



ORIC
Office of Research
Innovation and
Commercialization



OFFICE OF RESEARCH INNOVATION AND COMMERCIALIZATION (ORIC) & BUSINESS INCUBATION CENTRE (BIC) ANNUAL NEWSLETTER



FATIMA JINNAH WOMEN UNIVERSITY

JULY 2024 - JUNE 2025

ORIC TEAM



DR. ISHRAT SIDDIQA LODHI
DIRECTOR ORIC



DR. BUSHRA GHAS
MANAGER RESEARCH
DEVELOPMENT & OPERATIONS



TASNEEM ILYAS
MANAGER RESEARCH
DEVELOPMENT & OPERATIONS



MS. HINA ANJUM
ASSISTANT TREASURER



MS. MAHWISH RABIA
RESEARCH OFFICER



MS. SIDRA SALAM
ASSISTANT DIRECTOR ORIC



MS. SHERISH SALEEM
RESEARCH ASSISTANT



MS. ARZ-O-SAMA
INTERN



MS. ADV. RUQIA SOOMRO
INTERN



TABLE OF CONTENTS

Sr No.		Page No.
1	Annual Newsletter Overview	1
2	Vice Chancellor Message	2
3	Director Message	3
4	Empowering Innovation & Advancing Futures FJWU ORIC Unite for Impact!	4
5	Organization to Advance Gender Equality and Women Empowerment	5
6	FJWU Partners with iae GLOBAL Pakistan to Enhance Student Experience and Global Opportunities	6
7	FJWU & Migrant Resource Centre Partners to Raise Awareness on Safe Migration	7
8	FJWU & Virtual University Joins to Drive Digital Innovation in Education	8
9	Bridging Creativity and Academia: FJWU Signs MoU with The Gallery 21	9
10	FJWU Partners with RDF to Champion Education and Sustainability	9
11	FJWU and QAU Launch British Council-Funded Partnership for Cultural and Educational Advancement	10
12	FJWU and PRCS Sign MOU to Advance Social Welfare and Humanitarian Collaboration	12
13	National Institute of Disaster Management	13
14	Women-Centered Academic Collaboration: FJWU and Al-Zahra University, Iran, Sign Landmark LOI	14
15	FJWU signed MoU with the Taekwondo Promotion Foundation, in collaboration with Kukkiwon	15
16	Entrepreneurial Activities	16
17	Seminars, Workshop And Conferences	20
18	Global Partnerships in Action: FJWU & Essex	20



TABLE OF CONTENTS

19	Training: Artificial Intelligence in Our Lives	20
20	Awareness Session: Feminine Health and Hygiene	21
21	Workshop: Capacity Building on Trademarks	21
22	Maple and Mathematical to Solve Differential Equations	22
23	Qualitative Research Techniques and Publication Tactics	22
24	Publish or Perish: Mastering the Art and Science of Publication Process	23
25	Writing to Win: Research Proposal Success in Linguistics and Literature	23
26	Mastering Research: A Hands-On Workshop on Reference Management Tools	25
27	Canvas 2.0 A Celebration of Creativity and Innovation	25
28	The Effective Use of AI in Educational Research	26
29	Industrial Open House 2025	27
30	3rd International Digital Arts Workshop 2025	28
31	PROUD MOMENT FOR FJWU! Expo Centre, Lahore	29
32	Celebrating Excellence at FJWU!	30
33	Hec Annual ORIC And BIC Assessment Reports 2023-24	31
34	Startup Exhibition: Product Display at Centaurus Mall	32
35	Training: Product/Service Development	32
36	Faculty Workshop: Roadmap to Entrepreneurship	32
37	Entrepreneurship FAIR-2025	33
38	Visit: Financial Inclusion Division - SBP BSC Rawalpindi	34



TABLE OF CONTENTS

39	Training: Product/Service Development	34
40	Workshop: Confidence & Self-Esteem (RCCI)	34
41	Training: Financial Modeling for Startups	34
42	Mentorship: Clothing Brand Strategy	34
43	Pitching for Taskheer Competition	35
44	Showcasing Innovation & Entrepreneurial Spirit	36
45	Delegations at FJWU Bournemouth University, UK	37
46	FJWU Explores Global Research Collaboration with KOICA!	38
47	FJWU Hosts Productive Meeting with NIC Islamabad!	39
48	3rd ORIC Steering COMMITTEE	40
49	Note of Thanks	41

ANNUAL NEWSLETTER

2024-25

OVERVIEW

OUR GOALS

- To promote innovative, commercializable, entrepreneurial, and applied research.
- To achieve societal transformation and a sustainable future.
- To empower women through learning, research, business development, and community engagement.
- To establish strong academia-industry linkages.
- To foster inclusive, gender-sensitive, and impactful initiatives.

THE NEWSLETTER COVERS:

- Reporting on campus trends
- Strategic Collaborations & MoUs
- Research Seminars, Trainings & Workshops
- Entrepreneurship & Innovation Highlights
- Recognition & Achievements

OUR STRATEGY

ORIC's strategic focus areas include:

- Research innovation and commercialization
- Forging linkages with industry, NGOs, and international bodies
- Research augmentation through seminars, workshops, and collaborations
- Grant management and support for faculty proposals
- Reporting on campus trends

WELCOME TO THE ORIC NEWSLETTER

It is with great pleasure that I welcome you to this edition of the Quarterly ORIC Newsletter of Fatima Jinnah Women University (FJWU). As Pakistan's pioneering women's university, FJWU remains committed to fostering a research culture that is innovative, impactful, and inclusive.

The Office of Research, Innovation and Commercialization (ORIC) plays a vital role in advancing our vision by supporting cutting-edge research, nurturing entrepreneurial talent, and building strong linkages between academia and industry. This newsletter serves as a window into the dynamic scholarly ecosystem we are cultivating; one that reflects our dedication to excellence, relevance, and social responsibility.

I take pride in the achievements of our faculty, researchers, and students whose work continues to push boundaries and address pressing societal challenges. From research publications to funded projects and collaborative ventures, the impact of our academic community is both inspiring and far-reaching.

As vice chancellor, I strongly believe in empowering our scholars to pursue knowledge that not only contributes to academic discourse but also brings tangible benefits to our society. I encourage all readers to explore the success stories, research highlights, and innovative initiatives featured in this issue.

Let us continue to work together in strengthening our research potential, promoting a culture of curiosity and critical thinking, and making meaningful contributions to national development.

Warm regards,

Prof. Dr. Bushra Mirza

Vice Chancellor

Pride of Performance & Tamgha-i-Imtiaz

Fatima Jinnah Women University, Rawalpindi



WELCOME TO THE ORIC NEWSLETTER

Dear Readers,

On behalf of the ORIC team at Fatima Jinnah Women University, I warmly welcome you to our quarterly newsletter. At ORIC, we envision a future shaped by innovative, applied, and entrepreneurial research that drives societal transformation and sustainability. Guided by our mission and core values of teamwork, agility, and innovation, we are committed to fostering research that not only advances knowledge but also holds the potential for commercialization and real-world impact. We are excited to share our journey, achievements, and upcoming opportunities with you.

Let's continue working together toward a brighter, sustainable future. A window into the inspiring work happening at our Business Incubation Center (BIC). With our mission to support women in achieving their full potential through learning, business, and community development, and our vision to build a thriving entrepreneurial ecosystem for women's empowerment, we proudly highlight our 6-month incubation cycle. Designed to meet local needs, the program offers state-of-the-art facilities and opportunities for national and international exposure.

