MONTHLY
CONNECT

TAAKRA 2026 (8Th Edition)

University of Central Punjab organized 8th edition of its five-day flagship inter-university event, TAAKRA 2026. Over 4,200 students from more than 200 institutions including 700 from UCP competed in 64 competitions across 22 categories, with a prize pool of PKR 2,570,000. Students conceptualized, planned, and executed the event, which combined competitions with social and cultural activities such as a Qawwali night, concert, and Mushaira. Punjab University secured the first spot across all categories, and the University of Lahore finished as the runner-up. Closing Ceremony included a short play performed by the children of IBTIDA. Guests of honor included Prof. Dr. Agha Tahir Ijaz, Project Director, Punjab Group, Dr. Shahzaib Ahmad, Director Student Affairs, University of the Punjab and singer Nimra Mehra.

SPEED
PROGRAMMING

University of Central Punjab won APSUP Olympiad 2026

University of Central Punjab won Association of Private Sector Universities of Pakistan (APSUP) Olympiad 2026, securing top positions in eight categories. Our students secured first position in Cricket, Hockey, Volleyball, Kabaddi, Badminton, and Athletics. They achieved second position in Table Tennis and third position in Basketball, reflecting their performance and commitment in both individual and team events.

O-Day Spring 2026

University of Central Punjab's Orientation Day for the Spring 2026 semester guided incoming students regarding the academic programs and campus facilities. The program covered academic standards, campus policies, and student support systems. Students also participated in interactive sessions to connect with peers and faculty, explore university resources, and understand the opportunities available for personal, social, and academic growth.

University Events

Interfaith Harmony and Peace

Volunteers in Service Department's seminar Interfaith Harmony and Peace featured Capt. Muhammad Sannan Akbar, National Head of Volunteer Management, Al-Khidmat Foundation, and Hafiz Nauman Hamid, President, World Council of Religions. They highlighted universal values of humanity and emphasized the importance of youth engagement in building a peaceful society.

Innovation and Entrepreneurship in Technology Ventures

Department of Management & Entrepreneurship's guest speaker session on Innovation and Entrepreneurship in Technology Ventures for BSCS and BSSE students. Mr. Bilal Khan, Co-Founder and Director of FinSurgents and Head of Products at Finja, discussed opportunity identification, market trends, access to investment, team building, startup challenges, and commercializing technology-based solutions. Mr. Bassam Siddique, Co-Founder of FinSurgents, shared insights on technology development and market entry strategies.

Practical Investment Training

Centre for Professional Excellence's Open House Session led by Zain Ul Abedieen, PSX, Crypto and Web3 Expert, and Business Owner addressed participants' queries on practical investment strategies and financial literacy for its upcoming 6-week program: Investing in Pakistan Stock Exchange PSX and Forex Markets. The program will offer hands-on learning with coverage of relevant legal and regulatory aspects.

ساحر لدھیانوی کا تخلیقی سفر

a "ساحر لدھیانوی کا تخلیقی سفر" Literary Society organized literary session dedicated to exploring the creative journey and enduring legacy of renowned poet Sahir Ludhianvi. The event examined the depth and resistance reflected in his poetry, highlighting themes of social consciousness, love, and longing that continue to resonate across generations. Speakers discussed Sahir's distinctive voice in progressive literature and his contribution to Urdu poetry and film lyricism, emphasizing the relevance of his words in contemporary discourse.

Department of Advanced Studies and Research

Adnan Rafique's PhD Synopsis Open Defense

Directorate of Advanced Studies & Research organized Mr. Adnan Rafique's PhD Synopsis Open Defense in Mathematics, under the supervision of Prof. Dr. Abdul Rauf Nizami. He presented and successfully defended his research proposal before the defense committee. Faculty members and fellow PhD scholars attended the session followed by a Q&A segment highlighting the relevance and scope of the research.

Munaza ijaz's PhD Open Defense

Directorate of Advanced Studies & Research conducted Ms. Munaza Ijaz's PhD Open Defense, who defended her dissertation titled "Evaluation of Antibacterial Efficacy and Infected Skin Wound Healing Potential of Drug Encapsulated Polymeric Nanofibers," completed under the supervision of Dr. Madiha Khan. The defense panel included Dr. Muhammad Faisal (University of the Punjab) and Dr. Muhammad Hassan (UVAS) as External Examiners, while Dr. Samman Ikram served as the Internal Examiner. The session featured a comprehensive question and answer segment, reflecting the scientific rigor and practical relevance of the research.

