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DSU Holds Conference on Language & Technology

Renowned local and foreign researchers from the US, Japan and Bangladesh convened at DSU to exchange research ideas in the field of Computer Linguistics

DHA Suffa University hosted the 5th Conference on Language & Technology, 2014 (CLT14) in the month of November. The Conference on Language and Technology (CLT) is a biennial conference series organized by Society for Natural Language Processing (SNLP; www.snlp.org.pk), Pakistan, aiming to bring together students, researchers and practitioners to exchange research and development in the fields of linguistics and processing of speech, script and language. 40 research papers were submitted at CLT14 out of which 11 papers were accepted through an internationally

acclaimed checking process. The paper acceptance rate was 25.6%. Paper and poster presentations were made by both local as well as foreign researchers hailing from the US, Japan and Bangladesh.

Natural Language Processing (NLP) deals with processing human languages like Urdu, Pushto and Sindhi by computers. Some of its applications are Machine Translation, Intelligent Search Engines, and Text Mining. Computer Language experts are trying to bridge the language gap by introducing programs where the user can pick the language he is

comfortable with. This way they will create a global village where there will be no communication barriers. "The localization of technology means facilitating people through integrating their culture and language with machine usage", said Dr. Sarmad Hussain, the Chairperson of SNLP.

CLT14 was widely attended by Software Engineers and Linguists interested in building NLP applications, students who want to explore this area for their research, and journalists, researchers, and media houses who are end users for such applications.



Dr. Tafseer Ahmed Khan, an Assistant Professor of Computer Science at DSU is an elected Executive Member

of the Board of Governors of the Society for Natural Language Processing, Pakistan (SNLP) and he was part of the Organizing Committee and Technical Committee of CLT14.

Dr. Tafseer Ahmed Khan is a research scientist and his research interests include computational linguistics, and computer processing of Urdu language. He holds a doctoral degree in Computational Linguistics from the University of Konstanz, Germany and his PhD dissertation covers semantic issues related to spatial case markers of 10 South Asian languages. He is one of the ten Pakistanis who hold a PhD in Computer Linguistics.

CIEC Team Visits DSU

DSU received the Charter Inspection and Evaluation Committee (CIEC) team of Government of Sindh on January 1st, 2015. It is noteworthy that this was the CIEC's second evaluation of the DSU facilities. Earlier based on their inspection held in December 2012, the CIEC had graded DHA Suffa University (DSU) as Excellent – Five Stars in Overall Performance. The Excellent CIEC grading received by DSU in 2012, its very first year of operations, foretold a bright future for the University. DSU eagerly awaits the report of this year's inspection by CIEC and hopes to surpass its previous excellent performance.



'The World is Changing' - A Marketing Seminar Series

Renowned German scholar and marketer, Hartmut Wellerdet shares marketing wisdom

Mr. Hartmut Wellerdet conducted numerous seminars for DSU Management Sciences Department and DHA management entitled, "The World is Changing - What Does it Mean for Business Policy and Marketing".

German scholar, Mr. Hartmut Wellerdet has the rich experience of having worked with Unilever Germany (Food Business) for 25 years, where his last assignment was Managing Director & CEO of Unilever Professional Foods. He has also served a tenure of 10 years with Nestle Germany and Austria (Entire Portfolio) as the Head of Nestle Food Services, Germany & Austria.

Currently Mr. Hartmut, is engaged in a teaching assignment as Senior Lecturer for Strategic Management, Marketing & Global Marketing at the University of Bremen, Germany. He also works as a Management & Marketing Consultant for Companies in Germany, Austria, Turkmenistan, Switzerland and Pakistan.

This series of lectures conducted by Mr. Hartmut Wellerdet were an enlightening experience for DSU faculty and students, since they exposed the participants to multinational corporate cultures, the changing international demographic environment, international business practices and the opportunities for growth available to local businesses.



Seminar on Supply Chain Management by Lutz Fissenewert



DHA Suffa University's Center for Continuing Education (CCE), organized a seminar on supply chain management where Mr. Lutz Fissenewert was invited as a resource person. Mr. Lutz Fissenewert has studied at universities of Bochum and Regensburg, Germany. He started his professional career in the IT industry, as manager in the forwarding and transport industry, then moved into operational business and over the last 20 years has over-looked the business of GLUNZ and the SONAE group. He worked at NIXDORF COMPUTER as System Analyst and Implementation Specialist for commercial IT applications; SPERRY UNIVAC as Specialist for real time applications; He was board member of several organizations including M&M International, WOHLFARTH Spedition and GLUNZ AG. He boasts of experience from Spain, Portugal, France, UK, and Eastern Europe.

