



# PEOPLE

# SDG

Sustainable Development Goals

# SUSTAINABLE DEVELOPMENT GOALS



**SDGs Report  
For The Year 2023**



# PEOPLE



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**Talib S. KARIM**

President  
Institute of Business Management



## President’s Message – Talib S. Karim

I **welcome everyone** who is passionate about pursuing higher education and look forward to completing a nationally accredited and globally accepted recognized degree at the Institute of Business Management. We promise quality-oriented and rewarding professional and personal growth opportunities in your journey with our Institute. Over the last decades, we have worked dedicatedly to fulfill our mission and deliver on our promise to develop global leaders. Our unwavering commitment to invest in people, systems, and infrastructure contributes immensely towards enhancing our capabilities. The institution over the years has received quite a few international and national rankings and accreditation and has been ranked and qualified for several local, national, and international agencies like Universal, NBAEC, CIEC, APQN, NACTE, PEC, and relevant bodies. Our linkages with leading educational institutions worldwide continue to strengthen. More than 40 students went on exchange programs for a full semester each last year to partner universities in Italy, Georgia, North Cyprus, Morocco, Malaysia, Thailand, China, South Korea, and Japan. Tuition and accommodation costs were fully covered in most cases. With over 7,500 graduates already working for MNCs or national companies or spearheading their own enterprises, there is hardly any doubt that IoBM has come a long way. The feedback that we periodically solicit from institutions and our alumni gives us comfort that the hard work of our dedicated academic and management personnel benefits thousands of talented individuals who have walked through the corridors of this institution. At IoBM, we provide merit and need-based scholarships to students to cover up to 100% of tuition fees. We offer an environment that enables constructive learning avenues for the students to develop themselves as lifelong learners with a sense of citizenship and empathy to serve the global community. We promote a culture of research and investigation across the board. There are many platforms where research and advocacy are supported by the institution in the shape of faculty research grants, student research societies, and institutionally sponsored research symposiums and conferences. We currently have four research journals and three of them have received HEC recognition. We value all aspects of ensuring that our student community, faculty and staff, and community get the best from our services. That is why we remain committed to reshaping the destiny of our potential youth and executive student body and the country at large.

## Rector’s Message – Prof. Tariq Rahim Soomro



At IoBM sustainability is not an aspiration but a fundamental business strategy that the university and its stakeholders have embraced in its development path. We understand that ideas like climate change, quality education, outreach and equitable resource management cannot be fought within a single country. Many of our faculty and students collaborate in projects and research addressing the United Nations’ Sustainable Development Goals; we emphasize creativity with sustainability.

IoBM on its part is working tirelessly for the promotion and strengthening of its stature as a center of excellence in Education, Innovation & Sustainability well-aligned with SDGs. Our efforts are demonstrably improving the world by encouraging responsible behavior and environmental stewardship. Our work enriches the educational experience and empower our students to truly lead in sustainable development.

We remain dedicated to expanding our impact and creating pathways for long-term success, both for our institution and the communities we serve.



## Message from Quality Enhancement Cell (QEC)



The Quality Enhancement Cell (QEC) at the Institute of Business Management (IoBM) is dedicated to carrying forward the commitment to promote sustainability and the United Nations’ SDGs. We aim to mainstream sustainability in all academic, research, and operational practices by benchmarking against global and national standards for long-term impact.

QEC aligns with the vision of IoBM to be a research-led, innovation-driven, and societally meaningful organization that enhances quality in sustainability initiatives throughout all areas of university operations nationally and internationally. We hope to live and spread the essence of ecocentric practice, social impact, legislative responsibility, and resilient environmental principles in all our academic programs, research outputs, and community engagement.

Our mission is to provide the tools for tomorrow’s leaders and changemakers to thrive in a world where collaboration and innovation become our practice, which leads us toward sustainability.

Together, we have dedicated our efforts to keep IoBM at the forefront of knowledge creation, retention, and sustainable development.

