



DR. A.Q. KHAN INSTITUTE OF  
BEHAVIOURAL SCIENCES (IBS)  
DOW UNIVERSITY OF HEALTH SCIENCES

# STRATEGIC PLAN

## (2024 - 2027)

Pioneering Excellence | Inspiring Innovation



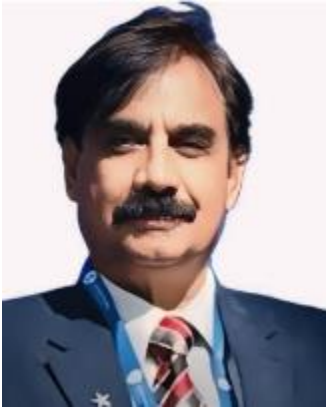
**To Heal | To Educate | To Discover**

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

## TABLE OF CONTENTS

Director’s Message.....	5
Executive Summary.....	6
About the Institute.....	7
Introduction & Overview.....	9
Institutional Organogram.....	11
Section I: Overview of the Strategic Planning Process.....	12
Section II: Vision, Mission, and Values.....	13
Section III: Aspirational Institutions.....	15
Section IV: Strategic Goals.....	16
Objectives, OKRs & KPIs.....	17
Section V: Resource Planning for Achieving Strategic Goals.....	20
Section VI: Implementation and Monitoring of Strategic Plan.....	21
Section VII: List of Appendices.....	23
A: Curriculum.....	24
B: Existing Research Projects.....	27
C: Publications.....	28
D: SWOT Analysis.....	38
E: TOWS Matrix.....	40

## DIRECTOR'S MESSAGE



Dr. A. Q. Khan Centre, Institute of Behavioral Sciences (D.U.H.S) is among those institutes in Pakistan that provide multidisciplinary care to psychiatric patients with a primary focus on their prescription, psychopathology, and rehabilitation through continuous efforts for prevention and better management of psychiatric problems. IBS is not only focusing on the importance of mental health in maintaining the harmony of society, but it is also providing an opportunity for all for their professional and intellectual growth.

IBS is committed to updating the knowledge related to mental health and spreading awareness through broadcasting recent advancements related to mental health. This is for sure that our mission carries fruitful and valuable information not only for psychiatric professionals but also for the general population.

**Brig. Dr. Shoaib Ahmed (Sitara-e-Imtiaz, Military) Rtd.**

Executive Director, Dr. Abdul Qadeer Khan – Institute of Behavioral Sciences

## EXECUTIVE SUMMARY

The strategic plan for the Dr. A. Q. Khan Centre – Institute of Behavioral Sciences (IBS), Dow University of Health Sciences (DUHS), outlines a roadmap for advancing mental health services, education, and community engagement. The institute aims to enhance psychiatric care by expanding inpatient and outpatient services, strengthening drug rehabilitation programs, and integrating advanced therapeutic interventions. Infrastructure development, continuous upgrades in medical equipment, and improved patient care facilities remain key priorities to ensure high-quality treatment. IBS is also committed to expanding its academic footprint through the BS Psychology program and professional training initiatives for mental health practitioners.

The plan emphasizes public awareness and community outreach through mental health campaigns in educational institutions and beyond, advocating for early intervention and stigma reduction. Sustainability efforts focus on fostering public-private partnerships, securing research grants, and strengthening financial resilience to support long-term growth. IBS envisions becoming Pakistan's leading psychiatric and rehabilitation center by combining excellence in clinical services, education, and research. Through this strategic approach, the institute is dedicated to transforming mental healthcare accessibility and effectiveness, ultimately improving the well-being of individuals and communities.

## **ABOUT THE INSTITUTE:**

For about two decades the Institute of Behavioral Sciences Dr.AQ Khan Centre (DUHS), has served to improve the mental health well-being of the nation by offering consultation for patients with psychiatric illnesses and substance use disorders, under the supervision of well-known, qualified, and experienced professionals of psychiatry, psychology and occupational therapy. Recently, the Institute of Behavioral Sciences has also successfully started a BS Psychology program.

At present hundreds of patients are being facilitated daily in OPD. 60 fully furnished beds include VIP rooms, Private Rooms, Semi-Private Rooms, and General Wards for male and female patients. Fully temperature-controlled pharmacy for IPD/OPD patients and a state-of-the-art Rehabilitation Centre, where psychologists, occupational therapists & the Rehab Team provide therapeutic services, which do their best to instill life and vigor in the affected.

## **SERVICES**

- Out-Patient Department (OPD)
- In-Patient Department (IPD)
- Psychological Counseling & Therapy
- Occupational Therapy
- Student Counseling
- Psychometric Specialized Assessments
- ECT (Electroconvulsive Therapy)
- Specialized Drug Rehabilitation Services

## **ACHEIVEMENTS IN THE PAST 5 YEARS.**

1. Successful start of BS Psychology program.
2. Successful start of a Diploma in Psychiatry.
3. A Transcranial Pulse Stimulation machine was installed in IBS for research work in Alzheimer's/Dementia directly from Germany.
4. Multiple workshops and CMEs organized. (Art therapy, Social Media Addiction, Self-regulation)
5. Our kitchen has been established to provide healthy and nutritious meals for patients.
6. Group therapies started.
7. Increased number of beds (general, semi-private, and private wards)
8. Many appliances and furnishings have been updated.
9. IBS has started Panel services with SUPARCO for their staff on account of OPD and IPD patients started in January 2023.
10. IBS has started Panel services with Maritime Technologies for their staff on account of OPD and IPD patients
11. Completed Audit of 2021-2022 and it was found to be free of error and omission
12. Got nominated and shortlisted for K-Electric Awards

13. Organized Mental Health awareness camp in DIMC in May 2024
14. Conducted a seminar on QPR Suicide Prevention for staff by USA professional Ms. Sheema Majid Uddin.
15. Our 08 Postgraduate trainees have passed FCPS II in the past 5 years.



## **INTRODUCTION & OVERVIEW**

Dr. A. Q. Khan Center – Institute of Behavioral Sciences (IBS) is a non-profit organization, established by eminent psychiatrist Prof. Dr. Haroon Ahmed and renowned nuclear scientist and the national hero of the country, Dr. Abdul Qadeer Khan. In 1995, Dr. Karim Khawaja, Consultant Psychiatrist and member of PAMH, identified a piece of land at Ojha Institute of Chest Diseases. A six-acre plot of land was subsequently earmarked for the Pakistan Association for Mental Health to establish the Institute of Behavioral Sciences (IBS). In the spirit of a non-profit organization to set up IBS, a mental health facility on a non-commercial basis, the process of allotment was quickly completed. Land was selected in July 1995, the allotment was made on 5th November 1995, and physical possession was taken on 12th November, of the same year. In August 2017, the administrative control of the Institute of Behavioral Sciences was taken over by Dow University of Health Sciences with the efforts of Vice Chancellor Prof. Dr. M Saeed Qureshi TI, and the Institute of Behavioral Sciences was also given the status of Department of Psychiatry Dow International Medical College.

The Institute is a constituent part of Dow University of Health Sciences as the Department of Psychiatry DIMC, DUHS. The Governing Body on 4th August 2017 appointed Brig. Dr. Shoaib Ahmed (Sitara-e-Imtiaz Military) Rtd; a renowned psychiatrist as its Executive Director, later he was appointed as HoD Psychiatry DIMC/DUHS. Under his directorship, the institute is continuously flourishing and aims to be the best mental health service provider in Pakistan and warmly contributes its share in serving patients with psychiatric illnesses and substance use disorders and fulfills daily-life counseling needs as well.

## **LIST OF ACADEMIC PROGRAMS**

1. Postgraduate training
2. 4<sup>th</sup> year MBBS students' rotation
3. Internships in Pharmacy, Psychology, and Occupational Therapy
4. Celebration of all important international days to create awareness.
5. Awareness sessions.
6. Case presentations.

## **ACCOMPLISHMENTS:**

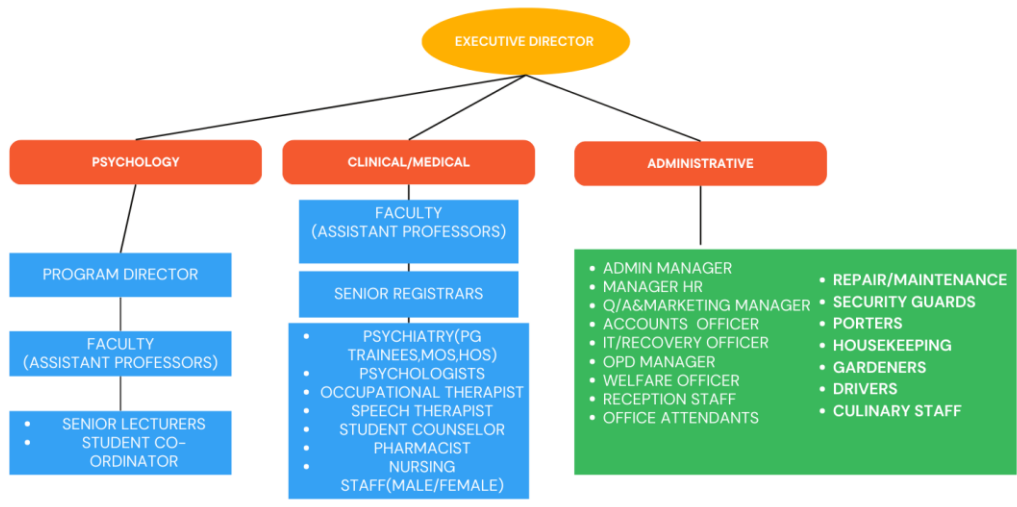
1. Continued OPDs despite Covid-19 challenges.
2. Architectural modifications for better facilities and patient safety,
3. Continued operations (the SOPs, no downsizing even in tough times of Covid-19.
4. Successful inauguration of BS Psychology.
5. Started panel services with Pakistan Security Printing Corporation Pvt, Ltd., Pakistan Atomic Energy Commission (PAEC) (KIRAN), Maritime Technologies complex south, SUPARCO.
6. Continuous upgradation of appliances for patient care.
7. Renovation and refurbishing of kitchen to cook healthy meals for patients.

