

Leaders in the Civic Engagement Movement - February 2014

Co-edited by Lorlene Hoyt and Amy Newcomb Rowe

We begin with a brief introduction to Pakistan and one of its engaged universities, the Lahore University of Management Sciences (LUMS). This edition features interviews with LUMS Vice-Chancellor, Sohail Naqvi, co-founder and director of the Literaty Program at LUMS, Maryam Ahmed and Literaty student Hamza Ayub.

Pakistan

Pakistan lies at the junction between South Asia, Central Asia and the Middle East occupying a very geopolitically important location. The modern state of Pakistan was created in 1947 after a successful independence movement from the British, led by Mohammad Ali Jinnah. The division of British India led to the creation of India and two wings of Pakistan (a civil war in 1971 led to the creation of modern day Bangladesh from East Pakistan). Sharing borders with India, Iran, Afghanistan and China, Pakistan is the seventh most populous country in the world (CIA World Fact book, 2013). About twice the size of California, Pakistan has a very diverse geography which ranges from having the second highest mount peak in the world (K2 mountain) in the North, to coastal areas in the South, in addition to deserts, forests, lakes and rivers.

The area of Pakistan has been home to many ancient cultures, civilizations and empires. Some of the major empires which ruled the area include the Mughal, Mongol, Ottoman, Sikh empires and even Alexander the Great ventured to this land. It is now a federation of four provinces which are Punjab, Sindh, Baluchistan and Kyber Phaktunkhwa, altogether making up a population of 180 million people. Like its geographical terrain, Pakistan is a very ethnically and linguistically diverse country where the people can trace their roots to India, Iran, Central Asia, Turkey and the Arab World. Islam has played a pivotal role in shaping cultural life in the country and it is also the declared state religion making it a country with the third largest Muslim population.

Pakistan is a democratic parliamentary federal republic, but the military has played a very influential role in the political realm. For the first time in Pakistan's history, a democratically elected government completed its tenure in 2013. In the past five years, Pakistan has implemented a radical restructuring of government, delegating responsibilities for basic services such as education, health, water and sanitation, roads and transport, and agriculture to local levels. Since 2002, the Pakistani media has become powerful and independent from just 3 state-run channels in 2000 to 89 in 2012. The media landscape in the country is reflective of the multiple ethnicities and language spoken in the country. Due to the rise in private media outlets, it has acquired more freedom of expression making it more dynamic and outspoken.

Education in Pakistan is overseen by the Ministry of Education at the federal and provincial levels. After independence from the British, Pakistan only had one university in its area, which was the University of Punjab. It has come a long way since then. Pakistan now has 156 recognized universities by the Higher Education Commission of Pakistan. However, it still has one of the most bleak education indicators globally with world's second highest number of children out of school, and wide education inequalities when it comes to gender. Malala Yousufzai is challenging the gender disparity in the education system in Pakistan and has become a key figure in the movement to improve education for girls after she was shot by the Taliban for attending school.

The 9/11 Commission's report duly noted the direct linkage between Pakistan's *madrassas* (religious schools) and terrorism, saying they serve as "incubators for violent extremism." Poor Pakistani parents in rural areas who want to educate their children have few options. Extremists provide food and clothing at their madrassa, making it easy for them to draw poor recruits. Despite the war on terror and its consequences, Pakistan is making progress on the education front with universities such as LUMS and Aga Khan that are imparting education at par with top-ranked universities globally.

In 2012, the Innovations in Civic Participation (ICP) received a grant to support the US-Pakistan higher education initiative to build capacity for civic engagement. The program seeks to enhance the capacity of Pakistani universities in civic engagement and social responsibility through a multifaceted approach.

To support this program, the Pakistan chapter of the Talloires Network was launched at the National University of Science and Technology (NUST) on July 1, 2013. Rob Hollister (Director of the Talloires Network), Ms. Susan Stroud (Executive Director of ICP) and Mr. Shams Kassim-Lakha (Founding President of the Aga Khan University) were also present on the occasion. Thirty-nine universities in Pakistan are members of the Talloires Network.

