

EXCUSE ME

SOUTHERN SCHOLARS

EDITION 5TH | APRIL - JUNE 19

THE ART OF
BLENDING
LEARNING

FLICKER IN
THE NERVE

LETS TALK
ABOUT
FLOW

IDEA
OR
MONEY?

SURPRISING
FACTS ABOUT
VIDEO GAMES

DINNING
ETIQUETTES

ARE YOU
JUDGING?



INSTITUTE OF
SOUTHERN PUNJAB

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THANK YOU

I'M SORRY

PLEASE

The Editor's Note

We moved from stone age to agriculture age to industrial age to information age.

And in information age a few things changed that affected everything. Due to internet, communication and access to people increased and people started learning & using techniques. And trust started disappearing from our society and doubt started replacing it.

And with lack of trust new norms started to appear in the market. Greatness became the new currency and new yardstick for success. And this new age was named as, "Age of Greatness".

In this new age, people who have greatness are potentially most successful.

Now you must be thinking, "How to develop this thing called greatness?" To have greatness, you need two things:

1: Trust

2: Network

You must have trust of the market or the community and you must have a network of people who trust you. The larger is the network, the better chances you have of Success.

Now how to be trustworthy or how to develop trust?

To develop trust, you must develop two capabilities in yourself:

1: Character

2: Competence

You must work on your character continuously and people will appreciate it.

Yet only character is not enough. You must be very good at your work; means you must have competence.

When you have Character and you can do your work very well or you have competence too, now you qualify to be called trust worthy. The next step is, spread out the word.

Reach more and more people and tell or show them what you do and keep expanding your network of trust.

You are now ready to reap the benefits from "The Age of Greatness."

Stay Empowered,

Dr Nadeem Abidi
Director Trainings and Development
Southern Executive Development Center.

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ACTION STEPS TO
Success

EXPAND YOUR KNOWLEDGE

“Sixty years ago I knew everything; now I know nothing. Education is the progressive discovery of our own ignorance.”

--- WILL DURANT

There is no practical limit of the amount of knowledge or information we can put in our brain. We can take advantage of its vast capacity to soak up knowledge by perusing any topic that interests us.

STRATEGY

- Set a personal development goal of gaining knowledge in a specific field on a particular topic. Go for it!
- Ask lots of questions. When someone discusses something unfamiliar to you, ask him/her for the explanation.
- Spend time with people who like to talk about the new ideas.
- Every weekend reflect on the new ideas you gained during the past week.



Ruma Rafiq

Trainer, SEDC
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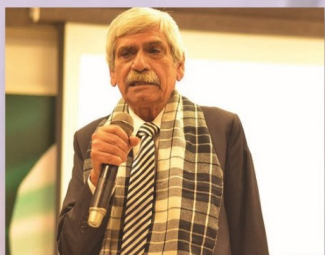
Southern Think Fest 2019

When distinguished academics, writers, poets, artists, analysts, and performers gather under the same roof, a festive of thinking is born which brings intellectual treat for all. Institute of Southern Punjab recently hosted “SOUTHERN THINK FEST 2k19” where dignitaries from across the region came together and shared their personal journeys, thought provoking big ideas, and dug into the future of an ever-evolving Southern Punjab. The event was graced by Prof. Dr. Mehmood Ansari (VC, BZU Multan), Prof. Dr. Asmat Naz (VC, The Women University, Multan) and Prof. Dr. Shafqat Saeed (Dean Faculty of Agriculture & Environment Sciences MNSUA). The event was organized by Event Management Society of Executive Student Forum under the supervision of SEDC. Here are some of the glimpses from the event.



International Seminar on Research and Communication

In today's modern world where human beings are much more aware of their surroundings, it is merely the need of the hour to enable and empower students with the proper understanding and considerate amount of making them able of thinking, rethinking, creating, questioning, pondering upon things and "Research". Since the quest of knowledge can never end and our institute never fails to play its role in facilitating students with quality education and experiences, SEDC Talks organized a Two-Day International Seminar On Research and Communication was held. The first guest speaker was Dr. Ali Karakas from Turkey, who delivered a productive session on the basics of Research Methods, followed by Mr. David Waterman and Ms. Aryati Devi Hayden from France who graced the Seminar and talked about Research and its Importance in the living era. Such fruitful sessions never fail to empower and impart knowledge in students. As they say "Investing through knowledge is the best investment as it gives you endless opportunities to succeed."



Symposium on Health Psychology

A sound mind in a sound body! Mental health awareness is one of the most vital things that needs to be addressed to each and every individual of this era. Department of Psychology organized a Symposium on Health Psychology entitled "No Wellbeing Without Psychology" on 27th Feb 2019. The distinguished speakers and guests included Dr. Muhammad Saleem (Assistant Professor Dept. of Applied Psychology, Islamia University Bahawalpur), Col. Dr. Ahmad Shoaib (Psychiatrist CMH, Multan), Col. (R) Dr. Khalid Mahmood (Psychiatrist Arrahma Mental Health Care, Multan), Prof. Khalid Saeed and Dr. Saeed Akhtar (director Institute of Food Sciences, BZU, Multan) who highlighted Food and Nutrition as Risk factor of Mental Health. In the end of this very productive session Head of the Psychology Department, Dr. Umbreen Khizar presented gratitude to the honorable guests.



IN THE NERVE

It seems that today, in the twenty-first century, all the progress in the fields of science: medical, agriculture, biology and technology in previous centuries was the part of the preparation for the staggering results of scientific achievements and our collective conscious transition into this twenty-first century. The transition from a different psychological time dimension to another was smooth but rapid. Notable is the way how it spread contagiously and shaped up the idea offered global citizenship dragging everyone to one same mental state of mutual mindedness of good or bad, hate or love.

Remarkable is how almost the whole population of the world, especially the youth, submerged into a flow of information as if they had been longing to be

satiated with the desires to have the power to cultivate their intelligence and to feel the power to control their “own-self” and change, create and re-create their identities through a “flicker” in the handheld device. Now it doesn’t mean that technology is an evil phenomenon as it has become a cliché and fashion to curse the technology and its so-called misuses.

The question is to maintain our being-ness and find the true self beneath the artificial surface which habitually guards our feared self. Our prototype versions today might be the characters we always wanted to be or maybe that’s how we wanted to transcend to find our true existence. Now it has put a question mark on what have and are becoming as an intelligent being?



Not to curse capitalism but our lifestyle, perception, and opinion about our surrounding is deeply influenced and shaped up by deliberately programmed acts. The orchestrated behaviors in society that we are surrounded by play a role of suggestion which caters only to our fears and serves human shallowness to hide under the label of certain fashionable pop culture. Why and how a group of teenagers likes to wear a certain type of clothes of a certain brand, to present a certain class and to present at a certain restaurant with a certain type of gathering in a city. How a mutual fear or collective shallowness forces a certain class of youth talk in a pretending way for the sake of being “cool”. Do we find labels or try to be labialized just to hide insecurities? How come all the power of suggestibility is being applied to the youth and facing no resistance from them? Are we being programmed to show “no resistance?”

Confusion is a fashionable outfit which most of the youth seems to be wearing all the time thinking that it's their armor when communicated about something meaningful. The reality is virtual and the virtual is the new reality and loneliness is the fastest growing feeling worldwide regardless of the fact that people want to be alone with their prototype version in the form of their smartphone.

There have been times when people enjoyed being in the crowd but now is not the same.

We are crowded in our heads all the time with fears, unfulfilled desires, the pressure of future, our mental models of the people we love and the people we hate or the people we want to hate in our own virtual way, the version of ourselves for tomorrow and the day after tomorrow. In our heads, we are crowded all the time but we feel alone when the battery of the device goes down.

We are continuously changing into a “new being”; with every flicker that strikes our nerve, with every passing image, with every virtually increasing number which makes us realize and helps us celebrate our existence in such a lonely way that we don't want to share ourselves with anyone. The organic element from life seems to be going instinct. Human to human relation seems uncomfortable and human to machine relation feels “better” as if the machine is not a machine but the “self” which we have been trying to find for so long and now that we have found it we don't want to lose it. Maybe we are the new machines and machines are the new living beings. If that is the case then we must question our being-ness, we must question our existence in the future and we must question our relationship with our own self. And if we fail to ask ourselves these questions, we should tell ourselves, “welcome to the machine” because now we are the new machine who cannot ask “itself” questions.



Ali Khurram

Writer and Thinker

FLOW

a tool for ultimate happiness

Psychological researches about building human potential and going beyond to the positive capabilities from mental illnesses and pathologies started after World War 2. It starts with the researches on happiness and wellbeing. What makes a person fulfilled and satisfied? The researchers found that being in a state of optimal functioning gives a human, self-fulfillment, wellbeing and ultimate happiness in life.

In positive psychology we study about reaching optimal experiences, having meaning and purpose in life, enhancing strengths, and focus on the positive emotions and traits, building healthy relationships (Duckworth, Steen, & Seligman, 2005). Secondly positive psychology also believes that it is not having negative doesn't determined the presence of positive, being free from disorders doesn't determines that positive traits like meaning, vitality, resilience and wellbeing exist (Duckworth et al., 2005) Research of positive psychology is mainly about going beyond the normal level of happiness and satisfaction and reaching the optimal and peak experience.

One of the highlighted theories that can make us reach the optimal experience is "Flow". Positive Psychology researches tell us about "Flow state" in which a person is doing things out of interest, love for work and internal reasons and is not motivated by any external reward. Due to which when a person works in such a state he or she as improved results, the since of time is lost, creativity and efficiency is enhanced (Moneta 2014).