## FACILITIES

- A team of highly qualified psychiatrists, postgraduate trainees, psychologists, and occupational therapists are designated to attend out-patients 5 days a week.
- Zakat patients are also attended to without any discrimination and served with the best facilities. We bestow diverse rehabilitation activities for in-patients, out-patients, and drug addicts followed by drug detoxification, and occupational therapies which include a gymnasium, sports activities, and a separate pleads room, and engage patients in creative and peaceful ventures like arts & crafts, gardening, music therapies, stitching, make-up, movie sessions and a lot more.
- Providing patients with Proper clothing, healthy food, comfortable beds, entertainment, regular check-ups, full-day nursing facilities, and therapies is our ultimate priority.
- We also have an ECT Machine (Electroconvulsive therapy) to treat severe depression. Well-furnished wards include private and semi-private wards.

# ORGANOGRAM OF THE INSTITUTE

## Clinical/Medical & Administrative Hierarchy of IBS-DUHS



## SECTION I: OVERVIEW OF THE STRATEGIC PLANNING

The strategic planning process for IBS is designed to establish a clear direction for growth, service enhancement, and long-term sustainability. It begins with a situational analysis, assessing current capabilities, challenges, and opportunities in patient care, education, and infrastructure. Based on this assessment, strategic objectives are set, focusing on expanding clinical services, strengthening academic programs, enhancing rehabilitation efforts, and increasing community outreach. Implementation strategies outline specific initiatives, resource allocation, and key performance indicators to ensure measurable progress. This includes upgrading facilities, introducing new training programs, launching awareness campaigns, and developing financial sustainability measures such as partnerships and funding opportunities. The plan incorporates a monitoring and evaluation framework to track progress, adapt to challenges, and ensure continuous improvement. Through this structured approach, IBS aims to become a leading institution in psychiatric care and rehabilitation, delivering high-quality services while contributing to research, education, and mental health advocacy.

### DR. A. Q. KHAN CENTER - IBS VISION FOR 2030

- Aiming to become a leading institution in healthcare, education, and research.
- Building on past achievements in high-quality healthcare services, medical education, and research.
- Visioning a healthcare ecosystem with compassionate, personalized care supported by technology and evidence-based practices.
- Evolving educational programs to equip students with knowledge, skills, and values for the rapidly changing healthcare landscape.
- Aiming to be at the forefront of innovation in research, addressing healthcare challenges and driving discoveries.
- Guided by core values of integrity, excellence, compassion, and innovation.
- Building a future where IBS is a beacon of hope and healing.

#### Strategic Planning Committee members:

Dr Ilyas Jat	Assistant Professor Psychiatry
Dr Zoobia Ramzan	Assistant Professor Psychiatry
DR. Urooj Tabassum	Assistant Professor Psychiatry
DR. Anum Haider	Assistant Professor Psychiatry
Dr Nida Answer	Assistant Professor Psychology
Dr. Wajeeha Zainab	Assistant Professor Psychology
Mrs. Mahnoor Zehra	Marketing Manager
Dr Sidra Saad	Senior Registrar
Dr. Bilal Kalim	Senior Registrar

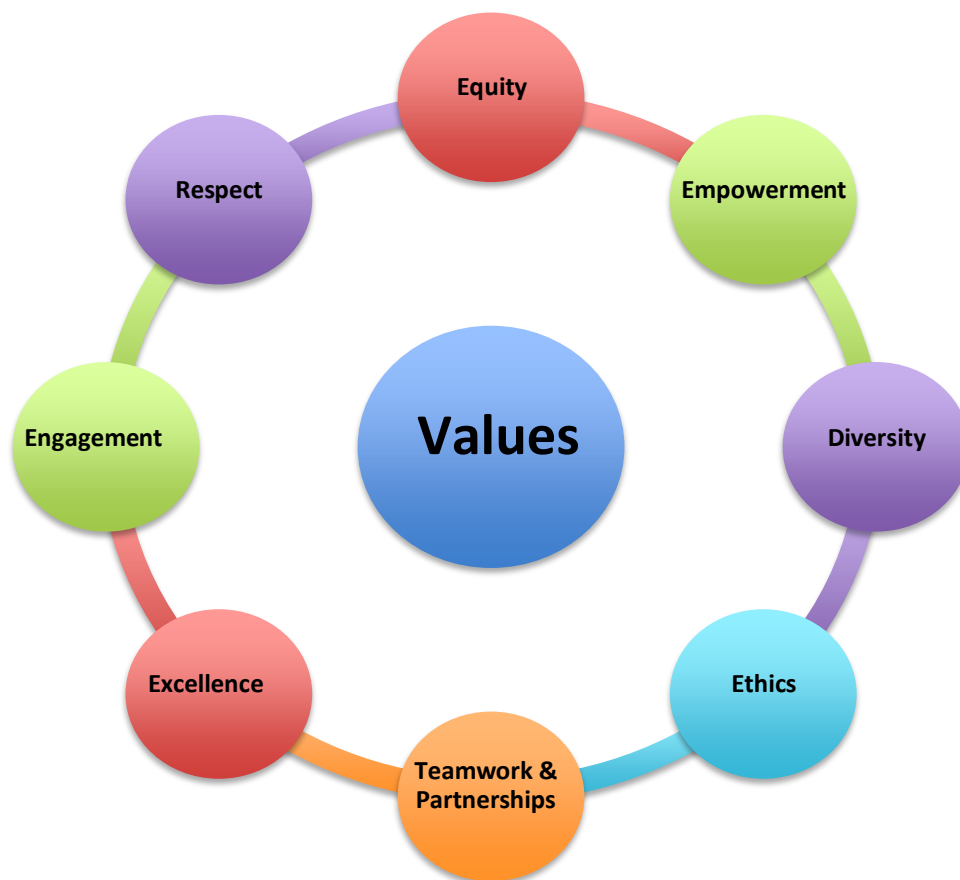
## SECTION II: VISION, MISSION & VALUES

### VISION

To be a pre-eminent academic institution committed to changing and saving lives.

### MISSION

Providing outstanding patient-centered education, training, and clinical care informed by cutting-edge research and innovation, generating and disseminating new knowledge.



### VALUES:

- **Customer Service**

Put patients & students first.

- **Empathy & Compassion**

Understand before you judge.

Be concerned for the sufferings & misfortunes of others.

- **Excellence**

Be the best and commit to exceptional quality and service.

- **Innovation**

Encourage curiosity, imagine, create, and share.

- **Teamwork**

Engage & collaborate.

- **Integrity & Leadership**

Be a role model and influence others to achieve their best. Have the courage to do the right thing.

Hold yourself and others accountable.

- **Respect & Collegiality**

Be kind.

Listen to understand.

Value different opinions.

#### **STATEMENT OF PURPOSE:**

At Dr. A.Q. Khan Centre, Institute of Behavioral Sciences, our purpose is to revolutionize mental health care through excellence in education, research, and clinical practice. We aim to empower individuals, families, and communities to achieve optimal mental well-being, aligned with Dow University of Health Sciences' vision to change and save lives.

## SECTION III: ASPIRATIONAL INSTITUTIONS

1. Maudsley Institute of Psychiatry, UK
2. McLean Hospital, USA
3. Centre for Addiction and Mental Health (CAMH), Canada
4. Priory Group, UK

## SECTION IV: STRATEGIC GOALS

### GOAL 1: Expand Educational Programs and Combat Mental Health Stigma.

**Objective 1:** Infrastructure development: Initial phase of PC1

**Objective 2:** Online/Hybrid Certificate Programs: Approved for further process

### GOAL 2: Strengthen Research and Innovation Capabilities

**Objective 1:** Research Projects: Systematic review of mental health in transgender/gender diverse populations (PROSPERO registered)

**Objective 2:** VC Seed Funding Initiative: Phone-Based Brief CBT Interventions for medical students. Data collection phase ongoing.

