



LUMS | Centre for
Business and Society

BAITHAK VOL. 3



Suleman Dawood
School of Business



AACSB
ACCREDITED



ABOUT CENTRE FOR BUSINESS AND SOCIETY

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 focus on Education for All, Gender Equality and Empowerment of Women, and Sustainable Cities and Development.

Dr. Zehra Waheed:

DIRECTOR'S

MESSAGE



The real strength of any academic unit are its people. As the Centre for Business and Society (CBS) turns one on January 21st, 2020, it is a proud moment not just for our team and the Business School, but our volunteers from across university and the extremely driven and talented student societies who have been the real backbone of all our initiatives (all of which have been aimed at creating real impact on wider Pakistani society in the spirit of giving and acting responsibly).

Since our last newsletter three months ago, CBS has built further, deeper relationships with international bodies, Pakistani charitable organisations and various government departments - the fruit of which will become visible in the years to come. As we report our activities with existing partners in Volume 3, CBS is now working alongside the Population Welfare Department, the US-Pakistan Women's Council and Habib University Foundation as part of new initiatives that our faculty is an active part of. We are also preparing for our upcoming 3rd International Interdisciplinary Conference on Gender, Work and Society "Future of Equalities, Diversity and Inclusion (EDI) in South Asia and Beyond" in April 2020 - an invaluable legacy of the late Social Enterprise Development Centre (SEDC) at LUMS, that is now part of CBS' DNA. The conference is aimed at providing creative intellectual space for conversations on gender and inclusion in the workplace and wider society and we hope to start new, important conversations from this platform, as we have done through our previous events around SDG 5.

This volume is dedicated to the LUMS student body - our future leaders, our lifeforce, our faith. The spirit of purposeful giving that the Centre of Business and Society has received from the LUMS student body over the last one year is something that I am personally grateful and very proud of. I hope we will be able to support our students in developing their ideas to shape the way we impact organisations and Pakistani society in 2020. I also take this opportunity to thank Alnoor Bhimani, who conceived the very idea of the Centre - was the force behind its formation - and has been a support beyond measure during this last year.

The team at CBS wishes you all success in new semester and beyond!

Zehra

The background image shows a large conference room with a grid ceiling and square light fixtures. Several people are seated at long wooden tables, some looking towards the front of the room. In the foreground, a person wearing a red headscarf with colorful floral patterns is visible. On the table in front of them are a water bottle, a smartphone, and some papers. The overall atmosphere is professional and academic.

3RD INTERNATIONAL INTERDISCIPLINARY CONFERENCE

CBS is pleased to announce that the 3rd International Interdisciplinary Conference on Gender, Work and Society will be hosted at the Suleman Dawood School of Business (SDSB), Lahore University of Management Sciences (LUMS) **on April 18 and 19, 2020.**

If you would like to participate in the conference, please send your full papers (5000 to 8000 words) and developing papers (1000 to 3000 words) through the conference website **by January 31, 2020.**

For updates please visit <https://icgws.lums.edu.pk/>

**Talk by Dr. Peter Lund-Thomsen
titled:**

“WHAT IS BEHIND THE LABEL? ETHICS AND CULTURAL CHALLENGES IN FIELDWORK”

On October 23, 2019, CBS and Dr. Ghazal Mir Zulfiqar, Director PhD Program - SDSB, organized a talk for PhD candidates at SDSB. The talk was delivered by Dr. Thomsen who is a Professor of Corporate Social Responsibility and Sustainability in Developing Countries at the Copenhagen Business School.

During the talk Dr. Thomsen discussed changing global production trends and their implications for South Asian countries including Pakistan.

The discussion was followed by an interactive session where Dr. Thomsen and the PhD candidates discussed ethics and cultural challenges associated with primary research and fieldwork.



Faculty in Focus:

DR. MUHAMMAD AHSAN RANA

**Associate Professor,
Suleman Dawood School of Business**

Q. Please tell us about your professional background.

I am currently working as an Associate Professor in the Suleman Dawood School of Business and prior to this I worked as a consultant with various international organizations. I started my professional career as a civil servant in 1990 and I worked in civil service for about nine years. I also spent several years working with NGOs. So, I have a very varied professional background and I consider myself to be very fortunate in the sense that I have firsthand experience of working in the government sector, non-profit sector, and now in academia and consultancy.

Q. How long have you been associated with academia?

I have been working with LUMS for the last six years now. Prior to that I worked as Adjunct Faculty with two good universities in Melbourne, Australia. That association also spans over about two years. So, in terms of paid work for some academic institution, it is about eight years but then my association with academia dates back to twenty-five years because I have been studying, giving guest lectures, doing seminars, syndicates and all that.



Q. Please give us an overview of your research interests and your areas of study.

Like my professional background, my research interests are also varied. I am primarily interested in looking at the legal and institutional frameworks for service delivery in various areas. My focus areas are health, education and agriculture. In all these three areas, I examine a particular small item or policy issue and then look at the legal and intuition-al framework that either enable or impede service delivery in that area. So far, I have worked on various issues of education policy, agricultural policy and health policy. In all these three areas, my focus invariably has been on legal and institutional frameworks.