Currently, he is associated with Senior Expert Service (SES) as a Senior Consultant. The management sciences faculty and students attended the seminar. Mr. Lutz shared his vast experience in the field of supply chain management. As a supply chain management guru, he introduced new concepts and ideas to the participants. The session was a great learning experience for the DSU Management Science community.

German Language Classes Initiated at DHA Suffa University

GRC actively working to create pathways for its students to pursue higher education from German universities

Under the MOU signed between Eurasia Institute of International Education (EIIE), Berlin and DHA Suffa University, one of the major items of collaboration was the establishment of a German Resource Center (GRC) to conduct German language classes by a native German teacher to facilitate the exploitation of educational, industrial and research opportunities provided by German institutions and industries.

As a stepping stone to realizing this MoU, DHA Suffa University has initiated German language classes for its students. The German language courses are being offered as an elective course. Over 150 students have already enrolled from the departments of Management Sciences, Electrical Engineering, Mechanical Engineering and Computer Science. Additional students are also enthusiastic about taking advantage of this opportunity of learning an additional language that might work to provide them new pathways to successful careers. Within the short span of four months, students of DSU can be observed greeting each other in German. It is obvious from their enthusiasm that they are greatly enjoying this first step towards discovering the rich German culture and history.

A native German teacher, Mr. Stephan Guttzeit is delivering the German language classes. Mr. Stephan Guttzeit has joined DHA Suffa University's Humanities Department as the Head of German Resource Centre for Pakistan and Lecturer for German. Stephan Guttzeit is a world experienced lecturer and trainer of languages and linguistics. He has worked in third level institutions around the world such as Technical University Berlin, Institut Teknologi Bandung, Universitas Padjadjaran Bandung, and German Jordan University Amman.



DSU and EIIE Gear up for German Summer Camp 2015



In February 2014, DHA Suffa University signed a Memorandum of Understanding (MOU) with the Eurasia Institute of International Education (EIIE) located in Berlin, Germany for assisting DSU in establishing collaborative linkages with German universities for exchange of students and faculty to acquaint them with German language, culture, universities and industries.

In July 2015 DSU in collaboration with EIIE plans to organize "Summer Camp in Germany". This Summer Camp will comprise of German language course work and several educational trips to different universities, historical attractions and museums. The basic purpose of this visit is to familiarize DSU students with foreign cultures and experiences and to pave an international platform for their future careers.

DSU students who are interested to attend the German Summer Camp 2015, should contact the Head of GRC, Mr. Stephan Guttzeit and confirm their registration.

Summer Internship 2014 at AIMST University, Malaysia

DSU sent 18 students for Summer Internship at AIMST University, Malaysia

DHA Suffa University in collaboration with AIMST University, Malaysia organized its Second Summer Internship Program for DSU students from 4th to 29th August 2014. DSU sent a total of 18 students of Mechanical Engineering, Electrical Engineering, and Management Sciences for a month-long internship to AIMST University. Out of these, 5 students were sponsored by DSU on scholarship on the basis of their outstanding academic record. During this internship students were placed in appropriate departments respective to their fields. Internship at AIMST is a real-world working experience for the students, where they are given a realistic preview of their future career fields.

This internship equipped the students with practical skills and international exposure that will be useful for them in their future lives and careers. Such collaborative student and faculty exchange programs between the two universities are a regular feature of academic life in DSU. This Internship initiative is part of the student mobility programs that DHA Suffa University aims to pursue with renowned foreign universities.



DSU Awards Ceremony Spring 2014

In December 2014, DHA Suffa University held an Awards Distribution Ceremony for acknowledging the achievements of DSU students and teachers in the Spring Semester 2014. The Dean DSU, Dr. Athar Mahboob presented the opening address of the event, which was followed by an insightful speech given by DSU's Vice Chancellor. Certificates were awarded to students who had secured a place on the DSU VC's Honor List and Dean's Honor List. Accolades were also given to students winning the Merit Scholarships for the semester. Another highlight of the event were the Best Teacher's Awards presented to teachers of various departments amid a heart-warming applause from students to acknowledge the hard work and dedication of their teachers.