## OUR TEAM QUALITY ENHANCEMENT CELL (QEC)



**SHAHID AMJAD**

*DIRECTOR QEC*



**ATIF SHAHAB**

*MANAGER QA*



**ASIF ZAHEER WARSI**

*SENIOR ASSISTANT MANAGER QEC*



**MARIA ASAD**

*SENIOR OFFICER QEC*



**DANIA RAHEEL**

*SENIOR OFFICER QEC*



## INTRODUCTION

The Institute of Business Management (IoBM) Quality Enhancement Department was established on April 2nd, 2008, under the visionary leadership of President IoBM, Talib S. Karim. Its inception marked a significant milestone in IoBM’s commitment to excellence in education and continuous improvement. Since its establishment, the department has played a pivotal role in enhancing the quality of education and fostering a culture of innovation and academic rigor at IoBM. The quality enhancement cell is duly recognized and ranked in top “W” category by Quality Assurance Division of HEC.

## VISION

The Quality Enhancement Cell (QEC), Institute of Business Management, aims to be one of the leading centers ensuring the highest national/international quality education standards and enabling IoBM to stand amongst the leading global HEIs commanding public respect and confidence

## MISSION

The mission of QEC is to promote public confidence in the quality and standards for the award of degrees, management and overall quality of knowledge being imparted at IoBM by creating, enhancing and safeguarding the learning environment through strict implementation of internal and external standards stipulated by HEC and other national and international accrediting bodies.





**IoBM Alumna Sahibzadi Mahin Khan appointed as the focal person for Sindh and Baluchistan by the Consulate of the Federal Republic of Germany**



[www.iobm.edu.pk](http://www.iobm.edu.pk)

**IoBM Alumna Sahibzadi Mahin Khan appointed as the focal person for Sindh and Baluchistan by the Consulate of the Federal Republic of Germany**

We've got some thrilling news to share! Sahibzadi Mahin Khan, a shining star and proud alumna of the Institute of Business Management (IoBM), has just been appointed as the focal person for Sindh and Baluchistan by the Consulate of the Federal Republic of Germany Karachi. A dynamic powerhouse, Mahin completed her BBA and MBA at IoBM in 2002 and 2004, respectively. Now, she's stepping into the role of Focal Liaison Person to the Federal Republic of Germany Karachi. In her own words, "I feel honored to be bestowed upon such a prestigious role. Being a Focal Liaison Person to the Federal Republic of Germany Karachi is a responsibility and a commitment to fostering stronger ties, facilitating growth, and ensuring the success of our shared ventures. To smooth the way of visa requirements for commercial visits to Germany and to encourage women empowerment

in an economic environment.” But that's not all – Mahin is not just an alumna with a title; she's a force to be reckoned with in the business world. As the CEO of Mahin Khan & Co. and the Director of Winterland, she's a trailblazer in the realms of entrepreneurship and commerce.

Now, let's talk about her entrepreneurial journey – brace yourself for the awe-inspiring details! In 2016, she founded Mahin Khan and Company (MK & Co.), a top-tier business consultancy firm that's been the brains behind major projects for government organizations, MNCs, and large corporations. Her brainchild, Winterland at the PAF Museum, Karachi & now Lahore, are a testament to her innovative spirit and business acumen. Ms. Mahin is not just about business; she's a catalyst in promoting women empowerment. She's the Founder President of the Women Chamber of Commerce & Industry Korangi (WCCIK) and the brains behind the Pakistan South East Asia Business Forum (PSEABF) also the first female Convener of the FPCCI Central Standing Committee on “Diplomatic Affairs” for the years 2022 & 2023. Talk about breaking glass ceilings! Mahin's journey is nothing short of remarkable. With a background in finance and media, she's been associated with heavyweight financial institutions like Union Bank, ABN AMRO Bank, Royal Bank of Scotland, and Faysal Bank Limited. And did you know that Mahin has also been a captivating host on local mainstream channels. She is the definition of a multi-talented go-getter.

