

MEMENTO

Achieving
Global
Recognition

SUPERIOR is the Only
UNIVERSITY from
PAKISTAN to be featured in
Best Practices of Implementing
SDGs in Higher Education



United Nations
Academic Impact



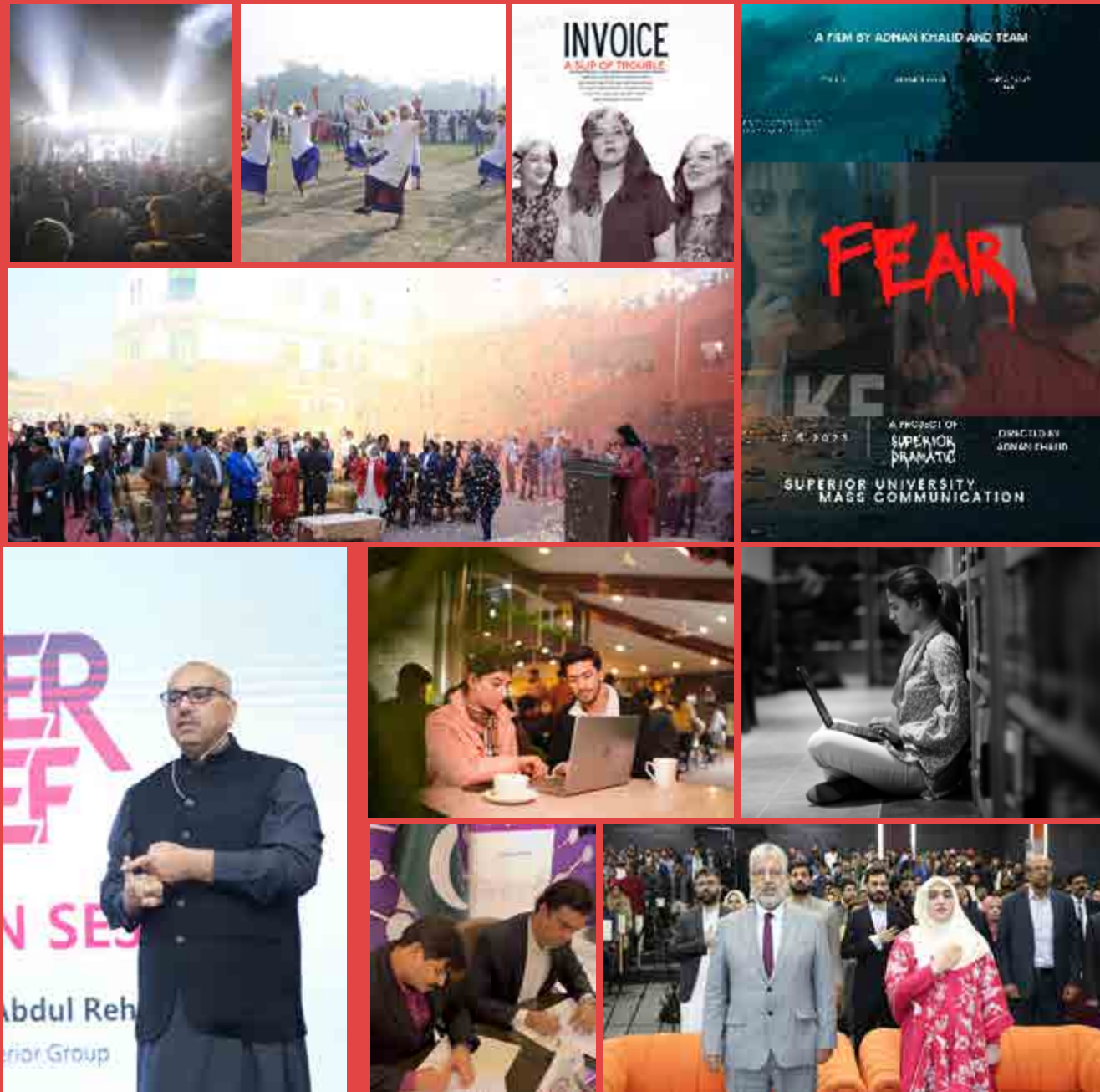
RANKED NO. 1 IN
QUALITY OF EDUCATION
IN PAKISTAN

WORLD RANK IN
QUALITY OF EDUCATION
101-200

OVERALL RANK IN
WORLD'S TOP
401-600

AMONG THE
TOP 10
UNIVERSITIES OF
PAKISTAN

THE CHANGE
**CATALYST &
HER VISION**



CONTENT

- 01** Editorial
- 03** Cover Story
- 04** Team Memento
- 05** Joyful January
- 07** Fabulous February
- 09** Magnificent March
- 13** Adorable April
- 15** Motivational May
- 19** Jovial June and July
- 21** Awesome August
- 23** Serene September
- 27** Optimistic October
- 29** Novel November
- 33** Decisive December

TEAM MEMENTO

EDITORIAL

Our University shines with sparkling success, lively laughter

We are bidding farewell to 2023, so it's the time to cast a light-hearted glance at the astounding achievements, electrifying events and thrilling activities brewing our university since January 2023.

Our faculty members have conquered uncharted territories of Academia and Research boldly venturing where no scholarly mind has gone before. This MEMENTO is a platform to showcase life, innovation, learning, achievements, activities, and research initiatives that have made us synonymous with our name.

Activities in our university shake our campus like an earthquake of excitement. Seminars, workshops, trainings, exhibitions, and sessions are a carnival of intellectual amusement where joyous learning is an attribute to follow.

This newsletter is our way to share campus activities, which have created an impact on our students and guests.

The laurels we have achieved are celebrated in our superior way. I thank Prof. Dr. Sumaira Rehman for her patronage and for inspiring us with a conviction that sharing our recipe

of success will make us move forward in making Pakistan Economically Superior.

Memento revolves around telling stakeholders how we are transforming mindsets with research, innovation, and learning through a vibrant campus life. Let's go through the memory lane and enjoy the Memento of love, laughter, and liveliness at Superior. I thank the Honourable Rector for providing an opportunity for our students to develop writing skills and put their innovative ideas into action. A special applause to **Ms. Nabeela Malik** who edited this newsletter with sheer dedication and perfection. **Mr Zeeshan Mehmood** creatively imagined this newsletter and mentored students in designing. I also thank **Mr. Mujeeb Riaz** for his support in the timely completion, execution, proper marketing, and effective distribution of the newsletter because it is always the team that does wonders.