**Objective 3:** International Funding Project - Faculty as Co-Investigator

### GOAL 3: Enhance Faculty and Staff Development

**Objective 1:** Research Projects: Faculty pursuing advanced education

### GOAL 4: Drive Financial Sustainability and Technological Advancement

**Objective 1:** Establishing MoUs with potential organizations to offer paid services and mutual benefits, aimed at generating funds for technological advancements



## OBJECTIVES, OKRs & KPIs

Goal 01: Combat Mental Health Stigma Through Education							
Goal Statement: Expand Educational Programs and Combat Mental Health Stigma							
Objectives & Key Results (OKRs)							
Objective 1: Launch of PC-1 infrastructure project: phase 1							
Objective	Key Results	KPI	Measurement Method	Target	Person Responsible	Resource Requirement	Timeline
Infrastructure development: Initial phase of PC1	KR1: Receipt of feedback or revisions from the relevant authorities.	KPI 1: PC1 sent for submission, revision and approval	By the construction company	To improve hospital services	Brig. Dr. Shoaib Ahmed SI (M) Rtd. Dr. Ilyas Jatt	Sindh govt / DUHS	Quarterly
	KR2: Progression to the next phase based on the approved plan.	KPI 2: Number of design/model revisions required before approval.	By the construction company	To align the Psychology department with psychiatry	Brig. Dr. Shoaib Ahmed SI (M) Rtd. Dr. Ilyas Jatt	Sindh govt / DUHS	Quarterly
Objective 2: Approved: Online/Hybrid Certificate Programs for Advanced Processing							
Objective	Key Results	KPI	Measurement Method	Target	Person Responsible	Resource Requirement	Timeline
Online/Hybrid Certificate Programs: Approved for further process	KR1: Completion of curriculum design and content development.	KPI 1: curriculum and content being finalized	Feedback from participants	To secure funds	Dr. Zobia Ramzan, Dr. Wajeeha Zainab	DUHS / IBS	Quarterly
	KR2: Finalization of the program structure (duration, modules, assessments).	KPI 2: Number of subject matter experts and instructors on-boarded.	Feedback from participants	To secure funds	Dr. Zobia Ramzan, Dr. Wajeeha Zainab	DUHS / IBS	Quarterly
	KR3: Launch of the pilot program with initial enrollment.	KPI 3: Number of enrollments in the pilot program.	Feedback from participants	To secure funds	Dr. Zoobia Ramzan, Dr. Wajeeha Zainab	DUHS / IBS	Quarterly

Goal 02: Enhance Research and Innovation Capacity							
Goal Statement: Strengthen Research and Innovation Capabilities							
Objectives & Key Results (OKRs)							
Objective 1: Systematic Review of Mental Health Outcomes in Transgender/Gender Non-Conforming Populations (PROSPERO Registered)							
	Key Results	KPI	Measurement Method	Target	Person Responsible	Resource Requirement	Timeline
Research Projects: Systematic review of mental health in transgender/gender diverse populations (PROSPERO registered)	KR1: Completion of literature search and data extraction as per PROSPERO protocol.	KPI 1: literature under screening and review according to PROSPERO guidelines.	Systematic review	Research publications	Dr. Urooj Tabassum	DUHS (IT Dept)	Quarterly

	KR2: Identification and synthesis of key findings related to mental health in transgender/gender-diverse populations.	KPI 2: Number of articles included in the final synthesis.	Systematic review	Research publications	Dr. Urooj Tabassum	DUHS (IT Dept)	Quarterly
<b>Objective 2: VC-Backed Phone-Based CBT for Medical Students: Data Collection Ongoing</b>							
<b>Objective 2</b>	<b>Key Results</b>	<b>KPI</b>	<b>Measurement Method</b>	<b>Target</b>	<b>Person Responsible</b>	<b>Resource Requirement</b>	<b>Timeline</b>
VC Seed Funding Initiative: Phone-Based Brief CBT Interventions for medical students. Data collection phase ongoing.	KR1: data collection from the targeted number of medical students within the specified timeline.	KPI 1: participants are recruited for completing the intervention	quasi experimental	Research publications	Dr. Zobia Ramzan, Dr. Wajeeha Zainab	Already funded	Quarterly
	KR2: Identification of key trends or outcomes to guide further phases of the project.	KPI 2: Identification of key preliminary findings within the data analysis phase.	quasi experimental	Research publications	Dr. Zobia Ramzan, Dr. Wajeeha Zainab	Already funded	Quarterly
<b>Objective 3: International Research Grant: Faculty Co-Investigator</b>							
<b>Objective 3</b>	<b>Key Results</b>	<b>KPI</b>	<b>Measurement Method</b>	<b>Target</b>	<b>Person Responsible</b>	<b>Resource Requirement</b>	<b>Timeline</b>
International Funding Project – Faculty as Co-Investigator	KR1: Successful integration of the faculty members' contributions into the project proposal and design.	KPI 1: milestones completed on schedule	quasi experimental digital scale	To increase research publications in high-impact journals	Dr. Zobia, Dr. Urooj Tabassum	Funded UKRI services	Yearly
	KR2: Fulfillment of the faculty's role as outlined in the co-investigator responsibilities, including data collection, analysis, and reporting.	KPI 2: Quality of research outputs, including published papers, presentations, or reports.	quasi experimental digital scale	To increase research publications in high-impact journals	Dr. Zobia, Dr. Urooj Tabassum	Funded UKRI services	Yearly

<b>Goal 03: Develop and Support Faculty and Staff</b>							
<b>Goal Statement: Enhance Faculty and Staff Development</b>							
<b>Objectives &amp; Key Results (OKRs)</b>							
<b>Objective 1: Faculty Research and Education Advancement</b>							
<b>Objective</b>	<b>Key Results</b>	<b>KPI</b>	<b>Measurement Method</b>	<b>Target</b>	<b>Person Responsible</b>	<b>Resource Requirement</b>	<b>Timeline</b>
Research Projects: Faculty pursuing advanced education	KR1: Completion of Dr. Anum Haider's MPHE program and HEC-NAHE training certification.	KPI 1: Dr. Anum Haider's training modules and MPHE coursework completed on time.	Degree/certificate	To faculty training	Dr. Anum Haider	MHPE (Self), HEC - NAHE (funded by DUHS)	Quarterly
	KR2: Progression of Ms. Komal's PhD coursework and successful completion of research milestones.	KPI 2: Number of research papers, presentations, or projects undertaken by Ms. Komal during her PhD program.	Under process	To have faculty with a PhD	Ms. Komal Hayat	Self	Yearly
	KR3: Planning of AI workshops for staff by Dr. Anum Haider	KPI 3: AI workshops planned and scheduled	Under process	for faculty CME	Dr. Anum Haider	IBS, DUHS	Quarterly

Goal 04: Ensure Financial Stability and Technological Growth							
Goal Statement: Drive Financial Sustainability and Technological Advancement							
Objectives & Key Results (OKRs)							
Objective 1: Building Strategic Partnerships for Revenue and Innovation							
Objective	Key Results	KPI	Measurement Method	Target	Person Responsible	Resource Requirement	Timeline
Establishing MoUs with potential organizations to offer paid services and mutual benefits, aimed at generating funds for technological advancements	KR1: Secure MoUs with potential organizations within a defined timeframe.	KPI 1: Identifying potential organizations as prospects for MoUs.	Regular meeting with the organization	To raise funds for IBS	Brig. Dr. Shoaib Ahmed SI (M) Rtd. Dr. Ilyas Jatt	IBS / DUHS	Yearly
	KR2: Identify and implement technological improvements or purchases funded by the generated revenue.	KPI 2: Gross profit margin from services offered through MoUs, ensuring financial sustainability for technological investments.	Monitoring & improvement in services	To raise funds for IBS	Brig. Dr. Shoaib Ahmed SI (M) Rtd. Dr. Ilyas Jatt	IBS / DUHS	Yearly

## SECTION V: RESOURCE PLANNING FOR ACHIEVING STRATEGIC GOALS

STRATEGIC GOALS	HUMAN RESOURCES	FINANCIAL RESOURCES	INFRASTRUCTURE	TECHNOLOGY
Expand Educational Programs and Combat Mental Health Stigma.	Expert faculty, guest lecturers, clinical supervisors	Budget for curriculum design, student scholarships, program expansion	Updated laboratories, simulation centres, digital learning platforms	Learning Management Systems (LMS), VR for clinical simulations
Strengthen Research and Innovation Capabilities	Research faculty, research assistants, grant writers	Seed funding for pilot studies, administrative support for grant applications	Research labs, data analysis software, ethics review boards	Digital databases, AI-driven data analysis tools
Enhance Faculty and Staff Development	Training experts, mentorship programs	Budget for faculty training, research grants	Faculty development center, conference participation funding	Online training platforms, AI-based teaching analytics
Drive Financial Sustainability and Technological Advancement	Fundraising specialists, financial strategists, IT specialists, instructional designers	Investment in sustainable revenue-generating projects Investment in e-learning infrastructure	Development office for donor engagement Smart classrooms, research labs with advanced software	Financial management software, donor tracking systems AI-driven analytics, virtual labs, telemedicine platforms

The budget for the following resources will be accomplished by:

- Integrating IBS with DUHS main network via IT, marketing, and web(e-Doctors).
- Collaborating with Sindh Govt for granting funds and logistic support on health and educational projects