Ahmad Naeem Sajed's PhD Synopsis Open Defense

Directorate of Advanced Studies & Research organized Mr. Ahmad Naeem Sajed's PhD Synopsis Open Defense in Microbiology, under the supervision of Dr. Mohsin Gulzar Barq. During the session, the scholar presented and successfully defended his research proposal before the defense committee. The presentation outlined the scope, methodology, and academic relevance of the proposed study.

Waqas Ahmad's PhD Synopsis Open Defense

Directorate of Advanced Studies & Research organized Mr. Waqas Ahmad's PhD Synopsis Open Defense in Microbiology, under the supervision of Dr. Kanza Aziz. During the session, the scholar presented and successfully defended his research proposal before the defense committee. The presentation outlined the scope, methodology, and academic relevance of the proposed study.

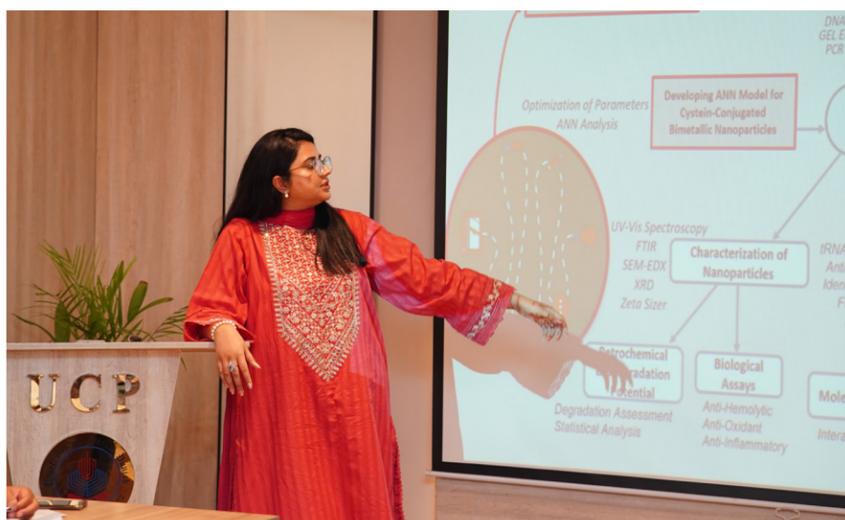## Summiya Azam's Phd Synopsis Open Defense

Directorate of Advanced Studies & Research organized Ms. Summiya Azam's PhD Synopsis Open Defense in Linguistics, under the supervision of Dr. Baber SA Khan. She presented and successfully defended her research proposal before the defense committee. Faculty members and fellow PhD scholars attended the session followed by a Q&A segment highlighting the relevance and scope of the research.

Arooj Fatima's PhD Synopsis Open Defense

Directorate of Advanced Studies & Research organized Ms. Arooj Fatima's PhD Synopsis Open Defense in Linguistics, under the supervision of Dr. Shafaat yar Khan. She presented and successfully defended her research proposal before the defense committee. Faculty members and fellow PhD scholars attended the session followed by a Q&A segment highlighting the relevance and scope of the research.

Hajra Sohail's PhD Open Defense

The Directorate of Advanced Studies & Research organized Ms. Hajra Sohail's PhD open defense titled "Molecular and Genome-Wide Analysis of Bacillus sp. for Ecofriendly Synthesis of Cysteine-Conjugated Bimetallic Nanoparticles via ANN for Petrochemical Biodegradation," supervised by Dr. Muhammad Naveed. She successfully presented and defended her proposal before the committee. Faculty and PhD scholars attended, followed by a Q&A session on the study's relevance and scope.

Imran Rasool's PhD Open Defense

Directorate of Advanced Studies & Research organized Mr. Imran Rasool's PhD Open Defense titled "Performance Enhancement of Hybrid Grid Connected System using Robust Controller Approach", under the supervision of Dr. Riaz Ahmad Rana. He presented and successfully defended his research proposal before the defense committee.

Faculty Achievements

UCP's Faculty of Languages & Literature Engages with UC San Diego and SDSU through Fulbright OLF

Irfan Abbas, a Fulbright Postdoctoral Fellow from the Faculty of Languages & Literature, received the Fulbright Outreach Lecturing Fund for the second time. His host institutions included the University of California San Diego and San Diego State University, where he presented his postdoctoral research on Pakistani Sign Language, visited Dr. Karen Emmorey's Laboratory for Language & Cognitive Neuroscience, delivered a lecture on sign language and deaf inclusion in Pakistan, and conducted a session for faculty and students on Fulbright and postdoctoral opportunities.

