

SOCIAL IMPACT PROJECTS · UNSUNG ACHIEVERS ·
COURSEMERA · NOOR-E-ILM

Education, Career Guidance and Inspiration for the Younger Generation.

For the younger generation of Pakistan, the underprivileged among them especially. The 2030 Sustainable Development Goals were the starting point, and poverty alleviation came first.

Associate Professor, COMSATS Lahore. Founder of Unsung Achievers, CourseMera and Noor-e-Ilm. HEC-approved PhD supervisor, and Principal Investigator on an AASSREC international research grant.



*“Education is Worship. Entrepreneurship is
Empowerment.
AI is an Opportunity. Together, they create Hope.”*

3

Social impact
projects

490

Videos on
YouTube

100k+

Viewers reached

26

Research
publications

PI

AASSREC research grant

SOCIAL IMPACT PROJECTS

Three Wings, One Purpose

Stories and mentorship, certification and e-lecturing, and career guidance given in person. Each runs on its own. Together they carry one purpose: the younger generation of Pakistan, the underprivileged especially. The work began from the

2030 Sustainable Development Goals, poverty alleviation first, and serves Goals 1, 4, 5, 8 and 10.



Unsung Achievers

STORIES AND MENTORSHIP

Recorded life journeys of Pakistan's quiet achievers, published in Urdu and English as learning material: scientists, civil servants, teachers, doctors, engineers, entrepreneurs, bankers, sportspeople, psychologists, lawyers and philanthropists. Beside the stories, practical AI shown on a real screen.

Since August 2024, an educational YouTube channel

490 videos, more than 100 long episodes

100,000+ viewers, Urdu and English

Watch on YouTube →

<https://www.youtube.com/@UnsungAchievers-podcast>



CourseMera

CERTIFICATION AND E-LECTURING

An e-lecturing platform, an initiative of Unsung Achievers. Three complete university courses, recorded lesson by lesson and free to watch in Urdu and English: Corporate Governance (19 lessons), Research Tools and Techniques (15) and Introduction to Entrepreneurship (11).

Launched September 2025

45 lessons in three courses, now open for certification

Free, from matriculation to graduation

Apply for Certification →

#certify



Noor-e-Ilm

ON-SITE CAREER GUIDANCE AND COUNSELLING

Noor-e-Ilm means the light of knowledge. It is the on-site mission: career guidance, mentoring and awareness sessions taken into public schools and colleges, and visits that bring students to universities and workplaces, by alumni, students, teachers and professionals who give their time. Designed in 2024; the on-site programme starts in February 2027, and its resources and funding are being arranged now.

Starts February 2027, in person and on site

150+ volunteer ambassadors registered by December 2024

Public schools and colleges first

For students of public schools and colleges, and for young people out of school or out of work.

Founded by Dr. Rana Nadir Idrees. Three doors, one house: a story shows what is possible, a course makes it a skill, and a conversation helps a young person choose the road.

THE SOCIAL SCIENCES LABORATORY

Three Wings, One Line, One Young Person

Inspiration is Stories, education is Courses, career guidance is Outreach. Together the three wings and the Research Bulletin are the working programme of a Social Sciences Laboratory: research, teaching and community outreach done in the open, on the platforms and the media surfaces built around them, since 2024.

PROGRAMME	WING	WHAT IT DOES	WHAT ALREADY RUNS
Stories INSPIRATION	Unsung Achievers	Records the life journeys of scientists, officers, teachers, doctors, entrepreneurs and everyday achievers, with their consent, and publishes them in Urdu and English as learning material	490 videos, more than 100 long episodes, 100,000+ viewers, since August 2024
Courses EDUCATION	CourseMera	Digitises full university courses and short lessons, free to watch in Urdu and English, on governance, research and entrepreneurship	Three complete courses, 45 lessons, open for certification, since September 2025
Outreach CAREER GUIDANCE	Noor-e-Ilm	Takes career guidance, mentoring and awareness sessions into public schools and colleges through trained volunteer ambassadors, and brings the best of those students to the campus	Concept paper 2024; more than 150 volunteer ambassadors registered by December 2024, with a membership form and certificates in place; on-site programme from February 2027, resources and funding being arranged

PROGRAMME	WING	WHAT IT DOES	WHAT ALREADY RUNS
Research bridge EVIDENCE	Research Bulletin	Carries published findings to the public in plain language: the Bulletin, the Paper in Five Minutes, the Breakthrough Board	Format published on this page; the first study is in the field, September 2026

The line

Education, career guidance and inspiration for the younger generation

The end beneficiary

The underprivileged young person of Pakistan, aged 14 to 24, in a public school, college or university

Who serves

Faculty and students, alumni, heads of institutions, industry, parents and the community, and volunteers from every walk of life

The network

Two channels and eleven media surfaces reaching more than 100,000 viewers, most of them in Urdu, built at no cost to any institution

Founded and self-funded by Dr. Rana Nadir Idrees since 2024. The three wings run in their own names, and the Laboratory's model is offered to any university that wants to build on it.

Sustainable Development Goals. The 2030 Goals were the starting point of this work, and poverty alleviation came first. It serves SDG 1 No Poverty, SDG 4 Quality Education, SDG 5 Gender Equality, SDG 8 Decent Work and Economic Growth, and SDG 10 Reduced Inequalities, for the underprivileged younger generation of Pakistan.

THE RECORD

Two Years, and What Actually Happened

A laboratory is judged on its working, not its intentions. Every entry below is fixed by a date on a poster, a certificate, a grant letter or a published lesson, and the pictures further down the page are the same events seen from the room.

AUGUST 2024

The channel begins

Unsung Achievers opens with one rule: find the people who changed something and never got asked about it.

12 AUGUST 2024

Honoured guest at the CLC Roadshow, Lahore

The Creative Leadership Conference, with Volunteer Force Pakistan and KOT Enterprises.

24 AUGUST 2024

SEE Pakistan 2024, Expo Centre Lahore

Pakistan's largest entrepreneurial expo.

2024

Mentor, SEE Pakistan Bootcamp

The World Startup Championship 2024, co-hosted by Superior University, the University of Lahore and the University of Sialkot.

2024

The APSUP Academic Excellence Awards

On the stage, not in the audience.

OCTOBER 2024 TO FEBRUARY 2025

The youth survey is written

Eleven sections, about 110 items, drafted with a doctoral scholar. Data collected in 2025.

DECEMBER 2024

The volunteer force takes shape

The project profile records more than 150 ambassadors, a core team of eight, certificates of participation, and the first local sponsors.

9 MARCH 2025

Generative AI for Researchers

A free online webinar with Dr. Rao Muhammad Adeel Nawab.

3 AND 6 MAY 2025

The world's first AVINAR

Governing AI: the unpredictable challenge, then Transformational Innovations at Seminar Room A Block, COMSATS Lahore, with an e-certificate for every participant.

SEPTEMBER 2025

CourseMera launches

Three complete university courses, 45 lessons, free to watch in Urdu and English.

THROUGH 2025

The Digital Ambassadors join

A second cohort, from Focusteck, ETS, KIPS, COMSATS, Seven Stacks, Spadasoft and the Punjab Group of Colleges, in roles they chose themselves.

JANUARY 2026

The AASSREC international grant begins

Remote workers' well-being across Pakistan and Malaysia, with Dr. Nadir as Principal Investigator and Dr. Asma Imran as Co-Investigator.

11 TO 26 SEPTEMBER 2026

Fieldwork in Kuala Lumpur

The Malaysian half of the two-country dataset, in the field as this page is read.

FEBRUARY 2027

Noor-e-Ilm goes on site

Career guidance and counselling carried into public schools and colleges in person. Resources and funding are being arranged now.

IN HIS OWN WORDS

A Personal Reflection

Published on LinkedIn three months ago, and left here as he wrote it.

For the past two years, alongside my academic responsibilities, I have been working with a small team of students and volunteers on initiatives focused on knowledge sharing, career guidance, meaningful learning, and the promotion of inspiring untold stories through Unsung Achievers.

Recently, we have also started digitizing educational and industry-oriented courses with the hope of making learning more accessible to students, young professionals, and lifelong learners through the

CourseMera platform. The purpose is simple: Service to Society through Education.

Some may view these efforts as social media activity, but the intention is much deeper. I consider education, mentoring, and sharing useful knowledge as a form of community service and, InshaAllah, a source of Sadaqah Jariyah. This journey is still a work in progress. Resources are limited, the team is small, and every lecture, interview, reel, and course requires significant time and effort. Yet we continue because we believe that our society needs more accessible learning opportunities, career awareness, positive role models, and platforms that promote hope, ethics, and lifelong learning.

Our vision is not limited to any platform. Whether content reaches people through YouTube, LinkedIn, Facebook, Instagram, or any other medium is secondary. What matters is that knowledge reaches those who can benefit from it.

چراغ سے چراغ جلتا ہے

One idea can inspire another. One learner can guide many others. One positive action can create a ripple effect far beyond what we can see.

With the blessings of Allah Almighty, we will continue striving to contribute, in our own small way, toward education for all, career development, meaningful learning, and positive social change.

The journey continues.



Dr. Rana Nadir Idrees

Associate Professor, COMSATS Lahore · Founder, Unsung Achievers, CourseMera and Noor-e-Ilm

Published on LinkedIn in June 2026: 2,089 impressions, 94 reactions, 21 comments and 4 reposts.

AND MORE RECENTLY

The Barrier Was Never Intelligence

We have been calling it a technology problem. It was a typing problem.

A shopkeeper, a parent, a tradesman. Every one of them was told this technology was not for them, and every one of them accepted it.

The barrier was never intelligence, and it was never cost. It was an English keyboard.

The microphone has been sitting next to that keyboard the entire time. Free. Their own language. No card.

Thirty-seven seconds, and I do not type a single word.

Posted on LinkedIn, August 2026

What Came Back

Twenty-one people replied to that one post. Six of them are here. Encouragement is never a small thing to give, and more than one of these arrived exactly when it was needed. The last two are the reason the invitations further down this page exist.

“

I still remember the days when I studied the PMS course under your guidance. What impressed me most was the way you integrated Islamic values with modern PMS preparation, making the learning experience both meaningful and practical. Seeing how

your vision has now expanded into education, mentorship, knowledge sharing, and promoting positive social change is truly inspiring.

Iftikhar UI Hassan

Learning and development specialist, and a former student

“

Truly great work. In a world where information is abundant but meaningful guidance is rare, initiatives like these create real impact. May Allah put barakah in your efforts and make this a source of continuous benefit and Sadaqah Jariyah for everyone involved.

Syed Adeeb Ali Abidi

Investment advisor, working on Shariah-compliant savings

“

Masha Allah Dr. Rana and your team. Your intent and the efforts to produce content beneficial for society is much appreciated. May Allah SWT bless you with the best reward. Please keep it up.