**Happy Reading
Regards,
Haseeb Khan**



HASEEB KHAN
Director Communications
The Superior Group



**M. MUJEEB
RIAZ**
Assistant Director
Creative



**NABEELA
MALIK**
Content Producer



**ZEESHAN
MEHMOOD**
Manager
Graphic Design

COVER STORY

The Change Catalyst and her Vision

In the hallowed halls of Pakistan's higher education academia, The winds of change have blown with the transformative leadership of Prof. Dr. Sumaira Rehman at Superior University. Her creative initiatives are a feather in the Superior's cap and a beacon of innovation. The glaring artistic, aesthetic, and administrative capabilities set her apart and steered the way towards uncharted territories of success. The year 2023 will be remembered as a year in which Superior got its recognition in the United Nations on the basis of implementing UNSDGs in the university. It is under her aegis that superior has become a crucible

of ideas, moulding students into visionaries equipped with landscape of the professional world, we unveil our cover story and tip our hats to Prof. Dr. Sumaira Rehman for being a change catalyst. She received the APSUP Academic Excellence Award 2023 for her academic contributions, and through SEE PAKISTAN, she made the world realise our diversity and made them say that PAKISTAN IS ALL ABOUT IDEAS. In October, Superior celebrated the accolades of research through our Research Week 2023. It gave a platform for researchers to discuss their findings and acknowledged them for their dedication. The week will also be



SUPERIOR is the Only UNIVERSITY from PAKISTAN to be featured in Best Practices of Implementing SDGs in Higher Education



RANKED NO. 1 IN QUALITY OF EDUCATION IN PAKISTAN

WORLD RANK IN QUALITY OF EDUCATION 101-200

OVERALL RANK IN WORLD'S TOP 401-600

AMONG THE TOP 10 UNIVERSITIES OF PAKISTAN

remembered as Superior acknowledged the work of its researchers by exclusive cash prizes and research incentives along with appreciation

souvenirs and certificates.

. Superior also held a joint conference with Kinnaird College on UNSDGs, making the world think that we are working to create a better tomorrow for our future generation.

In December, with the Rectors' Conference, she remarkably orchestrated the strategies and policies of higher education towards making Pakistan economically superior. This year, Superior nationally and internationally made an impact with its values, strategies, and implementing excellence 360°. We applaud our Change Catalyst Prof. Dr. Sumaira Rehman, for her vision and facilitation in making Superior University a place where values empower students to love what they do.

Joyful January

As the New Year unfolded, Superior University embraced the spirit of joy with the enchanting Superior Nights. These magical evenings not only resonated with melodious tunes but also provided a vibrant platform for our talented students to express their innermost passions.

The stage came alive with the harmonious notes of music, creating an atmosphere that echoed with the diverse talents of our student community. From soulful singing to rhythmic dance performances, Superior Nights became a celebration of artistic expression, giving students the opportunity to speak their hearts out through the art forms that truly satisfy their souls.

Beyond the captivating performances, Superior Nights showcased the rich tapestry of interests that define our university. Students seized the spotlight to share their love for various arts, creating memorable moments that will linger in our hearts throughout the year.

This event exemplifies the essence of Superior University – a place where individual passions find a collective voice. The joyous ambiance of January set the tone for a year filled with creativity, camaraderie, and the pursuit of what makes each student's heart beat a little faster.

As we relive the echoes of the melodious evenings, let's carry this spirit forward, fostering an environment where every student's voice is celebrated and where the pursuit of one's passion is encouraged.

Here's to a year ahead filled with more opportunities to speak from the heart, share our talents, and create lasting memories at Superior University!.



Superior Adds another Feather Honour for CMACED

January brought another feather to CMACED'S cap with the recognition at UBI GLOBAL.

Living the purpose @OEC

Societies Fair 23'- Satisfying Souls

We believe in doing everything passionately and with love. To tickle the love beyond the academic office of engagement and Co-creation organised societies fair 23 to make students enrol in activities that satisfy their souls. The societies briefed students about their plans and attracted them to engage in university activities and create history with their actions.



ADVISOR CAPACITY BUILDING SPRING 23

Mentoring the future Maestros .

The Advisor Capacity Building Program kicked off to shape the entrepreneurial mindsets of passionate teachers who will be motivating students to see opportunities to solve industry problems through learning, innovation and research.



Creativity @ CMACED

Innovation Fest

In January 2023 Superior unfolded its threads of events with innovation fest. The final year projects were exhibited, and industry policy makers' presence made it clear that they will be transformed into successful business ventures. This event witnessed living the value of creativity and innovation with passion and commitment.



Fabulous February

Liven up the life with Superior Sports and Cultural Festival

In the vibrant tapestry of Fabulous February at Superior University, the heartbeat of our campus quickened with the rhythmic pulse of the Superior Sports and Cultural Festival. As students flocked to the grounds, a kaleidoscope of events unfolded, inviting them to delve deep into the rich mosaic of their cultures, identities, and heritage.

The festival served as a dynamic platform, not just for celebration but also for introspection. In the midst of spirited sports competitions and dazzling cultural performances, students found themselves immersed in a journey of self-discovery. Through captivating exhibitions and presentations, we shared the intricacies of our rituals, art, legacies, history, and lifestyles, echoing the essence of who we are as a

community.

The festival became a cultural bridge, connecting Superior University with the world. As we unveiled the layers of our heritage, we aimed to make the world exclaim, "Aisa hai Pakistan" — This is Pakistan! It was more than an event; it was a testament to our commitment to fostering understanding and appreciation for the diverse tapestry of our global community. Fabulous February not only celebrated our roots but also planted seeds of cultural exchange, nurturing a sense of unity and pride that resonated far beyond the confines of our campus.



Identifying leaders & Innovating ideas



Melodious Environment



Passionate for the Crown



Team Work

Superior votes for new leadership

The Superior University attaches great value to the existence and functioning of a thriving student body. Therefore, elections of student body are frequently held at Superior to give voice to students and mainstream them in the university affairs. The university considers them of significant importance for educational institutions as they serve as a platform for students to exercise their democratic rights and actively participate in the governance of their campus. These elections provide an opportunity for students to engage in the democratic process, voice their opinions, and elect representatives who will advocate for their interests and concerns. Through these elections, students of Superior learn about leadership, teamwork, and decision-making, developing essential skills that can benefit them in their future endeavors. On one side, where Pakistan's democracy has become a question mark for many here on the other side, Superior University dedicatedly conducted the SVLS and Club Elections in February. These elections are our way to make students learn democratic practices and brush their art of negotiations and decision making. The winning SVLS and club presidents took oath and promised to work for better ideas with dedication in creating a learning environment for all.