Flow state is a mental state in which a worker is totally engaged in his work and he is so absorbed in his work that he work more effectively, using his skills at maximum level with total interest, enthusiasm and timelessness (Schaufeli and Bakker 2003). When a person is working in this state he or she scores higher on the wellbeing, which means a person can work more effectively, efficiently and with less stress (Leiter and Bakker 2010).

General Concept of Autotelic Personality

Csikszentmihalyi gave many models of Flow and Autotelic personalities, according to which people who experience flow most of the time, are autotelic people. They are more creative, their work engagement is high and they work for the sake of work. He is of the view the Flow experience occur when a person's skill level and challenge level is are in equilibrium, which he later deny by saying that Flow experience happen when skill level and challenge level are high. In the start flow researches are majorly based on suppositions about skill and challenge levels but later on researches start properly measuring the skill and challenge and their relationship with each other. The same assumption, that autotelic personalities contain balance between skill required to do a task and the challenge needed also they are internally motivated to do it.

Flow state can be experience by using some tips and steps. Like if a person is goal oriented and is working on those goals. First thing an autotelic personality needs to feel flow is having clarity in goals, no matter long term or short term and working to achieve those goals.

Second is whatever field you are in; Sports, Work, Business, etc., you need to become immersed in your task. Any autotelic person will focus on the moment and what he is doing in that moment instead of thinking about past and future. Third point is ability of having fun and loving every moment, having the capacity to create enjoyment even in the most barren and challenging environments.

Characteristics of a Person with Autotelic Personality

Whenever anyone who is referred to as an autotelic personality or being in the state of experiencing flow can be analyzed by concerning with the following characteristics

1. Persistent: A person with Autotelic Personality remains on course in spite of difficulty or conflict.
2. Curious: A person with Autotelic Personality has a limitless desire to learn and discover.
3. Low Self-centered: A person with Autotelic Personality, just like being in the Flow State, the sense of self is being lost.
4. Open to Experience: People with Autotelic Personality expand their possibilities, learn from others, adapt to new situations, and adopt new ideas.
5. Action-Orientation: This time, the colloquial term, "Go with the Flow" does not apply. People with Autotelic Personality play with the edge of their abilities.
6. Positive: A person with Autotelic Personality is more effort oriented and less result oriented.
7. Internal Locus of Control: Compared to External Locus of Control is when results are commanded by powerful others, environmental influences, or chance, Individual who adopt in Internal Locus of Control believe that the results and events stay in their control.
8. Internal Drive: People with Autotelic Personality have a high rate of performing acts for essential reasons. They are less influenced by money, prestige, and other extrinsic factors.
9. Loves Challenge: People with Autotelic Personality have a higher likelihood of participating in hobbies and taking on challenges.
10. Willing to Learn: When the state of being an autotelic exists then enhancing one's skills is to be anticipated. It is clear that the person is ready to learn about their limits or extents. Such person seeks and makes their temperament to create optimal challenges.

“

This is the real secret of life– to be completely engaged with what you are doing in the here and now. And instead of calling it work, realize it is play.”

—Allan Watts



Amber Sarfaraz

Trainer, Psychologist
Institute of Southern Punjab Multan

Arts and Crafts of South Punjab

Department of Fine Arts organized a Seminar on Arts and Crafts of South Punjab. It was a sheer delight to have World Famous Traveler and an author Mr. Tim Blight with us all the way from Australia to speak about his experience in general and Art and crafts culture of South Punjab of Pakistan specifically. He talked about the new book he's writing on the rich culture of South Punjab Pakistan. It was quite an exposure and learning for our students. Here are some of the glimpses from the event.



SEDC Talks by Firdous Jamal

Acting is behaving truthfully under imaginary circumstances. At Institute of Southern Punjab we always provide a platform to our students to learn something new.

Firdous Jamal, a senior actor was invited as a guest for SEDC TALKS on the topic JUSTUJOO.

His talk not only motivated students towards the acting skills but also how struggle can help them to achieve their goal in life.



THE POWER OF *politeness*

Student: “May I please call you sir?”

Teacher: “Yes Please!”

Student: “Thank you so much sir!”

The conversation above contains two magnificent words that never fail to leave an impact upon others. It has the words “Please” and “Thank you” in it. Although, these might seem very little words to you but they portray a very important human behavior and that’s politeness. Politeness is respectful and courteous behavior. It’s nothing but a beautiful manifestation of all the good manners and etiquettes that we learn through the course of our lives. It’s only acts of politeness that foster all kind of relationships between humans.

Amongst all the beautiful relationships, the most glorious relationship that we share is the relationship with our teachers. It is to be remembering that our teachers never demand anything else from us except politeness in return of the all the favors that they bestow upon us. Hence, just a bit of graciousness in your response will always compel them to help you in the best way possible way that they can. Therefore, it’s essential to learn the some of the ways of being polite with teachers.

- Always use the word please when you are asking favor from them.
- Never forget to say thank you after obtaining a benefit from teachers. They would love to receive a gratitude for any of the contribution that they make.
- Always greet them first and greet them with a smile on your face
- Pay attention to what they are saying
- Raise your hands if you want to make a contribution in your class
- Arrive in their lecture on time
- Never bluntly oppose their opinion and try to convince them nicely that your opinion is right as well
- Never make fun of them when they are not around and respect them in their absence
- Avoid misbehaving with them

These guidelines may seem superfluous to university students but it’s a sad reality that we have actually forgotten how to truly regard our teachers. I don’t feel that this little effort would do any harm to us but it will definitely manage to sustain a big smile of the faces of our extremely venerated teachers. Lastly, I would just end it by saying a simple “Thank you to all my teachers who contributed immensely to my growth”



Shahbano Saeed

BBA
Institute of Southern Punjab

*thank
you*

THE THING ABOUT Judgment

We judge constantly and all the time. We judge in every aspect of life; in fact, this won't be wrong if I say life is based on judgments. Right now, I am staring this empty space to fill it with words for the article, my judgment starts with the estimation of time. And if this is going to take less or more time from my assumption, I am going to evaluate my own self over it. We judge about all given and imaginary situations because it is helpful for analyzing the process and its outcome.

Our judgment turns our guard against danger, our creative thinking with possibilities and our force to achieve success as well. It's part of our thought process. The most important thing to understand how rigid or flexible we are about our judgments. The more rigid we are with our judgment the closer and defensive we are going to respond to any change. People with rigid judgments have difficulty in accepting a new perspective on life. They have their own lens to see life and they aren't ready to change their lens. This is because they are comfortable with this lens. It converts into their habitual mode or comfort zone. With that, it starts seeing everything with the same pattern because thinking or breaking your own thought process becomes very difficult and impossible at times.

The biggest challenge for us is to break that chain of thought process. Humans are more prone to become the slave of their own thought process. So we give our opinion or pass judgment and fulfill our responsibility. The judgment also minimizes new experiences and learning which compromises our growth. Let's say, how the majority in my generation learned driving through manual mode but as soon as technology has shifted to auto-driving mode, we have not just resisted the change but we have started defending our right for manual driving as a true.

We think re-learning isn't the problem actually but we are comfortable with manual driving and that is fine too but the problem actually starts when they try to convince all others around them that manual driving is better and they have experienced it and it's all. There is no room for change. Similarly, an employee who is happy and satisfied with his employment experience will try to convince a businessman and others that his experience is better and everyone should follow his footsteps. This sort of judgment really makes life miserable for all sides. Being open and flexible to our own judgments makes life convenient and people more comfortable around us. Such people don't impose their experiences on others and are also stay open for new learning and experiences. Hence the process of growth continues and life never gets suffocating for us and for the people around us.

The judgment also has a positive and deep connection with insecurity. Judgment comes from insecurity and insecurity leads to judgment. It's a vicious cycle. People with insecurities have low self-esteem or sometimes they are self-obsessed (narcissist) as well. In both cases, it's difficult for them to accept new perspectives or appreciate others. They cannot go to the stage and perform and similarly don't appreciate others for doing so. How can someone be better than them? This thought makes their life miserable. Lack of appreciation and openness for others can be a self-suicide and tend to suffocate people around us.

For a better and balanced personality, one must keep his or her self-open, and always strive for a new perspective to keep the experience rich and a life full of growth and progress.



Nadiya Fahim

Psychotherapist &
Clinical Psychologist

Nadiya Fahim is UK certified psychotherapist and clinical psychologist. She deals with Depression, Stress and Anxiety issues.

AGORA

'Iqbal Kay Shaheen'

Institute of Southern Punjab, Multan sets another milestone by inaugurating AGORA which is a forum set for seeking opinions from the experts on different themes and topics. Upon its first launching, its theme was "Iqbal k Shaheen" that aimed to develop a sense of realization among the youth regarding the philosophy of Dr. Allama Muhammad Iqbal followed by an extensive Question answer Session.

This session was graced by Dr Anwaar (Pride of Performance Award from Government of Pakistan), Mr Amir Shehzad Siddiqui (Writer, Anchor person, Columnist) and Mr Nadir Magsi (Corporate Trainer, Lecturer at Air University Multan, PhD Scholar) as the experts on the area. The forum provoked the ideology of Iqbal and effectively shared his message for the youth.

The second session of AGORA opened up a forum themed as KHALQ-E-KHUDA, All human beings are born free and equal in dignity" Transgenders from business sector and educated backgrounds talked about the social status of the Transgenders eliminating some myths developed by the society and uncovering the aspects of life which have been neglected. The panel was accompanied by some experts in sociology for the further exploration of the phenomenon under discussion.



