SOUTHERN SCHOLARS

EDITION 9TH

THE GRAND GROUND BREAKING CEREMONY OF THE UNIVERSITY PROJECT AT DHA MULTAN.

A Landmark Initiative of ISP Group,
A project of MES (PVT). Limited

SEMESTER EXHIBITION

Fashion and
Graphic Design

5TH ISP CONVOCATION

Celebrating the Achievements

SECOND CUP COFFEE COMES TO ISP MULTAN

Canada's premium coffee house
is now open for Multan in ISP

ISP GOES GREEN

Ranked among Top 500 Universities

from GOOD to GREAT

Role of SEDC, ISP

ISP MULTAN
Infinite Possibilities

INSTITUTE OF SOUTHERN PUNJAB

Chartered by Government of Punjab
Recognized by HEC Islamabad
Accredited by PEC (Pakistan Engineering Council)
Accredited by NTC (National Technology Council)
Accredited by NCEAC (National Computing Education Accreditation Council)
Accredited by PCATP (Pakistan Council of Architects & Town Planners)
NOC Granted by PBC (Pakistan Bar Council)
Pioneer Chartered Degree Awarding Institute (DAI) in South Punjab

ISP IN WORLD RANKING
INSTITUTE OF SOUTHERN PUNJAB MULTAN, PAKISTAN
First in Private Sector Universities of South Punjab
UI GreenMetric World University Rankings
18th in Pakistan
TOP 500 UNIVERSITIES

#PAKISTANFIRST

ISP GROUP, THE LARGEST ORGANIZATION OF THE REGION OFFERING QUALITY OF SERVICES IN VARIOUS DISCIPLINES OF LIFE



VISION

"To become a leading Institution of learning by creation and dissemination of knowledge for sustainable socio-economic development and technological advancement of the country and the world, at large."

MISSION

"The Institute will produce highly qualified committed individuals who will play a leading role in the sustainable development of the region and the country. The human resource, thus produced will be equipped with the necessary knowledge and skill to act as solution provider for many issues of the region and the country while respecting the ethical values."

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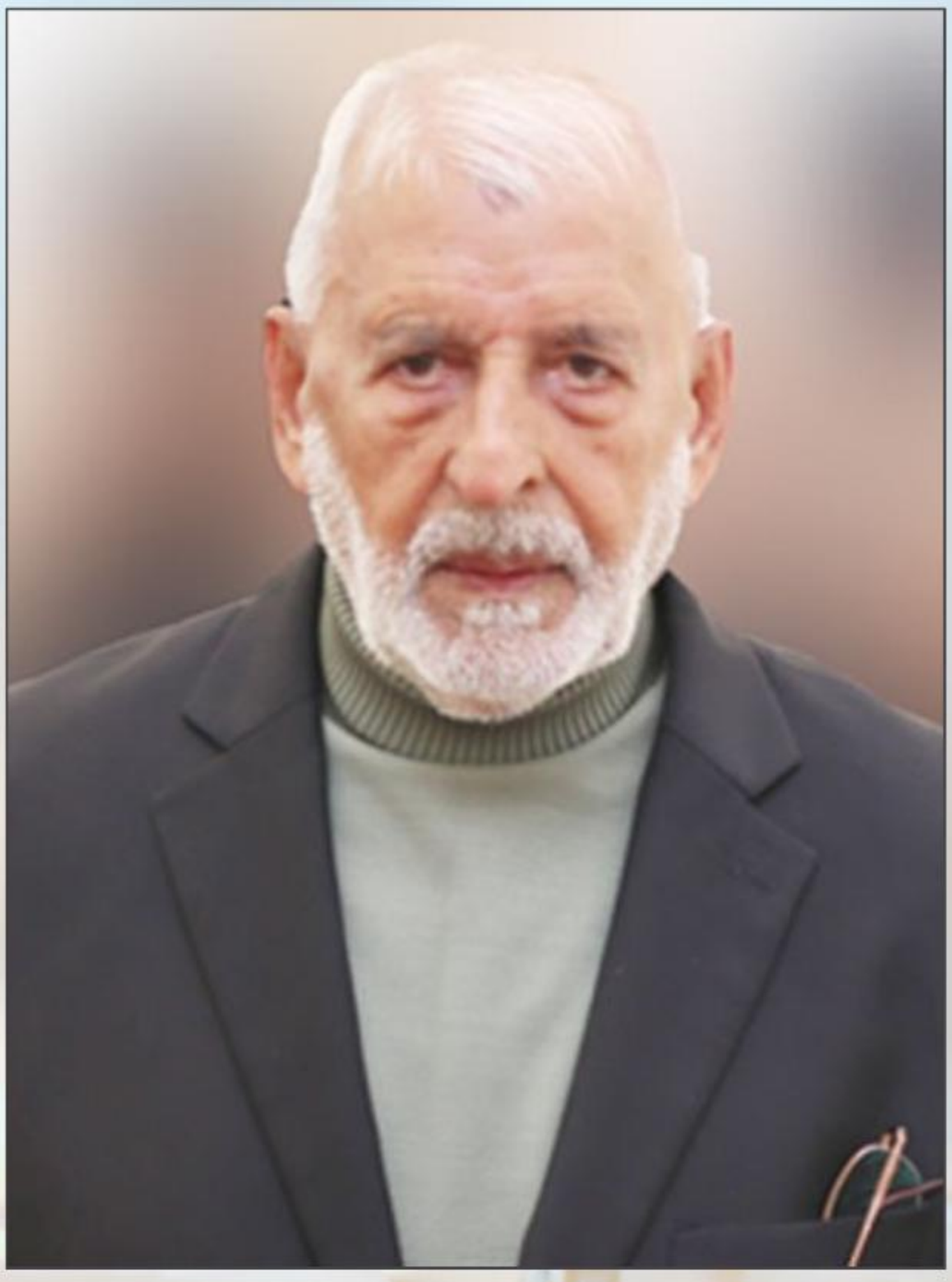
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آئی ایس پی نامہ

"سوچتا ہوں کہ ڈھلیں گے یہ اندھیرے کیسے
"لوگ رخصت ہوئے اور لوگ بھی کیسے کیسے



انجینئر نذیر احمد چوہدری (مرحوم و مغفور)، آئی ایس پی گروپ کے بانی، کیا ہی نابغۂ روزگار ہستی تھے، کیسی شاندار شخصیت، عاجزی اور انکساری کا مکمل نمونہ!

"زمین کھا گئی آسمان کیسے کیسے"

آپ نے اپنی ساری زندگی انسانی تہذیب و ترقی اور وضع دار معاشرے کی تشکیل کے لئے وقف کر دی۔ ذاتی زندگی ہو یا پُر شکوہ معیاری تعلیمی ادارے کا قیام، آپ نے ہمیشہ ہی فلاحی اقدامات کے فروغ پر زور دیا۔ آپ بلا شُبہ ایک غریب پرور اورعلم دوست شخصیت کے مالک شاندار انسان تھے۔ آئی ایس پی گروپ کے سربراہان اور آئی ایس پی فیملی کے لئے، آپ کی رخصتی سے پیدا ہونے والا خلاتو شایدکبھی پر نہ ہو سکے مگر جنوبی پنجاب بالخصوص ملتان اور اس کے مضافاتی اضلاع پر" آئی ایس پی گروپ" کے قیام کی صورت میں آپ کا احسان صدیوں تک یاد رکھا جائے گا۔

آئی ایس پی ملتان نہ صرف جنوبی پنجاب بلکہ ملکی اور بین الاقوامی طلباء وطالبات کے لئے جدید سہولیات سے مزین معیاری تعلیم و تحقیق کا علمبردار، نامور تعلیمی ادارہ ہے جو کہ اس میدان میں آنیوالے نئے اکابرین کے لئے مشعلِ راہ ثابت ہوگا۔ اللہ کریم، چوھدری صاحب (مرحوم و مغفور) کی قبرِ انور پر کروڑوں رحمتوں کا نزول فرمائے،انہیں جوارِ رحمت میں جگہ دے اور اُن کے لگائے ہوئے پودے، آئی ایس پی ملتان کو ڈھیروں ترقی عطا فرمائے۔ آمین ثم آمین



رانا عابد حسین
مینجنگ ایڈیٹرسدرن سکالرز
ڈپٹی ڈائریکٹر (سی ای او سیکریٹریٹ)
آئی ایس پی گروپ، ملتان















BREAKING NEW GROUND:

ISP UNIVERSITY PROJECT AT DHA MULTAN

In a monumental stride towards educational excellence, the ISP Group embarks on a landmark initiative with the launch of the ISP University Project at DHA Multan. Spearheaded by MES (PVT.) Limited, this visionary project aims to redefine the landscape of higher education in Pakistan.

Situated on a sprawling 10-acre plot within DHA Multan, the university project encompasses six blocks meticulously designed to cater to diverse academic and extracurricular needs. Among these blocks are a state-of-the-art Dental College, two Academic Blocks, an Admin Block, a sprawling Auditorium, a Student Café, and a Women's Hostel, all strategically positioned to foster an enriching learning environment.

GROUND BREAKING CEREMONY

One of its kind in Pakistan, this high-rise university boasts innovative infrastructure features, including purpose-built classrooms, expansive grounds for extracurricular activities, and a basement for convenient vehicle parking. With its towering presence, the ISP University at DHA Multan stands as a symbol of progress and modernity in the realm of higher education.

The journey commenced on December 20, 2023, with a grand Ground Breaking Ceremony that saw the convergence of esteemed leaders and dignitaries. Mr. Asim Nazir Ahmad, the esteemed CEO of ISP Group and Rector ISP, led the proceedings alongside Mr. Saqib Nazir, Director General ISP, Mr. Yasir Nazir, Director Finance, and Mr. Haris Shahzad Aslam, Director International Affairs, ISP. The event was honored by the presence of Brigadier Ahmad Rizwan Ghumman, the esteemed Project Director of DHA Multan, and distinguished directors of DHA Multan.

