

# BAITHAK VOL. 4



**LUMS** | Centre for  
Business and Society



Suleman Dawood  
School of Business



**AACSB**  
ACCREDITED

Photography By: Faisal Saeed



## **Winner**

# **Photography Competition**

This is a picture of a transgender named Sapna who belongs to Green Town, Lahore. I took this picture at a project on Khuwaja Sira Community where we would visit their Deras and record their daily lives. One night before this picture was taken, Sapna got beaten by a gang of men at her friend's birthday party. This gang enjoyed mocking her because of who she is. It is as if they thought she does not deserve happiness. The gang, without consent or invitation, came to her friend's birthday and started bullying her. She stood up to them. Alone. They couldn't come to terms with the fact that a trans had defied them and they started beating her. They were 6 to 7 people and no one helped her. And when the time came to testify to the police, no one wanted to accompany her to the police station, not even the friend for whom she had planned this birthday.

Faisal Saeed  
MGSHSS, Class of 2021  
Winner of CBS Photography Competition 2020



**Who are we?**

## 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.

# Director's Message



Merely months before COVID-19 broke out, the famous Instagram poet Atticus wrote the poem 'Real Silence':

<i>I longed for real silence</i>	<i>where your thoughts</i>
<i>the kind you can't find</i>	<i>come alive</i>
<i>but stumble upon</i>	<i>to dance</i>
<i>in a cabin somewhere....</i>	<i>in the symphonies</i>
	<i>of your mind</i>

You might notice something different about our newsletter this time. It is our first to emerge out of the real silence that we live within today – desperate at times, yes; yet an immensely quiet, contemplative space of time. This newsletter, therefore, by its very nature is contemplative, celebratory and hopeful. Through our stories this quarter, we populate this very quiet space - revisiting our accomplishments last quarter, celebrating the LUMS community's contributions during these challenging times, all the while providing a contemplative space for post-COVID times.

We begin by showcasing the immensely creative artwork that came out of our first photography competition Click for Change through which we received inspiring and moving entries. The theme was 'Inclusiveness' and the artwork you will see is truly inspiring. The Communicating with Confidence Workshop for students by Bain and Co. and the amazing musical evening commemorating International Women's Day 2020 (featuring renowned tabla master, Ustad Shahbaz Hussain and multi-instrumentalist Zayn Mohammed) were part of CBS' business-as-usual events and activities. In addition to these, CBS hosted informative sessions by Shehri Pakistan and Chiraagh for the benefit of The Citizen's Foundation (TCF) Alumni. These were part of our continuing portfolio of activities with TCF, aimed primarily at developing TCF students' skills. Most engagements are delivered entirely through a network of highly motivated LUMS student volunteers as part of the CBS Ambassadors for Change Programme.

This time we also take the opportunity to highlight the work of a student NGO – Muhammad Sarim Raza's Riayat through an in-depth interview with this young change leader.

More recently, we have been actively engaged in supporting university wide COVID-19 response efforts by using our social media presence to promote and highlight the great initiatives taken by the LUMS community.

While we look forward to hosting our International Interdisciplinary Conference on Gender, Work and Society (ICGWS), which was originally planned for April 2019, once LUMS reopens, we would like to open doors to a new competition named the CBS-LUMS Student NGO Competition: Paying Back...Moving Forward– valuable in opening a thinking space during this real silence. This competition between NGOs founded by the LUMS community will showcase the inspiring and impactful work that our students are doing.

Best  
Zehra





**CBS News**

## **ICGWS 2020**

# **International Interdisciplinary Conference**

Building on the success and legacy of the previous annual gender conferences, CBS was organizing the third conference in the ICGWS series titled, **“Future of Equalities, Diversity and Inclusion (EDI) in South Asia and Beyond”** which was to be held at LUMS on April 18 and 19, 2020.

This conference was set to explore the links between various gender and identity categories and economic participation, organizational culture, job satisfaction, organizational performance, entrepreneurship, leadership and management.

Due to the uncertain circumstances surrounding the global outbreak of coronavirus and in order to support the containment efforts against COVID-19, the 3rd ICGWS was postponed to the next academic year at LUMS.

For further details and queries about ICGWS, please write to [cbs.conference@lums.edu.pk](mailto:cbs.conference@lums.edu.pk)

# CBS Announcement

## Click for Change 2019 - 2020 Winners of Photography Competition

CBS, in collaboration with LUMS Photographic Society, takes immense pride in announcing the winners of the photography competition, Click for Change 2020. This year's competition had the theme **"Inclusiveness"** and invited students to capture moments that reflect instances and issues with inclusiveness in our society. After a thorough deliberation of the entries received, a panel comprising of CBS' affiliated faculty members and professional photographers selected the following winners:



Faisal Saeed



Abdullah Afaq



Aqeel Ahmad



Ansuya Bhatia



Asim Munir



Hammad Noor Ahmed



Momin Iqbal Lodhi





## CBS Workshop

# A Workshop by Bain&Co. Communicating with Confidence

On January 31, 2020, CBS, in collaboration with MBA Placement Office, SDSB, and Bain & Co, organized an interactive workshop for Women@LUMS titled "Communicating with Confidence". The session was led by a team from Bain & Co as a part of their Women@Bain initiative. The workshop was premised on the fact that men and women have different traits that have an impact on their communication effectiveness and how women can demonstrate and convey confidence by utilizing certain techniques and tools. The session was open exclusively to female students, creating a safe space in which they were encouraged to honestly speak about their personal experiences and challenges with communication in the public sphere such as the classroom and the workplace

## Founder Riayat Interview with Sarim Raza

### **Q1. Please tell us about yourself.**

I am currently a student at the Lahore University of Management Sciences pursuing a degree in Management Sciences and a minor in Public Management. I am currently the president of the LUMS Entrepreneurial Society which is Pakistan's largest entrepreneurial society. For the last two years, I have been running my own social enterprise known as Riayat, which has a core focus on reducing urban inequality in Pakistan.