Urdu Hai Mera Naam

Literature is our heritage. Our culture can never be completed without the touch of poetry and Adab. To honour this rich culture of our society, Students of Literary Society of ESF organized a Mushaira "Urdu Hai Mera Naam" at Jinnah Auditorium ISP. Students of ISP and 16 famous poets from the region of South Punjab participated in this Mushaira. Some of the famous names included, Shakir Hussain Shakir and Razi-ud-din Razi Sahab. Student participation was excellent and Mushaira was also broadcasted Live at Institute of Southern Punjab Multan's Facebook Page.



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theinterview



Mr. Altamash Parvaiz

*HOD Marketing
Mukhtar A. S. Hospital*

We believe in meeting successful people and sitting with them just so that we can learn from their personal and professional experiences. A delegate consisting of ISP students from BBA 5th organized a visit to Mr. Altamash for a conversation.

Mr. Altamash Pervaiz is currently serving as HOD marketing in Mukhtar A. Sheikh Hospital. Mr. Altamash Pervaiz is a qualified marketing professional having an MBA and MPhil degree in business management. He also holds an honors degree in computer sciences. He is an alumni of Government College University Lahore and got his M.Phil from IBA. He has attended executive education programs on marketing at LUMS and IBA. He is also trained at University of West Minster London UK. He has more than one-and-a-half-day of experience in public and private sector organizations. So no wonder, we have a lot to learn from him. Let's see what he had to share with us.

Q. How did you develop an interest in this field?

Ans. My degree is in Computer Sciences and I worked in the department of Informational Technology for a couple of years but then I realized that I am not a technical person. In fact, I began to see myself as someone who is very social and likes to interact with people. Therefore, I got interested in the field of Marketing and over the time I have seen that my interests are more inclined towards marketing as compared to my own field.

Q. Why did you select Computer Sciences for your studies if you were not interested in the field?

Ans. It's a very good question indeed. When you are done with your intermediate, everyone around you gets very interested in offering their valuable suggestions. They can be your parents, relatives or your close friends. One is very young at that time and is unable to decipher what he wants in his life so eventually you end up doing something that the rest of the world thinks is right for you. Everyone was of the view that the future of Computer Sciences is very bright, therefore I opted for that field.

Qs. What do you enjoy most about your work?

Ans. It's very interesting as the field of marketing is multifaceted and very versatile. It consists of multiple activities like the advertisement, communication, sales etc. Moreover, it makes you interact with a lot of different people having very diversified ideas about various activities. That's why there is a lot of brainstorming that is involved because you have to come up with immensely creative and unique ideas of doing things.

Qs. What do you think you are best at?

Ans. As I have already told you that the field of marketing consists of diverse activities. However, many people think marketing is all about sales but actually, it is much more than that. It involves a lot of communication because you have to convince your customer to purchase your product and for that purpose, you have to develop the right kind of message. The development of the right message entails proper homework about your target audience because you have to build the right image about your product in the minds of the customer. I believe that I have the skills and competencies required for the development of a strong promotional message.



Q. What kind of problems did you face in the early years of your professional life specifically regarding Marketing?

Ans. My career path wasn't very smooth and I had to face a lot of problems because I didn't have any background information about the field of marketing as I had not studied it. It was a bit difficult to understand the different roles and functions of Marketing. Furthermore, everyone involved in the sector had a different opinion so it took time to get onto the right track. So I would say that it's only relentless hard work and a very strong resolve that eventually helps you to achieve your goals.

Q. What are your plans for this week?

Ans. These days we are working for the launch of our hospital Mukhtar A. Sheikh. We are developing a P.R. size and complaining, and we also have to deal with the clinical department. We also have to work with all stockholders because their suggestions are quite crucial to the success of the hospital.

Q. Was there something about your work that took longer to understand?

Ans. Although the field of marketing has always been quite attractive but initially I found it very hard to sell something. But later on, I became more mature and understood it was just a matter of right communication. So now I know that I have to approach the right person at the right time and communicate with the right message.

Q. How do you make the right use of the internet?

Ans. The contemporary world is quite dynamic as we are living in the age of information. The internet definitely holds a cardinal status because it is the sole provider of information. But it has to be considered a blessing and a hurdle at the same time because though it provides abundant information but at times the information is misleading. Therefore, I try to act very shrewdly so that I am able to gather the right information that can help my organization to succeed.

Q. How do you strike a balance between your personal and professional life?

Ans. I love to spend my free time with my family and close friends. But I firmly believe that work should be your first preference and one should not comprise on one's professional character. It is only the quality of your work that earns you the respect of the people working around you. Hence, whatever you are doing in your life just give it your best.

Q. Any advice that you remember till today?

Ans. I was very close to my mother who has always been the reason behind my success. She always said that the only route to success is immensely hard work and firm faith in oneself. Till date, I follow this advice and I believe that it has made me achieve a lot in my life.

Q. Any piece of advice that you would like to give to future generations?

Ans. Dream big and believe in yourself. Stay focused and work hard. Never look for the shorter routes that may earn you easy success. Be honest and put your hundred percent in whatever you do in life.

**SPECIAL THANKS TO:
MANAGEMENT OF M.A.S. HOSPITAL**

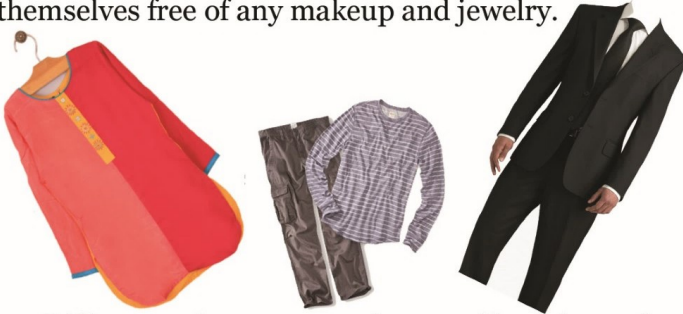
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the UNREVEALED NEXUS

Dressing up in the morning may take some extra effort, but it makes you feel great, especially if you receive wonderful compliments from the people around you. Your emotion plays a tremendous role in the choice of your outfit. Whether you wake up feeling ready for everything or the exact opposite, the clothes you pick out are a direct reflection of your mood, even if you are not consciously aware of it as you root around in your closet.

Clothing doesn't just influence others; it reflects and influences the wearer's mood. Women who are happy or positive are more likely to wear vibrant and lively colors. They also enjoy pairing up their dresses with matching shoes and some fashionable accessories. However, the ones who are sad or gloomy would want to wear dull colors and keep themselves free of any makeup and jewelry.



Different colors are amazing manifestations of a variety of feelings. For instance, a red outfit makes you look confident amongst everyone. Yellow is a sunny and life-affirming color that brightens up your mood. Wearing blue is a surefire option because it makes you feel relaxed and helps you to create an impeccable first impression. Black is famous for creating a slimming visual effect. Generally speaking, black-colored items can create a dual impression of sadness and heightened elegance. Orange is thought to be ideal for stimulating activity and awakening creativity. Green is the color that can be calming and invigorating all at once. Hence, when it comes to choosing your wardrobe, selecting the right colors can both improve your mood and make you look more attractive to those around you.

Moreover, enormous amount of researches have been conducted to reveal the relationship between the mind and fashion choices of women. For example recently a study conducted by the students of University of Hertfordshire examined the connection between the emotional states of women with what they wear. It concluded that the majority of the women feel that they can alter their moods by changing what they wear. No wonder there is a billion-dollar clothing industry generating profits every day from their massive clientage who are continuously buying new clothes for elevating their mood.

People also have plenty of myths about the kinds of clothes that they wear. They often associate certain positive and negative emotions with the kinds of clothes that they wear. They avoid re wearing clothes that they had worn on a slightly bad day, and repeat the dresses that they had worn on the days when they felt empowered and confident.

There is definitely a strong relationship between clothing and our moods. The science of happiness has found that we have 'positive interventions' that can change our mood, and when we deliberately intervene on our happiness by wearing things that evoke positive feelings, positive reactions from others, or that remind us of positive experiences, we will be happier & confident.



Syeda Mahwish Rizwi

TRAINER AT INSTITUTE OF
SOUTHERN PUNJAB



Who's got the talent?

ISP Got Talent Season 2

We at ISP firmly believe that our students are more than just our assets. They are individuals power packed with knowledge, skills, capabilities and hidden talents. All we need is to find that one shining star among all and make him/her believe how his/her strengths can change his own world! ISP Got talent is such a platform that finds such talented students and gives them a platform to exhibit and show what they have got. The season 2 of this event put forward so many shining stars of our institute but there has to be a winner who stands out! Syeda Rabeeha, who mesmerized every single individual with her soulful Qirat Skills, won the title of ISP Got Talent Season 2.



ISP Fun Vaganza

The best educational experiences are a combination of fun and learning! As students work day and night to excel in their studies, Our Institute never fails to lighten up their busy study schedules with fun filled events! ISP FUN VAGANZA was a one day event just to put smiles on the faces of our students and to let them experience a day full of activities and games. Food stalls, games, song dedication, music and what not!!! The event concluded with the superb performance of Our Music Society.

SEDC Talks by Syed Farooq Hassan

The platform of SEDC Talks was honored by famous actor, anchor, compere; Syed Farooq Hasan. Farooq Hasan has been a pioneer when it comes to hosting since the early age of Pakistan Television. He talked about how confidence and effective communication works when you have a job interview. By shedding light on this area he also talked about "Winning hearts at your job interview". Students actively participated and enjoyed this productive yet casual session.

Faith

that keeps you

Going

When you feel all alone in this world and there's no body to count on your tears, to hold your back and tell you not to stop making efforts and keep going. "No matter where you are Allah know"!

When you're just about to give up hope, let me tell about "what is hope".