## SECTION VI: IMPLEMENTATION AND MONITORING OF STRATEGIC PLAN

GOALS	IMPLEMENTATION	MONITORING
<p><b>Expand Educational Programs and Combat Mental Health Stigma.</b></p>	<ol style="list-style-type: none"> <li>1. Establish an Academic Board – Form a committee to oversee curriculum updates and assessment.</li> <li>2. Develop E-Learning Modules – Implement a blended learning approach with digital tools.</li> <li>3. Enhance Internship Programs – Strengthen partnerships with hospitals, research institutes, and international universities.</li> <li>4. Faculty Training – Conduct workshops on modern teaching methodologies and interdisciplinary approaches.</li> <li>5. Regular Evaluation – Use student feedback and performance analytics to refine the curriculum.</li> </ol>	<p><b>KPIs:</b> Student satisfaction scores, graduate employability rates, faculty development participation.</p> <p><b>Timeline:</b> Annual curriculum review and bi-annual faculty training assessments.</p> <p><b>Reporting Mechanism:</b> Quarterly reports by the Academic Board to senior administration.</p>
<p><b>Strengthening Research and Innovation Capabilities</b></p>	<ol style="list-style-type: none"> <li>1. Establish a Research Office – Facilitate grant applications, collaboration opportunities, and research initiatives.</li> <li>2. Organize Grant-Writing Workshops – Train faculty and students in securing research funding.</li> <li>3. Develop Research Partnerships – Collaborate with pharma companies, universities, and research institutions.</li> <li>4. Ethical Approval Processes – Streamline research proposal evaluations and approvals.</li> </ol>	<p><b>KPIs:</b> Number of research grants secured, research publications, faculty research engagement.</p> <p><b>Timeline:</b> Bi-annual research productivity review.</p> <p><b>Reporting Mechanism:</b> Research Office to provide semi-annual reports on progress.</p>
<p><b>Enhance Faculty and Staff Development</b></p>	<ol style="list-style-type: none"> <li>1. Develop a Faculty Development Program – Conduct leadership training, digital pedagogy, and research mentorship programs.</li> <li>2. Encourage Exchange Programs – Facilitate collaboration with global institutions.</li> <li>3. Implement Incentives – Offer performance-based promotions, research grants, and international conference sponsorships.</li> </ol>	<p><b>KPIs:</b> Faculty satisfaction surveys, number of training sessions conducted, research participation rates.</p> <p><b>Timeline:</b> Annual faculty performance reviews.</p> <p><b>Reporting Mechanism:</b> HR department submits faculty development</p>

	4. Support Work-Life Balance - Establish faculty wellness programs.	reports every six months
<b>Drive Financial Sustainability and Technological Advancement</b>	<ol style="list-style-type: none"> <li>1. Create a Financial Planning Committee - Oversee funding strategies and budget allocations.</li> <li>2. Enhance Fundraising Initiatives - Engage alumni, corporate sponsors, and grant agencies.</li> <li>3. Optimize Program Fees - Introduce specialized certification courses to generate revenue.</li> <li>4. Implement Cost-Effective Models - Streamline administrative expenses and resource utilization.</li> <li>5. Upgrade IT Infrastructure - Implement cloud-based learning systems and smart classrooms.</li> <li>6. Introduce AI &amp; VR Tools - Develop virtual simulation labs for psychology and psychiatry training.</li> <li>7. Expand Digital Repositories - Provide access to international research databases and online resources.</li> <li>8. Conduct Technology Training - Equip faculty and students with digital skills.</li> </ol>	<p><b>KPIs:</b> Annual funding growth, budget efficiency, number of new funding sources. Technology adoption rates, number of digital tools integrated, student engagement with e-learning platforms.</p> <p><b>Timeline:</b> Quarterly for financial reviews. Bi-annual tech infrastructure assessments</p> <p><b>Reporting Mechanism:</b> Annual financial report submitted to the governing body. IT department submits an annual technology impact report.</p>

**SECTION VII: LIST OF APPENDICES**

No.	DESCRIPTION
A	THE CURRICULUM
B	LIST OF EXISTING RESEARCH PROJECTS
C	LIST OF PUBLICATIONS
D	SWOT ANALYSIS
E	TOWS MATRIX

## APPENDIX A: CIRRICULUM

Semester 1		
Course Title	Credit Hours	Type of Courses
English-I (Expository Writing)	3	Compulsory
Pakistan Studies	2	Compulsory
Mathematics	3	Compulsory
Introduction of Management	3	General Education
Philosophy	3	General Education
Introduction to Psychology	3	Foundation
<b>Total</b>	<b>17</b>	

Semester 2		
Course Title	Credit Hours	Type of Courses
English-II (Expository Writing/Presentation Skills)	3	Compulsory
Islamic Studies	2	Compulsory
Introduction to Computers	3	Compulsory
Applied areas of Psychology	2	Foundation
Practicums in Psychology	1	Foundation
Marketing	3	General Education
Economics	3	General Education
<b>Total</b>	<b>17</b>	

Semester 3		
Course Title	Credit Hours	Type of Courses
Communication Skills (Eng III)	3	Compulsory
Cognitive Psychology	3	Major
Fundamentals of Biology	3	Compulsory
Social work	3	General Education
Sociology	3	General Education
Experimental Psychology	3	Foundation
<b>Total</b>	<b>18</b>	

Semester 4		
Course Title	Credit Hours	Type of Courses
UN language ( French)	3	Compulsory
Lab Experiment	2	Foundation
Food and Nutrition	3	General Education
Teaching & Learning Skills	3	General Education
Biological Basis of Behavior	3	Foundation
School and Perspectives in Psychology	2	Foundation
<b>Total</b>	<b>16</b>	



Semester 5		
Course Title	Credit Hours	Type of Courses
Mental health and Psycho- pathology	3	Foundation
Developmental Psychology	3	Major
Psychological Assessment	3	Foundation
Psychological Assessment Practical	1	Foundation
Research Methods - I	3	Major
Statistics in Psychology	3	Major
<b>Total</b>	<b>16</b>	

Semester 6		
Course Title	Credit Hours	Type of Courses
Research Methods-II	3	Major
Theories of Personality	3	Foundation
Group research	1	Major
Data Analysis using SPSS	3	Major
Social Psychology	3	Foundation
Ethics in Psychology	3	Foundation
<b>Total</b>	<b>16</b>	

Semester 7		
Course Title	Credit Hours	Type of Courses
Health Psychology	3	Major
Gender Psychology	3	Major
Cross Cultural Psychology	3	Major
Clinical Psychology	3	Electives
Industrial Psychology	3	Electives
Active Citizenship/Voluntary work/ Community work	Mandatory 1	Foundation
Research Project	2	Major
<b>Total</b>	<b>18</b>	

Semester 8		
Course Title	Credit Hours	Type of Courses
Positive Psychology	3	Major
Peace Psychology	3	Major
Educational Psychology	3	Electives
Internships in clinical, industrial, and education psychology	3	Electives
Research Project	2	Major
<b>Total</b>	<b>14</b>	
<b>Total credit hours of 8 semesters</b>	<b>132</b>	

Summary of courses	
Type of Courses	Credit Hours
Compulsory	25
General Education Subjects	24
Foundation	33
Major	38
Electives	12
Total Credit Hours	132
Duration of Degree Program	4 years
Number of Semesters	8
Course Load per Semester	14-18
Number of Courses per Semester	7-May

## APPENDIX B: EXISTING RESEARCH PROJECTS

1. Systematic review of mental health in transgender/gender diverse populations (PROSPERO registered)
2. VC Seed Funding Initiative: Phone-Based Brief CBT Interventions for medical students. Data collection phase ongoing.

## APPENDIX C: LIST OF PUBLICATIONS

Brig. Dr. Shoaib Ahmed SI (M) Rtd.  
HoD Psychiatry  
Executive Director  
IBS-DUHS

- Zainab, W., Ahmed, S., Kumar, A., & Ahmed, S. (2023). The Effect of Body Dissatisfaction on Disordered Eating Attitudes: The Mediating Role Of Negative Affects In Adolescents. *Journal of Pakistan Psychiatric Society, 20(2)*. DOI: <https://doi.org/10.63050/jpps.20.02.272>
- Kazi, F. M., **Ahmed, S.**, & Asghar, S. (2021). Burnout and sense of coherence in dentistry students of Karachi. *Journal of the Pakistan Dental Association, 30(03)*, 170-177. <https://doi.org/10.25301/jpda.303.170>
- 1-VC Seed Funding Initiative Project. Entitled "Coping for Success: Exploring the Impact of Phone-Based Brief CBT Interventions on Medical Students' Coping and Mental Health".
- Burnout and sense of coherence in dentistry students of Karachi, 2021 JPDA.
- Pattern of positive and negative symptoms in Schizophrenia patients: role of patients' perception, Motivations, and socioeconomic status, 2020 Pak Journal Physiology.
- Measuring treatment readiness among patients with opioid use, 2020 ASH & KMDC.
- Anxiety and depression about BMI, 2020 JPPS.
- Severity of recent stressful life events in depressive patients, 2019, JPPS.
- Frequency of depression among fertile and infertile women, 2014, PAFMJ
- Frequency of anxiety in patients reporting for pre-anesthesia assessment 2010 PAFMJ.
- Dietary supplementations of amino acids: evidence for enhanced serotonergic functions following haloperidol withdrawal in rat medial prefrontal cortex 2009, JCPSP.
- Effect of Dietary Tryptophan on Rat Brain - A Review Article - JCPSP
- FREQUENCY OF DEPRESSION AMONG FERTILE AND INFERTILE WOMEN (Pakistan Armed Forces Medical Journal, 64(4), 581-4.)
- **Jat MI**, Washdev W, Saleem F, Sarwar A, Wadhvani A, Ahmed S. Frequency of Anxiety and Depression in relation to body mass index among patients reported to a Tertiary Care Hospital at Malir Karachi. JPPS, 2020, *17(1)* 27-29.