Celebrating Achievements ISP's 5th Convocation Ceremony



Talha Khalid
Manager ISP Studio
Institute of Southern Punjab



In a momentous event on the 19th of February 2024, the Institute of Southern Punjab (ISP) celebrated its 5th Convocation Ceremony, marking a significant milestone in the academic journey of its graduates. The air was filled with excitement and pride as 140 graduates received their well-deserved degrees.

Honouring Excellence:

The ceremony was a testament to the hard work and dedication of ISP's graduates. The spotlight shone on 40 exceptional individuals who stood out as gold medalists in various departments, including Business Administration, Mathematics, Psychology, Education, Urdu, Islamic Studies, Economics, Fashion Design, Computer Science, and Civil Engineering. Their outstanding performances illuminated the diverse academic landscape of ISP.

ISP'S 5TH CONVOCATION CEREMONY

The 5th Convocation of the Institute of Southern Punjab not only celebrated academic achievements but also marked a pivotal moment in shaping the future of its graduates. The event highlighted ISP's commitment to producing well-rounded individuals ready to face the challenges of the dynamic world.

Distinguished Guests:

The chief guest for this momentous occasion was His Excellency, Mian Muhammad Baligh-ur-Rehman, the Governor of Punjab and the Chancellor of the Institute of Southern Punjab Multan. In his address, he shared insightful perspectives on motivation in studies, the importance of technology in today's era, and the significance of upholding norms and values. He urged students to focus on meaningful research, emphasizing the need to avoid distractions and the importance of respecting parents and teachers. Corruption, a societal challenge, was also touched upon in his impactful discourse.

Honourable mentions also go to distinguished figures who graced the ceremony, including Mr. Asim Nazir Ahmad, the Worthy Rector of ISP, and Honourable Almas Ayub Sabir, the Chairman of the ISP Board of Governors. Their presence added grandeur to the event, and they extended their wishes to the graduates, acknowledging the significance of the Governor's attendance.







Words of Wisdom:

Mr. Asim Nazir Ahmad, the Worthy Rector of ISP, extended his best wishes to the graduates, expressing gratitude to His Excellency, the Governor of Punjab, for his presence at ISP. The occasion also witnessed the motivational words of Mr. Saqib Nazir, Director General ISP, Mr. Yasir Nazir, Director Finance ISP, Prof. Dr. Muhammad Ramzan, Vice Chancellor of Emerson University, Multan, and Prof. Dr. Kalsoom Paracha, Vice Chancellor of Women's University, Multan. The Director of Iqra University, Chak Shahzad Campus, ISB, Mr. Muhammad Saeed, also shared insights with the aspiring graduates.

Joyous Moments:

The atmosphere was jubilant as passing out graduates basked in the glory of their achievements. The culmination of years of hard work and dedication was evident in the smiles and cheers that echoed throughout the ceremony hall. It was a day of not only academic accomplishments but also of inspiration, motivation, and the promise of a bright future.





As the ISP community joins hands in celebrating the success of its graduates, the 5th Convocation will be etched in the institution's history as a day of triumph, encouragement, and the beginning of new chapters for each graduate. Congratulations to the ISP graduates, and may their journey ahead be as remarkable as the milestones they have achieved.

The 5th Convocation of the Institute of Southern Punjab not only celebrated academic achievements but also marked a pivotal moment in shaping the future of its graduates. The event highlighted ISP's commitment to producing well-rounded individuals ready to face the challenges of the dynamic world.



Embracing Diversity:

ISP takes pride in its diverse academic offerings, evident in the array of departments represented among the graduating class. From the analytical minds honed in Mathematics to the creativity fostered in Fine Arts, each department contributes to ISP's rich tapestry of knowledge. The convocation ceremony was a reflection of this diversity, showcasing the institute's dedication to providing a comprehensive educational experience.















Looking Forward:

As the graduates move forward, ISP remains a guiding force in their journey. The commitment to excellence, instilled in them during their time at the institute, will continue to be a beacon in their professional and personal lives. The convocation was not just an end but a new beginning, symbolizing the transition from students to alumni, ready to make their mark on the world.

In conclusion, the 5th ISP Convocation was a celebration of achievements, a testament to the institute's dedication to producing well-educated, ethical, and motivated individuals. The future holds endless possibilities for the graduates, and ISP is proud to have played a role in shaping their destinies.


INSTITUTE OF SOUTHERN PUNJAB MULTAN
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INSTITUTE OF SOUTHERN PUNJAB'S COMMITMENT TO GREEN CAMPUS AND ENVIRONMENTAL SUSTAINABILITY

A Stalwart in UI GreenMetric World University Rankings



Talha Khalid
Manager Social Media
Institute of Southern Punjab

IN THE LATEST RANKINGS, THE INSTITUTE OF SOUTHERN PUNJAB HAS SECURED A COMMENDABLE POSITION, STANDING AT 480TH GLOBALLY. IN THE NATIONAL CONTEXT, IT PROUDLY HOLDS THE 18TH SPOT IN PAKISTAN AND AN IMPRESSIVE 7TH POSITION AMONG PRIVATE SECTOR UNIVERSITIES IN THE COUNTRY. THIS ACHIEVEMENT REFLECTS THE INSTITUTION'S UNWAVERING COMMITMENT TO ENVIRONMENTAL SUSTAINABILITY.

In the era of environmental consciousness, universities worldwide are making strides toward sustainability, and the UI GreenMetric World University Ranking stands as a testament to their efforts. Initiated by Universitas Indonesia in 2010, this ranking assesses universities based on their green campus initiatives and commitment to environmental sustainability through a comprehensive set of criteria. Among the institutions making significant strides in this arena is the Institute of Southern Punjab, Multan, which has emerged as a leader in fostering a green campus environment.





The UI GreenMetric World University Ranking evaluates universities based on 39 indicators across six criteria. These criteria include setting and infrastructure, energy and climate change, waste management, water usage, transportation, and education. Through a meticulous analysis of these aspects, the ranking aims to recognize and reward universities that prioritize sustainable practices.

At the heart of Institute of Southern Punjab's success is its dedication to maintaining a green campus. The university's commitment to sustainable practices is evident in various aspects of its operations. Lush greenery is a common sight throughout the campus, fostering a vibrant and eco-friendly atmosphere for students, faculty, and staff.

Water conservation measures play a crucial role in the university's sustainable practices. Efficient water usage and management strategies are implemented to ensure responsible consumption and reduce the impact on local water resources. Transportation is also addressed through eco-friendly measures, promoting alternatives such as cycling and carpooling to minimize emissions.



The institution's emphasis on green practices goes beyond aesthetics; it extends to waste management, energy conservation, and water usage. Waste management initiatives ensure proper disposal and recycling, minimizing the ecological footprint of the campus. Energy-efficient infrastructure and practices contribute to the reduction of carbon emissions, aligning with global efforts to combat climate change.

In the face of global warming and climate change, the Institute of Southern Punjab stands as a beacon of hope. While the world grapples with environmental challenges, the university remains steadfast in its belief in the power of a green campus for the betterment of the planet. The commitment to sustainability is not just a ranking statistic for the institution; it is a core value embedded in its ethos.





As Mother Earth undergoes transformations due to climate change, the role of educational institutions becomes increasingly vital. The Institute of Southern Punjab recognizes this responsibility and embraces its role as a guardian of environmental sustainability. Through its green campus initiatives, the institution not only educates future leaders but also actively contributes to building a more sustainable and resilient world.

In conclusion, the Institute of Southern Punjab's noteworthy position in the UI GreenMetric World University Rankings is a testament to its dedication to environmental sustainability. As it continues to foster a green campus and instill eco-friendly practices, the institution sets an inspiring example for others to follow. In the pursuit of a better, greener future, the Institute of Southern Punjab stands tall as a leader in the global academic landscape.





ISP Unveils State-of-the-Art New ISP Information Office



Talha Khalid
Manager ISP Studio
Institute of Southern Punjab

We believe that every student who walks through our doors deserves the best possible experience," remarked the President. "Our new Information office is a testament to that belief, and we are committed to ensuring that every aspect of ISP reflects our

Commitment to **Excellence**

www.isp.edu.pk

The Institute of Southern Punjab (ISP) has recently reached a significant milestone with the inauguration of its brand-new, purpose-built ISP Information office. The cutting-edge facility stands as a testament to ISP's commitment to providing the best possible experience for its students, right from the moment they decide to join the institute.



admission.isp.edu.pk/Home

Situated at the heart of the campus, the new information office boasts a modern and spacious design, offering students and visitors a welcoming environment right from the moment they step inside.

One of the most striking features of the new Information office is its fully designed waiting area for students and their families. With comfortable seating arrangements and a serene ambiance, the waiting area ensures that students feel relaxed and at ease as they begin their journey with ISP. It's not just a waiting area; it's a space where dreams take flight.



















www.isp.edu.pk

Furthermore, the information office is equipped with dedicated spaces for admission counselors who are ready to assist students at every step of the enrollment process. These counselors, trained to provide personalized guidance and support, play a vital role in helping students to make decisions about their academic future.



admission.isp.edu.pk/Home

In addition to the admission counselors' offices, additionally, the facility includes an account office for financial inquiries, spacious test halls for entrance exams, and a Southern Software Development Centre to support digital infrastructure needs.

As ISP continues to grow and evolve, the new Information office stands as a beacon of progress and innovation. With its modern amenities and dedicated staff, the admission office is poised to play a pivotal role in shaping the future of ISP and empowering students to achieve their academic and professional goals.









SEMESTER EXHIBITION



By Umbreen Kanwal
Assistant Professor
Fashion Design

During the semester, students from the programs of Fashion and Graphic Design developed different products in their coursework. To encourage students to ownership of their work, to develop skills of teamwork and to learn display ethics, the Design Department organized a Display of students' assignments from different courses.
Exhibitions provide a platform for students to showcase their work, and make connections. Exhibiting work also allows students to reflect on their designs, and feedback helps them to realize the quality of their work.