I want you to imagine the sweat dropping of Hajra's (R.A) as she insistently run for water in the midst of desert. I want you to feel the pain and the strength of a father like Ibrahim (A.S) when he looked into his son's eyes as a sacrifice to Allah (S.t). Feel the betrayal in Yousuf (A.S) heart when his own flesh and blood plotted against him, The thick darkness inside a whale where Younus (A.S) resides alone. I want you to picture the wide sea in front of you as Musa (A.S) fled from the pharaoh. Prophet Mohammad (S.A.W) still continued his path as blood was flowing down his head as people from Makkah tortured him and his companions and maybe then when you see it all, feel it all, imagine it all, would you learn that thirst didn't win over Hajra (R.A) and Ismail (A.S) wasn't slayed and Younus was Forgiven and cast out of shores.

Musa (A.S) still crossed the sea and the final revolution of faith was made through Prophet Mohammad (S.A.W) where billions of Muslims are following him today. They all had a strong faith in Allah(S.t).

They never gave up because hope means not seeing an escape from yourself but knowing that Allah (S.t) is there, so trust Him.

So when things are difficult and your voices don't seem loud enough to be heard over hatred and oppression, Allah hears you even if your prayers are whispered.

Today if anything is trying to hold you back, give no attention to it get your hopes up, look up, get ready to rise up and have faith in Allah! Because when you decide to move forward with faith in your heart there's nothing in this world that can ever stop you!



Unaiza Aftab

BBA
Institute of Southern Punjab

Role of BLENDED LEARNING

*for Attaining Writing
Proficiency Skill at Graduate Level*

In **comprehension** of a language, four skills are needed for proper communication; listening, speaking, reading and writing. Communication and expression of requirements, approach, opinions and experience in written words are a symbol of success for a learner at graduate level. Writing is a language skill that necessitates particular consideration as it is a creative and productive language course. Writing proficiency plays a great role in conveying a written message accurately and effectively. Writing can be considered as a tool of survival in the society and societal demands of writing in business, jobs, studies and daily life chores makes it important. The process of writing is cultured in an environment of constant criticism and recurring failure. Blended learning is an evolutionary process of e-learning towards an absolute program of diverse multimedia applied in an ideal way to solve problems, special paying an attention towards the individual differences and achieving an eminent teaching.

Blended Learning Ingredients:

In describing the blended learning ingredients, Carman (2005) has pointed out that the blended learning process includes five key ingredients:

1. Live Events:

Synchronous, instructor-led learning events in which all learners participate at the same time. For many learners, nothing can replace the ability to tap the expertise of a live instructor.

2. Online Content:

Learning experiences that the learner completes individually, at his own speed and on his own time. Self-paced, asynchronous learning events add significant value to the blended learning equation.



In order to get maximum value—real business results—from a self-paced learning offering, it must be based on effective implementation of instructional design principles.

3. Collaboration:

Learners communicate and create with others. E-mail, threaded discussions, and wikis are all examples.

4. Assessment:

A measure of learners' knowledge. Pr-assessments can come before live or self-paced events to determine prior knowledge, and post-assessments can occur following scheduled or Online learning events to measure learning transfer. Assessment is not limited to conventional tests, quizzes, and grades. Narrative feedback, portfolio evaluations and, importantly, a designer's reflection about a blended learning environments effectiveness or usefulness are all forms of assessment.

5. Support Materials:

These include reference materials both physical and virtual that enhance learning retention and transfer. They include: printable references, job aids and personal digital assistant.



Research Findings

1. This study claims that the results of discussed studies depict positive effects of blended learning on the program and clear development of writing skills in students at all levels specially at the graduate level.
2. Blended learning provides students with a better learning environment through variety of multi-media resources which enhanced self-learning strategies and reflected on their achievement of English language.
3. Another finding of this research paper is that blended learning always produces critical thinking and problem solving skills in students for writing process. Traditional method of learning English produces boredom in students while blended learning had superiority over the traditional method in teaching English writing skill as it make students critical and self-empowered.
4. Blended learning developed cooperative learning among students. Blended learning was very effective in motivating shy students and low achievers towards participation and interaction both in synchronous and asynchronous activities because they were not criticized.



Conclusion

The long story cut short to it can be said that blended learning is essential for development and grooming of writing skills in students of graduation as it develops interest, creativity, self dependence and make them enable to write some thing new with ease, clearance and proficiency. It will make them enable to survive in the world as writing is the essential element of communication in a society. Blended learning helps students to write according to the situation without any errors and hindrances of mistakes of punctuation, grammar and spellings.



Komal Khan

Lecturer,
Institute of Southern Punjab

you're gonna Die!

I'm not trying to scare you — I'm being practical. You get one life and one chance to make yourself happy. Instead of sitting and complaining about not pursuing the things you want in life, do something about it.

Too many people focus on other people's happiness when they should be focusing on their own. Do you know why I like making other people happy and motivating them to succeed? Because I'm already happy. It might sound selfish, but the first person you need to make happy is you. (Then you can make other people happy.)

I implore you, to be honest with yourself and ask if the things you are doing will put you in a position to succeed. Not just in the business world, but in life. When you're happy in life, you realize that how you make your money is much more important than how much you make.

In my teenage, I spent an enormous amount of time surrounding myself with people in their 90s. Whether I met them while traveling or working with NGO's, I would ask each one of them to tell me about their life. They all started with these two words: "I wish." Some wished that they had worked harder, some wished that they spent more time with loved ones, and some wished that they did what they wanted to instead of listening to their parents. They wished they wished, they wished.

If there's one thing I learned hanging out with these old-timers, it's this: There's no better time to act than now.

If you're in your early 20s, this is your moment. This is not the time to try to be practical and maximize your money so you can buy something flashy like a fancy car right out of school. This is the time to realize that you have a five-year window (give or take) for you to attack the life that you want to win. Travel with buddies and experience the world, start a band to hone your talents, or start networking while you're still living in an apartment with eight other people. Since most of you have no major life commitments, this is the time to take the chance in the life you want.

Even if you're in your 40s, 50s, 60s, or older, there's still time to make yourself happy. If you want it that badly, you can get it. Instead of retiring and taking up golf, maybe it's time to triple down and really focus on what you want. We live in a world today where there is so much opportunity available to us, especially with the Internet. It gives us access to more ways to pursue the things that we care about the most.

Bottom line: We are all going to die someday. No matter your age, you have the time to make yourself happy. We've never had more opportunities open to us than now to create the life we want.

I was compelled to write this post because it's a reaction to what I've been observing over the past couple of years. There's this tendency people have to pass over opportunities when they think they can just "come back to it later." People are living their lives like they have unlimited time. We all know that's not true.

If I can just get one person to change their behavior, have that one conversation, or take that one chance, I'll be glad I wrote this. Because at the end of the day, we've only got one at-bat.

"You're gonna die" should motivate you every morning to get out there and get what you want to be done. You get one life — one chance. The biggest poison we encounter as humans are regret, so stop making excuses and start making yourself happy.



Muhammad Zaid Bari

ADP IT,
Institute of Southern Punjab

Work *Ethics*

Ethics has its place in nearly all professional disciplines. The IT profession, Engineering profession, medical profession, legal profession, accounting profession and many others retain distinct codes of conduct that guide the way in which those pro-fessionals should act or behave. According to “Wikipedia” ethics is also known as “moral philosophy.” It discourses concepts of morality such as good and evil, right and wrong, virtue and vice, justice and criminality.

These are the things I learned: Share everything. Play fair. Don’t use abusive language. Don’t hit people. Put things back where you found them. Don’t steal things. Clean up your own mess. Don’t take things that aren’t yours. Don’t be a back biter. Say you’re sorry when you hurt somebody. Wash your hands before you eat. Warm cookies are good for you. Live a balanced life. Learn some and think some and draw and paint and play and work some, have fun every day. “But, the work ethics is much more complicated than our sandbox days.

Punctuality

Be on time! You need to be punctual at workplace. By punctuality means if you have reporting time at 10am in the morning try to be there at work 15 minutes earlier. This shows punctuality. It reflects that you understand the value of time and it’s the sign of respect for others and their time.

Responsibility

Be responsible! Never ever try to brush your hands off from the responsibility given to you. Be responsible when you can’t show up. Try to do as much as possible to be proactive.

Integrity and Loyalty

Don’t lie or cheat. Never ever share the confidential data of the organization you work for, with outsiders. Make sure that you show with your actions and behavior that you are somebody who has a lot of integrity and loyalty. People should be able to trust you with their words and actions.



Professionalism

Professionalism is the most important kind of behavior by every employer in the world today. People expect you to be professional. Keep your personal life private. Avoid gossips and avoid discussing personal problems at work. Keep personal calls to a minimum make them on your break.



Productivity

Cooperation is the key to productivity. Don’t waste your time at work and loiter around, volunteer to do more and help others. Do “Extras” without being asked and do things the best you know how.

Commitment to Excellence

Having commitment to excellence is put your heart and soul into to your work, try and achieve excellence instead of just doing it for the heck of doing your work. Try to excel at your job because that is something that will get you into the limelight and people really appreciate hard work as well as smart work.

Appearance

Remember that the first impression of who you are can last a lifetime. Dress appropriately, dress for success! Take care of your personal hygiene and stay tidy.

Attitude

Have a good attitude, be positive and open to change. Focus on giving, not getting.

Respect

You need to give respect to get respect and that's something which is very essential. Give respect to everyone at your workplace either that person is a peon or a CEO. Not only respect them but respect their individual differences and personal space.

Magic Words

"Please", "Sorry" and "Thank You" are still the magic words. Don't hesitate to use it more often.



THANK YOU



I'M SORRY



PLEASE



EXCUSE ME

Well ethics is something either you have or you don't have. There is no grey or black or there is nothing in between on that. You either have it or you don't.