Lahore University of Management Sciences (LUMS)

Often called the "Harvard of Pakistan", LUMS was founded in 1984 and is now the world-class private institution in the field of business, social sciences, law and engineering in Pakistan. The original visionary of the university is Syed Babar Ali, a businessman and philanthropist, is the Pro Chancellor at LUMS. The university consists of three schools catering to key disciplines: the School of Science and Engineering, the Suleiman Dawood School of Business, and the School of Humanities, Social Sciences and Law. It is ranked the number one business school in Pakistan according to the Higher Education Commission. The university has highly qualified faculty with diverse backgrounds and nationalities which offer an education in engaging with the social sciences in a way that fosters critical thinking. LUMS also has a National Outreach Program which reaches out to deserving students from underprivileged areas of Pakistan and

provides full financial assistance to those who qualify. LUMS has a strong commitment to civic engagement and community service, and its many student-run organizations represent that vision.

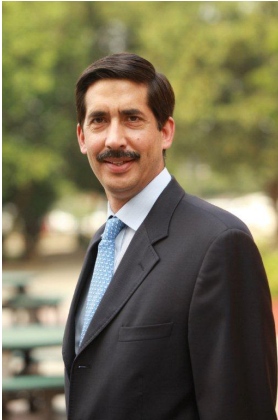
The mission statement of LUMS also encompasses the values of civic engagement and social responsibility:

LUMS aspires to achieve excellence and national and international leadership through unparalleled teaching and research, holistic undergraduate education, and civic engagement to serve the critical needs of society.

It seeks to accomplish this mission as a unified institution with cutting-edge research, a modern and rigorous curriculum and socially responsible outreach to the nation and region.

Leaders in the Civic Engagement Movement: Sohail Naqvi, Vice-Chancellor, Lahore University of Management Sciences

by Lorlene Hoyt



In July 2013, Dr. Naqvi assumed the Vice-Chancellor's office at Lahore University of Management Sciences (LUMS), a private research university located in Lahore, Punjab, Pakistan. Prior to joining LUMS, he served as Executive Director of the Higher Education Commission (HEC), Islamabad, developing and implementing a comprehensive strategy to improve higher education throughout the country.

Dr. Naqvi studied in the United States, where he earned his Bachelor's, Master's and Doctoral degrees in Electrical Engineering at Purdue University in Lafayette, Indiana.

While serving as Assistant and Associate Professor at the University of New Mexico, Albuquerque, "the thought of returning to Pakistan became more and more intense." In 1995, he took a sabbatical to join the Faculty of Electronics at the Ghulam Ishaq Khan Institute of Technology (GIKI) as Professor and Dean. "The big picture emerged" during his five years at GIKI as he forged partnerships between the institute, the community and industry.

"The mission of LUMS," Vice-Chancellor Naqvi explained, "is to achieve excellence in teaching and research while also engaging with society." He continued, "I want to build the strategy that aligns with this vision, implement it and measure progress." The Literaty Pakistan Program in the School of Humanities Social Sciences and Law is a good example of how "to build social enterprise and examine impact." The program supports aspiring young entrepreneurs by providing skills, space, workshops and courses, and an "ecosystem" for start-ups.

During his eight years at the helm of HEC, Vice-Chancellor Naqvi "assessed higher education in Pakistan, looking at gaps and deciding where to make improvements." He found it "exciting" to work on policy, highlighting his initial focus on three areas of the system: access, quality and relevance. The reforms he led were implemented across the country and included the redesign of curricula to include participation by industry and community in ways that "related to the needs of the country." Additionally, he and his team changed the structure of academic programs, creating 4-year undergraduate programs and quadrupling international research publications across Pakistan.

Vice-Chancellor Naqvi is one of 39 university heads in Pakistan who constitute the Pakistan Chapter of Talloires Network, which was launched in 2013 at the National University of Sciences and Technology (NUST), Islamabad. A steering committee of six members, headed by NUST Rector Muhammad Asghar, has

committed to establishing a secretariat, publishing a quarterly newsletter, holding conferences and workshops, issuing awards and maintaining a web presence. Vice-Chancellor Naqvi is already working with Rector Asghar and Talloires Network Steering Committee member Shams Kassim-Lakha to expand membership as well as the involvement of LUMS. “At LUMS there is a very strong tradition of working with the community and it has been driven by the students,” he explained. He continued, LUMS plays “a key role in responding to natural disasters.” Students deployed geographic information systems to understand the impacts of the 2005 earthquake and the 2010 flood. He added, “Students use technology to improve public systems, this is how they bring academic and research expertise to bear.”