Dr. Jamil Anwar

COMSATS University Islamabad, Abbottabad Campus

“

Excellent work and high grade intellectual contribution. The best part of your Reflections is چراغ سے چراغ جلتا ہے. Without this, old civilizations are replaced with new civilizations.

Muhammad Farooqui

Higher education leader, former professor and institutional strategist

“

Dr Sahb really its wonderful initiative, and you will get positive results because of your noble cause. I am always ready to become a part of this cause.

Dr. Javed Ahmed

Lecturer and researcher, PhD in Marketing, Putra Business School, Malaysia

“

That's great sir, will be grateful to work with you in this.

Areeba Batool

Organic and computational chemist, STEM education

ON YOUTUBE · THREE STREAMS, TWO CHANNELS

Where Learning Becomes a Livelihood

AI Insights with Dr. Nadir and the Unsung Achievers Podcast publish on the Unsung Achievers channel. The digitised courses publish on CourseMera, the e-lecturing platform.

AI INSIGHTS · THE SERIES

AI Insights with Dr. Nadir

“Use it the same day you watch it.”

Practical AI, taught step by step and demonstrated on a real screen rather than explained in theory. Written for teachers, students, parents, shopkeepers, and anyone who has never been shown how any of this actually works.

Step by step

Shown on a real screen

Urdu + English

Bilingual

THE PODCAST · LIFE JOURNEYS

The Unsung Achievers Podcast

“Life Journeys as Learning Laboratories.”

A volunteer-driven storytelling platform celebrating Pakistan's real-life heroes: teachers, doctors, farmers, parents, and everyday citizens. Bilingual stories of resilience, dignity and hope, grounded in human-development research.

Aug 2024 **100k+**

Since

Viewers

Urdu + English

Bilingual

COURSEMERA · THE COURSES, FREE

Digitised Courses on CourseMera

“Where knowledge becomes a career.”

Three complete university courses, recorded lesson by lesson and free to watch in Urdu and English on the CourseMera channel: Corporate Governance (19 lessons), Research Tools and Techniques (15) and Introduction to Entrepreneurship (11). Open to anyone, from matriculation to graduation.

3

Full courses

45

Lessons

Free

To watch

How the three fit together: a story shows you what is possible, an episode shows you how to do it, and a course takes you far enough to put it on a CV.

Inspiration → capability → opportunity.

COURSEMERA · CERTIFICATION

Apply for Certifications

Start your application and choose the course you want to be certified in. Three complete courses are already published and free to watch. The certificate is the step after that: you apply, you study to a schedule, you are assessed, and the certificate is issued in your name.

1

Apply

One email with your name, your city, what you study or do, and the course you want. You are sent back a start date. A token of PKR 500 from a public school, college or university; PKR 5,000 otherwise.

2

Study

Watch the lessons in order on CourseMera, free, and work through the reading and the exercises at your own pace.

3

Be Assessed

The quizzes inside the course, one written assignment, and a short final assessment. The pass mark is 60 percent.

4

Be Certified

A Certificate of Completion in your name, carrying the course, the lessons, the study hours and the date, signed by Dr. Rana Nadir Idrees.

THE COURSES

Three Courses Open for Certification

Every lesson is already on the CourseMera channel and stays free to watch, with or without a certificate. No lesson is ever behind a payment.

BEGINNER · OPEN TO ALL

Introduction to Entrepreneurship

Taught by Dr. Rana Nadir Idrees · Lectures 02 to 14

11

LESSONS

about 19 min

VIDEO

about 12 hours

SUGGESTED STUDY

6 weeks

COMPLETE WITHIN

WHAT YOU WILL LEARN

- Where a business idea comes from, and how to test whether it is really an opportunity
- The types of entrepreneur, and which one you are
- Twenty short case studies, and what each founder did differently
- Industry analysis and competition, read simply
- The six essentials of a business plan

SKILLS YOU WILL GAIN

Opportunity recognition

Feasibility analysis

Industry analysis

Business plan writing

Case analysis

[Watch the Course Free on CourseMera →](#)

BEGINNER · OPEN TO ALL

Research Tools and Techniques

Taught by Dr. Rana Nadir Idrees · The Let's Do Research series, Parts 1 to 8

15

LESSONS

about 18 min

VIDEO

about 15 hours

SUGGESTED STUDY

6 weeks

COMPLETE WITHIN

WHAT YOU WILL LEARN

- The research process, from a broad problem area to a hypothesis you can test
- Deductive and inductive reasoning, and the hallmarks of good research
- Qualitative traditions of inquiry, and when quantitative work is the right choice
- Literature review, theoretical framework and hypothesis development
- Sampling, data collection and research ethics
- The **SMART-DESIGN framework**: the ten decisions a research design is actually made of

SKILLS YOU WILL GAIN

Problem formulation

Literature review

Theoretical framework

Hypothesis development

Sampling

Research ethics

[Watch the Course Free on CourseMera →](#)

BEGINNER · OPEN TO ALL

Corporate Governance

Taught by Dr. Rana Nadir Idrees · Lectures 01 to 19

19

LESSONS

about 35 min

VIDEO

about 18 hours

SUGGESTED STUDY

8 weeks

COMPLETE WITHIN

WHAT YOU WILL LEARN

- The four pillars of governance, and the theories underneath them
- The structure and role of the SECP, and what SOX compliance asks of a company
- Shareholders and stakeholders: rights, duties, and who really steers a company
- The auditor's role, whistleblowing, the media and CSR
- Enron, WorldCom, Satyam and Infosys, and the OECD lessons drawn from them

SKILLS YOU WILL GAIN

Governance frameworks

Board and audit roles

SECP, SOX and OECD literacy

Case analysis

Business ethics

The SMART-DESIGN Framework

Dr. Nadir's own map of a research design, taught inside Research Tools and Techniques. Most students can recite the parts of a study and still cannot build one, because nobody ever told them it is a sequence of decisions. This is that sequence, and the letters spell what it is.

	THE DECISION	THE QUESTION IT ANSWERS
S	Study Purpose	Why study this at all?
M	Method of Investigation	Is this about a relationship, or a cause?
A	Approach to Interference	Do you observe, or do you change something?
R	Research Setting	In the field, or in a controlled setting?
T	Target Unit of Analysis	Who or what are you actually studying?
D	Duration, the Time Horizon	One moment, or across time?
E	Evidence, the Data Collection	How will you gather it?
S	Sampling	Who gets selected, and how?
I	Indicators, the Measurement	How will you measure it?
G	Guided Analysis	How will you analyse what you find?
N	Next Insight	And now, what can you actually conclude?

Ten decisions, and the insight they produce. Get any one of the ten wrong and the eleventh is worth nothing, which is why the framework is taught in order rather than as a list. A short film exists for each decision, free on LinkedIn and on the channel.

How the Study Hours Are Counted

The video is short on purpose: each lesson carries the argument and nothing else. The hours below are the guided study around it, which is what the certificate is actually issued against.

	INTRODUCTION TO ENTREPRENEURSHIP	RESEARCH TOOLS AND TECHNIQUES	CORPORATE GOVERNANCE
Lessons on CourseMera	11	15	19
Video to watch	about 19 min	about 18 min	about 35 min
Guided reading	5 hours	7 hours	8 hours
Exercises and case work	4 hours	5 hours	6 hours
Written assignment	2 hours	2 hours	3 hours
Quizzes and final assessment	1 hour	1 hour	1 hour
Suggested study in total	about 12 hours	about 15 hours	about 18 hours
Complete within	6 weeks	6 weeks	8 weeks



“In Pakistan, what costs nothing is too easily taken for granted.”

Mr. Khurram Khan, General Manager, HR and Sustainability, Shahkam Industries, on a visit last year

He was right, and it decided how this works. A person who has put something in tends to finish what they started, and a certificate that nobody finished helps nobody at all.

So the line is drawn deliberately, and not across the knowledge:

Every lesson free, always

PKR 500 token: public schools, colleges, universities

PKR 5,000 for everyone else

Waived on request, no questions

The lessons are never gated. What carries a fee is the assessment and the certificate, and for the students and teachers this was built for it is a token rather than a price. If even the token is a barrier, it is waived on a single line of email, because the point of it was commitment and never revenue.

How to Apply

One email. Put the course name in the subject line and these five things in the body.

1. **Your full name**, spelt exactly as it should appear on the certificate
2. **Your city and country**
3. **What you study or do** at the moment, in one line
4. **The course** you are applying for
5. **The date you want to start**. The completion window runs from that date

You are sent back a confirmation with your start date, the lesson list in order, the assignment, and the date of the final assessment.

The fee, and who does not pay it

PKR 500, a token, for every student and every teacher from a **public school, public college or public university**. They are who this was built for, and a tenth of the fee is enough to make it count for something.

PKR 5,000 for everyone else: private institutions, professionals and organisations.

And nobody is turned away over the token. If PKR 500 is itself the obstacle, write and say so in one line. It is waived, without a form and without a question.

Say which you are in your application. Nobody is asked for proof beyond their own word.

Why there is a fee at all is explained above, and it is not our own idea.

What the Certificate Says, and What It Does Not

Certificates of participation are already issued and handed over in person; this is one of them, with the name blurred.

- **It carries** your name, the course, the number of lessons, the suggested study hours, the date of completion and a serial number, signed by Dr. Rana Nadir Idrees, Founder of CourseMera.
- **It is a Certificate of Completion** of an open course, issued by CourseMera.
- **It is not** a university degree, a university transcript credit, or an HEC-recognised qualification, and it is not issued by COMSATS University Islamabad.
- **You may sit a course again.** If the window passes, write and ask for a new start date.
- **Honesty is the one condition.** The assignment must be your own work. Anything submitted as yours that is not ends the application.
- **PKR 500, a token**, if you study or teach in a public school, college or university, and it is waived on request. PKR 5,000 for everyone else.

Certification is run by Dr. Nadir in his personal capacity through CourseMera, not on behalf of any university or employer.



CERTIFICATE

OF PARTICIPATION

PROUDLY PRESENTED TO

PLEASE NOTE:

We need volunteers for every position, but you don't have to fill every role yourself. We welcome contributions of any amount of time and expertise.

Apply now! and become a valued member of our team!
Thank you for your interest and support!

[REGISTER NOW](#)



DR. RANA NADIR IDREES

TEAM LEADER/HOST - UNSUNG ACHIEVERS

WRITE FOR US

Your Lesson, in Your Words, for a Young Reader

Short articles by students, teachers, alumni, professionals and everyday achievers, published here under your name. If you learnt something the hard way, someone younger needs to read it.

“I consider education, mentoring, and sharing useful knowledge as a form of community service and, InshaAllah, a source of Sadaqah Jariyah.”

What We Publish

- A life lesson, or a turning point in your own journey
- Career guidance: a path, a mistake, a door that opened
- Practical AI and digital skills, shown step by step
- Education, teaching and mentoring in Pakistan
- A published paper explained in plain language, for the Research Bulletin below

In Urdu or English. Written for a reader aged 15 to 25 who has never met you.