QUESTIONS TO KEEP IN MIND

There are certain questions you need to introspect on when you are stuck in a situation with regarding to whether your behavior or action is ethical or not:

- Is it fair or legal?
- Will it hurt anyone?
- Will it make anyone uncomfortable?
- Does it convey respect for others?



THE MISSING TILE

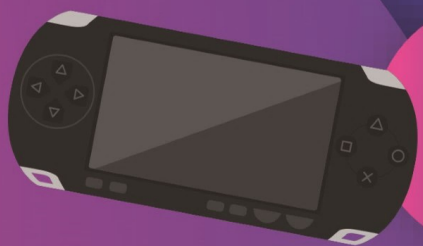
Imagine yourself sitting in a room where you see a tile is missing on the ceiling and the focus of your attention is that missing tile. Now what would happen? Whenever you visit that room your attention will be that missing tile. It is ok for that missing tile, tile can be fixed but this doesn't apply in your life. Most of what is missing in our lives or what we think is missing cannot be replaced. Like a ceiling life can never be made perfect.

Once a girl came to me and said that whenever I walk into a room full of girls, what I see are beautiful hair! What make me think is that girl sees the world in completely different way than me. When I walk into a room I don't notice hair because I have my hair and they are beautiful! It's not a missing tile for me. She saw beautiful hair because all she wanted to have is beautiful hair which she doesn't have. This applies to some way to everyone. Concentrating on missing tiles of your life is a big problem. We focus on what is missing in our lives. That's the way we play tricks on ourselves and undermine our happiness. So are we focusing on the missing tile or on the rest of the ceiling? To large extent the answer to that question will determine how happy you will be.



Sidra Jameel Qadri

Trainer, SEDC
Institute of Southern Punjab



STRIVE STRUGGLE & PIXELS



Gaming has a negative effect on both children and adults. This is a beautiful misconception that has been voiced from ages, and it seems most parents want it that way because they think they are supposed to believe this way. The interesting thing is that contrary to popular belief, video games are actually having many positive social, cognitive and health benefits. Which almost parallel to watching movies. Because of Games, we are able to stimulate our brains in ways that we otherwise just are not able to do.

According to Research statistics presented by STBYG in an infographic called “Why, Gaming is a Positive Element in Life,” I am able to settle that the previous belief is nothing but a misconception. The general population seems to think that the most popular games are violent shooters; however, this is completely false. Actually, the top three gaming genres are represented by action games (22.3%), family entertainment games (17.6%) and sports games (14%). However, the truth is that the only harmful thing about gaming is the sitting down for hours and hours part, not anything else. Another study conducted by researchers at the University of California San Francisco was able to prove that just 12 hours of playing a 3D driving game over a month was enough to help short-term memory, attention span and other brain functions that get worse as you age.

Most obvious benefits of games are “Games improves coordination, problem-solving, leadership skills, teamwork, attention, concentration, multitasking, vision also brain speed and memory. These are all very common and obvious benefits but to demonstrate my point I am going to elaborate 8 super cool & awesome benefits of Video Games that no one can trash, however, anyone can!

1: YOU MIGHT GET A CAREER BOOST

Many studies indicate that video games improve job performance, especially for jobs that require good eye-hand coordination, attention, excellent working memory, and quick decision-making.

Certain genres of games reward and encourage leadership traits like providing for “communities,” while securing their safety, etc. Researchers have noted that players can display correlating motivation in their real-world career goals. Improvising in a game can also translate into being faster on your feet when an office crisis crops up.

2: GAMERS CAN BECOME FASCINATED WITH HISTORY

Many games are based on actual historical events to drive their stories. Those characters and places can then spark anyone’s interest in discovering more about the culture they’re immersed in, according to researchers. Parents who have obtained books, maps, and other resources connected to games have reported their children are more engaged with learning, which can lead to a lifetime appreciation for history.

3: VIDEO GAMES CAN MAKE YOU LESS ANTI-SOCIAL

One of the worst stereotypes associated with playing video games is that those who play video games are awkward social rejects. Even if there are plenty of basement-dwelling gamers out there, that doesn’t mean all gamers have problems socializing in public and making friends. Researchers from three different institutions in the UK and Canada recently did their own studies to find out how common antisocial behavior is among gamers. What they discovered is that gamers who partake in live social environments are actually the most communicative and friendly people there. Gamers also formed stronger relationships than non-gamers due to their matching love of games.

4: VIDEO GAMES MAY SLOW DOWN AGING

Male, female, young adult, middle-aged person all have one thing in common and that’s aging and while getting older and wiser has its perks, there are also a number of natural problems that come about as well.

But just like maintaining a healthy exercise routine can help your body feel 50 when you're 60, our brain can also be kept 'in shape'. In fact, a study conducted by researchers at the University of Iowa showed that playing games can do just that. The study had 681 healthy people aged 50 and older play 10 hours of a certain video game for five to eight weeks, and this is what they found:

"We've shown that 10 hours is enough to slow the decline by several years. We saw a range across all our tests from a minimum of a year-and-a-half all the way up to about six-and-a-half years of recovery or improvement. From just 10 to 14 hours of training, that's quite a lot of improvement".

It seems performing any task that requires exercising your mind will help it stay sharper, and that includes video games.

5: THEY HELP EASE PAIN

It's common to try to distract ourselves from pain by paying attention to something else or focusing on other body mechanisms, but that's not the only reason why games are a good post-injury prescription. Playing can actually produce an analgesic (pain-killing) response in our higher cortical systems. The more immersive, the better. Which is why pending virtual reality systems may one day be as prevalent in hospitals as hand sanitizer.

6: GAMES CAN MOTIVATE YOU TO EXERCISE

If you're determined to lose weight but just can't force yourself into the gym after work, here's a surprising solution: exercise virtually first. According to recent research from Stanford University's Virtual Human Interaction Lab, study participants who watched virtual avatars of themselves running on a treadmill reported feeling remarkably higher confidence that they could get in shape, then went on to exercise for a full hour longer than participants who merely watched their digital twins stand around onscreen.

7: GAMES FIGHT DEPRESSION

PopCap Games, the company behind successful casual games like Plants Vs. Zombies, Bejeweled, and Peggle know that having fun is serious work. In a formal survey with its players, PopCap found that 77 percent of players admitted to seeking mental or emotional health benefits from playing, and that casual games were an effective tool for reducing stress, improving mood, and stopping anxiety. As leading game researcher Jane McGonigal says in her book, SuperBetter,

"Someday soon it's quite likely that psychologists or doctors will commonly write prescriptions for Angry Birds to reduce anxiety, or Peggle to treat depression, or Call of Duty for anger management."

8: GAMES MAKE YOU MORE RESILIENT AND OPTIMISTIC

Anyone who has ever picked up a controller knows that "game over" is a temporary state of being. If a particularly challenging level beats you, most games give you an immediate chance to retry, now armed with more of the knowledge, experience, and skill needed to complete your quest. For many gamers, real life works the same way. A team of 25 scientists from Europe and North America recently reported that people who play nine or more hours of video games every week have higher gray matter volume in the reward processing area of their brains. So with the help of the above evidence, we can finally conclude that yes, video games are actually good for us on many levels. Of course, we must add, like anything, to maintain such benefits but games should be played in moderation. Staying up all night, every single night, to fight off zombies? Maybe not the best thing for your health. Playing games is not a bad habit and never will be. Playing is how we are from a very young age learning the reality around us and it also teaches us to dream. My advice to all the readers is, start playing games, dream big, stay optimistic, stay focused, use your imagination and always reach for the best.



Movahib Anwar

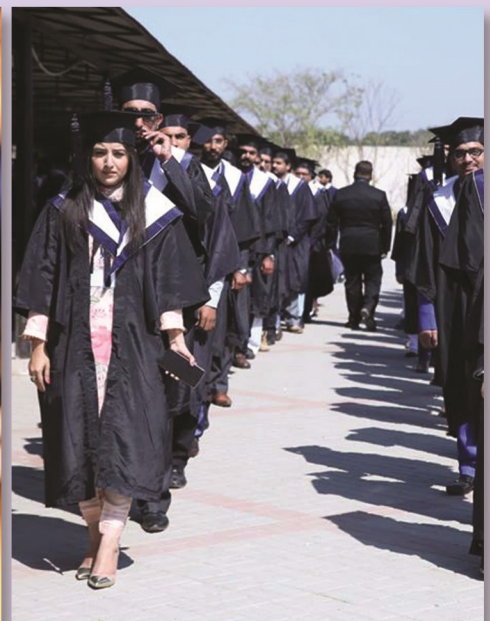
Trainer, SEDC
Institute of Southern Punjab

ISP 2nd Convocation 2019 Gallery





Achieving milestones is what establishes a sense of fulfillment in students, and giving them recognition is what keeps them going on the path of success. Institute of Southern Punjab organized its Second Convocation to honor and award our students with gold medals and degrees. Degrees and medals were awarded by our very prestigious Chief Guests, the Rector Mr. Asim Nazir Ahmad and Chairman Board of Governors, Mr. Almas Ayub Sabir. This prestigious ceremony was also graced by Senior Politician and Diplomat Syeda Abida Hussain – former Pakistani Ambassador to the United States; Mr. Hussain Jahania Gardezi, Provincial Minister of Punjab for Management and Professional Development; Mr. Traiq Ansari, Vice Chancellor Bahauddin Zakariya University, Multan. Around 50 students were awarded with Gold Medals securing high positions and around 200 students were awarded with degrees. The ceremony was followed by a gracious lunch that was given to all of the distinguished guests, parents and students.





Am I an Entrepreneur or a confused businessman in disguise? Does an idea mean to me more than money? These questions are hardly the ones we ask ourselves these days.