Dr. Zaib Ali Shaheryar Participated in LAMA Lahore Marathon 2026

University of Central Punjab congratulates Dr. Zaib Ali Shaheryar, Assistant Professor, Faculty of Pharmaceutical Sciences, for his outstanding performance at the LAMA Lahore Marathon 2026. Dr. Shaheryar completed the challenging 21.1 km Half Marathon with an impressive chip time of 02:22:58, securing an overall rank of 275.

Dr. Irfan Abbas' Guest Lecture at Harvard University on Pakistani Sign Language

Dr. Irfan Abbas, Fulbright Postdoctoral Fellow from the Faculty of Languages & Literature, delivered a guest lecture at Harvard University on Pakistani Sign Language (PSL). The session brought together leading researchers, PhD and postdoctoral scholars, as well as Deaf and hearing faculty, fostering an engaging exchange on language and accessibility. During his visit, Dr. Abbas also held academic discussions with Professor Suzanne Flynn at MIT on language acquisition and sign language research, further strengthening international collaborations.

Student Achievements

Webverse Hackathon Prize Distribution Ceremony

Skills Hive in collaboration with MLSA and Google Developer Groups, hosted WebVerse Hackathon. Team Bug Walay won the competition and received a cash prize of PKR 10,000, while Leafy Logic secured the runner-up position with a cash prize of PKR 5,000.

IEEE Computer Society Secured 2nd Position in Gaming Arena at Softronix 4.0

Faris Habib secured 2nd position in the Gaming Arena competition at Softronix 4.0. The event brought together participants from various universities who competed in multiple technical and gaming challenges. Faris demonstrated technical skill and competitive performance throughout the contest, earning recognition among participants and organizers.

UCP Student Won Naat Competition at LUMS Religious Festival

Aliza Malik won the Naat Competition at the LUMS Religious Festival. Her melodious and heartfelt recitation reflected devotion and passion, earning her top recognition and showcasing her talent and dedication.
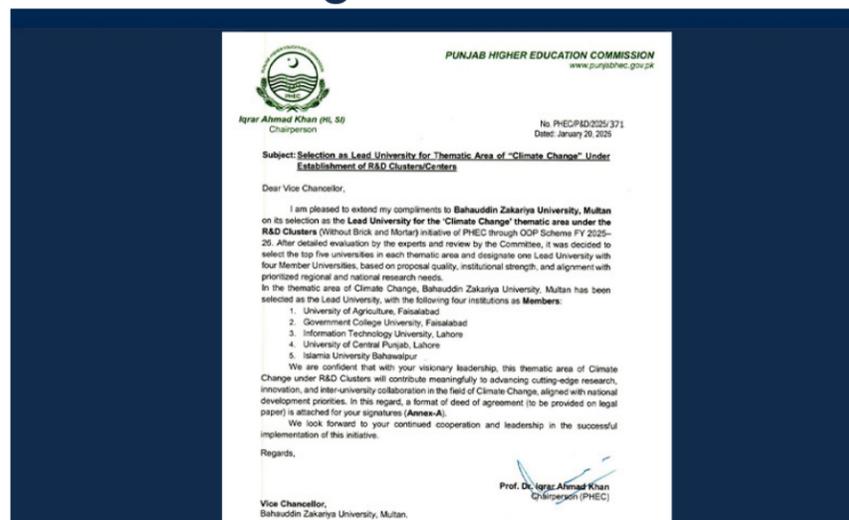
University Achievements

Punjab's Flagship R&D Cluster on Minerals & Rare Earth Metals

University of Central Punjab has been selected for the PHEC Research and Development (R&D) Cluster on Minerals and Rare Earth Metals, joining the University of the Punjab (PU) and University of Engineering and Technology (UET), Lahore. Prof. Dr. Muhammad Akhyar Farrukh, Head of the Department of Basic and Applied Chemistry, represents UCP as the Principal Investigator of the project. The cluster brings together selected universities to promote high-impact research and

technological innovation in strategic mineral resources, integrating the research strengths of Punjab's top institutions to address national priorities in mineral exploration, value addition, and sustainable utilization.

Climate Change R&D Cluster

University of Central Punjab has been selected as a member university in the Punjab Higher Education Commission (PHEC) Research & Development (R&D) Cluster on "Climate Change." The R&D Cluster aims to bring together the research capacities of selected universities to address national and regional challenges related to climate change. Other member universities in the cluster include Bahauddin Zakariya University (BZU), University of Agriculture Faisalabad, Government College University Faisalabad, Information Technology University Lahore, and Islamia University Bahawalpur.

