and entrepreneurship.

Prof. Dr. Muhammad Akhyar Farrukh, Director ORIC, presented a souvenir to Dr. Aziz-ur-Rehman in appreciation of his contribution to the course and his efforts in fostering product development skills among the participants.



Understanding Product Compliance & Standards



In continuation of ORIC’s “Entrepreneurship: From Idea to Startup Launch”, Mr. Majid Raza led a session on “Understanding Product Compliance & Standards” emphasizing the importance of aligning with local and international regulatory frameworks such as PSQCA, FDA, ISO, and GMP requirements. Participants gained practical knowledge on certification essentials for chemical and body care products, licensing procedures for regulated and non-regulated items, and the application process for obtaining a PSQCA license.

The discussion also highlighted documentation and compliance protocols—including applications, inspections, self-evaluations, and quality certifications—ensuring participants understood both the procedural requirements and the strategic value of adhering to product standards in today’s competitive markets.

Revenue Models and Financial Strategy



In continuation of ORIC’s “Entrepreneurship: From Idea to Startup Launch”, Dr. Amina Rizwan led a session on Revenue Models and Financial Strategy guiding participants through selecting effective revenue models, understanding their mechanics, and aligning them with market needs.

Key topics included subscription, product sales, licensing, commission, and hybrid models, along with strategies for financial planning, budgeting, forecasting, break-even analysis, and exploring funding options.

Practical exercises enabled participants to apply these concepts to their own startup ideas, enhancing their ability to build sustainable and scalable businesses.



Branding and Intellectual Property Protection



In continuation of ORIC’s Summer 2025 course “Entrepreneurship: From Idea to Startup Launch”, Dr. Raja Irfan Sabir led a session on “Branding and Intellectual Property Protection”, emphasizing the role of branding in shaping customer perceptions and building market trust. He also explained key intellectual property rights, including patents, trademarks, copyrights, trade secrets, and best practices for protecting brands in both physical and digital spaces.

The second lecture by Prof. Dr. Muhammad Akhyar Farrukh, Director ORIC – UCP, on “Patent Filing and Real-World Examples” guided participants through patent eligibility, filing processes with IPO Pakistan, and shared practical examples of patentable innovations.



Entrepreneurship – From Idea to Startup Launch Certificate Distribution Ceremony



ORIC’s “Entrepreneurship: From Idea to Startup Launch” concluded with a formal certificate distribution ceremony. This was the first-ever course of its kind at UCP, designed to equip students with practical entrepreneurial knowledge and hands-on skills. Dr. Hammad Naveed, Pro-Rector, shared the University’s vision for entrepreneurship, stressing the need to prepare graduates to create jobs rather than seek them, thereby contributing to innovation and sustainable economic growth. He also awarded certificates to all participants in recognition of their successful completion of the program.

Prof. Dr. Muhammad Akhyar Farrukh, Director ORIC, presented an overview of the intensive two-week program, which featured 12 sessions over 8 days, conducted by eight distinguished resource persons from UCP and partner institutions. The course addressed a broad spectrum of themes, including entrepreneurial thinking, business model development, financial strategies, product compliance, branding, intellectual property, product development, pilot-scale production, and digital design skills.

The course underscored UCP’s strong commitment to cultivating an entrepreneurial ecosystem and empowering students with the competencies to transform innovative ideas into successful ventures.





International Office Initiatives

Summer Jam 2025 Chinese Language Course



University of Central Punjab has concluded another Summer Jam 2025 Chinese Language Course under the guidance of Mr. Sahir Mushtaq, Lead Chinese Instructor, school and college students engaged in an immersive learning experience, exploring the richness of the Chinese language and culture through structured, interactive sessions and carefully designed activities.



Chinese Language Summer Camp Certificate Distribution Ceremony



Summer Jam 2025 Chinese Language Course certificate distribution ceremony was graced by Mr. Wang Min, Head of the International Office at Hope Education Group, China, who commended UCP's commitment to promoting Chinese language learning and providing students with meaningful, cross-cultural learning opportunities. Mr. Muhammed Yaqoob, Provost, along with Mr. Sikandar Sethi, Director, UCP International Office congratulated the participants and reaffirmed the university's dedication to fostering global academic collaborations.