Many notable guests visited the exhibition and appreciated the efforts of the students. The inauguration ceremony was attended by Mr Yasir Nazir (Director Finance, ISP), Dr Muhammad Hayat Awan (Pro-Rector ISP), Ms Zubia Zainab (CEO - Zubia Zainab Couture), Ms Marsa Batool (Vice President- Women Chamber of Commerce & Industry Multan), Ms Seerat Fatima (Former President - WCCI Multan).











Experience the BLUE FAIR!

By Umbreen Kanwal
Assistant Professor
Fashion Design, ISP



Students of the Fashion Design Department did an Internship Project with the Women Chamber of Commerce and Industry, Multan (WCCIM). Students did tremendous work in organising and decorating The Blue Fair. Students displayed their handmade products which became the spotlight of the exhibition and talk of the town. Honourable President Women Chamber of Commerce and Industry Multan, Mrs Mahnaz Amir Sheikh, awarded Internship Certificates to the students and appreciated their contribution.



ISP provides opportunities for students to participate in extracurricular activities on national and international platforms to showcase their talent.



The Blue Fair is a successful trade event of International Standard organised by the Women Chamber of Commerce and Industry Multan (WCCIM) in collaboration with the Trade Development Authority of Pakistan (TDAP) every year. The main purpose of the event is to provide a platform for Women Entrepreneurs to exhibit their products to a huge customer market and develop linkages. The Blue Fair aims to introduce the rich heritage and culture of Pakistan to national and international markets.

Students from the Fashion Design Department, ISP, were offered an Internship place for organising the 9th Blue Fair. Students did an excellent job and made handicrafts like Blue Pottery and Hand Embroidery according to the theme of the event. It allowed students to work on an extracurricular project with a leading organisation to learn the values of teamwork, group responsibility and professionalism.



Exploring Excellence:

Industrial Tour Engro Pakistan Lahore

The objective of a Bonfire &Qawali Night for students could be multifaceted, aiming to create a memorable and enriching experience for students. The event provided students with an opportunity to unwind and de-stress from academic pressures through music, laughter, and the warmth of a bonfire. The overall gathering created a welcoming and vibrant atmosphere where students relaxed, enjoyed themselves, and built lasting memories while also gaining cultural insights and expanding their social horizons.





Talent Connect:

Recruitment Drive & Seminar with Nayatel at Southern Business School

Southern Business School hosted an outstanding recruitment drive, linking students with industry leaders! HR Manager, Muhammad Usman Ilahi, and Manager Operations, Usama Bin Azmat from Nayatel, along with Dr. Muhammad Azeem Ahmad, Head of SBS, conducted insightful interviews. Nayatel officials praised student's talent and knowledge, laying the groundwork for future collaborations. Additionally, Nayatel officials addressed the seminar, further enriching the event. Kudos to all participants for demonstrating their skills and determination. Let's continue bridging academia with real-world success!










ILLUMINATING MINDS ISP CENTRAL LIBRARY SHINES BRIGHT



Talha Khalid
Manager Social Media
Institute of Southern Punjab

HIGHLIGHTS

Purpose-built and centrally air-conditioned, the ISP Central Library offers a comfortable atmosphere conducive to study and research. Housing a treasure trove of resources, including the HEC Digital Library, ISP Digital Library, and an extensive collection of e-books, it provides access to over 28,000 national and international books.

In a momentous event, the Institute of Southern Punjab (ISP) added **another jewel to its crown** with the inauguration of the newly established ISP Central Library. This state-of-the-art facility stands as a beacon of knowledge and learning, poised to enrich the academic journey of students and faculty alike.



Guests of honor were deeply impressed by the initiative undertaken by ISP, recognizing the invaluable contribution the central library would make to the academic community. They commended the institution for providing such a conducive atmosphere for students to pursue their studies and research endeavors.

M.H ALI CENTRAL LIBRARY



The grand inauguration ceremony of the M.H. Ali Central Library was graced by esteemed dignitaries, including Mr. Asim Nazir Ahmad, the Worthy Rector of ISP, Multan, and Prof. Dr. Muhammad Ramzan, Vice Chancellor of Emerson University Multan, Prof. Dr. Muhammad Ali, Vice Chancellor of BZU Multan, alongside heads of various universities who participated in the inauguration ceremony.







LIBRARY

The inauguration of the ISP Central Library marks a significant milestone in the institution's commitment to academic excellence and knowledge dissemination. As it opens its doors to eager minds, it promises to be a hub of intellectual exploration, fostering a culture of learning and innovation for generations to come.



INSTITUTE OF SOUTHERN PUNJAB

CIVIL ENGINERING DEPARTMENT

FYDP participation of ISP in *5th Engineering Capstone Expo-2024*

5th Engineering Capstone Expo-2024 was held on Feb 19, 2024 at PEC Regional Office, Lahore to boost up the quality of education and competency among young engineering graduates through competition of their knowledge, creativity, and skills demonstrated by respective FYDP and to provide engineering graduates a platform towards academia-industry linkages. Civil Engineering Department, Institute of Southern Punjab, Multan was warmly welcomed by PEC organizers & industrial persons and also received certificate of appreciation upon displaying its two projects, supervised by Dr. Khurram Shahzad and Engr. Hajrah Nosheen. Title of these projects are 'Design of energy efficient building with semi passive cooling / heating system by using wind towers and underground water cisterns' and 'Investigation of the properties of self-curing concrete'.

The participants who represented ISP in Capstone are Kamran Sajjad, Ihmer Aijaz, Waqas Khadim, Adnan Abbass, Farhan Jameel, Engr. Sibhaghatullah (Lecturer) and Engr. Hajrah Nosheen as Focal person. Final Year Design Projects exhibition (FYDP) chief guest was Chairman PEC Engr. Muhammad Najeeb Haroon. 29 universities participated in this Expo with 170 shortlisted projects. Engineering Universitiesshowcased their projects that relatesto industry/ market, where they invited industry people to participate and select projects according to their businessneed. Project selection criteria of PEC was 1) Leading Entrepreneur 2) Business/Industry relevant 3) Innovation and 4) Civic/ Social impact. Engineering students got familarize with the requirement of the industry and how market works and seeksEngineering solutions for their industrial problems. FYDP's were given media projection, and also young talent was appreciated. Market compatible projects that was being sponsored by PEC was also presented.





Participating Universities wereFAST,COMSATS Lahore & Sahiwal campuses,GIFT Gujranwala,Institute of Southern Punjab Multan, Government College University Faisalabad, Khawaja Fareed University of Engineering & Information Technology Rahim Yar Khan, University of Central Punjab; UET Lahore, University of Management and Technology, Lahore College for Women University, Lahore Leads University, Minhaj University Lahore; MNS, Multan National Textile University, NFC Institute of Engineering & Fertilizer Research Multan &Faisalabad Campuses, Riphah International, Sharif College of Engineering & Technology,Superior University Lahore, Swedish College of engineering and technology Rahim Yar Khan, The University of Punjab, University of Sargodha and University of Lahore. Organizing Committee members were Engr Mir Masood Rashid (Convenor), Engr. Dr. Mansoor Ahmad Baluch (Chief Organizer), Engr. Dr. Abdul Sattar Shakir, Engr. Nafasat Raza, Engr. Abdul Razak Guhar, Engr. Dr. Rizwan Shad, Engr. Muhammad Naseem, Engr. Dr. Yasir Nawab; Engr. Dr. Muhammad Kamran, Engr. Syed Jawad Haider Gilani and Engr. Dr. Naveed Ramzan.



ENGR. HAJRAH NOSHEEN
Department of Civil Engineering
Institute of Southern Punjab









EMPOWERING LEGAL EDUCATION

A CLOSER LOOK AT THE TRANSFORMATIVE INITIATIVES BY THE DEPARTMENT OF LAW AT THE INSTITUTE OF SOUTHERN PUNJAB IN MULTAN

The Department of Law at the Institute of Southern Punjab in Multan recently orchestrated two significant events, providing students with invaluable experiences beyond the confines of the classroom. These initiatives aimed to enrich their understanding of legal institutions and foster a sense of community within the department.

The first landmark event was a meticulously planned study visit to the Supreme Court of Pakistan on 01.12.2023. This excursion allowed students to witness the intricacies of the legal system firsthand. The highlight of the visit was the opportunity to observe proceedings in Court No. 1, the pinnacle of Pakistan's judicial hierarchy. The students were not mere spectators; they were immersed in the judicial process, gaining insights into the dynamics of legal proceedings.

To add a touch of prestige to the visit, the students were graciously welcomed with a tea reception by the Supreme Court Bar Association of Pakistan. This gesture not only made the experience memorable but also symbolized a bridge between academic learning and real-world legal practices. The exchange of ideas and conversations during the tea session provided students with a unique chance to interact with legal professionals, expanding their understanding of the legal profession beyond textbooks.









Following the Supreme Court visit, the department organized another enlightening excursion to the Parliament House. This time, the students had the privilege of exploring the inner workings of the legislative branch of the government. The highlight of this visit was a tour of the House of Senate, where students gained firsthand knowledge of the legislative process and the pivotal role played by the Senate in shaping the country's laws.

The exposure to the parliamentary environment was complemented by engaging interactions with lawmakers and parliamentary staff. This event not only broadened the students' perspectives on legislative procedures but also served as a platform for them to inquire about the practical challenges faced by legislators in crafting and implementing laws.



The second significant event orchestrated by the Department of Law was a collaborative effort with the Executive Students Forum (ESF) on the date of 18.01.2024 – the democratic election of the Southern Law Society. This initiative was designed to instil a sense of civic responsibility and democratic principles among the students.