It is noteworthy that DSU has awarded close to Rupees 5 million in Merit-based and Need-based Scholarships in Spring 2014 as part of DSU's commitment to rewarding academic excellence and enabling students from all backgrounds to realize their potential.



Training Workshop entitled "Managing the Unthinkable"

Mr. Shikoh Atif, author of bestselling book, "Managing the Unthinkable" shared management and leadership practices in a two day workshop



DHA Suffa University's Center for Continuing Education (CCE) organized a two day management workshop entitled, "Managing the Unthinkable". Mr. Shikoh Atif, an expert management trainer and author of the bestseller book, "Managing the Unthinkable", conducted the workshop. Shikoh Atif is a renowned business author and corporate trainer. He has taught at Canada's cutting edge Schulich School of Business, York University, amongst others. Besides teaching at top International academic institutions, he has also consulted for Fortune 500 Companies globally. He has an MA from the University of London, England and an MBA from Kellogg Business School, North-western University Chicago. He is currently Assistant Professor in the Management Sciences Department at DHA Suffa University. The two day workshop focused on



Leadership and Management concepts. This program trained participants in building their business manifold by setting goals, building teams, enhancing organizational communication and improving the culture of the organization. Mr. Shikoh Atif covered topics such as improving organizational effectiveness by improving morale, increasing

organizational communication, reducing employee turnover, reducing absenteeism and improving customer service. Mr. Faisal Ejaz Khan, the CEO of 1Link also contributed to the workshop as a guest speaker, enhancing the learning experience of the participants.

Research Collaboration with Intel USA

Intel USA donates Intel Galileo Development Boards to DSU

As part of the Intel Galileo Donation Program, DHA Suffa University received ten Intel Galileo Gen 2 development boards, which are microcontroller boards based on the Intel Quark SoC X1000 application processor, a 32-bit Intel Pentium brand system on a chip (SoC). Intel announced a large scale, education donation of 50,000 Intel Galileo boards to 1000 universities around the world over a period of 18 months.

DSU opted to participate in the Intel Galileo Donation Program since these new development boards, favoured by the maker community, will inspire DSU students to innovate with inventions that will be compatible with other Intel Architecture-based devices. As part of this initiative DSU students will have free access to not only the Galileo boards but

also to an Integrated Development Environment (IDE) for Arduino on IA, *Getting Started with Intel Galileo* programming guide, access to the Arduino on IA support community featuring community support. DSU plans to integrate the boards in introductory embedded computing and microcontroller courses as part of its engineering curriculum.

Intel has invested over \$670 million in university research, professor collaborations, and student engagements since 2001. DSU is looking forward to a productive and long lasting collaboration with Intel in an effort to provide its student community with some incredible Intel products that will fuel their imagination and spur national development.



Rohde & Schwarz Donates Lab Equipment to DSU

DSU Circuits & Electronics Lab Receives Spectrum Analyzer & Analog Signal Generator



DSU welcomed the team of Rohde & Schwarz International, which donated a "Spectrum Analyzer" and "Analog Signal Generator" to the Electrical Engineering Department of DSU. This equipment will be utilized in the Circuits and Electronics Lab for facilitating the students during different experiments and research purposes.

Rohde & Schwarz International is a German company with global presence in the fields of Test & Measurement, Information Technology and Communication. This is yet another milestone achieved by DSU under the educational development policy of Industrial Liaison. DSU is striving to build mutual collaborations with industrial giants for faculty support, student's exposure to the industry, technology incubation, internships & placements, mutual work-study exercises and staff training in order to bridge the gap between academia & industry.

Demo Session on Cellular Network Planning Using ProMan Software

DSU's Department of Electrical Engineering organized a demo session on Cellular Network Planning using ProMan Software Tool (a wave propagation and radio network planning tool) for the Electrical Engineering

faculty and students. The session was delivered by Dr. Reiner Hoppe from AWE Communications, Germany through video conferencing which was followed by a question and answer session.



DSU Collaborates with National Instruments

DSU held a seminar on Software Defined Radio in collaboration with National Instruments



A seminar on "Software Defined Radio (SDR)" was arranged by National Instruments (NI) in collaboration with Electrical Engineering Department of DHA Suffa University. The seminar focused on how to prototype a wireless communication receiving algorithm using Software Defined Radio and how to acquire, analyze, and record wireless signals from the NI Universal Software Radio Peripheral (USRP) software using LabVIEW.