**DR.ZOOBIA RAMZAN**  
**ASSISTANT PROFESSOR,**  
**DEPARTMENT OF PSYCHIATRY, IBS-DUHS**  
**M.B.B.S, F.C.P.S**

- Baig, Khawer & Sadia, Haleema & Rauf, Dr & Abbas, Qasir & **Zoobia, Ramzan & Tabassum, Urooj & Aljhani, Sumayah.** (2024). Reliability and validity estimation of Urdu version of Children Emotion Management Scales (CEMS) in Pakistan. *Frontiers in Psychiatry.* 14. 10.3389/fpsy.2023.1214708.
- Rashid, Nudrat & Shahid, Amina & Munir, Mehwish & Umar Khan, Muhammad & **Zoobia, Ramzan.** (2023). Role of Anxiety Sensitivity, Intolerance of Uncertainty, and Cyberchondria Behaviors among Individuals Diagnosed with COVID-19: Role of Anxiety Sensitivity and Cyberchondria Behaviors. *Pakistan Journal of Health Sciences.* 122-128. 10.54393/pjhs.v4i12.1173.
- Imran, Hina & Haider, Hafeez & Shahzadi, Mafia & Unbrin, Aqila & **Zoobia, Ramzan.** (2023). The Association of Coping Strategies with Stress, Anxiety, and Depression, with Mediating Role of Job Satisfaction among Traffic Wardens. *Pakistan Journal of Humanities and Social Sciences.* 11. 10.52131/pjhss.2023.1104.0706.
- Rasheed, Binish & Rahim, Anila & Murtaza, Ghulam & Quddusi, Habiba & **Zoobia, Ramzan.** (2023). Does Structured Informational Care Reduce Anxiety In Patients Undergoing MRI? A Quasi-Experimental Study. *Journal of the Pakistan Medical Association.* 73. 1436-1439. 10.47391/JPMA.7347.
- Abbas, Qasir & Khurshid, Khizra & Rauf, Dr & Anwar, Nida & Aljhani, Sumayah & **Zoobia, Ramzan & Shahzadi, Mafia.** (2023). Cognitive Behavior Therapy for Academic Burnout, Procrastination, Self-Handicapping Behavior, and Test Anxiety among Adolescents: A Randomized Control Trial. 10.21203/rs.3.rs-2804530/v1.
- Abbas, Qasir & Umar Khan, Muhammad & Anwar, Nida & Aljhani, Sumayah & **Zoobia, Ramzan & Shahzadi, Mafia.** (2023). Brief Cognitive Behavior Therapy for Stigmatization, Depression, Quality of Life, social support and Adherence to Treatment among Patients with HIV/AIDS: A Randomized Control Trial. 10.21203/rs.3.rs-2798005/v1.
- Abbas, Qasir & Latif, Sana & Habib, Hina & Shahzad, Salman & Sarwar, Uzma & Shahzadi, Mafia & **Zoobia, Ramzan & Washdev, Washdev.** (2023). Open Access Cognitive behavior therapy for diabetes distress, depression, health anxiety, quality of life and treatment adherence among patients with type-II diabetes mellitus: a randomized control trial. *BMC Psychiatry.* 23. 10.1186/s12888-023-04546-w.
- Abbas, Qasir & Latif, Sana & Habib, Hina & Shahzad, Salman & Sarwar, Uzma & Shahzadi, Mafia & **Zoobia, Ramzan & Washdev, Washdev.** (2022). Cognitive Behavior Therapy for Diabetes Distress, Depression, Health Anxiety, Quality of life and Treatment Adherence among patients with Type- II Diabetes Mellitus: A Randomized Control Trial. 10.21203/rs.3.rs-1917549/v1.
- Abbas, Qasir & Baig, Khawer & Sadiq, Urooj & Umar Khan, Muhammad & Shahzadi, Mafia & **Zoobia, Ramzan.** (2022). Attitude towards Mental Help-

Seeking, Motivation, and Economic Resources in Connection with Positive, Negative, and General Psychopathological Symptoms of Schizophrenia: A Pilot Study of a Psychoeducation Program. 10.1101/2022.07.01.22277148.

- Abbas, Qasir & Shahbaz, Nudrat & Rauf, Dr & Anwar, Nida & Baig, Khawer & **Zoobia, Ramzan** & Shahzadi, Mafia. (2022). Cognitive Behavior Therapy (CBT), Islam-Based Interventions (IBIs) and Pharmacotherapy (PTh) for Patients with Major Depressive Disorder-Mild (MDD-m): A Randomized Control Trial. 10.21203/rs.3.rs-1561381/v1.
- Qazi, Sarah & Irfan, Muhammad & **Zoobia, Ramzan** & Jahanzaib, Muhammad & Khan, Maleeha & Nasir, Mahrukh & Shakeel, Muhammad & Khan, Ishtiaq. (2022). Identification of putative genetic variants in major depressive disorder patients in Pakistan. *Molecular Biology Reports*. 49. 1-10. 10.1007/s11033-021-07050-0.
- Usman, Rahat & Haider, Anum & **Zoobia, Ramzan** & Mansoori, Shafi. (2021). Quality Of Life Satisfaction Among Caregivers of Schizophrenic Patients. *Annals Of Abbasi Shaheed Hospital and Karachi Medical & Dental College*. 26. 84-90. 10.58397/ashkmdc.v26i2.466.
- Saleem, Zohra & Shaikh, H & **Zoobia, Ramzan** & Bhatia, M & Tabassum, U & Majeed, Mansoor. (2021). A Comparative Study to Evaluate Covid-19 Related Anxiety and Fear Among Physicians and Dentists. *Ethiopian Medical Journal*. 59. 91-99.
- Majeed, Mansoor & Saleem, Zohra & Sarwar, Huma & **Zoobia, Ramzan** & Naureen, Syeda & Muhammad Naeem, Meshal. (2021). The Psychology of Coronavirus Fear: Are Dentists of Pakistan Suffering from Corona-Phobia? *Journal of the Pakistan Dental Association*. 30. 10.25301/JPDA.301.1.
- Abbas, Qasir & Baig, Khawer & **Zoobia, Ramzan** & Emad, Farkhanda & Shahzadi, Mafia & Ahmad, Shoaib. (2020). Pattern Of Positive and Negative Symptoms In Schizophrenia Patients: Role Of Patients' Perception, Motivations, And Socioeconomic Status.
- Waseem, Yamna & Naseeb, Muhammad & Farooqui, Osama & Imran, Muhammad & Zarnab, Hafsa & Haq, Ibtehaj & Mansoor, Imran & **Zoobia, Ramzan**. (2020). Prevalence of nail-biting in children and its association with mental health in Pakistan. *Pakistan Journal of Surgery and Medicine*. 1. e280. 10.37978/pjasm.v1i3.280.
- Farhan, Saira & Keswani, Aneel & **Zoobia, Ramzan** & Rahman, Raza & Siddiqi, Muhammad. (2020). 14937982115743-o. Postnatal Depression in Mothers and Malnourishment of Children.
- Alwani, Shaheena & Majeed, Mansoor & **Zoobia, Ramzan** & Rauf, Shahzad & Syed, Muhammad & Shah, Sheikh. (2020). Evaluation of Knowledge, Practices, Attitude, and Anxiety of Nurses towards COVID-19 during the Current Outbreak in Karachi, Pakistan. *Pakistan Journal of Public Health*. 10. 82-90. 10.32413/pjph.v10i2.601.
- Abbas, Qasir & **Zoobia, Ramzan** & Emad, Farkhnada & Rehman, Raza. (2019). Pattern of positive, negative and general psychopathological symptoms among schizophrenia patients at primary care setting: A comparative study. *Journal of the Pakistan Medical Association*. 69. 361-366.

- **Zoobia, Ramzan** & M, Bhatia & Farhan, Saira & Keswani, Aneel & Rahman, Raza. (2018). Depression in patients with Pemphigus Vulgaris. 25. 13-15.
- Mansoor, Shafi & Haider, Anum & **Zoobia, Ramzan** & Usman, Rahat. (2018). Frequency and Socio-demographic Determinants of Depression in Patients with Chronic Liver Disease. *Journal of the Dow University of Health Sciences*. 12. 17-20. 10.36570/jduhs.2018.1.555.
- Haider, Anum & Rahman, Raza & **Zoobia, Ramzan** & S, Mansori & R, Usman. (2018). Stigma of Mental Illness in Medical Students. 15. 12-16.

