

# Pakistan House and Bahria University signed MoU to formalize strategic partnership

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Islamabad : Pakistan House, under the leadership of Director General Muhammad Athar Javed, and the Faculty of Humanities and Social Sciences at Bahria University Islamabad, represented by Principal and Dean Dr. Adam Saud, have signed a Memorandum of Understanding (MoU) to formalize a strategic partnership aimed at advancing research and development in critical areas. The signing ceremony took place at Bahria University Islamabad, marking the beginning of a collaborative journey between the two esteemed institutions.

This MoU outlines a framework for cooperation, with a focus on holding joint conferences and seminars, and embarking on collaborative projects that address pressing global and regional issues. Among the key topics of collaboration are climate change initiatives, strategic communication, geopolitical shifts, and psychological warfare. Recognizing the urgent need for comprehensive research and action on climate change, this partnership aims to develop innovative solutions and strategies to mitigate the impacts of climate change. This includes interdisciplinary research, policy recommendations, and community engagement projects.



Both institutions will work together to explore the dynamics of strategic communication, particularly in the context of geopolitical shifts, studying the methods and impacts of information dissemination in various geopolitical landscapes. The collaboration will focus on analyzing the evolving geopolitical environment, with an emphasis on understanding the implications of these changes for national and international security. Additionally, the partnership will delve into the complexities of psychological warfare, examining how psychological tactics are employed in conflicts and the effects on populations.

During the signing ceremony, Muhammad Athar Javed emphasized the importance of academic and research collaborations in addressing global challenges.