

FACULTY INDUSTRY PLACEMENT PROGRAM (FIPP) REPORT

August- September, 2025



Preface

The Office of Research, Innovation, and Commercialization (ORIC) at the University of Central Punjab (UCP) serves as the driving force behind the university's research and innovation ecosystem. Guided by a clear vision of becoming a catalyst for transformative research and innovation, ORIC positions UCP as a hub where groundbreaking ideas advance academic knowledge, shape industries, and empower entrepreneurs with real-world impact. Anchored in the UCP Five-Year Strategic Plan (2025–2029), ORIC's efforts focus on six key areas: research excellence, commercialization and intellectual property, industry–academia linkages, entrepreneurship and startups, infrastructure and core facilities, and internationalization. Together, these pillars provide a structured pathway for turning knowledge into impact, reinforcing UCP's role as a leader in research-driven societal development.

In line with these objectives, ORIC introduced the Faculty Internship Placement Program (FIPP) as a strategic initiative to strengthen industry–academia linkages and enhance experiential learning for faculty members. FIPP provides faculty with the opportunity to engage directly with industry, gain practical insights, and bring back real-world perspectives to the classroom and research labs. This program not only bridges the gap between theory and practice but also fosters collaborative projects, promotes innovation, and supports UCP's vision of creating a knowledge-based economy. Through FIPP, ORIC ensures that faculty development remains a cornerstone of UCP's commitment to research excellence and societal impact.

ORIC operates with a clear vision: to be the catalyst of transformative research and innovation that shapes industries, empowers entrepreneurs, and delivers real-world impact. Its mission is to drive UCP's research excellence through strategic partnerships, IP generation, and sustainable commercialization, fostering a future-ready ecosystem where ideas evolve into enterprises.

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Executive Summary

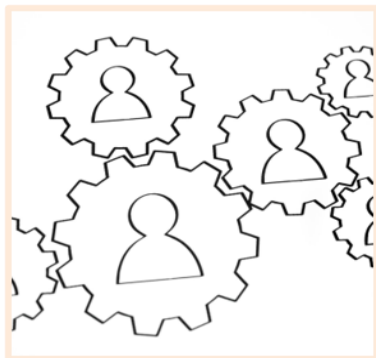
The Faculty Industry Placement Program (FIPP), initiated by the Office of Research, Innovation, and Commercialization (ORIC) at the University of Central Punjab in 2022, continues to serve as a strategic initiative aimed at strengthening the link between academia and industry. The program provides faculty members with immersive exposure to industrial environments, enabling them to initiate industry-relevant research, enhance their professional competencies, and contribute to innovation and entrepreneurship.

FIPP placements are conducted annually during August and September, with durations tailored to the availability and needs of participating industries. Through these placements, faculty members gain firsthand experience of industry operations, challenges, and innovation practices, which they bring back to enrich their teaching and research at UCP. Industries also benefit significantly from this collaboration, as faculty members contribute fresh academic perspectives and assist in addressing complex problems. These engagements foster opportunities for joint Research and Development (R&D), knowledge exchange, and long-term partnerships.

In 2022, the Office of Research, Innovation, and Commercialization (ORIC) successfully facilitated the placement of 11 faculty members in prestigious industries across Lahore for periods ranging from 1 to 2 weeks during August and September. In 2023, 47 faculty members were similarly placed in renowned industries such as IT, healthcare, textiles, biotechnology, and manufacturing across Pakistan. In 2024, 53 faculty members were successfully placed in the esteemed Industries.

In 2025, ORIC successfully facilitated the placement for two to eight weeks of **26 faculty members** out of **40 applicants** in diverse sectors including **Pharmaceuticals, IT, Food, Textile, Petroleum, Manufacturing, Advertising, and Education** across Lahore, Pakistan. This year's cohort reflects a continued commitment to expanding the program's reach and impact, ensuring that faculty members are well-equipped to contribute to both academic excellence and industrial innovation.

1. Introduction



The Faculty Industry Placement Program (FIPP) is a strategic initiative by the Office of Research, Innovation, and Commercialization (ORIC) at the University of Central Punjab (UCP), aimed at fostering meaningful collaboration between academia and industry. By placing faculty members in industrial settings for short-term engagements, the program facilitates the exchange of ideas, promotes knowledge transfer, and strengthens the relevance of academic research to real-world challenges. As universities evolve beyond traditional roles of teaching and pure research, they are increasingly expected to contribute to economic development, industrial innovation, and applied research. Recognizing this shift, ORIC at UCP has taken proactive steps to ensure that faculty members remain connected to industry trends and practices.

Globally, academic institutions have been exploring ways to make their research more applicable to industry needs, while industries seek access to cutting-edge academic expertise. ORIC has played a pivotal role in promoting such partnerships, encouraging commercialization of research, and supporting innovation-driven initiatives. Inspired by pioneering models such as the Faculty Placement Program launched by NUST in 2018, UCP's FIPP offers faculty members the opportunity to work within industry environments for 2-8 weeks during August and September. These placements allow faculty to apply their expertise to real-world problems, gain exposure to current industry tools and practices, and bring back insights that enhance both teaching and research.

The program is built around core objectives that include fostering innovation, enhancing curriculum relevance, and building sustainable academic-industry networks. Faculty members contribute to solving industry-specific challenges, while industries benefit from fresh academic perspectives and potential research collaborations. This mutual engagement not only enriches the professional development of faculty but also ensures that students are better prepared for the evolving demands of the job market. Through FIPP, UCP ORIC continues to strengthen its role as

a catalyst for innovation, ensuring that the university remains at the forefront of academic excellence and industrial relevance in Pakistan.