**DR. UROOJ TABASSUM**  
**ASSISTANT PROFESSOR,**  
**DEPARTMENT OF PSYCHIATRY, IBS-DUHS**  
**M.B.B.S, F.C.P.S**

- Abbas, Qasir & Baig, Khawer & Sadiq, **Urooj** & Umar Khan, Muhammad & Shahzadi, Mafia & Zoobia, Ramzan. (2022). Attitude towards Mental Help-Seeking, Motivation, and Economic Resources in Connection with Positive, Negative, and General Psychopathological Symptoms of Schizophrenia: A Pilot Study of a Psychoeducation Program. 10.1101/2022.07.01.22277148
- Baig, K. B., Sadia, H., Rauf, U., Abbas, Q., Ramzan, Z., **Tabassum, U.**, & Aljhani, S. (2024). Reliability and validity estimation of Urdu version of Children Emotion Management Scales (CEMS) in Pakistan. *Frontiers in Psychiatry*, 14. <https://doi.org/10.3389/fpsy.2023.1214708>
- Rashid, N., Saddique, R., Arfan, R., Shahzadi, M., & **Tabassum, U.** (2023). Relationship of Parenting Style and Academic Achievement among University Students: Mediating Role of Personality Traits. *Pakistan Journal of Humanities and Social Sciences*, 11(3). <https://doi.org/10.52131/pjhss.2023.1103.0655>
- Farooq, M., Ali, A., Niaz, F., Shams, N., Sohail, N., **Tabassum, U.**, Islam, N., & Ahmed, W. (2021). Clinical Characteristics, Laboratory Abnormalities and Outcome of Covid-19 Positive Patients Admitted in Tertiary Care Hospital of Karachi. *International Journal of Advanced Research*, 9(5), 894-901. <https://doi.org/10.21474/ijar01/12920>
- Maheshwari, N., Noor, N., Bashir, A., Hingorjo, B., Ali, A., & **Tabassum, U.** (2021). Serum calcium level in neonatal seizures presenting at a Tertiary Care Hospital. *The Professional Medical Journal*, 28(02), 181-186. <https://doi.org/10.29309/tpmj/2021.28.02.4319>
- Majeed, M. M., Siddiqui, Z., **Tabbasum, U.**, Sarwar, H., Minhas, S. & Bhatia, M. R. (2021) Psychological barriers among dental patients during the COVID-19 crisis. *Rawal Medical Journal*, 46 (1), 7-10. <https://rmj.org.pk/?mno=26330>
- Majeed, M. M., Anwar, M., Bhatia, M. R., Khan, N., Butt, M. M. N., **Tabassum, U.**, & Durrani, M. S. (2021). The psychological impact of COVID-19 among the undergraduate dentistry students of Sindh and Baluchistan and how they manage it. *Annals of Abbasi Shaheed Hospital and Karachi Medical & Dental College*, 26(1), 263-271. <https://doi.org/10.58397/ashkmdc.v26i1.346>
- Rehman, A., Saeed, S., Hasny, S. F., Maheshwari, N., Tabassum, U., & Ali, A. (2021). Predictive significance of first trimester serum uric acid as a risk factor for

gestational diabetes mellitus. *The Professional Medical Journal*, 28(7), 967-972.  
<https://doi.org/10.29309/tpmj/2021.28.07.4075>

- Saleem, Zohra & Shaikh, H & Zoobia, Ramzan & Bhatia, M & **Tabassum, U** & Majeed, Mansoor. (2021). A Comparative Study to Evaluate Covid-19 Related Anxiety and Fear Among Physicians and Dentists. *Ethiopian Medical Journal*. 59. 91-99.  
[https://www.researchgate.net/publication/350683327\\_A\\_COMPARATIVE\\_STUDY\\_TO\\_EVALUATE\\_COVID-19\\_RELATED\\_ANXIETY\\_AND\\_FEAR\\_AMONG\\_PHYSICIANS\\_AND\\_DENTISTS](https://www.researchgate.net/publication/350683327_A_COMPARATIVE_STUDY_TO_EVALUATE_COVID-19_RELATED_ANXIETY_AND_FEAR_AMONG_PHYSICIANS_AND_DENTISTS)
- Maheshwari, N., Noor, N., Bashir, A., Hingorjo, B., Ali, A., & **Tabassum, U**. (2020). Evaluating efficacy of oral zinc as adjuvant therapy in acute diarrhea in children. *The Professional Medical Journal*, 27(08), 1626-1630.  
<https://doi.org/10.29309/tpmj/2020.27.08.4318>
- Kumar S, Ali A, Kumar D, Mal N, **Tabassum U**, Hingorjo B (2019). Serum Ferritin and Iron Profile in Helicobacter Pylori Infected Young Adult Male Reporting at a Tertiary Care Hospital. *The Professional Medical Journal*, 26(6), 896-901. DOI:10.29309/TPMJ/2019.26.05.3591
- **Tabassum, U.**, Kumar, H., Bai, S., Ahmed, W., & Ahmed, S. (2019). Severity of Recent Stressful Life Events in Depressive Patients. *Journal of Pakistan Psychiatric Society*, 16(3), 24-27.  
<http://www.jpss.com.pk/article/15699163091140-Severity%20of%20Recent%20Stressful%20Life%20Events%20in%20Depressive%20Patients%2024-27.pdf>
- Saeed, I., Rashid, S., Ahmed, M., Naqvi, S., & **Tabassum, U**. (2016). Effect of Maternal Depression during Pregnancy on Birth Weight of Babies: Maternal Depression and Child Development. *Pakistan Armed Forces Medical Journal*, 66(6), 805-08. Retrieved from <https://www.pafmj.org/PAFMJ/article/view/952>

**Dr. Muhammad Ilyas Jat**  
ASSISTANT PROFESSOR,  
DEPARTMENT OF PSYCHIATRY, IBS-DUHS  
M.B.B.S, F.C.P.S

- **Jat MI**, Wadhvani AK. Frequency of Anxiety and Depression among Patients of Psoriasis in relation with marital and socioeconomic status. *Isra Med J*. 2017; 9(4):205-207.
- **Jat MI**, Afridi MI, Kumar A, Lal C, Toufique F, Ram D. Frequency and pattern of common primary headache among depressed patients at a tertiary care Center, Karachi. *J Pak Med Assoc*.2017;67(11):1689-92.
- **Jat MI**, Afridi MI, Amar W, Lal C. Prevalence of Migraine among patients of Depressive Disorder. *Pak J Med Sci*. 2018;34(4):964-967.doi: <https://doi.org/10.12669/pjms.344.14693>.
- **Jat MI**, Lashari K, Rind GR. To Determine the Frequency of Depressive Disorder among Patients Reporting to Primary Care Physicians at a Local Area in Karachi. *Isra Med J*. 2018; 10(4): 240-243.



- **Jat MI**, Bhutto AR, Hussain N, Anwar W. Frequency of Anxiety and Depression among Diabetic Patients and Association with duration of Diabetes Mellitus. *J Liaquat Uni Med Health Sci.* 2018;17(03):170-3. doi: 10.22442/jlumhs.181730572
- **Jat MI**, Nankani AK, Kumar A. Identification and Association of Factors Responsible for Substance use Disorder among Cases Reporting to Psychiatric Out-Patient Department of a Tertiary Care Public Hospital. *Isra Med J.* 2018; 10(5): 286-290
- **Jat MI**, Kumar A, Rasool G, Kumar A. Bipolar affective disorder; to determine the association of different psychosocial risk factors for relapse in patients with bipolar affective disorder. *Professional Med J* 2019; 26(2):186-190. DOI: 10.29309/TPMJ/2019.26.02.3077
- Das K, Washdev W, Kazi AN, **Jat MI**, Siddiqi MN, Rehman RU. Living schizophrenia: A cross-sectional study to measure family care burden. *Isra M* 2019; 11(1): 20-23.
- **Jat MI**, Rind GR. Frequency of HBV, HCV, and hiv among injection drug users (I and correlation with socioeconomic status, type of use, and duration of subst use. *Professional Med J* 2019; 26(7):1147-1150.
- Bhutto AR, **Jat MI**, Rafi S, Amar W, Arsalan M, Amanullah. Frequency of anxiety depression in chronic hepatitis C patients visiting a tertiary care hospital at G Town, Karachi. *J Postgrad Med Inst* 2019; **33(2): 125-29.**
- Ram D, Lal C, Waheen MA, Kumar J, **Jat MI**, Maheshwari BK. Insomnia and morbidity among medical students. *J Allama Iqbal Med Coll*, 2017,15(4) 97-102.
- **Jat MI**, Washdev W, Saleem F, Sarwar A, Wadhvani A, Ahmed S. Frequency Anxiety and Depression about body mass index among patients Reported Tertiary Care Hospital at Malir Karachi. *JPPS*, 2020, *17(1) 27-29.*
- Wadhvani AK, Ali W, **Jat MI**. Frequency of Depression among patients of breast cancer visiting a tertiary care public hospital at Karachi. *J Liaquat Med Health Sci.*2020;19(04):271-4.
- Das K, **Jat MI**, Qureshi S, Arain T, Haider A. Frequency of drug detoxification treatment completers and non-completers. *Professional Med J* 2021;28(4):533-538.
- <https://doi.org/10.29309/TPMJ/2021.28.04.3700>
- **Jat MI**, Arain MT, Qureshi S, Das K, Haider A. Prevalence and Reasons of Use of Different Psychoactive Substances among Prisoners at Malir Prison, Karachi. *Professional Medical Journal.* 2020;27(7):1488-1492. doi:10.29309/TPMJ/2020.27.07.4473
- Washdev W, **Jat MI**, Taufeeq F, Arain MT, Yasien S, Ahmed S. Measuring Treatment readiness among patients with body mass index [Online]. *Annals ASH, KMDC*,2020;25(2)97-103.
- Roonjho FS, Afridi MI, **Jat MI**, Hakro A, Washdev W, Badar A. Frequency of Depressive disorder among spouses of stroke patients in a tertiary care public hospital, Karachi. *JPPS*, 2020,*17(4)20-4.*
- **Jat MI**, Hindu RK, Juseja AK, Kataria CL. Poor adherence among cases of schizophrenia reporting to a tertiary care public hospital. *RMJ*,2021;46(3):660-67.

