

NATIONAL OUTREACH PROGRAMME

CHANGING DESTINIES





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GLOBAL CASE PLATINUM AWARD WINNER



“

The power of intentionality rippled through this entry like a rock tossed in still water. This programme’s ability—through disciplined outreach and coordination—to identify talent from all parts of Pakistan is impressive. This entry displayed sustainability and growth, and could be a model for organisations and universities globally.

CASE Platinum Award Judges

”

Global winner of the prestigious Council for Advancement and Support of Education (CASE) Platinum Award 2021 in the Best Practices in Diversity, Equity, and Inclusion category, the LUMS National Outreach Programme was selected from among nearly

300 entries submitted from across the world. Representing the Asia-Pacific region in the international round of this competition, this recognition is proof of the Programme’s embodiment of the core principles of diversity, inclusion and accessibility.

MESSAGE FROM THE VICE CHANCELLOR

Founded in 1985 as a not-for-profit, LUMS has evolved into Pakistan's leading comprehensive university, with 5,092 students and 15,578 alumni. The alumni have had an extraordinary impact on business and society in Pakistan and overseas. Since inception, the University's focus on 'Learning Without Borders' has led to interdisciplinary programming and multi-disciplinary research centres that address the grand challenges facing Pakistan and the region. LUMS offers undergraduate, graduate and doctoral programmes through its five schools of Business, Humanities and Social Sciences, Science and Engineering, Law, and Education.

We have a strong focus on inclusion, with completely merit-based admissions leading to one in three students on some form of aid. The National Outreach Programme (NOP) is a signature initiative that we are proud to have supported for over two decades at LUMS. Year

after year, the NOP has served large groups of students from across Pakistan in their pursuit to attend university and excel in higher education.

The Programme attracts a variety of dedicated students from diverse backgrounds; it includes a multitude of voices and experiences. Bringing students together from all across Pakistan creates a mosaic of language and culture that we believe enriches educational experiences at LUMS both inside and outside of classrooms and beyond our campus walls. We are proud to say that the NOP leads the way in Pakistan, demonstrating a high standard of stewardship with our priorities for student outreach and support.

Over the years, the continued commitment and generosity of donors has made a true difference in the lives of hundreds of our students. NOP scholars receive significant financial support for tuition, housing, educational materials, and for other transitional needs.



These resources go a long way in giving students the means to succeed and importantly, to focus on learning. NOP scholars have gone on to achieve success in their careers and have given back to their families and communities. We are grateful for your investment in this Programme and in your unwavering commitment towards changing the lives of youth from across Pakistan.

I hope you enjoy the extraordinary stories shared in this issue that highlight some of our NOP graduates' achievements, and inspiring acts of citizenship. With this, I invite you to support the NOP and help make a difference in our students' lives.

Dr. Arshad Ahmad



Summer Coaching Session participants with the NOP team



A basketball match in between classes

THE NATIONAL OUTREACH PROGRAMME

Universities all around the world offer financial aid and scholarships but the National Outreach Programme (NOP) is more than financial support. Through this Programme, LUMS delivers its promise to be accessible and diverse, and to offer transformational educational experiences that literally change students' lives.

The NOP actively seeks out bright and talented students

from every corner of Pakistan representing a wide range of educational and socio-economic backgrounds. For these individuals, higher education may not have otherwise been possible.

After a thorough selection process, the NOP provides these scholars with full financial assistance that translates into up to 140% support covering full tuition fee, living stipend, books,

boarding and lodging for their undergraduate studies at LUMS.

Many of these scholars become the first in their families to graduate from university with endless opportunities available to them. A number of NOP graduates opt for further education at top universities abroad, while others pursue successful careers at multinational and local firms.



Scholars engage in a lively discussion after class

HOW IT BEGAN

It all began in 2001 when an advertisement was placed in the local newspapers inviting top students and their teachers to visit LUMS and hear more about the University first-hand. The advertisement also made an unusual but compelling offer: the National Outreach Programme would coach students for the LUMS entrance exam. Additionally, students who qualified for admission would be accepted into the undergraduate programme and be offered complete financial coverage.

And so, the first official outreach initiative began. The NOP team worked with local intermediate and secondary examination boards to identify top students and then visited their schools to encourage them to apply.