Career Services Office

CSO X Air Sial Recruitment Drive

Career Services Office in collaboration with Air Sial organized Recruitment Drive for the position of Cabin Crew (Female) students across all faculties. Students and alumni from multiple faculties participated in the recruitment process and appeared for interviews. The initiative connected academia with industry by facilitating hiring opportunities and supporting career pathways for graduates.

CSO X KK Networks Pvt. Ltd. Recruitment Drive

Career Services Office in collaboration with KK Networks

Pvt. Ltd organized Recruitment Drive for the position Management Trainee Officer. The initiative connected students with industry and career opportunities.

Sports Achievements

Haider Ali's Selection as a member of the UAE National Cricket Team

UCP alumni Haider Ali has been selected as a member of the UAE National Cricket Team and will represent the United Arab Emirates in the ICC Men's T20 World Cup 2026. His selection reflects his academic and athletic training and the university's role in supporting student participation in national and international sports.

UCP Volleyball Team won All Pakistan Inter University Championship 2025–26

University of Central Punjab won the All Pakistan Inter University Volleyball Championship 2025–26, organized by Abdul Wali Khan University Mardan under the supervision of the Higher Education Commission. Sixteen universities from across the country qualified for the final round after regional competitions. Competing against top-ranked teams, UCP demonstrated exceptional skill, teamwork, and consistency throughout the tournament to secure the championship title.

Muhammad Nouman Azeem's Selection for ICC Men's T20 World Cup Management Committee

Muhammad Nouman Azeem, Assistant Director, has been selected by the Sri Lanka Cricket Board as a member of the Management Committee for the ICC Men's T20 World Cup, scheduled to be held in Sri Lanka. In this role, he will represent Pakistan and be involved in the management and coordination of tournament operations.

UCP won the All Pakistan Inter University Baseball Championship 2025-26

University of Central Punjab has secured first place in the All Pakistan Inter University Baseball Championship 2025–26, marking a significant achievement for the university's sports program.

UCP Alumni' Selection in Pakistan Super League Season 11

Seven former students from the UCP Cricket Team have been selected for PSL Season 11: Agha Salman for Karachi Kings, Faheem Ashraf for Islamabad United, Hussain Talat, Tayyab Tahir and Muhammad Naeem for Lahore Qalandars, Khurram Shahzad for Quetta Gladiators, and Abdul Samad for Peshawar Zalmi. The UCP community wishes them success in the season.

University of Central Punjab won the Lahore Intervarsity League Squash Championship at LUMS

University of Central Punjab won the Squash Championship at the Lahore Intervarsity League by defeating LUMS in the final match. The championship, hosted at LUMS, marked the opening event of the league and featured participation from UMT, LUMS, BNU, KEMU, Punjab University, Superior University, FAST, FCCU, and UCP.

Learning Innovation Centre

Teaching Excellence Training Program

Learning Innovation Centre's three-day Teaching Excellence Training Program Batch 13 helped participants engage in discussions and activities addressing both the evolving and human dimensions of teaching. The sessions covered innovative teaching strategies, fair and transparent assessment practices, effective communication, mental well-being, and maintaining physical energy in classroom settings. Faculty members also examined the role of Artificial Intelligence in enhancing teaching and learning processes.

Staff Townhall

Learning Innovation Center's Staff Townhall facilitated by Provost, Muhammad Yaqoob promoted open dialogue, collaboration, and collective growth among faculty members. It served as a dedicated platform for staff members to connect, share constructive feedback, and engage in meaningful dialogue with leadership.

Instructional Skills Training Workshop

Cohort 12 concluded its Instructional Skills Training Workshop, provided participants with strategies to enhance teaching effectiveness and classroom impact. Participants also engaged in structured discussions and applied exercises focused on Active Learning techniques, formulation of clear SMART Objectives, effective Lesson Planning, and approaches to improving Student Engagement. The cohort applied these instructional methods in the workshop activities, demonstrating understanding and practical application of the concepts.

Student Pedagogy Partnership Program Spring 2026 Orientation Session

Learning Innovation Centre's Student Pedagogy Partnership (SPP) Program, Spring 2026 Orientation was held with active participation from faculty members and student partners of the Spring 2026 cohort. The session highlighted the vision and framework of the Student Pedagogy Partnership (SPP) Program, focusing on course design and delivery partnerships, effective feedback practices, and key pedagogical approaches. It also emphasized AI-resilient assessment strategies, strengthening critical thinking, and embedding process-based, contextualized, and conceptually deep learning into classroom practice.

