



## An Exclusive Interview with **Dr Hasan Sohaib Murad**

Rector  
University of Management & Technology

By Rana Iftikhar Ahmad  
Director Office of External Relations

**D**r Hasan Sohaib Murad is a renowned scholar of philosophy, organizational science, management, and policy. He teaches wide range of courses to doctoral students. The most outstanding achievement of Dr Hasan is setting-up of ILM which is the parent body of 135 ILM colleges, 200 knowledge schools and the University of Management and Technology that has 2 campuses, at a whole teaching 40,000 students. UMT is a category W4 institution in Lahore, recently ranked as number two in Punjab in the category of medium sized general universities of private sector. Currently students are

enrolled in 150 plus degree programs and 450 faculty members are engaged on full time basis. UMT consists of thirteen schools, four institutes, five journals, and seven research centers.

Dr Murad is founding chairperson of AFAQ, a leading publisher and research house for educational resources with presence in various countries. He has been representing Pakistan in the Executive Board of AMDISA which is a SAARC body for management development institutions in South Asia. He was founding Secretary General of International Business Forum-a network of prominent businessmen and industries from 120 countries

based in Istanbul, Turkey. He also serves on the Board of Governors of International Business Forum.

Dr Murad has been also appointed for the second term as Chairperson of National Business Education Accreditation Council, which has been set up by Higher Education Commission, Government of Pakistan to accredit all institutions offering education in commerce, business, and public administration. He is also recipient of Pride of Performance award in recognition to his services for the cause of literacy by the sitting Prime Minister Muhammad Nawaz Sharif in 1992.

### **What's the one thing you've accomplished in first ten years of ILM that you're most proud of?**

First ten years were really very interesting, exciting and thrilling. We established the foundation of ILM in those ten years. We started from scratch and ended up with an opportunity to conceptualize the things and to make changes. We found the opportunity to see how we can differentiate ourselves from others. The thing that makes me very happy is those years which were full of creativity and innovation.

We started research to see what is happening around the globe. We evaluated and analyzed the opportunities available within Pakistan. We developed our own strategy and scanned the environment. In view of those possibilities we found that what we can take initial decisions. The

thinking and decision making steps were gradually taken. We assured our self to not be a copy master at any stance. We decided to see the suitable conditions that are not only good and better for ourselves but for the organization as well. So the decisions were taken and we moved accordingly. By the grace of Almighty Allah, I feel proud of our first five years because our struggles paid off and we finally introduced 36 diploma training programs.

Mr. Rana Iftikhar Ahmad was the head of those diploma training programs and these diploma programs were more effective than MBA programs. Those diploma programs were very good for unemployed youth. They were cost effective and their duration was just 6 months. We introduced diploma programs in different fields of sales and marketing, banking, costumer relationship, interior decoration,

housekeeping, front office management, garments, merchandising and production management etc. The outcomes of this step were marvelous but unfortunately we could not continue this.

Later we introduced some really very good programs. Like, for the first time in 1994 we introduced bachelor degree in textile technology and management. We got an opportunity to produce best textile management human capital that shall be considered best in the market. In the very beginning our graduates were not appreciated in market but soon they realized that our graduates are best ones they can have and they started hiring our graduates rapidly.

So if I conclude the first 10 years, those years were very tough but I am proud of our creativity, diploma programs and the step of bachelor degrees.



**What major projects are coming in UMT in near future?**

Looking at the new and major disciplines, we need to add in order to be a fully-fledged university. We have already established school of food and agriculture and we have hired the whole team for it, they are developing the programs. We are going to launch the program in January. So we are hoping the school of food and agriculture also in UMT now as we are base in Punjab and Punjab is about agriculture, food, textile etc.

New projects of UMT also have the launching of School of Medicine. So I am working on it and hopefully in 2017 we will come up with our own 500 bed hospital in our medical college which is

my vision and dream.

**What are the first three things you check about the UMT in morning?**

UMT has ongoing and running operations, so as such there is nothing that I need to check every day. Our team is very good and fully empowered. I have given them all the powers, so it is they who are checking up. I really don't have to checkup anything and take any stress. It's very peaceful, normal and smooth.