How to Write It

1. **600 to 1,000 words**, under a title that says what the reader gets.
2. **Short paragraphs under plain headings.** One idea per section.
3. **Facts with their source named** in the sentence, and your own experience beside them.
4. **End with the “so what”:** what a young reader should do next.
5. Original and unpublished. Written by you, not generated for you.

How to Send It

1. The article as a Word file.
2. Your name, designation and institution, or your town and occupation.
3. A two-line bio and, if you wish, a photograph.
4. Subject line: **Article: your title**

Publishing is free until February 2027. After that a nominal fee applies, for the same reason it does on the certificates: what costs nothing is too easily set aside.

Selected pieces are edited lightly for clarity and length, then published under your name with your bio. You keep the copyright and give permission for it to appear here and on the Unsung Achievers surfaces. Views in every article are the writer's own.

Published Articles

Every piece published here carries the writer's name, designation and a two-line bio. The first articles come from his own students this semester.

No article is published yet. The first pieces are being written now. [Send yours.](#)

RESEARCH BULLETIN

The Paper in Five Minutes

Research stays locked inside journals that the people it is about never read. The Bulletin carries the finding across, in plain Urdu and English, with the authors' consent.

SERIES 1

The Bulletin

A short, plain-language note on a social, economic, tax, environmental or governance question that touches a young person's life, with the evidence named.

SERIES 2

The Paper in Five Minutes

The takeaways of one published paper, from this campus or any other university, in the authors' own plain words: what was asked, what was found, and what it means for you.

SERIES 3

The Breakthrough Board

A scholarly breakthrough from a college or university in Pakistan, announced as it happens, so the achievement is seen by the students who will follow it.

IN THE FIELD NOW

Surveillance, Stress, or Support? Examining South Asian Remote Workers' Well-Being

A two-country study of people who work from home or in hybrid arrangements in Pakistan and Malaysia: what monitoring, stress and support do to their well-being, and what employers and policy makers can do about it. Data collection is under way in both countries in September 2026. A plain-language summary will be published here when the study reports.

This work/Project Leader was supported by funding from the Association of Asian Social Science Research Councils 'Boosting Social Sciences and their Contribution to Better Lives in the Indo-Pacific Program', which was supported by a grant from the International Development Research Centre, Ottawa, Canada. The views expressed herein do not necessarily represent those of AASSREC, the IDRC or its Board of Governors.

Researchers: Send the Takeaways of Your Paper

300 to 500 words in plain language, one figure if it helps, the paper's DOI, your name and institution, and your consent to publish. Subject line: **Bulletin: paper title.**

ABOUT DR. NADIR

An educator, researcher and founder with 25+ years in education, connecting academic knowledge with the lived realities of young people in developing economies.

Dr. Rana Nadir Idrees is Associate Professor of Management Sciences at COMSATS University Islamabad, Lahore Campus, where he served as Head of Department from 2020 to 2023. His research spans leadership, human resource management, organisational behaviour, psychological capital, and the purposeful use of AI in education.

As Principal Investigator on an AASSREC international research grant, he studies the well-being of remote workers in Pakistan and Malaysia. Outside the classroom he founded three social impact projects, Unsung Achievers, CourseMera and Noor-e-Ilm, so that what the research finds reaches the young people it is meant for.

PhD

Associate Professor and PhD Supervisor

COMSATS University Islamabad, Lahore Campus · HEC-approved supervisor (2021 to 2029)

PI

Principal Investigator, AASSREC International Grant

"Examining South Asian Remote Workers' Well-Being" · Pakistan and Malaysia

26

26 Publications

22 journal articles and 4 book chapters (Springer, Emerald, IGI Global, Wiley)

3

Founder, Three Social Impact Projects

Unsung Achievers · CourseMera · Noor-e-Ilm

EU

Project Coordinator, EU Erasmus+ TAKE-UP

With Saarland University and Athens University of Economics and Business · Conferences in Australia, Europe and Asia

THE PEOPLE

Who Stands Behind This Work

None of it was built alone. A co-investigator who is also his mentor, the AI collaborator behind the broadcasting work, a founding team who gave their evenings to it in 2024, and a volunteer force of ambassadors across Pakistan.



CO-PRINCIPAL INVESTIGATOR AND MENTOR

Dr. Asma Imran

Associate Professor, Department of Management Sciences, COMSATS University
Islamabad, Lahore Campus

Dr. Asma Imran is Co-Principal Investigator across the Social Impact Projects, and Co-Investigator on the AASSREC study of remote workers' well-being in Pakistan and Malaysia. She was Dr. Nadir's PhD supervisor and remains his mentor.

Her research spans human resource management, organisational behaviour, leadership, sustainability, social entrepreneurship and the use of artificial intelligence in organisations, published in HEC-recognised and internationally indexed journals. She has supervised MS and PhD scholars, and has contributed to curriculum review, quality assurance and research governance at her university.

She has been an advisor to Unsung Achievers since the founding team was formed in 2024.



AI COLLABORATOR

Dr. Rao Muhammad Adeel Nawab

Chief Executive Officer, Ilm-O-Irfan Technologies

Dr. Rao Muhammad Adeel Nawab is the AI collaborator on this work. Together, in 2025, they built **Avacast** and **Avinars**: AI-enabled academic broadcasting, in formats that run from AI-assisted academic conversations and AI webinars to AI lectures, AI news and avatars. They ran the first of them at COMSATS Lahore on 6 May 2025, with an e-certificate for everyone who attended.

The principle they both hold to is the one this whole site is built on: **scholarship led by people, delivery supported by AI**. The technology carries the lesson further; it does not write it.

Two episodes they recorded together: [The Creative Code, Understanding Generative AI from Scratch](#) and [the world's first Avacast](#).

INDUSTRY

Our Industry Collaborators

Three people from outside the university who came to the work and stayed with it: one from artificial intelligence, one from industry and sustainability, one from the food industry and the bar.

Dr. Wajahat Mahmood Qazi

Artificial intelligence ·
Industry Collaborator



His was the story that opened the podcast, as Pakistan's AI Hero, and he has stayed with the work since. With Dr. Nadir he made *From Reluctance to Mastery in AI*, the series for everyone who suspects the technology has already moved past them.

[Watch Episode 1 →](#)

Mr. Muhammad Mushtaq

Advocate · Deputy
Manager, HR and
Administration, Gourmet
· Industry Collaborator



A lawyer working inside an industrial HR department, which is an unusual pair of eyes and a useful one. He came in as an ambassador and has stayed as a collaborator on the industry side, where the questions are about hiring, conduct and what a young person is actually expected to know.

Mr. Khurram Khan

General Manager, HR
and Sustainability,
Shahkam Industries ·
Industry Collaborator



The bridge from the classroom to the workplace. He came onto the channel for *Leadership in Action*, and stands with the projects on the industry side, where a course has to mean something inside a real organisation. He has given a great deal to the teaching of soft

skills, the part of a graduate's preparation that a syllabus rarely reaches.

[Watch the Episode →](#)

THE ACHIEVERS

The Unsung Achievers Who Stand With Us

Scientists, vice chancellors, civil servants, industry leaders, psychologists, lawyers and founders. Each one sat down for a long conversation so that a young person in Pakistan could hear how it was actually done, and each has stayed with the cause since. Their stories are the teaching material.

Prof. Dr. Shahid Munir (T.I.)

Chairperson, Punjab Higher Education Commission

[Watch the conversation →](#)

Dr. Muhammad Yar (T.I.)

International scientist

[Watch the conversation →](#)

Prof. Dr. Robina Farooq

Former Vice Chancellor

[Watch the conversation →](#)

Prof. Dr. Muhammad Shehbaz

Economist and scientist

[Watch the conversation →](#)

Dr. Hafiz Afzal Siddiqui

Among the world's top two per cent of scientists

[Watch the conversation →](#)

Prof. Dr. Ashfaq

From Pakistan to Germany, against all odds

[Watch the conversation →](#)

Dr. Wajahat Mahmood Qazi

Artificial intelligence

[Watch the conversation →](#)

Dr. Rao Muhammad Adeel Nawab

CEO, Ilm-O-Irfan Technologies

[Watch the conversation →](#)

Mr. Muhammad Tanveer Butt (T.I.)

From dreams to the Tamgha-e-Imtiaz

Mr. Nadeem Iqbal

Regional Director, National Savings

[Watch the conversation →](#)

[Watch the conversation →](#)

Mr. Abdul Waheed Sandhu

Deputy Director, Government of Pakistan

[Watch the conversation →](#)

Ms. Afadia S. Khan

Banking leadership, and women in every walk of life

[Watch the conversation →](#)

Mr. Khurram Khan

GM HR and Sustainability, Shahkam Industries

[Watch the conversation →](#)

Dr. Ghulam Murtaza

Professor, doctor and pharmaceutical expert

[Watch the conversation →](#)

Dr. Shameem Fatima

Psychologist and educator

[Watch the conversation →](#)

Dr. Wajih ur Rehman

PhD in smog, and what to do about it

[Watch the conversation →](#)

Mr. Kaiser Abbas Malick

Philanthropist and founder, Impactwave

[Watch the conversation →](#)

Mr. Atif Javed

CEO, Softpers Interactive

[Watch the conversation →](#)

Mr. Rizwan

From the supply chain floor to strategic leadership

[Watch the conversation →](#)

Mr. Muhammad Avais Khawar

Area Sales Manager, South Punjab

[Watch the conversation →](#)

Ms. Urooj Niaz

Psychological capital and well-being

[Watch the conversation →](#)

Ms. Saira Majeed

Clinical psychologist

[Watch the conversation →](#)

Mr. Taimoor Qazi

Jobs, internships and business on LinkedIn

[Watch the conversation →](#)

Mr. Hammad Sheikh

Skills, internships and startups

[Watch the conversation →](#)

Advocate Baqir Ali

Cyber crime, and what every citizen should know

[Watch the conversation →](#)

Mr. Waqas

Turning ideas into impact with YouTube and AI

[Watch the conversation →](#)

Mr. Ahmed

Neuro-linguistic programming

[Watch the conversation →](#)

THE PRINCIPLE THIS RUNS ON

Money Is the Smallest Thing You Can Give

“We sincerely value and respect every contribution, regardless of its form. Every word of encouragement, prayer, piece of feedback, and act of support strengthens this mission.”

Dr. Rana Nadir Idrees, replying to a reader

A teacher rarely has money to contribute. That has never meant a teacher has nothing to contribute, and the whole of this work is built on the difference. What is asked of you is whatever you actually hold.

Give education

An hour of teaching. A script marked. A question answered properly instead of quickly. This is the one every teacher already has.

Give a skill

Free training in what you know and they do not.