Office of Research Innovation and Commercialization

ORIC's visit to the Lahore Chamber of Commerce & Industry

Office of Research, Innovation, and Commercialization's official visit to the Lahore Chamber of Commerce & Industry to advance research commercialization and strengthen industry–academia linkages. The meeting was chaired by Mr. Tanveer Ahmad Sheikh, Senior Vice President, LCCI, was attended by Mr. Omer Saleem, Convener, Industry–Academia Linkages, Mr. Kamran Saeed, Director R&D, and executive committee members. Prof. Dr. Muhammad Akhyar Farrukh, Director ORIC, presented UCP's commercialization initiatives and prototypes across Food, Pharmaceutical, and Engineering sectors. The UCP delegation included Dr. Ali Ahmad,

Dr. Kanza Aziz Awan, Hamid Bilal, Dr. Arsalan Tariq Rana, Ms. Ayesha Khalil, Ms. Yakhshi Saleem, along with ORIC staff Malik Abdul Raheem and Dr. Faiza Anum. During the meeting, LCCI recognized UCP's efforts and offered sector-specific meetups for research commercialization, as well as opportunities for UCP to participate in project exhibitions and LCCI-organized startup competitions.

Prof. Dr. Muhammad Akhyar Farrukh's Participation in inaugural meeting of the LCCI Standing Committee on Industry-Academia Linkage

Prof. Dr. Muhammad Akhyar Farrukh attended the inaugural meeting of the LCCI Standing Committee on Industry-Academia Linkage, where he highlighted UCP's "Faculty-Industry Placement" program, the "Product Development Fund" for innovations, and the policy making industry engagement mandatory for funded Final Year Projects. Dr. Farrukh also showcased the ORIC UCP website, a platform for commercialization and consultancy services.

Dr. Muhammad Athar Siddiqui's Participation in PIDE Leadership Excellence Program

Dr. Muhammad Athar Siddiqui participated in Pakistan Institute of Development Economics' three-day Leadership Excellence Program as Lead Facilitator, engaging senior officials in discussions and activities focused on strengthening strategic, institutional, and personal leadership capabilities. The sessions covered leadership styles, emotional intelligence, strategic thinking, negotiation frameworks including ZOPA and BATNA, managing change, and performance conversations. Participants also took part in simulations, team-based exercises, and reflective assessments to apply theoretical concepts in practical leadership scenarios.

SPACE CAMP 2025 Karachi Edition

University of Central Punjab's Student Research Cell (SRC), played an active role in SPACE CAMP, organized by SUPARCO in collaboration with RESOLVE-South, RESOLVE-Central, and the Ministry of Planning,

ORIC-UCP Innovation and Commercialization Meeting

Office of Research, Innovation and Commercialization's strategic meeting provided a collaborative platform to review and advance the commercialization progress of the Space Research Center (SRC-UCP) and the Nutraceuticals Initiative. Chaired by Dr. Hammad Naveed, Pro-Rector, the session brought together academic leadership to align research innovation with sustainable enterprise development. The discussions covered the development of indigenous educational satellite kits, the organization of space camps, and the expansion of hardware-based training programs, along with participation in national and international grant opportunities and plans to establish a dedicated company. Participants also examined nutraceutical product development for preventive healthcare, distributor engagement strategies, financial modeling, compliance frameworks, market competitiveness, and scale-up planning.

24th ORIC Steering Committee Meeting

Office of Research, Innovation and Commercialization's 24th Steering Committee Meeting to review institutional research performance and advance strategic priorities in alignment with HEC ORIC Policy 2021. Chaired by Dr. Hammad Naveed, Pro-Rector, the meeting brought together academic and industry leadership, where Prof. Dr. Muhammad Akhyar Farrukh, Director ORIC, presented updates on research productivity, commercialization and intellectual property, industry linkages, entrepreneurship initiatives, and international engagement. The Committee endorsed the minutes of the previous meeting, assessed ongoing and upcoming initiatives including the ORIC Annual Report 2025, research grants, student innovation funding, and capacity-building programs.

Admissions Office Initiatives

UCP Admissions Office Team's participation in SICAS Career Fair

Admissions Office team represented University of Central Punjab at the SICAS Career Fair, connecting with prospective students, highlighted diverse degree programs, scholarships, and state-of-the-art campus facilities.

