



Special

- How difficult is to leave NED?
- A Tribute to A Soul – ZEESHAN MUZAFFAR!

Whats Inside?

Bunking for what
Life of a back bencher
Enterprise Risk Management
Insight to Intellectual Property Rights

The First Magazine

Of Industrial And Manufacturing
Engineering Department

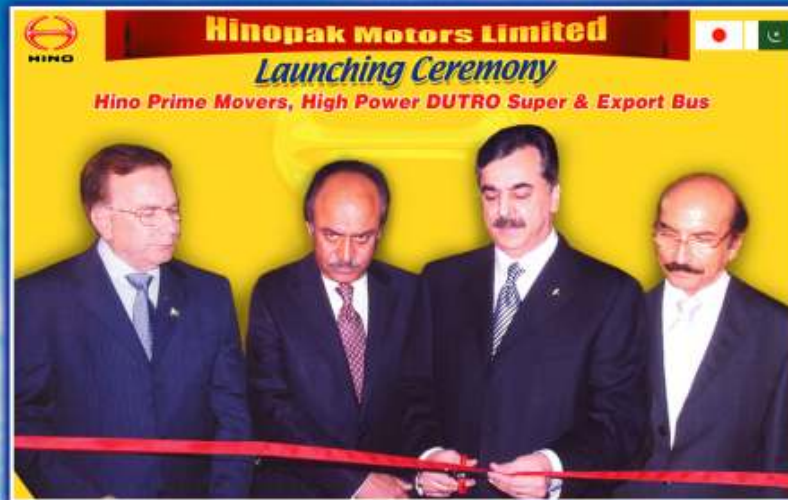
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“For that is Allah, your Lord, the Truth. And what can be after truth (Islam) except falsehood? So how are you averted?”

AI-QURAN

Chapter: 10 (Yunus) Verse: 32

Shah Abdul Latif's Quote

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وَحَدَهُ لَا شَرِيكَ لَهُ، جَان تَوَجَّئِينَ اِيَّيْنِ،
تَان مَجْ مُحَمَّدُ كَارِثِي، نِرَتُو مَنجَهَان نِينَهَن،
تَان تُون وَجَّئُو كِيَّيْنِ، نَائِيْن سِرُ پِيَّيْنِ كِي.

وحدہ لا شریک لہ، کہ دے جب اک بار
محمد ہیں تخلیق کا باعث، پیار سے کر اقرار
پھر کیوں غیر کے روار، جا کر سر کو جھکائے

If you are a firm believer,
then you must also believe:
nothing compares to Him
nothing compares with Him,
If you are a firm believer
then you must also believe
That Mohammed is *raison d'être*
for everything under the sun,
Hence if your love for Him is true
then how could you
bow before others



Quaid's Address on responsibilities of youth

"Broadening Of Vision"

Remember we are building up a State, which is going to play its full part in the destinies of the whole Islamic World. We, therefore, need a wider outlook, an outlook which transcends the boundaries of provinces, limited nationalism, and racialism.

Quaid-e-Azam Muhammad Ali Jinnah addresses Students of Islamia College, Peshawar:
April 12, 1948

Deans' Message

Dean of Mechanical & Manufacturing Engineering

I would like to express my deepest appreciation to all team members of SME NED Chapter for their excellent efforts and congratulate them for taking steps for publishing of the "IMmaculate" magazine's first issue.

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It is hoped that this issue will have a wide and vast image for talented students and provide them inspiration and achievement to prepare in their talents. I wish all team members of SME NED Chapter the best and may their future efforts be equally successful and rewarding, I commend each of you for your dedication and hard work

*Prof. Dr. Nazimuddin Qureshi,
Director General (NED Academy) /
Dean Mechanical & Manufacturing Engineering*

Dean of Chemical Process Engineering

It gives me immense pleasure to know that the students of IMD are going to publish a Magazine titled "IMmaculate". SME NED University chapter has provided a platform for these students to express their abilities-this being one such activity.

I hope that this issue of "IMmaculate" will contain information that will be of interest to our students and also hope that the editorial board will train their juniors so as this magazine will be publish in future as well. I wish SME local chapter and the editorial board my best wishes.

*Prof. Dr. Muhammad Tufail
Dean Chemical and Process Engineering*

Chairman's Message

I am immeasurably delighted to see students of my department doing this great job of bringing a departmental magazine. The initiative of first departmental magazine “The Immaculate” has definitely extended the scale of activities undertaken by the students of our department, but at the same moment it has also formed a medium for students to present their inventive talents. I yearn the team sustained triumph and improvement in their hard work.

- *Prof. Dr. Syed Amir Iqbal*
*Chairman Dept. of Industrial
and Manufacturing Engineering*

Editor's Message

I am delighted to say that we have managed to launch the first magazine of our department on the platform of SME NED Chapter, Which is helping students in their studies as well as promoting extracurricular activities.

IMmaculate, the first magazine of IM department is the result of great efforts made by publication society. It represents the intellectual approach of our students. We started that task with a faith to make it a base for upcoming students and a stage to project their thoughts about society, economy, religion, sports, technology and other fields. We, as a team, are thankful to the Almighty ALLAH Who gave us the strength to accomplish our task successfully.

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We great fully acknowledge the efforts of all those students who supported and encouraged us by making contribution to the magazine to make it as useful and interesting as possible.

I hope that future issue of the magazine will be more useful and interesting and the efforts to provide the students with a platform to project their ideas will continue with greater zest and fervor.

- Prince Arshad Rasheed

President Publication Society

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Islamic



By: Namra Javed

IM-06/ S.E

Dear friend,

As you got up this morning, I watched you and hoped you would talk to me, even if it was just a few words, asking my opinion or thanking me for something good that happened in your life yesterday, but i noticed you were so busy try to finding the right outfit to put on for to work. I, when you ran around the house getting ready, I knew there would be a few minutes for you to stop and say hello, but you were too busy. At one point you had to wait 15 minutes with nothing to do except sit in a chair. Then I saw you spring to your feet. I thought you wanted to talk to me but you ran to the phone and called a friend to get the latest gossip. I watched as you went to work and I waited patiently all day long. With all your activities I guess you were too busy to say anything to me. I noticed that before lunch you looked around, maybe you felt embarrassed to talk to me. That is why you didn't bow your head glanced 3 to 4 tables over and you noticed some of your friends talking to me briefly before they ate, but you didn't. That's okay. There is still more time left, and I hope that you talk to me yet. You went home and it seemed you had lots of things to do. after a few of them are done you turned on the TV, I didn't know if you liked TV or not, just about anything goes there and you spend a lot of time each day in front of it, not thinking about anything---just enjoying the show. I waited patiently again as you watched the TV and ate your meal but again didn't talk to me...bedtime I guess you felt too tired. After you said goodnight to your family plopped onto bed and fell asleep in no time. That's okay because you may not realize that I m always there for you. I've got patience more than you will ever know. I even want to teach you how to be patient with others as well. I love you so much that I wait everyday for a nod, prayer, or thought or a thankful part of your Herat. It is hard to have one-sided conversation. Well, you are getting up again and once again I will wait with nothing but love for you hoping that you will give me some time. Have a nice day!

Your friend,
Allah

Life of Great Conqueror And Sword Of ALLAH Hazrat Khalid Bin Waleed

By: Danish Shakeel

IM-115/ S.E

Introduction of Great Conqueror:

"I die even as a camel dies. I die in bed, in shame. May the eyes of cowards never find rest in sleep!"

These were the last words of the man who did not have a span of a hand on his body that was not scarred a wound by a sword or arrow or spear.

Khalid bin Al-Waleed was one of the greatest generals in history, and one of the greatest heroes of Islam. Besides him, Genghis Khan was the only other general to remain undefeated in his entire military life. A measure of Khalid's genius is that he was the only person to inflict a (temporary) defeat on the Prophet Muhammad, (may Allah bless him and grant him peace).

Sayings of Mohammad (S.A.A.W) and others about Khalid bin Waleed:

Narrated Anas:

The Prophet had informed the people of the martyrdom of Zaid bin Haritha, Jafar bin Abi Talib and Abdullah bin Rawaha before the news of their death reached. The Prophet said,

"Zaid took the flag (as the commander of the army) and was martyred, then Jafar took it and was martyred, and then Ibn Rawaha took it and was martyred."