Moreover, Mahin is not just a business whiz; she's got the certifications to prove it that includes, SECP Certified Director, Diversity, Equity, and Inclusion Certified Professional, South East Asia Leadership Academy (SEALA), Art of Facilitation | Train the Trainer (TTT), National Security Workshop, National Media Workshop from National Défense University and Maritime Security Workshop from Pakistan Navy War College Lahore and National Security Workshop Baluchistan.

But amidst all these achievements, she takes a moment to share some pearls of wisdom with the IoBM students. "Your time at university is not just about acquiring knowledge but also about cultivating skills, forging connections, and discovering your passions," she advises. "Challenges are not roadblocks; they are stepping stones to growth." So, to the students of IoBM, Mahin says, "Seize the opportunities before you, and don't be afraid to dream big. I believe in the incredible potential within each of you. Embrace your journey, stay focused on your goals, and let your passion drive your success." Talk about motivation! We can't wait to see what amazing things Sahibzadi Mahin Khan will accomplish in her new role. Cheers to an extraordinary alumna making waves in the world!

The appointment of IoBM alumna Sahibzadi Mahin Khan as the focal person for Sindh and Balochistan by the Consulate of the Federal Republic of Germany aligns with several United Nations Sustainable Development Goals (SDGs). Her efforts in promoting women's empowerment through her role as Founder President of the Women Chamber of Commerce & Industry Korangi (WCCIK) and her leadership in the business world closely relate to **SDG 5: Gender Equality**, particularly in empowering women in economic and public life. Additionally, her work in fostering business growth and her position as CEO of Mahin Khan & Co. contribute

to **SDG 8: Decent Work and Economic Growth**, emphasizing entrepreneurship, economic inclusion, and innovation. Lastly, her diplomatic role and international collaboration initiatives underscore **SDG 17: Partnerships for the Goals**, highlighting the importance of global cooperation in achieving sustainable development objectives.





### Anti-drug talk held at IoBM

The Institute of Business Management organized an Anti-Drug talk session on December 26, 2023. The objective was to inculcate awareness against the illicit use of drugs and the consequences of drug abuse. Col. Shakirullah, Joint Director Anti Narcotic Force (ANF) Sindh and Dr. Sana Aslam, Clinical Psychologist from ANF addressed the students, faculty members, and management staff. Dr. Sana Aslam delivered a comprehensive and informative speech that was keenly listened to and positively reacted to by the audience.

During the question-and-answer session, students asked pertinent questions regarding the spread and illegitimate use of drugs and narcotics among the young generation of Pakistan, particularly students from universities, colleges, and schools. It was observed that efforts for effective law enforcement should be coordinated and focused on to prevent and curb the smuggling/distribution of illegal drugs/narcotics. Youth in cities such as Karachi and Lahore are comparatively much affected by multiple levels of trafficking and the use of banned drugs/narcotics. It was also noted that parents can play a significant role in this regard by closely monitoring their children. Moreover, the activities of the youth need to be essentially observed, and timely action must be taken to save the young generation from the menace of drug abuse/narcotic addiction. At the conclusion, Brigadier (Rtd.) Dr. Muhammad Abbas, Dean, of the College of Computer Science and Information Systems (CCSIS) and Chairman Anti-Drug/Smoking Committee, IoBM presented a vote of thanks to the speakers for imparting valuable information during this talk.

The Anti-Drug talk session at IoBM focused particularly on SDG 3: Good Health and Well-being, and SDG 16: Peace, Justice, and Strong Institutions. SDG 3 promotes health and well-being for all, emphasizing the importance of mental health awareness and the prevention of substance abuse, both of which were key focuses during the session. The efforts by IoBM to raise awareness about the dangers of drug abuse among youth resonate with the global mission to curb illicit drug use, a critical component of achieving better public health outcomes.

Furthermore, SDG 16, which promotes peace, justice, and the building of strong institutions, is evident through the collaborative involvement of the Anti-Narcotic Force (ANF) and university leadership. The session highlighted the need for law enforcement and community engagement to tackle drug trafficking and related crimes, ensuring a safer environment for young people, especially in urban areas like Karachi and Lahore. These efforts not only safeguard the well-being of the youth but also strengthen societal frameworks to address such pressing issues.