STUDENT BODY ELECTION 2023



Tug of War Competition

MAGNIFICENT MARCH SUPERIOR CONVOCATION 2023!

In the grandeur of Magnificent March, we poised to celebrate the remarkable achievements of its graduates. We eagerly anticipated a momentous occasion dedicated to honoring the hard work, dedication, and resilience of our graduating students. Superior University held its 6th Convocation - a time-honoured tradition of this illustrious institution - to celebrate the academic excellence and Superior's promise of Student Success.

During the Convocation, Superior University awarded ninety (90) students with the prestigious gold medals, signifying their unwavering dedication, uncompromising commitment, and unparalleled perseverance in their academic pursuits. These gold medals represent the limitless potential, unprecedented talent and unbounded ambitions of the Superior Superheroes, embodying the Superior's spirit of academic excellence, the showcase of the pursuit of sagacity and the reflection of the Superior's values.

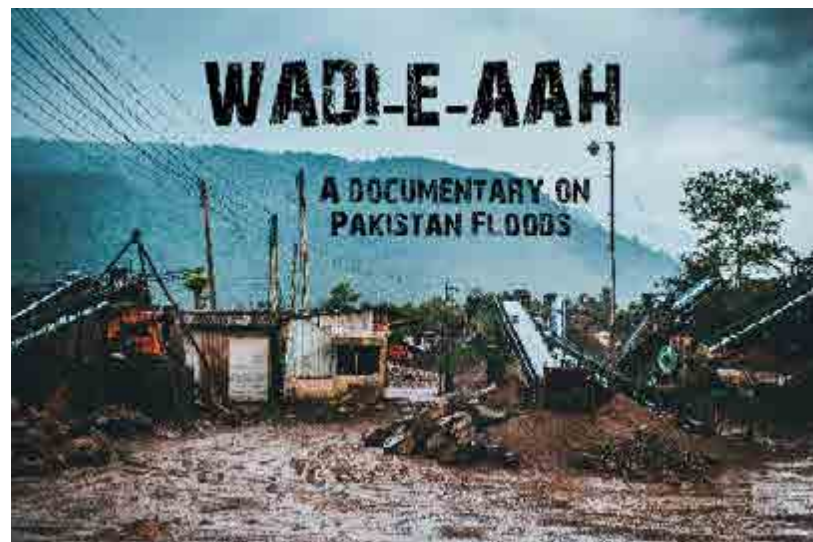
Superior Convocation 2023 proved to be a testament to the unprecedented achievements of Superior's graduates, its organisational devotion to Student Success, and its long-term commitment to fostering the next generation of custodians of the future of Pakistan.



THE MUST

READ | WATCH | LISTEN

This 2023 superior witnessed storytelling in the form of vibrant shows at BOOM Fm 106.6. The recommended reading material in 2023 added value in students' academic journey. The documentaries and short films produced in 2023 are a must watch as they highlighted whys and hows of visually presenting their imagination.



MUST READ



MUST LISTEN



MUST WATCH



ADORABLE APRIL

Adorable April marked a captivating journey at Superior University, resonating with spiritual vibes as students immersed themselves in the fervor of Ramdan. The month became a canvas for cultivating a unique learning lifestyle, seamlessly connecting students with their inner selves. The echoes of devotion and vigor during Ramdan added a profound layer to the academic atmosphere.

Superior University's commitment to holistic education found expression in April, as students not only pursued intellectual growth but also delved into the spiritual dimensions of their lives. The learning environment became a harmonious blend of academic pursuits and soulful reflections, fostering a sense of balance that extends beyond the classroom.

This immersive experience offered students a new perspective on their future actions, encouraging them to

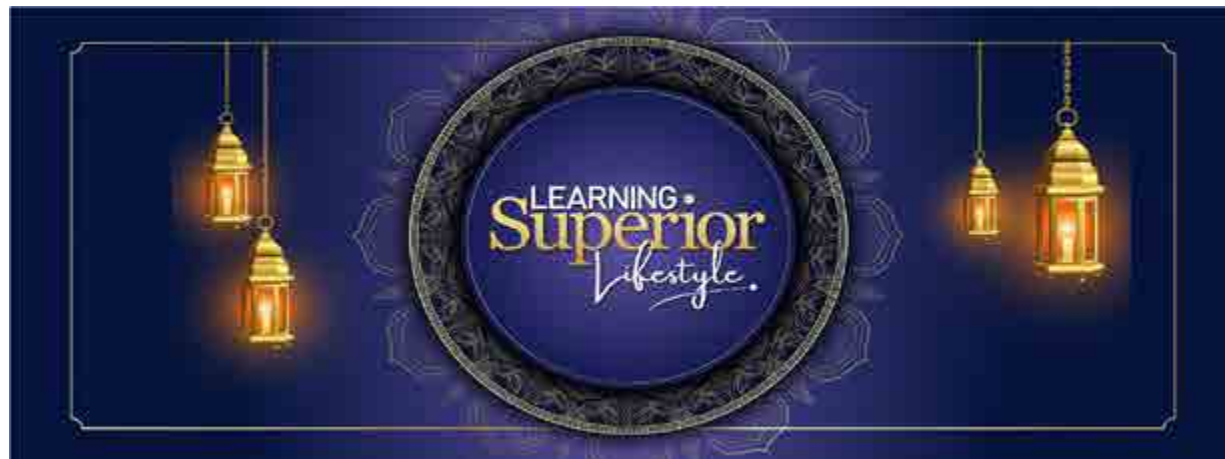
approach life with mindfulness and purpose. As the month unfolded, Superior University became a heaven where personal and academic development converged, creating a foundation for well-rounded individuals poised to make meaningful contributions to society.

In the tapestry of Adorable April, Superior University stood as a beacon of enlightenment, guiding students towards a future where knowledge, spirituality, and purpose intertwine seamlessly. The month served as a reminder that education, when enriched with spiritual depth, transforms not only minds but also shapes the trajectory of one's life journey.



Office of Engagement & Co-Creation is dedicated to creating a vibrant and engaging campus environment. We strive to empower students, nurture their Emotional Intelligence, and provide them with numerous opportunities for personal and professional growth. Through student-led platforms, elections, and collective ownership, we aim to enrich the academic journey of our students and prepare them to become the leaders of tomorrow.