At that time the Prophet's eyes were shedding tears. He added,

"Then the flag was taken by a Sword amongst the Swords of Allah (Khalid bin Al-Waleed) and Allah made them (i.e. the Muslims) victorious." [Bukhari]

Khalid Bin Waleed Personal Qualities:

Best Horse Rider:

Khalid bin Waleed belongs to the warrior family of Bani Makhzum which was responsible for matters of war. They trained the horses on which the Quraish rode to war and provided the officers to lead Quraish groups into battle. This role of the Bani Makhzum set the atmosphere in which Khalid was to grow up. As a Makhzumi he was taught to ride on horse and soon acquired mastery over the art of horsemanship. He had the ability to ride any horse and not only trained horse. The Bani Makhzum were among the best horsemen of Arabia, and Khalid became one of the best horsemen of the Bani Makhzum.

Fulfilled and Expertise with Art of Wars:

Besides riding, Khalid also learned the skills of combat. He learned to use all weapons-the spear, the lance, the bow and the sword. The ones for which he appears to have had a natural gift were the lance, used while charging on horseback, and the sword for mounted and dismounted dueling. As a wrestler, he climbed high on the ladder of achievement, combining consummate skill with enormous strength.

Glorious and Chivalrous Appearance:

As Khalid grew to manhood, he attained a great height-over six feet. His shoulders widened, his chest expanded and the muscles hardened on his lean and athletic body. His beard appeared full and thick on his face, with his fine physique, his forceful personality, and his skill at riding and the use of weapons; he soon became a popular and much-admired figure in Makkah.

Conversion To Islam and achievements in his leadership:

Khalid, although still bitterly opposed to Islam, was noted for many excellent qualities. He was an extraordinarily resolute and temperate man. This prompted the holy Prophet (PBUH) to mention that Khalid bin Waleed could not be very unmoved by the message of Islam. Indeed, when

this was conveyed to Khalid, it changed his heart and suddenly he began to see the light of truth.

After the entrance in Islam, Khalid bin Walid became the foremost champion of Islam. He fought many decisive battles, humbling his opponents and bringing victory to Islam. He was the first Muslim commander to leave Arabia to conquer foreign lands and humble two great empires.

The Holy Prophet (Pbuh) once said,

"Khalid is one of the swords of Allah which he has used against the unbelievers."

Thus, it was that Khalid bin Waleed came to be known as 'Saifullah' or the "Sword of Allah,"

Last Moments of Great Conqueror of Islam:

Sometime in 642 (21 Hijri), at the age of 58, Khalid was taken ill. This last illness proved too much for him; and Khalid's sick bed became his death bed. A few days before his end, an old friend came to see him and sat at beside him. Khalid to his friend, *"I have sought martyrdom in a hundred battles. Why could I not have died in battle?"*

"You could not die in battle", replied his friend. *"You must understand that when the Messenger of Allah, on whom be the blessings and peace of Allah, named you Saifullah - the Sword of Allah, he predetermined that you would not fall in battle. If you had been killed by an unbeliever it would have meant that Allah's sword had been broken by an enemy of Allah; and that could never be."*

At last, the great conqueror, magnificent horse rider, best commander of Islam, best lance and spear champion left his battlefield for ever and finally his last sayings are:

"I am the noble warrior:

I am the Sword of Allah

Khalid bin Al Waleed!"



Departmental Culture

By: Mohammad Umair Khanzada

IM-27/ B.E

On Behalf Of B.E IM-SEC A

It began with a windy morning in the mid Jan' 2006 when we met Zeeshan Muzaffar in F.E – an enthusiastic and lively lad. Eager to socialize, he used to approach every single class mate to befriend him. Ultimately it took us not much of time to mingle with him due to his friendly and welcoming nature. He had that unique quality to bring all members of the class together like a family. Days transformed in months and here it was the pain, "EXAM TIME". On every morning of the exam, Zeeshan quoted the similar words "YAAR KUCH NAHIN AATA QASAM SAI, MEIN SAARI RAAT JAAGA; PHIR BHI! KUCH TOA PARHADO CHEETOAN; PLEASE!" but when the results were announced, what we saw was that Zeeshan Muzaffar scored in 70's. When asked, "YAAR BUS TERI DUA SAI, MUJHE KHUD NAHIN PATA KAISAY ITNI AAGAYEE?"

When it came to assignments, he used to demand from others to let him copy and in spite of others' reluctance; he used to get through with it somehow, and was seen presenting the "copied assignment" on top of all.

Never sad or dull, always enchanting others; endeavoring for a smile on our faces; taking active participation in teacher gossip, but he would never commit anything harsh or hurt someone. His social circle was so broad that you point a person and he would tell you something about him/her. We would always miss his humble nature which took him no time to win our hearts.

A fun loving person! Bunking boring lectures and going for breakfast at MECH CORNER was his style to get through monotony. Forwarding jokes on SMS to his closed friends was one of his traits to help us forgetting our depressions and sorrows and burst into laughter.

Singing was his hidden passion which most of us might now know. I still remember his shocked gestures which he used to make when we used to pull his leg by calling him a bathroom singer. His potential, confidence and faith in his personality that what he is doing is right, made him achieve most of things he had dreamt of.

Alas! The departure of this heavenly soul on 28th April, 2008, left us in unending grief and agony. His brutal death has now left us bare alive. It seems like a strong rope which bounded us for three and a half years has now been broken forever. The memory of his words "ABAY CHAAR DIN KI ZINDAGI HAI, KHUSHI SAI JEELAY" now kills me. It was his dream to launch this magazine. I cannot forget the day when he dragged me to work for this magazine. Today, I wish he could see his dream transformed into reality. We all miss you Zeeshan and thank for those wonderful moments that cherished our life. You will always be there in our memories.

YOU LEFT US IN PAIN AND AGONY!

MAY ALLAH BLESS YOUR SOUL!

(AAMEEN)

Bunking for what.....????

By: Marina Rafiq

IM-17/ T.E

Going to university means that now you are a grown up. You can take your own decisions and now is the right time to see life as you like it.. Is it really that?????

Everywhere in the university you will find guys and girls of two types... that is one group that come to study because they want to, enjoy as study for them is something they have to do by hook or by crook!!! Studious people are not being discussed here. Now let's talk about the second group... to who should we say "COOL DUDES"... coming to university and take classes properly is something that doesn't (For them) suits their personality... I mean they come fully dressed up in the coolest out fits just for taking lectures!!!! Of course not... they pay so much for their clothing, shoes, bands, accessories so they cant just sit up in class and wait for outsiders to come and visit them to see how cool they are... one should be joking if it really is..!!!

The answer to their problem is simple "BUNK" ...

Oh, this is something they already know... now this is becoming a trend that "cool dudes" are

hardly to be found in class or if unfortunately they have to take a lecture it's just till the time of attendance after that they vanish.

I must say bunkers are very hardworking... they need to work on many tricks so as to leave the class or to excuse the teachers or slip from the back door... they need to make sure they are looking perfectly cool... oh man they surely are hard workers..

Guys are to be found with cigarettes in their hands... smoking with pride and trying their best to look great whenever a girl is around... where as girls might not be smoking but they keep themselves tip top and up to the mark so as to be the center of attraction and make the surrounding girls jealous.

Canteens are running on the mercy of these students... bunking is the right activity to show how cool you are that you don't care what are you missing by not taking classes... and bunking just for the sake that the time won't ever return so let's party..

So much work they have to do... how busy bunkers are... that even they don't have the time to think about their future, about their exams. A bunker differs in the manner from a common student that he/she thinks of the present time and use it in making memories and a normal students will use the present time to make his/her future These are the students, which on the time of paper have no idea what the class whole year has been going through... if I am right, when asked, they don't even remember their subjects on their finger tips...

These are the student that collectively affect the future of our country because may be they are so innocent that they don't know that smoking will one day bring misery to them... these are the students that hardly have any idea that how their parents join each penny so that they may have comfort... but they don't believe in comfort... they believe in luxuries.. And those who are already blessed with the joy of money, they are never prepared for a rainy day in the life ahead.

All these people have no idea that how intensely other students might feel the absence of these luxuries in his/her life...

So... to put it in a nut shell let's not bunk, let's not waste money, let's not make any one feel unfortunate and lets study... may be this can lead to a new and better country.