In line with these goals, educational institutions like IoBM play a pivotal role in driving societal change, promoting SDG-aligned initiatives, and fostering awareness and action on pressing challenges such as drug abuse.



### Eureka Fair 2024 held at IoBM

The Department of Management and HRM, IoBM organized the Eureka Fair on Saturday, December 23, 2023, showcasing as many as 18 student projects. These students represented the MBA course "Technology, Operations and Innovation" (TOI). The event was held under the supervision of Dr. Junaid Ansari (Course Lead). The esteemed experts supervising the projects were the faculty members of TOI including Mr. Javed Malik, Mr. Abdul Basit, Mr. Atiq Bin Ishtiaq, and Mr. Majid Qureshi.

Given that the fair showcases student projects in technology, operations, and innovation, it aligns well with several SDGs, particularly:

1. **Quality Education (SDG 4):** The fair promotes innovative educational practices and student engagement in real-world problem-solving.
2. **Decent Work and Economic Growth (SDG 8):** The entrepreneurial projects showcased can contribute to economic development and job creation.
3. **Industry, Innovation and Infrastructure (SDG 9):** The emphasis on technology and innovation in the student projects underscores the importance of developing resilient infrastructure and fostering innovation.

[Please click here to read the complete report.:](#)

[https://www.iobm.edu.pk/assets/documents/Eureka\\_Fair\\_-\\_Fall\\_2023\\_-\\_Details.pdf](https://www.iobm.edu.pk/assets/documents/Eureka_Fair_-_Fall_2023_-_Details.pdf)

[Please click here to view the photographs.:](#)

<https://drive.google.com/drive/folders/10AUtgS5DejbQ-vDINIt-dI5ErW8d5HRy>





### **Mr. Saquib Ahmad, Country Director SAP, talks about digital transformation**

On the directive of President IoBM, Dean Brig. Dr. M. Abbas extended a warm invitation to Mr. Saquib Ahmad, Managing Director of SAP Pakistan, to deliver a talk as part of the ongoing series of sessions organized by CCSIS, IoBM. The event, held on December 18th, 2023, took place in the IoBM auditorium. SAP, being the market leader in enterprise application software, made Mr. Saquib's insights invaluable. Mr. Saquib shared his thoughts on the “Role of Change Management in Digital Transformation.” Mr. Saquib has served in various organizations such as Oracle, Comptel, and Nokia-Siemens. This session was attended by management, faculty members, and students who took a keen interest in the words of wisdom by the esteemed guest.

Mr. Saquib motivated the participants by sharing his journey as a student where hard work and persistence led him to achieve career success as he took over leadership roles. He also shed light on the technological advancements and the future of technology, especially how it will impact our society. Engr. Dr Khalid Bin Muhammad, Industrial Liaison Officer, presented the vote of thanks. Dr. Tariq Rahim Soomro (Acting Rector, IoBM) presented a moment to Mr. Saquib.

As part of the commitment to fostering innovation and sustainable development, the Shahjehan S Karim Incubation Center at IoBM emphasizes the critical role of digital transformation in achieving the Sustainable Development Goals (SDGs). From the insights shared by Mr. Saquib Ahmad, Managing Director of SAP Pakistan, on the role of digital transformation, key elements of the talk align closely with several Sustainable

Development Goals (SDGs). Digital transformation plays a crucial role in fostering **SDG 9: Industry, Innovation, and Infrastructure**, by promoting resilient infrastructure and fostering innovation. Additionally, the focus on technology and societal impact directly supports **SDG 4: Quality Education**, as it empowers students and professionals through digital skills, enhancing their prospects. These advancements contribute to reducing inequalities within and among countries, relating to **SDG 10: Reduced Inequalities**. Moreover, the advancements in digital technology indirectly support **SDG 8: Decent Work and Economic Growth**, by enhancing the capacity for more sustainable and inclusive economic growth.