Nearly 300 students were shortlisted to visit LUMS for a coaching session. For three weeks, these students stayed on campus and underwent thorough training. The Programme aspired to level the playing field: the coaching

sessions ensured that these shortlisted students were on equal footing with all other applicants as far as the preparation for the admission test was concerned.

Based on the results of the admission test, nearly 200 students from the initial 300 were invited to apply to LUMS. Ultimately, five promising students qualified for the Programme and were inducted as NOP scholars.

OUTREACH

The first outreach exercise set the tone for subsequent years, and each successive year has seen more and more scholars inducted. Today, nearly two decades after the first group of NOP scholars joined LUMS, over 1,300 deserving students have been provided with the education and academic experience to turn their dreams into reality.

The NOP's diverse representation of scholars from all major areas of Pakistan including Gilgit-Baltistan, Sindh, Khyber Pakhtunkhwa, and Azad Kashmir, creates a rich blend

of languages and cultures. This also benefits the regular stream students as NOP scholars bring with them unique perspectives and a passion for educational excellence.

NOP scholars come from schools all over Pakistan. In 2020-21, the NOP team reached out to 126 schools and colleges in 52 cities and worked with education departments to reach 10,618 students. The pandemic was factored in and as a result 42 online sessions with 30 colleges and 12 partner organisations were held. Out of the 6,602 applications received, 546

students were invited for the subsequent Summer Coaching Session.

Interestingly, lately, a consistent stream of NOP scholars has been coming from the same institutions because once an applicant gets admitted to LUMS through the NOP, they guide their juniors on how to apply and get selected. The scholars become a source of inspiration for their juniors who feel that pursuing higher education at a prestigious university such as LUMS is a possibility for them as well.



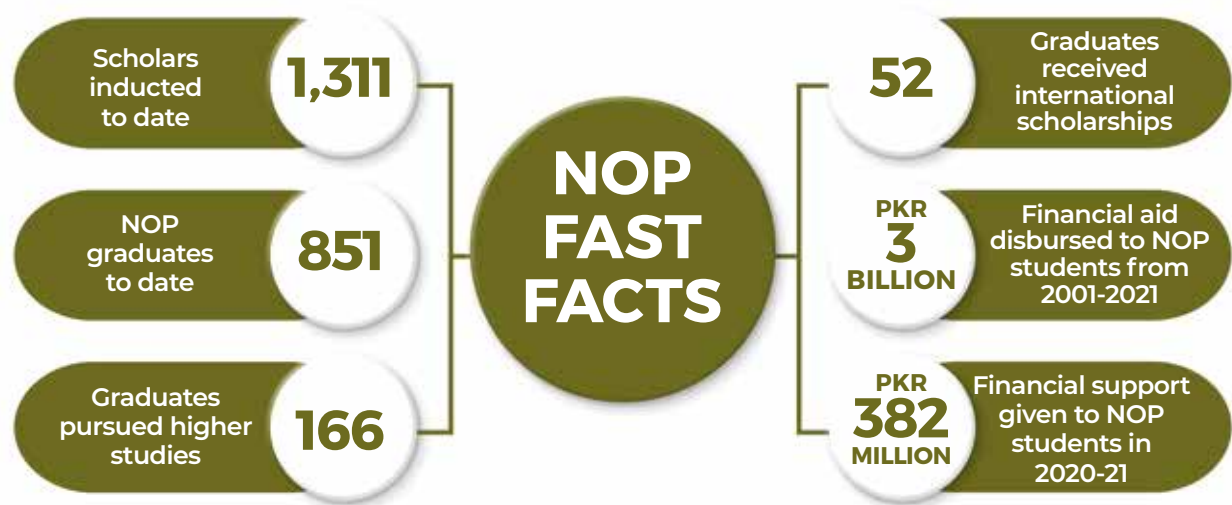
Students from Elysian School and College, Gilgit-Baltistan

PIN YOUR HOME ON THE MAP



JAMMU & KASHMIR

During a session to get to know each other, a student locates her hometown on the map of Pakistan



COACHING SESSION

After identifying meritorious students, the NOP team works diligently to facilitate students during, and beyond the application process. Shortlisted candidates take part in a robust coaching programme that entails SAT and basic sciences preparation, as well as structured modules on developing soft skills during the on-campus stay.

Once inducted into LUMS, incoming first-year NOP students are paired with a senior NOP student as a peer mentor.