Learning Superior Lifestyle



Faculty Achievement @ Superior

Superior University congratulates Dr. Hina Zain for being awarded an internal grant of 0.29 Million PKR from the Superior Impact Fund (SIF) to support her innovative project of developing a low-cost milk quality testing kit.

This project represents a significant milestone towards creating a cost-efficient milk-testing paper strip, providing an affordable and efficient solution to the current challenges, and making a real difference in milk quality testing. This innovative project will be a major stride towards realising Superior's vision of becoming a leading research university where groundbreaking research and real-world impact go hand-in-hand.

Such initiatives solidify Superior's sheer conviction to foster an ecosystem of research, a framework of commercialisation, and a culture of Innovation at Superior to facilitate a sustainable future.



Dr. Hina Zain
Associate Professor
Faculty of Allied Health Sciences
The Superior University, Lahore

REVAMPING THE LIBRARY @ SUPERIOR

Superior University hosted the inaugural event for the revamped Superior Information Resource Centre (SIRC) website and the implementation of the KOHA library management system. Rector, Superior University, Prof. Dr. Sumaira Rehman, Registrar Superior University, Mr. Mudassar Kamran, and other important stakeholders from academic and administrative wings graced the event with their worthy presence. Addressing the inaugural event, Mr. Qaiser Iqbal, Chief Librarian at Superior University, shared how the SIRC website had undergone a significant overhaul to provide an enhanced user experience, including improved navigation and accessibility features and how the integration of the KOHA library management system would optimise library operations, enabling faster access to a wide range of learning resources. This advanced system will revolutionise the search and retrieval of information, empowering the students and faculty of Superior University with a seamless and efficient learning experience.



MOTIVATIONAL MAY

In the transformative month of May, Superior University thrived in a vibrant atmosphere of continuous learning, fostering a community where students embraced the Power of Belief. The spirit of Motivational May permeated every corner of the university, igniting a collective passion for personal and academic growth.

As lectures resonated with inspiration, students found themselves immersed in a dynamic learning environment that transcended conventional boundaries. Motivational speakers and engaging workshops became catalysts for self-discovery, encouraging individuals to recognize and harness their untapped potential.

Confidence became the hallmark of this extraordinary month, as students discovered the strength within their convictions. Motivational May didn't just impart knowledge; it instilled a profound sense of self-assurance, empowering each student to navigate challenges with resilience and determination.

The ripple effect of Motivational May extended beyond the academic realm, permeating social interactions and extracurricular activities. Students embraced a mindset of continuous improvement, contributing to a culture of excellence that defines Superior University.

As Motivational May drew to a close, its legacy endured—a university community enriched by newfound knowledge, strengthened beliefs, and an unwavering commitment to personal and collective success. May this spirit of motivation serve as a lasting beacon, inspiring future generations of Superior University students to reach new heights in their educational journey.



Superior Group Delegation @ Oakland University Michigan USA:



A twenty-member delegation from The Superior Group participated in a 4-weeks long second cohort of Exchange for Pakistani Secondary Educators and Administrators (EPSEA) at Oakland University, Michigan, USA -

Under the banner of ESPEA, it improved the capacity of Pakistani educators, provided an opportunity for cultural exchange, and increased their understanding of the United States specifically people-to-people ties between the US and Pakistan.

Such truly global exposure strengthened Superior's commitment to excellence in learning by strengthening local institutions, facilitating the creation of support circles, and developing professional learning networks.

40th Academic Council Meeting:

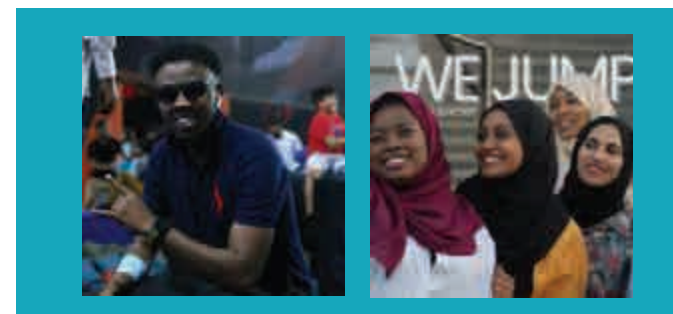
Superior University hosted the 40th Academic Council Meeting held on Wednesday, May 24, 2023, at Raiwind Road Campus.

Rector, Superior University, Prof. Dr. Sumaira Rehman, presided over the meeting where she urged to make the Academic Council a platform where all the faculties and departments share and learn from the best practices of each other.

The Academic Council gave approval to multiple academic matters, including the commencement of new programs, revisions of various curricula recommended by various statutory bodies. The council also granted approval to start various new programs in the newly opened campuses in Sargodha, Faisalabad, and Rahim Yar Khan.

Dean, Medical Sciences, Prof. Dr. M. Akbar Chaudhry, apprised the Council about Integrated Modular System - an advanced educational pedagogy to increase the effectiveness of the teaching-learning process - along with its assessment policy for the MBBS program.

Director, 3U1M, Dr. Ayesha Zahid, briefed the house about the addition of a fourth stream "Go Global" in the flagship program of 3U1M. She presented the idea to the house and briefed how this stream will play an instrumental role in the economy of the country. The council appreciated the initiatives and mutually approved the implementation.



International Students Living their Moments:

Our international students bounced their way through an exhilarating adventure at the trampoline park.

Jumping, flipping, and defying gravity together, and created memories that made their hearts soar. Embracing the joy of cultural exchange while leaping into new friendships and unforgettable experiences has made this superior bond special for our international students .

Thesis Show - 2023

Superior University's School of Art and Design (SOAD) successfully organized Thesis Show from 2nd 2023 at Alhamra Art Gallery, Mall Road, Lahore. The primary objective of Thesis Show 2023 was to provide a remarkable platform for Superior students to cultivate their visual literacy, amplify their artistic prowess, and garner commendation in the professional arena. This thesis exhibition enabled students to showcase their artwork to industry experts, ultimately paving the way for promising career prospects and entrepreneurial ventures. During the thesis show, Ms. Urba Kaleem, a dedicated Interior Design enthusiast, held the audience in awe with her captivating presentation on the Meadows Centre for Autism. She emphasized the importance of the meadow centre for autistic kids and skillfully designed an architectural blueprint while considering the challenges faced by autistic children. She incorporated acoustic panels for noise reduction, established linear pathways, utilized a chromatic palette, and integrated numerous other elements to enhance this architectural plan. These initiatives reinforced Superior's enduring commitment to nurturing academically sound and socially-responsible graduates, establishing itself as a preferred destination for intellectuals, visionaries, and innovators.