Director ORIC & Team



EMPOWERING INNOVATION & ADVANCING FUTURES FJWU ORIC UNITE FOR IMPACT!

Fatima Jinnah Women University (FJWU) proudly formalizes new collaborations through strategic Memorandums of Understanding (MoU's) aimed at innovation, entrepreneurship, and academic excellence. Bridging academia and industry, FJWU takes a bold step forward by signing MoUs that promise mutual growth, innovation, and impact.



With a shared vision for progress and empowerment, FJWU has signed significant MoUs to strengthen institutional linkages and open new avenues for growth and learning.

ORGANIZATION TO ADVANCE GENDER EQUALITY AND WOMEN EMPOWERMENT

Fatima Jinnah Women University (FJWU), through its Department of Gender Studies, has entered into a collaboration with the Al Wilayat Organization to promote gender equality and women's empowerment. The partnership was formalized through the signing of a Memorandum of Understanding (MoU) between Dr. Shahla Tabassum, Head of the Department of Gender Studies, and Syed Haider Naqvi, CEO of Al Wilayat Organization.

Dr. Humaira Zulfiqar has been appointed as the focal person from the Department of Gender Studies to coordinate and facilitate these initiatives.



This alliance marks a pivotal step toward creating impactful, community-centered initiatives, including:

Harassment Awareness Workshops, educating participants about their rights .

Awareness Sessions – Focusing on gender equity and mental health advocacy.

Skill Development Internships, offering training in employability and self-defense to support the personal and professional growth of young women.



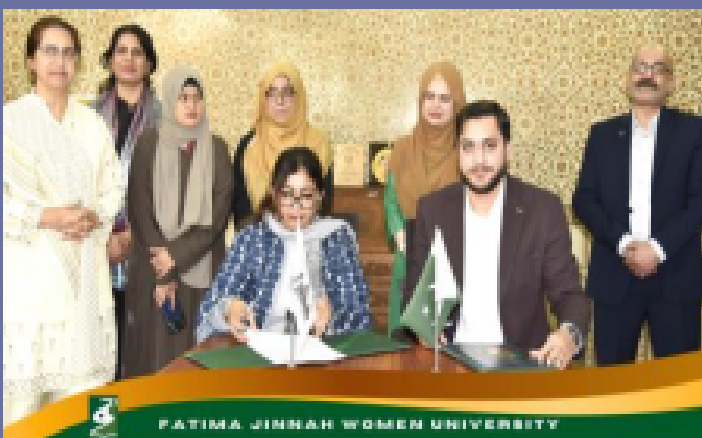
THIS COLLABORATION REFLECTS A SHARED COMMITMENT TO BUILDING A MORE INCLUSIVE, SAFE, AND EMPOWERED SOCIETY FOR WOMEN.

FJWU PARTNERS WITH IAE GLOBAL PAKISTAN TO ENHANCE STUDENT EXPERIENCE AND GLOBAL OPPORTUNITIES

Fatima Jinnah Women University (FJWU) has officially signed a Memorandum of Understanding (MoU) with iae GLOBAL Pakistan, marking the beginning of a dynamic collaboration aimed at enriching the student experience and expanding academic opportunities. The MoU outlines several campus enhancements, including the repainting of selected walls, installation of water coolers, and improvements to the cafeteria and entry barriers—initiatives designed to create a more vibrant, student-friendly environment.



Michael Barns, Chief Executive of iae GLOBAL, echoed the sentiment: "We are excited to partner with FJWU in this transformative initiative. This collaboration will benefit students, faculty, and research programs alike, and marks a key milestone in strengthening international academic ties."



TO AMPLIFY OUTREACH, BOTH INSTITUTIONS WILL ENGAGE IN MUTUAL PROMOTION VIA SOCIAL MEDIA PLATFORMS, INCREASING VISIBILITY AND FOSTERING WIDER ENGAGEMENT.

FJWU & MIGRANT RESOURCE CENTRE PARTNERS TO RAISE AWARENESS ON SAFE MIGRATION

Fatima Jinnah Women University (FJWU) has taken a significant step towards empowering students with knowledge about safe migration by signing a Memorandum of Understanding (MoU) with the Migrant Resource Centre (MRC). The MoU was formally signed by Prof. Dr. Bushra Mirza (Pride of Performance, T.I.), Vice Chancellor of FJWU, and Mr. Rana Imran Arshad, representing MRC. The collaboration was facilitated by the Department of Gender Studies.

The MoU underscores a mutual commitment to promoting gender-sensitive solutions to migration challenges and creating informed, inclusive pathways for women's empowerment and global engagement.



THIS PARTNERSHIP IS DESIGNED TO ENHANCE STUDENTS' AND FACULTY'S UNDERSTANDING OF SAFE MIGRATION PRACTICES, INTERNATIONAL STUDY OPTIONS, EMPLOYMENT OPPORTUNITIES ABROAD, AND THE DANGERS ASSOCIATED WITH IRREGULAR MIGRATION.

FJWU & VIRTUAL UNIVERSITY JOINS TO DRIVE DIGITAL INNOVATION IN EDUCATION



Fatima Jinnah Women University (FJWU) has signed a strategic Memorandum of Understanding (MoU) with the Virtual University of Pakistan (VU) to strengthen collaboration in digital learning, research, and academic development.

The MoU was signed by Vice Chancellor FJWU, Prof. Dr. Bushra Mirza (Pride of Performance, T.I.), and Rector VU, Prof. Dr. Arshad Saleem Bhatti.

This partnership aims to launch joint online courses, promote collaborative research, and initiate academic exchange and capacity-building programs.

By combining FJWU's academic strength with VU's digital education expertise, the initiative will broaden access to quality education and innovative learning tools for undergraduate students.



Highlighting the significance of this collaboration, Prof. Dr. Bushra Mirza stated, "This partnership is a vital step toward inclusive, future-ready education that empowers students through flexible, tech-enabled learning."

THIS INITIATIVE UNDERSCORES FJWU'S DEDICATION TO ADVANCING ACADEMIC EXCELLENCE AND EMBRACING DIGITAL TRANSFORMATION IN HIGHER EDUCATION.

BRIDGING CREATIVITY AND ACADEMIA: FJWU SIGNS MOU WITH THE GALLERY 21

This collaboration aims to create meaningful opportunities for students through joint exhibitions, workshops, and cultural events connecting them with contemporary art trends and professional mentorship.

Prof. Dr. Bushra Mirza emphasised,

"This partnership strengthens our mission to integrate art with education, offering students a platform to explore and engage with the creative industry."



Dr. Farrukh added,

"We are excited to collaborate with FJWU to inspire emerging talent and cultivate a vibrant artistic dialogue for the future." FJWU continues to expand its academic and creative horizons, reinforcing its commitment to holistic, interdisciplinary learning.

FJWU PARTNERS WITH RDF TO CHAMPION EDUCATION AND SUSTAINABILITY

The agreement was signed by Vice Chancellor Prof. Dr. Bushra Mirza (PoP, T.I.) and RDF President Brig (R) Muhammad Aslam Khan. The collaboration focuses on capacity-building programs, climate change adaptation, youth awareness, water conservation, and promoting green initiatives.



