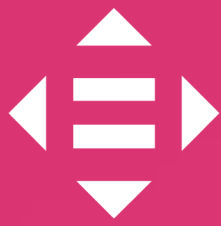


SDG 10

REDUCED INEQUALITIES



LIST OF ACTIVITIES

SR. NO.	ACTIVITY TITLE
1	International Day Against Bullying and Voilence in School
2	Role of Entrepreneurship in Economic Development and Inequalities in Pakistan
3	Awareness Walk: World Migrants Day
4	Women Entrepreneurs Driving Virtual Reality Business
5	Colors of Change: A Creative take on SDG 10
6	Self Defense Workshop: Empowering Individuals for a Safer Society
7	Voices of Unseen: Recognizing the Contribution of CUST Guards and Staff
8	Equality in Action: Promoting Reduced Inequalities for a Sustainable Future
9	Showcasing Pakistan's Model for Reducing Provincial Inequalities
10	Walking in their Shoes: Experiencing Equality Beyond Sight
11	Visit to a School: Blindfold Activity
12	Ramadan & Eid: A Lesson in Equality"
13	Hiking for Equality: Reducing Inequalities through Outdoor Inclusion
14	Confidence Through Care: Personal Grooming as a Step Toward Equality
15	Rashan Drive
16	Seminar on "Workplace Equity Starts with You: Behavior, Inclusion and SDG 10"
17	International Day for Elimination of Racial Discrimination



10 REDUCED INEQUALITIES



ACTIVITY 01:

INTERNATIONAL DAY AGAINST BULLYING & VIOLENCE AT SCHOOLS

Organized By:

The Department of Management Sciences in collaboration with the DSE.



The Department of Management Sciences organized an impactful Awareness Walk titled "International Day Against Bullying & Violence at Schools" to unite against injustice! Aligned with Sustainable Development Goal 10: Reduced Inequalities, this event aimed to raise awareness about the harmful effects of bullying and violence on young minds. The walk symbolized our commitment to combating inequality and highlighted the power of empathy, respect, and inclusivity in building a brighter future.

By actively addressing SDG 10: Reduced Inequalities, students, faculty, and staff joined together to foster a safer, more inclusive campus, reflecting the university's dedication to reducing inequality and promoting respect for all. This awareness walk aligned with target 10.3



10 REDUCED
INEQUALITIES



ACTIVITY 02:

ROLE OF ENTREPRENEURSHIP IN ECONOMIC DEVELOPMENT AND INEQUALITIES IN PAKISTAN

Organized By:
The Department of Management
Sciences in collaboration with the DSE.



The Department of Management Sciences hosted a thought-provoking seminar titled "Role of Entrepreneurship in Economic Development and Inequalities in Pakistan". The event focused on the pressing issue of growing inequalities in Pakistan and explored the potential of entrepreneurship as a transformative force for economic development and social equity. The seminar featured Dr. Ayaz-ul-Haq, Founder and CEO of Creative Business & Social Research (CBSR), as the guest speaker. The discussion highlighted alarming statistics from the 2024 Global Gender Gap Index, where Pakistan ranked 145th out of 146 countries. Dr. Ayaz elaborated on the challenges faced by women, who constitute 50% of the country's population but have limited participation in the formal labor force. The seminar aligned with Sustainable Development Goal (SDG) 10, particularly Targets 10.1 and 10.2, which aim to reduce inequality within and among countries and promote social, economic, and political inclusion for all. Through this platform, participants were encouraged to view entrepreneurship as a means to break barriers and bridge gaps in economic participation.



10 REDUCED
INEQUALITIES



ACTIVITY 03: AWARENESS WALK: WORLD MIGRANTS DAY

Organized By:
The Department of Management
Sciences in collaboration with the DSE.



The awareness walk strongly resonated with Targets 10.7 and 10.2 of SDG 10, which emphasize facilitating safe and responsible migration and promoting social, economic, and political inclusion for all. This walk underscored the importance of creating inclusive systems that ensure migrants are treated with dignity, regardless of their nationality, ethnicity, or socioeconomic status. The awareness walk provided students with a deeper understanding of the inequalities faced by migrants and the importance of inclusive practices to mitigate these disparities. Participants were inspired to view migration through the lens of equity and were encouraged to advocate for policies that uphold the dignity and rights of migrants.



10 REDUCED INEQUALITIES



ACTIVITY 04:

WALKING IN THEIR SHOES: EXPERIENCING EQUALITY BEYOND SIGHT

Organized By:

The Department of Management Sciences in collaboration with the DSE.