Tang International Education, China Online Chinese Language Course Certificate Distribution Ceremony UCP organized a certificate distribution ceremony for students who completed an online Chinese language course, which was arranged by UCP in partnership with Tang International Education, China. The team from Tang International's head office joined the ceremony virtually, along with local representatives from Pakistan. Dr. Hammad Naveed, Pro-Rector; Mr. Muhammad Yaqoob, Provost; and Dr. Khalid Manzoor Butt, Dean, Faculty of Humanities and Social Sciences, also graced the event with their presence, praising Tang International Education's efforts in enhancing students' language skills through this initiative.



Alumni Relations Office Initiatives

UCP Alumni Engage with the President of the Alumni Association



UCP Alumni called on the President of the Alumni Association, Mr. Iftikhar Hussain, for a strategic dialogue aimed at fostering forward-thinking initiatives to strengthen alumni engagement and create a lasting impact within the UCP community.

We were honored to welcome our distinguished alumni:

- Mr. Mudasir Naeem, Regional Manager Sales, National Foods

- Ms. Ramsha Fawad, Senior Marketing Strategist, Devsinc
- Mr. Farhan Ashraf, Regional Head, National Bank of Pakistan
- Ms. Areeba Sheikh, Social Media & PR Manager, WeDigito

The session was also attended by the newly appointed Deputy Manager Alumni Relations, Mr. Syed Asim Ali Bukhari, alongside Mr. Bazaf Mian, Vice President Placement, UAA.



Alumni Premier League Azadi Edition



UCP Alumni Relations Office organized the Alumni Premier League Azadi Edition, bringing together our vibrant alumni community through sportsmanship, networking, and shared memories. We are grateful to all participants and supporters who made this event a success!



On-Campus Recruitment Drives

CSO x OPUS AI Recruitment Drive



Career Services Office hosted OPUS AI for an On-Campus Recruitment Drive, providing Computer Science and Software Engineering graduates an opportunity to connect with industry professionals and explore career opportunities in the tech industry. This initiative reflects UCP’s commitment to bridging the gap between academic learning and professional careers.