Student ambassadors from the peer network are trained and coached to provide support in key areas such as class participation, writing, well-being and career services. This

helps NOP scholars transition into university life.

Additionally, scholars also have access to a dedicated non-clinical counsellor who offers support to those struggling academically, socially or otherwise.

THE PROGRAMME'S IMPACT

The impact of the NOP on the lives of these students and their families is transformative. The possibilities become endless: from pursuing academics at prestigious international institutions to becoming successful entrepreneurs and professional leaders in their chosen field.

To date, NOP scholars have come from 138 cities across Pakistan, including remote towns and villages such as Bahawalnagar, Hunza, Swat and Taxila. Most of these students

belong to humble backgrounds, and typically to single income families struggling to make ends meet. Some belong to families where the primary breadwinners are daily wage workers or work at local school or university canteens, while others are tailors or rickshaw drivers.

On average, the household income for NOP scholars at the time of joining the University is approximately PKR 40,000, but as a result of the opportunities now available, their standard of living and lifestyle is also

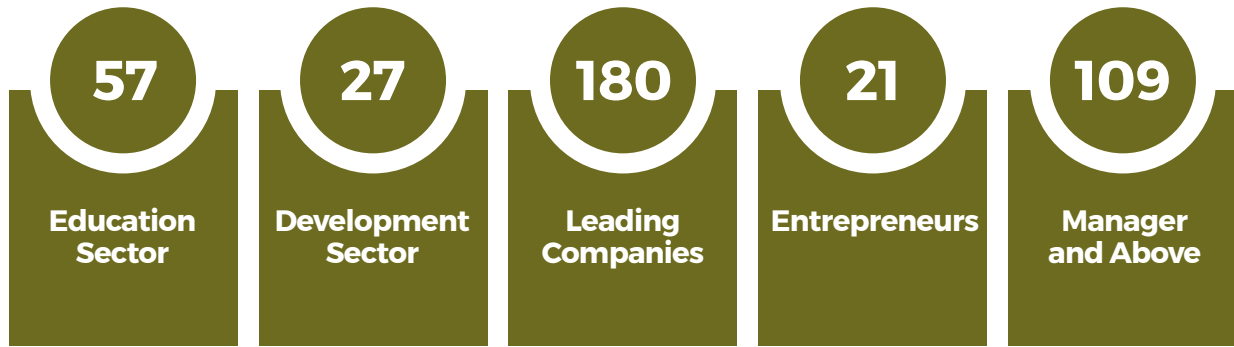
transformed. In turn, this has a ripple effect on the quality of life for the other dependents in the household who may now be able to also consider better education or employment avenues.

As LUMS graduates, these NOP scholars are equipped with vital skills and the confidence to thrive in a competitive job market. Utilising their world-class degree, they are quickly able to pursue lucrative careers. The economic impact on the families of these individuals is immeasurable.



Incoming first-year NOP students are paired with senior NOP students as peer mentors

WHERE ARE NATIONAL OUTREACH PROGRAMME SCHOLARS PLACED



Most NOP graduates have gone on to pursue successful careers across various industries, from working at prominent firms such as Unilever, PepsiCo. and Reckitt Benckiser, to serving in the public sector through roles at the National Accountability Bureau, the Police Service of Pakistan, and the Federal Board of Revenue.

Many others are currently pursuing higher education through graduate and

postgraduate degree programmes at premier universities like the University of Cambridge, The Wharton School of the University of Pennsylvania, Boston University, and Harvard University.

NOP graduates have also successfully forayed into the world of entrepreneurship and are leading their own innovative ventures. Perhaps the best reflection of the NOP's success today is the fact

that many of these scholars positively influence their own communities. These scholars are keen to offer others the same opportunities that they received, and often volunteer to provide mentorship to current students. Some NOP graduates have also chosen to become social entrepreneurs and have set up successful organisations that benefit their communities.

ALUMNI SUCCESS STORIES



ADEELA SARFARAZ

**CLASS OF 2009
FINANCIAL CONTROLLER**

“I am the person I am today because of LUMS and the NOP.”