2. Faculty Industry Placement Program (FIPP) Policy

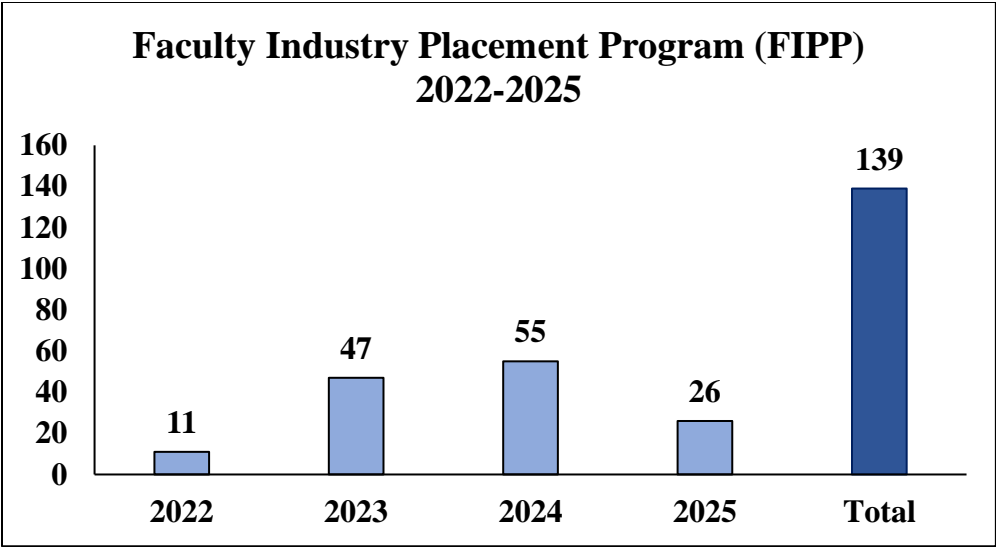
The FIPP Policy provides a structured framework for enhancing faculty employability and industrial exposure through short-term placements in approved organizations. It outlines the rights and responsibilities of nominated faculty, host organizations, and UCP coordinators, ensuring that all placements are part of an approved program and meet quality standards. ORIC, in collaboration with faculties and deans, oversees provider selection, placement allocation, and quality assurance. The program aims to foster industry-academia linkages, promote research and innovation, and enable faculty to gain practical insights for curriculum enrichment and professional growth.

FIPP complete Policy is enclosed as **Annexure-A**.

3. UCP-Faculty Industry Placement Program (FIPP) Graphical Overview

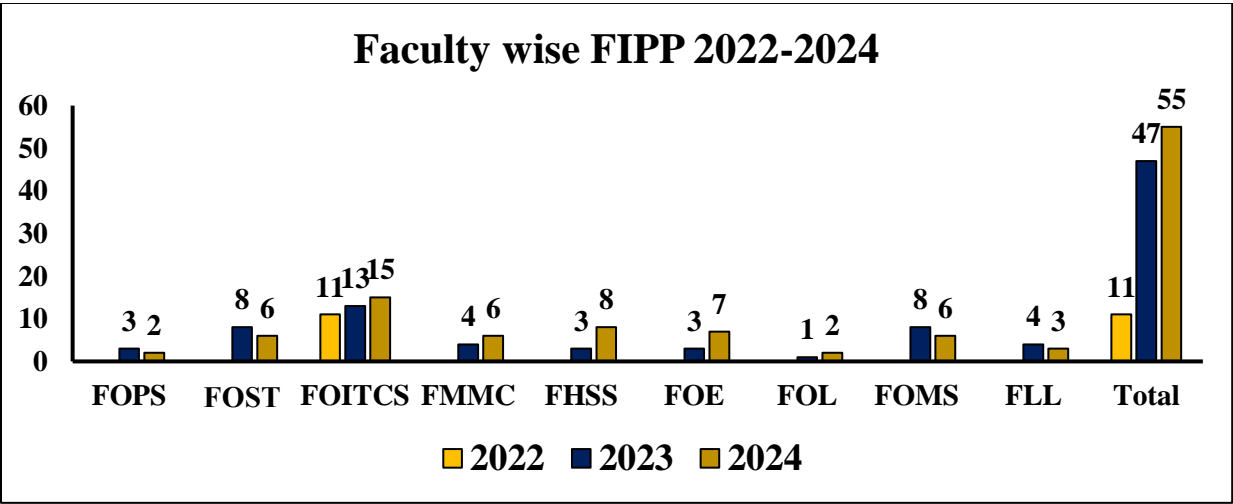
3.1 FIPP Year-Wise

The Faculty Industry Placement Program (FIPP) has demonstrated significant progress since its inception, reflecting the growing interest of faculty members in industry engagement and applied research. The graph below illustrates the year-wise participation from 2022 to 2025, showing a steady increase in placements during the initial years and a cumulative total of 139 faculty members benefiting from the program.



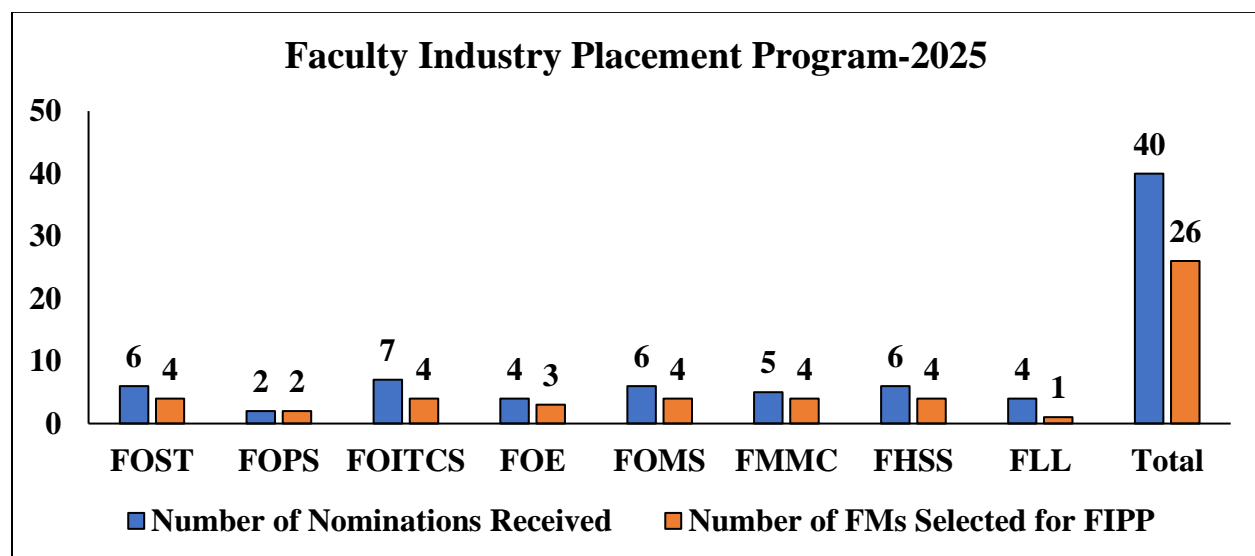
3.2 Faculty-Wise FIPP 2022-2024

The Faculty Industry Placement Program (FIPP) has emerged as a cornerstone initiative for strengthening academia-industry collaboration at UCP. Between 2022 and 2024, the program achieved 113 successful placements, with the highest participation from FOIT&CS (39), followed by FOST and FOMS (14 each). Other faculties, including FHSS (11), FOE (10), FMCC (10), FLL (7), FOPS (5), and FOL (3), also contributed significantly. This distribution underscores the program’s strategic impact across diverse disciplines, fostering applied research, curriculum enrichment, and industry-driven innovation.