Handing on the newest skill you have is a donation

, and it is the one that keeps paying after you have forgotten it.

Give a chance

An internship for a deserving and competent student on our recommendation. A first job. A hand with starting a business.

Give money

Last on this list on purpose. If it is what you have, it pays for a student's education, and every rupee is recorded and reported.

Be Part of It

Everything on this page was built by people who wrote one email. There is no committee to get past and no form to fill in.

1

Tell Us Your Story

If you changed something and nobody asked you about it, or you know someone who did, that is exactly the person this channel exists for.

- Anyone, from any walk of life: workers, officers, executives, farmers, industrialists, teachers, artists, athletes
- A long conversation, recorded properly, published in Urdu or English
- A certificate of participation, handed over in person
- Nominate someone else, and say in three lines why

2

Become an Ambassador

Carry the work into your own campus, company or town. More than 150 people already have, and an hour a week counts.

- Digital, editing, virtual resource, innovation and campus roles
- Leadership development sessions run for the volunteer force
- A certificate of participation, and one of appreciation for sustained work
- Your own welcome card, and a named place in the record

3

Collaborate With Us

The AI work, the industry bridge and the international study all began the same way: one conversation that did not stop at the recording.

- Universities and researchers: one instrument, two countries, shared authorship
- Industry: interns, cases, guest sessions, mentors, CSR on Goals 4, 8 and 10
- Funders: the on-site programme from February 2027, recorded and reported
- Schools and colleges: a half-day visit, arranged around your timetable

TO OUR ALUMNI

You Were Grown Here. Now You Are the Tree.

An apple tree does not eat its own fruit. You came through a classroom like this one, and what you have now can feed a student you will never meet.

The ask goes in a deliberate order, smallest first, and nobody is asked for the next thing until the last one is comfortable.

FIRST

A student's education

One contribution, one young person who stays in school instead of leaving it. This is the first ask and the smallest, and it is the one that compounds.

THEN

An internship for the best of them

You know what your organisation actually needs. Take one student for a season and let them find out what work is.

IN TIME

A job, or a hand with a start-up

The last step, and the one that changes a household rather than a semester.

And if none of those is yours to give right now, give what you know. Free training in the skill you picked up last year is a donation, and so is an hour on

camera saying how you actually did it, including the parts that did not work. For a student who has never met anyone who made it, that hour is the whole thing.

2024

The Founding Team

Unsung Achievers began with the founder and eight colleagues who gave their time to it. This is the team as it stood in the December 2024 profile of the project.



Dr. Rana Nadir Idrees

Founder, Team Leader and Host



Dr. Asma Imran

Advisor · HR and OB



Dr. Muhammad Usman

Advisor · Finance



Dr. Farzana Ashraf

Advisor · Psychology



Mr. Usman Ali

Technical Advisor

Muhammad Ahmed

Relation Manager and Coordinator



Ayesha Imran

Marketing Manager

Sadaat Jabir

Chief Editor



Fajjar Ali

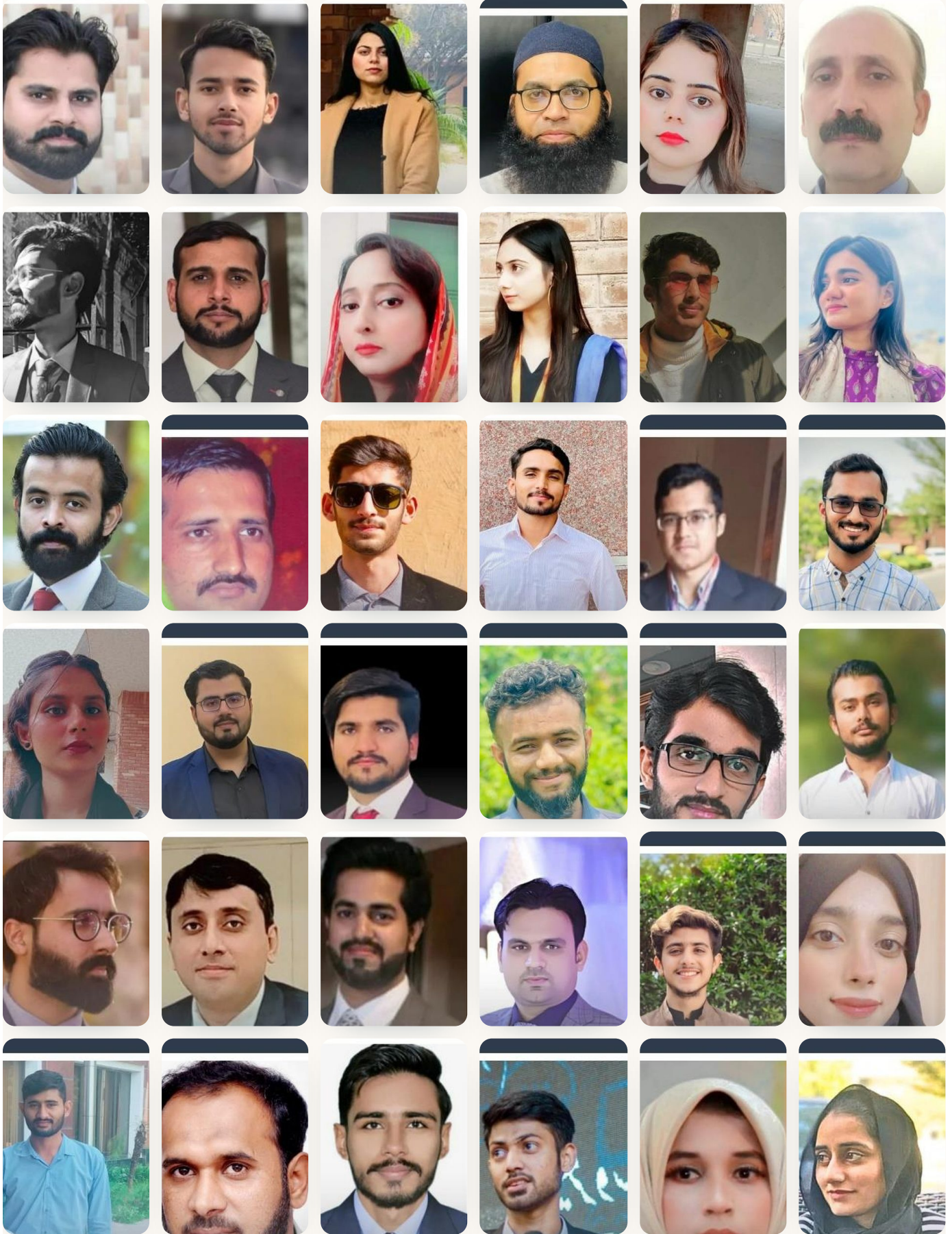
Editing Coordinator

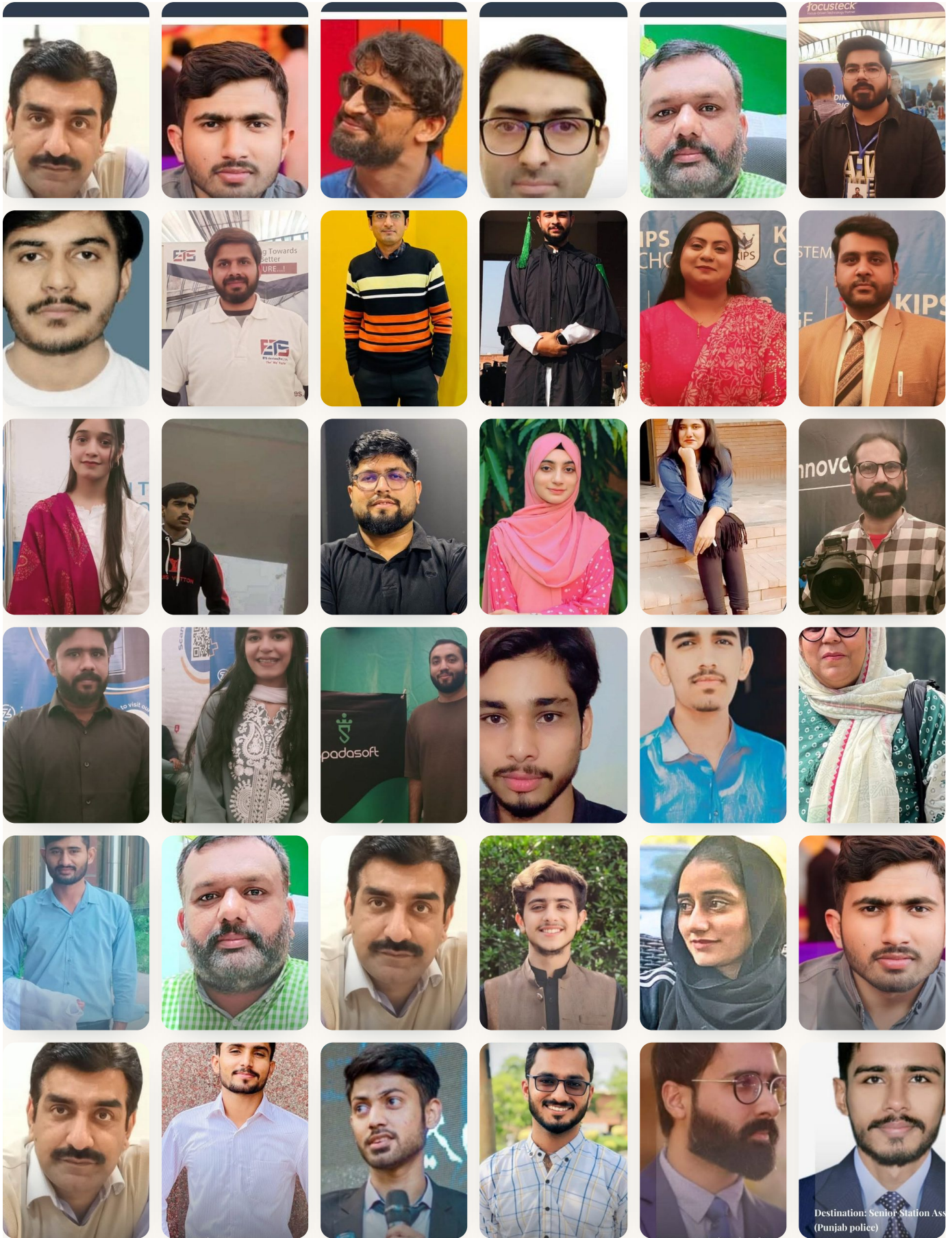
“Do it yourself with respect, hard work, truth, and honesty for a meaningful change in society.”

THE VOLUNTEER FORCE

Our Ambassadors

More than 150 ambassadors have joined from across Pakistan: students, teachers, doctors, engineers, nurses, software engineers, HR executives, a college principal and business owners. They carry the work into their own campuses, companies and towns, and they are the reason it reaches past one classroom. Below are the ambassadors welcomed in the project's December 2024 profile and the Digital Ambassadors who joined through 2025, from COMSATS and KIPS to Focusteck, Spadasoft, Seven Stacks and the Punjab Group of Colleges.