This seminar was a joint effort of DSU and NI to shorten the gap between academia and industry and discuss

common challenges and their possible solutions. Researchers from various academic and research organizations including Habib University, PNEC-NUST, Bahria University, Sir Syed University, Marine Systems for Navy and Suparco attended the seminar.



Seminar on Flight Tracker System

Renowned researcher, Prof. Dr. Junaid Ahmed Zubairi, delivered a seminar on Flight Tracker System. According to the professor, the Real-time flight data tracker system is designed to circumvent the need to find the "BLACK BOX" after a flight mishap. The system is distributed, scalable, reliable and realistic given the bandwidths available today. In the wake of the recent disappearances and crashes of passenger aircrafts his lecture

and research work greatly engrossed the audience of the seminar.

Prof. Dr. Junaid Ahmed Zubairi is currently serving as a tenured Professor at Department of Computer and Information Science, College of Arts and Sciences, State University of New York at Fredonia, USA. He obtained his PhD in Computer Engineering from Syracuse University, USA in 1991.



ECON EXPO 2014

Freshmen of BBA Microeconomics displayed their projects in ECON Expo 2014



Enterprising students of BBA-I held the "ECON-EXPO 2014" where they displayed their end term projects prepared as part of their microeconomics curriculum. The hall was swarming with enthusiastic future business leaders looking to change the world of technology, science and commerce.

DSU Team Wins iCube 2014

Computer Science students retained winning title at iCube 2014 in Programming King iCube 2014 competition. Around 30 teams from various parts of the country participated from which both the winning and runner-up teams comprised of students from 3rd

semester BS (Computer Science). iCube 2014 is a national programming competition organized by IEEE Isra University, Hyderabad. It is a matter of immense pride for DSU Computer Science community that DSU students have won the iCube competition two years in a row.



Seminar on Prevention of Waywardness

As part of its involvement with the community, DSU invited Bazm-e-Kiran Society to address its students



spokespersons of Bazm-e-Kiran Society conducted an informative session for the students of DSU. The Vice Chancellor of DSU thanked the members of Bazm-e-Kiran for their

efforts and further advised the students to stay strictly on the right path and keep striving for betterment of their personal characters and society as a whole.

DHA Suffa University held a Seminar entitled, "Prevention of Waywardness", organized by Bazm-e-Kiran, a Society for Prevention of Waywardness among the youth. Bazm-e-Kiran Society was established in 2007 for creating awareness regarding fastly spreading

waywardness, which has eroded family values thus leaving no respect for elders, women and children. The aim and objective of the society is based on increasing awareness in our society. Bazm-e-Kiran has undertaken several actions and programs in this regard. In line with it's mission, the



Meezan Bank Internship Drive at DSU



Meezan Bank held a Summer Internship Drive at DHA Suffa University campus.

A team of Meezan Bank's Human Resource Department conducted interviews of several BBA and MBA students who had shown interest in the Meezan Bank Summer Internship Program. The team received an overwhelming response from the students. Students greatly appreciated this opportunity to improve their exposure to the corporate world. Ten DSU students of Management Sciences will be part of Meezan Bank's Summer Internship Program 2015.



AIESEC Karachi Annual Recruitment Drive at DSU

AIESEC is a global, non-political, independent, not-for-profit organization run by students and recent graduates from institutions of higher education. AIESEC held its annual recruitment drive for talented DSU students.

AIESEC members are interested in world issues, leadership and management.

Established in 1948, AIESEC has aimed to promote cultural understanding, entrepreneurship and youth leadership in the broader community. Now present in over 2100 universities from more than 124 countries and territories, AIESEC empowers young people to develop their leadership and professional skills to ultimately change the world for the better.