It was only through financial support at LUMS that Sarfaraz could realise her father’s dream of her graduating from university. She also went to Austria in her senior year as part of a student exchange programme with LUMS. After graduating from LUMS, she joined Deloitte London, which is one of the Big 4 financial services firms in the world. She rose through the ranks to become a Manager in Audit and is a full member of the Institute of Chartered Accountants in England and Wales. She is now working as a Financial Controller for a New York Stock Exchange listed US business in the technology sector.

SARDAR KARIM

**CLASS OF 2010
MANAGER ECONOMICS ADVISORY**

“LUMS is an environment where students come from diverse backgrounds and class structures.”

Karim’s journey from his humble beginnings as the son of a carpenter is an incredible story. After graduating from LUMS, he attended Harvard University’s Kennedy School of Government where he studied MPA, International Development. Currently, as part of his role at PwC Dubai, Karim uses the tools obtained from his time at LUMS and Harvard to advise various governments in the Middle East on their economic policies and reforms.





WAQAS HAIDER

**CLASS OF 2019
TEACH FOR PAKISTAN FELLOW**

“I would strongly recommend the NOP scholarship if you are passionate about achieving your dreams, exploring different fields, and being the best version of yourself.”

As the son of a tea stall vendor in a far-off village called Basti Dhup Sari near Multan, Haider is passionate about bridging the socio-economic gap by empowering the youth of Pakistan with access to education. He is currently a Teach for Pakistan Fellow and Founder of Chiragh, a non-profit that supports youth through skills training and education.

RAMSHA PATEL

**CLASS OF 2014
MBA CANDIDATE, THE UNIVERSITY
OF BRITISH COLUMBIA**

“I was extremely lucky to have obtained this opportunity and I learned immensely from it.”

After completing her BSc in Accounting and Finance from LUMS with a minor in Applied Mathematics, Patel joined the Babar Ali Foundation, where she had the chance to utilise her research skills and conduct an impact analysis for the various educational institutes and programmes funded by the Foundation. Currently, she is an MBA candidate at The University of British Columbia and has previously worked as an Assistant Vice President, Client Implementation - Global Liquidity & Asset Management at The Hong Kong & Shanghai Banking Corporation in Hong Kong. She aspires to gain CFA Chartership and work in Hong Kong's investment management industry in the future.





IFRAH IDREES

**CLASS OF 2018
PHD CANDIDATE, BROWN UNIVERSITY**

“I want to empower under-represented and under-resourced females to achieve their dreams and celebrate their accomplishments.”

A first-generation graduate student from her family, Idrees was the Syed Zahoor Hassan Gold Medallist of the 2018 class, with the highest GPA amongst all NOP scholars. The NOP scholarship allowed her to complete her undergraduate degree and pursue her dreams of a career in STEM. She is currently a third-year PhD candidate at Brown University working in the field of human-robot interaction. Her recent endeavours include a research internship at IBM, and volunteering for the organisation, Pakistani Women in Computing, and Google's Explore CSR programme.

ADIL SHAH

**CLASS OF 2016
PHD CANDIDATE, UNIVERSITY OF CAMBRIDGE**

“I want to help people to get an education just as NOP helped me.”

Shah started his education in a public school in a small, far-flung village in Gilgit-Baltistan. The school had five classes stuffed in one room, monitored by one teacher. After graduating from LUMS with a BS in Electrical Engineering, Shah received multiple admission offers from top-ranking universities in the US including Cornell, Georgia Tech and NYU, through the Fulbright Scholarship. He completed his Master's degree in Electrical and Computer Engineering from Georgia Tech in 2019. Currently, he is doing his PhD from the University of Cambridge. He hopes to bring his community out of extreme poverty, regression and propose an enhanced understanding and application of science and technology which would trigger economic development.



WHAT OUR NOP SCHOLARS SAY



SAAD AMJAD KHAN

BSc Management Science 2023

“My father passed away a few years ago. Ever since then I have taken care of my siblings and my mother. The NOP helped me pave my path towards LUMS, where I matured into an accomplished individual. The University gave me a voice, and made me confident enough to tackle the crises faced by my family, and provided me support in every aspect.”



KHADIJAH

BS Electrical Engineering 2024

“The NOP not only gave me the chance to avail a university education, but also made the experience significantly easier. The Programme has helped me in every aspect, whether it was filling the application, course-related issues, or any other social concern. I have always felt welcomed, supported and encouraged.”



