



NATIONAL ENGINEERING & SCIENTIFIC COMMISSION

Directorate General Projects
(Directorate of Research & Academia Coordination)
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NESCOM/Proj/RAC/NLF(15)/2018

January 24, 2018

The Director ORIC,
FAST University,
A.K. Brohi Road H-11/4, Islamabad.

Subject: **Lecture Hour- NESCOM Lecture Forum (NLF)**

NESCOM Lecture Forum (NLF) under Research & Academia Coordination Dte (RAC) is conducting informative Lecture series to strengthen bilateral relationships of industry and academia by sharing experiences and innovations for much needed research culture in Pakistan and integrate R & D endeavors of industry and academia for application.

2. An interactive lecture has been scheduled on the title **"E-Commerce platform - growth, opportunity and Pakistan's consumer base"**. The said lecture will be delivered by Mr. Kashif M. Khan, Associate Professor at IQRA University. He is also the CEO of Alternate Solutions that has been delivering trainings and supporting communities to enhance quality of life and harness the human potential. Alternate Solutions has grown from community development to capacity building and training organization which also works with startups to promote the entrepreneurship ecosystem. The lecture will focus successful E-Commerce portals with local & foreign examples along with impact of E-commerce in the near future on our economy & how to use this platform effectively. The schedule of the said lecture is appended below:

Title of Lecture	"E-Commerce platform - growth, opportunity and Pakistan's consumer base"
Duration	2 Hours along with Q&A session
Speaker	Mr. Kashif M. Khan, Associate Professor & CEO-Alternate Solutions
Date	Wednesday, 31 st January, 2018
Time	1030 hrs
Venue	Lecture Hall, EP Block-I, National Center for Physics, Shadra Valley Road near Quaid-i-Azam University, Islamabad.

3. It is our pleasure to invite participation from your esteemed Institution/University to attend lecture and at the same time look forward to create a long term mutually beneficial cooperation of industry & academia as well. The lecture will also be attended by audience from industry.

4. The list of nominees for participation may kindly be forwarded by **29th January 2018** through Fax: **051-9006297**/email: **d.sami@ibcast.org.pk**. In case of any query please do not hesitate to contact undersigned on Cell: **0322-8585054**.

Dte of Research &
Academia Coordination
Diary No: RAC/RS
Date: 24-1-2018

Dr. Sami ud Din
Director

Research & Academia Coordination (RAC)