DSU at PEC JOB FAIR 2014

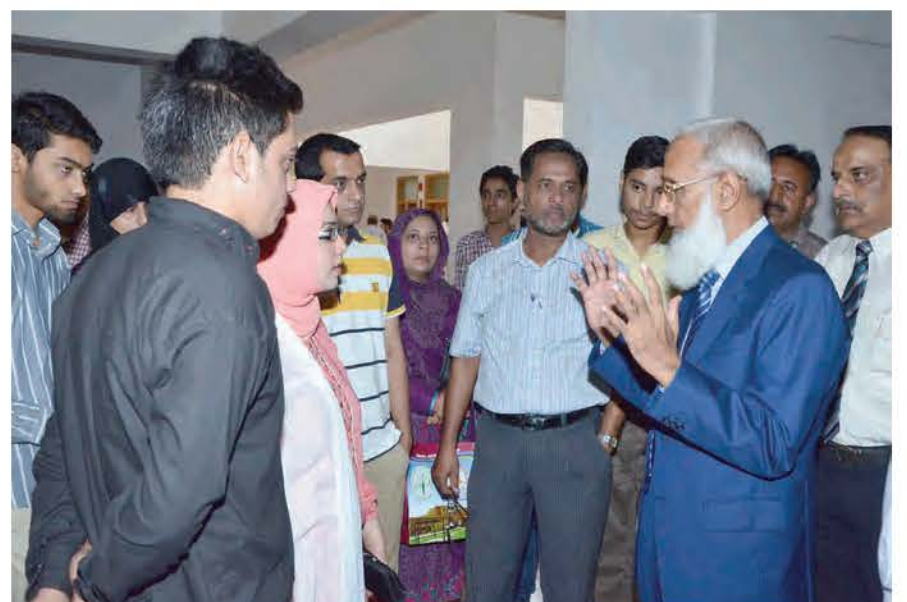
DSU generates overwhelming response from the Engineering Community



Pakistan Engineering Council (PEC) organized a Job Fair at Expo Center Karachi. It was an effort by PEC to provide a platform where engineers could explore job opportunities, have on-spot interviews and meet with HR representatives of various engineering, manufacturing, consulting and government organizations. Several renowned national & international engineering universities also participated in the event, which displayed projects of their students and held HR booths. DHA Suffa University also took part in the job fair. DSU HR team received an overwhelming response as a huge number of prospective candidates showed interest in employment at DSU and submitted their Curriculum Vitae at the DSU HR stall. A team of DSU students under the leadership of faculty member Mr. Mobeen Movania showcased a project on Interactive 3D Leap Motion, which gathered a lot of interest and admiration by the fair visitors.

Orientation Ceremony for Fall 2014 New Students

On Saturday, 30 August 2014, DHA Suffa University welcomed the class of Fall 2014. An Orientation Ceremony for the newly inducted batches of Mechanical Engineering, Electrical Engineering, Computer Science and Management Sciences was held on Saturday morning with the promise and enthusiasm to prepare these young minds to become future leaders, scholars, innovators, inventors, and visionary professionals, and to educate them with the sense of responsibility and identification of their individual significant role in the world. The Orientation Ceremony was a three-hour event, which provided the students an opportunity to familiarize themselves with life on the DSU Campus and the facilities available to them. The parents and incoming DSU freshmen interacted informally with their Heads of the Departments (HoDs) and faculty to share their queries, class schedules and future goals with each other.



DSU Sports Society Gets Into Gear

DSU Cricket Team clenches victory against PNEC NUST



On 18 November 2014, DSU Cricket team played a match against PNEC NUST team at DHA Sports Club (Moin Khan Academy). Both the teams gave an outstanding performance however the DSU team outdid the PNEC team clenching the victory trophy.



Former Cricketer, Moin Ul Atiq Joins DSU



Mr. Moin Ul Atiq joins DSU as Assistant Professor, Director Sports and Students

Counselor. He is a former Pakistan cricketer who represented the Pakistan Cricket team in five One-day International matches from 1988 to 1989. Mr. Moin has also served the Pakistan Cricket Board (PCB) as their 'Sports Psychologist-cum-Motivational Speaker' in order to inculcate a positive mental approach among players of different teams competing at national and international levels. Moin Ul Atiq holds a Masters degree in Sports Management from the University of Central Lancashire, UK and an MBA degree in Marketing from the Hamdard University, Karachi.

The former opening batsman has conducted personality development programs from the prominent platform

of the PCB for budding cricketers while directly engaged with them in several places across Pakistan. He strongly believes that a precisely designed set of positive thoughts can make a player produce his top performance in the toughest of circumstances while a negative and pessimistic stance is bound to create doubts, fear and ultimately failure, particularly in demanding situations.