“This groundbreaking initiative marks a historic milestone as it will be the first centre of its kind in Pakistan to be developed at a public sector women’s university,” said Dr Mirza said that the centre aims to position FJWU as a national hub for gemstone research, certification, training and innovation.



FJWU has officially approved the establishment of a state-of-the-art Gems and Jewellery Centre during its recent syndicate meeting.

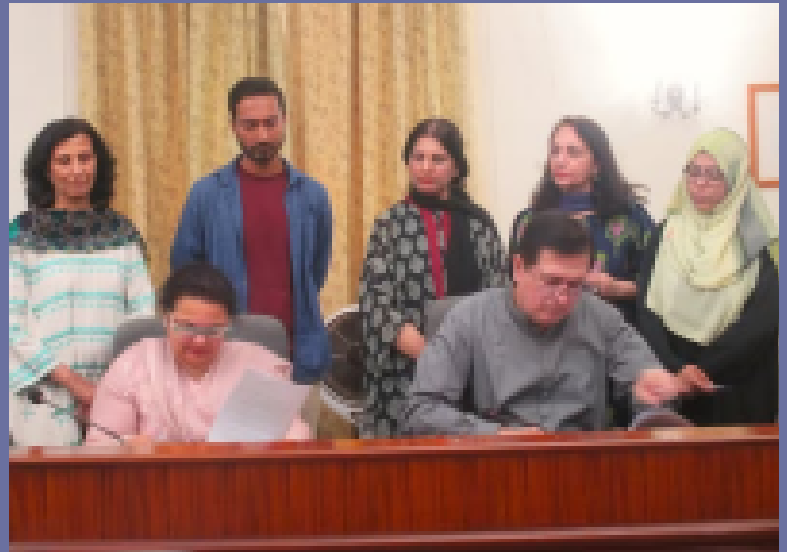
FJWU AND QAU LAUNCH BRITISH COUNCIL-FUNDED PARTNERSHIP FOR CULTURAL AND EDUCATIONAL ADVANCEMENT

A significant step was taken on April 09, 2025, with the signing of a Memorandum of Understanding (MOU) between the Institute of Visual Arts & Design (IVAD) at Fatima Jinnah Women University (FJWU) and the School of Sociology at Quaid-e-Azam University (QAU), Islamabad.

The MOU sets clear expectations for both institutions, ensuring transparency and accountability throughout the collaboration. With designated points of contact from each side, effective communication and smooth project implementation are key priorities. This partnership is expected to bring valuable expertise from QAU to FJWU, enriching educational opportunities and supporting the long-term goals of both universities. Together, they aim to make a meaningful impact on society through academic excellence, social responsibility, and the preservation of cultural heritage.



This partnership aligns with a British Council-funded international project, focused on fostering cross-cultural collaboration and supporting both academic and social development. The signing ceremony was attended by key representatives from both institutions, symbolizing the start of an exciting new partnership aimed at enhancing higher education and community engagement.



A MoU was signed by Prof. Dr. Tahir Mukhtar, Director, Institute of Visual Art and Design (IVAD), FJWU and by Ms. Zarin Gul, Assistant Professor, Computer Arts Program, IVAD, as Focal person. On Behalf of Quaid-i-Azam University, Islamabad, Prof. Dr. Hazir Ullah, Director School of Sociology was the signatory while Dr. Sadia Saeed, Associate Professor, School of Sociology signed as a Focal Person.



THE COLLABORATION WILL STRENGTHEN BOTH UNIVERSITIES BY COMBINING THEIR EXPERTISE IN EDUCATION, RESEARCH, AND COMMUNITY ENGAGEMENT. FOCUS AREAS WILL INCLUDE PRACTICAL RESEARCH, WORKSHOPS ON WOMEN'S EMPOWERMENT, THE CREATIVE ARTS, AND PRESERVING CULTURAL HERITAGE IN TRANS LOCAL SPACES. THIS PARTNERSHIP WILL CONTRIBUTE TO THE SUCCESS OF THE ONGOING "ICG" PROGRAM, FUNDED BY THE BRITISH COUNCIL UK FOR THE YEARS 2024 AND 2025.

FJWU AND PRCS SIGN MOU TO ADVANCE SOCIAL WELFARE AND HUMANITARIAN COLLABORATION

A Memorandum of Understanding (MOU) was signed today between the Pakistan Red Crescent Society (PRCS) and Fatima Jinnah Women University (FJWU) to foster a collaborative partnership aimed at advancing social welfare, community service, and humanitarian efforts at FJWU.

The MOU was signed by Prof. Dr. Bushra Mirza (POP/T.I), Vice Chancellor, FJWU, who expressed her enthusiasm for this impactful collaboration.

She appreciated the efforts of Dr. Adeela Rehman, focal person from the Department of Sociology, for leading this initiative and facilitating the agreement. Dr. Mirza also emphasized how such national partnerships empower students by providing opportunities to engage in meaningful community and social service.



On behalf of PRCS, Mrs. Farzana Naek (Sitara-e-Imtiaz), Chairperson, PRCS, signed the agreement and reiterated the organization's commitment to promoting humanitarian values and social responsibility. She shared her optimism about future joint projects, initiatives, and partnerships with FJWU.



THIS COLLABORATION MARKS A SIGNIFICANT STEP IN COMBINING ACADEMIC KNOWLEDGE WITH COMMUNITY-DRIVEN ACTION, EMPOWERING STUDENTS, ESPECIALLY WOMEN, TO CREATE A LASTING, POSITIVE IMPACT IN UNDERPRIVILEGED AND MARGINALIZED COMMUNITIES.

NATIONAL INSTITUTE OF DISASTER MANAGEMENT

FJWU Signed MoU with National Institute of Disaster Management (NIDM) to advance research and capacity building in disaster risk reduction.

A Memorandum of Understanding (MoU) was formally signed between the National Institute of Disaster Management (NIDM) and Fatima Jinnah Women University (FJWU) at a special ceremony held at the FJWU campus.



This MoU aims to strengthen academic and institutional collaboration in the critical areas of:
Disaster Management
Research & Training
Capacity-Building
Initiatives

Air Commodore (Retd) Muhammad Tanveer Piracha, Executive Director, NIDM, signed the MoU on behalf of the National Institute of Disaster Management.

Prof. Dr. Bushra Mirza (Pride of Performance / Tamgha-i-Imtiaz), Vice Chancellor of FJWU, signed the agreement on behalf of the university. The agreement reflects a mutual commitment to promoting resilience, preparedness, and knowledge-sharing to help communities better respond to natural and man-made disasters.



The designated focal persons for this initiative are:

Dr. Shazia Akhtar,
Deputy Manager,
NIDM

Dr. Momna Yousaf,
Assistant Professor,
Department of Public
Administration, FJWU



THIS PARTNERSHIP MARKS THE BEGINNING OF A TRANSFORMATIVE JOURNEY BETWEEN TWO FORWARD-THINKING INSTITUTIONS, DEDICATED TO BUILDING A SAFER, STRONGER, AND MORE RESILIENT PAKISTAN THROUGH STRATEGIC COLLABORATION AND INNOVATION.