The election process, managed by the students themselves, mirrored the democratic procedures observed in real-world elections. From campaigning to voting, students actively participated in every stage of the electoral process. This hands-on experience not only enhanced their understanding of democratic values but also fostered leadership skills and a sense of community within the department.







In conclusion, the Department of Law at the Institute of Southern Punjab in Multan has demonstrated a commitment to providing holistic legal education by organizing two landmark events. The study visit to the Supreme Court and Parliament House, along with the democratic election of the Southern Law Society, collectively contribute to the students' academic and personal development, preparing them for the challenges and opportunities that lie ahead in their legal careers.



DR SHEIKH MUHAMMAD ADNAN
HEAD OF DEPARTMENT OF LAW
INSTITUTE OF SOUTHERN PUNJAB
MULTAN



آئینہ حقیقت

آج حقیقت کا ایک نیا رخ مجھ پر کھلا۔ ہوا کچھ یوں کہ گھر میں بچے آپس میں کھیلتے کھیلتے الجھ پڑے ۔ آپس میں ایک دوسرے کو خوب باتیں سنائیں۔ اتنے میں میرا چھوٹا بھائی بھاگتا ہوا ماں کے پاس آیا اور بولا :

" اقصیٰ نے مجھے گالی دی ہے اس نے مجھے کھسرا (خواجہ سرا) بولا ہے۔"

میں تب سے سوچ رہی ہوں کیا خواجہ سرا ایک گالی ہے؟ ہم نے اپنے بچوں کے ذہن میں اتنی سی عمر میں ہی یہ بات کیوں بٹھا دی ہے کہ خواجہ سرا ایک گالی ہے ؟ کیا یہ ہمارے معاشرے کی پستی کی انتہا نہیں کہ ہم نے خواجہ سراؤں کو ان کے حقوق دینے کی بجائے لفظ "خواجہ سرا" کو ایک گالی بنا لیا ہے۔ ہم نے آنے والی نسلوں کے دل و دماغ میں ابھی سے بٹھا دیا ہے کہ خواجہ سرا ایک گالی ہے۔ وہ گالی بن کر تو پیدا نہیں ہوئے تھے ۔ تو پھر ہم نے ان کو گالی کیوں بنا لیا ؟

خواجہ سرا کو احساس اور محبت جیسے جذبات سے عاق کر دینے والے ہم بے رحم زمینی خداؤں نے کیوں ان پر اتنا ظلم ڈھایا ؟

زندگی کو ان کے لیے جہنم بنانے والے ، احساسات سے عاری ہم کس بستی کے لوگ ہیں ؟ گلی محلوں میں ان پر آوازیں کسنے والے ہم کس نگری کے لوگ ہیں ؟ غموں اور دھتکار کی سر پرستی کے خانے میں کس نے خواجہ سراؤں کا نام لکھوایا؟ ناجانے کیسے چہرے پر زخمی مسکان سجائے نا جانے دل میں کتنا درد سمیٹے وہ سر بازار اپنی تذلیل برداشت کر لیتے ہیں۔

پتا ہے دنیا میں سب سے بڑا دکھ کیا ہے؟ سب سے بڑی آزمائش ؟

میری ایک بہت قابل احترام ٹیچر کہتی ہیں : دنیا کا سب سے بڑا دکھ یہ ہے کہ آپ کہ پاس کوئی جینڈر نہ ہو۔

نور العین
BS Mass Communication 3rd semester

from GOOD *to* GREAT Soft-Skills and the Role of SEDC

In the fast-paced, ever-evolving landscape of the professional world, the value of soft skills has never been more pronounced. While technical expertise undoubtedly opens doors, it's the possession and refinement of soft skills that often determines the trajectory of one's career. In this article, we delve into the significance of soft skills in career development and the role of SEDC in Institute of Southern Punjab Multan.

What Are Soft Skills?

Soft skills, often referred to as interpersonal or non-technical skills, encompass a wide array of attributes that govern how individuals interact with others and navigate their environments. These skills are not easily quantifiable or measurable but are nonetheless essential for effective communication, collaboration, and leadership. Examples of soft skills include communication, emotional intelligence, adaptability, teamwork, problem-solving, time management, and creativity.

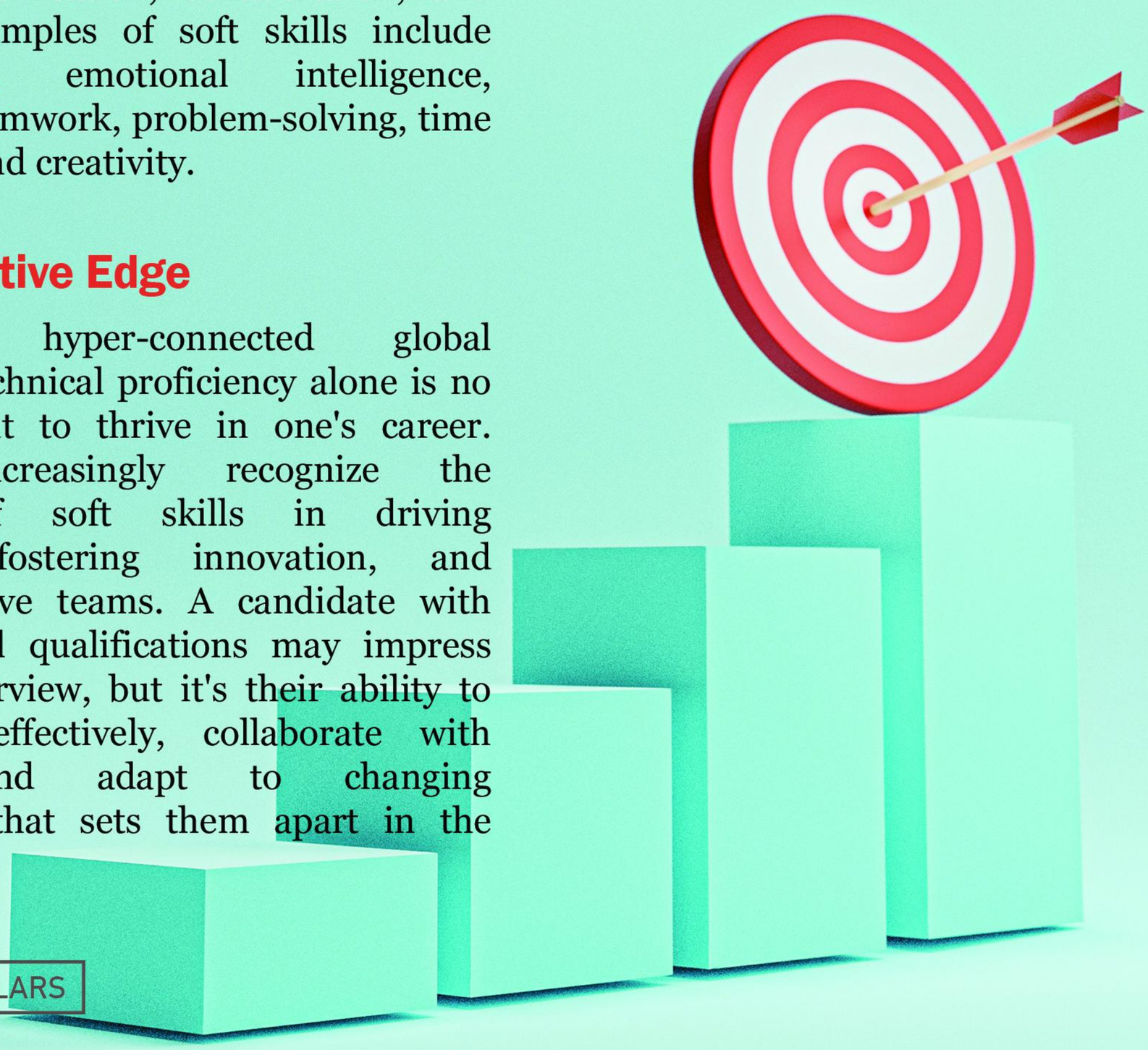
The Competitive Edge

In today's hyper-connected global marketplace, technical proficiency alone is no longer sufficient to thrive in one's career. Employers increasingly recognize the importance of soft skills in driving productivity, fostering innovation, and building cohesive teams. A candidate with stellar technical qualifications may impress during the interview, but it's their ability to communicate effectively, collaborate with colleagues, and adapt to changing circumstances that sets them apart in the workplace.

The Competitive Edge

Effective communication lies at the heart of virtually every professional interaction. Whether it's articulating ideas, presenting proposals, or resolving conflicts, individuals with strong communication skills have a distinct advantage. Clear and concise communication fosters understanding, minimizes misunderstandings, and cultivates a positive work environment conducive to collaboration and productivity.

> In today's competitive job market, technical skills may open doors, but it's the possession of soft skills that propels individuals to greater heights in their careers.



Enhanced Communication

Effective communication lies at the heart of virtually every professional interaction. Whether it's articulating ideas, presenting proposals, or resolving conflicts, individuals with strong communication skills have a distinct advantage. Clear and concise communication fosters understanding, minimizes misunderstandings, and cultivates a positive work environment conducive to collaboration and productivity.

Empathy and Emotional Intelligence

In an era marked by diversity and inclusion, empathy and emotional intelligence have emerged as indispensable assets in the workplace. Leaders who possess these qualities can empathize with their team members, understand their perspectives, and foster a culture of trust and respect. By recognizing and managing their own emotions as well as those of others, individuals with high emotional intelligence can navigate challenging situations with grace and composure.

Adaptability and Resilience

In today's dynamic business environment, change is inevitable. Individuals who possess adaptability and resilience are better equipped to thrive amidst uncertainty and disruption. They embrace change as an opportunity for growth, quickly adapt to new circumstances, and remain resilient in the face of adversity. By demonstrating flexibility and a willingness to learn, they not only weather storms but emerge stronger and more resilient than before.