When asked what the global movement of civic engagement in higher education will look like in the future, Vice-Chancellor Naqvi explained, “It is extremely important that students get a sense of purpose with their education. Technical knowledge is crucial, of course, but the purpose of education is greater and leads to a purpose in life.” He then illustrated his point by asking, “Do you want to be a taker or giver?” As for the Talloires Network’s role in shaping the movement, he suggested members focus on the issue of intolerance explaining, “Intolerance affects Pakistan deeply.” He continued, “It is beginning to dominate the discourse. It affects us in terms of terrorist activities. There is a lack of respect for diversity of opinion.” He believes that “thought leaders are responsible for providing people with knowledge” and helping them “to understand different perspectives.” Engaged universities around the globe can and should make headway in this area. “Our mutual survival depends on it,” Vice-Chancellor Naqvi concluded.

Dr. Naqvi joined LUMS as the fourth Vice-Chancellor of the university in July 2013. He served as the Executive Director of the Higher Education Commission for 8 years where he helped develop and implement a comprehensive strategy for the revival of the university education sector of Pakistan. He was also member of the Human Resource Development at the Ministry of Science and Technology (IT&T Division), Vice President Operations at Communications Enabling Technologies, Islamabad, and a founding member of Ibero-American Science and Technology Education Consortium, a non-profit organization comprised of educational, research, and industrial institutions throughout America and the Iberian Peninsula. Dr. Naqvi is also the founding member of Engineering Education Trust, a not-for-profit organization dedicated to the development of higher education in Pakistan. He has been awarded three patents. The Literaty Pakistan Program at LUMS is a Talloires Network Youth Economic Participation Initiative demonstration site and LUMS is a member of the Pakistan Chapter of the Talloires Network.

Soahil Naqvi, Vicecanciller de la Universidad Lahore de Ciencias Administrativas (LUMS)

Por Lorraine Hoyt

En julio 2013, Dr. Naqvi asumió la posición de vicecanciller de la Universidad de Lahore de Ciencias Administrativas (LUMS), una universidad privada de investigación situada en Lahore, Punjab, Pakistán. Antes de ingresar a LUMS, se desempeñó como Director Ejecutivo de la Comisión de Educación Superior (HEC), Islamabad, desarrollo e implemento una estrategia integral para mejorar la educación superior en todo el país.

Dr. Naqvi estudió en los Estados Unidos, donde obtuvo su licenciatura, maestría y doctorado en Ingeniería Eléctrica de la Universidad de Purdue en Lafayette, Indiana. Mientras se desempeñaba como profesor en la Universidad de Nuevo México, Albuquerque, "la idea de volver a Pakistán se volvió más y más intensa." En 1995, se tomó un año sabático para unirse a la Facultad de electrodomésticos en el Instituto Ghulam Ishaq Khan de Tecnología (GIKI) como profesor y decano. "El panorama surgió" durante sus cinco años en GIKI cuando él forjó alianzas entre el instituto, la comunidad y la industria.

Vicecanciller Naqvi explicó, "La misión de LUMS es lograr la excelencia en la docencia y la investigación y al mismo tiempo involucrarse con la sociedad." Y añadió: "Quiero construir estrategias que se alineen con esta visión, ejecutarlas y medir su progreso." El Programa de Pakistán Literaty en la Facultad de Humanidades Ciencias Sociales y Jurídicas es un buen ejemplo de cómo construir empresas sociales y como examinar el impacto. "El programa apoya a los jóvenes aspirando ser empresarios ofreciendo espacios, talleres y cursos de formación, un tipo de "ecosistema" para empresas en su etapa inicial."

Durante sus ocho años al mando de HEC, Vicecanciller Naqvi, "evaluó la educación superior en Pakistán, mirando las deficiencias y decidiendo donde aliviarlas." Él lo encontró "emocionante" trabajar en la política, destacando su enfoque inicial en tres áreas del sistema: el acceso, la calidad y la relevancia. Las reformas que lideró fueron implementadas en todo el país e incluyó el rediseño de los planes de estudios para incluir la participación de la industria y la comunidad de manera que se "relacionan con las necesidades del país." Además, él y su equipo cambiaron la estructura de los programas académicos creando programas de 4 años de pregrado y cuadruplicando las publicaciones internacionales de investigación en todo Pakistán.