3.3 Faculty Industry Placement Program (FIPP), 2025 by ORIC

Faculty members for the Faculty Industry Placement Program (FIPP) 2025 were selected based on a rigorous evaluation of proposals submitted by nominees from various faculties. Each proposal was assessed on its relevance to industry engagement, potential for knowledge transfer, and alignment with program objectives. Only those faculty members whose proposals demonstrated strong industry applicability and innovation were selected for placement. The graph below illustrates the number of nominations received from each faculty and the corresponding number of faculty members selected after the evaluation process.



4. FIPP Pre-Placement Meetings Scheduled

To ensure meaningful engagement and alignment between academia and industry, UCP-ORIC organized a series of pre-placement meetings with key industry representatives prior to the commencement of the Faculty Industry Placement Program (FIPP) 2025. These meetings served as a platform to discuss placement objectives, define expectations, and explore collaborative opportunities for faculty members. The invited professionals represented diverse sectors, including technology, energy, food, sustainability, and legal services, ensuring a broad spectrum of industrial exposure for participating faculty. The schedule of these meetings is outlined in the table below.

No.	Industry Representatives Invited	Date
1.	Mr. Ahmad Azhar and Mr. Ashfaq Ahmed from Siemens Mr. Qazi Ammar Arshad from ML Bench	13th June, 2025
2.	Mr. Moaz Ali , Head of HRD at Vital Petroleum Mr. Muhammad Waqas , Founder & CEO of Dafi Labs	June 19, 2025
3.	Mr. Hameed K. Lateef (CEO, TTI Testing Laboratories) Mr. Rizwan Ahmad (COO, Unity Foods) Mr. Faizan Ahmed (Chemical Engineer, Sky Power Limited)	July 02, 2025
4.	Mr. Sarim Mehmood , CEO of Fruits of Sustainability Ms. Uzma Omer , Special Advisor, PILL	July 14, 2025
5.	Mr. Arfat Ashraf , Together (CEO & Ahsan Shahzad, Founder, Ahsan Legal Services	July 21, 2025

4.1 ORIC's 1st FIPP Pre-Placement Meeting

Office of Research, Innovation and Commercialization organized the first pre-placement meeting under the Faculty Industry Placement Program (FIPP) 2025 on 13th June, aimed at strengthening academia-industry linkages. Faculty members engaged with industry representatives from Siemens Pakistan Engineering Co. Ltd. and ML Bench (Pvt) Ltd to explore collaborative research, faculty placements, and student induction opportunities.



Key industry participants included Mr. Ahmad Azhar and Mr. Ashfaq Ahmed from Siemens, and Mr. Qazi Ammar Arshad from ML Bench. The session was attended by Dr. Hammad Naveed (Pro-Rector, UCP), Prof. Dr. Muhammad Akhyar Farrukh (Director ORIC), Dr. Faiza Anum (Research Associate, ORIC-UCP), and 14 faculty members from the Faculty of Information Technology & Computer Science (FOIT&CS), Faculty of Engineering (FOE), Faculty of Management Studies (FOMS), and Faculty of Media and Mass Communication (FMMC).

4.2 ORIC's 2nd FIPP Pre-Placement Meeting

The Office of Research, Innovation and Commercialization (ORIC) at the University of Central Punjab (UCP) successfully conducted the Faculty-Industry Engagement Meeting on Thursday, June 19, 2025. This strategic interaction aimed to foster deeper collaboration between academia and industry by aligning faculty expertise



with evolving industrial needs. The session featured active participation from representatives of Vital Petroleum (Pvt.) Limited and Dafi Labs Pvt. Ltd., who shared valuable insights and explored avenues for meaningful partnership. Mr. Moaz Ali, Head of HRD at Vital Petroleum, highlighted fabrication-related challenges and emphasized the growing need for civil, mechanical, and electrical engineering expertise at their manufacturing sites. Mr. Muhammad Waqas, Founder & CEO of Dafi Labs, focused on cutting-edge developments, including the integration of blockchain with artificial intelligence to drive innovation. The meeting was attended by Prof. Dr. Hammad Naveed (Pro-Rector, UCP), Prof. Dr. Muhammad Akhyar Farrukh (Director ORIC and Research), Dr. Faiza Anum (Research Associate, ORIC), and faculty members from the Faculties of Information Technology & Computer Science (FOITCS), Engineering (FOE), and Management Studies (FOMS).

4.3 ORIC's 3rd FIPP Pre-Placement Meeting

The Office of Research, Innovation and Commercialization (ORIC) at the University of Central Punjab (UCP) organized the Faculty-Industry Engagement Meeting on July 2, 2025. The session aimed to foster strategic partnerships between academia and industry, enabling faculty members to align their research expertise with practical industry challenges and emerging market needs.



The meeting was attended by senior leadership and faculty members from UCP, including Dr. Hammad Naveed (Pro-Rector), Prof. Dr. Muhammad Akhyar Farrukh (Director ORIC), Prof. Dr. Hafiza Rizwana Kausar (Dean, Faculty of Science & Technology), and Dr. Faiza Anum (Research Associate, ORIC). Distinguished industry representatives included Mr. Hameed K. Lateef (CEO, TTI Testing Laboratories), Mr. Rizwan Ahmad (COO, Unity Foods), and Mr. Faizan Ahmed (Chemical Engineer, Sky Power Limited). Faculty representatives from the Faculty of Science & Technology (FOST) and the Faculty of Pharmaceutical Sciences (FOPS) actively participated in the session.

4.4 ORIC's 4th FIPP Pre-Placement Meeting

Office of Research, Innovation and Commercialization (ORIC) convened the 4th Faculty Industry Placement Program (FIPP) Pre-Placement Meeting on July 14, 2025, bringing together representatives from Fruit of Sustainability and the Pakistan Institute of Living & Learning (PILL) to explore potential collaborative opportunities for faculty placement, development, and industry engagement. The



meeting was chaired by Prof. Dr. Muhammad Akhyar Farrukh, Director, ORIC, and attended by Dr. Faiza Anum, Research Associate, ORIC, and members of the Faculty of Humanities and Social Sciences. Mr. Sarim Mehmood, CEO, Fruit of Sustainability, highlighted the importance of conducting workplace surveys, developing HR practices, and fostering social dialogue, with an emphasis on the role of trained psychologists. As part of the FIPP framework, faculty members will undergo training provided by Fruit of Sustainability to enable their participation in field surveys and workforce training initiatives. Ms. Uzma Omer, Special Advisor, PILL, introduced a paid internship program for UCP Postgraduates that offers training in mental health and community outreach, specifically focused on breast cancer support and suicide prevention.

