



TAKE-UP Conference

15th November 2023

Lahore University of Management Sciences

Conference Agenda

Time	Event
9:00am – 9:30am	Arrival of Guests <i>Venue: Auditorium</i>
9:30am – 10:30am	Opening remarks and introduction <ul style="list-style-type: none"> – Introduction by Amina Shaikh, NICL – Address by Theresa Zimmer, Saarland University – Address by German Embassy representative – Address by Dr. Faiza Ali, LUMS – Address by Kiran Ali, Saarland University <i>Venue: Auditorium</i>
10:45am – 11:15am	Keynote speech <i>Venue: Auditorium</i>
11:30am – 12:15pm	Fostering Female Student Entrepreneurs: Bridging the Gap from Campus to Market with HEIs Assistance Moderated by Dr Faiza Ali Panelists: <ul style="list-style-type: none"> – Aqeela Bano – Founder of Ciqam – Dr. Shehryar Shahid – LUMS faculty – Maydda Nabeel – Founder of Alif aur Art – Annam Gohar – Founder of Roshni – Tajulle Ahmed – Founder of Peervest – Zarmina Sanam – Founder of Skill2Success <i>Venue: Auditorium</i>



11:30am – 12:15pm	<p>Prototyping Research at universities and the role of Makers Labs</p> <p>Moderated By Nauman Ahmed Zaffar</p> <p>Panelists:</p> <ul style="list-style-type: none"> – Dr Amaad Uppal – GCU faculty – Dr Hammad Ismail – UoG faculty – Dr Shomaila Sikander – Founder of Mycohues – Dr Salman Fakhra – Founder of Eco-Char – Jawad Ali Shah – Founder of Heirloom <p><i>Venue: Smart Classroom</i></p>
12:30pm – 1:15pm	<p>Students’ perspective on how to make universities more entrepreneurial</p> <p>Moderated by Theresa Zimmer</p> <p>Panelists:</p> <ul style="list-style-type: none"> – Shahzada Babar – UoG faculty – Moeza Nisar – LUMS – Amina Shaikh – NICL – Anusheh Attique – Entrepreneurship 101 participant – Shanzay Hasnain – Entrepreneurship 101 participant – Rameen Zafar – Entrepreneur and LUMS student – Areeb Arif - Entrepreneur and LUMS student <p><i>Venue: Smart Classroom</i></p>
1:15pm – 2:00pm	<p>Refreshments</p> <p><i>Venue: NICL co-working space</i></p>
2:15pm – 2:45pm	<p>Keynote speech</p> <p><i>Venue: Auditorium</i></p>
3:00pm – 3:45pm	<p>Startup origins: Converting student projects into viable businesses</p> <p>Moderated by Dr Shehryar Shahid</p> <p>Panelists:</p> <ul style="list-style-type: none"> – Hashim Ali – LUMS faculty – Sahar Atif – LUMS faculty – Dr Amaad Uppal – GCU faculty



	<ul style="list-style-type: none"> – Dr Samnan Ali – GCU faculty – Dr Ahmad Farooqui – COMSATS faculty – Dr Shahzad Khurram – COMSATS faculty – Dr Tariq Humiyon – COMSATS faculty – Dr Ashfaq Mirza – UoG faculty – Abdur Rehman Shamsi – Founder of CardPay – Usama Afzal – Founder of Magnus Electric – Tajulle Ahmed – Founder of Peervest – Annam Gohar – Founder of Roshni <p><i>Venue: Auditorium</i></p>
<p>4:00pm – 4:45pm</p>	<p>How early can an entrepreneurial mindset be inculcated in young students?</p> <p>Moderated by Saima Rana</p> <p>Panelists:</p> <ul style="list-style-type: none"> – Ayesha Usman Mir – Vice Principal, The City School, Bahria Town Campus – Faiza Khushnood – Founder of ‘Junior Founder’ program – Shuja ul Hasan – Founder of STEM educators – Sadaf Rehman – Founder of Code School – Maydda Nabeel – Founder of Alif aur Art <p><i>Venue: Auditorium</i></p>
<p>4:45pm – 5:00pm</p>	<p>Closing remarks</p> <ul style="list-style-type: none"> – Address by Dr. Tariq Jadoon, LUMS Vice Chancellor – Address by Prof. Dr. Cornelius König, Saarland University – Address by Panourgias Papaioannou, Athens University of Economics & Business – Group Picture <p><i>Venue: Auditorium</i></p>



Keynote Speaker Profile:



Aqeela Bano

Aqeela Bano is the founder and CEO of Ciqam. In literal terms Ciqam means greenery but as an identity, symbolizes prosperity, well-being and success for the women behind the organization; It is solely a women’s social enterprise. Since its establishment, Ciqam has governed policies to principally transform skills into a formal business service enabling young women to overcome socially constructed cultural restrictions and gain economic empowerment through skilled-based trainings in carpentry, construction and masonry, topographic and architectural surveys, hospitality, historical restoration and documentation. Aqeela is among the leading women’s rights activists in Gilgit Baltistan and is committed to serving the underprivileged masses within Pakistan.