**Which organization outside UMT do you know the most people?**

I am very well aware of the academia

and all the academic faculty members, vice chancellor, rectors of many other universities, they are very well known to me. As I am very busy here in my works so I am not very social. Generally I am keen to meet the scholars, intellectuals, journalists, media, and business community.

**What other project you would start if you were given a chance?**

Certainly I have habit of starting new projects but it depends upon the chance, that what kind of chance it is. So sometimes, even if there is no chance, I take up the projects. Sometimes I succeed, sometimes I fail. But I never give up.

**Which book you have read recently?**

Recently I read a book on Iqbal by Dr. Hashmi that was published by UMT press. This is a new book on Iqbal and it is very interesting as well as Informative. I want to urge everyone else to read that book on Iqbal published by UMT press.

**How do you prioritize your emails that which ones to answer first?**

There are always different kinds of emails, but I first go to the emergency emails. The ones that are really serious. I look at the emails of those that are reporting to me like Deans and Directors. Sometimes I get email from students, Alumni and faculty, so I respond to all of those emails. And I try to solve their problems. Sometimes they have complaints, sometimes they inform, sometimes they suggest me or give feed backs and I do respond to all of them.

**What was your adventurous / memorable travel in life?**

When I first time visited South Africa, Japan and China it was very adventurous every time. These are very different countries. You can learn a lot from them. Every country has its own unique culture and values. I went to ten states of United States in 30 days, and that was very informative. America is in itself very unique. I visited South Korea for ten days as delegation and it was very informative.

When I go to any Country, academia or industry I meet people and I try to learn things.

**On a scale of 1-10, how lucky are you?**

I will scale myself at 7.

**What was the last gift you gave someone?**

Our faculty member from English department Miss Elizabeth Zelinca came to me and shared that she recently got married and I gifted her Holy Quran. One of my cousin's daughter gave birth to a boy so I visited her home and gifted

some gifts for her husband and new born baby.

**Can you tell us about a time when you almost gave up, and what you did instead of giving up?**

The people around me do not let me give up, even if sometimes I am ready to give

**Any message for our alumni?**  
 We have started the project of our hospital it would be about 500 bed hospital and I think this is the goal and objective of UMT. Our Alumni and their expanding family also need a hospital. So I think it's the time that we all join hands. So if every single alumni, contributes it will be more appreciating and considerable service. The alumni students that will contribute in building this hospital will be provided further services of hospital as well. And we will name it UMT Alumni Hospital Inshallah.

up. I got good people around me they motivate me and say "NO" let's do this, we can do it. So we keep on trying and as Allah (SWT) has not promised that whatever you think will happen, we propose and God disposes.

My father once told me, "My Job is to try,

my job is to strive, my job is to endeavor to the best I can and then leave everything to Allah (SWT)" and I believe in it.

**What's important to you, team or results?**

Results only come with a good team. On one hand we have people and resources; on the other hand we have goals and objectives. Hence I am goal oriented and keep people with me. I am sensitive to their sentiment, emotion and their welfare. So if I talk about team or results, I believe that they are mutually dependent. Because good results always come with good teams.

**What your best friends do for a living?**

Most of my best friends have their own businesses and they are self employed.

**What do you hate doing?**

It's, telling people what they don't like to hear.

**How do you see Ilmians networking in next five years?**

I should say that our annual alumni dinner, held in May 2016, was very good. It was very well attended. We need to develop a community and we need to put all of them into a living organization. We should have our own clubs in cities, for example in Islamabad, Faisalabad we shall have our own clubs. So I think in next five years, our alumni will reach higher; they will have more resources under their commands. They will have more successes. And in next five years if we have the right plan, I can see our alumni developing centers, developing hubs for interactions, community centers, developing in networks and becoming more active. So in next five years there will be progress which we have not seen in the last 15 years. This is for sure I can see. I see the network of alumni expanding from 15000 to 20000 by 2020. And I see my alumni's in future helping themselves, their community and helping UMT all put together.