As Director Sports, Mr. Moin Ul Atiq will establish the system to provide sports facilities to DSU students both on and off campus. Also as Student Counselor he will counsel students to help them overcome their short comings and become more effective professionals.

Renowned Environmentalist Tofiq Pasha Visits DSU



session was Current Environmental Situation of Pakistan. Mr. Tofiq Pasha Mooraj is a well known environmentalist. He highlighted the environmental issues and challenges impacting our daily lives. He shared his experiences and ideas that how each individual can contribute towards the betterment of the society.

Pasha motivated students to carry out small-scale activities to estimate the percentage of carbon foot print, which a family produces per day and harvesting of air conditioners water. He also shared ideas of reducing the carbon foot print that is not only devastating our environment but also adversely impacting the global eco system.

Mr. Tofiq Pasha has over 30 years of experience in horticulture, floriculture, landscaping and water management with special interests in the development of food and the preservation of environment and water. He is a member of Pakistan Water partnership, Indus Delta Area Water Partnership, and an active supporter of the Women and Water Network of Pakistan.

DHA Suffa University organized a Guest Speaker Session on Monday, 22 September, 2014, where Mr. Tofiq Pasha Mooraj was invited as a resource person. The topic of the

DSU Student Selected for 2015 US Undergraduate Exchange Program



Adam Naviwala, a student of Mechanical Engineering DSU, has been selected as part of the 2015 US Undergraduate Student Exchange Program. Adam attended a four day orientation in Washington DC in the first week of January and has proceeded to join Murray University, Kentucky, USA.



Leprosy Awareness Drive



The Marie Adelaide Leprosy Center held a Leprosy Awareness Drive at DHA Suffa University. The Marie Adelaide Leprosy Center is a non-profit organization, working for Leprosy elimination, TB and Blindness control and Community Development for the last 56 years in Pakistan. As part of this initiative social workers and a skin specialist associated with the Marie Adelaide Leprosy Center visited the DSU campus where they conducted free skin testing and consultation for DSU students and staff.

2nd DSU All Karachi Bilingual Declamation Contest

Declamation teams from 18 schools of Karachi participated in the Second DSU All Karachi Bilingual Declamation Contest

The Public Speaking Society held the 2nd DSU All Karachi Bilingual Declamation Contest on 14th October, 2014. Students from renowned educational institutions of Karachi participated in the event. DSU organizes this annual declamation contest to provide university and college students a platform to polish their oratory skills and to

encourage them to reflect over various social challenges facing our nation.

As it was a bilingual competition, a large number of participants competed in both English and Urdu speeches, which were further categorized into serious and humorous topics. The judges, for the competition included Mr. Muhammad



Abid Ali Umang, an ex-parliamentarian and co-founder of the "Pakistan Debate Council", Mr. Syed Nusrat Ali, a management consultant and trainer, and Mr. Syed Raheel Akhtar, a marketer and a soft skills trainer.

The judges guided participants about the intricacies of effective public

speaking and appreciated their enthusiasm. The participants of both the English and Urdu speeches exhibited exceptional oratory talent, great zeal and incredible fervor in delivering their speeches. Noor us Sabah and Habib Ferozi of Karachi University clenched the Best Team trophy.

SOCH - Revamp Thinking Paradigm

Over 300 students from different schools and colleges of Karachi participated in the young leaders conference SOCH held at DSU



trainer, Uzair Ausaf held an interactive session on the reality of our society and culture. Zain Goplani conducted an interesting training session about the connection of the mind and heart. Sarmad Abbas mesmerized the audience by his thoughtful speech on the self-realization journey within a person. Later, Jibran Nasir spoke on the role

of youth in the development of society, which was equally appreciated by the participants. Rabia Anum, a renowned anchor-person shed light on the role of media in our present day society. The whole event was a non-stop roller coaster ride of imparting knowledge and sharing experience. All in all SOCH received an overwhelming response from its participants.



DHA Suffa University held a conference entitled SOCH – Revamp Thinking Paradigm. The conference focused on social and moral responsibilities of an individual and the established thinking pattern, which prevents people from accepting change. Delegates from several

educational institutions of Karachi participated in the event. The conference comprised of training sessions, guest lectures and interactive sessions. Renowned public speaker Sumair Abro gave an intriguing insight about the concepts of self-discovery, passion and belief. SOL

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