Career Development Session - City School Ravi Campus

University of Central Punjab's Career Development Session at The City School – Ravi Campus to guide O & A Levels students in planning their career paths after graduation and understanding the importance of developing future-proof competencies.

International Office Initiatives

UCP's International Programs Outreach Campaign at, Multan, Sialkot

International Office conducted outreach sessions on the 2+2 Degree Program for students in Faisalabad, Multan, and Sialkot in discussions about academic pathways.

The session provided information about the structure of the program. The discussions covered the transfer process to the UK, academic eligibility criteria, credit requirements, and documentation guidelines. Students also reviewed how to plan their academic journey, prepare for international transition, and align their subject choices with career goals.

MoUs

UCP x Lahore Medical & Dental College MOU

University of Central Punjab has signed an MoU with Lahore Medical & Dental College (LMDC) to provide UCP faculty and staff access to dental healthcare and promote oral health awareness and preventive care.

Industry Visits

Department of International Relations & Political Science Students' Educational Visit

Department of International Relations & Political Science organized a two-day educational visit to Islamabad for high achiever students. The tour included visits to the Institute of Regional Studies, the Institute of Strategic Studies Islamabad, the School of Politics and International Relations (SPIR) at Quaid-i-Azam University, the National Institute of Historical and Cultural Research (NIHCR), and Air University. This visit allowed students to interact with researchers and faculty at these institutions to observe the workings of policy-making and academic research in the capital.

University of Central Punjab's Visit to SPEL Industry

Centre for Professional Excellence and the Faculty of Engineering at the University of Central Punjab visited SPEL Industries to conduct a comprehensive gap analysis aimed at aligning human resource development with operational requirements. The visit focused on assessing current workforce competencies and identifying areas where targeted technical training could enhance performance and efficiency. The initiative laid the foundation for a pilot capacity-building program designed to strengthen workforce proficiency and support business outcomes.

Faculty Meetings

ICGEB Research Grant and International Collaborative Meeting

Faculty of Pharmaceutical Sciences held a meeting with Prof. Dr. Sajjad Muhammad, associated with University Hospital Düsseldorf, Germany, where he serves as Head of the Neurovascular Research Unit, Department of Neurosurgery. The meeting was attended by Prof. Dr. Hammad Naveed, Director of Research, and Dr. Zaib Ali Shaheryar, Principal Investigator of the ICGEB project and Dean, FOPS-UCP. The discussion focused on research collaboration, clinical translation, and capacity building. Faculty reported that Dr. Zaib Ali Shaheryar secured €9,000 in research funding from the International Centre for Genetic Engineering and Biotechnology (ICGEB) for his project.

UCP X Sapphire Fibres Limited Strategic Meeting

President of UCP Alumni Association, Mr. Iftikhar Hussain organized a strategic engagement to support collaboration between the University of Central Punjab and Sapphire Fibres Limited. The meeting was attended by Dr. Hammad Naveed, Pro-Rector; Dr. Athar Siddiqui, Dean of the Faculty of Management Sciences; Yasser Aamer Awan, Director Takhleeq; and Mian Bazaf Shahbaz, Central Vice President Placements, UCP Alumni Association. Sapphire Fibres Limited was represented by Ms. Aaliya Iqbal, Chief Human Resources Officer; Ms. Sana Ehsan, Group Head – Performance Management & Talent and UCP Alumna (Class of 2007); and Shaheer Munawar, Group Head of Compliance, EHS & Sustainability. The discussion focused on establishing a structured partnership on sustainability, engineering innovation, and applied problem-solving, with the goal of supporting talent development and promoting collaboration between academia and industry.

