

Fusion of arts and sciences: Academic future of universities in Pakistan

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Abstract. The paper explains the need for Universities in Pakistan to offer degree programs and courses that are multidisciplinary in nature so that graduate and undergraduate students learn the skills for future innovation idea management that then can be applied to sustainable, ecofriendly and green product development in digital space, engineering, bio technology or even social, political and economic policy initiatives with sensitized indigenous understanding of the local culture. The postmodern alignment of national, regional or local life styles of populations can be improved with innovation ideas with motivations from technical learning by doing from latest syllabus that is developed in Universities in Western countries in a way that the idea fusion of the indigenous richness in local expressions through various mediums of arts is directed to contemporary developments in scientific design formulation.

Keywords. Education, Art and sciences.

JEL. A10, A12.

1. Introduction

The countries that are considered to be at the forefront of technical, economic, social and political innovations are also the ones that promote ideas of liberty, freedom of expression, creative arts, democracy within fringes of national and local governance and global wellbeing. The empowered community development ideas primarily lead to confidence among the general population that their voices matter in creating local, national and international policies that keep concepts like human rights, well being, economic and cultural prosperity central to any processes and initiatives introduced by private or public institutions making every one a stake holder in value creation of their products. These products can be engineering inventions making processes of manufacturing more efficient while creative mind within the society ensures that the architectural design of the product is aesthetic, modern, ecofriendly and sustainable providing maximum satisfaction to the population that takes benefit from it creating better and modern life styles. (Meadowcroft & Fiorino, 2017; and Indian Institute of Science, 2013)

The central to these processes of aesthetic and renewable innovation is the awareness of self among the voluntary and involved participants within the larger populations referring to the essence of humanity irrespective of ethnicity and religion; awareness of the natural surroundings of the habitat and its preservation; and awareness of the needs for the right technology and idea innovation and intervention in both urban and rural localities where populations mainly contribute to economic, cultural and social value creation.

The most binding constraint for the future of green and sustainable development of postmodern urban or rural life style is the foundation and source of idea generation and that is the guided scientific, aesthetic, spiritual and multi cultural mind present among the populations. Traditionally this mind is primarily and

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mostly harnessed in academic institutions ranging from primary to graduate education under formal academic environments.

The environment of idea generation and innovation that is promoted in universities like Harvard, Cambridge, Oxford to name the few has led to economic and social dominance of countries like the US and the UK in global economy, politics, cultural and aesthetic architecture, scientific achievement, digital or print media intervention. Not surprisingly then the decisions coming out of global politics and economics overwhelmingly favor these developed countries and developing country like Pakistan find it difficult to present its case towards its cultural and human strength that is no less in talent when compared to the US and the UK. (Bornshier, 2005; and Root, 2006)

There is a need for universities in Pakistan to connect Arts with Sciences by introducing multi-disciplinary studies at undergraduate and graduate level to provide importance of aesthetic design understanding that is green and ecofriendly to Science students. The indigenous cultural echo system developed and practiced at local level in shape of local music, local fashion, local poetry and local designs should form the motivation for technical learning by doing taking place through introduction of latest course syllabus that is emerging primarily in the Western countries making innovation idea rooted with local interpretation of postmodern life style embracing process of globalization and the relevant life style transitions smooth and imprinted with a Pakistani brand (Wisconsin Academy of Sciences, Arts and Letters, 1893).

Pakistani Universities should fill the gap in academic excellence if any and contribute to the process of innovation idea generation within Pakistan utilizing its multi-disciplinary strength in Eastern Arts and Architecture, Media Studies, Local and Regional Sociology, Business and Economics and local digital landscape connected with commercial and technical enterprises inside and outside Pakistan by promoting and hosting events, club meetings, seminars, conferences, exhibitions on ideas where Arts meet Sciences in design innovation of economic, political, digital or architectural nature and related processes. The multidisciplinary strength of the faculty within different academic departments should be utilized to also hold trainings allowing both students and professionals to take benefit from the academic and intellectual strength of its faculty and its associated networks. All mediums of expression should be engaged by the universities to promote and facilitate process of idea innovation in Pakistan through promoting and participating in relevant advocacy and research activities with in house or out sourced expertise.

As per contemporary cultural precedence, the fusion of Eastern anthropology with a Western life style does take place mainly in arts in Pakistan and this is the very reason that the innovation idea fusion in emerging Sciences like commercial and professional digital space, urban architecture, large scale engineering concepts and bio technology should be motivated from the history of subcontinent India in performing and visual arts. The mediums of information dissemination should present Pakistani version of cultural innovation that keeps process of sustainable, green and ecofriendly postmodern industrial concept development at its core. For example, the Eastern marvel of Taj Mahal is an aesthetic and engineering feat hosting concept design innovation by Mughal empire at its peak is to take motivation in design measurement perfection for large scale architectural designs in Pakistan while utilizing 3D printing techniques to efficiently and cheaply produce the look alike materials from trove of exhibits and artefacts rich in visual arts amply present within Mughal cultural heritages like Badshahi Mosque in Pakistan (Du Temple, 2003; and Mongeon, 2015). The spiritual mind within Islamic traditions that has led to the golden era for historic Muslim design innovation for urban architecture also considered the best utilization of space in humid environments keeping life style comfortable and exquisite at the same time. Large scale building material manufacturing process should take lead from already present skills among local masonry but indulging with contemporary material

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processing techniques to form a final product concept of fusion between postmodern multiple housings in single building and vertical and horizontal space utilization. The basic culture of economy practiced by average Pakistani can bring Eastern culture to urban landscape with majestic undertones that is the hall mark of Mughal dynasty in subcontinent India and this scheme of idea innovation within fusion of East meeting the West is ecofriendly and green leading to efficient utilization of national energy resources mostly consumed within households like natural gas and electricity. The aesthetic horizontal and vertical space occupation by connecting contemporary idea of living with Mughal design understanding in large scale housings available to common Pakistani would give indigenous life style an innovative and historical importance and would be a matter of discovery for a global citizen. This will also increase tourism bringing in vital foreign exchange for Pakistan and establishing Pakistani brand internationally. At micro level Pakistani people have a greater exposure to culture of other nations integrating Pakistani people with global citizenship.

Another example from recent history in Pakistan comes from performing arts when Pakistani music took poetry from Pakistani National Poet Allama Iqbal, and by using visuals from Pakistani landscape and jamming with electric guitars, one of the most popular music bands in county's history namely JUNOON helped the Pakistani youth in 1990s to understand importance of Pakistan's cultural richness within subcontinent India and giving way to a better understanding among Pakistani people with post modernism within Islamic traditions (Ahmed, 2010).

Similarly, the retail brands in clothing like Nishat and Khaddi have improved the aesthetic and empowered interpretation of lifestyle of women in their household, social and professional engagements by giving them access to modern design choices in Pakistan's national dress that can be matched in aesthetics, choice and comfort with any popular brand in Europe or US like H&M and Zara. The local interpretation in fashion design can be adopted with ease by customers living in another cultural context bringing Pakistan source to multi million dollars' international customer base strengthening the general brand 'Pakistan' in regional or global commerce.

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