New Nedian's To Ned's Sphere - Poem

By: SM Waqas Imam

IM-101 / T.E

Welcome young people to N.E.D's sphere
Delightful atmosphere you will find here

Fear of ragging will always be there
But the way done here you will find mere

Everything looks strange but few days more
Strangeness will perish like a sore

Teachers will be there to help you out
But this is just expression big with clout

Your nervousness will be there for bit time
It will just disappear like a rime

The canteens, libraries and common room
Are waiting for you to bunk and boom

Rivalries in book bank and lust for books
All these attempts are useless rooks

Sponsorship programs are lively trends
Developments going on are historical mends

Corridors and classes are uttering with care
Welcome new Nedian's to N.E.D's sphere

Examania!

By: Umair Iqbal

IM-100/ T.E

Life seems to go quite smooth and relaxed as the new session begins in the university. Boys usually dangle around in groups from one corridor into the other or simply invigorate themselves by sitting in the cafeteria pulling each other's socks by passing comments; puffing cigarette; listening to music; bunking classes or doing some sort of work out in the gym. In simple words, they enjoy each and every moment of life. There is no burden

or a sort of headache from the studies, atleast not before the summer vacations.

But after summer vacations, the winds start to blow from the contrary direction. The scenario changes drastically. Sessional vivas, test and final presentation compel the student to get down to studies again. But this compulsion seems to be in vain as most of the students intend to study just for one month before the examination. When the lecture copies are opened, these students then realize that their work is incomplete, and that is why, a hell of rush can be seen at the photocopy shop. Furthermore, to understand the core points of the lecture, combine studies are arranged at each other's home or even in the university. Thus, the preparation is done, and almost all the students manage to pass the examination.

Regarding examination, an incident will always knock at my memory.....the one which almost the majority of the students (belonging to 2006-2007 batch) would have experienced in solid mechanics I paper. As soon as the paper was distributed in the class, the atmosphere of the class changed. At least for the initial half n hour, the students were merely glaring at each other with a big question mark on their faces. They were flabbergasted and anxiety was prevailing over them. Actually the paper was quite difficult and unexpected and the students were not mentally prepared for it. But some how the students managed to attempt the paper, and the situation was remarkably tackled by our chairman and the faculty members. And in the end, the students got the benefit.

Thus, exams in NED are like monsoon period, it comes and passes away. The new session begins and the cycle is repeated once again....

How Difficult is to leave NED

By: Sumaiyah Murtaza
IM-82/ B.E

It's a part of human nature that one always gets attracted by the thing that isn't very much accessible or within scope apart from valuing the gems you have already been provided with!!!!

The picture is still there, somewhere in the hind cell of my brain, when I was striving for a caretaker to feed me in terms of knowledge and surely to up bring me in terms of behavior. And destiny chose for me "NED".

Although it seemed intensely difficult to accommodate within this all new world where I had just opened my eyes, yet there were hopes. Getting back home @ 5 pm having burdens in mind for homework and engaged SUNDAYS, made me restless. At that moment it clicked in mind that "how could I pass this span?" **IT'S A HARD NUT TO CRACK.....** And off course a question that has always pinched me that "HOW DIFFICULT IS TO LEAVE NED?"

TODAY after a bit long, knowledgeable & off course tough voyage I am standing at another edge, where this NED is no more a change, rather it's a routine. But Alas! Time is now alerting me for another new big change. It's near when my agreement with my caretaker is going to expire. Oh no! I am not at all prepared to leave my friends. As for sure I will be missing the fascinating department building. How would I be able to flush away memories of those sites where I used to sit along with my friends being on bunk, and completing assignments at the eleventh hour.... I could never find a gathering place like "Mech corner" where we planned for timeouts and fun-get-togethers. How could I imagine forgetting the journey right to the university within "NED SHUTTLES", where I felt an emotion of associability? People looking at with their bewildered faces pumped me up with a feel of pride.

There is a lot more to say, to write & off course to feel but it is not possible to share that all.

Today I am having the same question but the meanings are totally inverted. The question today is equally pinching but don't know how to resolve this issuethere is a request to all NEDIANS Do avail your chance... NED is a very rewarding institution....the feelings that exists are off course ambivalent..... At one corner the pleasure of achievement & at the other end that very popular question that

"HOW DIFFICULT IS TO LEAVE NED???"
"HOW DIFFICULT IS TO LEAVE NED???"

Life of a Backbencher

By: Syed Ainul Hasan

IM-79 / T.E

WHO is a backbencher? A backbencher is an undeclared criminal of a class. No concern what the issue is. A backbencher is always declared guilty of being involved. His day starts with a fear of being late in the class. He jumps of his bed; not because he's gone to miss the lecture as usual but he doesn't want to miss the fun. Before entering class he makes sure that he is not noticed by the teacher courtesy his mates. The situation is favorable for entering if the teacher is writing something on the board. If he finds second condition to be true he rushes into the class like a rat running from a cat ; with a brave smile on his face. And now the fun begins.....

Some of the students are born backbenchers. They feel very uncomfortable on the front seats. They are in so much agony if they are seated in the front. That is why they are the most prime target of teachers, in case of any disturbance in the class. Some of them are also extreme jester. By the grace of God we also have some ultimate in our class. I shall no unveil the talent of my class i.e. T.E IM (B). Our back bencher's possess some outstanding qualities like laziness, foolishness, puerility, inelegancy and last but not the least our key feature is our impudency. We are also absurd. Amongst us are some blabber mouths. We call each other by our own metaphorical names. Due to some moral values I can't disclose them. But a clue is enough for a wise. A friend of mine; recently became a backbencher (pilot) is a very strange fellow. What he did is he tried to be famous over night. He made a paper plane during class & flew it. Accidently the plane crashed on a girl's shoulder. Worst, noticed by the teacher at the same time. All of his dreams ended in smoke. Besides being cheered by his fellow students for such a gag he was disgraced by the chairman. Moral: never try to snatch fame over night. Advise: better work on it first & then execute it at the right time, at the right place.

We usually waste our time in the class by intriguing so as how to cut a joke, in order to divert the attentions away from the studies. And in case caught! we know well how to make a escape goat out of others. We also indulge our self in physical activities by beating each other like

wild animals. As far as studies are concerned they are kept safe for the eleventh hour! According to our keen observation 80% of the students attend classes for attendance. Who cares the hell about rest of the 20%!!! Our attitude in class reflects our inner self i.e. we attend the classes solely for attendance. If the teacher is teaching, it's none of our business. He/she gets paid for that 😊 if there would have been no restriction of 75% attendance then majority wouldn't attend the class. And that's the bottom line.

Finally, to our critics; if we began to study then we certainly get good marks or in worst case positions, than what will the infected book worms do???? Every positive has a negative; let us what we are. Lastly I would request to the teachers that every time we are not the defaulters please don't waste time on us by exhorting us all the time. Please remember a phrase for us "what is bred in the bone will never come out of the flesh".

Life in N.E.D - Poem

By: SM Waqas Imam

IM-101 / T.E

Life in N.E.D is full of charm
We are just like crops in farm

Student species of varying attribute
Some are talkative and others are mute

This life is packed with classes planned
But students bunk for fun and band

Noting lectures rather sometimes dictations
Students fed up facing such occasions

Getting handouts cost exhaustion
There is no other way to avoid this situation

Sessional marks show teachers a gate
To let rowdy behavior fade

The break for prayers and recess time
Very few use it to become sublime

Making friend is a common game
Many socials have one thing same

This all my analysis for uni life
Is just an attempt to show our hike.

Final Year

IMD

Department of Industrial & Manufacturing Engineering
NEED



2009 11 27



02.06.2008 11:44



Technical



By: Mohammad Umair Khanzada

IM-27/ B.E

Some form of Enterprise Risk Management (ERM) has always been practiced by managers, when they have tried to identify and manage this risks that are faced by their organizations. Such management of risks is done through transfer of risks to insurers or reinsurers, and also through planning for contingencies and crisis. However, in recent years, organizations have started to consider risks in a more holistic, organization-wide manner, and to elevate risk management to a senior management responsibility.

What is ERM?

Enterprise Risk Management is defined as a process which is put in place: firstly, to identify potential risks that can affect an organization; and secondly, to manage this risk to ensure that they remain within its risk appetite.

The goal of the process is to have reasonable assurance that the organization's objectives can be achieved. The process should be applied both in strategy setting and cross the enterprise.

The following are some of the trends which are leading to an evolution in ERM practice:

New and more complicated risks are emerging, such as foreign exchange risk, due to growing globalization, advances in technology and increasing sophistication in financial markets.

Recent high profile cases, such as Barings Bank and Enron, are motivating rating agencies, regulators and lenders to insist that senior management take more responsibility for managing risks on an enterprise-wide scale.