Vicecanciller Naqvi es uno de los 39 jefes universitarios en Pakistán, que constituyen el capítulo pakistaní de la Red Talloires, que fue lanzado en el 2013 en la Universidad Nacional de Ciencias y Tecnología (NUST), Islamabad. Un comité directivo formado por seis miembros, dirigido por Rector de NUST Muhammad Asghar, se ha comprometido a establecer un secretariado y publicar un boletín trimestral, celebrar conferencias y talleres, otorgar premios y

mantener una presencia en la web. Vicecanciller Naqvi ya está trabajando con Rector Asghar y es miembro del Comité Directivo de la Red Talloires Shamsh Kassim-Lakha para expandir la membresía, así como la participación de LUMS.

"En LUMS existe una tradición fuerte de trabajar con la comunidad la cual ha sido impulsado por los estudiantes", explicó. Él continuó, LUMS juega "un papel importante en la respuesta a los desastres naturales." Los estudiantes usaron el programa sistemas de información geográfica (GIS) comprender los impactos del terremoto de 2005 y la gran inundación del 2010. Y añadió: "Los estudiantes usan la tecnología para mejorar los sistemas públicos, se trata de la forma en que aportan su experiencia académica.

Cuando se le preguntó como el movimiento global de la responsabilidad social en la educación superior se verá en el futuro, Vicecanciller Naqvi explicó, "Es muy importante que los estudiantes obtengan un sentido de propósito en su educación. El conocimiento técnico es esencial, por supuesto, pero el propósito de la educación es más grande y produce una propósito en la vida." Después ilustró su punto con la siguiente pregunta "¿Quieres ser un beneficiario o un donante?" En cuanto el papel de la Red Talloires en la formación del movimiento, sugirió que los miembros se enfoquen en el tema de la intolerancia explicando, "La intolerancia afecta a Pakistán profundamente, está empezando a dominar el discurso. Nos afecta en términos de actividades terroristas. Hay una falta de respeto a la diversidad de opiniones." Él cree que "los líderes son responsables de proporcionar a las personas con los conocimientos" y ayudarles a "entender diferentes puntos de vista." Universidades comprometidas a cambiar esto en todo el mundo pueden y deben hacer progresos en esta área. "Nuestra supervivencia mutua depende de ello", Vice-Canciller Naqvi concluyó.

Dr. Naqvi se unió a LUMS como el cuarto Vicecanciller de la universidad en julio del 2013. Se desempeñó como Director Ejecutivo de la Comisión de Educación Superior por 8 años, donde ayudó a desarrollar y ejecutar una estrategia integral para la recuperación del sector educacional universitario de Pakistán. Él también era miembro del Desarrollo de Recursos Humanos en el Ministerio de Ciencia y Tecnología, Vicepresidente de Operaciones de Comunicaciones Habilidad de tecnologías, Islamabad, y miembro fundador de la Ciencias Iberoamericana y el Consorcio de Educación de Tecnología, una organización sin fines de lucro compuesta por educación, la investigación y las instituciones industriales en toda América y la Península Ibérica. Dr. Naqvi también es el miembro fundador de Fondo de Educación Ingeniería una organización sin fines de lucro dedicada al desarrollo de la educación superior en Pakistán. Ha recibido tres patentes. El Programa de Pakistán Literaty en LUMS es un sitio de demostración para la Iniciativa para la Participación Juvenil Económica y LUMS también es miembro del Capítulo de Pakistán de la Red Talloires.

Maryam Mohiudeen Asad, co-founder Literaty Pakistan Program, Lahore School of Management Sciences (LUMS)

By Seher Syed



A strong advocate of social justice, Maryam Ahmed is the cofounder of Literaty Pakistan Program. Literaty was launched three years ago as a magazine and evolved to a platform for the youth focusing on diverse issues such as cultural revival, tourism promotion, and awareness for the necessity of social enterprises in Pakistan. It has since emerged as incubator for students at LUMS to conceptualize and implement their own social enterprises. Literaty is now helping students launch twenty social enterprises each academic semester.