4.5 5th FIPP Pre-Placement Meeting

Office of Research, Innovation, & Commercialization held the 5th FIPP Pre-Placement Meeting on July 21, 2025, bringing together industry partners and faculty to explore collaborative opportunities and strengthen faculty placements. Mr. Arfat Ashraf, CEO of Together, emphasized the importance of collaborative projects between academia and



industry. Mr. Ahsan Shahzad, Founder of Ahsan Legal Services, offered insights into legal practice and highlighted opportunities for law faculty to acquire practical experience during placements. Law, linguistics, literature, and language faculty actively engaged in the meeting, reinforcing UCP's commitment to bridging academia and industry. The meeting concluded with a shared vision to advance research collaboration and impactful faculty engagement.

5. FIPP Pre-Placement Proposals by Faculty Members

Before the commencement of their placements, faculty members participating in the Faculty Industry Placement Program (FIPP) submitted detailed pre-placement proposals outlining their intended objectives, expected learning outcomes, and potential contributions to their host organizations. These proposals served as a strategic roadmap, aligning individual faculty goals with industry needs and ensuring relevance to academic enhancement. **Annexure-B** consolidates these proposals, including key sections such as faculty information, purpose of visit, industry problem statement, proposed solution, and anticipated benefits to the industry, university, and students.

6. FIPP Orientation Session by ORIC

ORIC UCP Organizes Orientation Session on Faculty Industry Placement Program (FIPP) on 4th August 2025 from 3:00 PM to 4:00 PM. The Office of Research, Innovation & Commercialization (ORIC) at the University of Central Punjab (UCP) organized a focused session on the Faculty Industry Placement Program (FIPP), aimed at enhancing faculty understanding of the program's objectives and procedures. The session was led by Dr. Hammad



Naveed, Pro-Rector UCP, and Prof. Dr. Muhammad Akhyar Farrukh, Director ORIC, who addressed faculty members across different UCP faculties.

The session emphasized the transformative impact of the program in equipping faculty members with real-world industry exposure and enhancing the relevance of their teaching and research. Faculty engagement and active participation reflected a strong institutional commitment to building sustainable and impactful collaborations with the industry. The event concluded with a collective motivation to leverage FIPP as a platform for academic growth, professional

development, and innovation. The Director appreciated the efforts of Dr. Fazia Anum, the focal person for FIPP.

7. List of Faculty Members Participated in FIPP-2025 and Relevant Industries

The Faculty Industry Placement Program (FIPP-2025) witnessed active participation from faculty members at the University of Central Punjab. Each faculty member was placed in an industry relevant to their academic specialization, ensuring meaningful engagement and mutual benefit. The selected industries ranged from research organizations to corporate entities, offering diverse opportunities for academic-industry collaboration. A brief profile of each industry, highlighting its core functions, is enclosed as [Annexure-C](#), providing context to the placements and showcasing the strategic alignment between academic goals and industry needs.

Sr. No.	Faculty Members' Names and Designations	Faculty	Name of Industry	FIPP Duration (Duty Leave)
1	Ms. Rabia Saleem, Assistant Professor	FOPS	Dr. Masood Homeopathic Pharmaceuticals.	19-08-2025 to 01-09-2025
2	Dr. Ayesha Asif, Assistant Professor		Dr. Masood Homeopathic Pharmaceuticals.	18-08-2025 to 31-08-2025
3	Mr. Usman Idrees, Associate Lecturer	FOST	TTI Testing Laboratories – Lahore	18-08-2025 to 05-09-2025

4	Dr. Kanza Aziz Awan, Associate Professor		Six-B Food Industries Private Limited	19-08-2025 to 29-08-2025
5	Ms. Sadia Zia, Principal Lecturer		TTI Testing Laboratories – Lahore	02-09-2025 to 29-09-2025
6	Dr. M. Aslam Javed, Assistant Professor		System Heuristics, Lahore.	04-08-2025 to 25-09-2025
7	Syed Irtaza Muzafar Shah, Senior Lecturer	FOIT&CS	PureLogics	04-08-2025 to 30-09-2025
8	Mr. Umar Hameed, Senior Lecturer		Webevis Technologies	05-08-2025 to 01-09-2025
9	Mr Zain Asghar, Senior Lecturer		PikesSoft	18-08-2025 to 12-09-2025
10	Dr. Naveed ul Hassan, Assistant Professor	FHSS	Special Education Department, Tariq Block Garden Town Lahore	11-08-2025 to 24-09-2025
11	Mr. Hamid Bilal, Principal Lecturer		Aeternum Pvt. Ltd.	18-08-2025 to 19-09-2025
12	Ms. Ayesha Khalil, Principal Lecturer		Fruits of Sustainability, Pvt. Ltd.	11-08-2025 to 19-09-2025

13	Dr. Arsalan Tariq Rana, Associate Professor		Lahore Chamber of Commerce and Industries	11-08-2025 to 18-09-2025
14	Dr. Ali Ahmed, Assistant Professor	FOE	Sky Power Limited	05-08-2025 to 26-09-2025
15	Engr Muhammad Awais, Senior Lecturer		Banu Mukhtar	25-08-2025 to 12-09-2025
16	Engr Waqar Maqsood, Associate Lecturer		Vital Petroleum	05-08-2025 to 25-08-2025
17	Ms. Nahan Iqbal, Principal Lecturer	FOMS	TTI Testing Laboratories – Lahore	18-08-2025 to 29-08-2025
18	Dr. Shahid nadeem, Professor		Indus plus Pvt Ltd. (Textile Industry)	08-09-2025 to 24-09-2025
19	Ms. Shafaq Aftab, Lecturer		TTI Testing Laboratories – Lahore	18-08-2025 to 29-08-2025
20	Mr. Irfan Azhar, Assistant Professor		Vital Petroleum	01-09-20225 to 30-09-2025
21	Ms. Yakhshi Saleem, Principal Lecturer	FMMC	Express News, Lahore	18-08-2025 to 22-08-2025
22	Ms. Mariyam Idrees, Lecturer		Creative Junction	19-08-2025 to 25-08-2025

23	Mr. Hamza Ayub, Lecturer		Express News, Lahore	18-08-2025 to 22-08-2025
24	Ms. Sara Shah, Lecturer		Marshmallow Advertising	18-08-2025 to 22-08-2025
25	Mr. Naveed Ahmed Khan, Principal Lecturer	FLL	Together	07-08-2025 to 20-08-2025

8. FIPP Post Placement Presentations Scheduled

Following the completion of their industry placements under the Faculty Industry Placement Program (FIPP-2025), participating faculty members were invited to present their findings, experiences, and reflections. These post-placement presentations offered valuable insights into the program's outcomes, emphasizing the impact of academic–industry collaboration on teaching, research, and professional development. Faculty members also submitted detailed Post-Placement Reports (**Annexure-D**) to document their learnings and recommendations. The detailed schedule of presentations is outlined in the table below.