The activity was held at SDG Garden and was part of an initiative to raise awareness about the challenges faced by people with disabilities in society, aligning with the principles of SDG 10, which focuses on reducing inequalities and promoting social, economic, and political inclusion for all. The blindfold activity required students to wear blindfolds and navigate through a set of tasks that simulated some of the daily challenges faced by visually impaired individuals. This immersive experience allowed students to step into the shoes of those who face physical or sensory impairments, providing a firsthand understanding of the barriers they encounter in their everyday lives. The activity aimed to heighten the participants' sense of empathy and to raise awareness about the need for better societal support and inclusion for specially abled people. This activity directly aligns with Sustainable Development Goal (SDG) 10, particularly Target 10.2, which emphasizes promoting social, economic, and political inclusion for all, regardless of disability. By engaging students in a real-world simulation of disability, the activity promoted a better understanding of the need to reduce inequalities faced by specially-abled individuals.



10 REDUCED INEQUALITIES



ACTIVITY 05:

SHOWCASING PAKISTAN'S MODEL FOR REDUCING PROVINCIAL INEQUALITIES

Organized By:

The Department of Management Sciences in collaboration with the DSE.



The model illustrated the stark contrast between Punjab, which boasts significantly more developed infrastructure and economic opportunities, and other provinces such as Sindh, KPK, and Baluchistan. Despite these provinces being endowed with abundant natural resources, including coal, oil, gas, and minerals, their potential remains grossly underutilized. The underdevelopment of these regions has contributed to economic disparities and social inequalities, forcing many residents to migrate to urban areas in Punjab in search of better opportunities. This migration has not only led to overcrowding in urban centers but also left resource-rich provinces unable to fully capitalize on their economic potential. This session was directly aligned with SDG 10, particularly Targets 10.1 and 10.2. Target 10.1 calls for progressively achieving and sustaining income growth for the bottom 40% of the population, while Target 10.2 emphasizes the promotion of social, economic, and political inclusion for all. The discussion and the model representation highlighted how provincial inequalities hinder the achievement of these goals in Pakistan.





ACTIVITY 06: COLORS OF CHANGE: A CREATIVE TAKE ON SDG 10

Organized By:
The Department of Management
Sciences in collaboration with the DSE.



The event aimed to raise awareness about social disparities and promote the values of inclusion, equity, and fairness as envisioned in Sustainable Development Goal 10. The students used their creativity to depict the challenges and solutions related to inequalities in society. The posters portrayed powerful visual narratives about economic, gender, social, and educational disparities, offering unique perspectives on how these issues can be addressed. The students' artwork vividly illustrated key aspects of inequality, such as unequal access to education, the gender wage gap, and social exclusion.



10 REDUCED INEQUALITIES



ACTIVITY 07: VOICES OF UNSEEN

Organized By:
The Department of Management
Sciences in collaboration with the DSE.



As part of our efforts to highlight the significance of Sustainable Development Goal (SDG) 10—Reduced Inequalities— Tehreem Ashraf conducted interviews with the university guard and supporting staff. These conversations revealed valuable insights into their contributions to the campus environment and their perspectives on fostering mutual respect and inclusivity. The university guard shared his experiences in maintaining safety and order on campus. He acknowledged that while a few students occasionally misbehave, he strives to handle such situations with kindness and understanding. On the other hand, he commended the majority of students who display good behavior and appreciation for his efforts. The supporting staff member expressed satisfaction with the students' behavior, noting that they are generally respectful and appreciative. He particularly appreciated the instances where students extend their help and acknowledge the staff's contributions to the smooth functioning of the university. By taking active steps to educate students on these values, universities can play a pivotal role in achieving SDG 10, ensuring a more equitable and harmonious society.



10 REDUCED INEQUALITIES



ACTIVITY 08:

EMPOWERING COMMUNITIES: THE ROLE OF ENTREPRENEURS IN REDUCING ECONOMIC DISPARITIES

Organized By:

The Department of Management Sciences in collaboration with the DSE.



The event focused on the pressing issue of growing inequalities in Pakistan and explored the potential of entrepreneurship as a transformative force for economic development and social equity. The seminar featured Dr. Ayaz-ul-Haq, Founder and CEO of Creative Business & Social Research (CBSR), as the guest speaker. The discussion highlighted alarming statistics from the 2024 Global Gender Gap Index, where Pakistan ranked 145th out of 146 countries. Dr. Ayaz elaborated on the challenges faced by women, who constitute 50% of the country's population but have limited participation in the formal labor force. Their share in the national income stands at less than 20%, and they face significant hurdles such as low wages, workplace harassment, and unfavorable working environments. The seminar aligned with Sustainable Development Goal (SDG) 10, particularly Targets 10.1 and 10.2, which aim to reduce inequality within and among countries and promote social, economic, and political inclusion for all. Through this platform, participants were encouraged to view entrepreneurship as a means to break barriers and bridge gaps in economic participation.