Developments in financial and management theory are a leading to an increasing awareness of the interactions of many risks, and the realization that such risks must be managed with the total organization in view.

Advances in research and computing power have made quantification of risks easier, and enabled organizations to more easily analyze "what if" scenarios.

Organizations are increasingly recognizing that risks can also be a source of opportunity, and that certain risks can be kept and actively pursued because of confidence in the management's ability to exploit such risks.

BENEFITS:

Applying the ERM process will result in the following benefits for an organization:

The organization's risk appetite is explicitly considered when business strategies and corporate objectives are analyzed.

The organization is better able to identify and select the best response for a risk – whether to avoid, reduce, share or accept.

The organization gains enhanced capability to identify potential events and establish responses. This will reduce "surprises" and associated costs or losses.

The organization is able to develop integrated and effective responses to inter-related risks which affect different parts of the organization.

By considering the full range of potential events, the organization is better able to identify and seize opportunities.

The organization is more effectively able to assess the overall capital needs and enhance capital allocation cross the business.

In summary, "enterprise risk management helps an entity to get to where it wants to go and avoid pitfalls and surprises along the way".

PROCESS STEPS:

A summary of the steps which are taken by an organization to implement an enterprise risk management process are described below:

Establish Context – This step includes defining the relationship of the enterprise with its environment, including identification of the enterprise's strengths, weaknesses, opportunities, and threats ("SWOT Analysis"); gaining an understanding of the overall objectives, strategies and key performance indicators of the

organization; indentifying the risk categories of relevance to the enterprise.

Identify Risks – This step involves documenting the conditions and events (including “extreme events”) that represent material threats to the organization’s achievement of its objectives or represent areas to exploit for competitive advantage.

Analyze/Quantify Risks – This step involves creating and calibrating probability distributions of outcomes for each material risk.

Integrate Risks – This step involves combining risk distributions (to reflect inter-relationships between risks), and expressing the results in terms of the impact on the enterprise’s key performance indicators.

Assess/Prioritize Risks – This step involves determining the contribution of each risk to the aggregate risk of the organization, and prioritizing accordingly, so that decisions can be made as to the appropriate treatment of the risks.

Treat/Exploit Risks – This step involves deciding whether to avoid, retain, reduce, transfer, or exploit risk.

Monitor& Review – This step involves continual gauging of the risk environment and the performance of the risk management strategies. The results of the ongoing reviews are fed back into the context-setting step and the cycle repeats.

The Basics of Production Inventory Management

By: Tauseef Iqbal

IM-81/ B.E

Production inventory management differs from general warehouse management because it involves the determination of how quickly to produce a particular product. The factors involved in many cases are similar, though there are some variances in making the final decision as to how quickly manufacturing should push items through the production line.

Available Materials

Of course, the first concern in production inventory management is on the front end of the process. If you don’t have the materials required for production, then you can’t move forward in providing the products to others. You must make certain that you have all the supplies you need, from raw materials to factory workers, to complete the production process.

Supply and Demand

You must determine the current demand for the product on the market. Good production inventory management occurs when you produce just enough material to satisfy customers’ needs without overextending the production line and manufacturing too many of any given product. You don’t want an incredible amount of back stock lying around, as this detracts from your net profit. On the other hand, you don’t want to be in short supply when a large order comes in, so having a little extra on hand is a great idea, and making sure you are prepared to make a production run for such orders is vital.

Quality Control

Never simply assume that everything manufactured will be flawless. An important consideration in production inventory management is to allow room for error. In other words, calculate a sufficient amount of product to assume that, even with flaws that get past quality control efforts, there is sufficient stock of the product required.

Cost Analysis

In many instances, even the best production inventory management strategies fail in the long run due to the cost of the production process being overlooked as a factor. It is important to maintain a cost effective production process, and this includes making sure that your inventory is not an overwhelming factor. This comes back to not overproducing any items that come off the assembly lines. Doing so is a waste of time and materials, costing you excess money to create. Obviously, conservation of the materials, time, and energy consumed in manufacturing unnecessary goods is essential to maintaining a cost effective production inventory management strategy.

Be proactive in keeping close watch on all occurrences in your production or manufacturing facility to make sure that there is no waste, and you are guaranteed to achieve a greater standard of success and profitability.

Total Quality Management

By: Aleem-ur-Rehman Baig

IM-59/BE

Total Quality Management (TQM) is a set of management practices throughout the organization, geared to ensure the organization consistently meets or exceeds customer requirements. TQM places strong focus on process measurement and controls as means of continuous improvement. It can be viewed as an organization wide approach that focuses on producing high quality goods and services. TQM, when properly used, is an integral part of an organization, not a separate, stand-alone program, and it encompasses all of the functional areas and levels within the organization, including suppliers.

TQM requires that the company maintain this quality standard in all aspects of its business. This requires ensuring that things are done right the first time and that defects and waste are eliminated from operations.

Elements of TQM:

There are four primary elements that are integral to every successful TQM program: (a) leadership, (b) employee involvement, (c) product/process excellence, and (d) customer focus.

Leadership. The leadership provided by an organization's management is a major cornerstone in the development and implementation of successful TQM program. When properly executed, a TQM program is company wide, transcends the traditional functional areas, and involves all of the firm's employees. It therefore requires vision, planning, and communication, all of which are the responsibility of top management. Studies have included that total commitment from management is considered to be critical element in successfully implementing such programs.

Top management can demonstrate its commitment to a TQM program in several ways. These include incorporating TQM in to the firm's overall strategy and demonstrating by actions as well as by words that quality is the number one operating priority of the organization.

Employee involvement. Employee involvement is another critical element in successfully implementing a TQM program. By involving all employees in the decision-making process, management is able to receive inputs from those nearest the problems and in the best position to recommend viable solutions. Employee involvement, which appears to be prevalent in most world-class operations, also takes advantage of the skills and knowledge of all employees.

A key element in employee involvement is that each worker assumes the responsibility for inspecting the quality of his or her own work. This is referred to as quality at the source and extends beyond the worker to include the work group, all departments, and the suppliers of parts and services to the organization. This view changes the often-adversarial practice of having a QC inspector, typically from the QC department, making decisions about good or bad quality.

Product/process excellence. Product/process excellence involves the quality of the product's design and analysis of field failures. It also includes statistical process control (SPC) and other analytical tools.

Process control is concerned with monitoring quality while the product is being produced or the service is being performed. Typical objectives of process control plans are to provide timely information on whether currently produced items meeting design specifications and to detect shifts in the process that signal that future products may not meet the customer's requirements. The actual control phase of process control occurs when corrective action is taken.

An underlying philosophy in achieving product/process excellence is the concept of continuous improvement. This has a general meaning as well as a specific TQM meaning. Its general meaning is an ongoing effort to improve in every part of the organization and all of its outputs. It's more specific meaning focuses on continual

improvement in the processes by which work accomplished.

In Japanese companies, the concept of continuous improvement is referred to as *kaizen*. It can be interpreted to mean a systematic approach to eliminating errors and improving the quality of the product that is delivered to the customer. One of the ways *kaizen* is achieved is through the use of *poka-yoke* or fool proofing in the methods that are used to make the products.

Customer focus. The customer's perception of quality must be taken into account in setting acceptable quality levels. In other words, a product isn't reliable unless the customer says it's reliable and service is not fast unless the customer says it's fast. Translating customers' quality demands into specifications requires marketing (or product development) to develop a product (or service) that can be produced to consistently achieve that desired level of quality. The quality of a product or service may be defined by the quality of its design (product quality) and the quality of its conformance to that design (process quality). Design quality refers to the inherent value of the product in the marketplace and is thus a strategic decision for the firm. Conformance quality refers to the degree to which the product or service meets design specifications. It should be evident that a product or service can have high design quality but low conformance quality, and vice versa.

Both design quality and conformance quality should provide products that meet the customer's objectives for those products. This is often termed the product's fitness for use, and it entails identifying those dimensions of the product (or service) that the customer wants and developing a quality control program to ensure that these dimensions are met.

Implementing TQM:

Companies have adopted several approaches to implementing TQM. However, only when quality is totally integrated into the day-to-day operations of the firm can a TQM program be truly successful.

The implementation of a successfully quality program throughout an organization is not a simple undertaking. The two major causes for the

inability of firms to successfully adopt an organization wide quality program: "lack of focus on strategic planning and core competencies, and obsolete, outdated cultures."