### **IoBM alumna, Afsheen Jiwani, recognized among 2023 Canada’s Most Powerful Women**

Ms. Afsheen Jiwani, an IoBM alumna (BBA 2005 and MBA in Marketing 2006) has been recognized among 2023 Canada’s Most Powerful Women by WXN (Women’s Executive Network) in the Canadian Tire Community Impact category. While sharing her learning at IoBM, she commented “The BBA and MBA Programs at IoBM opened my mind to a different view. It gave me a deep perspective on different aspects of management, most importantly relationship management and communications which helped me transfer my skills to the world of philanthropy. I was also very fortunate to have the greatest faculty and classmates which then turned into life-long friends. They pushed me to be better and gave the experiences that I never would've had access to otherwise. It wouldn't be overstating to say that I had some of the best days of my life at IoBM!” she added.

It is indeed an honor for IoBM to see one of its alumna rising to such heights of professional excellence. While commenting on being named among 2023 Canada’s Most Powerful Women, she said, “It feels like a dream, I come from a humble background and it's truly an honour to win this award alongside so many incredible women. I hope I can inspire other females from our community to come forward and share their incredible stories - I think it's absolutely essential.”

Ms. Afsheen is a member of the Advisory Board of Up With Women and of the Association of Healthcare Philanthropy’s (AHP) Diversity, Equity, Inclusion and Belonging Taskforce, and a volunteer leader in the Ismaili community. Moreover, Ms. Afsheen also holds a Fundraising Certification from Toronto Metropolitan University (TMU), formerly known as Ryerson University. She is also a Certified Fundraising Executive (CFRE) showcasing her commitment to professional development. In 2021, she received the AHP’s 40-under-40 Award for her efforts to shape the future of healthcare development. Recently, TMU acknowledged the Top 100 Women

associated with the university, and Ms. Afsheen stands among them. Her leadership qualities have earned her a place in the prestigious Top 100 Women of 2023 list by the Women’s Executive Network (WXN).

Professionals like Afsheen are indeed role models for IoBM students who inspire the youth to achieve their dreams. In her message for the students, she advised them to “Trust yourself and work hard, as there is no substitute for hard work and perseverance. Act like a leader before you’re one - don’t wait for the fancy titles. Look at the bigger picture and always be humbled and grateful.” We extend our heartfelt congratulations once again to Ms. Afsheen Jiwani for achieving this significant milestone.

Afsheen Jiwani’s recognition for her community impact:

1. **SDG 5: Gender Equality** - Afsheen Jiwani’s recognition as one of Canada’s Most Powerful Women directly supports gender equality by highlighting women’s leadership in philanthropy and healthcare. Her efforts to inspire other women to share their stories and pursue leadership roles align with the goal to empower all women and girls.
2. **SDG 3: Good Health and Well-being** - Her involvement in healthcare philanthropy, including receiving the AHP’s 40-under-40 Award, is aimed at shaping the future of healthcare development, improving health outcomes, and ensuring access to quality healthcare.
3. **SDG 10: Reduced Inequalities** - As a volunteer leader and Advisory Board member in organizations that advocate for diversity, equity, and inclusion, Ms. Jiwani’s work focuses on reducing inequalities in various sectors, particularly healthcare.
4. **SDG 17: Partnerships for the Goals** - Her active role in organizations like Up With Women and AHP’s Diversity, Equity, Inclusion, and Belonging Taskforce demonstrates her commitment to fostering partnerships for achieving community impact.

Afsheen Jiwani’s recognition aligns with several of the United Nations’ Sustainable Development Goals (SDGs), including SDG 5: Gender Equality, SDG 3: Good Health and Well-being, SDG 10: Reduced Inequalities, and SDG 17: Partnerships for the Goals. Through her leadership in philanthropy, healthcare, and advocacy for diversity and inclusion, Ms. Jiwani embodies the values of these global goals, contributing to the betterment of society and the empowerment of women.