Moderator Profiles:



Dr Faiza Ali

Dr Faiza Ali, is an Associate Professor at the Suleman Dawood School of Business (AACSB accredited), Lahore University of Management Sciences (LUMS) since 2016. She is also serving as the Associate Dean of Research and Scholarship at the same school since 2022. Dr Ali obtained her PhD in Management from Macquarie University, Australia in 2013. Dr Ali is a Fellow of Higher Education Academy (UK) and Academic Member of Chartered Institute of Personnel and Development (CIPD), UK. Her research interests include diversity management, gender equality and cross-cultural management. Dr Ali is the current chairwoman (2022-25) of the Gender, Race and Diversity in Organizations (GRDO) special interest group at European Academy of Management (EURAM). She also co-founded and has been organizing the annual International Gender, Work and Society (GWS) conference at LUMS since 2017.

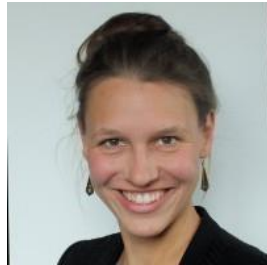


Nauman Ahmed Zaffar

Nauman Ahmed Zaffar is an Associate Professor and Director of Energy and Power Systems Research Cluster at Department of Electrical Engineering, SBASSE, LUMS, and also serves as the Director of NICL. He is also a member of the Steering Committee of LUMS Energy Institute and Director of Energy and Power Systems Research Cluster. Mr. Zaffar has worked on the Chief Minister’s task force on energy theft,



been a part of the enabling team for Electricity Markets in the Pakistan power sector and has been involved in formulation of National Electric Vehicle policy for Pakistan and its promulgation. He completed his undergraduate and graduate studies from the University of Pennsylvania.



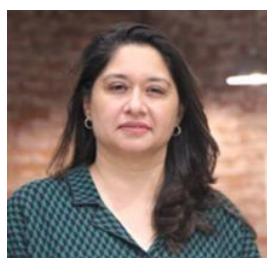
Theresa Zimmer

Theresa Zimmer is currently spearheading the TAKE UP project, while also holding positions as a researcher and lecturer at Saarland University's Department of Industrial & Organizational Psychology. Over the course of her career, she has overseen and participated in numerous EU-funded initiatives related to entrepreneurship, spanning diverse regions such as Jordan, Kenya, Uganda, France, Greece, Ireland, Lithuania and Spain. She holds a B.Sc. and M.Sc. in Psychology. Through her work, she has gained extensive experience in providing training and coaching to entrepreneurs, as well as in crafting interdisciplinary course concepts. Her research interests lie in the area of early-stage business growth, and female entrepreneurship.



Dr. Shehryar Shahid

Dr. Shehryar Shahid is an Assistant Professor of Entrepreneurship at Suleman Dawood School of Business at LUMS and is also a leading member of the Entrepreneurship Working Group at the university. Prior to his appointment at LUMS, he served as the Head of Management and Organisation Division and the Director of Centre for Entrepreneurship and SMEs (CESME) at the University of Central Punjab. He has taught courses like Entrepreneurship, Principles of Management, Business Model Development, Lean Launchpad and SME Management at both undergraduate and postgraduate level. He is also an Editorial Board Member of Journal of Small Business & Entrepreneurship (JSBE) and an Editorial Advisory Board Member of The Lahore Journal of Business (LJB). His research interests lie in the areas of informal entrepreneurship, small business growth and entrepreneurial intentions. Dr. Shahid received his PhD from University of Sheffield and did his MBA from Lahore University of Management Sciences.



Saima Rana

Saima Rana has been a post-secondary Business Management instructor for over 14 years, with specialization in the design industry and a focus on entrepreneurship, marketing and merchandising of textiles, jewelry and fashion. She is currently an instructor at LUMS and also serves as the Head of Operations at the National Incubation Center Lahore (NICL) at LUMS. Her expertise lies in developing her own course outlines and then executing them with case-based teaching. Saima is a ISW (Instructional Skills Workshop) certified instructor and has also worked on a UNESCO/Kfit project on imparting management skills to Creative and Cultural Industries in Pakistan. She has also served in capacities of a



Co-funded by the
Erasmus+ Programme
of the European Union



management consultant and a research associate in her early career. Saima is an MBA from the Lahore University of Management Sciences.

NICL x BNU: ARTpreneurial Showcase

NICL has collaborated with Beaconhouse National University (BNU) to showcase their student projects from the Textile, Fashion and Accessories department. The exhibition will showcase the ideation process and product outcomes designed and manufactured by students, that have commercial value and can be turned into businesses.

The objective is to demonstrate that the skills taught within art and design universities can merge with technology and research, to develop into viable entrepreneurial ventures. This showcase allows the students to exhibit such skills and make a space for themselves and their creative outputs.

Curated by HOD Kiran Khan and faculty member Eisha Liaqat, the students' work in this exhibition from BNU echoes a holistic approach which takes the viewer from ideation to a final outcome. The works include a merger of textile and technology, fashion garments, product design and interior solutions.

Partner University Stalls

The conference will also be featuring stalls set up by partner universities, to disseminate information and showcase the impact they have created during the tenure of the project.