In addition to these two underlying causes, companies have identified other obstacles like, lack of companywide definition of quality, lack of formalized strategic plan for change, lack of a customer focus, poor inter-organizational communication, lack of real employee empowerment, lack of employee trust in senior management, politics and turf issues etc, that need to be addressed if a quality program is to be truly successful within organization.

ENGINEERING SUMMARY

1. Some Basic definitions:

- A) Engineering College: Place where you're punished for getting good HSC marks.
- B) Babe: After two years in Engineering, anything remotely female qualifies for that title.
- C) Senior: Guy who got ragged as junior and wants to get some payback.
- D) Fresher: Guy who has to ask where the canteen is.
- E) Really Dumb Fresher: Guy who asks a senior where the canteen is.
- F) Really Really Dumb fresher: Guy who follows the senior to the canteen.
- G) Ragging: The unfortunate fate of the previous idiot.
- H) Evasive action: Watch the juniors when any seniors come nearby. (No one runs faster than a fresher. NO ONE.)
- I) Lectures: Waste of time... Physical presence is a must ...only meant for sleeping, completing assignments & general TP.
- J) Tuitions: What you take when you don't waste enough time.

K) Professor: Person paid to put students to sleep.

L) Vernac Prof: Unusual variant of previous individual who comes packaged with his own brand of English ("Now you check me our journal." "You Out get from class." "Are you Understand, Beta?")

M) Practical: 60 to 90 minutes in which you watch the girls do your experiment, and usually destroy a considerable array of lab equipment.

N) Hopeless Practical : The practical in which there are no girls in your group, simply look blankly at each other, fiddle with the equipment, and finally copy the readings from the girls of course...).

2. The Truth about exams....

A) Timing...when you are non engineering GF/BF is free to enjoy while you slog with submissions & exams.

B) Irony : The guy who copied your entire paper passes and you flunk.

C) Critical Calculation: Summing up the marks you attempted worth in the exam.

D) KT: Makes you suicidal..The WAY of life...

E) Year Drop: Makes dad homicidal.

F) Re verification : A cruel joke. (Results of which come after you give the KT exam).

Social Problems



By: Numra Javed

IM-06/S.E

I was going back to home from university bus was moving with the usual speed. I thought that today was another worst and tiring day of my life as I was having another bad test instead of sitting with the most genius gal of my class. I was lost in my thoughts. Suddenly bus stopped, a man got into the bus and tried to get the attention having had some dry fruits and some other small things (I could not observe) in his hands wanted people to buy these packets. However, people were busy in looking through window, reading newspaper and gossiping with friends. The man tried his level best but to no avail. After all, he left the bus. From the next stop, a man entered the bus, started struggling to get passengers consideration, commenced explaining his painful life and financial condition of his house, and within no long time he had made people giving him charity. He collected and got down. Having observed all I was unable to think why and how long will it be happening that people who want to earn money by hard working will be rejected and ignored and beggars will be appreciated and granted. in this way aren't we promoting beggary in our society and showing people the way of collecting money by asking. When will we understand this bitter fact of our society? its only the matter of thinking, before today, I observed this many times in a day but couldn't make myself to think on this matter, only today I thought about this as I was very hurt because of my genius friend who didn't help me in the test, I didn't prepare for test but wanted to have good test without any toil. I felt similarity between him and me. I felt shame. but at the same time I also felt similarity with that man who tried people to buy the packets but he was totally ignored...and today I was ignored by my friend, that man was doing right and I was wrong but the feeling was same. It's too bad feeling, I felt! However, I learnt from this man, to never stop hard work, I decided that from now onwards I'll start studying instead of depending on my genius friend. In this way, I will be independent having no fear of ignoring in tests by her. And I decided not to ignore these hard working people, whose earnings totally depend on us. Please try to understand and tell others to purchase even unnecessary things like newspapers, toffees, books etc except giving 1 or

2 rupees to professional beggars. Have a step; we might be the people to set a new trend in our country. However, before this all, you will have to think and have decisions. So hurry up, what are you waiting for?

PHILANTHROPY - Emerging Savior of our Society

By: Sumayya Gohar Asad

IM-46/ F.E

When one ponders over the possibilities, which could ease the straits our society lies in, the emerging trend of philanthropy. Philanthropists are lovers of mankind, benevolent contributors and ever willing to assist any one in need.

An overview of the dire indicators of our threatening social scenario shows us the hazards we will have to courageously counter in the near future. According to a UN report, Pakistan is ranked at 140th position out of 155 member countries; and out of 175 countries of the world, takes 155th position in literacy. Traffic problems are on the rise with each passing day. Inflation is pressing on the principle that "Sky is not the Limit". Politics are disintegrating into "poly-ticks " and more and more loans are traveling from other nations in Pakistan. The not-so-privileged folks are denied the basic necessities of life because those basic necessities prove to be a luxury for them.

The emerging trend of philanthropy seems the ultimate cure for the sorry scenario that we are facing. People are getting the idea that philanthropy is the best possible solution for all our dilemmas and that fact really stands true. More and more people are entering this arena where they can be of maximum assistance to the people around them. These people are the true beneficiaries and helpers of the common folk with a desire to see the folk progressing at all walks of life. Gamaliel Bailey, an author, said "Never respect men merely for their riches; but rather for their philanthropy. We do not value the sun for its height in the sky but for its use."

Take the example of our various national heroes who are setting the path for us to follow. Edhi, who is serving the nation, since time immemorial. Imran Khan who set up the Cancer Hospital

providing cancer treatment, free of cost in majority of the cases, to thousands of people. The hospital requires 400 million in a year, with the major share of it being covered by donations. Abrar ul Haq is setting up his own hospital, the Sughra Shafi Hospital, at Narowal. The project requires around 80 million but the will being there, we hope that he will accomplish the project with success (Amen). Then there is Jawad Ahmed, with his "Taleem For All" program and many more worth mentioning.

Various organizations are being set up to pursue this mission of philanthropy namely PCP (Pakistan Center for Philanthropy) set up at Islamabad with a mission to enhance the volume and effectiveness of philanthropy in Pakistan by facilitating collaboration between the various stakeholders. Other than governmental setups, responsive community-based philanthropy organizations are bent on improving the society's future at all costs. These non-profit organizations are making their presence felt with the passage of time. The Citizen's Foundation, which is working to deliver quality education to underprivileged children, is an example worth mentioning.

The Government of Pakistan has at many a time, appealed for assistance from the common folk and they have replied with enthusiasm and vigor. According to a survey, in 1998 alone, approximately 50 per cent of Pakistani individuals gave an estimated total of Rs 770 billion (or 2.2 per cent of GNP) in money, goods and voluntary time. Other than our nationals, the expatriate Pakistanis are also playing a major role, setting up organizations like UFP (United Fund for Pakistan) and DIL (Development in Literacy) and contributing generously to our local philanthropists (Edhi Foundation receives funds from around 13 countries).

Fostering the expansion and development of philanthropic action will require continuous and vigorous attention. People in our society need urgent help, regarding all walks of life, and the ones who have the abilities, resources and power to spread this aura of philanthropy around, should by all means practice this philosophy without more thinking.

Global Warming... A Serious Issue.

By: Noor Shafaq
IM-104/ T.E

Temperature, wind, climate, and level of sea is changing day by day. Floods, tsunamis and earth quakes are destroying our world. Many species of plants and animal are getting extinct... Why??

The answer leads us to global warming...

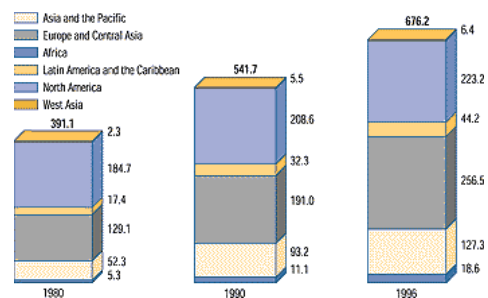
What is Global Warming?

Global warming and climate change refer to an increase in average global temperatures. Global warming is the new global menace where the world must come together in order to avert a global catastrophe.

Effects of Life Style on Global Warming:

Nearly half of all people now live in cities; an increasing number of them travel enormous distances every year by private car and in aircraft. In the developed world, technology has transformed patterns of work and family life, communications, leisure activities, diet and health. Similar transformations are under way in the more prosperous parts of the developing world. The impacts of these changes on the natural environment are complex.