- Badar A, Taufique F, Lal C, **Jat MI**, Suleman F, Kumar A. Assessment of the frequency and level of suicide risk in patients with Schizophrenia presenting at a tertiary care hospital. *JPPS*, 2021,*18(2)*1-10.
- **JAT MI**, JUSEJA AK, LAL C, NANKANI AK, DARS JA, IQBAL N. Association of Somatic Symptoms with Depressive Disorder. *PJMH*.2022;16(1)519-22.
- **Jat MI**, Rajper AB, Lal C, Washdev. Cognitive Deficits in Patients of . 2024,*31(9)* Depressive Disorder. *J Liaquat Uni Med Health Sci*. 2022;*21(01)*:60-4. doi: 10.22442/jlumhs.2022.00885.
- Juseja AK, **Jat MI**, Gemnani VK, Nankani AK, Kumar R, Siddiqui SJ. Association of Life Events in Patients with Conversion Disorder. *Med Forum* 2022;*33(4)*:70-72.
- Haider A, Qureshi S, Das K, **Jat MI**, Arain MT. Pattern of psychiatric referrals in a tertiary care public sector hospital of Karachi. *J Postgrad Med Inst* 2022;*36(1)*:13-9. <http://doi.org/10.54079/jpmi.36.1.2982>.
- **Jat MI**, Juseja AK. Frequency of anxiety and depression among patients of pulmonary tuberculosis. *Professional Med J*. 2022; 29(9):1400-1404. <https://doi.org/10.29309/TPMJ/2022.29.09.6796>.
- **Jat MI**, Kumar R, Khan BA, Nazir MB, Javed M, Farooq A. Beliefs about causes of psychotic disorders and subsequent help-seeking behavior in caregivers presenting at the Department of Psychiatry, Civil Hospital, Karachi. *JPMA*,*73*:17;2023,17-21.
- Hakro A, Afridi MI, **Jat MI**, Roonjho FS, Washdev W, Kumar A. Sexual Dysfunction among Males using Antidepressants. *APMC* 2023;*17(2)*:164-7. DOI:10.29054/APMC/2023.946.
- Kumar A, Juseja AK, **Jat MI**, Gemnani VK, Wadhvani AK, Shaikh MZ. Frequency of Depressive Disorder among Patients with Type-I Diabetes Mellitus. *Med Forum* 2023;*34(6)*:64-67.
- **Jat MI**, ARAIN MT, WASHDEV W, DAS K, QURESHI S, BHATIA MR. PATTERN OF SUBSTANCE USE DURING COVID-19. *JPPS*, 2023, *20(2)* 27-29.
- Juseja AK, **Jat MI**, Gemnani VK, Makhija HK, Jokhio SA. Frequency of anxiety and depression among patients undergoing renal dialysis. *RMJ*. 2024; 49(3): 507-510.
- **Jat MI**, Arain MT, Wadhvani AK, Washdev W, Kumar A, Kumar H. FAMILY BURDEN PERCEIVED BY PRIMARY CARE-GIVER OF INDIVIDUALS WITH SUBSTANCE USE DISORDER. *Journal of Population Therapeutics & Clinical Pharmacology*1006-12.

**DR. ANUM HAIDER**  
**ASSISTANT PROFESSOR,**  
**DEPARTMENT OF PSYCHIATRY, IBS-DUHS**  
**M.B.B.S, F.C.P.S, M.H.P.E**

- **Haider A**, Qureshi S, Das K, **Jat MI**, Arain MT. Pattern of psychiatric referrals in a tertiary care public sector hospital of Karachi. *J Postgrad Med Inst* 2022;*36(1)*:13-9. <http://doi.org/10.54079/jpmi.36.1.298>
- **Haider A**, Jillani U, Rahman A. Professional Communication Skills among House Job Interns in Public Sector Teaching Hospital of Karachi. *Pakistan Journal of*

Medical Research. 2022;61(4):166-72.  
<https://pjmr.org.pk/index.php/pjmr/article/view/320>

- **Haider A.** Impact of Psychiatric internship on medical graduates: Quasi experimental study. *AKEMU*.2023;29(1):1-6  
<https://doi.org/10.21649/akemu.v29i1.5348>
- Das K, Qureshi S, **Haider A** et al Posttraumatic growth among frontline doctors fighting against COVID-19 at a tertiary care public sector hospital in Karachi. *J.Pak Med Assoc*.2023 Aug;73(8):1653-1657 <https://doi.org/10.47391/JPMA.7813>
- Schizophrenia; the unique presentation of self-harm, a case report from a developing country. *Professional Med. J.* 2016;23(6):000-000. <https://doi.org/10.29309/TPMJ/2016.23.06.1633>
- Haider, A. (2017). Cenesthopathy-The Paradigm in Schizophrenia. *Annals of Psychophysiology*, 4, 67-70. <https://doi.org/10.29052/2412-3188.v4.i1.2017.67-70>
- Haider, A. (2017). Time to fix the perceived physical and psychiatric disanalogy. *Annals of Psychophysiology*, 4, 16-22. <https://doi.org/10.29052/2412-3188.v4.i1.2017.16-22>.
- Mansoor, S. ., **Haider, A. .**, Ramzan, Z. ., & Usman, R. . (2018). Frequency and Sociodemographic Determinants of Depression in Patients with Chronic Liver Disease. *Journal of the Dow University of Health Sciences (JDUHS)*, 12(1), 17-20. Retrieved from <https://www.jduhs.com/index.php/jduhs/article/view/1376>
- **Haider, A.**, & Asad, U. (2018). Frequency of somatic complaints among patients with mental illness. *Annals of Psychophysiology*, 5, 06-16. <https://doi.org/10.29052/2412-3188.v5.i1.2018.6-16>
- **Haider A**, Rahman RU, Ramazan Z, Mansoori MS, Usman R. Stigma of Mental Illness in Medical Students. *J Pak Psychiatr Soc [Internet]*. 2018Jun.30 [cited 2025Jan.16];15(02):12-6. Available from: <https://www.jpaps.pk/index.php/journal/article/view/429>
- FREQUENCY OF DEPRESSION AND ANXIETY AMONG ADULT EPILEPTIC PATIENTS. (2024). *Baqai Journal of Health Sciences*, 21(2). <https://journals.baqai.edu.pk/index.php/CS/article/view/86>
- Zaib-Un-Nisa, **Haider A**, Vaswani M, Das K, Rehman RU. Depression and Anxiety in Caregivers of Substance Users. *J Pak Psychiatr Soc [Internet]*. 2019Jun.30 [cited 2025Jan.16];16(02):31-5. Available from: <https://www.jpaps.pk/index.php/journal/article/view/398>
- Jat MI, Arain MT, Qureshi S, Das K, **Haider A.** Prevalence and reasons of use of different psychoactive substances among prisoners at Malir Prison, Karachi. *The Professional Medical Journal.* 2020 Jul 10;27(07):1488-92.<https://doi.org/10.29309/TPMJ/2020.27.07.4473>
- Das K, Jat MI, Qureshi S, Arain T, **Haider A.** Frequency of drug detoxification treatment completers and non-completers. *The Professional Medical Journal.* 2021 Apr 10;28(04):533-8. <https://doi.org/10.29309/TPMJ/2021.28.04.3700>
- **Haider A**, Rehman A, Waseem S, et al. (April 16, 2021) Autoimmune Encephalitis in a Girl with Psychiatric Manifestations. *Cureus* 13(4): e14512. doi:10.7759/cureus.14512

- Usman R, Haider A, Ramzan Z, Mansoori S. Quality of life satisfaction among caregivers of schizophrenic patients. *ANNALS OF ABBASI SHAHEED HOSPITAL AND KARACHI MEDICAL & DENTAL COLLEGE*. 2021 Sep 14;26(2):84-90.