Maryam and Asad Ayub (co-founders of Literaty Pakistan Project) were in Karachi in 2011 where they witnessed three days of political and religious violence, during which targeted killings left hundreds dead. In the middle of social and political volatility, Maryam recalls the prevalent forlorn attitude amongst people about the country and being told to just get up and leave before it gets worse. The global image of Pakistan was becoming even more negative due to the exaggerated and sensationalized accounts in the international media. This disturbed them and Maryam felt “they had reached a juncture where they couldn’t just sit and do nothing about it.” That’s when Literaty Pakistan took off focusing attention to the need to change the way people perceived Pakistan and to get across a more nuanced narrative which told both sides of the story. The initial medium for this was a magazine, which included contributions from students in both schools and universities. The network of universities and schools involved gave rise to informal chapters, an online blog and documentaries about Pakistan.

It was during the launching phase of the magazine when Maryam was first introduced to the concept of social enterprises and found it “phenomenal.” Both Asad and Maryam researched social enterprises in Pakistan and abroad, and compiled the “Social Enterprise Handbook.” They realized they could do a lot with the preexisting social enterprises and launched an informal incubation and consulting initiative. At the same time, Maryam was a graduate student at the University of California at Berkeley and engaged her own network of American Pakistani students encouraging them to work with Pakistani entrepreneurs. She had seen everywhere in Pakistan that people had excellent ideas, but they did not have the resources to leave their jobs and concentrate full time on launching the enterprises. Through the Youth Economic Participation Initiative (YEPI) grant awarded by the Talloires Network, it has now become possible.

Maryam's traces her commitment to civic engagement to patriotism and gratitude. She always felt very grateful while growing up for the opportunities she was given and the freedom she had. She explained that her parents "were very different from typical Pakistani parents...they saw something in her and let her do it." While they really wanted Maryam to become a doctor, they let her choose her own career path. The courses she took at LUMS in anthropology, philosophy and social sciences added to the feeling of gratitude. She realized the fact "she had been given so much meant she had a greater responsibility to give back." She used to look around her and feel blessed which "puts in you this feeling you have to give back and there is no other way." The generosity she saw in her parents and grandparents also fed into her psyche to give back, helping people where she could and fulfilling the call of duty. "There is so much potential for growth in Pakistan. The people are extremely talented and there is so much they can do. All they need is a platform and some support." Maryam explains, "once you see that, you cannot ignore it and that is why I am doing what I am doing."

While a lot of the social enterprises are focused on poverty alleviation, Literaty's definition of poverty is not restricted to economic and financial poverty. Literaty also looks at the "poverty of ideas," "poverty of creativity" and "intellectual poverty" amongst others. Some of the ideas for the social enterprises that are being formed cut across all domains and help students rethink their corporate vision of employment and look into social entrepreneurship as an alternative.

Maryam's proudest civic engagement achievement to date is Literaty and there is "nothing on the planet that makes her happier than seeing students and her team in the Literaty social innovation lab." Maryam confessed that her experience working on social justice issues in the past which involved death penalty clients and acid burnt victims was very emotionally taxing. Working with her team and the Literaty project in so many ways brings back her faith in humanity. It refreshes her and in her words "provides the impetus and zeal to continue doing what she is doing."

Maryam Ahmed is the cofounder of Literary Pakistan, which is one of the recipients of the Youth Economic Participation Initiative (YEPI) grant. Maryam graduated from the Lahore University of Management Sciences in 2012 with a dual degree in Bachelors in Law and Bachelors in Arts. She also holds a Masters in Law from the University of California at Berkley where she focused on International and Comparative Law.

**Maryam Mohiudeen, cofundadora del Programa Literaty en Pakistán,
Escuela de Lahore de Ciencias Administrativas (LUMS)**

Por Seher Syed

Una gran defensora para la justicia social, Maryam Ahmed es la cofundadora del Programa Literaty en Pakistán. Literaty se inició hace tres años como una revista y se desarrolló como una plataforma para los jóvenes centrándose en diversos temas como la renovación cultural, la promoción turística, y el conocimiento de la necesidad de las empresas sociales en Pakistán. Se ha convertido como un plataforma para los estudiantes de LUMS para conceptualizar y poner en práctica sus propias empresas sociales. Literaty esta ayudando a los estudiantes lanzar veinte empresas sociales cada semestre.

