



Press Release

**ITU SET TO HOLD TWO DAY INTERNATIONAL ACADEMIC LITERARY
FESTIVAL, "AFKAR-E-TAZA"**

Lahore, December 27, 2017

The second edition of Afkar-e-Taza, a two day international academic literary festival pioneered by Information Technology University's founding Vice Chancellor Dr. Umar Saif is being organised on January 13-14, 2018 at the Alhamra Centre, Mall Road, Lahore. This festival focuses on world-class academics and their work in the evolving discourse in Pakistan. This festival will 'bring robust academic discourse to the fore in an accessible and engaging fashion', remarked Dr. Saif.

The festival will run from 10am to 6pm on both days and will feature three concurrent panels, together with musical performances and a food festival. The event is partnered with both the HEC, PHEC and several educational institutions for ensuring a true academic literary festival of Lahore. Over fifty international and national speakers from arts, literature, social sciences, humanities, science and other fields will feature in the festival, hailing from nearly a dozen countries.