



LUMS

Centre for  
Business and Society

# ***BAITHAK***

**VOL.1**

INCLUSION  
ENGAGEMENT  
DEVELOPMENT

SEPTEMBER 2019



Suleman Dawood  
School of Business



**AACSB**  
ACCREDITED

# ABOUT THE CENTRE



The Centre for Business and Society (CBS) is a platform that brings forth invigorating debates, policy discussions, research communications and conferences, student engagement and immersion programmes, speaker sessions, executive trainings and “edutainment” events to encourage stimulating dialogues on pertinent social issues and create positive societal impact through better business practices.

CBS brings efforts and conversations at the intersection of business and society onto a wider stage of influence in Pakistan. Through its spectrum of activities, CBS contributes to the international community agenda focused on attaining Sustainable Development Goals with thematic areas focusing specifically on Ethics and Social Responsibility, Education, Gender, Sustainability, Diversity and Inclusiveness, Health, Governance and Public Policy, and Capacity Building.

## THE CENTRE'S ACTIVITIES IN THE YEAR 2019 – 2020 WILL FOCUS ON

**4** QUALITY  
EDUCATION



**5** GENDER  
EQUALITY



**11** SUSTAINABLE CITIES  
AND COMMUNITIES



“



Business activities can lead to societal betterment. The core mission of the CBS is to maximise this potential. The new centre engenders an understanding of how intelligent business can produce desirable and considered social impact. Why has LUMS inaugurated this centre now? This is because, across the globe, economic and social issues have always stood intertwined but perhaps never in

ways so complex as we see today. Pakistan stands at the forefront of this complexity in relation to how its demographic, industrial, technological, political and cultural forces of change are evolving. The urgency for the business of business taking account of society has never been greater for the country and the world.

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**Dr. Alnoor Bhimani**

*Dean*

**Suleman Dawood School Of Business**

# DIRECTOR'S MESSAGE

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It is with immense pleasure that I present to you the first issue of CBS's newsletter, Baithak. Built on the formidable legacy of three outstanding SDSB Centers and initiatives - the Centre for Governance and Public Policy (CGPM), the Social Enterprise Development Centre (SEDC) and the China Pakistan Management Initiative (CPMI), the newly-established Centre for Business and Society (CBS) has been created with a mandate to engage with and impact society at large – government, private sector and civil society.

The world, as we all know, is in the midst of a huge paradigm shift that requires moving away from practices based on the assumptions of the industrial revolution towards those that are more inclusive, responsible and centred around sustainable development.

This shift, however, will remain more embattled in emerging countries such as ours where such a change not only demands to be addressed through numerous facets of our socio-political and economic lives, but also through the efficient utilization of already scarce economic and natural resources at our disposal. All this, given the nature of geo-political challenges currently existing in the South Asian region will be no mean feat. At this critical juncture, as leaders in management education and development in Pakistan, not only must we design and deliver relevant and excellent research and education but also lead the way in changing the current management narrative so that local and regional management that we inspire can lead the way in creating a mutually-beneficial, inclusive, and environmentally and socially responsible economic value. The role of CBS, as we see it, is to become an enabler of this change.

Since its formation in January this year, we have not only taken on board the work of our three predecessor centers but also taken it forward through a concerted effort to bring in conversations that have hitherto been largely unheard (and are very proud to present it in this newsletter), created new alliances (one reported here is with the Civil Services Academy, another forthcoming one is with The Citizens Foundation) and have increased the involvement of the student body within CBS' various initiatives. None of this, of course, would be possible without the support of a very large number of our faculty, who have been extremely supportive of CBS, both as initiators as well as enablers. For this, I am very grateful to them. By the next issue of the newsletter, we hope to have initiated several more initiatives directly involving and showcasing the work of faculty as well as students across not just the business school but other schools and the wider LUMS community.

The entire CBS team and I wish you all a very pleasant start to the Islamic New Year as well as the brand-new academic year 2019-20. May this year bring us all success, fulfillment and joy!