Maryam y Asad (cofundadores de Literaty) estaban en Karachi en 2011 donde fueron testigos de tres días de violencia política y religiosa, durante los cuales asesinatos dejaron cientos de muertos. En medio de la volatilidad política y social, Maryam recuerda la actitud desesperada que prevaleció entre la gente en el país y ser dicha que se levante yirse antes de que la situación empeore. La imagen global de Pakistán se estaba convirtiendo aún más negativa debido a las cuentas exageradas en los medios de comunicación internacionales. Esto realmente les molestó y Maryam se sentía "que habían llegado a un punto donde no podían simplemente quedarse sentados y no hacer nada al respecto." Fue entonces cuando Literaty fue realmente lanzado basado en la necesidad de cambiar la forma en que las personas perciben Pakistán y para obtener a través de un relato que pueda describir las dos versiones de lo que estaba pasando. El medio inicial para esto era una revista, que incluyó las contribuciones de los estudiantes en las escuelas y universidades. La red de universidades y escuelas involucradas dio lugar a los capítulos informales, un blog en la web y documentales sobre Pakistán.

Fue durante la etapa de lanzamiento de la revista cuando Maryam fue introducida por primera vez al concepto de empresas sociales y lo encontró "fenomenal." Tanto Asad y Maryam investigaron sobre las empresas sociales en Pakistán como en el extranjero, y compiló el "Manual de Empresas Sociales." Se dieron cuenta de que podían hacer mucho con las empresas sociales preexistentes y lanzaron una incubación y consultoría informal. Esto fue en el mismo momento en que Maryam estaba en la escuela de posgrado en Berkeley y involucro los estudiantes pakistaníes americanos y los animó a trabajar con empresarios paquistaníes. Ella había visto en todas partes en Pakistán que la gente tenía ideas excelentes, pero no tenían los recursos para salir de sus puestos de trabajo y concentrarse a tiempo completo en el lanzamiento de las empresas. A través de la Iniciativa para la Participación Juvenil Económica (Yepi) otorgada por la Red Talloires, ahora es posible.

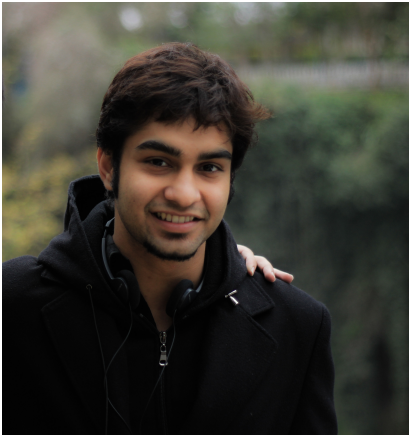
Maryam traza su compromiso a la participación ciudadana a su patriotismo y gratitud. Ella siempre se sentía muy agradecida durante su crecimiento por todas las oportunidades la libertad que tenía. Ella explicó que sus padres "eran muy diferentes a los padres típicos pakistaníes, ellos vieron algo en ella y dejaron que lo hiciera." Mientras que realmente querían que Maryam fuera doctora, la dejaron elegir su propia trayectoria profesional. Los cursos que tomó en LUMS de antropología, filosofía y ciencias sociales agregaron al sentimiento de gratitud. Se dio cuenta del hecho de "que le habían dado tanto que tenía una responsabilidad mayor para dar de vuelta." La generosidad que vio en sus padres y abuelos también la introdujeron para dar de vuelta, ayudar a la gente donde podía y cumplir ese deber. "Hay mucho potencial de crecimiento en Pakistán. La gente es muy talentosa y tienen tanto que pueden hacer. Todo lo que necesitan es una plataforma y un poco de apoyo. Una vez que ves eso, no lo puedes ignorar y es por eso que estoy haciendo lo que estoy haciendo".