10 REDUCED
INEQUALITIES



ACTIVITY 09:

SELF-DEFENSE WORKSHOP: EMPOWERING INDIVIDUALS FOR A SAFER SOCIETY

Organized By:
The Department of Management
Sciences in collaboration with the DSE.



The workshop directly linked to Sustainable Development Goal (SDG) 10, focusing on reducing inequalities by empowering individuals—particularly women and marginalized groups—with tools to enhance their physical and psychological security in society. The workshop featured M. Adnan Aslam a certified self-defense trainer and a black belt 4th DAN, Asian Medalist, World Qualified Karate Judge & Referee as the guest instructor. It attracted a diverse audience, including students and faculty. Participants were trained in basic self-defense techniques, including:

- Situational Awareness: Recognizing and avoiding potentially dangerous situations.
- Escape Tactics: Strategies to break free from physical restraints.
- Physical Defense Skills: Techniques to neutralize threats and protect oneself during an attack.
- Psychological Resilience: Building confidence and assertiveness to deter attackers.

The workshop directly addressed Target 10.2 of SDG 10, which aims to empower and promote the social, economic, and political inclusion of all, irrespective of age, gender, disability, or economic status.





ACTIVITY 10: SDG'S EXPO: REDUCED INEQUALITIES

Organized By:
The Department of Management
Sciences in collaboration with the DSE.



The event highlighted the disparities that exist not only on a global scale but also within Pakistan, where inequalities persist across provinces, affecting millions of lives. The expo attracted a diverse audience of students, faculty members, and professionals, all eager to learn about SDGs and its relevance to their lives and society. The SDG 10 Expo was an enlightening experience that shed light on the critical need to address inequalities within Pakistan and globally. As an ambassador of SDG 10, Ms. Tehreem Ashraf had the opportunity to raise awareness about the disparities between Pakistan's provinces and the potential solutions that could bridge these gaps. Through the use of posters, models, and interactive engagement, participants were inspired to think about their own experiences with inequality and consider actionable solutions. This event reinforced the idea that reducing inequality is not just a moral imperative but an essential step toward building a more just and prosperous society for all.



10 REDUCED INEQUALITIES



ACTIVITY 11: A VISIT TO SCHOOL: BLINDFOLD ACTIVITY

Organized By:
The Department of Management
Sciences in collaboration with the DSE.



The Directorate of Sustainability and Environment (DSE) visited the Scientific School, which was an eye-opening and emotionally engaging event that aimed to instill empathy and respect for differently-abled individuals, particularly those with visual impairments. Through a blindfold activity and guided discussions, students experienced first-hand the challenges faced by visually impaired individuals in everyday life. The main objective was to create awareness about the struggles of specially-abled people, foster emotional understanding, and encourage inclusive behavior. This initiative strongly aligned with Sustainable Development Goal 10: Reduced Inequalities, by promoting the idea that empathy is a fundamental step toward social inclusion. The outcome was both profound and practical—students developed a greater appreciation for diversity, expressed a sense of responsibility toward making their communities more inclusive, and committed to treating all individuals with respect and fairness. The session succeeded in not only educating but also empowering students to become change-makers in their own environments. The event aligns with SDG 10 Sub-goal 10.2.



10 REDUCED INEQUALITIES



ACTIVITY 12: RAMADAN & EID: A LESSON IN EQUALITY

Organized By:
The Department of Management
Sciences in collaboration with the DSE.



The Directorate of Sustainability and Environment (DSE) in collaboration with The Department of Management Sciences (DMS) hosted a thought-provoking documentary screening titled "Ramadan & Eid: A Lesson in Equality" as part of its ongoing commitment to promote awareness on social equity and inclusion. The event aimed to explore the deeper socio economic lessons embedded in the practices of Ramadan and Eid, emphasizing their alignment with Sustainable Development Goal 10: Reduced Inequalities. The film also introduced the concept of "The Other Iftar", shedding light on the disparities between lavish iftar traditions and the struggles of underprivileged communities, urging viewers to reflect on excess, food wastage, and their role in building a more just society. The event concluded with an interactive discussion where students shared their insights and takeaways, reinforcing the message that equality is not just a concept, but a practice rooted in everyday actions and choices. It is linked with sub goal 10.3.



10 REDUCED
INEQUALITIES



ACTIVITY 13:

HIKING FOR EQUALITY: REDUCING INEQUALITIES THROUGH OUTDOOR INCLUSION

Organized By:
The Department of Management
Sciences in collaboration with the DSE.