No.	Faculty Members Presented FIPP Findings	Date
1.	1. Dr. Ali Ahmad (FOE) 2. Zain Asghar (FOIT&CS) 3. Syed Irtaza Muzaffar Shah (FOIT)	Oct 6, 2025
2.	4. Mr. Hamid Bilal (FHSS) 5. Ms. Ayesha Khalil (FHSS) 6. Mr. Muhammad Umar Hameed (FOIT&CS)	Oct 14, 2025

3.	7. Dr. Kanza Aziz Awan (FOST) 8. Ms. Mariyam Idrees (FMMC) 9. Ms. Sara Shah (FMMC) 10. Ms. Yakhshi Saleem (FMMC) 11. Mr. Hamza Ayub (FMMC)	Oct 16, 2025
4.	12. Dr. Arslan Tariq Rana (FHSS) 13. Dr. Muhammad Aslam Javed (FOST) 14. Dr. Irfan Azhar (FOMS)	Oct 23, 2025
5.	15. Dr. Naveed Ul Hasan Shah (FHSS) Placement 16. Usman Idrees (FOST) Placement 17. Engr. Muhammad Awais (FOE) Placement 18. Sadia Zia (FOST) Placement	Oct 28, 2025
6.	19. Ms. Rabia Saleem (FOPS) 20. Dr. Ayesha Asif (FOPS) 21. Engr. Waqar Maqsood (FOE)	Oct 29, 2025
7.	22. Ms. Shafaq Aftab 23. Ms. Nahan Iqbal (FOMS) 24. Dr. Shahid Nadeem (FOMS) 25. Mr. Naveed Ahmad Khan (FoLL	Oct 30, 2025

8.1 FIPP Post-Placement Presentations (Oct 6, 2025)

Office of Research, Innovation & Commercialization (ORIC) at the University of Central Punjab held the Faculty Industry Placement Program (FIPP) post-placement presentations where faculty members from the Faculty of Engineering (FOE) and the Faculty of Information Technology & Computer Science (FOIT&CS) shared their industry experiences and outcomes.



Dr. Ali Ahmad (FOE) collaborated with SkyPower, Creative Group, achieving R&D outputs including a Transformer Monitoring System and paving the way for EV charging and IoT research. Zain Asghar (FOIT&CS) worked at PikesSoft on fintech and CI/CD projects, leading to an MoU, student internships, and curriculum updates, while Syed Irtaza Muzaffar Shah (FOIT) contributed to Urdu Text-to-Speech and AI-powered tools at Purelogics, expanding collaboration in AI and NLP research. The session highlighted ORIC's ongoing efforts to strengthen academia–industry linkages, foster innovation, and create hands-on learning opportunities for UCP's faculty and students.

8.2 Post-Placement Meeting –FIPP (Oct 14, 2025)

The session served as an engaging platform for faculty members to share their valuable industry experiences, reflect on outcomes, and explore future avenues for collaboration between academia and industry.

Mr. Hamid Bilal, Principal Lecturer, FHSS, shared insights from his placement at Aeternum Pvt. Ltd, where he conducted



psychological assessments, provided counseling services, and developed a consultancy framework. His contributions resulted in a PKR 1 million consultancy offer and inspired the development of new academic courses, including Psychological Assessment I & II and Digital Assessment.

Ms. Ayesha Khalil, Principal Lecturer, FHSS, discussed her six-week placement at Fruits of Sustainability Pvt. Ltd, where she conducted workplace surveys, delivered training sessions on harassment awareness and effective communication, and contributed to curriculum enhancement and potential research collaborations.

Mr. Muhammad Umar Hameed, Senior Lecturer, FOIT&CS, highlighted his one-month placement at Webevis Technologies, where he worked on mobile and FinTech applications using React Native and APIs. He emphasized the importance of connecting classroom learning with real-world practice and proposed future opportunities for student internships and guest lectures.

8.3 FIPP – Post-Placement Reflections (Oct 16, 2025)

Faculty Industry Placement Program (FIPP) at UCP continues to strengthen the bridge between academia and industry. Featured presentations from five faculty members who shared their valuable industry experiences.

Dr. Kanza Aziz Awan (FOST) completed her placement at Six-B Food Industries, gaining expertise in quality control, product

formulation, and food safety compliance. Ms. Mariyam Idrees (FMMC) and Ms. Sara Shah (FMMC) explored branding, creative strategy, and media planning during their placements at Creative Junction and Marshmallow Advertising, respectively.

Ms. Yakhshi Saleem (FMMC) and Mr. Hamza Ayub (FMMC) joined Express News, where they gained practical exposure to newsroom operations, broadcast systems, and 3D visualization tools. These placements have proven transformative, enabling faculty to integrate industry insights into



Faculty Industry Placement Program (FIPP) – Post-Placement Reflections

their teaching, promote collaborative initiatives, and enrich the academic experience for students at UCP.

8.4 Faculty Insights – FIPP Post-Placement Presentations (Oct 23, 2025)

Office of Research, Innovation and Commercialization (ORIC) successfully organized the Faculty Industry Placement Program (FIPP) Post-Placement Presentations. The session featured Dr. Arslan Tariq Rana (FHSS), who shared insights from his placement at the Lahore Chamber of Commerce & Industry, where he contributed to IMF impact reports, SME growth strategies,



and anti-smuggling frameworks; Dr. Muhammad Aslam Javed (FOST), who discussed his work at System Heuristics on AI-powered SaaS tools, chatbots, and automation systems, leading to joint research proposals; and Dr. Irfan Azhar (FOMS), who highlighted his placement at Vital Petroleum focusing on logistics optimization and ERP models. The event underscored ORIC's commitment to fostering academia–industry collaboration, integrating real-world experience into teaching, and advancing innovation through strategic partnerships.

8.5 ORIC-UCP Industry-Academia Impact through FIPP (Oct 28, 2025)

Office of Research, Innovation & Commercialization organized the Faculty Industry Placement Program (FIPP) Post-Placement Presentations, where four faculty members shared their enriching industry experiences.