Mientras que muchas de las empresas sociales se centran en alivio de la pobreza, la definición de Literaty de la pobreza no se limita a la pobreza económica y financiera. Literaty también analiza la "pobreza de ideas", "la pobreza de la creatividad" y la "pobreza intelectual", entre otros. Algunas de las ideas para las empresas sociales que se están formando tocan todos los dominios y ayudan a los estudiantes reconsiderar su visión corporativa de empleo y buscan dentro el emprendimiento social una alternativa a esa visión.

Su mayor logro el compromiso cívico de Maryam hasta la fecha es Literaty y no hay "nada en el planeta que le hace más feliz que ver a los estudiantes y su equipo en el laboratorio de Literaty." Maryam confesó que su experiencia trabajando en temas de justicia social en el pasado que involucró clientes que tenían pena capital y víctimas de quemaduras de acida le quitaba fuerza emocional. Trabajar con su equipo y el proyecto Literaty le ha traído de regreso su fe en la humanidad y en sus propias palabras "da el impulso y el entusiasmo para seguir haciendo lo que está haciendo."

Maryam Ahmed es el cofundadora de Literaty Pakistan, que es uno de los becarios de la Iniciativa para Participación Juvenil Económica (Yepi). Maryam se graduó de la Universidad de Lahore de Ciencias Administrativas en 2012 con una doble titulación de Licenciatura en Derecho y Licenciatura en las artes. Ella también tiene una maestría en Derecho por la Universidad de California en Berkeley donde se especializó en Derechos Internacionales.

Hamza Ayub
General Secretary, Literaty Pakistan
By Seher Syed



Hamza Ayub, 21, is a rising senior at the Lahore University of Management Sciences (LUMS). He embodies what Literaty stands for: raising awareness about the good things of Pakistan and inculcating confidence and responsibility in the youth.

A native of the city of Karachi, Hamza was born and raised there until he went to Lahore to attend LUMS. The summer before college, Hamza was going to attend the Model United Nation meeting at Harvard, which coincided with the Global Young Leaders Conference. Hamza recalls applying for

his United States visa so that he could attend the meeting and the conference, but his passport was not returned on time and he could not travel to America. That incident left a bitter taste in his mouth, and he realized how the negative image of Pakistan created by the activities of a few individuals impacted everyone's future. Hamza heard his calling to become "a good Pakistani citizen who is representative of the entire population" to make up for the negative experience he had after the visa incident.

Hamza described his younger self as a typical example of a business student who wanted to ride the corporate wave and land on Wall Street. His first encounter with Literary was during his freshman year when his brother, Asad (co-founder of Literaty) gave him a copy of the first issue of the Literaty magazine. Maryam and Asad introduced him to the Literaty project and asked him to work with them. Hamza was skilled in graphic design and they asked for his assistance with the magazine. His first project was to create a map of Alexander the Great's conquest in Northwest of the Indian Subcontinent (what is now Pakistan). The map outlined the route Alexander took inside Pakistan, the battles he fought and the route he took to leave the country. After his first project, Hamza became heavily involved in the design aspect of the Literaty magazine.

Thinking back, Hamza remembers how he was amazed by the rich history of Pakistan he came across during his research to create the map. He was even more surprised that very few people knew or talked about it. After he completed the map project for Literaty, Hamza wanted to create "positive sensationalism" about the country so that people look at Pakistan based on its potential and not through the lens provided by the media. He ran for student body elections at the end of his first year, with the mission to "galvanize the entire student population into action and instill pride about Pakistan within them."

As one of the first few members, Hamza has witnessed the growth of Literaty firsthand. During the initial stage of Literaty, the organization only had 8 members, until they opened the applications to other students. The first introductory meeting was a full house, after which there was an addition of 75 members. It turned out to be one of the biggest organizations in the university. While they struggled to accommodate everyone logistically and due to lack of funding, “the dream they all have only got bigger.” As Hamza puts it, “we are still working for it and getting closer to it.”

When asked about civic engagement, Hamza feels that the social enterprises inducted at Literaty help in creating community partnerships and invoking civic engagement amongst the students. By getting the students to interact with the underprivileged members of the community, the students bridge gaps by getting new perspectives, narrating stories and getting the chance to give back.

While his life has taken a different path from what he envisioned as a career on Wall Street, Hamza is extremely grateful for the opportunity to give back to his country. He is happy to see that the social enterprises being hatched at Literaty are invoking social responsibility amongst the students and envisions a Pakistan where the entire youth is socially responsible and civically engaged part of the society.