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**Dr. Zehra Waheed**  
*Director*

**Centre for Business and Society**



## COMMEMORATING THE ELIMINATION OF VIOLENCE AGAINST WOMEN

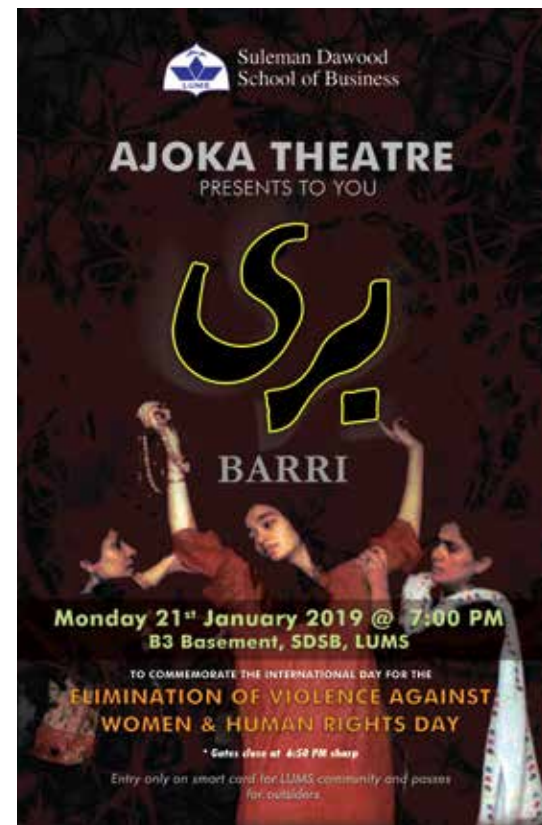
The Centre for Business and Society was inaugurated at Suleman Dawood School of Business on January 21, 2019. The event marked the evolution of CBS from the Centre for Governance and Public Management (CGPM). As a means of showcasing commitment to social issues and immediate action, CBS commemorated its inauguration alongside the International Day for the Elimination of Violence Against Women and Human Rights Day with a play entitled "Barri" by the Ajoka Theatre.



Ajoka Actors On Stage



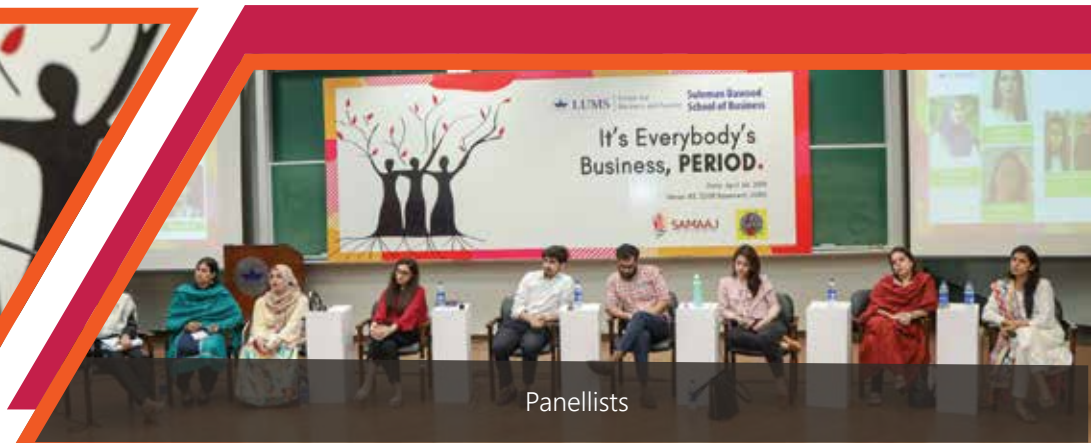
Curtain Call



# IT'S EVERYONE'S BUSINESS, PERIOD.

## HEALTH, HYGIENE AND THE MENSTRUAL TABOO

CBS collaborated with SAMAAJ on an “edu-tainment” event on April 26, 2019 which fostered a positive discussion on menstrual health issues along with the social and economic implications of period poverty. The speakers of the event included Farah Ahamed, Feryal Ali Gauhar and Baela Raza Jamil who engaged with the issue of menstrual health through dignified and insightful speeches. CBS bridged several panellists including young entrepreneurs from ReCircle, Femkins, HerGround and Girlythings, along with Mira Hashmi from LSE and renowned activist, Jalvat Ali, from the Labour Education Foundation. Dr. Ayesha Masood, Assistant professor at SDSB, moderated this panel.