WOMEN-CENTERED ACADEMIC COLLABORATION: FJWU AND AL-ZAHRA UNIVERSITY, IRAN, SIGN LANDMARK LOI

The LOI, originally signed by the Vice Chancellor of Al-Zahra University and shared through the Iranian Embassy, sets the foundation for a meaningful partnership between the two institutions. The collaboration focuses on:
Joint research initiatives, faculty and student exchange programs, academic seminars, collaborative curriculum development.



The signing ceremony took place at FJWU's city campus and was graced by esteemed dignitaries: Mr. Majeed Meshki, Cultural Counsellor, Embassy of Iran, Islamabad, Dr. Mehdi Taheri, Director General, Iran Cultural Center, Rawalpindi, Mr. Habibullah, Public Relations Officer, Iran Cultural Center, Rawalpindi, and Dr. Masoumeh Ghulami, Expert at the Pakistan Desk, Iranian Ministry of Foreign Affairs



Prof. Dr. Bushra Mirza (Pride of Performance, T.I.), Vice Chancellor, FJWU, shared her vision at the event and said that this collaboration will open new doors of opportunity for our students and faculty, and contribute to building regional academic networks. We are excited to work closely with Al-Zahra University in promoting women-centered education and cross-cultural academic exchange.



THIS LOI REFLECTS A MUTUAL COMMITMENT TO EMPOWERING WOMEN, ENHANCING REGIONAL COLLABORATION, AND CREATING LASTING ACADEMIC BRIDGES BETWEEN PAKISTAN AND IRAN.

FJWU SIGNED MOU WITH THE TAEKWONDO PROMOTION FOUNDATION, IN COLLABORATION WITH KUKKIWON

The Taekwondo Promotion Foundation (TPF) in Republic of South Korea stands at the forefront of preserving and globalizing Taekwondo as both a traditional martial art and a modern sport.

One of the core missions of the Foundation is to expand the global reach of Taekwondo through strategic partnerships with embassies, international sports organizations, and educational institutions.



With its state-of-the-art facilities, including the Taekwondowon in Muju, TPF offers practitioners from around the world a space to engage in rigorous training, international competitions, and immersive cultural experiences.

THESE INITIATIVES NOT ONLY RAISE AWARENESS OF TAEKWONDO'S VALUES OF DISCIPLINE, RESPECT, AND HARMONY BUT ALSO FOSTER MUTUAL UNDERSTANDING BETWEEN SOUTH KOREA AND OTHER NATIONS.

ENTREPRENEURIAL ACTIVITIES



ORIC

ROADMAP TO ENTREPRENEURSHIP

FACULTY/STAFF DEVELOPMENT WORKSHOP

A Workshop for Tomorrow's Leaders

Wednesday, 22 January 2025
11:00am - 01:00pm
Video Conferencing Hall, BIC

What You'll Learn:

- What does it take to be a successful entrepreneur?
- How did the biggest brands start from just an idea?

Secure your spot now!

Nominations will be closed on 5pm, January 20, 2025 (Monday)

Resource Person: Dr. Shahid Qureshi

Registration link:
<https://forms.gle/1K1T10u6u779uL2>

+92 332 523444 | oric@fjwu.edu.pk | Fatima Jinnah Women University, City Campus, Raw

FATIMA JINNAH
WOMEN UNIVERSITY
PAKISTAN

Training Session

ON

PRODUCT/SERVICE DEVELOPMENT

This session will focus on
Prototype Development

TRAINER
SEHRISH RAZA
FOUNDER CEO
BizB

ON TUESDAY
7TH JANUARY 2025

1:00 PM TO 4:00 PM

WHO CAN ATTEND!
Entrepreneurship Students
FJWU-BIC STARTUPS

VENUE **FJWU-BIC**

TRAINING SESSION ON FINANCIAL MODELING for Cohort/Startups

Join Our Comprehensive Training Session

THURSDAY, 30 JANUARY 2025

11:00 AM

Training Hall- BIC

What You Will Learn:

- Build financial models (P&L, Balance sheet, cash flow)
- Forecast revenues, costs, and cash flow
- Conduct break-even and risk analysis

MS. NOUREEN GHAFFAR
Managing Director
Agile Global Consultancy



MAPLE AND MATHEMATICA TO SOLVE DIFFERENTIAL EQUATIONS





Organized by:
Department of Mathematical sciences in collaboration with ORIC
Fatima Jinnah Women University, Rawalpindi

Registration payment:
500 (for students) & 1000 (for faculty)

Account no:
PK15FWOM0039011148310001

Date: March 19, 2025
Time: 9:30 am to 12:30 pm
Venue: MP Hall

For more information Contact [051-9292900- 2142 \(ext\)](tel:051-9292900)



Capacity Building Training Workshop on Trademarks





Wednesday, 12 March 2025
11:00am - 1:00pm
BIC Conference Hall

Responsible Person(s):
• Ms. Asma Khattak- Director Trademark Office, IPO, Pakistan
• Ms. Ummer Salma- Deputy Director Trademark Office, IPO, Pakistan

Who can attend?
Individuals seeking trademark protection for their company name, logo, or slogan.

Workshop Objectives:
a) Educate participants on the importance of trademarks in business and creative industries.
b) Provide practical insights into trademark registration, protection, and enforcement.
c) Guide startups on leveraging intellectual property for competitive advantage.

SECURE YOUR SPOT NOW!

For more information please contact us at 0229-927048 or write to us at bic@fjwu.edu.pk, oric@fjwu.edu.pk

www.bic.fjwu.edu.pk



Creating a Change through Building Businesses





Who Can Apply?
Students
Alumni
Faculty Members
+++

Get free incubation space, access to BIC curriculum through training, mentorship, and Prototype development funding.

Prize Money for Top 3 Winners:
Rs. 50,000 Rs. 30,000 Rs. 15,000

Key Dates:
• Registration Deadline: 13/2025 (Thursday)
• Shortlisting Announcement: 17/03/2025 (Monday)
• Pre pitching Workshop for short listed teams: 20/03/2025 (Thursday)
• Competition Date: March 25, 2025 (Tuesday)

You must be a team of atleast two members
Student teams must have a faculty advisor

Registration Link:
<https://forms.gle/hpAoxg3Kc3HrVo6o7>
Business Incubation Center, Fatima Jinnah Women University

Terms and Conditions Apply



INTERNATIONAL WOMEN'S DAY





POPUUP MARKET

10th March 2025
9:00 am to 1:00 pm
FJWU New Auditorium

For more information contact us at bic@fjwu.edu.pk



TWO-DAY WORKSHOP ON

QUALITATIVE RESEARCH TECHNIQUES AND PUBLICATION TACTICS

Organized by
Department of Business Administration in
Collaboration with FJWU-ORIC



15TH & 16TH APRIL 2025
10:00 AM TO 1:00 PM



VENUE
15 April- Old Library Extension
16 April- S 23 (Science Block)



RESOURCE PERSON:
DR. MUHAMMAD KASHIF

REGISTER NOW

Registration Fee:

- For Faculty Rs. 1000/- and for students Rs. 500/-
- Registration fee to be deposited in ORIC Account by 13th April 2025

ACCOUNT DETAILS:

- Account Title: FJWU Office of Research Innovation and Commercialization
- Account Number: **PK15FWOM003901146310001**

For more information, please contact:
☎92-3325320587 (Dr. Fozia Malik)

Registration Fee:

- For Faculty Rs. 1000/- and for students Rs. 500/-

Bank Details:

Account Title: FJWU Office of Research Innovation and Commercialization

Account Number: **PK15FWOM003901146310001**

For more information, please contact:
☎92-3325320587 (Dr. Fozia Malik)



TRAINING SESSION ON

"PUBLISH OR PERISH: MASTERING THE ART AND SCIENCE OF PUBLICATION PROCESS"

With
Dr. Inayat Ali
ASSISTANT PROFESSOR, FJWU
DEPARTMENT OF ANTHROPOLOGY

- Associate editor of four "W" category international journals published by University of Cambridge press, Springer, PLOS and Elsevier
- Author of 70+ publications, including five international books
- Distinct citations: around 1,200 citations; h-index 19; i-index 30, and impact factor 113
- Among 2% highly cited researchers globally as per Stanford University

Friday, 18 April, 2025
At 09:00 Am

Venue: Video Conferencing Room



REGISTER NOW

Registration Fees:
For Faculty/Researchers Rs. 1000/-
students Rs. 500/-

Bank Details:

Account Title: FJWU Office of Research Innovation and Commercialization

Account Number: **PK15FWOM003901146310001**



FOR REGISTRATION CONTACT US AT: oric@fjwu.edu.pk



One Day Workshop

MASTERING RESEARCH: A HANDS-ON WORKSHOP ON REFERENCE MANAGEMENT TOOLS



REFERENCE MANAGEMENT TOOLS
(ZOTERO, MENDELEY, ENDNOTE)



AI IN RESEARCH: ORGANIZING AND CITING SOURCES EFFECTIVELY



INTEGRATING REFERENCE TOOLS WITH ACADEMIC DATABASES

RESOURCE PERSON



Dr. Adeela Rehman
Assistant professor
Department of Sociology
FJWU
Contact: 0333-5381859

Participants:
Faculty, Researchers, and Students

Registration Fee:
For Faculty & Researchers Rs. 1000/-
Students Rs. 500/- (to be deposited in ORIC Account)

Account Title:
FJWU Office of Research, Innovation and Commercialization

Account Number:
PK15FWOM003901146310001

Last Date of registration: MAY 14, 2025
Email: sociology@fjwu.edu.pk

Date & Time
MAY 16, 2025
9:00 am-1:00 pm

Venue
FJWU
Video Conference Room

Organized by: Department of Sociology in Collaboration with ORIC
Fatima Jinnah Women University Rawalpindi



Writing to Win: Research Proposal Success in Linguistics and Literature

IN COLLABORATION WITH ORIC FJWU

Resource Person:
Dr. Muhammad Kamal Khan



Associate Professor and Chairperson,
Department of English Language and Applied Linguistics at Allama Iqbal Open University Islamabad, Pakistan. Successfully managed several research projects including English ACCESS MicroScholarship Project, English Works!, PakTESOL, Documentation of Madagashtli language.

Fee for faculty and students (Rs.500/-)

Account Title: FJWU Office of Research Innovation and Commercialization

Account Number: **PK15FWOM003901146310001**

Last date to register: April 10, 2025
Certificates will be awarded to the participants



Register here!

Date: April 22, 2025
Time: 9:30 a.m. to 1:00 p.m.
Venue: Old Library Extension, Fatima Jinnah Women University, Rawalpindi

Limited seats available.
First come, first serve



ORIC

Office of Research
Innovation and
Commercialization



ORIC

Exhibition Canvas 2.0



CANVAS 2.0

AN ART EXHIBITION
ORGANIZED BY THE
DEPARTMENT OF COMPUTER
ARTS IN COLLABORATION
WITH DEPT. OF FINE ARTS &
ORIC (FJWU)

About the Exhibition:
"Canvas 2.0" celebrates the evolution of artistic
expression by blending traditional techniques
with contemporary digital practices.
Showcasing innovative works from students,
faculty, and professional artists, this exhibition
highlights creative experimentation and visual
storytelling in the digital age.

Important Dates Deadlines:

Submission Deadline: May 21, 2025
Exhibition Inauguration: May 23, 2025, at 10:00 AM
Exhibition Dates: May 23-26, 2025

Fee per artwork:

Students: Rs. 500/-
Faculty: Rs. 1000/-
Outside Professionals: Rs. 1500/-

Account Title:
FJWU Office of Research,
Innovation and Commercialization

Account Number:
PK15FWOM0039011146310001



For Registration
Scan this code

Curators:

Ms. Kinza Yasmeen
Ms. Tahmeena Javaid Adeel

@ GALLERY 21

FRI-MON

MAY 23-26 2025

Submission Guidelines

- Submit individual artworks, both traditional and digital mediums are welcome
- Artworks should align with the theme and promote creativity and innovation.
- All works must be original, properly labeled with artist's name, title, medium, and year.
- Only mounted, display-ready works would be accepted.

Submission Instructions

- Submit physical artwork to the ORIC office.
- Submit along with the exhibition fee.
- Payment must be made to the ORIC account
- Eligibility:**
 - Open to FJWU students, faculty, and professional artists.
 - Both digital and traditional media artists encouraged.

+92 3315502255
Ms. Sidra Salam
oric@fjwu.edu.pk



ORIC

Office of Research
Innovation and
Commercialization

3RD

INTERNATIONAL DIGITAL ARTS WORKSHOP 2025

Organized by Department of Computer Arts

MAY 20-21, 2025

OLD LIBRARY EXTENSION

Why Attend This?

- To gain additional training and insight from market experts.
- An international workshop certification shows your global exposure, practical skills, and commitment to professional growth.
- Opportunity for interaction, knowledge sharing and exposure to the academicians and professionals of the field.

REGISTRATION FEE:

Registration Deadline:
18th May 2025

For Students: Rs. 500/-
For Faculty: Rs. 1000/-
For Outsiders: Rs. 1500/- (only females)

Account Title: FJWU Office of Research,
Innovation and Commercialization
Account Number:
PK15FWOM0039011146310001



Scan QR Code
for Registration

Organized By: Ms. Kinza Yasmeen, Ms. Tahmeena Javaid Adeel

10:00-5:00
20th MAY, 2025

From Startup to
Commercialization (Creative
Entrepreneurship)
by Ms. Amber Fatima

1:00-4:00
20th MAY, 2025

Beyond Reality: The Art and
Technology of Visual Effects
by Ms. Aneta Postek (UK)

10:00-5:00
21st MAY, 2025

Inside the Buyer's Mind:
Crafting Ads That Connect
by Mr. Abbas Bilgrami



ORIC

INDUSTRIAL OPEN HOUSE

3rd June 2025

organized by
ORIC in collaboration with
Institute of Computer Science & Engineering



FJWU
Old Library Extension
MP Hall

Final Year Project Showcasing

by Students of

Computer Science
Software Engineering
Electronic Engineering



ORIC

Office of Research
Innovation and
Commercialization

TWO DAY WORKSHOP ON

THE EFFECTIVE USE OF AI IN EDUCATIONAL RESEARCH

Organized by DEPARTMENT OF EDUCATION
(FJWU) IN COLLABORATION WITH ORIC

Registration link

<https://forms.gle/JDsFaTWgXzNH4Jr69>

DAY 1
22-MAY-2025
THURSDAY

WORKSHOP TIME
9:30 AM - 01:00 PM

PROFESSOR DR. NASIR
MEHMOOD
Vice Chancellor
Allama Iqbal Open University
Islamabad

FJWU Video Conference Room

DAY 2
23-MAY-2025
FRIDAY

PROFESSOR DR.
NUSRAT FATIMA RIZVI
Head of Department
Educational Tameen & Millat
Shifa University Islamabad

OLD Library Extension

REGISTRATION FEE:
For Faculty: Rs.1000
For Students: Rs.500
(to be deposited in
ORIC Account)

ACCOUNT TITLE
FJWU Office of
Research, Innovation
and
Commercialization

ACCOUNT NUMBER
PK15FWOM0039011146310001

For further information contact
us at 03325735066

SEMINARS, WORKSHOP AND CONFERENCES

GLOBAL PARTNERSHIPS IN ACTION: FJWU & ESSEX

Date: February 17, 2025 | **Venue:** MP-Hall

Purpose: To explore future research collaborations and faculty exchange between FJWU and University of Essex.