SEDC at ISP Multan

In today's competitive job market, technical skills may open doors, but it's the possession of soft skills that propels individuals to greater heights in their careers. Whether it's communication, emotional intelligence, adaptability, or teamwork, cultivating these attributes is essential for success in any field.

In a visionary move back in 2016, the Institute of Southern Punjab took a bold step by establishing the Southern Executive Development Center (SEDC), recognizing the pivotal role soft skills play in student success. Since its inception, SEDC has been tirelessly dedicated to the holistic development of its student body.

SEDC's primary focus has been on nurturing essential soft skills and career-related competencies among students. Through a comprehensive approach, the center has successfully mentored and groomed thousands of students, instilling in them the confidence, communication abilities, professional demeanor, and mental resilience required to thrive in today's competitive world.

By prioritizing the cultivation of these foundational attributes, SEDC not only empowers students to excel academically but also equips them with the tools and mindset necessary for long-term success in their chosen careers. As SEDC continues its mission to enhance the quality of students, it stands as a beacon of opportunity, guiding each individual toward their full potential and future achievements.



Shoaib Hameed Mohel
Manager SEDC/ESF
Institute of Southern Punjab

NAVIGATING THE DIGITAL AGE: CULTIVATING DIGITAL INTELLIGENCE (DQ) IN A WORLD OF EVOLVING TECHNOLOGY



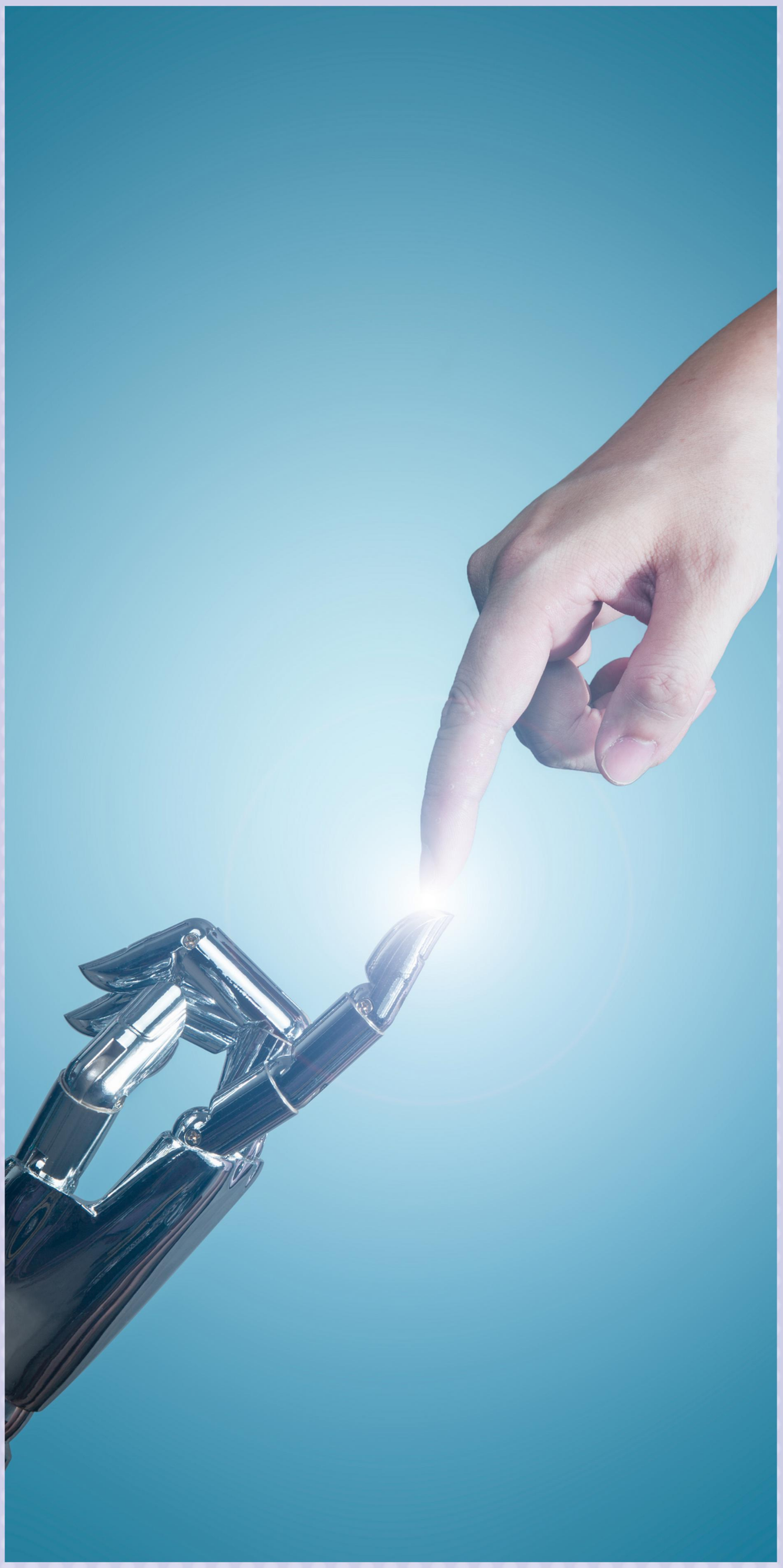
Talha Khalid
Manager Social Media
Institute of Southern Punjab

In the relentless march of technological advancement, the ability to navigate the digital landscape has become an indispensable skill. As our world becomes more interconnected, understanding and harnessing the power of digital technologies are vital for personal, academic, and professional success. This article delves into the concept of **Digital Intelligence (DQ)** and its profound significance in thriving in the digital age.

Understanding Digital Intelligence (DQ)

Digital Intelligence, or DQ, is a multifaceted concept that extends beyond mere technical proficiency. It encompasses the ability to use digital technologies critically, creatively, and ethically to solve problems, communicate effectively, and stay safe in the digital world. Unlike traditional measures of intelligence, DQ reflects an individual's capacity to adapt and thrive in a digital environment.





The Rapid Evolution of Technology

In today's world, technology evolves at an unprecedented pace. From artificial intelligence to blockchain, the digital landscape constantly introduces new tools and platforms. Staying current and leveraging these technologies to one's advantage requires a keen sense of digital awareness. DQ becomes the compass guiding individuals through this ever-changing terrain.

Cultivating DQ in Everyday Life

Cultivating DQ is not limited to formal education or professional settings. In everyday life, individuals can take proactive steps to enhance their digital intelligence. This may involve staying informed about emerging technologies, participating in online communities, and continually reassessing and updating one's digital skills.

The Six Dimensions of Digital Intelligence

DQ is often categorized into six dimensions:

Digital Identity: Understanding and managing one's online identity, including privacy and security considerations.

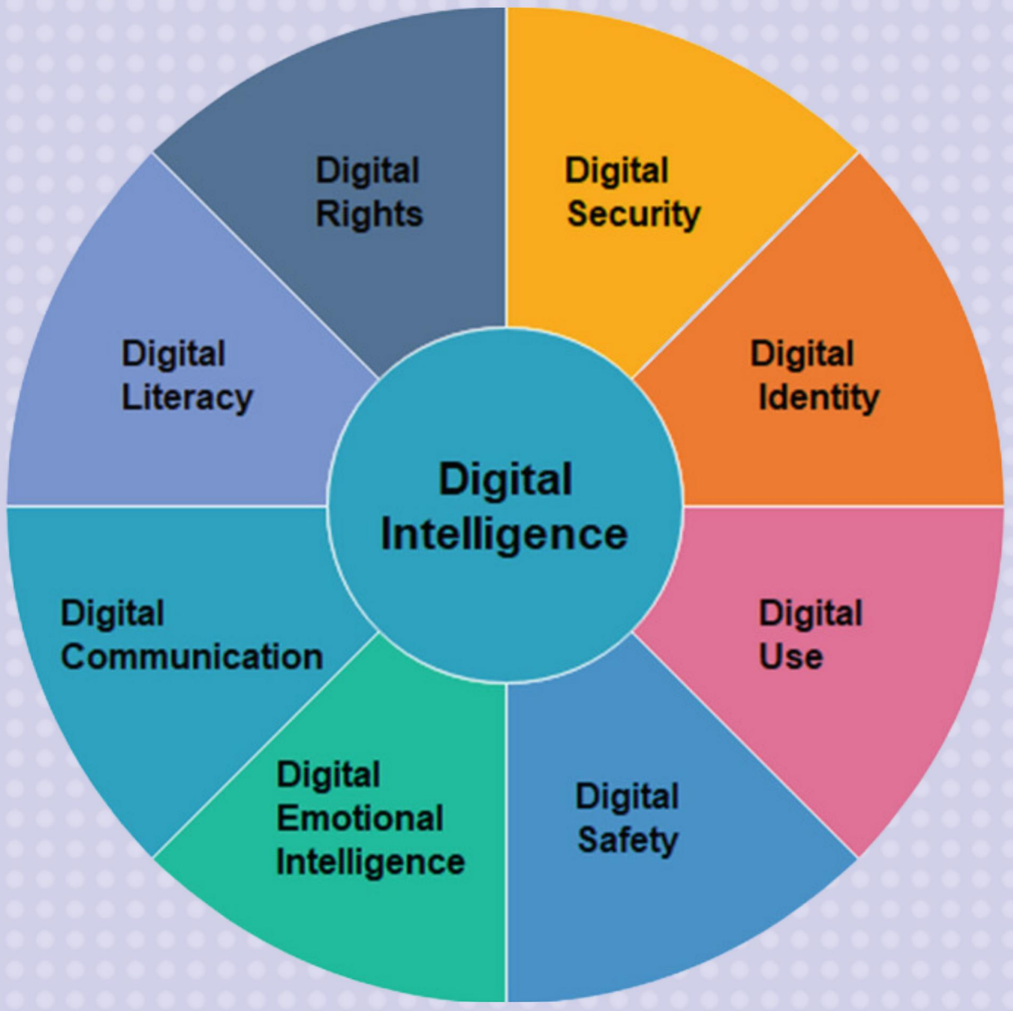
Digital Use: Using digital devices and platforms effectively for various purposes, from communication to problem-solving.