Dr. Muhammad Naveed Ul Hasan Shah (FHSS) reflected on his work with the Special Education Department, Punjab, contributing



to inclusive teaching and policy-oriented research. Mr. Usman Idrees (FOST) shared insights from TTI Testing Laboratories, gaining expertise in HPLC, GC-MS, and FTIR analysis while paving the way for student internships. Engr. Muhammad Awais (FOE) highlighted his placement at Banu Mukhtar, focusing on sustainable materials and industrial software tools, and Ms. Sadia Zia (FOST) discussed her impactful work at TTI Labs, where she developed SOPs for WHO registry, conducted molecular lab gap analysis, and guided innovative student-led projects. The event underscored ORIC-UCP's dedication to strengthening academia-industry linkages and fostering innovation-driven learning.

8.6 FIPP Pre-Placement Meeting: Faculty Share Industry Insights (29 October 2025)

During the session, three faculty members presented key takeaways from their placements and highlighted how industry exposure has enhanced their teaching, research, and professional growth. Ms. Rabia Saleem, Assistant Professor, Faculty of Pharmacy (FOPS), shared her experience at Masood Homoeopathic Pharmaceuticals, where she worked on herbal authentication, microbial safety, and pharmaceutical production systems—bringing real-world industry exposure into her academic practices.



Dr. Ayesha Asif, Assistant Professor, Faculty of Pharmacy (FOPS), discussed her placement at the same organization, emphasizing hands-on involvement in production, quality control, and quality assurance units. She highlighted the integration of GMP and GLP principles into her teaching and research initiatives.

Engr. Waqar Maqsood, Associate Lecturer, Faculty of Engineering (FOE), presented insights from his placement at Vital Petroleum Ltd., where he contributed to petroleum site construction, designed a retaining wall structure, and explored industrial safety engineering practices.

8.7 Faculty Insights – FIPP Post-Placement Presentations (Oct 30, 2025)

The University of Central Punjab’s Office of Research, Innovation and Commercialization (ORIC) held the Faculty Industry Placement Program (FIPP) 2025 Post-Placement Presentations on October 30. The event showcased the university’s efforts to strengthen academia–industry collaboration by enabling faculty to gain real-world professional experience. Four faculty members shared their placement experiences.



Ms. Shafaq Aftab and Ms. Nahan Iqbal (FOMS) worked at TTI Laboratories, analyzing HR practices and suggesting improvements such as flexible work schedules, welfare programs, and data-driven HR policies.

Dr. Shahid Nadeem (FOMS) completed his placement at Indus Plus Textiles Ltd., recommending sustainability initiatives, renewable energy use, and automation for enhanced efficiency and competitiveness.

Mr. Naveed Ahmad Khan (FoLL) worked with Together (Growing Good Causes), emphasizing communication, ethics, and the integration of industry-relevant language skills into academic curricula.

9. Potential Research Areas Identified by Faculty Members During FIPP

The Faculty Industry Placement Program (FIPP) 2025 enabled participants to identify real-world challenges, align academic expertise with industry needs, and explore collaborative research opportunities. Based on the post-placement reports, a diverse range of potential research areas have emerged, reflecting the interdisciplinary strengths and innovation potential of UCP’s academic community. The table below summarizes these research areas faculty-wise, offering a strategic roadmap for future academia–industry partnerships.

Sr. No.	Faculty	Research Areas
1.	Faculty of Pharmaceutical Sciences (FOPS)	Herbal standardization, Phytochemical screening, Formulation development, Local API production, Development of molecular simulation and data science tools for drug and materials design.
2.	Faculty of Science & Technology (FOST)	Food safety testing, Beverage innovation, Emulsion stability, Eco-friendly fibers, Analytical methods
3.	Faculty of Information Technology & Computer Science (FOIT&CS)	Urdu TTS, AI project tools, Fintech security, API optimization, CI/CD pipelines
4.	Faculty of Humanities and Social Sciences (FHSS)	Inclusive education, Psychological screening, Grievance handling, SME policy, Illicit trade economics
5.	Faculty of Engineering (FOE)	Power equipment localization, SCADA systems, EV infrastructure, Sustainable construction materials
6.	Faculty of Management Sciences (FOMS)	Supply chain analytics, Retail modeling, HR retention, Green marketing, Dealer selection models
7.	Faculty of Media & Mass Communication (FMMC)	Virtual set design, AI branding tools, Newsroom workflow, Audience engagement, Journalism tech
8.	Faculty of Languages & Literature (FLL)	Proposal writing, Corporate communication, Employability skills, Storytelling strategies

10. Selected Success Stories of FIPP-2025

10.1 Consultancy and Organizational Psychology Impact

Hamid Bilal – Principal Lecturer, FHSS at Aeternum Pvt. Ltd.



Key Achievements:

- Led **psychological assessments** and **counseling services** for employees.
- Developed **position-specific tools** and improved organizational processes.
- Bridged academic theory with industry practice through **course design** and **digital transformation**.
- Proposed **automated screening methods** to enhance efficiency and reliability.

Outcomes:

- Secured a **1 Million PKR consultancy offer** and initiated multiple high-impact projects.
- Scheduled for an **official visit to Karachi** and engaged in further consultancy in **civil engineering/project management**.

10.2 Cybersecurity R&D and Engineering Innovation

Dr. Ali Ahmad – Assistant Professor, Faculty of Engineering (FOE) at **Sky Power Limited**



Key Contributions: Led design & development of 4 industrial projects, including Transformer Monitoring System & Food Composter

Mentorship: Supervised 5 engineering interns

Impact:

- Integrated industrial case studies into teaching
- Secured industry support for cybersecurity R&D
- Initiated 5 industry-funded Final Year Projects
- Enabled graduate placements & robotics student projects

Industrial Projects during FIPP:

- Transformer Monitoring System (TMS) with RS485 Communication
- Secondary Injection Set for Relay & CT Testing
- Food Composter (Reproduction for Local Manufacturing)
- Thermal Dispersion Switch
- Industry support letter for Cybersecurity in Power & Energy Systems (IRGP)
- Joint R&D plan on secure monitoring frameworks for smart grids.

10.3 Civil Engineering Practice and Safety Innovation at Vital Petroleum Ltd.

Engr Waqar Maqsood, Associate Lecturer at Vital Petroleum Pvt. Ltd.



Key Activities:

- Participated in project planning and structural design for petroleum infrastructure.
- Conducted field visits to petrol pump construction sites and explosion office.
- Studied safety procedures and compliance in high-risk environments.
- Proposed and designed a retaining wall system to address unstable soil conditions.