'Entrepreneur' is one of the most misused word of the modern society. To clear the perspective and to promote people with an entrepreneurial mindset, I have listed a few profound differences between a businessman and an entrepreneur. After reading this, perhaps, some of you will identify their personal traits and it might be easier for you to decide what to choose as your career.

For years, those who have been close to me, insisted me to focus on businesses that were more

oriented and more profitable, but my mind never accepted to adopt those routes that countered my fields of interest.

I have flagrantly focused on my aim of excelling in my training and development field offering skill development and exposure to the prolific students and professionals of Multan and its suburbs. Later, I discovered a few things that made me believe in myself and my ideas I have been so merged with.

In writing this article, I have consulted my dear associates Melanie Spring (DC, USA) and Victorino Abrugar (Philippines).



Idea:

A businessman adopts a profitable idea where he might be able to minimize the risk and maximize the returns. Mostly, it's franchising or retailing businesses, whereas, an entrepreneur believes in the originality of the idea in which he/she invents the idea, works on it, and then launches it. It's rather a passion driven idea.

Purpose:

A businessman always starts a business in order to generate profit out of it or in order to achieve the liberty of self-employment by being their own boss.

Entrepreneurs on the contrary are more interested in changing the world. A common phrase could always be heard from them, "One man can make a difference."

Risk Taking:

A Businessman has many rivals in the market, so he usually enters the market waging competition, thus seeking lesser risks focusing sustainability and possible market penetration. A Businessman is always prone to take calculated risks to avoid any calamities.

An Entrepreneur also alibied as a 'Sky diver', is his own rival, he has a race against himself in progressing towards his aims. He tends to take crazy risks regardless of the outcomes. His only focus is on his 'passion ego' rather than the financial gains or losses sustained by his decisions. But all the craze of passion and joy put in his decisions, he often gets extraordinary rewards out of that.



Employees:

A Businessman hires employees and acts as a manager controlling and leading them into achieving the proposed organizational goals.

An Entrepreneur is a friend and a leader, he does not treat his peers as employees, in fact, and he invites them to help themselves grow.

Customer Orientation:

A Businessman always takes his customers as the source of sales and revenue generation and he believes them as the lifeblood of his business, whereas,

An Entrepreneur always takes his customers as a source of duty and fulfillment believing them to be his own lifeblood. An Entrepreneur is people oriented and finds it a duty to serve his customers ardently.

Money? :

Money is the biggest set off for a Businessman, most businessmen focus on high returns as they had invested heavy start-up costs which lead them to an almost fetal fear of losing money.

An Entrepreneur makes making and losing money a child's play, surprisingly, most entrepreneurs are not bothered about money at all. They believe 'I did it once, I can do it again.'

Time :

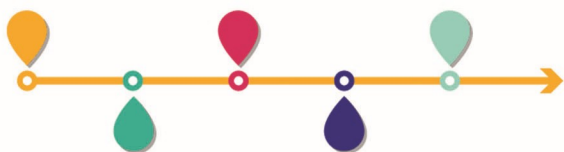
A Businessman is most conscious about time, they plan according to time, act according to time. Mostly, a businessman tends to follow a strict schedule measuring each and every activity on the go.

An Entrepreneur is a 'Ruddy Perfectionist' like an artist or a scientist, an entrepreneur tends to finish his master piece and then put it to work. So, naturally, entrepreneurs are slower than the businessman, but more effective all the same.

Plan Tenure:

A Businessman plans for a shorter span of time, maintaining daily or weekly to-do lists, they tend to generate profits from short term activities focusing on the returns.

An Entrepreneur always plans ahead. They have long lasting plans for distant goals, towards which they cruise neatly covering one milestone at a time.



World? :

A Businessman always takes the world as an opportunity, he sees it as an opportunity to earn a living, and as well he might also take it as an opportunity to help or assist those who are living in the world.

An Entrepreneur sees the world as a duty and obligation rather as an opportunity.

Success:

A Businessman always talks about success and how to achieve it, some are even obsessed about it. Success according to a businessman is financial stability and heavy returns of himself as well as the other stake holders of his business.

An Entrepreneur never talks about success. They believe in doing the right thing with an aim to grow the idea they seeded. Most people talking success and discussing entrepreneurship are just confused businessmen in disguise.

I can continue writing the differences of how a businessman is a calm charmer and an entrepreneur an excited exuberance, how businessmen are traditional in their approach and entrepreneurs are innovative and revolutionary. Businessmen are atomistic whereas the entrepreneurs are holistic. A broader canvas can always be stretched when it comes to the differentiation.

Having discovered all these traits makes me think that I have always been tried by my folks for something that should be prized rather than smoldered. Therefore, I advise my fellows reading this article to think of themselves as blessed ones and not to be disappointed by their out-of-the-way thoughts.

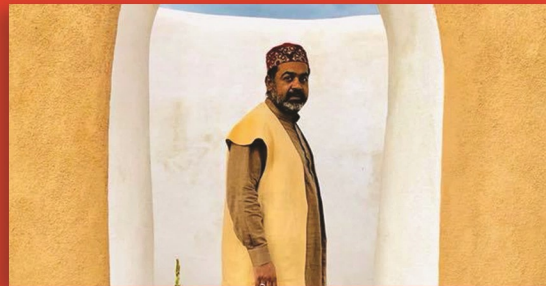
Focus on your passion, trust yourself and the Supreme One and set out to achieve what you seek.



Arslan Javed

Trainer, SEDC
Institute of Southern Punjab





SEDC Talks by

Sahibzada Asim Maharvi Chishti

Sahibzada Asim Maharvi Chishti. Born in Maharsharif, Pakistan. Belongs to the family of great Sufi saint of later Chishti order Hazrat Khwaja Noor Muhammad Maharvi (R.A). Early Study travels to Central Asia, Russia, England, United States of America met different Sufi masters of various Tariqat and got the honor for being in their service. Spiritual quest was always there from the very first day of his birth the thrust of the path of Love began in the early 2001 when he ended up coming back to the spiritually rich Pakistan leaving a sound carrier in United States of America.

Institute of Southern Punjab, Multan was delighted to have Sahibzada Asim Maharvi Chishti on the stage of SEDC Talks for a thought provoking session. In his session he addressed the youth of the institute and shared his valuable experiences. He talked about exploring the inner self and then ultimately exploring God. Students and management was awe-struck with his words and his session was a source of immense knowledge for everyone.

SEDC Talks by

Sahibzada Sultan Ahmed Ali

Renewing faith and reviving the traditions and heritage of our Islamic culture is one of the basic needs of this era. Institute of Southern Punjab strives hard to reach out to such eminent personalities that are truly the torch bearers of the cultural heritage of our religion. Sahibzada Sultan Ahmed Ali was invited as a guest speaker at the Institute of Southern Punjab. Sahibzada Sultan Ahmad Ali is the 10th descendant of renowned Sufi of Islamic-world Hazrat Sultan Bahoo. Sahibzada Sultan Ahmad Ali is Secretary General of Islahee Jamaat & Aalmi Tanzeem-ul-Arifeen, (the edifying movement in Pakistan and abroad). National and International think-tanks and Universities, Bar Councils and research institutions invite Sahibzada Sultan Ahmad Ali to deliver lectures and to discuss social, religious, spiritual, national & international political issues. Here at the platform of ISP he honored us and talked about how Iqbal's message has been playing a vital role in building up the values and morals of our youth.



SEDC Talks by

Khalid Anum

SEDC Talks is a platform which has become a landmark in itself. We are reaching out to masses and are trying to get on board a variety of speakers from all walks of life.

Khalid Anam needs no introduction, a celebrity, a star, a great human being who proved his identity when there was just one TV channel PTV back in early 90s. He has acted in 100s of TV dramas and has been awarded many awards. He is working as Head of Department of Media Studies in a University in Karachi. Institute of Southern Punjab invited this great Actor at SEDC Talks where he shared his life story along with a thought provoking speech. He made us laugh, think and left students with a thought that nothing is impossible if passion, urge and hard-working mind set are put together for achieving something.





PRICE TAGS

Ironically, it is the age of price tags. Make yourself branded or there will be no one interested in you. Self-marketing is an important tool in this regard. Some people are naturally expert in their own marketing and advertisement. All they need is the availability of some tags. Tags of those branded names and prefixes that highlight their importance. On contrary, there are those who lack this very ability and thus suffer till they learn the art. Well, ultimately you have to be a part of this race. In all this chaos, price of the labeling and tags has increased while the worth of human is lost somewhere.

It is the dilemma of the contemporary society of modern people who are modern merely by the presence of material possessions. It has created a gap or a loop hole in the structure of humanitarianism. People are not valued; their tags are valued. This is the reason of that unidentifiable cause of madness in the human race. Search for truth is vague because of the fake motives.

The era of price tags has triggered an unnamed search for truth. It is the truth that everyone tries to hide; the dark side of every soul. It comprises of failures, rejections, and downfalls which everyone has gone throughout the journey of life. Emergence of social media has played a vital role in this regard. It has boosted the need for portraying an overly artificial and bright image. It has not just increased a need and desire for perfection but made this desire an utmost need for survival. It has boosted an idea of perfection which is unachievable in reality. It has faded away the fact that imperfection is what makes us beautiful. Instead, those so called price tags have become a source of perfection and glow. However, all the endeavors towards the achievement of truth will be proved futile unless the aim is reverted towards reality.

It is obviously the reality which is imperfectly perfect yet amazingly simple. It has got more charm which makes it worth-living. It is what the ultimate search of the mankind is.



Sadia Zia

Lecturer, Department of Psychology,
Institute of Southern Punjab

CONFLICT RESOLUTION

The objective of writing these words is to share with you the basics of how to see a conflict, understanding different approaches to resolving and most importantly knowing your very own and unique conflict resolving style. This will enable you to choose one or more the most effective options when you are encountering a conflict.