Digital Safety: Navigating the online world safely, recognizing and avoiding digital threats and pitfalls.

Digital Communication: Effectively communicating through digital channels, understanding the nuances of online interactions.

Digital Literacy: Critical evaluation of information online, discerning between reliable and unreliable sources.

Digital Rights: Understanding and advocating for digital rights, including ethical considerations in the use of technology.



Professional Relevance of DQ

In the professional realm, DQ is increasingly becoming a sought-after skill. Employers value individuals who can not only navigate digital tools but also contribute to a culture of innovation and responsible technology use. Professionals with high DQ are better equipped to adapt to technological changes, solve complex problems, and collaborate effectively in a globalized digital workspace.

Overcoming Digital Challenges with DQ

The digital age presents its own set of challenges, from cybersecurity threats to information overload. Individuals with high DQ are better equipped to navigate these challenges, making informed decisions about their online presence, identifying and mitigating risks, and contributing positively to the digital community.

The Ethical Dimension of DQ

Digital Intelligence also encompasses a crucial ethical dimension. Understanding the ethical implications of technology use is paramount in ensuring that the benefits of digital advancement are realized without compromising societal values. Individuals with high DQ are not just proficient users of technology but also conscientious stewards of the digital realm.

The Importance of DQ in Education

Institutions of learning play a crucial role in shaping the DQ of individuals. Integrating digital literacy into the curriculum empowers students with the skills necessary to thrive in a technology-driven society. From elementary schools to universities, fostering DQ ensures that students not only become adept at using technology but also develop a nuanced understanding of its impact on society.

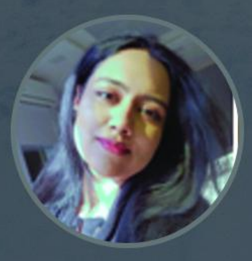


Conclusion: Empowering Lives in the Digital Era

In conclusion, Digital Intelligence (DQ) is not just a skill but a mindset that empowers individuals to thrive in the digital era. From education to the professional world and everyday life, DQ is a guiding force that enables critical thinking, adaptability, and ethical decision-making. As we continue to navigate the ever-evolving digital landscape, cultivating DQ becomes not only a necessity but a key to unlocking the full potential of the digital age.

A Heart Made of Snowflakes

Fragile, unique, and pure are the hearts that disperse into beauty when they break and reflect authenticity when intact. People who possess such hearts are rare. You have a heart made of snowflakes if you possess the ability to love, and appreciate the cool that protects the formation of snowflakes and the heat that melts it away. Your perspective to embrace both the situations: favorable or against, makes you one of the rare ones. If you can be grateful for the favorability that keeps you going the way you are, present you with what you need to keep going in your desired patterns, adding strength and spark to your existence then you have been blessed with the basic elements of“uniqueness” and “purity” that the snowflakes symbolizes. However, if you are also grateful for the scorch and heat which the frailty of your heart cannot bear and your form and symmetry get affected and it gets melted away, and you are insightful enough to appreciate the uniqueness of the transformed structure you have changed into, you have all the elements that constitute a heart made of snowflakes. Such a heart is the chosen one that nature chooses to reside in and reflect from. Value your preciousness and never let your shine dim due to any reason. There would be days colder than you need, hotter than what you escape from, and energies that won’t resonate with yours. Don’t panic and keep going. Just remember that Zen proverb that says



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Institute of Southern Punjab



INSTITUTE OF SOUTHERN PUNJAB

DEPARMENT OF PSYCHOLOGY

Navigating Narcissism:

Self-discovery

The objective of the event "Navigating Narcissism: Self-discovery" is likely to provide attendees with insights, tools, and strategies for understanding and coping with narcissistic personalities, whether encountered in personal relationships, professional environments, or within oneself. The focus is on fostering self-discovery and empowerment, helping individuals recognize narcissistic behavior patterns, set boundaries, and develop healthier relationships with themselves and others.











Bonfire &Qawali Night

The objective of a Bonfire &Qawali Night for students could be multifaceted, aiming to create a memorable and enriching experience for students. The event provided students with an opportunity to unwind and de-stress from academic pressures through music, laughter, and the warmth of a bonfire. The overall gathering created a welcoming and vibrant atmosphere where students relaxed, enjoyed themselves, and built lasting memories while also gaining cultural insights and expanding their social horizons.







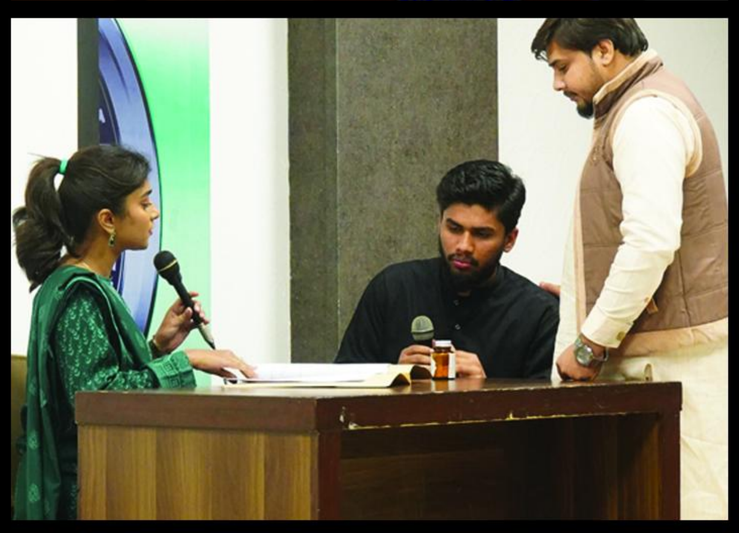
Role of Health Psychologist at Curative Level

the purpose of organizing this event for psychology students is to make them aware that at the curative level, the role of a Health Psychologist is paramount in ensuring holistic care and optimizing health outcomes for individuals undergoing medical treatment. The objective of the Health Psychologist at this stage is multifaceted and encompasses various responsibilities aimed at addressing the psychological aspects of health conditions and supporting patients through their recovery journey.Students learnt how health Psychologist supports patients in adopting and maintaining healthy lifestyle habits that are conducive to recovery and long-term wellness.













SECOND CUP MULTAN

A Coffee Oasis in the Heart of Multan









Talha Khalid
Manager ISP Studio
Institute of Southern Punjab

In the ever-evolving landscape of Multan's culinary scene, a new beacon of delight has emerged – Second Cup Multan. As a proud addition to the ISP Group, Second Cup Coffee has swiftly become a cherished destination for both students and residents alike.

Nestled in the heart of Multan, Second Cup Multan offers more than just coffee; it presents an immersive experience where moments are savored, connections are made, and memories are forged.

Boasting a diverse menu that transcends the ordinary, Second Cup Multan invites patrons to indulge in a culinary journey unlike any other. From meticulously crafted coffees to delectable parfaits, shakes, and an array of delectable food items, there's something to tantalize every palate.

WHAT SETS SECOND CUP MULTAN APART IS NOT JUST ITS MENU, BUT ITS AMBIANCE. WITH THOUGHTFULLY DESIGNED INDOOR SEATING ACROSS TWO FLOORS, AS WELL AS PATIO AND OUTDOOR SEATING OPTIONS, THE CAFE PROVIDES A WELCOMING ENVIRONMENT FOR PATRONS TO UNWIND, SOCIALIZE, OR SIMPLY ENJOY A MOMENT OF TRANQUILITY.



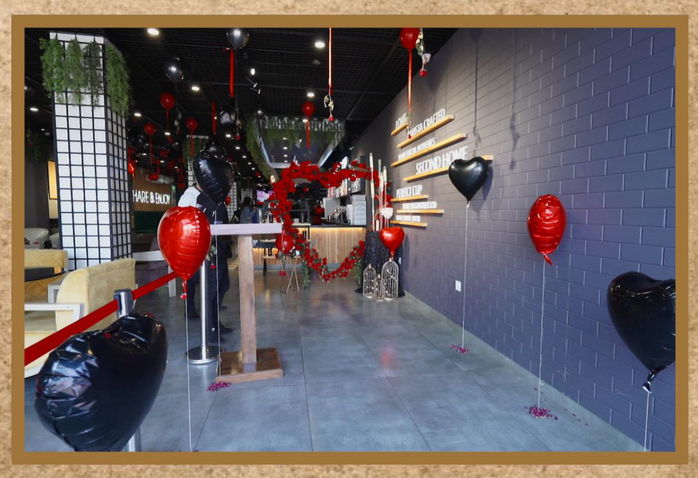




Family-friendly and equipped to host events, Second Cup Multan offers a versatile space where celebrations come to life and bonds are strengthened. Whether it's a cozy catch-up with friends, a leisurely family outing, or a vibrant gathering, the cafe caters to every occasion with warmth and hospitality.

Furthermore, as the largest Second Cup outlet in Pakistan, Second Cup Multan stands as a testament to ISP's commitment to excellence and innovation. By bringing an internationally renowned coffee chain to the city, ISP has not only elevated Multan's cafe culture but has also provided a platform for the community to connect, celebrate, and create cherished memories.

In a world where time is fleeting and experiences are cherished, Second Cup Multan emerges as a sanctuary where moments are treasured, and the spirit of togetherness thrives. Join us at Second Cup Multan, where every sip tells a story, and every visit is an invitation to savor life's simple pleasures.











Second Cup Multan is more than just a café – it's a destination where quality meets comfort, and where moments of joy and connection are savored with every sip and bite. Whether you're a coffee connoisseur, a food enthusiast, or simply seeking a welcoming space to unwind, Second Cup Multan invites you to experience the perfect blend of flavors, hospitality, and charm.