Numbers of motor vehicles (millions)



The number of vehicles is growing fast in all regions. Transport now accounts for one-quarter of world energy use, and about one-half of the world's oil production; motor vehicles account for nearly 80 per cent of all transport-related energy. Transport is thus a major contributor to greenhouse gas emissions and urban air pollution

An Outlook on Immense Loss Due to Global Warming:

The world water cycle seems unlikely to be able to cope with the demands that will be made of it in the coming decades.

Land degradation has reduced fertility and agricultural potential. These losses have negated many of the advances made through expanding agricultural areas and increasing productivity.

Tropical forest destruction has gone too far to prevent irreversible damage. It would take many generations to replace the lost forests, and the cultures that have been lost with them can never be replaced.

Many of the planet's species have already been lost or condemned to extinction because of the slow response times of both the environment and policy-makers; it is too late to preserve all the biodiversity our planet once had.

Many marine fisheries have been grossly over-exploited, and their recovery will be slow.

More than half of the world's coral reefs are threatened by human activities. While some may yet be saved, it is too late for many others.

Urban air pollution problems are reaching crisis dimensions in many of the mega cities of the developing world, and the health of many urban dwellers has been impaired.

It is probably too late to prevent global warming as a result of increased greenhouse gas emissions; in addition, many of the targets agreed on in the Kyoto Protocol may not be met.

Reasons behind Getting in Such Position:

In terms of historical emissions, industrialized countries account for around 80% of the carbon dioxide buildup in the atmosphere to date. Since 1950, the US has emitted a cumulative total of roughly 50.7 billion tons of carbon, while China (4.6 times more populous) and India (3.5 times more populous) have emitted only 15.7 and 4.2 billion tons respectively. Annually, more than 60% of global industrial carbon dioxide emissions

originate in industrialized countries, where only about 20% of the world's population resides.

The modern industrial economies of North America, Europe and parts of East Asia consume immense quantities of energy and raw materials, and produce high volumes of wastes and polluting emissions. The magnitude of this economic activity is causing environmental damage on a global scale and widespread pollution and disruption of ecosystems.

Global Polluters (2004)

By Carbon dioxide emissions through human activities as a percentage of total emissions:

1. USA 22%
2. China 18%
3. Russia 5%
4. India 4.9%
5. Japan 4.6%
6. Germany 3.1%
7. Canada 2.3%
8. UK 2.2%
9. South Korea 1.7%
10. Italy 1.6%

Role of United Nations:

The largest body dealing with climate change is the UN's Intergovernmental Panel on Climate Change (IPCC) where its climate scientists have released a number of reports detailing the progress in understanding climate change.

Role of U.S.:

US have obstructed International deal:

Much of the growth in emissions in the developed world stem from rapid industrialization from the industrial revolution era. The US with its \$14 trillion economy is the world's largest polluter and has acted as an obstacle to any agreement on emission reduction targets. This is because the US is unable to decouple economic growth from its huge energy use. In other words, economic growth needs to be protected and any agreement on emission reduction would affect economic growth as industry would be restricted on the amount it can pollute the air. Hence the largest

polluter of all the US has announced its own conference in tackling climate change which will protect US industry and it was the US's insistence on not agreeing reduction targets that led to the collapse of the Kyoto Protocol – an international treaty. The US is not prepared to enter any deal which requires it to cut its consumption levels. This is why instead of calling for a radical cutback in automobile use the US accepts that the number of motor vehicles will double. It proposes to expand production and accelerate development of non-fossil fuel alternatives for future cars such as synthetic bio fuels and carbon dioxide-free hydrogen.

Capitalism at the centre of the problem:

Reducing emissions would mean industry in the West would need to produce less – this would lead to the economies of the West to shrink rather than grow. To reduce consumption is considered Shirk in Capitalism. By the same token, the rate of consumption of fossil fuels in developed countries is also extremely high relative to the rest of the world. The depletion of non-renewable resources and environmental destruction is primarily caused by the consumption patterns of such nations.

Global warming is the result of rapid industrialization from the West with the sole concern of profit making. Although there exists technologies that allow the development of clean low-emission industries, their costs are high and as a result have been unable to break into the mainstream market. China and India have only in the last 20 years seen rapid development, global warming was already high prior to that. However, the US continues to blame China and India for developing too quickly, in other words the US is shifting the blame away from itself.

The worlds developed nations are trying hard to avoid radical controls on growth, consumption and profits. They have attempted to stave off a looming climate catastrophe by voluntary cuts, techno fixes and carbon trading; all these are desperate efforts to prevent the inevitable.

An Islamic Approach:

The planetary system, the earth and its ecosystems, all work within their own limits and Islam sets limits to human behavior as a control

against excess. In essence, Islam describes an integrated code of behavior which deals with personal hygiene, at one end of the spectrum, to our relationship with the natural order at the other. Regarding the environment Islam contains regulations concerning the conservation and allocation of scarce water resources; it has rules for the conservation of land with special zones of graded use; it has special rules for the establishment of rangelands, wetlands, green belts and also wildlife protection and conservation. Allah (S.W.T) exhorts mankind to be moderate

“ It is He who produces gardens, both cultivated and wild, and palm trees and crops of diverse kinds and lives and pomegranates both similar and dissimilar. Eat of their fruits when they bear fruits and pay their dues on the days of their harvest, and do not be profligate. He does not love the profligate “
(TMQ 6:142)

Conclusion

GEO-2000 makes it clear that if present trends in population growth, economic growth and consumption patterns continue, the natural environment will be increasingly stressed. Distinct environmental gains and improvements will probably be offset by the pace and scale of global economic growth, increased global environmental pollution and accelerated degradation of the Earth's renewable resource base. Present consumption patterns are leading to the depletion of key minerals such as water wells, fossil fuels and agricultural land. At the same time the consumption of such minerals is leading to pollution to enter the atmosphere and the effect of this is now being felt across the world. Although most if not all of the models used to track the temperature in the atmosphere or the cooling effect is debatable and open to speculation, one thing that is for certain is Capitalism has no intention of reducing its consumption of the world's limited minerals.

Passion of Love - Poem

By: Sana Riaz

IM-87/ T.E

My love 4 u is endless n 4ever,
One day I'll stop loving you that won't happen
ever.
Possible is that when I die,
My body will become sand and my soul will fly.
But still the passion the love u will feel,
That will be mine and will serve your soul as a
daily meal.
I can never express that how much I love you,
Tore apart my heart and see my beats without you
are very few.

Winners VS Losers - Poem

By: Mohammad Umair Khanzada

IM-27/ B.E

Winners have dreams
Losers have screams

Winners see the gains
Losers see the pains

Winners see the potential
Losers see the past

Winners make it happen
Losers let it happen
Winners see the possibilities
Losers see the problems

Winners make commitments
Losers make promises

Winners are a part of the team
Losers are apart from the team

Winners always have a program
Losers always have an excuse

Winners believe in winning
Losers believe for them to win, someone has to
lose

Winners say, "I must do something"
Losers say, "Something must be done"

Winners say, "It must be difficult but, it is
possible"

Losers say, "It may be possible but it is difficult"

When a winner makes a mistake, He says, "I was
wrong"

When a loser makes a mistake, He says, "It wasn't
my fault"

Winners are always a part of the answer
Losers are always a part of the problem

Winners see an answer to every problem
Losers see a problem in every answer.

An Engineer's 10 Engineering Commandments of Life:

- a) Thou shalt study only during the preparatory
leave.
- b) Thou shalt never write thy assignments you're
self.
- c) Thou shalt begin writing thy journals only on
the morning of submission.
- d) Thou shalt treat all marks above 40 as bonus.
- e) Thou shalt have at least 70 per cent
attendance in the canteen.
- f) Thou shalt pass gracefully.
- g) Thou shalt always be an outstanding student.
- h) Thou shalt give thy attendance without being
present ...PROXY is a MUST.
- i) If thou can't convince them, confuse them.
- j) Thou shalt start every sentence with a four
lettered word.

Top two Engineering Rumors:

- a) 'Did you hear the results are being put up today
at 5:30pm'
- b) 'Did you hear the exams are postponed by two
weeks, it's been put up at Main Notice Board'

The Years of Engineering:

F.E. Fond of Engineering
S.E. Sick of Engineering
T.E. Tired of Engineering

Is it worth it???

The most dreaded acronym for Engineers:

ATKT (After Trying Keep Trying)

Economic Awareness



By: SM Waqas Imam

IM-101 / T.E

The intellectual property rights give the individual the right to guard his invention and grant him the power to dispose of it and stop others from using this invention without his permission. The states tackle the protection of this right and punish anyone who may break it during the lifetime of the individual, and tens of years after his death. The protection laws also include the "inventor" companies.