LIFE@ SUPERIOR

LEARNING, INNOVATING, FOCUSING ENTERTAINING MOMENTS 2023

Embarking on the journey at Superior University unveils a world where the essence of life is woven into a tapestry of learning, innovation, and a warm, inviting environment. As you step into the campus, a sense of confidence envelops you as greeted by the optimistic, enthusiastic, and supportive Superior family, extending a welcoming embrace with open hearts.



JOVIAL JUNE & JULY

In the radiant embrace of Jovial June and July, Superior University warmly welcomed aspiring minds, unlocking the gateway to higher education. Amidst this vibrant period, our institution flung open its doors, inviting youth to immerse themselves in the enriching tapestry of university life. Beyond the tangible academic offerings, these months became a crucible for self-discovery and empowerment.

As the academic haven echoed with the rustle of eager footsteps, it wasn't merely about acquiring knowledge; it was a transformative journey, a bridge to confident decision-making. Students were not just attendees; they were voyagers navigating the sea of possibilities,

emboldened to unveil their true potentials. This venture was more than education; it was a pledge to shape destinies and become masters of one's own fate.

Superior University, during this period of boundless optimism, embraced the responsibility of being the guiding light for those who sought not just an education but an experience that molds character and hones resilience. The echoes of Jovial June and July will resonate in the corridors as a testament to our commitment to nurturing not just students but future leaders, captains of their own souls, destined to chart a course of success and fulfillment.

TEAM SUPERIOR @ UNITED STATES OF AMERICA:

The Exchange for Pakistani Secondary Educators and Administrators (EPSEA) Program was designed to create awareness about the importance of addressing learning disabilities in the educational system. This initiative was taken by Oakland University (USA) in partnership with The Superior Group (Pakistan), and fully sponsored by the U.S. Department of State, comprising 2 cohorts of training to be held at Oakland University from May to June for the year 2022 and 2023. This program was executed last year (2022) wherein a 20 members group comprising secondary teachers, administrators, and university professors from Pakistan embarked on a four-week journey to Oakland University in Michigan, USA.



Prof. Dr. Mustafa Aydin @ SUPERIOR

Thank you for Gracing Superior with your Charismatic Presence

Superior University hosted President-Eurasian Universities Union (EURAS) and Founder-Istanbul Aydin University (IAU), Prof. Dr. Mustafa Aydin, at Raiwind Road Campus.

Chairman, The Superior Group, Prof. Dr. Ch. Abdul Rehman; Rector, Superior University, Prof. Dr. Sumaira Rehman; Managing Director, The Superior Group, Dr. Ch. Abdul Khaliq and key stakeholders from the academic and administrative division of Superior University extended a warm welcome to the esteemed guest. Rector, Superior University, shared the modern pedagogical approaches driving curricula at Superior University, including the flagship 3U1M Program inclusive of the latest stream, Go Global - and the Entrepreneurial Teaching and Training Program (ETTP), designed to facilitate the employability of the Superior students while inviting him to SEE Pakistan 2023.

Prof. Dr. Mustafa Aydin inaugurated the Medical Block C of Chaudhry Muhammad Akram Teaching & Research Hospital (CMATRH), marking a significant milestone. Adding to the celebratory atmosphere, Dr. Mustafa Aydin also participated in a delightful cake-cutting ceremony organised to celebrate Superior's impressive ranking in THE Impact Ranking 2023.



OPEN HOUSE

THINKING UP FOR OUR FUTURE

June and July this year were totally dedicated to helping youngsters understand their love for a particular skill set and, ultimately, careers. We at Superior considered it our responsibility to guide college students about their future commitment to their desired goals. Thousand of students were facilitated and counselled to understand the why of their lives. Office of Engagement and Co-Creation with the marketing department helped students envision a superior future for themselves.



AWESOME AUGUST SHOWCASING "AISA HAI PAKISTAN"

In the spirit of Awesome August, we hosted the vibrant celebrations of Pakistan's independence at Superior University. Our festivities reach new heights as we immerse ourselves in the essence of national pride and unity, creating an unforgettable experience for all. At the heart of our August extravaganza lied the spectacular event – SEE Pakistan.

SEE Pakistan stands as a beacon of innovation, showcasing the top hundred entrepreneurial ideas from private sector universities across the nation. It's more than an event; it's a platform that amplifies the ingenuity and creativity of our students. This dynamic gathering not only celebrated our independence but also propels us

into a future marked by innovation and enterprise. As we unite to commemorate the remarkable journey of our nation, Superior University becomes a nexus of inspiration and collaboration. Together, we embrace the spirit of SEE Pakistan, where groundbreaking ideas take center stage, fostering an environment that nurtures the entrepreneurial spirit within our academic community. Join us in making Awesome August truly extraordinary as we celebrate not just independence, but also the boundless potential of our students and their innovative visions for a brighter tomorrow.



OUR PROUD SPONSORS



MELODIOUS MOMENTS



IDEAS WINNING HEARTS



IDEA CRORON KA SEASON 5



GUESTS @ SEE PAKISTAN



SERENE SEPTEMBER:

In the tranquil embrace of September, Superior University witnessed the vibrant commencement of freshmen classes. Across the sprawling campuses, the jubilant spirit echoed as the sub-campuses in Faisalabad and Sargodha joyously marked their inaugural year. A momentous celebration unfolded as proud parents were warmly welcomed to these burgeoning educational hubs, fostering a sense of

community and shared achievement. The journey embarked upon by these students and their families is not merely academic; it is a collective voyage towards knowledge, growth, and a promising future. As the semester unfolds, the echoes of this September's significance resonate throughout Superior University.



Guests @ Superior

Superior University Lahore hosted the US Consulate General Lahore in Lahore, Ms. Kristin K. Hawkins, as the chief guest of the closing ceremony of the Exchange for Pakistani Secondary Educators/Administrators Program (EPSEA). During her visit, Ms. Kristin Hawkins held a meeting with Rector, Superior University, Prof. Dr. Sumaira Rehman. The meeting was marked by a constructive exchange of ideas with a shared goal of increasing collaboration between the two nations in the field of research and education. Furthermore, they also discussed a wide range of flagship educational programs at Superior, including the 3U1M Program, the Entrepreneurial Teaching and Training Program, and the Go Global Initiative. These visits play a pivotal role in reshaping the educational landscape of the country while also contributing to the development of innovative solutions for bringing about positive change in Pakistan's education sector.