Q. What are your favorite classes to teach?

I am currently teaching four courses and I enjoy all these four courses. My favorite is a 400-level social policy course called Modern Thought in Social Policy. This course discusses some of the key philosophers of the 20th century in so far as their thought has impacted social policy and practice during 20th century and 21st century. During the course of teaching this course, I got to study a lot and learn a lot.

Q. What is the greatest success you have had while teaching?

In my opinion, both success and failure come in LUMS. So, there are small steps. You fail in several ways and similarly, you succeed in several ways. I was awarded the Best Teacher Award in 2016. It was a recognition of my work as a teacher. Moreover, at least for some students, I have been able to inspire them to think critically on various policy issues. I consider that to be a success. It is not a big thing, but it is one of the small things that I consider to be important in my life.

CBS and SDSB PINKtober:

Breast Cancer Awareness Campaign

To commemorate Breast Cancer Awareness Month, CBS and SDSB collaborated with Pink Ribbon Pakistan to organize a panel discussion on October 25, 2019. The event was attended by Vice Chancellor LUMS, Dr. Arshad Ahmad and Honorary Dean SDSB, Dr. Alnoor Bhimani, as well as students and faculty members from LUMS.

LUMS faculty, Dr. Faiza Ismail, set the stage for a powerful conversation around this critical issue and moderated the panel discussion. Panel members included Mr. Omer Aftab, CEO Pink Ribbon, Dr. Huma Majeed, a senior breast surgeon, and Ms. Silwat Zafar, a passionate educator and cancer survivor.

The talk was followed by a ceremonial walk led by Dr. Alnoor Bhimani and Mr. Omer Aftab.

As part of the campaign, CBS volunteers also conducted a three-day long fundraising drive on campus from October 23 to 25 to raise funds for Pink Ribbon Pakistan.





CBS and LUMS Environmental Action Forum (LEAF) panel talk on Toxic Air:

SMOG AWARENESS CAMPAIGN

On November 13, 2019, CBS collaborated with the LUMS Environmental Action Forum (LEAF) to organize a panel talk on smog awareness and the prevalent air pollution crisis in the country.

During the months of October and November, 2019, the Air Quality Index (AQI) in Lahore frequently reached hazardous levels. Poor air quality is one of the leading causes of sickness and deaths in Pakistan with an estimated number of 135,000 deaths every year attribute to ambient air pollution. This makes smog a public health emergency. The panel successfully brought this issue to the forefront and held a constructive dialogue on the causes of smog, the importance of having relevant air pollution monitoring data and various health implications of high AQI levels.

The talk was moderated by Mr. Dawar Nauman Butt (Public Policy consultant and Air Quality Data Analyst). The panelists included Mr. Abid Omar (Founder Pakistan Air Quality Initiative), Ms. Tabitha Spence (an academic and climate activist) and Dr. Zulfiqar Mir (Geriatrician and Palliative Care Specialist with a special interest in Public Health).

DIG Akbar Nasir Khan, COO Punjab Safe Cities Authority attended the talk as a chief guest. Other attendees included LUMS faculty members, students, staff and industry experts from outside LUMS.

BOOK STORE LAUNCH

On Thursday, November 28, 2019, CBS organized the launch of the LUMS Bookstore on the ground floor of SDSB. Mr. Syed Babar Ali, Founder and Pro-Chancellor LUMS, and Mrs. Perwin Ali, inaugurated the bookstore with a ribbon cutting ceremony. The LUMS Bookstore will stock publications across a range of topics, including Pakistani history, arts and literature, and is open for the entire LUMS community.

The ceremony was attended by members of the LUMS Management Committee, Vice Chancellor LUMS Dr. Arshad Ahmad, Honorary Dean SDSB Dr. Alnoor Bhimani, Mr. and Mrs. Ali's family, and members of the LUMS community.

The evening also officially launched Mrs. Babar Ali's autobiographical book, *A Free Spirit*. Peppered with insightful anecdotes and family photographs, the autobiography encapsulates the different facets of Mrs. Ali's life. The book was inspired by her grandchildren in order to forward the tradition of the written word and its ability to inspire and transform generations of readers.

Towards the end of the book launch, the floor was opened for questions from the audience. After an interesting session, both Mr. Syed Babar Ali and Mrs. Perwin Ali signed their respective books for the guests present.





PAKISTANI VOICES FROM THE MARGIN

On December 14, 2019, CBS organized a panel talk titled “Pakistani Voices from the Margin”. The event commenced with Dr. Zehra Waheed, Director CBS, talking about the importance of interfaith dialogue at SDSB. This was followed by a presentation by Dr. Jawad Syed, Professor SDSB.

Dr. Zain ul Abdin Khawaja, Assistant Professor SDSB and Director Rausing Executive Development Centre (REDC) moderated the talk, focusing on themes of religious diversity and inclusivity. The panel of experts included Mr. Asif Aqeel, Ms. Jennifer Jeevan, Ms. Ayra Indrias and Dr. Kalyan Singh. The panel talk was followed by a musical performance by the Leo Twins.

The talk and concert were attended by a diverse audience which included LUMS MC member, Mr. Shahid Hussain, the LUMS community, families of the LUMS MBM staff, representatives of SOS and Taabiir, and young students from The Citizens Foundation and Salvation Army.

We would like to hear from you!
Please send your suggestions and feedback at
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