The problem arises with intellectual property rights is that in some realities it becomes a monopolistic property right.

What is, 'intellectual monopoly?' When you buy a potato, you can eat it, throw it away, plant it or make it into a sculpture you can use the 'idea' of a potato embodied in it to make better potatoes or to invent French fries. Current law of intellectual property allows producers of any product, technology or commodity to take this freedom away from you, as in case of computer software or medical drugs.

The EU Property Rights Enforcement Directive is a chilling example. It is giving powers to the music and software industry to detect on people's home computers, prosecutes individuals found sharing files over the Internet, and empowers police to raid the homes of those. French MEP Janelly Fourtou put the bill forward. Her husband is the head of Vivendi Universal, which owns several record labels.

It was in June 2001 a U.S. company Myriad demanded that all tests must be carried out only in its own lab at a cost of US\$2500, almost 5 times what was previously being charged in hospitals of Canadian provinces, they were actually violating its patents on a test for genetic weakness to breast cancer. People are dying because of ignorance due to these patents and being forced to pay inflated sums of money for treatment and diagnosis!

The slogan of "Warring freedoms guarding knowledge" would lead to a new kind of dark ages. Newton said, "If I have seen further than other men, it is because I have stood upon the shoulders of giants." Question arises if those

giants hurdle Newton by these so-called intellectual property rights how would have Newton stood?

Human creativity will grow if set free from the rule of starving dinosaurs that want to grow fatter sitting alone on mountains of gold.

GDP or Gross deception??

By: Farooq Iqbal

IM-99 / T.E

The world is at exposure of millions of problems today. GDP, which is a measure of country's development, is not really in public perspective a development but projected as such. The word "GDP" means Gross Domestic Product. Most of the people today believe that the GDP is playing the vital role in the progress and wellbeing of people. Since we know that "every glitter is not a gold ". The ground realities are not such.

The GDP accounts every financial transaction as positive, so the expenses of social decay and natural disasters are marked as an economic progress. For example, the dreadful effects of crime are verified positively as adding billions of dollars to the GDP due to the need for locks and other security measures, increased police protection, property damage, and medical costs. Hurricane Andrew was a disaster for Southern Florida USA, but the GDP traced it as a gain to the economy of well over \$15 billion.

GDP ignores the disadvantage of living on foreign assets. Where governments have enlarged their expenditure by borrowing from foreign country, this raises the GDP temporarily, but the need to refund this debt becomes a rising trouble on the state economy. This downside of borrowing from abroad is not reflected in the GDP.

Above all GDP overlooks the allocation of income. In effect the GDP conceals the information that a rising wave does not lift all boats. From 1973 to 1993 in the USA, while GDP rose by over 50 percent, wages suffered a decline of almost 14 percent. Meanwhile, during the 1980s alone, the top 5 percent of families increased their real income by almost 20 percent. It now explains why people feel increasingly gloomy despite official claims of economic of progress and growth.

General



By: Bushra Ahmed

IM-14/T.E

Sometimes, when we are going through difficulties, facing problems, thinking all doors are closed and there is darkness everywhere but we feel a constant knock of hope that there is silver lining behind every problem.

Silver lining means that the negative situations produce something that is very positive .For instance; you all agree that one of the "silver linings" of World War 2 was the increase in technology that hastened the development and started the new amazing and advanced computer era.

We have often heard a proverb "Every cloud has a silver lining" which give us motivation that from thunder clouds which are often very dark may have a silver gleam of sunlight i.e. gloomiest outlook contains some hopeful and consoling aspect.

Our nature gives us a strong lesson; there is a morning after every night. The gloomy *darkness vanished*. .. When the *Sun* rises from the clear horizon, History teaches us about hope, When America dropped Atom bomb on Japan, they faced a great devastation but at the same time it unites them and give them a lesson of hope, a lesson to rise high, to set a strong vision and they stick to it and now we all know where they stand thus they became the master of change rather than the victims.

Life is full of second chances; all we need for a second chance is the ability to recognize it and courage to act. Sometimes we give up hope but our conscience strengthens us and gives us enough strength to defeat our problems. Every difficulty gives us motivation to move on. We must try hard because life has to go on, it can never be stagnant.

Scientific research clearly shows that when men die his heart beat remains running for about ten minutes, it is a hope to strive back towards life, which Allah has blessed.

Two men look out through the same bars one sees the mud while the other sees the stars

Now what do you think, are you willing to defeat your problem or to accept your defeat against problem? Choice is always yours. Yes, there is a positive aspect all you need is to identify, understand and qualify.

A Poem for My Best Friends

By: Nida Hayat

IM-87/ T.E

Thousands words but nothing to say...
Your presence lightened my life my way.
When eyes describe that we may...
Your smiles scattered all the day!
Thousands words but nothing to say....
You gave that me without I pay...
How could you me in such a way???
Your magic has brought me so far and away,
Still m thinking "which word" to say...
Lets leave all aside and throw a ray,
That you are understood of what I may...
And I am understood of what you don't say!

Magical Hands

A Poem for my Dad!

By: Nida Hayat

IM-87/ T.E

Magic hands of magic man....

Like a shadow in hot sand...

Give me comfort from the pain..

Magic hands of magic man...

When eyes shed tears,

Those hands my near...

Fill my heart with rainbow bands

Magic hands of MAGIC MAN!

Guidelines for Students about Final Year Project

By: S. M. Sohaib Tariq
IM/Alumni.

All the students who graduate from N.E.D have to take projects in final year. The main theme behind this project is to enable students to apply practically the knowledge, which they have grabbed during their 3 years of study and what they may be learning in their final years. Since I have already gone through this phase, here are few suggestions for upcoming B.E students that may help them selecting the project for final year.

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- 1 Projects are given in-groups of 3,4,5,6 students. Number of students varies department to department. It depends on the number of students present in that final year. Departments like Mechanical, Civil etc allows to make project group of even 6, 7 students.
- 2 Every group will have to choose a group leader.
- 3 Try to make group with students of similar mentality and areas of interests.
- 4 Project merit list will be formed according to the S.E percentage. So students are advised to work hard in SE.
- 5 Projects may be assigned after T.E exams or in starting months of B.E.
- 6 Take project related to that field of your discipline in which you have your interests and you want to start your career in. Like if you are the student of Mechanical Engineering and you desire to have your career in Steam Generation, Power Plants etc, and then try to take your project related to above mentioned areas. It is very important because students usually do this mistake i.e. they take projects non relevant to their cherish field and then face problems in their future in interviews, field-work etc. Such as a student opting for post related to Manufacturing but had his final year project related to Inventory Management.
- 7 Take project for which you are sure of

completing in given time. Project should neither be too easy that you may finish it in 3 or 4 months nor it be too laborious or hard that you may fail to tackle it within the specified time (which is usually 8-10 months).

- 8 Prefer to take projects of industries because then your projects will be useful. But make sure that industry is willing to help you, financially or technically, whenever you require them during your project. Abstain from taking projects of military related industries. They are many big names in the military sector but they do not help students.
- 9 We have numerous students who consider final year project futile and wastage of time and money. So they take those projects which have already been done by the students of previous batches and are now available in project library. Their aim is just to copy the work of past students and then submit that copy as their "Project". Yes this "trick" may work and cost you least and your time will be "saved" but you could not learn anything from project. I would suggest students to take new projects. Avoid taking the trite.

Living forever is not just a dream

By: Faiza Raees
IM-70/T.E

Happiness on earth - it does not seem possible to enjoy even for a short time. Sickness, aging hunger often make life miserable. To talk about living forever on earth is to close your eyes to the truth. You may feel that it is a waste of time to talk about that living forever is just a dream, and most people will agree with you, but the question arises that why can we be so sure that you can live forever on earth? Why should we believe that everlasting life is not just a dream...?

We can believe because supreme power ALLAH prepared earth with everlasting resources to satisfy what we want. He almighty made earth just perfect for us. In addition, he created man and women in the best way for them to enjoy life to the full in this earthly home.

Is it really GOD'S purpose to let people live happily on earth forever? If it is then everlasting, life is not just a wish or dream. He almighty is the one who firmly established it, who did not create it simply for nothing, who formed it even to be established.