A SEMINAR ON

Artificial Intelligence and the Future of Learning

Education Department, ISP Multan

We are living in the era of the 'Digital Revolution' and Artificial Intelligence (AI) has occupied the peak of digital technology. AI is the science of making machines that can think like human beings. The main purpose of AI is to be able to do things such as recognize patterns, make decisions and judge in the same way as human beings do. Artificial intelligence is the simulation of human intelligence processes by machines, especially computer systems. Specific applications of AI include expert systems, natural language processing, speech recognition and machine vision.

AI is important for its potential to change how we live, work and play. It has been effectively used in business to automate tasks done by humans, including customer service work, lead generation, fraud detection and quality control. In many areas, AI can perform tasks much better than humans. Particularly when it comes to repetitive, detail-oriented tasks, such as analyzing large numbers of legal documents to ensure relevant fields are filled in properly.

AI tools often complete jobs quickly and with relatively few errors. Artificial neural networks and deep learning AI technologies are quickly evolving, primarily because it can process large amounts of data much faster and make predictions more accurately than humanly possible. The end goal of artificial intelligence is to create systems and machines that can perform tasks that typically require human intelligence.



This encompasses a broad range of capabilities, from basic tasks like recognizing patterns and solving problems to more complex activities such as understanding natural language, AI education tools, learning from experience, and exhibiting creativity. The ultimate aim is to develop AI systems that can surpass human capabilities in various domains.



There's no shortage of pros and cons of AI in education. AI in education offers several advantages. It can automate administrative tasks, reducing the burden on teachers and allowing them to focus on teaching.



AI-powered analytics enable institutions to gain insights into student performance and tailnor curricula accordingly. Moreover, AI facilitates the creation of adaptive learning resources, adjusting to diverse learning styles.The role of AI in education offers unique advantages beyond personalized learning, tutoring, or automation. AI can enhance classroom engagement by creating interactive and dynamic content, making learning more enjoyable and effective. Intelligent content creation tools can adapt to diverse teaching styles, aiding teachers in designing engaging lessons that cater to students with varied learning preferences.

Furthermore, AI-driven analytics can provide valuable insights into student progress and learning patterns, helping teachers identify areas of improvement and implement targeted interventions. In addition, AI can facilitate the development of adaptive assessments that go
beyond standardized testing, providing a more holistic evaluation of students' abilities and skills.

Moreover, AI-powered educational games and simulations can offer immersive and experiential learning,
making complex subjects more accessible and fostering a deeper understanding of concepts. Integrating AI in education goes beyond automation, offering tools that enhance teaching methodologies and contribute to a more dynamic and effective learning environment.



Keeping in view the vital role of AI in Education, the Department of Education organized an informative Seminar on 'Artificial Intelligence and the Future of Learning'.Dr Zia Ahmad from Emerson University Multan and Dr Hamid Ghous from ISP Multan were the Guest Speakers. Pro-rector ISP Multan, Dr. Hayat Awan was the Chief Guest. As AI holds invaluable significance and a vast array of applications for teachers as well as students, a large number of faculty members and students attended this seminar.Dr Munawar Begum was the Chief Organizerof this informativeSeminar and her managerial qualities, no doubt, are commendable for the successful execution of the entire program.

In his welcome address, Dr Muhammad Akram, HOD Education Department, claimed that AI is the need of the hour. It equips teachers with digital tools to make the education system much better and more effective. Itprovides effective learning experiences to students, enables them to discover their talents and improve creativity.

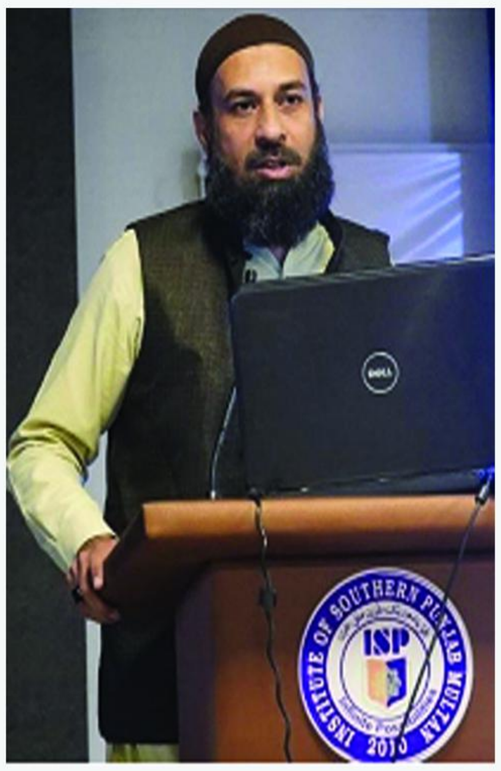


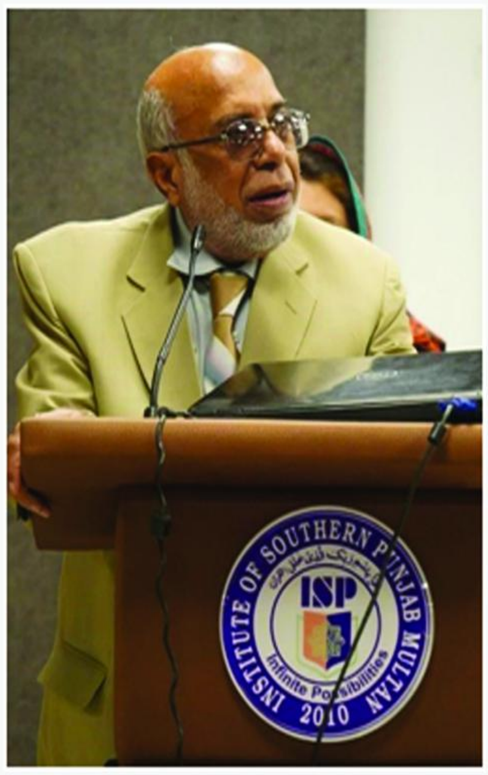
Teachers and students should pay heed to excel in AI to reap miraculous advantages of it in order to meet the challenges of education of this millennium. He also threw light on the active participation of the Department of Education in promoting the vision of ISP by serving the cause of quality education.

Teachers and students should pay heed to excel in AI to reap miraculous advantages of it in order to meet the challenges of education of this millennium. The first Guest Speaker, Dr Zia Ahmad, eloquently captivated his audience by illuminating various aspects of AI related to education. Nowadays, everything is becoming digital, and so the education. Digital learning is being preferred in educational institutions with customization options, e-books, study guides, bite-sized lessons, and many other things with the help of AI.

Visualizing things rather than listening is much more efficient to understand in a better way and keep in mind for a long time. With Artificial Intelligence, the information can be perceived in new ways of visualization, simulation, and web-based study environments. Moreover, AI also helps in preparing the content of lessons, keeping information up to date, and making it adaptable as per different learning curves. He, in a very diligent manner, brought to light the applications/roles of Artificial Intelligence in Education; Generating Smart Content with AI; Teaching Practicum;AI-infused specific technologies; AI in Education (Inclusion and Universal Access); Best Applications; ChatGPT/Chatbots; Challenges and Risks of AI in Education.

The second Guest Speaker, Dr Hamid Ghous from the Computer Science Department ISP, shared his matchless expertise regarding technical aspects of AI.





According to him, brains (human minds) are very good at making rational decisions, but not perfect. Brains aren't as modular as software, so hard to reverse engineer. He discussed how to use ChatGPT/Chatbots, Robotics, Game Playing, Applied AI and how to design Rational Agents. He graciously offered his services to faculty and students to come to him any time to get hands-on practice in using AI applications.

Addressing the Seminar, Dr Hayat Awan impressed upon the audience that AI is the present and future ofthe teaching-learning process.

Teachers and students should get expertise to be adept in using AI to enhance the quality of education and to resolve their day-to-day challenges. He further added that ISP's vision is to become a leading institution for knowledge creation and dissemination, contributing to sustainable socio-economic development and technological advancement. And we are determined to make every possible effort to achieve it. We are extending our full support to provide opportunities to train our faculty and students to make them proficient in using AI for the sake of quality teaching and learning.



In her concluding remarks, Dr Lubna Quddus Warsi, Media Organizer of Education Department ISP, expressed that the integration of AI in education offers numerous advantages, from personalised learning experiences to efficient administrative processes. However, it also raises ethical concerns that demand our attention. In more and more professions, including education, AI is replacing the role of humans and it may take away the human role in education. It involves more than just teaching; it also involves grading papers, composing essays, and advising students on their next course of study. It can lead to the consequence that a robot may not be as good a teacher as a human can be and may reduce the element of behavioural learning. Only 'integration with caution' is the solution to this problem. Striking a balance between harnessing the benefits of AI and preserving the human element in education is crucial to ensure a well-rounded and ethical learning environment.



Dr. Lubna Quddus Warsi
Department of Education
Institute of Southern Punjab



Professionalism is the cornerstone of any successful endeavor, defining the standards of conduct and excellence within a given field. It encompasses a set of qualities including integrity, competence, respect, and accountability. In the workplace, professionalism fosters an environment of mutual trust and collaboration, essential for productivity and growth. It is demonstrated through punctuality, reliability, and a commitment to quality in every task undertaken. Professionalism extends beyond mere technical skills, encompassing effective communication and adaptability in diverse situations. Upholding ethical standards and maintaining confidentiality are fundamental aspects of professional behavior. Demonstrating professionalism builds credibility and fosters positive relationships with colleagues, clients, and stakeholders. It promotes a culture of continuous improvement, where individuals seek to refine their skills and knowledge.