PASSIONATE PRESENCE @ SUPERIOR



US Counsel General



Maulana Tariq Jameel



Freshman 2023 Fall

Celebrated One Year of Our Sub Campuses in Faisalabad & Sargodha



Collaborating with the best

Superior University Lahore joined the Knowledge Streams University Alliance. This exciting partnership was solidified through the signing of a Memorandum of Understanding (MOU) between the two institutions.



ALUMNI ACHIEVEMENT

From setting goals to becoming “SET WALAY”



Pakistan's first innovative set design studio

Superior University has been preparing students to materialise their dreams with passion, commitment, and honour since its inception. There are ample superior stories of courage that have inspired many, but this story of alumni duo is close to my heart as I have seen them grow and glow with their dreams. Get ready to be whisked away into a world where creativity meets passion.

It is a story of Hassan Sajjad Khan, who took admission in MBA (2007-09) and Sharjeel Anwar BS Mass Communication Management pioneer batch (2007-11). The campus life at Superior has always been vibrant powered by learning, innovation, Festivities, and educational entertainment. These two were attracted towards the co-curricular activities. Hassan was a simple, quiet boy focusing on his future and work, whereas Sharjeel was full of life, mischiefs, and humour.

Hassan and Sharjeel volunteered to be a part of university events, and that's how their journey to their fate started. They acted and worked backstage in Superior Dramatic Society and helped in executing different events creatively and dedicatedly. When Mass Communication Department initiated "COLOURS OF COMMUNICATION" and First Theatre play "FOOLS IN LOVE", Hassan and Sharjeel were the boys behind its excellence. This gave them confidence and a new way to imagine life. In 2010, the HASEEB HOUSE

march-pass was beautifully conceived and curated by Hassan.

After graduation, their passion, commitment, and hard work with the concept that nothing is impossible made them grow with distinction.

They moved towards gaining experience in their favourite industry with a promise that they will make it big one day.

Shoots, television commercials, films, documentaries are their favourite places where they have created a mark.

My association to these two is now 15 years old I still remember both of them interacting with me in their signature styles.

Hassan, with his planning, analysis, and execution, far-sightedness and financial wisdom, is leading with confidence because he knows, goes and shows the way. Sharjeel complements the team with his people management, marketing, and communication skills. His vision of Shootex Studio is an example of his creativity and agility.

Their journey of belief is the power which has led them to this pinnacle. Today Set Walay is setting a trend in media industry and in the next 5 years they will Insha'Allah be creating Pakistan's first innovative film studio chain making the world believe if you can dream it, you can live it and achieve it.



Hasan Sajjad Khan has established himself as a proud owner and visionary behind Aari Baari Company, the leading set manufacturing business in Pakistan. Through his leadership and expertise, the company has successfully produced over 100 commercials and films, solidifying its reputation as a reliable and sought-after partner in the industry.

One key advantage of Aari Baari Company is its ownership of a warehouse and workshops. This strategic infrastructure enables the company to work efficiently, ensuring smooth operations and timely delivery of high-quality sets. With a well-equipped and organized setup, Hasan has created an environment conducive to creativity and production

excellence.

In addition to his role at Aari Baari Company, Hasan Sajjad Khan is also the Managing Director of Set Walay Studios, boasting two of the largest pre-made set studios in the nation. This expanded venture further exemplifies Hasan's entrepreneurial spirit and his commitment to providing comprehensive services to the entertainment industry.

As the Managing Director, Hasan's leadership skills and strategic decision-making have contributed to the success and growth of Set Walay Studios. These studios serve as a hub for diverse productions, accommodating a range of creative requirements and providing a seamless experience for filmmakers, advertisers, and content creators.



Sharjeel Anwar's journey is an extraordinary tale of ambition, dedication, and entrepreneurial spirit. Starting with his internships at PTV & ARY News, Sharjeel quickly gained valuable industry experience and set his sights on building a successful career.

After completing his internships, Sharjeel secured his first job, showcasing his determination to excel in the media field. Alongside his job, he pursued an MPhil degree from Superior University, demonstrating his commitment to continuous learning and personal growth.

Two years later, Sharjeel took a bold step and founded his own production house, Shootex Studio. This move showcased his creativity, vision, and passion for visual storytelling. Shootex Studio swiftly

established itself as a renowned firm, producing a diverse range of content, including TV and digital commercials, documentaries, fashion photoshoots, and feature films, both in Pakistan and internationally.

Sharjeel's entrepreneurial spirit didn't stop at Shootex Studio. He ventured into other domains, becoming a strategic maker, and Managing Director of Set Walay Studio C & Q, further expanding his influence in the industry. Additionally, he assumed the role of Managing Director at Cactus Lifestyle, a successful company known for producing high-quality solid wood furniture and decorative products.

With his keen business acumen, Sharjeel now successfully manages three thriving enterprises,

OPTIMISTIC OCTOBER

Explore the vibrant achievements of Superior University in our Optimistic October. Delve into the intellectual buzz of Research Week, celebrating groundbreaking research with prestigious awards. Gain insights from the International Conference on Management Research (ICMR), where global perspectives converged. Additionally, discover the impactful

discussions at the UNSDGS conference, contributing to Sustainable Development Goals. This edition encapsulates the essence of academic excellence and global engagement, reflecting Superior University's commitment to fostering knowledge and shaping future leaders.

Global Recognition; our Tradition!

SUPERIOR is the Only **UNIVERSITY** from **PAKISTAN** to be featured in Best Practices of Implementing **SDGs** in Higher Education



Living the Purpose

Envisioning a Superior tomorrow with Kinnaird College for Women A Jointly Collaborated UNSDGS Conference

11th - 14th October 2023



ResearchWeek

21st - 28th October, 2023

Research Week is an initiative by ORIC that showcases our commitment to academic excellence and innovation. This initiative is a testament to the visionary leadership of Prof. Dr. Sumaira Rehman, Rector of Superior University, and is spearheaded by the Office of Research, Innovation, and Commercialization (ORIC) at Superior University.