**Hamza Ayub,
Secretario General, Literaty**

Hamza Ayub de 21 años, es estudiante de último año en la Universidad de Lahore de Ciencias Administrativas (LUMS). Él representa lo que Literaty significa: crear conciencia sobre las cosas buenas de Pakistán y de inculcar un sentido de positivismo, confianza y responsabilidad en la juventud.

Nació y fue criado en la ciudad de Karachi, hasta que se mudó a Lahore para asistir LUMS. El verano antes de ingresar a la universidad, Hamza iba a atender la junta de *Model United Nations Meeting* en Harvard, que coincidió con la Conferencia de Líderes Juveniles (GYLC). Hamza recuerda la solicitud de su visa Americana para poder asistir a la reunión y la conferencia, pero desafortunadamente su pasaporte no fue devuelto a tiempo y no pudo viajar a los Estados Unidos. Ese incidente le dejó un amargo sabor, and se dio cuenta de la imagen tan negativa de que tenía Pakistán, creada por las actividades de pocos individuos impactando el futuro de todos. Hamza oyó su llamado a ser "un buen ciudadano Pakistani, representativo de toda la población" para compensar después del incidente con la visa.

Hamza describió que antes era un ejemplo típico de un estudiante de negocio que quería trabajar en una empresa y terminar en Wall Street. Su primer encuentro con Literaty fue en su primer año cuando su hermano, Asad, cofundador de Literaty, le dio una copia de la primera edición de la revista Literaty. Maryam y Asad, los fundadores, le introdujeron al proyecto Literaty y le pidieron que trabajara con ellos. Hamza era capacitado para el diseño gráfico y le preguntaron por su ayuda con la revista. Su primer proyecto fue la creación de un mapa de la conquista de Alejandro Magno en el noroeste del subcontinente indio (lo que ahora es Pakistán). El mapa describió la ruta que Alejandro Magno tomó dentro de Pakistán, las batallas que luchó y la ruta que tomó para salir del país. Después de su primer proyecto, Hamza se volvió muy involucrado en el aspecto del diseño de la revista Literaty.

Hamza recuerda lo asombrado que estaba por la historia de Pakistán que descubrió durante su investigación creando el mapa. Él estaba aún más sorprendido que muy pocas personas sabían o hablaban de ello. Después de completar el mapa para Literaty, Hamza quería crear un "sensacionalismo positivo" del país para que la gente viera a Pakistán basado en su potencial y no a través del punto de vista aportado por los medios de comunicación. Se postuló para las elecciones del cuerpo estudiantil al final de su primer año, con la misión de "impulsar a toda la población estudiantil que tomen acción y de inculcar orgullo sobre Pakistán dentro de ellos."

Como uno de los primeros miembros, Hamza fue testigo del desarrollo de Literaty. Durante la etapa inicial de Literaty, la organización solo tenía 8 miembros, hasta que abrieron sus puertas para otros estudiantes. La primera

reunión estaba llena, después de esta junta hubo una adición de 75 nuevos miembros. Resultó ser una de las organizaciones más grandes de la universidad. Aunque batallaron acomodar a todos logísticamente debido a la falta de fondos, "el sueño que todos ellos sólo se hizo más grande." Como dice Hamza, "todavía estamos trabajando para ello y cada vez estamos más cerca a él."

Cuando fue preguntado sobre la responsabilidad social, Hamza cree que las empresas sociales en Literaty ayudan a crear asociaciones comunitarias y de invocar la participación cívica entre los estudiantes. Consiguiendo que los estudiantes puedan interactuar con los miembros de la comunidad menos afortunados los estudiantes crean puentes de consciencia consiguiendo aprender nuevas perspectivas, narrando historias y obteniendo la oportunidad para ayudar.

Aunque su vida a tomado un rumbo diferente de lo que él pensó en Wall Street, Hamza esta extremadamente agradecido por la oportunidad de poder ayudar a su país. El esta feliz por ver las empresas sociales creadas en Literaty invocando la responsabilidad social entre los estudiantes y se imagina a un Pakistán donde todos los jóvenes son socialmente responsables y involucrados cívicamente en la sociedad.

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