Displaying professionalism enhances one's reputation and opens doors to new opportunities for advancement. It is a reflection of personal character and dedication to excellence in all endeavors. Embracing professionalism cultivates a sense of pride and satisfaction in one's work. It contributes to a harmonious work environment where differences are respected and conflicts are resolved constructively. Professionalism transcends hierarchical boundaries, fostering equality and fairness in interactions. It is a trait valued across industries and professions, serving as a guiding principle for success. In summary, professionalism is not just a set of rules but a mindset that drives individuals to strive for excellence and integrity in all aspects of their professional lives.



Mohsin Sher
Senior Manager
SEDC - Institute of Southern Punjab

UNVEILING ISP STUDIO



REVOLUTIONIZING MEDIA PRODUCTION IN MULTAN



Talha Khalid
Manager ISP Studio
Institute of Southern Punjab



ISP Studio, an innovative venture by the Institute of Southern Punjab (ISP) in Multan, is setting new standards in media production. With a blend of cutting-edge technology and state-of-the-art facilities, ISP Studio is redefining the way content is created and delivered.

ISP Studio's commitment to quality is reflected in its impressive statistics. With 35 registered programs and over 197 episodes broadcasted across its physical sets, ISP Studio has already made a significant impact on the media landscape in Multan. The virtual set has further expanded its reach, with over 200 broadcast programs to date.



It's Kind of Fun to do the IMPOSSIBLE

STATE OF THE ART ISP STUDIO

Comprising five physical and one virtual studio sets, ISP Studio offers a diverse range of production capabilities. The physical studios include an Entertainment Studio, News Studio, chroma based virtual studio Studio, and ISP Podcast Studio, each equipped with top-of-the-line equipment to ensure high-quality output. Additionally, the virtual studio provides a dynamic and versatile environment for creating immersive content.

One of ISP Studio's standout features is its online studio facility, enabling live programs with participants joining from various locations worldwide. This capability not only expands the reach of productions but also fosters collaboration on a global scale, making ISP Studio a hub for diverse perspectives and voices.



The infrastructure of ISP Studio is designed to support seamless production workflows. A spacious and sound-proof studio hall provides an ideal environment for recording, while a dedicated Master Control Room (MCR) equipped with the latest technological support ensures smooth operations. Additionally, amenities such as a dressing room and welcoming reception enhance the overall experience for both guests and staff.

Behind the success of ISP Studio is a dedicated team of professionals, consisting of six studio staff members Led by ISP Studio Manager Talha Khalid. Their expertise, combined with the latest mirrorless cameras, professional lighting systems, and noise-free sound setups, ensures that media content produced at ISP Studio stands out prominently on social media platforms and other distribution channels.

MEET THE TEAM

TALHA KHALID	*Studio Manager*
TARIQ NADEEM	*MCR Incharge*
ZAHID JAMAL	*Studio Supervisor*
BAHADUR ALI	*Video Editor*
ARSLAN DANISH	*Photo-grapher*
AMIR NAWAZ	*Graphic Designer*





This Studio Staff is not limited to only Studio Activities, They are also involved in capturing the outdoor activities of Institute of Southern Punjab, Multan, They are the eyes and ears of ISP Multan. Through this platform, ISP Media projection is increasing day by day.

In conclusion, ISP Studio represents a bold step forward in media production, combining innovation, technology, and creativity to deliver compelling content. With its state-of-the-art facilities, global connectivity, and commitment to excellence, ISP Studio is poised to become a leading hub for media production in Multan and beyond.









SUCCESS STORY

MAHEEN TAHIR - A YOUNG ENTREPRENEUR - 6TH SEMESTER - BS FASHION DESIGN



A TESTAMENT TO CREATIVITY AND DEDICATION

Maheen Tahir is a student of the 6th semester, BS Fashion Design from the Institute Of Southern Punjab. During her studies, she has established a business start-up. This young entrepreneur's keen desire and passion led him to run a successful online business of handmade beaded bags. The beauty of the bags was admired by all and became the talk of the town. Her unique product gained attention and an international fashion brand Zubia Zainab Couture offered her a Collaboration. It provided her a great opportunity to make a mark in the fashion industry.

From a classroom project to an online sensation and to the sight of esteemed designers, her success story became a testament to the creativity and dedication of the Fashion Design Department, ISP, Multan.





“In the 4th semester of my study, our course instructor Ms Umbreen Kanwal assigned us to create beaded bags in the Material & Models subject, from where I learned about the beaded crafts. I always had a passion for creating unique and stunning design pieces that would make anyone's heart skip a beat.

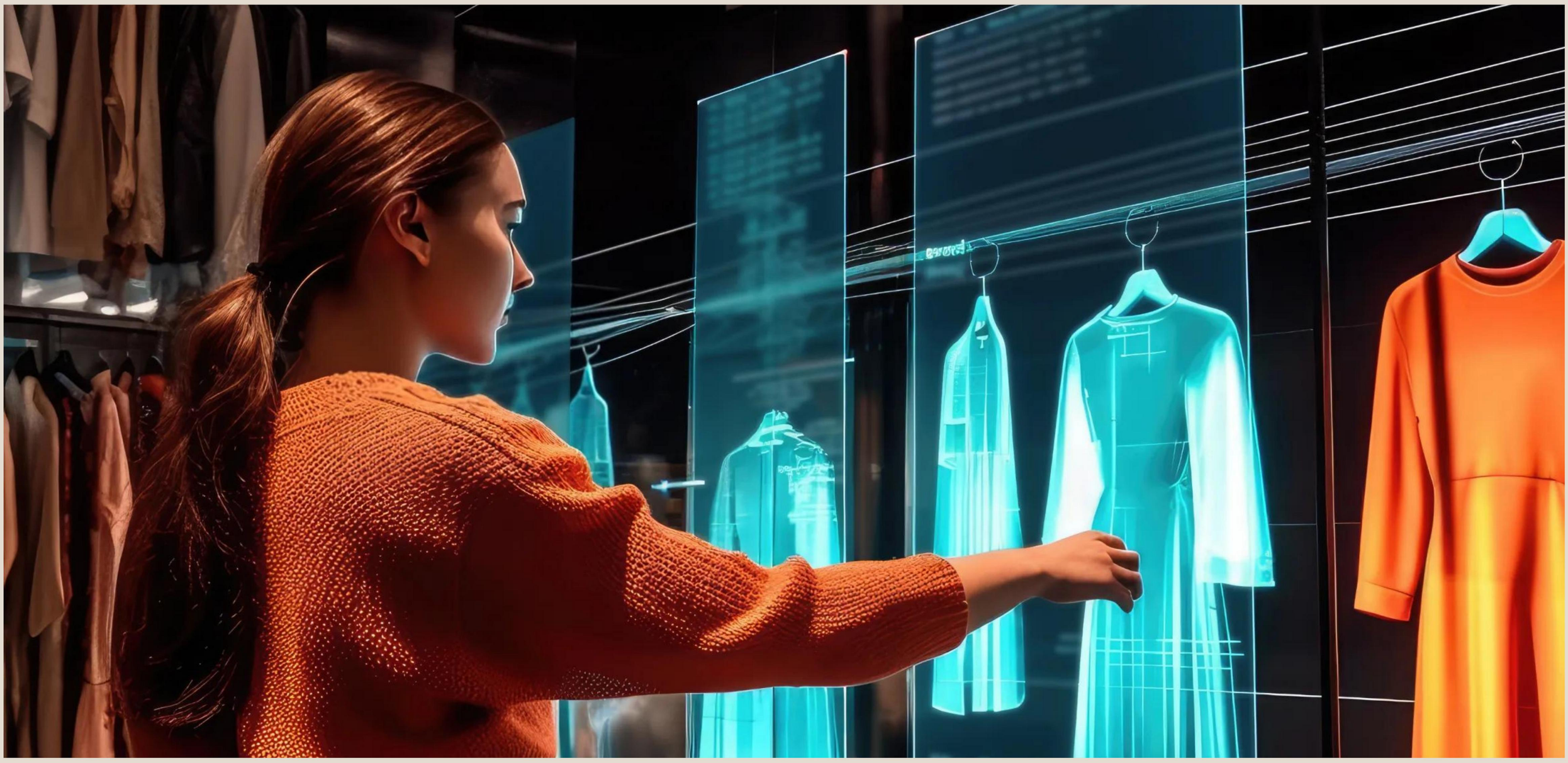
So, I decided to take beaded bags to the digital realm on Instagram from where I got orders for sale. My journey took an exciting turn when the ISP offered us a chance to showcase my beaded bags at the Semester Exhibition of the Fashion Design Department. The designers and audience appreciated my innovative designs. They recognised my talent and saw the potential of my beaded bags. At the exhibition, Zubia Zainab Couture, an international fashion brand offered me a Collaboration. It was a great opportunity for me to feature my products in the Fashion Shoot of a leading brand. The response was overwhelming! “

Maheen Tahir
6th Semester
BS Fashion Design





BY ALI HAIDER
LECTURER - FASHION DESIGN



SUSTAINABLE DEVELOPMENT IN THE TEXTILE & FASHION INDUSTRY

The innovative integration of technology and eco-friendly practices not only addresses current challenges but also paves the way for a future where fashion is synonymous with conscious choices and enduring style.

Sustainable fashion embodies the essence of responsible development, meeting present needs without compromising the well-being of future generations. The terminology includes eco-fashion, green fashion, and ethical fashion, each championed by various experts. In the sustainable realm of fashion, the focus extends beyond aesthetics, addressing environmental impact, human welfare, cruelty-free practices, waste reduction and the climate crisis. Despite the prevalent challenges posed by overproduction, leading fashion brands are redefining their practices through customization and embracing the principles of slow fashion. Acknowledging the stark reality that no brand is entirely sustainable, a paradigm shift occurs as fast fashion giants leverage virtual platforms to create personalized stores in a metaverse. Through artificial intelligence, these brands tailor offerings to customers' sizes, tastes, styles, and requirements, presenting virtual options aligned with current fashion trends. This innovative approach not only empowers consumers but also fosters sustainable decision-making, propelling the brand towards a more eco-conscious future.



Infinite Possibilities

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