NOVEL NOVEMBER

Experience the global expansion of Superior University with the launch of its new campus in Dubai. Embrace Novel November as Superior University takes a bold step in the GO Global direction, connecting diverse cultures and fostering academic excellence. Join us in this exciting journey where innovation meets tradition, shaping the future of education. Your support

propels us forward as we strive for excellence on an international stage. Together, let's create a vibrant community of learning and discovery, transcending borders and building a brighter tomorrow. Explore new horizons with Superior University – now spanning across continents.

PHEC - All Punjab Universities Innovation Expo

Superior University Co-hosted the All Punjab Universities Innovation Expo 2023!

Collaborating with the Best

MOU signed with Cisco & Yum group of Restaurants

Superior University and the Cisco Academy Support Center signed a Memorandum of Understanding (MOU) on Tuesday, November 7, 2023.

This landmark MOU signifies a commitment to integrate CISCO courses into the Superior University curriculum, starting from the upcoming semester. The CISCO NetAcad program offers a platform to both students and faculty members, granting them the opportunity to receive training and professional certifications with a 70% fee reduction. This MOU ensures that students derive maximum advantages from the program.

Prof. Dr. Arfan Jaffar, Dean Faculty of CS & IT, and Mr. Atif Khan, Director ASC/ITC, signed the document in a ceremony organised at the Superior University Main Campus, with officials from Superior University and the Cisco Academy in attendance.

On this occasion Rector Superior University, Prof. Dr. Sumaira Rehman, said that this MOU is a testament to Superior University's commitment to nurturing industry-ready graduates who are poised to become the transformative leaders of tomorrow.



Superior University's School of Culinary Arts signed a Memorandum of Understanding with Yum Group of Restaurants on 14th November 2023.



UAE becomes Superior with DIGITAL DIRACTION

DIRACTION
A Government of Dubai Recognized Institution

Approved by:



BLOG

BY HINA GUL



STRATEGIC PLAN 2023 - 2028

تو شاہین ہے پرواز ہے کام سیرا
ترے سامنے آسماں اور بھی ہیں

OUR STRATEGIC JOURNEY TO EXCELLENCE

Superior University, known for its commitment to academic excellence and innovation, is embarking on an exciting journey to elevate its standing even further. With a clear vision and determination, Superior University has developed a comprehensive five-year strategic plan titled "Soar to Roar" with six key areas, aims to propel the institution to new heights and foster an environment of excellence.

The University places great emphasis on enhancing teaching and learning by providing high-quality education that prepares students for the challenges of the modern world. By continuously improving teaching and learning practices, and will create a vibrant and intellectually stimulating environment. Further, provide an optimal learning and working environment the aim is to invest in modernizing its infrastructure and technology. The development of new programs aligned with emerging fields, updating existing curricula to meet industry demands, and ensuring a student-centered learning environment.

Secondly, as a center of knowledge creation, Research, Innovation, and Commercialization is a goal that seeks to foster a thriving research and innovation ecosystem. The institution will encourage faculty and students to engage in research activities that address societal needs. Furthermore, the University will establish strong partnerships with industry and commercialize research outcomes to drive economic growth and create opportunities for entrepreneurship. Ultimately, the university will become a hub of intellectual creativity and contribute to the development of new knowledge-based industries.

Focusing the on Internationalization and Recognizing the importance of global perspectives and cross-cultural experiences, this goal involves forging strategic collaborations with reputed international institutions, promoting student and faculty exchange programs, and

attracting a diverse international student body. The University will prepare its students to be global citizens and enhance its reputation as a globally recognized institution.

Additionally, Superior University acknowledges its role as a Socially responsible institution committed to making a positive impact on society. By aligning the SDGs, the university will actively engage and encourage students and faculty to participate in community service activities, volunteer programs, and research projects that address societal challenges. By promoting social responsibility, the institution will contribute to the betterment of local and global communities.

Emphasizing to establish a strong institutional identity, This involves promoting a sense of pride, belonging, and loyalty among students, faculty, staff, and alumni. Superior University will create an environment where students can thrive academically, socially, and emotionally. Thus, the university will emphasize extracurricular activities and leadership opportunities to foster well-rounded individuals.

By recognizing the importance of financial sustainability to support its strategic initiatives. This goal involves developing robust financial management practices, diversifying revenue streams, and exploring innovative funding models. By ensuring financial feasibility, Superior University will have the necessary resources to invest in academic programs, research facilities, infrastructure, and student support services.

Hence, Superior University's strategic plan, "Soar to Roar," outlines an ambitious vision for the next five years. University is poised to bring excellence to new heights. With this comprehensive approach, Superior University will continue to empower students, advance knowledge, and make a lasting impact on society. The future is bright, and Superior University is ready to soar and roar towards its mission of excellence.

DECISIVE DECEMBER

The 4th Rectors' Conference in 2023, organised by the Association of Private Sector Universities of Pakistan (APSUP), took place at COMSTECH, Islamabad. Superior University had the privilege to co-host the Rectors' Conference in collaboration with Preston University, FAST University, and Ibadat International University Islamabad. Centred around the theme "Sustainable Workforce Development: HR, Innovation, and Technology in Harmony", the Chairman of APSUP, Prof. Dr. Chaudhry Abdul Rehman welcomed dignitaries having diplomats, international participants, Prof. Dr. Shahid Munir, Chairman PHEC; Prof. Dr. Mukhtar Ahmed, Chairman HEC; the Federal Minister of Education, Mr. Madad Ali Sindhi; Prof. Dr. M. Iqbal Chaudhary, Director General COMSTECH, and many more. Rectors' Conference witnessed a convergence of leading minds, fostering discussions on global education, emerging technologies, and the future workforce. An enthralling feature of the Rectors' Conference was a deeply insightful keynote address on "Beyond Borders: Preparing the Workforce for Global Markets" by Prof. Dr. Sumaira Rehman, Rector Superior University. After the address of Dr. Atta-ur-Rehman a panel discussion was held. The panel discussion was moderated by Dean Faculty of Business and Management Sciences, Dr. Sami Bajwa. The panel discussion explored the challenges and opportunities in Pakistan's higher education and global workforce. The panelists of this discussion included Dr. Shahid Munir (Chairman PHEC), and Mr. Awais Raof (Chairman UOL), Prof. Dr. Mohamamd Ali Shah (Pro VC Bahauddin Zakariya University), Dr. Khalid Mahmood (VC PU), and Prof. Dr. Salim Ur Rehman (VC Sarhad University of Science and Information Technology). The midday session featured Mr. Rami Awad, Regional Head QS, discussing strategies for optimizing institutional excellence and improving QS Rankings performance.