**DR.NIDA ANWAR BHATTI**  
**ASSISTANT PROFESSOR PSYCHOLOGY**  
**IBS-DUHS**

- Role of Fathers in developing Career Adapt-abilities among Emerging Adults. *Annals of Human and Social Sciences*. 2024(5) 2, 85-94.
- Disturbed Eating Attitude and Body Shape Apprehension in University Students in Karachi, Pakistan. *Pakistan Journal of Health Sciences*. 2024(5) 2. <https://doi.org/10.54393/pjhs.v5i02.1297>
- Basic Psychological Need Satisfaction, Criminal Behaviour and Life Satisfaction Among Adolescents in Pakistan, 2023(11) 2, 641-653. <https://www.russianlawjournal.org/index.php/journal/article/view/2964/1777>
- Brief cognitive behavior therapy for stigmatization, depression, quality of life, social support and adherence to treatment among patients with HIV/AIDS: A randomized control trial. *BMC Psychiatry*. 2023, 23(1):539. DOI: 10.1186/s12888-023-05013-2 <https://doi.org/10.54393/pjhs.v5i02.1297>
- Effect of Gyming and Gender on Body Shape Apprehensions among Undergraduate students. *Bahria Journal of Professional Psychology*, 2020(19) 10-19. <https://bjpp.bahria.edu.pk/index.php/BJPP/article/view/230>
- Disturbed Eating Attitude and Self-Esteem in Undergraduates of Karachi. *Journal of Pakistan Psychiatric Society*, 2020 (17), 13- 16. [https://www.jpss.com.pk/article/originalarticledisturbedeatingattitudeandselfesteeminundergraduatesofkarachi\\_2785.html](https://www.jpss.com.pk/article/originalarticledisturbedeatingattitudeandselfesteeminundergraduatesofkarachi_2785.html)
- Disturbed Eating Attitude Among Male and Female University Students. *Journal of Social Sciences and Humanities*, 2018 (57), 45-60. <https://doi.org/10.46568/jssh.v57i1.96>
- Impact of eclectic therapy in treating irritable bowel syndrome, case study. *The Professional Medical Journal*, 2018 (25), 1283-1286. <https://doi.org/10.29309/TPMJ/2018.25.08.81>
- Internet Addiction as a Predictor of Loneliness. *International Journal of Innovation Sciences and Research*, 2017 (6), 1034-1036. <http://www.ijisr.com/sites/default/files/issues-pdf/682.pdf>
- Internet Addiction: Its Relationship with Computer Anxiety and Loneliness. *Pakistan Journal of Professional Psychology: Research and Practice*, 2013 (4), 36-46. <http://pu.edu.pk/images/journal/clinicalpsychology/PDF/PJPPR%20Vol%204%202013%20Book.pdf>

**DR.WAJEHA ZAINAB**  
**ASSISTANT PROFESSOR, PROGRAM DIRECTOR**  
**BS PSYCHOLOGY**

## IBS-DUHS

- Zainab, W., & Ahmad, S. (2021). Body Image and Disturbed Eating Attitudes Among Adolescents. *Pakistan Journal of Psychological Research*, 36(3), 413-430.
- Zainab, W., Ahmed, S., Kumar, A., & Ahmed, S. (2023). THE EFFECT OF BODY DISSATISFACTION ON DISORDERED EATING ATTITUDES: THE MEDIATING ROLE OF NEGATIVE AFFECTS IN ADOLESCENTS. *Journal of Pakistan Psychiatric Society*, 20(2).

## DR. BILAL KALIM SENIOR REGISTRAR IBS-DUHS

- Sher Z, Ali A, Kaleem MB, Ahmed H. THE EFFECT OF MINDFULNESS-BASED INTERVENTIONS ON REDUCING SYMPTOMS OF ADHD IN CHILDREN. *The Research of Medical Science Review*. 2024 Nov 12;2(3):428-37.
- Unraveling the Link between Depressive Symptoms, NT-proBNP Levels, and Health Outcomes in Heart Failure: A Prospective Study Dr. Harma Raza, Dr. Syeda Nargis Fatima, Dr. Muhammad Bilal Kaleem, Dr. Irsa Hyder Shaikh<sup>4</sup>, Dr. Anand Kumar, Ms. Syeda Manal Fatima 2024; Volume 6, Issue - 16 : Page: 693-707 <https://doi.org/10.48047/AFJBS.6.16.2024.693-707>
- EFFICACY OF COGNITIVE BEHAVIORAL THERAPY (CBT) IN REDUCING RELAPSE RATES AMONG INDIVIDUALS RECOVERING FROM ALCOHOL ADDICTION Dr. Aliya Ali, Ms. Syeda Manal Fatima, Adeeba Saleem, Benish Usman, Dr. Muhammad Bilal Kaleem, Dr. Syeda Nargis Fatima 2023; Volume 5, Issue - 4 : Page: 347-360 doi: 10.48047/AFJBS.5.4.2023.347-360
- Lashari K, Sangeet MI, Bazai RM, Saahil K, Jawaid R, Kaleem MB. Prevalence of Smartphone Addiction and its Association with Impulsivity among Undergraduate Medical Students. *Pakistan Journal of Medical & Health Sciences*. 2023;17(08):77-.

## APPENDIX D: SWOT ANALYSIS

STRENGTHS	OPPORTUNITIES
<ol style="list-style-type: none"> <li>1. <b>Established Reputation:</b> Recognized and respected institute with a long history of providing quality education/services.</li> <li>2. <b>Expert Faculty:</b> Highly qualified and experienced team of psychiatrists, psychologists, and occupational therapists contributing to the institute's academic excellence, clinical work and patient care.</li> <li>3. <b>Comprehensive range of therapeutic approaches</b></li> <li>4. <b>Effective communication and coordination among team members</b></li> <li>5. <b>Modern Infrastructure:</b> State-of-the-art facilities and technology infrastructure supporting effective learning and operations</li> <li>6. <b>Crisis Intervention Services</b> involves rapid response teams that provide timely and intensive care during acute mental health crises.</li> <li>7. <b>Diverse Programs:</b> A wide range of academic programs in mind sciences( FCPS, MCPS, DP, and BS Psychology)</li> <li>8. <b>Research and Innovation:</b> Active involvement in research and innovation, fostering a culture of intellectual curiosity.</li> <li>9. <b>Recruitments:</b> Recruitment and retention of employees working in the best interests of the institute.</li> </ol>	<ol style="list-style-type: none"> <li>1. <b>Limited Funding:</b> Insufficient financial resources for expanding programs or upgrading infrastructure</li> <li>2. <b>Shortage of Faculty and Postgraduate trainees.</b></li> <li>3. <b>Staff Development:</b> Challenges in continuous training and development of faculty and staff.</li> <li>4. <b>Shortage of new evidence based on treatment procedures and investigations equipment (Rtms, Tms, CS, EEG).</b></li> <li>5. <b>Issues with recruitment and retention.</b></li> </ol>

WEAKNESSES	THREATS
<ol style="list-style-type: none"> <li>1. <u>Online Education</u>: Embracing online learning to reach a wider audience and adapt to changing educational trends.</li> <li>2. <u>Industry Partnerships</u>: Collaborating with industries for internships, placements, and research opportunities.</li> <li>3. <u>Global Expansion</u>: Exploring opportunities for international collaborations and attracting a diverse student body.</li> <li>4. <u>Funding Opportunities</u>: Seeking grants, sponsorships, and donations to enhance financial resources.</li> <li>5. <u>Emerging Technologies</u>: Incorporating emerging technologies for innovative teaching methods and research</li> <li>6. We can expand in diverse evidence-based treatment methods with support from the university.</li> </ol>	<ol style="list-style-type: none"> <li>1. <u>Competition</u>: Increasing competition from other institutions offering similar programs.</li> <li>2. <u>Regulatory Changes</u>: Adapting to changes in educational policies and regulations.</li> <li>3. <u>Economic Downturn</u>: Potential impact on enrollment and financial stability during economic uncertainties.</li> <li>4. <u>Technological Disruptions</u>: Rapid changes in technology affecting the relevance of certain programs.</li> <li>5. <u>External Benchmarking</u>: Compare faculty salaries and promotion policies with those of peer institutions and private sector counterparts.</li> </ol>

## APPENDIX E: TOWS MATRIX

	OPPORTUNITIES	THREATS
	<ol style="list-style-type: none"> <li>1. Global expansion.</li> <li>2. Industry Partnership</li> <li>3. Emerging technologies adoption</li> </ol>	<ol style="list-style-type: none"> <li>1. Competitors.</li> <li>2. Regulatory Changes.</li> <li>3. External Benchmarking</li> </ol>
STRENGTHS	SO	ST
<ol style="list-style-type: none"> <li>1. Established reputation.</li> <li>2. Expert Faculty.</li> <li>3. Modern Infrastructure</li> </ol>	<ol style="list-style-type: none"> <li>1. We can start satellite clinics and expand our services.</li> <li>2. With the help of expert faculty, we can collaborate with the industry and create research opportunities.</li> <li>3. We have ample space to accommodate the latest treatment modalities</li> </ol>	<ol style="list-style-type: none"> <li>1. With the support of the marketing team, we can effectively showcase our expertise in society.</li> <li>2. With the assistance of PDC, we can educate faculty on overcoming regulatory changes.</li> <li>3. Align faculty practices to meet external benchmarks.</li> </ol>
WEAKNESSES	WO	WT
<ol style="list-style-type: none"> <li>1. Shortage of faculty &amp; Postgraduate trainees.</li> <li>2. Shortage of advanced equipment.</li> <li>3. Issue with recruitment and retention of staff.</li> </ol>	<ol style="list-style-type: none"> <li>1. Expanding services enables hiring more faculty and increasing trainee numbers.</li> <li>2. Through industry partnerships, we can address the shortage of new equipment.</li> <li>3. With industry support, we can generate revenue and empower staff</li> </ol>	<ol style="list-style-type: none"> <li>1. With PDC assistance, we can navigate regulatory changes despite a shortage of trainees.</li> <li>2. By offering financial incentives and developing skills, we can compete with external benchmarks.</li> </ol>



	both financially and technically.	<b>3.</b> Implementing advanced treatment modalities can outperform competitors.
--	-----------------------------------	--