Key Outcomes:

- Retaining wall design approved and implemented during site development.
- Gained practical insights into petroleum site construction and safety engineering.
- Integrated real-life case studies into teaching for improved student engagement.
- Identified research opportunities in sustainable site development and safety design.
- Strengthened industry relations, enabling:
 - Internship and job opportunities for UCP students
 - Site visits to active petroleum projects
 - Guest lectures from industry professionals

10.4 Policy Research and Industry Engagement at Lahore Chamber of Commerce

Syed Irtaza Muzafar Shah, Senior Lecturer, FOIT&CS at
PureLogics



Key Activities:

- Designed and evaluated segmentation techniques for Urdu speech data (Silero-VAD, WebRTC VAD, pause-based, etc.).
- Explored audio annotation tools and preprocessing methods based on CLE TTS standards.
- Shortlisted and tested multiple state-of-the-art Urdu TTS models.
- Generated a 33-hour Urdu audio dataset with 1600 verified transcribed chunks.
- Initiated fine-tuning of the MMS Urdu TTS model using sample data.
- Conducted experiments using Google Colab due to limited GPU access.

Key Outcomes:

- Identified **Silero-VAD** as the most effective segmentation method for clean speech units.
- Built a high-quality Urdu TTS dataset with minor corrections needed for ~10% of chunks.
- Paused manual annotation due to time/resource constraints; semi-automated methods considered.
- Shortlisted top-performing TTS models for future fine-tuning.
- Highlighted infrastructure needs for scaling model training (dedicated GPU server).
- Planned next sprint to apply Silero-VAD at scale, fine-tune models, and evaluate using MOS (Mean Opinion Score).

10.5 Food Innovation and Product Development

Dr. Kanza Aziz Awan – Associate Professor, Faculty of Science and Technology (FOST) at **Six-B Food Industries Pvt. Ltd.**



Key Activities:

- Observed full-scale manufacturing operations
- Led R&D trials for Falsa Drink prototype
- Solved ketchup color instability issue through formulation & thermal process optimization
- Hosted UAF & PARB delegation for joint research exploration

Outcomes:

- Improved product quality and launched new condiment lines (Chili Garlic & Tomato Ketchup at COFIC)
- Strengthened teaching with real-world case studies and GMP/HACCP integration
- Initiated collaborative research on beverage innovation and egg-based emulsifiers
- Enabled student internships, guest lectures, and joint supervision opportunities

10.6 Applied Biotechnology and Organic Innovation in Industrial Testing

Ms. Sadia Zia, Principal Lecturer, FOST at **TTI Testing Laboratories – Lahore**



Key Activities

- Developed **Standard Operating Procedures (SOPs)** for WHO registry compliance in TTI Labs.
- Conducted **gap analysis** of molecular lab operations.
- Contributed to **ISO 35001 documentation** for biochemical safety.
- Investigated **GMO detection** in food and textiles using rapid kits and LAMP techniques.
- Supervised **student-led Final Year Projects (FYPs)** on organic threads, fermented products, and nutritional analysis.
- Led a **research project on oyster mushroom cultivation**, documenting each stage from sterilization to fruiting.

Key Outcomes

- Enhanced lab documentation and safety protocols aligned with international standards.
- Introduced innovative **organic textile solutions** using banana peel and stalk fibers.
- Facilitated **industry collaboration** for testing and commercialization of student projects.
- Enabled **discounted testing services** for UCP FYPs, promoting applied research.
- Advanced **biotech research** through successful cultivation and documentation of oyster mushrooms.

10.7 Policy Research and Economic Advocacy at Lahore Chamber of Commerce

Dr. Arsalan Tariq Rana, Associate Professor, FHSS, at the Lahore Chamber of Commerce & Industry LCCI



Key Activities:

- Conducted policy research on IMF program impacts and illicit trade losses.
- Developed a 9-point SME policy roadmap addressing structural challenges.
- Delivered training sessions on trade indicators and export analysis.
- Participated in stakeholder dialogues with government and private sector.
- Engaged in chamber operations and policy advocacy initiatives.

Key Outcomes:

- Integrated real-world policy cases into economics curriculum.
- Enhanced teaching in courses like Macroeconomics and International Trade.
- Initiated collaborative research opportunities with LCCI and think tanks.
- Facilitated student internships, site visits, and access to industry data.
- Strengthened industry-academia linkages through joint projects and seminars.
-

10.8 Workplace Training & Employee Engagement

Ms. Ayesha Khalil – Principal Lecturer, Faculty of Humanities and Social Sciences (FHSS) at **Ftuits of Sustainability Pvt. Ltd.**



Key Contributions

- **Onsite surveys & interviews** with workers at Cheezious (**1 week- Islamabad**) to identify employee concerns and workplace dynamics.
- Conducted an **organizational orientation session** for middle managers of Cheezious.
- **Developed a structured training program** on “effective communication and task assignment”.
- **Designed and delivered a training session on workplace harassment** for workers in Islamabad.
- **Reviewed and improved** an existing **social dialogue training program**.
- **Presented survey report of employee grievances** to Cheezious owners in Lahore & Islamabad head office.
- FOS oriental session and **team deployment in MTM textile factory** in Faisalabad.
- Guest lectures from industry professionals on “Psychology of Entrepreneurship” for MS Organizational Psychology students (first batch).

10.9 Newsroom Technology and Media Curriculum Enhancement

Ms. Yakhshi Saleem, Principal Lecturer, FMMC at **Express News, Lahore**



Key Activities:

- Observed newsroom workflow and Octopus news production system
- Explored chroma-based virtual sets and advanced graphics tools
- Gained insights into live production via Production Control Room (PCR)

Outcomes:

- Enriched teaching with real-world newsroom practices and software integration
- Proposed curriculum enhancements including chroma production and newsroom simulation
- Initiated collaboration for student internships, site visits, and guest lectures
- Opened research avenues for MPhil/PhD scholars in media content and audience engagement.

10.10 Brand Development & Marketing Strategy

Ms. Mariyam Idrees, Lecturer, FMMC at **Creative Junction**



Key Activities:

- Gained hands-on experience in branding, creative design, and marketing strategy
- Collaborated with Brand Strategy, Creative Design, and Marketing teams
- Applied AI tools (ChatGPT, Whisk, Veo3) for ad and content creation
- Enhanced teaching with industry-relevant tools and teamwork practices

Outcomes:

Brand Launch – Black Illusion:

- Developed a 90's-inspired streetwear brand with bold, nostalgic themes
- Created product lines featuring oversized tees, vintage hoodies, and lyric-based graphics
- Designed marketing strategy including Instagram-first campaigns, guerrilla tactics, and influencer collaborations
- Positioned the brand as budget-friendly yet stylish for urban youth in Lahore.

11. ORIC Recommendations

In continuation of ORIC's strategic objective to encourage Deans and Faculty Members to lead research initiatives through Final Year Projects (FYPs), M.Phil., and Ph.D. theses, several recommendations are proposed to enhance the impact of future Faculty Industry Placement Programs (FIPP) and strengthen academia-industry collaboration. This approach aims to bridge the gap between academic research and industrial application, thereby improving UCP's industry linkages and attracting external funding.