Alumni Relations Office

Alumni Endowment Fund Meeting

Alumni Endowment Fund Committee convened to review and approve financial assistance for nearly 11 deserving students, reinforcing the university's commitment to access, equity, and educational continuity.
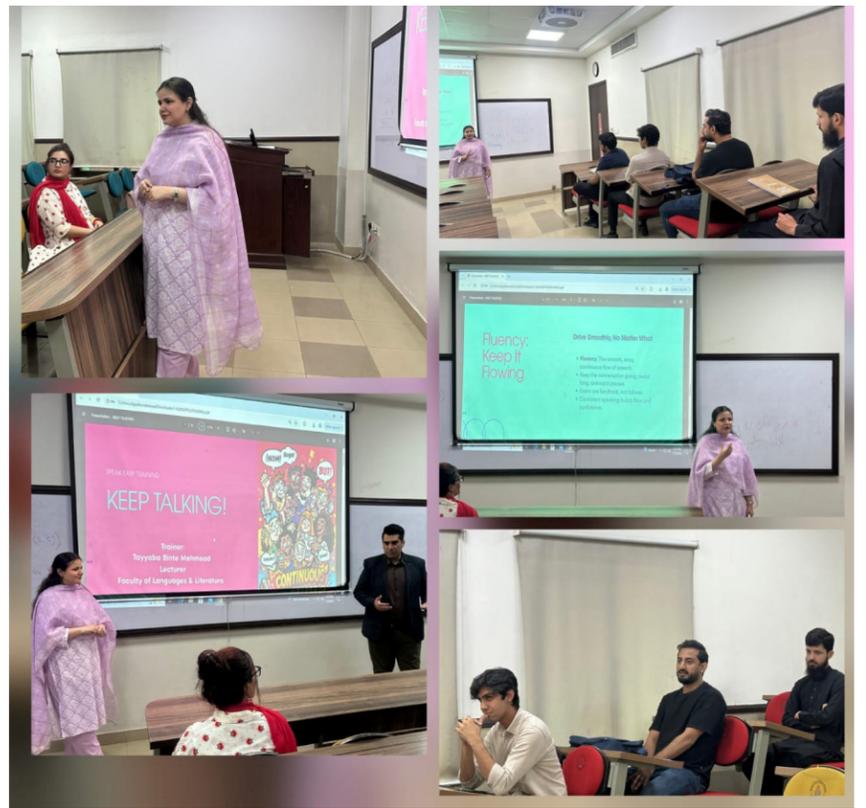
CPE's Conducted Trainings

Masterclass: YouTube, LinkedIn, and Upwork

Master Class on YouTube, LinkedIn, and Upwork concluded after an engaging 5-week learning journey organized by the Centre for Professional Excellence (CPE). Bringing together participants from over 10 organizations, ranging from young graduates to senior professionals. The program focused on enhancing digital literacy, personal branding, and online career development. By the end of the course, participants were equipped with practical strategies to leverage digital platforms for professional growth and success.

Speak Up! Confident English for Real-World Communication

CPE–UCP has launched its 4-week practical course, Speak Up! designed to help participants communicate with confidence and clarity. The program focuses on improving pronunciation, fluency, and real-world communication skills through interactive sessions and constructive feedback from trainers and peers.

Shopify & Brand Building

Centre for Professional Excellence conducted the Shopify & Brand Building Short Course Open House, bringing together industry professionals, alumni, students, and faculty. The highly interactive session addressed common misconceptions surrounding e-commerce, online selling, and brand development, while offering practical insights into building sustainable digital businesses. The event inspired participants to explore opportunities in digital entrepreneurship, equipping them with clarity, confidence, and a pathway toward financial independence.

Open House Session

Centre for Professional Excellence were honored to host Waleed Tayyab, Founder of Labubu Shop (Sprunki UK), for an Open House Session. The session was packed with practical knowledge, real-world experiences, and powerful takeaways for aspiring business leaders.

Upcoming Trainings

University of Central Punjab
Lahore, Pakistan 2002
Centre for Professional Excellence

TRAINING CALENDAR
FEB-MARCH 2026

The Psychology of High-Performance Leadership
Duration: 2 Days
Start Date: 24 March
Schedule: 2 Sessions (9:00 AM – 5:00 PM)
Fee: PKR 25,000

Graphic Designing
Duration: 6 Weeks
Start Date: March
Schedule: 5 Sessions per Week (2 hours)
Fee: TBA

Shopify & Brand Building
Duration: 6 Weeks
Start Date: Mid-February
Schedule: 2 Sessions per Week (2.5 hours)
Fee: PKR 25,000

Speak Up! Confident English for Real-World Communication
Duration: 4 Weeks
Start Date: Mid-February
Schedule: 2 Sessions per Week (1 hour)
Fee: PKR 15,000

Amazon FBA Mastery
Duration: 6 Weeks
Start Date: Mid-February
Schedule: 2 Sessions per Week (2.5 hours)
Fee: TBA

Stock Exchange & Forex Trading
Duration: 6 Weeks
Start Date: Opening Session in 1st Week of February; Classes begin 20 March
Schedule: 3 Sessions per Week (2 hours)
Fee: TBA

Finance for Non-Finance Managers
Duration: 2 Days
Start Date: Mid-February
Schedule: 2 Sessions (9:00 AM – 5:00 PM)
Fee: PKR 25,000

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Distraction and Power: Reading, Networks and the Crisis of Accountability

The defining habit of the present generation is not rebellion or apathy. It is scrolling. What appears as leisure has become routine labour performed for social media platforms. People spend hours navigating feeds structured by algorithms that select, sort, and prioritize information. The act feels participatory, yet it rarely requires sustained thought. This transformation of attention carries consequences that extend beyond culture into politics and power.