We can truly be happy if it is God's purpose to let us, live-forever. For things: if you had to decide on what date would you choose to die, you cannot pick. Nobody wants and neither does any other normal person who has a measure of health. God made us with the desire to LIVE not the desire to DIE. God made humans because "He has put eternity into their minds," means ordinarily people desire to live on and on without dying.

However, the earth is not inhabited in the way that God meant it to be because people living in practically all parts of the earth, but they are not living together happily in the united family in the way that their Creator meant them. Because today the world is divided, there is crime, there is war, millions of people hungry and sick, some have daily worries about housing, work and expenses, and none of these things bring honor to God.

Consider you had power, would you bring to end all the things that cause human sufferings. In addition, would you bring out the conditions for which human hearts long? Of course, you would. Our lovingly GOD will do just that. He will satisfy our needs and desires. God says, "You are opening your hand and satisfying the desire of every living thing"

To make possible these fine blessing in earth, God promises to bring to their end both wickedness and those who cause it and at the same time He will protect those who serve Him. However, the end of the world not mean end of the earth. It mean end only of bad people and their way of living, but those who are serving God will, survive the end easily and the they will enjoy freedom from all who want to hurt and oppress them. Such things such as wars, food shortages, great earthquakes and growing loss of love would mark the last days of the system. The very conditions in the world today shows that we are now living at the time when the destruction of this entire system of the thing is due to happen. Yes very soon GOD will cleanse the earth of all who would ruin it.

If you love life and want to live forever on earth under GOD'S rule than you must hurry to take in accurate knowledge of God, His purposes and his requirements. This means everlasting life, their taking in knowledge of you, the only true GOD, and of the one whom you sent forth" what a joy it is to know that we can **live forever**, that it is not just a dream!

Discover Yourself by Your Name

Let's see if it really works!

Does your name begin with: A?

Activist, practical, emotional, egoistic.

Does your name begin with: B?

Lazy, experimental, pampered.

Does your name begin with: C?

Social, emotional, control over desires.

Does your name begin with: D?

Caring, talented, good sense of humor, friendly attitude, jealous, short tempered.

Does your name begin with: E?

Talkative, love to read books, balanced.

Does your name begin with: F?

Idealistic, romantic, publicly showy, extravagant.

Does your name begin with: G?

Fastidious, perfectionist, active, responsible.

Does your name begin with: H?

Affectionate, strong, perfectionist, dreamer with a passion for life.

Does your life begin with: I?

Experimental, adventurous

Does your name begin with: J?

Blessed with a great deal of physical energy, loyal, idealistic, and generous.

Does your name begin with: K?

Secretive, self-contained, shy, generous and giving, often selfless, kind-natured.

Does your name begin with: L?

Romantic, challenger, intelligent.

Does your name begin with: M?

Innocent, shy, often selfish, never give in. Winning is your prime desire at any cost. You often forgot friends and family and you live for the moment.

Does your name begin with: N?

Emotional, intense, pampered, imaginative.

Does your name begin with: O?

Active, secretive, shy.

Does your name begin with: P?

Conscious, experimental, social.

Does your name begin with: Q?

Active, strong.

Does your name begin with: R?

Very Active, expect feedback.

Does your name begin with: S?

Emotional, selfish, caring, attractive, sensitive.

Does your name begin with: T?

Sensitive, passive, determined.

Does your name begin with: U?

Enthusiastic, loving, kind, generous.

Does your name begin with: V?

Individualistic, excitement, good at responding to danger, fear and suspense.

Does your name begin with: W?

Proud, determined, egoistic, romantic, idealistic.

Does your name begin with: X?

Get bored quickly, talented.

Does your name begin with: Y?

Sensual, independent, open hearted,

Does your name begin with: Z?

Romantic, attractive.

Balance Sheet of Life

By: **Mohammad Umair Khanzada**
IM-27/ B.E

Our Birth is our Opening Balance
 Our Death is our Closing Balance
 Our Prejudiced Views are our Liabilities
 Our Creative Ideas are our Assets
 Heart is our Current Asset
 Soul is our Fixed Asset
 Brain is our Fixed Deposit
 Thinking is our Current Account
 Achievements are our Capital
 Character & Morals, our Stock-in-Trade
 Friends are our General Reserves
 Values & Behavior are our Goodwill
 Patience is our Interest Earned
 Love is our Dividend
 Children are our Bonus Issues
 Education is Brands / Patents
 Knowledge is our Investment
 Experience is our Premium Account
 The AIM should be to Tally the Balance Sheet
 Accurately and
 The GOAL should be to get the Best Presented
 Accounts Award.

Written by, Suzan Lobo.

Computer Terminology

ISDN - It Still Does Nothing

APPLE - Arrogance Produces Profit-Losing Entity

IBM - I Blame Microsoft

WWW - World Wide Wait
PENTIUM - Produces Erroneous Numbers Through Incorrect Understanding of Math
NT - Network Tragedy
DNS - Does Nothing Special
WINDOWS - Will Install Needless Data On Whole System

My Death

By: Syeda Anam Kulsoom Rizvi

IM-85 / T.E

My eyes are closed,
 I am sleeping in a pose.

My soul is flying,
 Now I am dying.

I feel I am on the ice,
 I hear the sound of cries.

Some people carrying me,
 Who are those I can't see

I am lonely in the grave,
 But I feel myself to be brave

Two angels with some questions come to me,
 They told me that GOD is agreed with me.

There is a door in front of my eyes,
 Suddenly it opens and I am in paradise.

This is the best dream of my life,
 InshaAllah this dream will get alive.

NED Engineers at Work:

Assignments solved by one and then carrying out mass transfer operations throughout the class.

The only queue an NED Engineer is familiar with:
 Assignment Submission Queue

The most important table in NED Engineer's House:

The glass table (to carry out drawing multiplication operations, during Night Duty.)

The most important machine for Ned Engineers:
 Photo copy Machine (Without which assignment completion wouldn't be possible)

Humorous Definition

1. Atom Bomb: An invention made to end all inventions.

2. Boss: Someone who is early when you are late and late when you are early.
3. Cigarette: A pinch of tobacco rolled in paper with fire at one end & a fool on the other.
4. Classic: A book which people praises, but does not read.
5. College: A place where some pursue learning and others learn pursuing.
6. Committee: Individuals who can do nothing individually and sit to decide that nothing can be done together.
7. Compromise: The art of dividing a cake in such a way that everybody believes he got the biggest piece.
8. Conference: The confusion of one man multiplied by the number present.
9. Conference Room: A place where everybody talks, nobody listens & everybody disagrees later on.
10. Criminal: A guy no different from the rest... except that he got caught.
11. Dictionary: A place where divorce comes before marriage.
12. Diplomat: A person who tells you to go to hell in such a way that you actually looks forward to the trip.
13. Divorce: Future tense of marriage.
14. Doctor: A person who kills your ills by pills, and kills you with his bills.
15. Ecstasy: A feeling when you feel you are going to feel a feeling you have never felt before.
16. Etc.: A sign to make others believe that you know more than you actually do.
17. Experience: The name men give to their mistakes.
18. Father: A banker provided by nature.
19. Lecture: An art of transferring information from the notes of the lecturer to the notes of the students without passing through "the minds of either".
20. Love affairs: Something like cricket where one-day internationals are more popular than a five-day test.

21. Marriage: It's an agreement in which a man loses his bachelor degree and woman gains her master.
22. Miser: A person who lives poor so that he can die rich.
23. Office: A place where you can relax after your strenuous home life.
24. Optimist: A person who while falling from Eiffel tower says in midway "See I am not injured yet."
25. Opportunist: A person who starts taking bath if he accidentally falls into a river.
26. Pessimist: A person who says that O is the last letter in ZERO, Instead of the first letter in word OPPORTUNITY.
27. Philosopher: A fool who torments himself during life, to be spoken of when dead.
28. Politician: One who shakes your hand before elections and your Confidence after.
29. Smile: A curve that can set a lot of things straight.
30. Tears: The hydraulic force by which masculine will-power is defeated by feminine waterpower.
31. Yawn: The only time some married men ever get to open their mouth.

Philip Kotler
Marketing Management
A South Asian Perspective
Jha
Koshy

Frontal Attack in a pure product, advertising, price, and distribution. The principle



... because, after all, no one understands

Tapal Tea (Pvt.) Ltd. has made yet another mark!

Philip Kotler's latest book "Marketing Management: A South Asian Perspective", contains a detailed case study of Tapal Danedar and its proud tale of success.

We thank all our stakeholders and consumers for their unwavering loyalty.

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