How you react to and resolve conflict; bounds or facilitate your achievement. Take Conflict as a Cradle of Advancement and Progressive Change. A conflict can arise from various causes:

- **Goals:** Conflict of interests, objectives or priorities, it can also arise when the set objectives are not properly communicated among all of the stakeholders.
- **Personality Conflicts:** People are different from each other. Every person is a unique combination of different traits. These Personality Differences are a major reason for conflict. Sometimes there is no harmony, or you couldn't find out a way to develop an understanding required for a healthy working relationship.
- **Scarce resources:** Lack of resources could become a reason for conflict between two members of the same team.
- **Styles:** People are different in their style of thinking or expressing. Your ideology or the way you communicate it may bring out unease to someone else. Conflicts in styles are easy to resolve when someone knows how.
- **Values:** The most complex situations arise from the conflict of values and beliefs. The values are the fundamental principles of people, they decide their right and wrong on the basis of these principles, so the emotional attachment is quite obvious. Resolving the values conflict is the most difficult task and requires very careful consideration of all pros and cons. That's why a particular business, team, company, or the culture may not be a good fit for all of us. It's also said "birds of a feather flock together" and "opposites attract, but similarities bind."

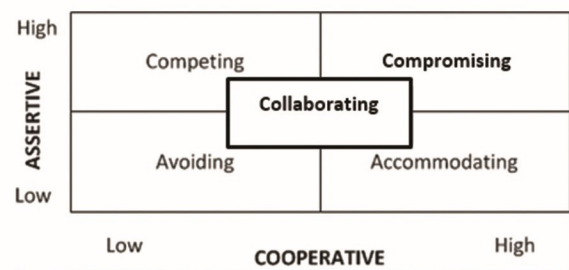
By taking conflict as an inevitable part of life, we can make the most of each situation and use it as a learning opportunity to expand our leadership horizons. We can also take it as an opening to make over or renovate the state of affairs into something newer, something better.

5 Conflict Management Styles

Although, after having a proper conflict resolution training professionals become capable to diffuse the situation and reach an agreement that is acceptable to all parties. First thing first, after identifying the depth, dimensions, and severity of a conflict, one could go for any of the following five conflict resolutions approaches.

Thomas-Kilmann Conflict Mode Instrument

The Thomas Kilmann Conflict Mode Instrument is a model for handling conflict:



The model organizes 5 conflict management styles based on two dimensions: Assertiveness and Cooperativeness

1. Avoiding

If the decision maker has no courage to face the music or consideration for the other party, he adopts this approach. By avoiding the conflict, in essence, he pretends that it never happened or doesn't exist. Or it is assumed that there is nothing wrong, putting off or completely shutting down. This is the most unrealistic approach to handle the conflict.

2. Accommodating

This approach is also called "Giving in" hence, requires a lot of cooperation and little courage. Mostly, it is an agreement to accommodate the other party by accepting his suggestion or acknowledging his point of view. This approach might be viewed as letting the other party have his way. While this is an easy and simple way of making peace and moving forward, it can also lead to developing the unlikeness of the accommodator towards the other party.

3. Competing

Although standing your ground calls for a lot of courage, it can also be insensitive, unkind and unpleasant. By not giving up your point of view, you are basically competing with the other party; you'll do anything to ensure your victory. In short, a competitive approach compromises of short term benefits, whereas the long term outcomes can be unfavorable to your business.

4. Compromising

Compromising is in fact "finding the middle ground". It is a rational approach to conflict resolution. Both courage and consideration are required when both parties look for common ground. For a greater long term objective, both parties negotiate and agree to major points and let go of the smaller points; this approach speeds up the conflict resolution process. Sometime, a clever bargainer might use passive-aggressive diplomacies to mislead the other party, so one should be very alert and cautious while compromising.

5. Collaborating

If you are committed to finding out the most sustainable resolution; Collaboration is your ultimate style. It requires great courage and a lot of consideration. Collaborating with the other party starts from listening to their side, discussing common goals, and ensuring shared understanding among all parties. Collaboration requires creative thinking to resolve the conflict without concerns. Collaborators are considered to be the most admired and well-respected professionals.

By knowing your own default thinking patterns you become self-aware. This knowledge enables you to know your strengths as conflict resolver or the negotiator. By applying different approaches to different conflict situations you gain experience and sharpen your knacks. When you explore alternatives or use a scenario-based approach, you find your way to choose more effective conflict management styles and finally, you get the most sustainable solutions. Remember, conflict cannot survive without your participation like a human cannot survive without oxygen.

How you respond to and resolve conflict will limit or enable your success.



Saima Ali

Trainer, SEDC
Institute of Southern Punjab

Pakistan Resolution Day Celebrations 2019

We have a tradition of celebrating national days with full enthusiasm. We believe in revitalizing our souls with the patriotic spirit. Here are some glimpses from Pakistan Resolution Day celebrations.



Labor Day Celebration 2019

Every year, we get together with all our supporting staff to celebrate Labor Day with them. This whole day is dedicated to our hardworking and talented staff. From comparing to performances, the whole program is conducted by our staff. Director General, ISP Mr. Saqib Nazir addressed the audience and shared his wisdom and advised all the staff to keep working hard and realize the importance of education for their children. Rector, ISP Mr. Asim Nazir also graced the event and cherished the moments with staff. Here are some glimpses from the memorable day.



be a giver



When we talk about giving, it is not about a thing or presenting a thing it is our continuous attitude toward others and it should be permanent not temporarily. Why it's important to have a permanent positive attitude toward others because if we pretend to be a giver or a positive thinker we end up with worries, frustration, and mental distraction. You have to shift your attitude to become a "GIVER" of anything that you have.

Taking care of someone else, being there for someone else, happy life is about giving more than you can take. A giver always finds out what they can do for others. A giver is spiritually developed when you are in a position to give you enter in the nature of GOD and giving is an act of worship. If you give the most first actually gets the most later. Givers are happy people while takers are not.

Do I want to be a Giver or a Taker is a fundamental question we should ask ourselves. Giving for the sake of bolstering our ego or showing off to A Giver is always trying to figure out what they can do for others. Taker is always trying to figure out how to gain something from the situation. A Giver listens more than a Taker. A Giver wants to make a difference, while a Taker wants to understand what's in it for them. Givers see God in people and the things around them while Takers are always seeking attention. Givers give their 100% to whatever they do and are always willing to help someone else, whereas Takers don't give their all and then whine about their schedules. Givers enrich the lives of the people they meet and make people around them happy, while Takers can be draining.

Be a Giver, not a Taker. Givers create happiness for themselves and others around them. The Giving Tree by Shel Silverstein is in my view one of the best childhood stories ever written, with a beautiful way of showcasing a Giver and a Taker. If you haven't read this one before, I would highly recommend reading it. It is a story about the interactions between a tree and a boy. The boy is a Taker and constantly wants things from the Giving Tree. When he's little, he wants to climb the tree and play on it. When he grows a little older, he takes the apples the tree produces and sells them to make money, and the tree happily gives him what he desires. When he grows older still and needs wood to build a house, he comes back to the tree with another ask, and the tree gladly offers her branches to him to cut down. This taking from the boy and the giving from the tree continues until the boy becomes an old man and all that's left of the tree is a stump for him to rest on. The story is brilliant and teaches us an extremely important life-lesson: there is happiness in Giving and sadness in Taking.

When you give, you feel great inside. Having that feeling all year is possible if we embrace the appropriate attitude. Don't make this attitude change your new year resolution, instead, make the change now and consciously stick with it. I guarantee that you will find your general attitude towards life changing as a result of this. More importantly, you will start feeling a whole lot calmer and at peace with things and people around you.



Mian Mahmood

Trainer, SEDC
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Words when said and articulated in the correct manner can change someone's mind and beliefs. Humans have the capability to rejuvenate or destroy each other by the kind of words that they use. Does it seem too good to be true? As a matter of fact, the words used by the sender to convey the message affect the recipient's choice to accept or reject a message.

One might have something very valuable to share but the poor use of words may completely ruin the quality of that message. This is the reason why many important issues get ignored or are not talked about. Have you ever wondered why no one cares about global warming? Though it's a very serious phenomenon that has debilitating effects on our environment but nobody seems to be concerned about it. It is because of the way that type of information is delivered to us. The content seems to be really boring for our mind and hence message never gets across.

Words certainly have the power to awaken our souls and provide us a reason to live. The story illustrated here excellently portrays the capacity of words to have everlasting effects. It's a story of Nasir who dearly loved his father but his father was a stone hearted person who very hard to impress. He was never appreciative towards his son who tried everything to make feel proud of him. Nasir used to work very hard for his exams but his father never praised him for his splendid results. Nasir's father was too busy to celebrate his son's success. He never returned to his calls and gave his son some words of acknowledgment for his efforts. Nasir's father's ruthless attitude landed him in a state of despondency and he started taking drugs to tranquilize himself. Days passed by and one evening Nasir was rushed to the hospital because of drug overdose. Nasir succumbed to the hazardous effects of drugs and could not survive. People would conclude that Nasir died because of drug overdose but actually his father killed him.

Words are your power that can help you to bring someone out from the dark corners of life into the heavens or make you destroy someone's life. Your mouth can spit venom or it can mend a broken soul. You can inspire a nation, start wars or achieve peace using just your words.

Let that be our goal to mend a broken soul, inspire a nation and maintain peace using our WORDS!!

POWER of WORDS

Words matter, they reflect reality and also they have the power to change the reality, so choose them wisely!"