Speaker: Ms. Sobia Ahmed discussed partnership opportunities and academic initiatives.

Outcome: Laid groundwork for international academic cooperation. Faculty and students became aware of global research trends and resources. Boosted institutional reputation and network building.



TRAINING: ARTIFICIAL INTELLIGENCE IN OUR LIVES

Date: February 19, 2025 | **Venue:** BIC Training Hall

Purpose: To introduce students to basic concepts of Artificial Intelligence (AI) and its applications in daily life.

Speaker: Dr. Ayesha Saadia shared real-world examples of AI use.

Outcome: Increased awareness of AI and its relevance to modern careers. Encouraged students to explore AI tools and pursue related studies. Made technology more accessible to non-technical audiences.

AWARENESS SESSION: FEMININE HEALTH AND HYGIENE

Date: February 21, 2025 | **Venue:** MP-Hall

Purpose: To educate young women about personal hygiene and health practices.

Speaker: Ms. Erum Anwer, a health expert from Santex Pakistan, led the session.

Outcome: Improved awareness of menstrual hygiene, product use, and stigma. Students felt more confident and informed about feminine health. Promoted a supportive and open environment on health issues.



WORKSHOP: CAPACITY BUILDING ON TRADEMARKS

Date: February 19, 2025 | **Venue:** BIC Training Hall

Purpose: To introduce students to basic concepts of Artificial Intelligence (AI) and its applications in daily life.

Speaker: Dr. Ayesha Saadia shared real-world examples of AI use.

Outcome: Increased awareness of AI and its relevance to modern careers. Encouraged students to explore AI tools and pursue related studies. Made technology more accessible to non-technical audiences.



MAPLE AND MATHEMATICAL TO SOLVE DIFFERENTIAL EQUATIONS

Date: March 19, 2025 | **Venue:** MP Hall, FJWU

Purpose: To introduce students to advanced mathematical tools for solving complex equations.

Organizers: Department of Mathematical Sciences and ORIC.

Outcome: Helped students understand practical uses of Maple and Mathematical software. Improved their problem-solving skills and software literacy.



QUALITATIVE RESEARCH TECHNIQUES AND PUBLICATION TACTICS

Date: April 15–16, 2025 | **Venue:** Fatima Jinnah Women University

Purpose: To enhance participants' understanding of qualitative research methodologies and equip them with effective strategies for high-impact academic publishing.

Organisers: Department of Business Administration and ORIC.

Outcome: The 2-day workshop, led by Dr. Muhammad Kashif from NUST Business School, provided valuable insights into conducting meaningful qualitative research and improving academic visibility through impactful publications. With over 70 W-category publications, Dr. Kashif emphasised producing research that contributes to real-world solutions and scholarly recognition.



PUBLISH OR PERISH: MASTERING THE ART AND SCIENCE OF PUBLICATION PROCESS

Date: April 18, 2025 | **Venue:**

Video Conference Room

Purpose: To enhance participants' understanding of the academic publication process and provide practical tools and strategies for successful publishing in scholarly journals.

Organizers: Department of Anthropology and ORIC.

Outcome: An engaging training session on academic publishing. The speaker shared expert insights on key topics such as h-index, impact factors, and strategic publishing practices. The session empowered faculty, researchers, and students with a comprehensive understanding of navigating the complex academic publishing landscape.



WRITING TO WIN: RESEARCH PROPOSAL SUCCESS IN LINGUISTICS AND LITERATURE

Date: 5th May 2025 | **Venue:** Fatima Jinnah Women University

Purpose: To equip participants with practical strategies for writing successful research proposals in linguistics and literature.

Organisers: Department of English and ORIC, Fatima Jinnah Women University (FJWU)





Outcome: The sessions were conducted by Dr. Muhammad Kamal Khan, Associate Professor at Allama Iqbal Open University, Fulbright Postdoctoral Fellow (University of Maryland), Exchange Fellow (University of Oregon), SUSI Fellow (Seattle University), and founder of PakTESOL.

Dr. Kamal provided hands-on guidance on developing clear, coherent, and funder-aligned research proposals. He also introduced key platforms such as ScienceDirect, Spencer Foundation, and the National Science Foundation (NSF), encouraging scholars to explore funding opportunities in the Humanities and Social Sciences.

Over 20 participants from FJWU, NUST, AIUO, and COMSATS attended the workshop. The interactive nature of the sessions fostered dynamic discussions and personalized feedback, enhancing the participants' confidence in grant writing.



MASTERING RESEARCH: A HANDS-ON WORKSHOP ON REFERENCE MANAGEMENT TOOLS

Date: May 16, 2025 | **Venue:** FJWU Video Conference Room

Purpose: To equip faculty, researchers, and students with practical skills in using reference management tools such as Mendeley, Zotero, and EndNote, and to introduce the role of AI in organising and citing research sources.

Organisers: Department of Sociology and ORIC.

Outcome: Participants gained hands-on experience in citation and reference management, enhancing their research efficiency. Dr. Adeela Rehman, Assistant Professor at FJWU, conducted the workshop using an interactive approach, which made the session highly engaging and informative. Attendees left with a stronger command of digital tools for academic writing and research organisation.



CANVAS 2.0 A CELEBRATION OF CREATIVITY AND INNOVATION

Date: May 23–26, 2025 | **Venue:**

Gallery 21, Islamabad

Purpose: To explore the intersection of traditional art and digital innovation, fostering creative dialogue and artistic expression among students, faculty, and professionals in a multidisciplinary setting.

Organizers: Department of Computer Arts, ORIC-FJWU, Department of Fine Arts-FJWU, and Gallery 21, Islamabad.



Outcome: Canvas 2.0, a multidisciplinary art exhibition, was officially launched and showcased diverse works from students, faculty, and industry professionals. Inaugurated by Prof. Dr. Bushra Mirza (Pride of Performance, T.I.), Vice Chancellor FJWU, and graced by Maj Gen (R) Dr. Farrukh Seir, the event highlighted the importance of cultural and academic collaboration. Curated by Ms. Kinza Yasmeen and Ms. Tahmeena Javaid Adeel, the exhibition emphasized the dynamic blend of traditional artistry and digital expression, offering participants a platform to share powerful narratives through innovative mediums.



THE EFFECTIVE USE OF AI IN EDUCATIONAL RESEARCH

Date: May 22–23, 2025 | **Venue:** FJWU

Purpose: To explore and enhance the use of Artificial Intelligence in educational research through expert-led sessions and practical insights.