CSO X FMMC Recruitment Drive

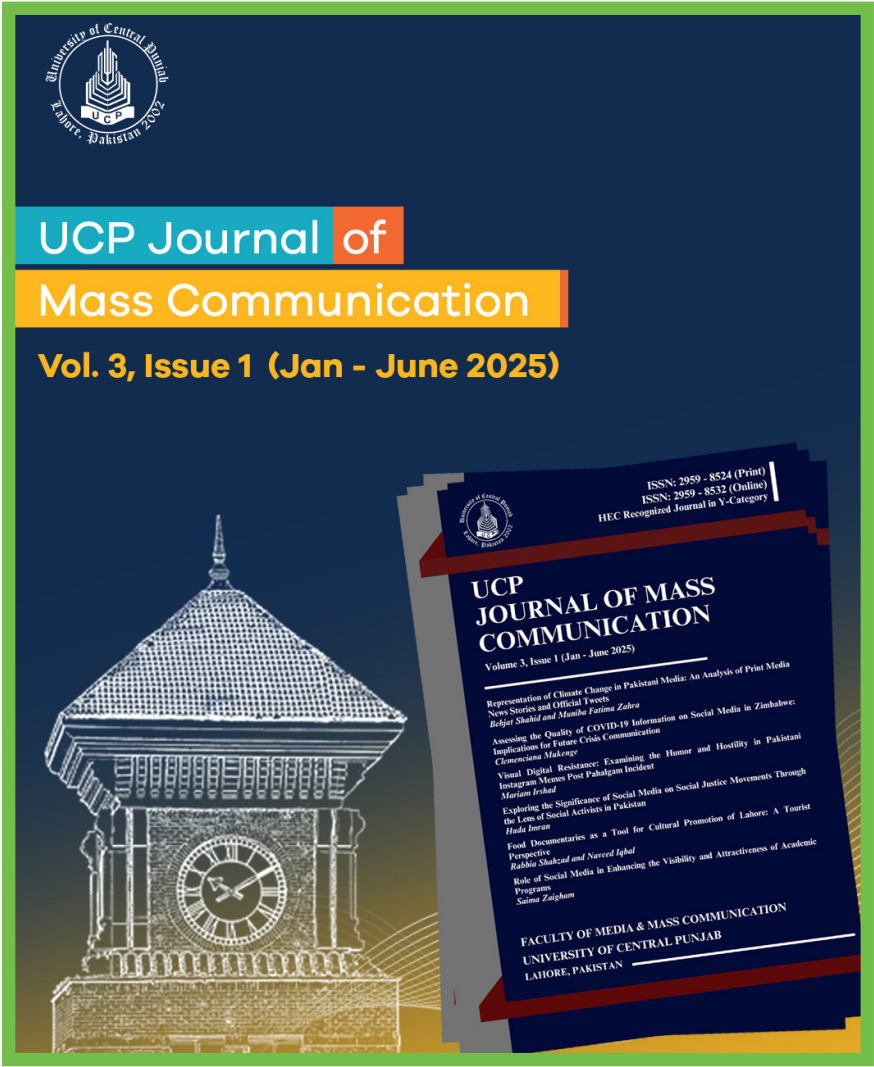


Career Services Office in collaboration with the Faculty of Media & Mass Communication, organized a Recruitment Drive with Neo News, creating valuable networking and career opportunities for students. Candidates interviewed for internship roles in News Anchoring, Program Production, and Digital Media etc. Dr. Fawad Baig, Dean, Faculty of Media and Mass Communication presented souvenirs to the Neo News team in appreciation of their participation.



Publications

Publication of Volume 3, Issue 1 of the UCP Journal of Mass Communication



Faculty of Media and Mass Communication (FMMC) has published Volume 3, Issue 1 (January–June 2025) of the UCP Journal of Mass Communication, recognized by the Higher Education Commission (HEC) in Category Y. The Editorial Board comprises Prof. Dr. Fawad Baig (Editor-in-Chief), Dr. Sadaf Zahra (Editor), Dr. Aisha Hakim (Managing Editor), Dr. Atif Ashraf (Associate Editor), Dr. Fahad Anis (Associate Editor), and Dr. Hina Adeeb (Associate Editor).

Pro-Rector's Office

Prof. Dr. Saeed Buzdar's Visit to UCP



Prof. Dr. Saeed Buzdar, Vice Chancellor, University of Thal visited the University of Central Punjab (UCP) for an engaging meeting with Dr. Hammad Naveed, Pro-Rector, and Mr. Muhammad Yaqoob, Provost. During his visit, Dr. Buzdar interacted with Team UCP and discussed avenues of academic collaboration and institutional development. A commemorative memento was presented to him by the university as a token of appreciation. Dr. Buzdar also graciously presented copies of his authored books to UCP.

Community Service

Kitchen Gardening Workshop



Volunteers in Service Department and UCP IBTIDA Society in collaboration with DSG Energy, organized an insightful Kitchen Gardening Workshop aimed at equipping IBTIDA Scholars with essential knowledge and practical skills in sustainable agriculture. The session introduced the concept and significance of kitchen gardening—not just as a means of growing food but also as a powerful tool for vocational training and income generation. It focused on how such hands-on skills can contribute to self-reliance, food security, and economic empowerment.



Turning Waste into Wonder



Volunteers in Service (VIS) Department hosted another exciting Workshop on Reuse of Materials that blended creativity with sustainability. Volunteers and IBTIDA Scholars rolled up their sleeves and discovered how something as simple as an old newspaper could be transformed into eco-friendly grocery bags and even decorative paper roses. But the real impact goes beyond creativity. These young changemakers passed on their new skills to IBTIDA Beneficiaries, helping them turn recycling into a source of livelihood. The activity not only encouraged innovation but also inspired participants to rethink waste as a resource and embrace sustainable practices in everyday life. This vision contributed to global goals including SDG 1 (No Poverty), SDG 4 (Quality Education – Target 4.7), SDG 11 (Sustainable Cities & Communities), SDG 12 (Responsible Consumption & Production), and SDG 13 (Climate Action).