# MOU SIGNED BETWEEN CBS- SDSB AND CSA- PAS

## CREATING VALUE THROUGH KNOWLEDGE EXCHANGE



On April 9, 2019, CBS signed an MoU with the Civil Services Academy (CSA) - Pakistan Administrative Services (PAS) Campus. Dr. Moshin Bashir, Dr. Ahsan Rana and Dr. Muhammad Azfar Nisar led the collaboration and will be working on redesigning the course of Public Administration and Management for the Specialized Training Programme of the Pakistan Administrative Services (PAS). The discussion between representatives of both CBS-SDSB (Vice Chancellor, Dr. Arshad Ahmad, Dean SDSB, Dr. Alnoor Bhimani, and Director CBS, Dr. Zehra Waheed) and CSA-PSA (Mr. Suhail Aamir) highlights one of the centre's goals pertaining to the quality of education and knowledge exchange in Pakistan.



Dean SDSB, Dr. Alnoor Bhimani  
and DG CSA Suhail Aamir



VC, Dr. Arshad Ahmad & DG CSA, Suhail Aamir

## DR. SHAKEEL SADIQ JAJJA

The core of the vision of SDSB at LUMS is to create impact by doing high quality research which is grounded in Pakistan. Amongst many research areas at SDSB, an important one is Sustainable Supply Chain Management (SSCM). The concept of supply chain has existed for decades; however, the sustainability dimension is fairly new. SSCM is about ensuring organizations manage their goods and services with not only accountability of economic performance but of social and environmental performance as well. In order to that, organizations have to make certain that everyone in their supply chain has enough money and is economically stable as well as is doing well in terms of social and environmental performance.

The economic dimension has been researched multiple times in the context of Pakistan. The social compliance and environmental dimension is fairly recent to the industry in Pakistan. Dr. Shakeel Sadiq Jajja is an Assistant Professor at SDSB LUMS who has been working to understand drivers of social compliance in the apparel manufactures and exporters in Pakistan. His research



along with that of Dr. Kamran Chatta suggests that there are internal and external drivers which make suppliers perform well in terms of social compliance. These include internal drivers of organizational culture and leadership styles in organization which encourage suppliers to perform better in terms of social performance. On the other hand, exporters frequently supply to the developed world whose consumers are well-aware of the social and environmental effects of the products they consume. Therefore, there is also a push from the international brands for suppliers to do well in terms of social performance. Furthermore, there is a side benefit for the organizations in Pakistan to ensure social compliance in their suppliers, which is that the economic performance improves along with social researching areas which are important in a Pakistani as well as a global context. The hope was that such a discussion with the leading researcher in the field of SSCM would open up potential avenues for the research and collaboration for the faculty at LUMS.



# A TALK BY DUTCH AMBASSADOR, MS. ARDI STOIOS

## EQUALITY IN THE WORKPLACE



Ms. Ardi Stoios-Braken



SDSB Faculty with CBS team and Ms. Ardi Stoios-Braken

Ms. Ardi Stoios-Braken, Ambassador of the Embassy of the Netherlands to Pakistan, attended an event hosted by CBS and SDSB at LUMS on April 30, 2019, an event that exhibits the Centre's global outreach. The ambassador shared her views on the education system serving as an equaliser against gender inequality. She also spoke about the importance of vocational training as a tool to increase employment opportunities.

*We would like to hear from you!*  
*Please send your suggestions and feedback at*  
*cbs@lums.edu.pk*



**LUMS**

Suleman Dawood School of Business

Lahore University of Management Sciences

Opposite Sector "U" DHA Lahore Cantt 54792-Pakistan

Tel: +92 - 42 - 35608370/8282 Fax: +92 - 42 - 35722691

Email: cbs@lums.edu.pk

URL: cbs.lums.edu.pk



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