1. UCP researchers, in collaboration with ORIC, should continue to prioritize applied research that directly addresses the evolving challenges and needs of local industries.
2. Strengthen strategic partnerships with industry to co-develop research agendas and secure joint funding opportunities, with ORIC facilitating proposal development and engagement.
3. Promote cross-disciplinary collaboration by encouraging faculty from diverse departments to work together on industry-driven projects, fostering innovation through varied academic lenses.
4. Organize targeted knowledge exchange events such as roundtables, innovation forums, and executive dialogues with industry leaders to deepen mutual understanding and identify collaborative opportunities.
5. Institutionalize regular industrial visits for faculty and postgraduate students to ensure sustained exposure to real-world environments and emerging technologies.
6. Encourage faculty and students to design research proposals and grant applications that are not only industry-relevant but also scalable and solution-oriented, based on insights gained through FIPP.
7. Actively pursue HEC-funded collaborative grants by leveraging industry-academia partnerships, including but not limited to NRPU, TDF, RTTG, LCF and TTSTF.
8. Use FIPP as a strategic platform to build long-term external linkages with industry for co-funded research, innovation projects, and commercialization opportunities.
9. Align faculty placements with national development priorities and sectoral needs, ensuring that academic expertise contributes meaningfully to societal and economic advancement.

10. Expand the scope of placements to include emerging and high-impact sectors such as generative AI, quantum computing, sustainable technologies, smart manufacturing, and health tech.
11. Develop a centralized system to track, assess, and report the outcomes of FIPP placements, focusing on faculty growth, industry impact, and collaborative outputs.
12. Broaden the program's reach by including faculty from underrepresented departments and disciplines, enabling a more inclusive and comprehensive engagement with industry.
13. Foster long-term institutional relationships with industry partners that extend beyond the placement period, including joint labs, advisory roles, and co-authored publications.
14. Encourage faculty to document their placement experiences through case studies, white papers, and consultancy models that can be used for teaching, training, and replication.
15. Explore regional and international placement opportunities to expose faculty to global industry practices, enhance cross-border collaboration, and bring international best practices to UCP.

12. Conclusion

In its current cycle, the Faculty Industry Placement Program has further solidified its role as a dynamic bridge between academic research and industrial practice. This year's placements have demonstrated a deeper integration of faculty expertise into industry operations, resulting in more targeted problem-solving, collaborative innovation, and mutual growth. Faculty members have not only contributed to addressing real-time industrial challenges but have also brought back valuable insights that are now shaping curriculum development, research direction, and student engagement at UCP. The program has seen increased participation across diverse departments, reflecting a growing recognition of its value in enhancing professional development and fostering interdisciplinary collaboration. Industries have responded positively, acknowledging the fresh perspectives and research-driven approaches introduced by faculty members. These engagements have led to the identification of new areas for joint research, potential funding opportunities, and long-term partnerships. This year's FIPP outcomes reaffirm the importance of sustained academia-industry collaboration. The program continues to evolve, aligning more closely with emerging technologies and market needs, and positioning UCP as a proactive contributor to national innovation and economic development. Moving forward, ORIC remains committed to expanding the program's reach, deepening its impact, and ensuring that faculty placements translate into meaningful advancements for both academia and industry.

Photo Gallery



Ms. Rabia Saleem and Dr. Ayesha Asif (FOPS) at Masood Homeopathic Pharmaceuticals



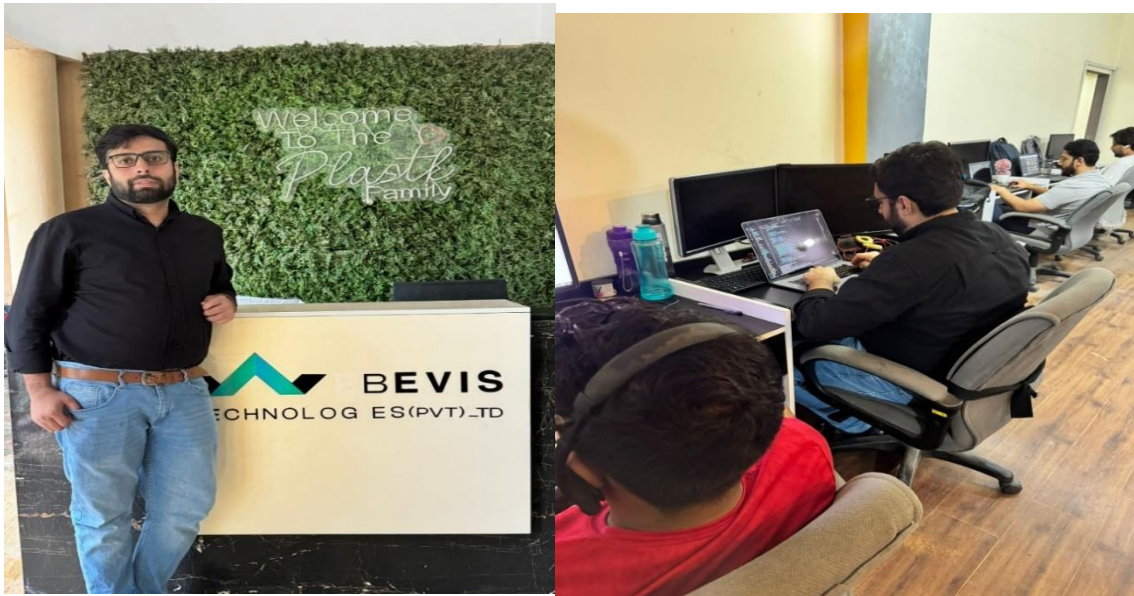
Dr. Ali Ahmad, Assistant Professor, FOE at Sky Power Limited



Dr. Kanza Aziz Awan, Associate Professor, FOST at Six-B Food Industries Pvt. Ltd.



Mr. Zain Asghar, Senior Lecturer, FOIT&CS at PikesSoft



Mr. Umar Hameed, Senior Lecturer, FOIT&CS at Webevis Technologies



Dr. M. Aslam Javed, Assistant Professor, FOST at System Heuristics, Lahore



Ms. Yakhshi Saleem and Hamza Ayub, FMMC at Express News, Lahore





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Dr. Arsalan Tariq Rana, Associate Professor, FHSS at Lahore Chamber of Commerce and Industries (LCCI)



Dr. Naveed ul Hassan, Assistant Professor, FHSS at Special Education Department, Lahore

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Prepared By: Dr. Faiza Anum
Office of Research Innovation and Commercialization