UCP x IBTIDA Skill Development Meeting with UNI International Sino-Pakistan



VIS Department and IBTIDA Society facilitated a strategic meeting between Dean, Faculty of Engineering, Dr. Rizwan Shad and Director, UNI International, Mr. Yasir Shakoor for collaboration in Chinese language training, student and faculty exchange programs, and technical skill development through mechanical, electrical engineering, and welding simulators. This activity aligns with SDG 1, SDG 4, SDG 8 and SDG 17



IBTIDA Vocational Training Center's Opening



IBTIDA Vocational Training Centre's opening was graced by Provost, Muhammad Yaqoob. During his visit, he observed the skillful displays by IBTIDA teachers and students. The stalls included sewing, cooking, handmade bags and kitchen gardening, focusing on equipping scholars with practical skills to earn a living and support their families.



Call to Action for the Future of Volunteering



Volunteers in Service department in collaboration with the International Association for Volunteer Effort, USA, hosted a National Dialogue on “Call to Action for the Future of Volunteering”. This event brought together stakeholders from various sectors to plan a progressive and inclusive vision for the future of volunteering in Pakistan.



Motivational Talk with MilKar Pakistan



Volunteers in Service Department organized a session on Youth and Volunteerism, featuring a talk by Syed Kashf Shah, Project Director, MilKar Pakistan, on volunteerism’s transformative power. He discussed the youth’s role in social change, highlighting how volunteering benefits communities and develops leadership, empathy, and problem-solving skills in individuals.

Muhammad Hammad Ur Rehman Receives Award for Drug Demand Reduction Advocacy



Muhammad Hammad Ur Rehman, Head, Volunteers in Service Department, received an award for his outstanding contribution to Drug Demand Reduction at an event organized by YOCFAN and DATH, in collaboration with the Anti-Narcotics Force (ANF), on the eve of the International Day Against Drug Abuse and Illicit Trafficking.



Opinion

Whose Homes Must Drown?



Muhammad Talha
Communications Department

What does it mean when people in cities spend nights refreshing a website to check if water levels in rivers have risen enough to wash away their homes? Across Pakistan this year, heavy rains and the release of water from India's rivers have turned thousands into silent watchers of graphs, forecasts, and news tickers. Families who built houses with years of work now wait to see if their walls will hold or if they must leave everything behind.

This condition is no longer a passing emergency. It has become routine. The digital age makes it possible to track each rise in water level, each warning from NDMA, each clip on the news. But the constant monitoring does not reduce the fear. Instead, it reinforces the uncertainty—when survival depends on numbers, curves, and updates, life becomes a cycle of waiting for danger.

The idea of home, once linked with stability, is now tied with risk. And this risk is not shared equally. The decision of where water will flow, which land will be flooded, and whose fields will be destroyed is made to protect certain zones and not others. In many cases, water is allowed to move into villages and farmland so that urban centers remain safe. The question of who must be displaced, and who must be protected, is answered through this imbalance.

Amitav Ghosh, in **The Hungry Tide**, described a similar situation in the Sundarbans. Refugees built lives on land that was always at risk of floods, yet they were told to leave so the area could be preserved for wildlife. In the present, the comparison is striking. In Pakistan, land is flooded to preserve cities and elite housing societies, while the lives of villagers and small farmers are treated as expendable.

The floods also strip away many of the promises people once believed in. Progress was supposed to bring shared safety; development was supposed to guarantee stability. Instead, people find themselves trapped in fragmented realities: some communities shielded, others submerged. The maps and announcements show clearly that there is no single truth of disaster—only different versions of survival, depending on where you stand.

The two-nation theory once divided the subcontinent along religious lines. In 2025, the division seems to return in another form: one nation of protected urban citizens, and another of villagers and small farmers sacrificed to save them.

The floods expose the uncomfortable truth that natural disaster is not only about nature. It is also about power, choice, and who bears the cost. And until these questions are faced directly, each flood will not only destroy homes and fields, it will deepen the divide between those who are saved and those who are left to drown.



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