Ayman Shahid Nawaz

BS Electrical 7th Semester
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the EXCEPTIONALS



Muhammad Zaid Bari

Student, Instructor at
Institute of Southern Punjab, Multan



Muhammad Zaid Bari was born on 2nd October 1997 in Sadiqabad. He completed his intermediate from MTB, Sadiqabad and later joined Institute of southern Punjab in 2018 as a student of BS Computer Sciences. He started working for Executive Student Forum by using his skills of Graphics Designing. His expertise are in different fields like Microsoft Office, Web designing, Front End Development and Project Planning. His passion and devotion towards achieving his goals helped him to attain different certifications and badges from Microsoft like Microsoft DevOps Badge, MEAN Stack Developer Badge, Microsoft.net Developer Badge, Microsoft CSO Badge and Microsoft Specialist Certification.

In 2015, at the age of 18, he started his own digital company by the name of Discover Digitals and soon his dedication took the company on an international level. Due to his utmost efforts, hard work and different skills, he was appointed as an instructor of computer course at Institute of Southern Punjab in January 2019. As a person, he holds the vision of empowering youth on the belief that success does not depend on your place, rather it depends on your determination and dedication for your own self.



The world now days is a world of intense competition; we see that a “MOB” of human bodies is working day and night, hustling and craving for just one thing and that’s success. Take a quick glance and you will immediately realize that everyone is lusting for it. And when it is finally achieved, it engenders tremendous happiness that calls for some celebrations. Therefore, we constantly see people glorifying each other for their success.

The word success in itself is an expression of veneration and glorification. A mere semblance of it creates an atmosphere of utmost joy and contentment that adequately encapsulates the value of this feeling. However, it also brings about a realization that are many of us working relentlessly and are ready to step out of our comfort zones and make an effort towards inculcating those qualities that can make us successful.

In simple words, self discipline gives you power to stick to your ideas and following them through without changing your mind or getting stopped by any obstacle. The possession of this skill enables you to persevere with your decisions and plans until you accomplish them. It also manifests as inner strength, helping you to overcome addictions, procrastination and laziness, and to follow through with whatever you do.

Life puts challenges and problems on the path to success and achievement, and in order to rise above them, you have to act with perseverance and persistence, and this of course, requires self-discipline. The possession of this skill leads to self-confidence and high self-esteem, and consequently, to happiness and satisfaction.



The Hidden Secret

There is one such quality that definitely guarantees immense success, happiness and a feeling of accomplishment. Numerous principles for success are established but this quality surely lies far ahead of them. People who fail to instill this quality in them cannot achieve what they are capable of achieving. The secret ingredient that I am talking about is Self – Discipline. It is not just a simple word or literary term but an active life style that we adopt to give us a sense of purpose. Unfortunately, for some people self –discipline means a super boring and a strict life style. However, Self discipline does not mean to be harsh on yourself or having a limited life style. It actually means practicing that habit that can help you to enhance your willpower for betterment of your own identity.

On the other hand, lack of self discipline leads to failure, loss, health and relationship problems, obesity, and the list goes on.

The supreme value of self –discipline has been acknowledged by the Book of Allah.

The Quran says:

“He has succeeded who purifies the soul, and he has failed who corrupts the soul.”

___Surat Ash-Shams 91:9-10



Ali Haider

BBA

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Dinning Etiquettes



It is important to learn dinning etiquettes as they are an essential part of our grooming and social etiquettes. Good etiquettes need to be followed to appear civilized and gentlemanly at home or any other social gathering. As it is observed that when the table is full of a variety of scrumptious food, some people without showing patience just rush towards the food and fill their plates. The consumed food is half and the remaining half is always wasted. There are certain table and eating manners which one needs to ensure in all gatherings.

SITTING

- Dragging of chair produces noise which is not acceptable during a gathering. Instead of dragging, lift up the chair while pulling back or moving forward.
- To sit consider the right side of the chair and for leaving use the left side of the chair.
- Don't lie on the chair. Sit with your back straight.
- Don't put your elbows or arms on the table while sitting. Folded hands can be placed if not eating.
- Stay calm and collected.
- Stretching of feet looks awkward. Avoid it. Your sole of the shoe should remain in contact with the floor.
- Leave your seat on its original place before leaving.



PRACTICE OF CUTLERY

- The cutlery which is used for transferring food into mouth is always held in right hand. For example, if you are using spoon and fork to eat something then the spoon will be in right hand whereas the fork will be in left hand and if you are eating something by using only fork and knife then the fork will be in right hand and the knife will be in right hand.
- Instead of holding the fork with your fist try to hold the fork lightly with forefingers.
- Try not to use the knife forcefully instead use it gently.
- While putting fork or spoon in your mouth try not to open your mouth completely.
- Do not overload your fork or spoon.
- While chewing the food keep the cutlery back in to the plate.
- Don't use the cutlery to point someone. It's better to put the cutlery into the plate while communicating.
- Once you are done with eating. Put the cutlery in the shape of inverted 'V.'
- Place the cutlery parallel to each other once you have finished eating. This will indicate the waiter to remove the plate.
- If any cutlery falls on the floor instead of picking it up and using it ask for the replacement.
- Don't forget to take out the spoon from cup or glass when drinking. Place it on the saucer.

COMMUNICATION

- Communicate in a low tone.
- Try to communicate with the people sitting on your left to right instead of communicating across the table.
- Wait for your turn during communication.
- Try not to discuss on the cost and quality of food.
- Avoid discussions on emotional topics on which opinions may differ.
- The rule that communication should be concise should be followed.
- Your hands should not be in pocket while communicating with elders or seniors as it is considered bad manners.

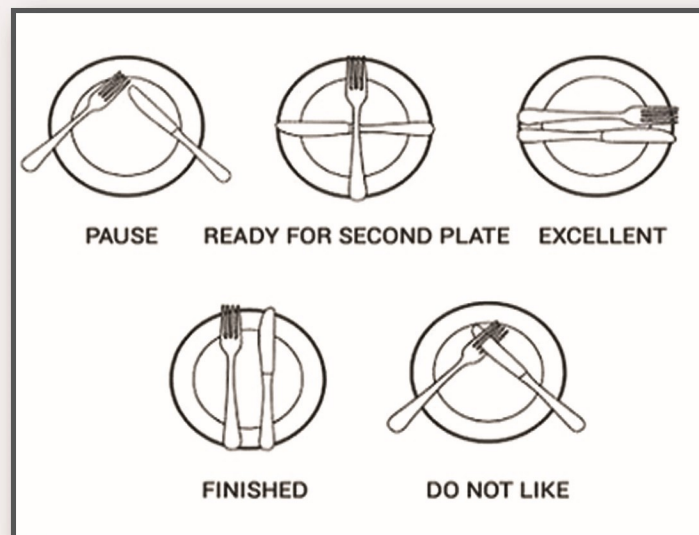
Dinning Etiquettes



PLACEMENT OF FORK AND KNIFE

Placement of the fork and knife conveys different messages.

1. The knife and fork are placed in an A shape means you have taken a pause but you are still eating.
2. Fork is placed horizontally whereas knife is placed vertically on the fork gives a message that you are ready for the other plate.
3. Both knife and fork are placed horizontally means the food was excellent.
4. Knife and fork when placed vertically beside each other means you have finished your food.
5. When the knife is inserted in the fork and placed in an A form this means that you don't like the food



Ruma Rafiq

Trainer, SEDC
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It was certainly a moment of immense pleasure and joy for me to see an event like Jashn-e – Urdu celebrated by the Institute of Southern Punjab. The event was celebrated to pay reverence to our national language that has been massively overshadowed by the English language. It was graced by the presence of some eminent writers, poets, and the little poet-narrator Tawasul Shah.

Understanding the importance held by the national language of a country is quite imperative to its success. A nation's language is an essential part of its culture that acts as an identity marker for an individual of a particular society. It not only plays a vital role in the socio-political and educational systems of a country but also manages to keep a person closer to his roots. In fact, it is a source of huge pride and joy for its people. It is only the love for native language that has made nations like China and Germany to reach up to the stars.


The Urdu language has always held a paramount position in the hearts of the Muslims of the subcontinent. It has always been very close to Muslims because much of their superior literature is available in that language and it is considered to be an identity marker for them. It also proved to be a crucial part of the struggle of the partition of the subcontinent because language along with religion and culture was also an important point of contention for them thus making it a very sensitive issue for the Muslims of that era. The strong association of Urdu with the Pakistan Movement had eventually led to its declaration as the national language of Pakistan despite being a language of the minority. It was this decision that sparked huge opposition and caused severe animosities between the people of East and West Pakistan because the government showed a very cold response to this protest.

However, the Urdu –Bengali conflict slowly picked momentum and transformed into an aggressive campaign that eventually forced the government to change its decision and grant the status of national language to Bengali as well. But still, the conflict is considered to be one of the fundamental reasons behind the creation of Bangladesh in the year 1971. Despite being awarded the status of national language, Urdu never became the language of the system. Instead of that, English occupied the status of the official language in Pakistan. As it had become the language of the ruling elite, the excellence in that language became a gate a way to success in every sector e.g. judiciary, bureaucracy etc. Increasing demand for proficiency in English by all the organizations had led to it becoming a medium of instruction in our prestigious educational institutes. This policy has undoubtedly eradicated the love and respect for the national language from the hearts and minds of our young generation. It is indeed an overriding concern for us because the love for one's language manages to sustain one's loyalty to one's country. Therefore, it's a dire need to re-install that lost love and events like Jashn-e – Urdu is a great step in that regard. Hence, without any doubts, the entire team responsible for the event deserves huge applause and approbation for putting in tremendous efforts to recreate the magic of our national language.



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YOUR ROAD TO SUCCESS



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