



The NED Alumni Association of Canada is working for a cause

### NED Association's 50 scholarships for engineering students in Karachi

TORONTO – The NED Alumni Association of Canada (NEDAC) distributed 50 scholarships to the deserving students of NEDUET Karachi this year. The Scholarship known as "NEED CUM MERIT" is given to students who not only excel in education but also in need of financial support. The scholarship which started in 2016-2017 with only 5 students have now expanded to 50 students.

NEDAC support each student for full 4 years of engineering by paying their tuition fee each year. For last two years, the number of scholarship applicants have increased tremendously due to Covid situation as many families have lost their lively hood.

NEDAC have a very transparent system where a scholarship committee thoroughly check the applicant's documents and get them verified by contacting/interviewing the student. The fund collected is transferred to NEDAC account in Pakistan through proper banking channels. Each student receive their tuition fee through finance

department of NEDUET. The committee also monitor the progress of student by getting their transcript for each semester. Anyone can contribute to this scholarship scheme by visiting NEDAC website at <http://nedalumnicanada.org/index.php/donate/>

This NEDAC Board which took over in March 2021 is actively serving the Nedian and engineering community at large. Although due to Covid restrictions the outdoor/ indoor gatherings were limited but it was able to conduct a cricket tournament & Gala annual dinner under Centennial celebrations of NED.

NEDAC Conducted a number webinars on Zoom and few more are coming soon. NEDAC in collaboration with Pakistan Consulate Toronto launched a Book "JINHAY MAINAY DEKHA" written by Aftab Rizvi on may 28, 2022. This year NEDUET celebrated its 100 years by organizing a Centennial Celebration Convention in Karachi recently.

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### Muneeba Sheikh's new journey to help the helpless seniors!

By Latafat Ali Siddiqui

TORONTO: Muneeba Sheikh, who is fond of singing Urdu ghazals, has embarked upon a new journey to sing songs for a humanitarian cause. While unfolding her plans to help the helpless seniors at a press conference, she organized what she called "Eik Sham Buzurgon kay saath" (An Evening With the Seniors).

Ms. Muneeba Sheikh has also conceptualized "Do You Think of Me" a fusion-based song about the circle of life during the toughest time of her life, caring for her ter-



Muneeba Sheikh ... all set to sing for the welfare of the seniors

thought of how others dealt with similar situations and if they were also expected to do the same or did they take a different route?

"At the present time I am taking care of my mother who is suffering from dementia," she said adding she has dedicated herself to this cause – caring for the elderly by providing them with an emotionally and physically healthy life that does not compromise their dignity.

In the media launch event, the South Asian community, for the first time openly discussed and create awareness of a social issue that has been considered a stigma. The vision of the "Do You Think of Me" project is to assist the seniors and their families from the South Asian community by contributing through actions and volunteering instead of monetary donations.

Earlier, she screened an animated video that showed the circle of life in a dignified way. The purpose, she added, is solely to create awareness by reminding us of

healthy cultural, religious practices, and specifically humanity (Insaaniyat). Most importantly to end the stigma to reach out for



Muneeba Sheikh

external assistance. "And In The End, We Shall Walk The Same Path As Our Elderly".

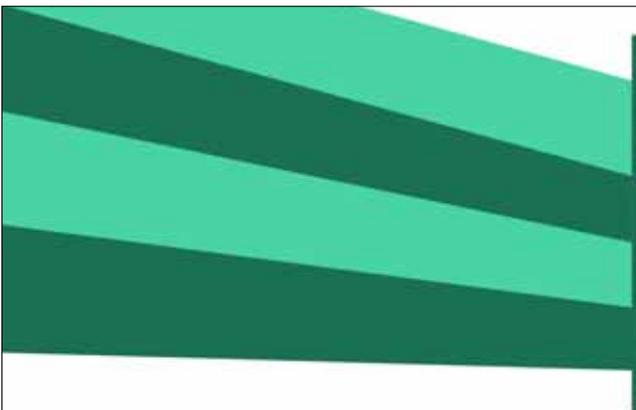
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minally-ill father. Being from the South Asian culture where caring for one's parents is highly emphasized, especially as they get older, Ms. Sheikh struggled to find resources to support herself and her family emotionally and physically. Through the journey she



**Pakistani and French fashion industry:** Ms. Tara Uzra Dawood, President, Dawood Global Foundation - LADIESFUND, visited the Pakistan Embassy in France and met Acting Ambassador to France Mr. Amjad Qazi. They discussed developing linkages and collaboration between Pakistani and French fashion industry



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