TANVEER SALEEM

BSc Political Science 2022

“My journey to LUMS began when a former student of my school, which is situated in a small village near Kasur, came to class and talked about the NOP. He encouraged us to apply and when I did, I was selected out of thousands of students for the two-week NOP Summer Coaching Session. Being a part of the LUMS family since then has been a wonderful experience. Initially, I was a shy person and had weak communication skills. It was with the help of my instructors that I overcame these issues.”

WHAT OUR DONORS SAY

“

“Education should be a basic right for everyone, so we have established an Endowment Fund at LUMS that will provide scholarships to deserving students enrolled in the NOP. We will continue to invest in the intellectual capital of Pakistan.”

Mr. Musadaq Zulqarnain
Chairman, Interloop Ltd.

“

“Setting up the class endowment was a milestone in my life. It’s the circle of life; LUMS supported me financially and it was time to pay it forward and enable someone deserving to transform their life. Thanks to all my MBA 1998 classmates who donated generously and made this goal a reality.”

Mr. Ahsan Sheikh
MBA 1998
CEO, Kinetic

“

“The NOP is a brilliant vehicle to help bridge disparity and support LUMS in its mission of offering an outstanding educational experience to talented scholars—regardless of financial and social constraints.”

Mr. Imran Khan
MBA 1995
Advisor, CRED

“

“To support the National Outreach Programme at LUMS is a great opportunity for Lucky Cement as it is in line with the company’s CSR philosophy. We are confident that the students nominated through the Programme will not only shine in their academics, but will become role models for their families and others.”

Mr. Muhammad Ali Tabbā
CEO, Lucky Cement Ltd.





Working in groups helps students learn from each other's perspectives

MAKE A DONATION

The NOP story is really the LUMS story, where the power of education towers above all and no one gets left behind. By becoming a part of this story and supporting the NOP, you too can help transform the lives of countless individuals and aid one of the University's highest

priorities—to educate the brightest and most motivated students, regardless of their financial circumstances. The NOP scholarship consists of a complete tuition fee waiver and additional stipends for hostel accommodation, reading materials and a living allowance.

Every gift, no matter the size, is a form of activism and goes a long way in shaping the future of our youth. Join us and help us write this story for generations to come.

ANNUAL DONATION

Category	Annual Requirement	
	PKR	USD*
Undergraduate National Outreach Programme	1.2 Million	7,270

ENDOWED GIFT

Category	One-time Endowment	
	PKR	USD*
Undergraduate National Outreach Programme Scholarship (Perpetual)	34 Million	206,060

*Exchange rates are subject to change

Donate to LUMS today!

Scan with phone camera to donate



Pakistan-based Donations

Credit card or inter-bank funds transfer

<https://pay.lums.edu.pk/donations/>

Cheque

Send a cheque in favour of “Lahore University of Management Sciences” to the Office of Advancement, LUMS, DHA, Lahore Cantt. 54792, Lahore

US-based Donations

PayPal

<https://pay.lums.edu.pk/donations/>

Cheque

Send a cheque in the name of “Friends of LUMS – USA Association” to Idris Kothari, Friends of LUMS - USA Association, 15491 Bohlman Road, Saratoga, CA. 95070

For details about wire transfer or further information, please write to us at giving@lums.edu.pk



ACKNOWLEDGEMENT AND RECOGNITION

LUMS endeavours to acknowledge donor contributions across multiple platforms.

- **Named scholarship:** The scholarship will be named after the donor/organisation.
- **Donation ceremony:** LUMS will host an MoU signing or a cheque handover ceremony.
- **Acknowledgement on online platforms:**
 - ▮ LUMS social media has over 1 million followers. We acknowledge donors through various social media posts.
 - ▮ LUMS website news section – the LUMS website is visited by around 121,000 visitors on a monthly basis.
- **Acknowledgement across LUMS publications:**
 - ▮ **LUMS Connect** - the University's fortnightly newsletter is shared with an audience of 49,000.
 - ▮ **Nigehbaan** - A semi-annual donor newsletter, which is shared with around 500 corporates/HNIs.
 - ▮ **LUMS Annual Donor Report** – An annual report which is shared with over 500 senior management personnel in the corporate/development sector.
- **Invitation to LUMS speaking sessions:**
 - ▮ We honour our key donors with invitations to speak at LUMS events during the course of the academic year.



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