THE INVITATION

Become an Unsung Achievers Ambassador

“We need volunteers for every position, but you don't have to fill every role yourself. We welcome contributions of any amount of time and expertise.”

That line has been printed on every ambassador's card since 2024, and it is meant. An hour a week is a contribution. So is one introduction, one edited clip, one school visit arranged in your own town.

Digital Ambassador

Editing Ambassador

Virtual Resource and MoU Ambassador

Innovation and Stakeholder Ambassador

Campus Ambassador

What comes back

- A certificate of participation, and a certificate of appreciation for sustained work
- Leadership development sessions, run for the volunteer force
- Your own welcome card, and a named place in the project's record
- The people you meet doing it, which is the part nobody expects

How to join. One email: your name, your city, what you study or do, and the time you can give.

PROJECTS AND EVENTS

Research That Leaves the Campus

The international projects, and the moments from the workplace worth keeping on the record.

PRINCIPAL INVESTIGATOR **IN PROGRESS**

· 2026

AASSREC International Social Science Collaboration and Development Grant

Surveillance, Stress, or Support? Examining South Asian Remote Workers' Well-Being. A two-country, mixed-methods study of remote and hybrid workers in Pakistan and Malaysia, with collaborators in Malaysia, a survey in both countries and interviews to follow.

Association of Asian Social Science Research Councils

Supported by IDRC, Canada

Pakistan and Malaysia

PROJECT COORDINATOR · **COMPLETED**

ERASMUS+

EU Erasmus+ TAKE-UP

A capacity-building partnership on entrepreneurship curriculum and train-the-trainers, with Saarland University and Athens University of Economics and Business, and four Pakistani partners: LUMS, GCU Lahore, University of Gujrat and COMSATS. Departmental Representative and, for six months, Project Coordinator and Co-Supervisor, with project travel to Germany, Greece, Luxembourg and France in 2022.

Saarland University

Athens University of Economics and Business

Four Pakistani universities

TEACHING CASES · SINCE **IN PROGRESS**

JUNE 2026

Pakistani Success Stories: Case Studies Written by Interns

Business students on internship write an evidence-based case study of the organisation that hosts them, on a fourteen-section workbook benchmarked on the Infosys case: origin and founder's vision, products, business model, governance, people, leadership, technology, marketing, milestones, challenges, SWOT, critical success factors, and lessons for the next entrepreneur. The cases go back into the classroom as Pakistani teaching material, with the organisation's consent.

Department of Management Sciences

Workbook and appendices

Classroom cases

Read the Project →

ANONYMOUS STUDY ·

IN PROGRESS

2026

Six Weeks In: The Internship Experience Study

An anonymous questionnaire for interns at the six-week mark: what the work was, what they learnt, what went well, what did not, and what the university itself should change in how it prepares them. Critical answers are never shared with the host organisation and never touch a grade, so the answers can be honest. The findings feed the internship programme and the case-study series.

Interns of the Department

Reflective, open-ended

Programme feedback

Read the Project →

YOUTH SURVEY

DATA COLLECTED 2025

QUESTIONNAIRE

PROJECT · 2024 TO 2025

What The Youth Think

The Youth Survey Questionnaire Project, "Empowering the Young Generation of Pakistan": a survey of young people from matriculation to graduation, designed in late 2024 with a doctoral scholar of the Department, with the data collected in 2025. It asks about aspirations and what success means to them, education and skills, whom they name as successful professionals and scientists, social media and entertainment, career preparation and networking, awareness of social issues and of out-of-school children, mental health, volunteering, and scholarships. About 110 items, closed and open. Its findings shaped the three wings and the on-site programme.

Matric to graduate

Eleven sections

Baseline for the longitudinal study

Read the Project →

Pictures and Video from the Projects and the Sessions

The sessions, the certificates handed over at the close of a recording, the conference podium, and the field work: photographs from the Unsung Achievers studio and from the EU Erasmus+ TAKE-UP project in Greece and Germany.



At the APSUP Academic Excellence Awards 2024

Lahore



With the participants, at the close of a session

Lahore



A certificate presented in a guest's own office

Lahore



A certificate of participation presented after a recording

The Unsung Achievers studio



A guest receives his certificate

The Unsung Achievers studio



Another guest, another certificate

The Unsung Achievers studio



The certificate of participation, as it is issued

Unsung Achievers



A session with students, and everyone goes home with something

With an industry host



The same cohort, at the close of the session

With an industry host



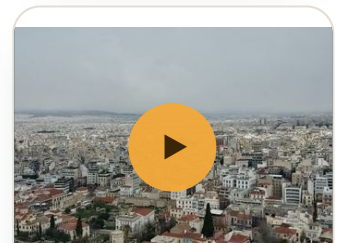
Speaking at the Creative Leadership Conference

Volunteer Force Pakistan and KOT Enterprises



Recognition presented in a guest's own office

Lahore



EU Erasmus+ TAKE-UP, Greece and Germany: 35-second highlight

March 2022 · video



**TAKE-UP workshop
at the Athens Centre
for
Entrepreneurship
and Innovation**

Athens, 24 March 2022



**A session of the
Athens workshop**

Athens, 25 March 2022



**Project session at
Saarland University**

Saarbrücken, 28 March
2022



**DFKI, the German
Research Centre for
Artificial
Intelligence**

Saarbrücken, 28 March
2022



**Speakers at
Saarland University**

Saarbrücken, 29 March
2022



**Session on
manufacturing,
sensors and
automation**

Saarland, 29 March
2022



**At the IT Inkubator
with the host**

Saarbrücken, 30 March
2022



**Makerspace visit
with the delegation**

Saarland, 31 March
2022



**The Acropolis of
Athens, the
Erechtheion**

Athens, 20 March 2022



**The Panathenaic
Stadium**

Athens, 22 March 2022



**Piraeus, the port of
Athens**

24 March 2022



**Luxembourg, on the
way to Saarland**

27 March 2022

Two Years of Awareness, Post by Post

Two years of it, on LinkedIn and on Facebook both. LinkedIn's own year-end counts are **123 posts in 2024 and 213 in 2025**, which is **336 posts in two years**. Over the same two years the following grew from 2,200 to 5,685, and today it stands at **6,776 followers and 6,630 connections**. The subjects are the ones a syllabus rarely reaches: **stress, conflict and time management, communication and neuro-linguistic programming**, employability and the future of work, research made plain,

and what artificial intelligence is actually doing to all of it. A selection is below, each one opening full size. Together they are the working record behind the Social Sciences Laboratory.

SEE PAKISTAN BOOTCAMP 2024

Mentor

Dr Rana Nadir Idrees
Founder
Unsung Achievers Channel

Co-Hosts: Collaborators: Platinum Partner: Gold Partners: Silver Partners:

Mentor at the SEE Pakistan Bootcamp, World Startup Championship 2024

Unite with us at
CLC ROADSHOW

Honorable Guest
DR. NADIR IDREES

Lahore
12th August, 2024 | 1:30-3:30PM

12-13 October, 2024
ISLAMABAD

Contact Us +923030067230
www.volunteerforcepakistan.com

Honoured guest at the CLC Roadshow, Lahore, 12 August 2024

COMMUNITY SERVICE PROJECT

PHASE I: UNSUNG ACHIEVERS
ONLINE IDEAS, CAREER GUIDANCE AND INSPIRATIONS

PHASE II: NOOR-E-ILM
ON-SITE IDEAS, CAREER GUIDANCE AND INSPIRATIONS

YOUTUBE CHANNEL UNSUNG ACHIEVERS
Our aim is to unsurface the untold stories of remarkable individuals from different fields for academic and social causes.

ONE STORY AT A TIME!

The Community Service Project, in two phases

UNsung ACHIEVERS

COURSEMERA
★★★★★

Dear Friends and Learners,
We are building a movement that connects knowledge with purpose.

1. Unsung Achievers (UsA) shares real stories of real heroes – inspiring truth, respect, and hard work.
2. CourseMera (CM) offers bilingual (Urdu + English) e-certification courses to help you learn, earn, and grow.

Together, UsA x CM bridge workforce gaps for an emerging man-machine society.

Dr. Nadir – Founder, Unsung Achievers (UsA) & CourseMera
A Mission of Knowledge, Character & Compassion

A mission of knowledge, character and compassion

JOIN THE MOVEMENT
LEARN • EARN •
SERVE – FOR ALL



Dr. Nadir

Founder, Unsung Achievers (USA) &
CourseMera (CM)

Learn, Earn, Serve, for All

**Near to People,
Near to Allah Almighty.**

Dr. Nadir

Former HoD, Management Sciences, COMSATS University Islamabad (Lahore Campus) — with 25 Years of Teaching to Bachelors, Masters, MPhil and PhD students, 20+ MS/MPhil Supervisions, and Supervising 4 PhD Scholars. Author of 20 Publications (Y, X, and W). Founder of three social initiatives: Unsung Achievers (digital storytelling platform), CourseMera (Urdu-based AI e-certification platform), and Noor-e-Ilm Foundation (mentorship in progress). 1 Global Vision – Empowering Youth through

Academia ×
Innovation ×
Social Service
= Legacy



Near to people, near to Allah Almighty



Empower youth, bridge the gap



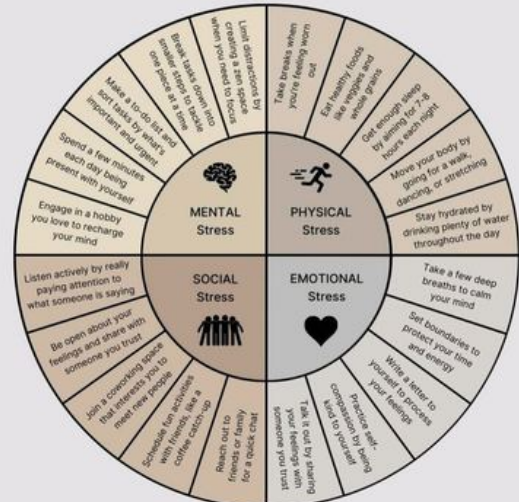
Pakistan's Human Development Index rank: 164 of 193

The eight key risk factors disrupting children's healthy development

- 1 poverty
- 2 stunting
- 3 living in a rural area
- 4 disability
- 5 low maternal education
- 6 inadequate early stimulation at home
- 7 harsh parenting
- 8 lack of early childhood education

Eight risk factors that disrupt a child's development

The Wheel of Stress Management



Mattiv Piazzi

The wheel of stress management

15 WAYS TO BUILD YOUR RESILIENCE

Learn How to Stay Strong Under Pressure



Fifteen ways to build your resilience

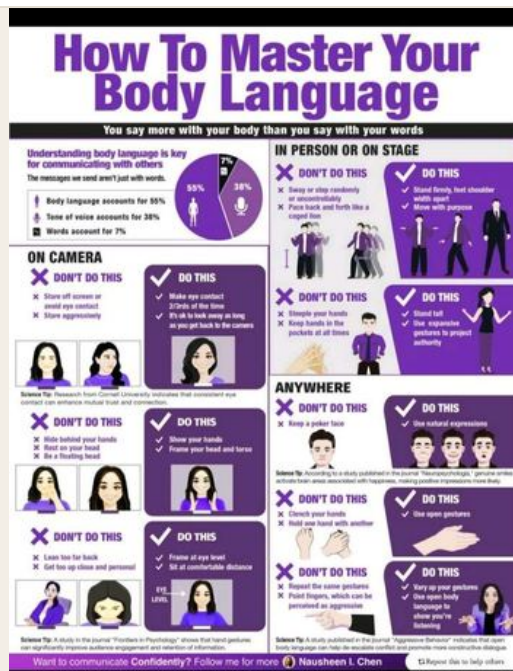
The 8+8+8 Rule:

Distribute your day (24 hours) into 8+8+8 hours to make a good balance sheet of your life.