A generation raised before the dominance of algorithmic platforms encountered information differently. Books, long-form journalism, and extended essays required patience. Arguments unfolded across pages. Readers retained premises, identified contradictions, and followed reasoning to its conclusion. This did not produce universal wisdom, but it cultivated coherence. Reading imposed structure on thought.

The current informational environment operates through compression. A video lasts seconds. A post contains a claim detached from context. Response is immediate: endorsement or rejection. The architecture of the feed does not reward deliberation; it rewards engagement. During U.S. Senate hearings concerning recommendation systems used by Instagram, owned by Meta Platforms, lawmakers questioned how algorithmic design amplifies material that sustains user activity. Systems optimized for retention elevate content that provokes reaction. Logical argument competes poorly in such an environment because it demands time and continuity.

This marks a shift in how knowledge is formed. Information is encountered as a stream rather than constructed as a framework. The abundance of accessible data creates the impression that internalization is unnecessary. If everything can be searched, nothing must be remembered. Yet without memory and synthesis, information remains disconnected. Citizens may know many isolated facts but struggle to assemble them into systems.

This transformation bears directly on political accountability. The documents commonly described as the Epstein files, associated with Jeffrey Epstein, illustrate the problem. Their importance lies not merely in scandal but in structure. The records suggest proximity between wealth, politics, academia, intelligence circles, and philanthropy. Power in modern societies often operates through networks rather than formal office. Epstein functioned as a node within such a network. The issue is therefore not only individual misconduct but the circulation of influence across institutional boundaries.

When such documents surface, public discussion tends to concentrate on recognizable names. The deeper question: how access is exchanged, how reputations are shielded, how informal ties shape formal decisions—receives less sustained analysis. Careful inquiry into these patterns would require document study, financial tracing, and institutional memory. It would require moving beyond cycles of outrage toward structural interpretation.

Elites have little incentive to encourage that level of examination. This need not involve overt suppression. It operates through saturation and displacement. In periods of geopolitical conflict, discourse narrows around security, sovereignty, and national interest. Wars in 2026 have dominated media cycles across regions, absorbing attention and reframing priorities. Whether by intention or structural coincidence, conflict reorganizes what the public treats as urgent. Investigations into elite networks recede when survival narratives take precedence.

Diversion does not require conspiracy; it requires control over priority. Modern power understands that what is not examined consistently fades from collective memory. The Epstein case represents a site of potential systemic critique because it intersects multiple sectors simultaneously. If interpreted as evidence of interlocking influence rather than isolated deviance, it could prompt broader questions about institutional independence. That possibility carries risk for those embedded within such networks.

Political theory has long held that democratic accountability depends on an informed public capable of extended reasoning. If informational systems condition citizens toward episodic reaction rather than continuous inquiry, the quality of oversight deteriorates. Institutions do not fear brief surges of anger. They fear persistent examination grounded in evidence and recall. A society habituated to discontinuous attention may struggle to maintain that examination.

The implications extend to creativity as well. Algorithmic environments reward formats that replicate prior success. Visibility becomes the measure of value. Expression adapts to metrics of circulation rather than to standards of inquiry. Over time, imagination conforms to distribution systems.

The paradox of the present moment is clear. Access to information has expanded, yet the capacity to process it coherently appears diminished. Headlines replace investigation. Trends replace research. Speed outpaces verification. Public debate becomes reactive rather than cumulative.

The deeper issue concerns autonomy. If algorithms determine what is seen, and if emotional response determines what spreads, then public reasoning is partially outsourced to systems designed for profit. The individual believes he is choosing content; in practice, content is arranged before him according to commercial logic. Freedom of speech persists, yet freedom of attention narrows. The erosion of sustained reading is therefore not nostalgia. It is an epistemic concern. Long-form engagement trains citizens to inhabit complexity. Without that training, intricate financial and political networks become difficult to trace. In an era marked by crisis and continuous feeds, the capacity for extended focus becomes a political resource.

The central question is not whether one generation is less capable than another. It is whether the prevailing information order cultivates or undermines the habits required for democratic scrutiny. Attention structures knowledge. Knowledge structures power. When attention is captured, power consolidates.

Muhammad Talha
Communications Department

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