Organizers: Department of Education and ORIC.

Outcome: A two-day impactful workshop was successfully conducted.

On Day 1, Prof. Dr. Nasir Mehmood, Vice Chancellor of Allama Iqbal Open University, delivered an inspiring session on "AI as a Collaborative Partner in Educational Innovation", emphasizing human-machine collaborative learning and adaptive AI tools.



On Day 2, Prof. Dr. Nusrat, Head of the Department of Education at Tamir-e-Millat University, led an insightful session on "Leveraging AI for Advanced Quantitative Research in Education", discussing machine learning, predictive analytics, and data visualization.



INDUSTRIAL OPEN HOUSE 2025



Date: 3rd June 2025

The Institute of Computer Science & Engineering, in collaboration with the Office of Research Innovation & Commercialization (ORIC), successfully hosted the Industrial Open House 2025 at FJWU.

The event celebrated the creativity, innovation, and hard work of final year students from:

Computer Science – 16 projects
Software Engineering – 22 projects
Electronic Engineering – 7 projects



3RD INTERNATIONAL DIGITAL ARTS WORKSHOP 2025

Date: May 20–21, 2025 | **Venue:** Fatima Jinnah Women University

Purpose: To empower and inspire students in the field of digital arts through exposure to international practices, innovative techniques, and creative entrepreneurship.

Organizers: Department of Computer Arts and ORIC-FJWU.

Outcome: The two-day International Digital Arts Workshop successfully brought together local and international experts who enriched participants with valuable knowledge and creative inspiration.



- Ms. Amber Fatima delivered an engaging session on creative entrepreneurship, equipping students with strategies to transform ideas into sustainable ventures.
- Ms. Aneta Postek (UK) presented an immersive session on visual effects, demonstrating the fusion of imagination and technology in digital storytelling.
- Mr. Abbas Bilgrami concluded the workshop with an insightful talk on advertising and consumer psychology, helping students understand effective brand communication.

PROUD MOMENT FOR FJWU!

We're excited to share that 7 innovative projects from Fatima Jinnah Women University have been selected for showcase at PINTECH 2025, organized by PHEC!



Venue: Expo Centre, Lahore

Date: Monday, 21st April 2025



This achievement reflects the visionary leadership of FJWU and the exceptional creativity and talent of our brilliant students and researchers.

A huge shoutout to our innovative minds and the unwavering support of our university leadership for fostering a culture of research, innovation, and excellence.

CELEBRATING EXCELLENCE AT FJWU!

Congratulations, FJWU!

It's a moment of immense pride that out of more than 1100 projects submitted by universities across Punjab for the PHEC Expo, FJWU has secured the 1st Prize in the Science & Engineering category, The only prize won by any women's university in the entire expo!



A huge round of applause for Dr. Sadaf Abdul Rauf (Associate Professor, Department of Computer Science) and her brilliant students, Ms. Sheema Firdous, Shahzadi Ambreen, Ms Humaira Mehmood, and Ms. Fatima Mumtaz, for their outstanding project: "Speech Enabled Machine Translation System for Pakistani Languages", a remarkable innovation with national relevance and real-world impact.



The project earned a cash prize of Rs. 500,000/-, standing tall among the best from across Punjab!

This achievement reflects the visionary leadership of FJWU, the dedication of our researchers, and the resilience of our talented students.

CELEBRATING EXCELLENCE AT FJWU!



We are proud to announce that Fatima Jinnah Women University has achieved remarkable milestones in the HEC Annual ORIC & BIC Assessment Reports 2023-2024!

★ FJWU-Business Incubation Center (BIC) has proudly secured the **X Category**, recognizing its unwavering commitment to fostering innovation and entrepreneurship.

★ FJWU-Office of Research, Innovation and Commercialization (ORIC) has successfully attained the **Y Category**, reflecting its dedication to research excellence and academic impact.

Congratulations!

Startup Exhibition:

Product Display at
Centaurus Mall

Date: January 22, 2025 |

Venue: Centaurus Mall

Purpose: To showcase
women-led startups and
connect with the industry.

Outcome: Visibility,
networking, and motivation
through VC and guest
support.

**Training:** Product/Service
Development

Date: January 7, 2025 |

Venue: FJWU-BIC

Trainer: Ms. Sehrish Raza,
CEO BizB

Purpose: To guide on
prototype development and
successful product launches.

Outcome: Startups learned
actionable strategies for
product/service refinement.

Faculty Workshop: Roadmap to
Entrepreneurship

Date: January 22, 2025 | **Venue:**
FJWU-BIC

Speaker: Prof. Dr. Shahid Qureshi

Purpose: To instill an entrepreneurial
mindset among faculty and staff.

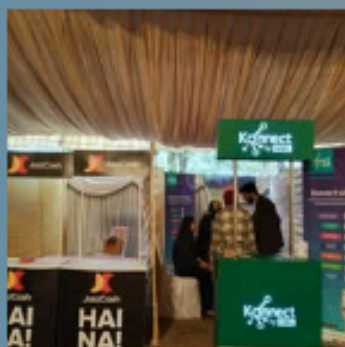
Outcome: Enhanced understanding
of startup journey and innovation
practices.



Entrepreneurship FAIR-2025



Date: February 25–26, 2025 | **Venue:** FJWU
Purpose: To foster micro-entrepreneurship and showcase women-led businesses.
Outcome: 6000+ visitors, strong networking, and collaboration with industry leaders.



Visit: Financial Inclusion Division -
SBP BSC Rawalpindi

Date: January 28, 2025 | **Purpose:** To explore opportunities for supporting women entrepreneurs.

Outcome: Discussed initiatives for financial access and startup empowerment.



Training: Product/Service Development

Date: January 7, 2025 | **Venue:** FJWU-BIC **Trainer:** Ms. Sehrish Raza, CEO BizB

Purpose: To guide on prototype development and successful product launches.

Outcome: Startups learned actionable strategies for product/service refinement.



Workshop: Confidence & Self-Esteem
(RCCI)

Date: January 15, 2025 | **Venue:** RCCI

Purpose: To boost public speaking and self-belief in women entrepreneurs.

Outcome: Empowered participants to express themselves with confidence.



Training: Financial Modeling for Startups

Date: January 30, 2025 | **Trainer:** Ms. Naureen Ghaffar

Purpose: To teach startups how to manage and forecast finances effectively.

Outcome: Startups learned financial planning and sustainability strategies.

Mentorship: Clothing Brand Strategy

Date: February 6, 2025 | **Venue:** FJWU-BIC **Speaker:** Dr. Huma Ayub

Purpose: To guide fashion startups on branding and scaling strategies.

Outcome: Startups gained clarity on market positioning and business growth.

PITCHING FOR TASKHEER COMPETITION

Virtual Workshop: Pre-Pitching for Taskheer Competition

Date: March 20, 2025 | **Venue:** Online

Purpose: To prepare participants for final pitching rounds.

Outcome: Improved presentation skills and readiness for business incubation.



Taskheer Business Ideas Pitching Competition 2025

The Taskheer Business Ideas Pitching Competition 2025 at the Fatima Jinnah Women University Business Incubation Center (FJWU-BIC) concluded successfully. This event aimed to select the next cohort of promising startups and empower young entrepreneurs.