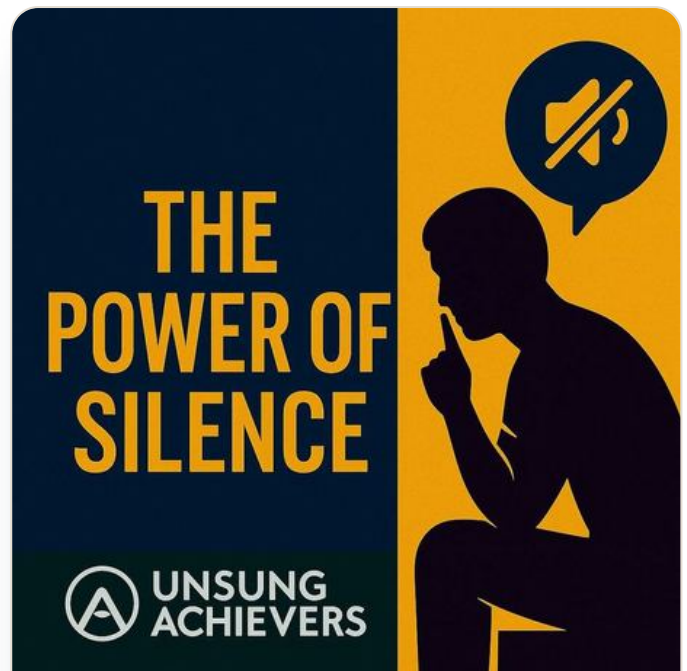
- 8 hours of hard work
- 8 hours of good sleep
- 8 hours dedicated to the 3Fs, 3Hs, and 3Ss

3Fs are Family, Friends, Faith
 3Hs are Health, Hygiene, Hobby
 3Ss are Soul, Service, Smile

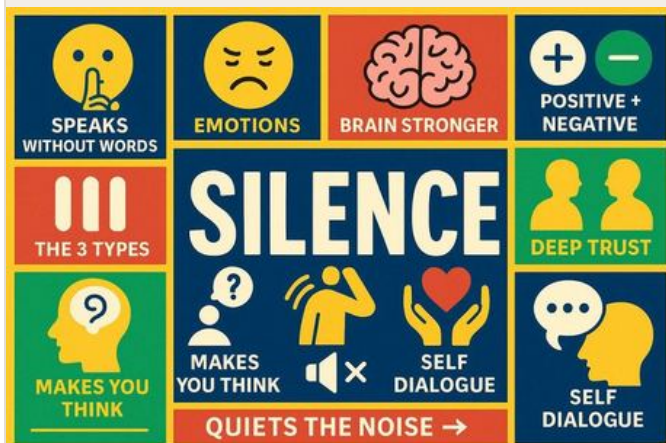
The 8 + 8 + 8 rule for a balanced day



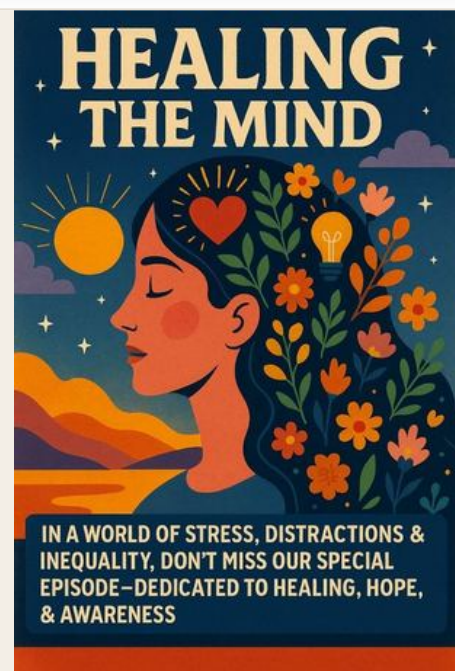
How to master your body language



The power of silence



The three kinds of silence



Healing the mind

کے طے

How to Maintain Your Mental Health

Guest
Maham Kanwal (Clinical Psychologist)
COMSATS UNIVERSITY ISLAMABAD, Lahore Campus

How to maintain your mental health

12 GAME-CHANGING HABITS FOR 2025

'YOU DO NOT RISE TO THE LEVEL OF YOUR GOALS. YOU FALL TO THE LEVEL OF YOUR SYSTEMS.'
- JAMES CLEAR

© Veronique Barrot

Get access to 100+ high-value resources (free) at www.LinkAndLift.com Veronique Barrot

Twelve habits worth changing

Be the pause.

Be the pause

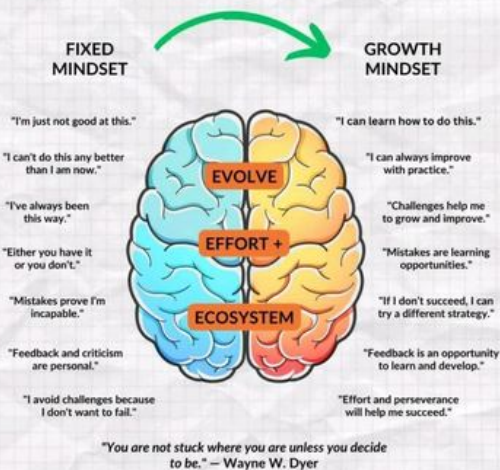
Perspective Is Everything

Obstacles → Opportunities
Struggles → Strength
Setbacks → Stepping Stones
Rejection → Resilience
Shadows → Hidden Truths
Mistakes → Masterclasses
Fears → Fuel for Courage
Pain → Purpose

Perspective is everything

YOUR GROWTH IS ACTIVATED BY THE WORDS YOU CHOOSE

(And the actions you take)



For more valuable content, follow me [Vaughan Broderick](#) and try my newsletter.

Your growth is activated by the words you choose

9 REASONS WHY EMPLOYEES STAY IN A COMPANY

+ DATA DRIVEN +



Want a high-res of this? Follow [Yvonne Barrot](#) & join my [Linked & Lift](#) Newsletter

Eight reasons employees stay

10 KEY REASONS EMPLOYEES STAY



For more valuable content, follow me [Anna Chernyshova](#) | Recruitment Leader

Ten key reasons employees stay

WORLD ECONOMIC FORUM HOW WILL AI IMPACT YOUR JOB?

Future of Jobs Report 2025

Category	Jobs Most Affected	Substitution Potential %	Human-Centric Tasks %
Most Vulnerable to AI Replacement			
AI and Big Data Analysis	Data Analysts, Machine Learning, Data	87%	13%
Reading, Writing, and Math	Writers, Translators, and Stat Analysts	70%	30%
Marketing-Media Creation	Social Media, Marketers, Content	66%	34%
Basic Programming	Junior Software Developers, Bug Testers	61%	39%
Financial Management	Accountants, Payroll Clerks, Fin Analyst	58%	42%
Detail-Oriented Work	Data Entry, Proofreaders, Admin	46%	54%
AI Can Assist But Not Replace			
Technology Systems	IT, Cloud Architects, Systems Analysts	41%	59%
Design and UX	UX/UI, Product Designers, and Graphic	37%	63%
Operations and Logistics	Supply Chain, Logistics, Warehouse	35%	65%
Quality Control	QA, Compliance, and Safety Inspectors	25%	75%
Networks and Cyber	Cybersecurity Analysts, Network	23%	77%
Leadership and Influence	Managers, Biz Strategists	21%	79%
AI Cannot Currently Replace			
Teaching and Mentoring	Teachers, Coaches, and Trainers	20%	80%
Creative Problem-Solving	Inventors, Entrepreneurs, and Innovation	17%	83%
Empathy-Active Listening	Therapists, Social Workers, Counselor	14%	86%
Manual Skills, Physical	Plumbers, Electricians, and Construction	13%	87%
Environmental	Conservation, Environmental, Biologist	12%	88%
Sensory-Processing	Chefs, Sommeliers, and Artisans	6%	94%

The Future of Jobs Report 2025, read for Pakistan

Eisenhower

What - Prioritize tasks

When - Weekly for bigger tasks, daily for immediate

Why - We often start with busy work because it's easiest - but it's least important

How - Put all tasks into 1 of 4 quadrants:

1. Urgent and important: do now
2. Not urgent but important: schedule
3. Urgent but not important: delegate
4. Not urgent or important: delete

80/20

What - Focus only on highest-impact activities

When - You're overwhelmed by amount of work

Why - Diminishing returns are real: 80% of results come from 20% of effort

How - Focus on top 20% in each category:

- 20% of tasks that yield 80% of impact
- 20% of clients + 80% of revenue
- 20% of relationships + 80% of value
- 20% of exercise + 80% of gains

1-3-5

What - Select just a few critical tasks

When - You're only getting to part of your list each day

Why - We actually complete more when we bite off less

How - Pick just a few tasks for the day:

- 1 key task (just 1!)
- 3 medium tasks
- 5 small ones
- That's it - no more

Eat Your Frog

What - Do your most important task first

When - You keep pushing off a critical (but dreaded or overwhelming) item

Why - Action is rarely as bad as we fear; just get it done and build momentum

How - Identify, schedule, eat, celebrate:

- Find the big task you procrastinate
- Schedule time to do it first thing
- Do it
- Celebrate: the day will only get better

Deep Work

What - Dedicate uninterrupted time to your key task

When - Small things keep distracting your focus

Why - Multitasking is a myth - we're FAR more productive when monotasking

How - Set yourself up for success:

- Block time on your calendar
- Close your door, put away your phone, cut your email

Pomodoro

What - Work in intervals

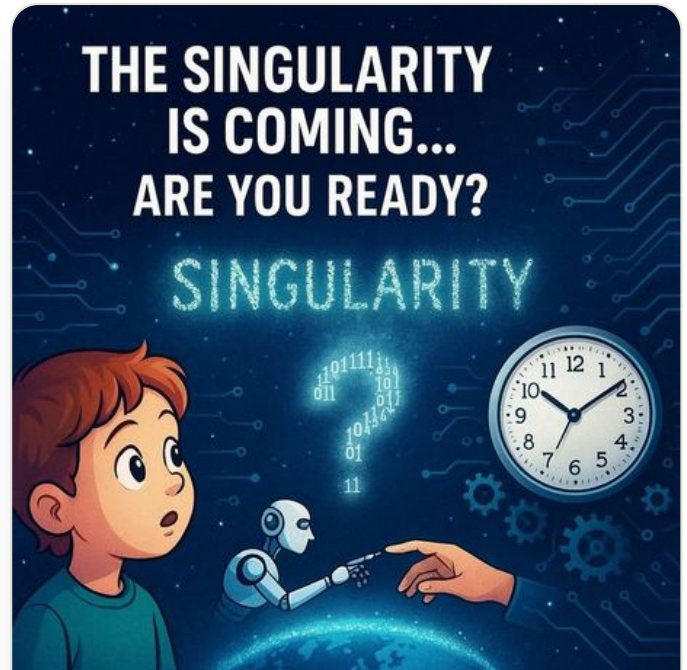
When - Projects that seem too big - it breaks them up

Why - Research shows short bursts with breaks increase productivity

How - Work, break, work, break:

- Common is 25 minutes on, 5 off - but experiment!
- Focus on just one task for the interval
- Rest should be restorative, later

Time management, four methods on one page



The singularity is coming. Are you ready?