The Directorate of Sustainability and Environment (DSE) arranged hiking, it was a student-led initiative aimed at promoting Sustainable Development Goal 10 (Reduced Inequalities) by organizing an inclusive hiking event for university students from diverse and underrepresented backgrounds. Held at Trail 5 on 12th April, 2025, the event brought together students from different departments, socioeconomic classes, ethnicities, and abilities, offering them a chance to connect with nature and each other in an environment that fostered inclusion and equity. The event featured structured reflection points along the trail, where participants engaged in guided discussions on inequality, social mobility, mental health, and barriers to accessing nature in urban environments.

By combining outdoor recreation with social learning, the event not only provided a wellness break from academic life but also empowered students to become advocates for inclusion in both campus and community life. This event is linked with SDG 10 sub-goal 10.2.



10 REDUCED INEQUALITIES



ACTIVITY 14:

CONFIDENCE THROUGH CARE: PERSONAL GROOMING AS A STEP TOWARD EQUALITY

Organized By:

The Department of Management Sciences in collaboration with the DSE.



The Directorate of Sustainability and Environment (DSE) visited the Scientific School as an educational outreach event aimed at teaching students the importance of personal grooming and its role in boosting self-confidence and promoting social inclusion. Conducted through interactive chart paper display, the session emphasized grooming not just as a means of selfpresentation but as an empowering tool that contributes to equal opportunities for all. The primary objective of the event was to educate students on essential grooming practices, enhance their self-esteem, and highlight the connection between self-care and reducing social inequalities, particularly in alignment with Sustainable Development Goal 10: Reduced Inequalities. As a result, the event significantly boosted the confidence of participants, equipped them with practical skills, and fostered a deeper understanding of how small, personal actions can contribute to greater social equity. It successfully inspired students to take ownership of their personal development while reinforcing the broader message of inclusivity and equal opportunity. It is linked with SDG sub goal 10.2.



10 REDUCED INEQUALITIES



ACTIVITY 15: RAMADAN & EID: RASHAN DRIVE

Organized By:
The Department of Management
Sciences in collaboration with the DSE.



The Department of Management Sciences (DMS) organized a heartfelt Roshan Distribution Drive during the holy month of Ramadan, aimed at supporting underprivileged families through the spirit of giving and the Islamic obligation of Zakat. The event, held on March 27th to reduce inequalities and foster community well-being.

The event served not only as a charitable act but also as a learning experience for students, reinforcing the importance of empathy, responsible citizenship, and proactive efforts to uplift marginalized communities—perfectly aligning with the objectives of Sustainable Development Goal 10: Reduced Inequalities. It is linked with SDG 10 sub goal 10.2.



10 REDUCED
INEQUALITIES



ACTIVITY 16:

WORKPLACE EQUITY STARTS WITH YOU: BEHAVIOR, INCLUSION AND SDG 10

Organized By:
The Department of Management
Sciences in collaboration with the DSE.



The Directorate of Sustainability and Environment (DSE) in collaboration with The Department of Management Sciences (DMS) hosted a seminar titled “Workplace Equity Starts with You: Behavior, Inclusion and SDG 10”. The guest speaker was Mr. Owais Arif – a professional corporate trainer and motivational speaker, known for mentoring young professionals on personal branding and workplace ethics.

Through interactive discussion and real-world examples presented by the speaker, participants gained a deeper understanding of how professionalism can serve as a powerful tool for fostering equity, reducing workplace discrimination, and promoting a culture of mutual respect. As an outcome, attendees left with actionable strategies to enhance their own workplace behavior and a renewed sense of responsibility to champion inclusivity and fairness in their future professional roles. It is linked with SDG 10 sub- target 10.3.



10 REDUCED INEQUALITIES



ACTIVITY 17:

INTERNATIONAL DAY FOR ELIMINATION OF RACIAL DISCRIMINATION

Organized By:

The Department of Management Sciences in collaboration with the DSE.



The Directorate of Sustainability and Environment (DSE) in collaboration with The Department of Management Sciences (DMS) organized an impactful awareness walk on the International Day for the Elimination of Racial Discrimination as part of its ongoing efforts to promote equity, diversity, and social inclusion. Held on March 24th, 2025, the event brought together students, faculty, and staff in a unified call to action against all forms of racial and ethnic discrimination. The initiative aligned closely with Sustainable Development Goal 10: Reduced Inequalities, encouraging the university community to challenge discriminatory practices and embrace the values of unity and mutual respect. Through this event, participants were reminded that ending racism requires both collective advocacy and individual accountability in building a just and equitable society. It called upon participants to not only reflect on their roles in dismantling discriminatory practices but also to champion diversity as a strength that drives collective progress. It is linked with SDG 10 sub target 10.3.