### **Q2. What is the idea and vision behind your social enterprise, Riayat?**

From a very young age, I have observed that in all of the urban centers in Pakistan there is a lot of urban inequality. So what is urban inequality? Urban inequality for me is when you have privileged areas in one place and side by side, you have underprivileged areas. One of the problems that I saw was that the privileged are living in their bubble and the underprivileged are living in their own bubble and there was little to no communication happening between these two sections of the society. This lack of communication is what I call the paradox of Pakistan's urban population. So two years ago, I had a self-realization that I need to do something to solve this urban paradox, and hence Riayat was born. So Riayat was essentially a platform which connected the haves and the have-nots of the society through a digital solution, where users could crowdfund and crowdsource projects of community development within their own community.

### **Q3. What is the impact of community driven projects to uplift communities? Can you talk about how community involvement helps in the formation of holistic developmental solutions?**

So I've talked about the digital solution that Riayat wanted to work towards when it was formed. Along with the digital solution, it was very important for us to engage in the right way the under developed sections of the society. We needed an institutional mechanism for that. The first community that Riayat interacted with after being formed was Gohawa Village, which is on the backside of LUMS. When we entered that community, we partnered with a local Madrassa known as Madrassa-Tajweed ul Quran to form the Riayat Community Centre. Through our local partnership with the Madrassa, we have been able to establish trust in the community, and the power of community driven projects can be further understood from the operations of this center. When we went into that community, we went in with a humble approach. We did not go in claiming, "We know what your problems are, and we are going to tell you the solution to your problems". What we did was engage with the local governance of that community through the community center and asked them to tell us what their problems are, and then we worked with them to introduce solutions for that. We keep community involvement at the heart of all our initiative, and it is fair to say that the community center that we run is itself is a community-run institution. For example, we introduced a nutrition programme at the community center last month. So the best thing about that nutrition program was that we only provided the food items to them, and the process of cooking the food was done by the women at the community center for free. They were not given any wage for that and what motivated them to actually do that was that their children study at that community center. So, they are contributing towards their children as well as the children of other people. That is something that was very interesting for me as it showed that when you empower a community, they want to play their part in being part of the solution rather than being part of the problem.





## Student in Focus

### Q4. What is the model that Riayat follows?

So there is a digital part of Riayat which allows crowd-funding and crowd-sourcing and there is this part of Riayat which actually works on community development. For the community development part, our model is that we partner with the organizations that are actually working in under-developed communities to establish community centers. In this community center, the inflow of resources is coming through Riayat. Resources can be hard or soft. So we are providing financial resources, all the academic resources that are required, intellectual resources on problem solving etc. The institution that was previously running in the community becomes empowered through Riayat in financial means, in intellectual means and other resources. So that is the model that we run, and we aim for the community center to become the point of impact for the entire community through which people in the privileged areas can actually crowd-fund and crowd-source projects of community development.

### Q5. What is the impact that Riayat has had till now?

To date we have enabled the crowd-funding of projects valuing PKR 1.1 Million and have directly impacted 4000 people. We are currently running our own community centre in Gohawa village, where we are providing free education to over 30 children and vocational training to 20 women. Apart from that, we have regular ration drives twice a year in which we provide ration to over 60 families.

### Q6. What is the long-term vision for Riayat?

The long-term vision for Riayat is divided into two parts, the first is the movement that we want to start against urban inequality, and the second part is based on building Riayat as a digital platform which digitizes community-based philanthropy. The first part of our visions is being realized through the setting up of Riayat youth hubs in different cities of Pakistan, where each youth hub will be responsible for fighting urban inequality within their community. Our first youth hub has already become active here in LUMS, and is known as the Riayat LUMS Chapter. For the second part of our vision, we aim to partner with organizations in different cities in Pakistan and establish a network of community centers through which we can digitize community-based philanthropy.

# Session for TCF Alumni



## Session by Shehri Pakistan and Chiraagh

On January 2, 2020, CBS collaborated with Shehri Pakistan and Chiraagh to conduct two interesting sessions for students of our TCF-CBS Ambassadors for Change Programme 2019-20. The first session by Shehri Pakistan was an interactive crash course on government structures which was designed to increase students' awareness about their fundamental rights as citizens of Pakistan. This informative session was followed by a series of fun activities planned by the Chiraagh team which imparted valuable lessons on the importance of teamwork and creativity.



## **Musical Evening to Celebrate International Women's Day**

On March 6, 2020, CBS and SDSB, in collaboration with the UK-based QalandarArts, organised a musical evening to celebrate International Women's Day. Dr. Zehra Waheed, Director CBS, welcomed the guests and spoke about the International Women's Day 2020 campaign theme, #EachforEqual. Dr. Arshad Ahmed, Vice Chancellor LUMS, also addressed the guests and spoke about the importance of coming together to celebrate diversity and inclusiveness. Mr. Hassan Khan, Founder QalandarArts, introduced the artists and officially opened the floor for the performance. In line with the spirit of this year's theme, #EachforEqual and the #HeforShe movement, the musical performance featured the renowned tabla master, Ustad Shahbaz Hussain and the multi-instrumentalist, Zayn Mohammed.





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We would like to hear from you!

Please send your suggestions and feedback at  
[cbs@lums.edu.pk](mailto:cbs@lums.edu.pk)



[cbs@lums.edu.pk](mailto:cbs@lums.edu.pk)



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