NEWS BULLETIN

COMING IN 30 MINUTES

AI GAME BATTLES & LEARNING

LEVEL UP YOUR SKILLS FAST!

AI game battles and learning

AI CAN'T BUILD THIS...

LET'S BUILD AN ENTREPRENEURIAL MINDSET

Only humans can shape entrepreneurial brains | آئیں بنائیں

AI cannot build this: an entrepreneurial mindset

XPENG Female Robot – From Dream to Reality

ai.world/robot



- The Discovery
- Reality or Machine?
- Free Learning Apps
- Mission & Impact

WATCH NOW

ai.world /robot

From dream to reality: the humanoid robot

THE LIGHT OF 10 TRILLION SUNS

THE DISCOVERY
THE POWER OF THE UNIVERSE
THE LONGEST COSMIC
EXPLOSION
THE SIZE OF THE GIANTS
HOW IT WAS FOUND
THE LESSON FOR STUDENTS
FOR UNDERPRIVILEGED YOUTH
YOUR MOBILE = YOUR TELESCOPE

WATCH NOW
youtu.be/4FGaTD905yl



AI NEWS
WORLD



YOUTUBE

The light of ten trillion suns

AI NEWS WORLD

When machines grow faster than we do...

اردو میں آئے آئی دنیا کی خبریں

WEEK 4 JULY, 2025 (PART 1) WITH DR NADIR

BREAKING NEWS

ON AIR

ٹیکنالوجی سنگولیاریٹی کی پیش گوئی

AI News World, in Urdu

WORLD'S FIRST ONLINE AVINAR



GOVERNING AI: THE UNPREDICTABLE CHALLENGE (PART I)

Highlights:

- Be Part of History – Join the World's First Online AVINAR
- Why Effective AI Governance Matters More Than Ever
- Decoding AI: A Complex Yet Vital Endeavor



3 May 2025 (Saturday)



21:00 – 22:00 (PST)

Register Now for Free !

.....



**Dr. Rao Muhammad Adeel
Nawab, (PhD)**

Governing AI: the unpredictable challenge

World's First AVINAR

**Transformational Innovations:
Avacast, Avarticle, Avinar, and Avad**

Register Now for Free!

6 May 2025 (Tuesday)
10:00 AM - 11:30 AM
Seminar Room A Block,
COMSATS Lahore
E-certificate for Participants

Host (Dr. Farzana)
Organizer (Dr. Asma)
Presenter (Dr. Noor)
Affluencer & Epreneur (Dr. Adeel)

The world's first AVINAR, 6 May 2025

Generative AI For Researchers

Free Online Webinar

AI as Your Research Companion:
How Generative AI Deciphers
Research Papers For You

Highlights:

- * The Creative Code
- * Understanding Concepts Related to any Research Topic
- * Completely and Correctly Understanding Complex Research Articles Using ChatGPT - 4o

Sunday
9th March 2025
11.00 am - 12.00 pm (PST)

DR. RAO M ADEEL NAWAB
PhD UK

Generative AI for researchers, a free webinar

**Governance for All –
From Student to
Leader (Part 1)**

Governance for all, from student to leader

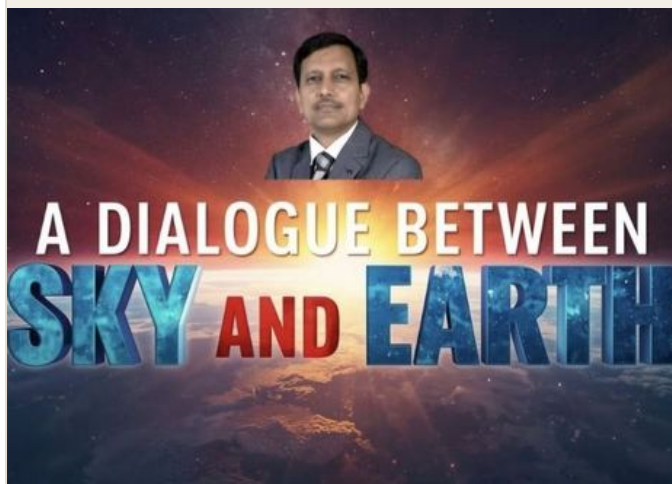
CourseMera x Unsung Achievers

**FROM IDEA TO
OPPORTUNITY
& BUSINESS
FEASIBILITY**

IDEA → OPPORTUNITY → FEASIBILITY → ACTION

Chapter 2 & 3 | Entrepreneurship Made Simple | Dr. Nadir

From idea to opportunity and business feasibility



A dialogue between sky and earth

UNSUNG ACHIEVERS PODCAST

returns with a new spirit!

If your story can inspire the youth of Pakistan, we want to hear.

We welcome Unsung Achievers from ALL walks of life, workers, officers, executives, farmers, industrialists, men, women – everyone is equal.

Submit your story by **DECEMBER 31**. Our 7-member production team will use the latest equipment and expertise to record and publish each selected life story.

Email: unsung.achievers.podcast@gmail.com

'YOUR STORY MIGHT BE THE NEXT ONE WE SHARE.'

Your story might be the next one we share

Dr. Rana Nadir Idrees in 2024

2024 Vibe

**Professor
Guide
Mentor**

⚡ Superpower

Illuminating hidden potential through educational empowerment

📄 123 posts

👍 1,873 reactions

💬 207 comments

🔄 112 reposts

👤 2,200 followers

💬 Top Quote

At Unsung Achievers, we strive to reveal the untold stories of inspirational heroes who have quietly transformed their communities.

2024 LinkedIn Rewind

Get yours at <https://coauthor.studio>

LinkedIn, 2024: 123 posts

Dr. Nadir, Storyteller of Unsung Heroes in 2025

2025 Vibe

**Educator
Storyteller
Innovator**

⚡ Superpower

Inspiring youth with AI and hero stories

📄 213 posts

👍 2,301 reactions

💬 305 comments

🔄 82 reposts

👤 5,685 followers

💬 Top Quote

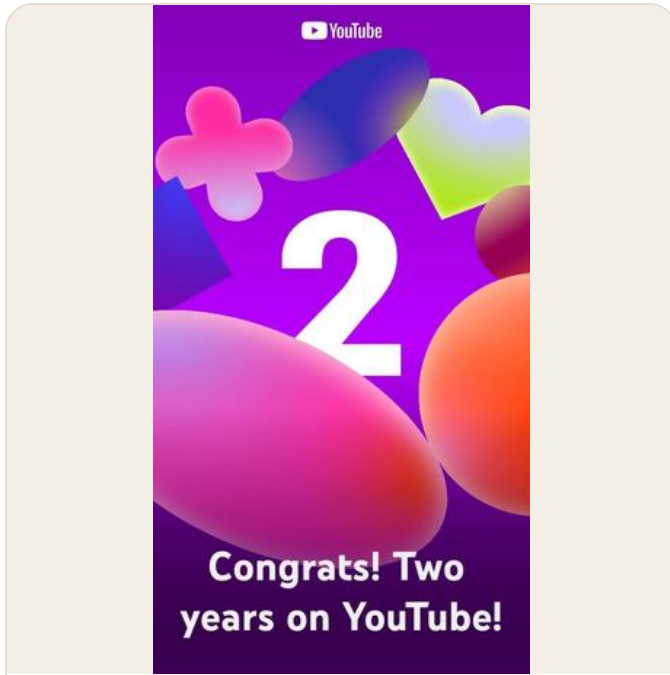
Education is Worship. Entrepreneurship is Empowerment. AI is Opportunity. Together, they create Hope.

STEADY VOICE

2025 LinkedIn Rewind

Get yours at <https://rewind.coauthorstudio>

LinkedIn, 2025: 213 posts



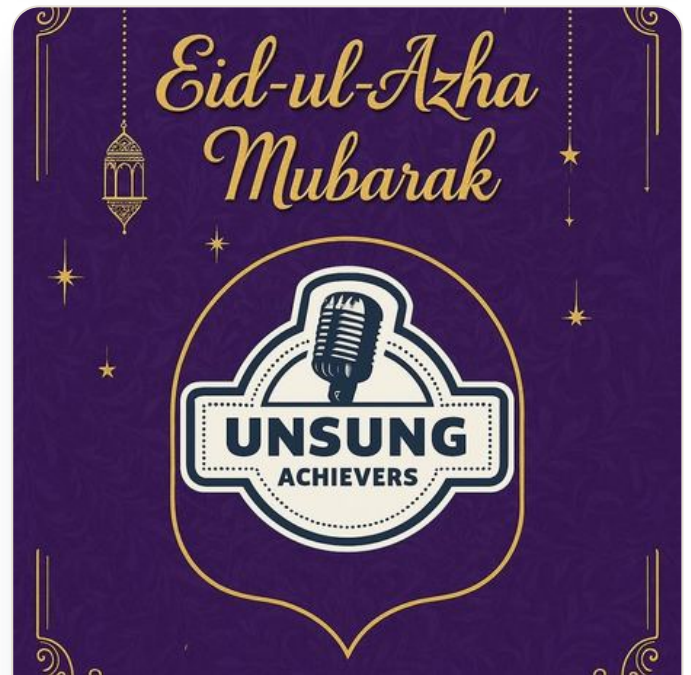
Two years on YouTube



A line for Father's Day



Independence Day



Eid-ul-Azha Mubarak

AI Insights, One Line Each

Forty-six posts in three months on LinkedIn alone, read 17,250 times between them, counted off the posts one by one. Made for the shopkeeper and the student rather than the engineer, and made alongside a full teaching load and an international research grant. The steadiness is the point as much as the content: nobody commissions these, and none of them is sponsored. Ten of the AI series are below.