The second panel discussion was moderated by Dr. Rauf e Azam (VC Punjab University of Technology) focused on the impact of emerging technologies and AI on higher education, with distinguished panellists from various academic institutions and government bodies including Dr. Najeeb Allah (Provincial Minister –KPK Science, Technology, and Information Technology), Prof. Dr. Wali Uddin (VC Sir Syed University Of Engineering And Technology), Prof. Dr. Adnan Noor Mian (VC Information Technology University), Prof. Dr. Aftab Marrof (Rector Fast National University), and Prof. Dr. Fazal Ahmad Khalid (Rector Ghulam Ishaq Khan Institute of Engineering Sciences and Technology). The afternoon session continued with another panel discussion, where experts, moderated by Dr. Mohammad Ali Shah (Pro VC BZU), explored strategies for integrating entrepreneurship and research commercialization in higher education. The panelists of this discussion included Prof. Dr. S. M. Tariq Rafi (Chairperson Sindh Higher Education Commission), Prof. Dr. Shafique Ur Rehman (VC University of Balochistan), Prof. Dr. Johar Ali (VC Usman Institute of Technology), Prof. Dr. Qaiser Abbas (VC University of Sargodha), Prof. Dr. Shahid Qureshi (Rector GIFT University), and Dr. Rizwan Riaz (Pro-Rector Research Innovation and Commercialization NUST). The closing speech of the day was delivered by Mian Imran Masood, Rector University of South Asia, reflecting on the symposium's significance. The exciting conference concluded with a delightful sightseeing and city tour, allowing all dignitaries to explore the rich tapestry of the Islamabad Capital Territory, followed by a farewell lunch was organised for all the dignitaries. This farewell gathering served as a platform for networking, exchanging thoughts, and fostering lasting connections among the esteemed guests.

4TH RECTORS' CONFERENCE 2023

Sustainable Workforce Development: HR, Innovation, and Technology in Harmony



Uniting for Pakistan

The change will come only with the **collective wisdom.** We need to join our hands and work on this agenda. I'm sure we have the **potential to lift our economy from \$10 billion to \$100 billion foreign remittance** in five years



STUDENT SUCCESS 2023

Living up to our Value



Ahad Shah
Winner of Best Comic Actor Male
Theatro'23 Forman Christian College
(A Chartered University)



Noor Waseem
Winner of Best Comic Actor Female
Theatro'23 Forman Christian College
(A Chartered University)



Superior Dramatics Society
Winner of Best Comedy Play
Theatro'23 Forman Christian College
(A Chartered University)



Muhammad Adeel
Winner of 400 Relay
Forman Olympiad 2023, Forman Christian College
(A Chartered University)



Hannan Farooq
1st Position in the Poster Making Competition
Superior Maker Fest 2023



Malik Mubashar
Honorable Mention
BNUMUN 5, Beaconhouse National University
(BNU)



Taha Naveed
2nd Position in the FIFA Event
Taakra, University of Central Punjab
(UCP)



Sharjeel Ahmed
2nd Position in the Tekken Event
Taakra, University of Central Punjab
(UCP)



Superior Culinary Society
Runner-up in the Master Chef Competition
Taakra, University of Central Punjab
(UCP)



Ahmad Bilal
Runner-up in the Master Chef Competition
Taakra, University of Central Punjab
(UCP)



Ahmad Sarim Aziz
Acknowledgement
Governor of the Punjab



Danisha Gill
Winner the Western Singing Competition
UOL Olympiad 3.0! University of Lahore



Superior Sports Society
Futsal Team
Champions in the Futsal Tournament
UOL Olympiad 3.0! University of Lahore



Humna Khalid
Runner-up in the Make-up Competition
UOL Olympiad 3.0! University of Lahore



Shayan Sohail
1st position Taste Talent Hunt
Superior University



Danisha Daniel
2nd position Taste Talent Hunt
Superior University



Ahmed Taur
3rd Position Taste Talent Hunt
Superior University



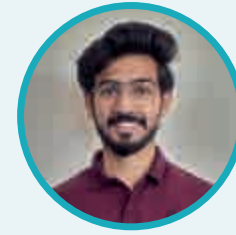
Mr. Malik Ahmad
Gold Medal and Cash Prize
Mr. Lahore Division & Jr. Mr. South Lahore
Lahore Body Building Memorial Federation



Abdul Arslan
3rd Position 'Qiraat Category'
The Second All Pakistan Summit for Students'
Societies held at Government College University,
Lahore co-hosted by Superior University



Abdullah Maroof
Outstanding Collaborators
ENSOFEST'23



Hasnat Masood
Outstanding Ambassador
ENSOFEST'23



Abdullah Maroof
Best Ambassador
UET ACM Technical Symposium 3.0



Abdullah Maroof & Hassnat Masood
Outstanding Collaborators (Superior IEEE Society)
UET ACM Technical Symposium 3.0



Abdullah Hassan & Haider Ali
Winner Web Development Competition
UET ACM Technical Symposium 3.0



Rao Muhammad Hassan & Muhammad Zohaib
Runner up Elektra Competition
UET ACM Technical Symposium 3.0



Sohail Anjum & Atta Ur Rehman
Runner up Elektra competition
UET ACM Technical Symposium 3.0



Kalsoom Noor
1st Position Quiz Competition
Barkat-e-Ramzan, PNN (Pakistan News Network)



Kalsoom Noor
MSF Bilingual Debate Competition
Federal Debating Championship



Ahmad Bilal
1st Position in the Stand up Comedy
UCP Funkariyan 2023



Abdullah Maroof
Best Ambassador
Softtech'23



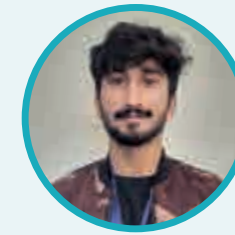
Ahad Shah & Ahmad Bilal
2nd Position
Lahore Drama festival 2023



Umer Haider
400 Race 1st position
FCC Olympiad 2023



Umer Haider
800 Race 2nd Position
FCC Olympiad 2023



Muhammad Hassnain Haider
800 Race 3rd Position
FCC Olympiad 2023



Ahmad Rana
2nd Position
All Pakistan Minority Heritage Photo Contest



Wishing You a Happy 2024

full of life inspiration, facilitation and entertainment

GRIP
ARE YOU READY?