Pre-Pitching Workshop – March 20, 2025

A virtual Pre-Pitching Workshop was held for shortlisted participants. They received expert mentoring and pitch guidance from BIC alumni:

Ms. Alishba Ameer, CEO of Cardana Utensils

Ms. Adeena, CEO of Ask Bamboo

These sessions helped participants refine their business ideas and improve presentation skills.

Final Pitching Competition – March 25–26, 2025

Selected participants pitched their innovative business ideas to a panel of industry experts and advisors. The sessions were interactive and competitive.

Esteemed Jury Members: We are grateful to the external jury for their valuable time and input:

Dr. Atta Ullah, Director, Industry Technology Center (TICON)/BICON-NUML, Mr. Salwa Abdul Haye, Managing Partner, Taleemabad, Ms. Noureen Ghaffar, Management Consultant and Executive Member, RCCI, Ms. Aimen R. Abbasi, Program Manager, WIN – Mobilink, Ms. Aimen Shafique, CEO, EV Square, Mr. Waheed Khizar, HEC-BIC Representative and Member of the Selection Committee

We appreciate the commitment and support of our internal panel: **Dr. Inayat Ali, Dr. Abida Sharif, Dr. Sadia Nouman, Mr. Imran Ejaz, Ms. Durraj Nadeem.**



Showcasing Innovation & Entrepreneurial Spirit

Business Incubation Center (BIC), Fatima Jinnah Women University organized entrepreneurial projects Showcasing Event.
Each stall reflected unique business ideas, innovative products, and passionate efforts of our young women entrepreneurs.



Stalls were set up by:
BIC Startups
Entrepreneurship Students



The event was inaugurated by our Honorable Vice Chancellor, Prof. Dr. Bushra Mirza (Pride of Performance, T.I.) adding immense value to this empowering initiative.

DELEGATIONS AT FJWU

Bournemouth University, UK

Fatima Jinnah Women University (FJWU) proudly hosted a distinguished delegation from Bournemouth University, UK, for a high-level meeting with the Worthy Vice Chancellor to explore dynamic academic collaborations.



Discussions focused on establishing direct postgraduate progression routes for FJWU students, potential faculty exchange, joint research initiatives, and laying the groundwork for a future Memorandum of Understanding (MoU).

FJWU Representatives:

Dr. Iram Gul

Director Student Affairs

Dr. Ishrat Siddiqi Lodhi

Director ORIC

Ms. Kinza Yasmeen

Focal Person, Gaming Club

Ms. Tahmeena Javaid Adeel

Co-Focal Person, Gaming Club / PhD Scholar, Bournemouth University

Visiting Delegation:

Dr. Rehan Zia

Principal Academic in Computer Animation (Visual Effects), Bournemouth University

Dr. Samreen Ashraf

Interim Deputy Head, Bournemouth University Business School

Ms. Maryam Akhlaq

Pakistan Country Manager, Marketing & Communications, Bournemouth University



WE LOOK FORWARD TO BUILDING IMPACTFUL GLOBAL ACADEMIC PATHWAYS AND EXPANDING INTERNATIONAL EXPOSURE FOR OUR STUDENTS AND FACULTY.

FJWU Explores Global Research Collaboration with KOICA!

A delegation from Fatima Jinnah Women University, visited the Korea International Cooperation Agency (KOICA) on March 25, 2025. The purpose of the visit was to explore collaboration for establishing a cutting-edge Research Centre at FJWU, aimed at fostering interdisciplinary research, driving innovation, and contributing to sustainable development in line with national priorities.

FJWU Representatives:

Dr. Ishrat Siddiqua Lodhi,

Director ORIC,

Dr. Huma Ayub

Assistant Professor, Business
Administration

Dr. Shehryar Naveed

Assistant Professor, Public
Administration

Ms. Saima Mushtaq

Additional Controller of
Examinations

Sehrish Saleem

Research Assistant, ORIC



KOICA officials welcomed the initiative, appreciated FJWU's vision, and shared valuable insights on the proposal process, including avenues for funding, training, and technical assistance.

THIS ENGAGEMENT MARKS A SIGNIFICANT STEP FORWARD IN BUILDING INTERNATIONAL PARTNERSHIPS AND ENHANCING RESEARCH INFRASTRUCTURE, REFLECTING FJWU'S COMMITMENT TO ACADEMIC EXCELLENCE, WOMEN'S EMPOWERMENT, AND GLOBAL COLLABORATION.

FJWU Hosts Productive Meeting with NIC Islamabad!

Fatima Jinnah Women University (FJWU) was pleased to welcome a delegation from the National Incubation Center (NIC), Islamabad.

The meeting was hosted by Vice Chancellor Prof. Dr. Bushra Mirza (PoP. & T.I.), and attended by faculty and research teams from the Departments of Software Engineering, Computer Science, Environmental Sciences, Electronic Engineering, along with members from ORIC and the Business Incubation Center (BIC).

The distinguished guests included:

Mr. Sayyed Ahmad Masud

Project Director, NIC

Ms. Muazima Batool Agha

Community Engagement Manager, NIC

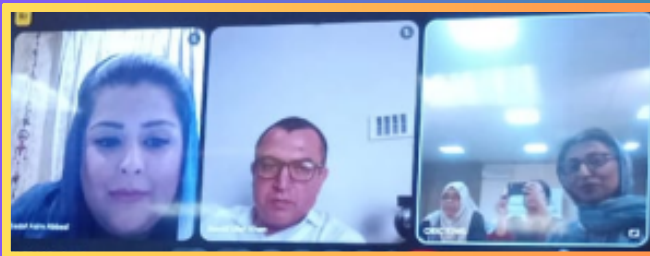


Student-faculty project teams shared their recent achievements in innovative research in AI, Machine Learning, Robotics, and Sustainable Architecture. The session sparked meaningful dialogue and set the stage for exciting future collaborations, workshops, and initiatives aimed at promoting research commercialization.

WE THANK NIC ISLAMABAD FOR THEIR VISIT AND LOOK FORWARD TO WORKING TOGETHER TO STRENGTHEN THE RESEARCH AND INNOVATION ECOSYSTEM!

3RD ORIC STEERING COMMITTEE

In line with the HEC ORIC Policy, the Steering Committee plays a pivotal role in providing strategic leadership and governance oversight to ORIC's operations.



Date:
Monday, June 30, 2025, at 11:30 AM
Venue:
FJWU Video Conferencing Room

The session focused on gathering expert insights and suggestions to enhance ORIC's performance in two key areas of the ORIC Scorecard:
Research Commercialization
Joint Research Projects at FJWU



NOTE OF THANKS

Dear Readers,

Thank you for taking the time to engage with our Annual ORIC Newsletter 2024–2025. Your interest and support energize our mission to cultivate a vibrant research ecosystem at Fatima Jinnah Women University. This newsletter is a reflection of our collective efforts, showcasing the commitment, innovation, and progress made across departments, partnerships, and initiatives. We are deeply proud of the academic and entrepreneurial achievements highlighted in these pages each one made possible through the dedication of our faculty, students, collaborators, and institutional allies. As we look ahead, we remain inspired by your continued involvement and encouragement in our journey of empowerment, research excellence, and meaningful impact.

Warm regards,

Director ORIC

& Team

Fatima Jinnah Women University, Rawalpindi

**Complied By: Arz-O-Sama
ORIC, FJWU**

oric@fjwu.edu.pk