Same AI. Better Answer.	A good tailor does not just make a suit. He measures first. Same model, completely different answer, and the difference is context.
Which AI? Three Doors.	ChatGPT, Claude or Gemini. The question he is asked most, answered honestly: there is no wrong door.
The Barber Rule	Think about your barber. First visit he asks what haircut you like. Second visit, maybe he asks again. That is why your AI keeps asking.
Hotel or Home?	Most people use AI like a hotel room. You check in, ask your question, take the answer and leave. Nothing remembers you.
The SAF Trap	Search, answer, forget. He asked his students how they use AI and almost every answer was the same one.
Where Are You on the AI Ladder?	Ask, build, connect. Three levels and one quick check, so you can find out in a minute which one you are on.
The Reconcile Move	The one habit that separates professionals from everyone else, and most people stop one step before it.
Just Speak	For years he watched capable people decide that AI was not for them. Not because they could not understand it.
Start Here, or Waste Months	Learning AI from scratch, in the order that actually works rather than the order it is usually taught.
A Vision Without a Plan Is Just a Wish	There are two versions of you right now, and the distance between them is not luck. It is a plan you have not written yet.

Watch them on [LinkedIn](#), or the full series on [YouTube](#).

AN INVITATION TO UNIVERSITIES, INDUSTRY, FUNDERS, INSTITUTIONS AND
VOLUNTEERS

Become a Mission Partner

The three wings and the Social Sciences Laboratory run in the open and are built with partners. Everyone who shares the mission is invited to join it as a mission partner. Here is what each kind of partner can do, and what comes back.

UNIVERSITIES AND RESEARCHERS

Local and International Research Partners

Joint studies on the working model of the AASSREC project: one instrument, two countries, shared data, co-authorship on the paper and the policy brief.

- Co-design a study on youth, work, well-being or education
- Share instruments and samples across countries
- Publish plain-language takeaways through the Research Bulletin

What comes back: co-authorship, named acknowledgement, a share in the data, and a partner who delivers on time.

INDUSTRY AND EMPLOYERS

Industry Partners

The bridge between the classroom and the workplace runs through you: interns, cases, mentors and guests.

- Host interns who write your organisation's case for the classroom
- Sit as a guest on Unsung Achievers and tell the story of the business
- Mentor one young person, or pledge an internship or a first job
- Direct CSR toward measurable work on SDGs 4, 8 and 10

What comes back: a published case of your organisation, first access to prepared graduates, and a recorded place in the story of Pakistani enterprise.

FUNDERS AND DONORS

Local and International Funders

The on-site programme starts in February 2027 and is being resourced now. A contribution buys something concrete, and every contribution is recorded and reported to the giver.

- An on-site visit to a public school or college, with books for the best of each class
- A scholar kit: shoes, uniform, bag and books for a student the head names
- A merit award, a laptop or a smartphone, for the best student of a class
- A course digitised, or a recording studio kept running

Routes: research grants, CSR, zakat and personal giving, in-kind support.

What comes back: a register, photographs with the head of the institution, and a report.

SCHOOLS, COLLEGES AND UNIVERSITIES

Host an On-Site Visit

From February 2027, a team of four to six comes for a half day: a Stories screening, a career session by class, an awareness session on well-being and digital safety, and a course enrolment.

- Public schools and colleges of Punjab first, girls' institutions included
- The top five of each class matched to a mentor
- Nothing asked of the institution but a room and a morning

What comes back:

guidance the students would not otherwise get, and a record of the visit for the institution.

ALUMNI AND VOLUNTEERS

Mentors and Ambassadors

Over 150 ambassadors registered by December 2024. The work is done by people who give their time.

- Mentor one young person for a year
- Join a visit, record a story, translate, edit, or run a session
- Write for this site

What comes back: a

certificate of participation, a named credit, and a young person who remembers you.

MEDIA AND INSTITUTIONS

Public Bodies, Media and Networks

Education authorities, professional bodies, chambers, networks and media that reach young people or the institutions that serve them.

- Open a door to schools and colleges in a district
- Carry the Research Bulletin and the stories to a wider audience
- Recognise participation with a certificate that carries weight

What comes back:

evidence, content and a working model to point to.

How to Apply

Anyone who wants to become a mission partner, an individual or an organisation, can apply by email. Subject line: **Mission Partner: your name or organisation**. Attach your CV or a brief profile, and write in a few lines:

1. Who you are, and where
2. Your intent: what you want to work on with us
3. What you can offer: a study, interns, a visit, funds, time, or a skill

Every application is read. Partners are confirmed in writing, and the work starts from the first conversation.

The Profile in One Document

This page, printed to A4, for a committee, a board or a funder's file.

[Download the A4 Profile \(PDF\)](#) ↗

Institutional contact: Department of Management Sciences, COMSATS University Islamabad, Lahore Campus. Tel +92 42 111 001 007.

SELECTED PUBLICATIONS

Recent Research

Six of the most recent, from 26 published works: 22 journal articles and 4 book chapters. The full record is on Google Scholar and ORCID.

2026 Securing the Digital Frontier: Cybersecurity, AI, and Autonomous Systems in Customs and Border Management

Amjad, Shakil, Anwer, Zaman and Idrees. Chapter 10 in *Digital Transformation, Customs Reform, and Regional Integration for Sustainable Trade Corridors*, IGI Global, pp. 273 to 300 doi.org/10.4018/979-8-3373-8362-0.ch010

2025 Impact assessment of Sehat Sahulat Program: a qualitative study of the government of Pakistan

Ali, Idrees, Shakil, Zaman and Khalil. *Quality & Quantity* (Springer), 60(1), pp. 1369 to 1389 doi.org/10.1007/s11135-025-02317-1

2025 Influence of academic leadership on organizational commitment of faculty members in private sector universities: mediating role of work engagement

Yaseen, Idrees, Shakil, Haider and Khalil. *Quality Assurance in Education* (Emerald), 33(1), pp. 17 to 30 doi.org/10.1108/QAE-04-2024-0072

2024 Exploring the tenure track system and basic pay scale system of academic professionals working in public universities: a qualitative approach

Hashmi, Idrees, Shakil, Nadeem and Haider. *Quality & Quantity* (Springer), 59(1), pp. 739 to 759 doi.org/10.1007/s11135-024-01960-4

2023 The influence of green human resource management on environmental performance: an empirical study investigated in the pollutant industries of Pakistan

Shakil, Mukarram, Hussain, Idrees and Sajjad. *Business Strategy & Development* (Wiley), 7(1), e313 doi.org/10.1002/bsd2.313

2023 Impact of green human resource management on green creativity in pharmaceutical companies: mediation role of green mindset

Shakil, Idrees, Ehsan and Anwar. *Environmental Science and Pollution Research* (Springer), 30(38), pp. 88481 to 88494 doi.org/10.1007/s11356-023-28626-2

Full list and citations: [Google Scholar](#) · [ORCID 0000-0001-5651-4279](#)

JOIN THE JOURNEY

One Story, One Lesson, One Learner at a Time.

Subscribe, share a story that moved you, or write to collaborate on education, research, or career guidance for young people.

One name on every platform: **Unsung Achievers**. Follow on the one you already use.



YouTube, Unsung Achievers

@UnsungAchievers-podcast. Stories, AI Insights, the courses. One tap to subscribe



YouTube, CourseMera

@CourseMera. The e-lecturing platform



LinkedIn

Dr. Rana Nadir Idrees. Academic and professional updates



WhatsApp Channel

Unsung Achievers.
Every episode, opted in, no algorithm



Facebook, personal profile

Dr-Rana Nadir Idrees.
His own voice, 4,400 followers



Facebook, Unsung Achievers page

The channel page



Instagram, personal

@nadiridrees. Dr. Rana Nadir Idrees



Instagram, Unsung Achievers

@unsungachievers



TikTok

@unsungachievers



Threads

@unsungachievers



WhatsApp Status, Broadcast and groups

For his saved contacts, the same episode the day it is published. The Channel above is the public door



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Google Scholar

<https://scholar.google.com/citations?user=Qjhta9kAAAAJ>

PASTIC Scientists Directory

<https://www.pastic.gov.pk/scientists.aspx>

LinkedIn

<https://www.linkedin.com/in/dr-rana-nadir-idrees-955b9940>

PRIVACY AND CONSENT

Whose Faces These Are, and How to Be Removed

This page carries the names or photographs of more than a hundred people. That deserves a plain statement rather than a policy nobody reads.

What this site does not do

It sets **no cookies**. It runs **no analytics and no tracking** of any kind. It stores nothing in your browser, and there is **no form anywhere on it**, so there is nothing for you to fill in and nothing to collect.

The typefaces are served from this site, not from Google, so no request leaves here for a font. Two things do reach YouTube, and both are said here rather than buried: the small preview pictures on the video tiles, and **the videos themselves, which load only when you press play**, through YouTube's no-cookie domain, so nothing from YouTube runs until you choose it.

Where the photographs come from

- The ambassadors' portraits are cropped from the welcome cards each of them was given when they joined, and which were published at the time.
- The founding team's photographs are from the project's own December 2024 profile.
- The collaborators' portraits are from material they appeared in themselves.
- Every crop deliberately removes the QR codes and the mobile number printed on those cards.
- The certificate shown is a real one with the recipient's name blurred out.

What is deliberately not here

- No mobile number, his own included.
- No data from any research participant, ever. The studies are anonymous and stay that way.
- No home addresses, no dates of birth, no identity numbers.
- No photographs of children, and none from any school visit.
- Nothing from internal correspondence, proposals or university files.

If you want to come off this page

You do not have to give a reason and you will not be asked for one. Write one line to **achieverspodcast@gmail.com** with the subject **Remove me**, saying which picture or name is yours.

It comes down the same day it is read, and it is not put back. The same applies if you would rather your name appeared differently, or your role was described another way.

Everyone named here gave their consent to be named. If you believe yours was missed, the line above is the fastest way to fix it, and fixing it takes priority over anything else on this page.

Dr. Rana Nadir Idrees

Associate Professor, and founder of Unsung Achievers, CourseMera and Noor-e-Ilm.
Education, career guidance and inspiration for the younger generation.

THE WINGS

Unsung Achievers
CourseMera
Noor-e-Ilm

WATCH

AI Insights
The Podcast
The Courses (CourseMera)

SOCIAL

Instagram
Threads
TikTok
Facebook
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Become a Mission Partner
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Research Bulletin

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The journey continues. چراغ سے چراغ جلتا ہے