### **IoBM hosts its 26th Convocation; 1,446 graduates received degrees**

**The 26th Convocation of the Institute of Business Management (IoBM) was organized amid the guidance and inspirational leadership of Ms. Sabina Mohsin, Executive Director, who has been presiding over the Convocation Planning Committee (CPC) since IoBM's inception in 1995. The CPC works diligently to plan, organize, and execute the various activities of the Convocation.**

The Institute of Business Management (IoBM), Karachi, held its 26th Convocation at its campus on Saturday, December 09, 2023. 1,446 graduates from more than 40 disciplines including Bachelor's, Master's, and Ph.D. were conferred degrees at the ceremony this year that was attended by senior representatives from IoBM, graduating students, their parents, and faculty. The distinguished speakers of the event were Mr. Talib S. Karim, President of IoBM and Mr. Bashir Janmohammad, Chancellor of IoBM. The Keynote Speaker was Mr. Rizwan Ahmed Sheikh, CEO, Saudi Pak Industrial and Agricultural Investment Company. Mr. Rizwan is an IoBM alumnus from the first-ever batch to graduate from IoBM.

While presenting a progress report for the institution, the President of IoBM, Mr. Talib S. Karim highlighted how the passion project of the Late Founding President, Shahjehan S. Karim, has turned into one of the leading

educational entities in the country. He noted: “Of the many achievements of IoBM, the Shahjehan Syed Karim Incubation Centre (SSKIC) established in November 2020, requires a notable mention. The center has made good progress and incubated 20 Tech-enabled startups over the last two years and received more than PKR 6 million in external funding from HEC and the Private Sector.” He also highlighted IoBM’s robust endowment fund, the emphasis that the institution lays on research through the Office of Research, Innovation, and Commercialization (ORIC) as well as the focus beyond academics and on extracurricular activities.

Earlier, during the Welcome Address by Mr. Bashir Janmohammad, Chancellor of IoBM, he stressed the need for intellectual minds to trust in their country and dedicate their efforts toward contributing to the betterment of the nation. He presented the graduates with three important pieces of advice. First, they should be thankful to their parents for their unconditional support and sacrifice. Second, they should work hard with honesty to achieve their goals. Third, they should have a vision that they should pursue in life. Moreover, he encouraged the graduating class to ignite an entrepreneurial vision so they could develop innovative ideas to solve social problems. Moreover, Mr. Bashir Janmohammad urged for the upgradation of the syllabus in higher education that should be inclined to IT and artificial intelligence.

The Keynote Speaker, Mr. Rizwan Ahmed Sheikh lauded the graduates, imparting key learnings for them by saying: “I will leave you with my secret to success in life that is summarized by four acronyms, D, C, B, and A. These stand for Dream, Create, Believe, and Achieve. Stick to the principles of discipline, consistency, and hard work as these are the elements that will lead you to fulfill your biggest ambitions. Mr. Rizwan added that we should believe in ourselves and keep endeavoring to complete our objectives. He further said that the challenges in life strengthen us by making us self-aware. He imparted words of wisdom to the graduating class including: “Have faith in Allah”, “Do what you are passionate about”, “Never hide from thinking out-of-the-box” and “Dream without goals are just dreams. We need to plan and act to achieve our goals.

The students who were part of the graduating batch this year received their degrees in a diverse range of disciplines that encompass commerce, finance, data sciences, and entrepreneurship along with numerous others. 22 gold medals were also awarded to the highest achievers within their respective programs. Among the graduates, 872 were awarded Bachelor’s, 527 received Master’s, and 33 students got their MS/M.Phil. degrees. 47 students received merit certificates while 14 individuals were also conferred with PhD degrees at the ceremony.

In her speech, the Valedictorian for the year, Dinah Kamal Hamidi, the recipient of the Shahjehan Syed Karim Gold Medal, reminisced on the memories and learning she had accumulated over the years. She reminded her batchmates how, from asking themselves what they wanted to be when they grew up, to this day, “all grown up”, a new journey awaited them. She stressed not to forget “how exceptional we are! And just what all we are capable of!”

IoBM’s efforts play in contributing to the United Nations Sustainable Development Goals (SDGs). Notably:

- **SDG 4: Quality Education** is highly relevant, as IoBM continues to provide quality education, graduating students across multiple disciplines, and supporting lifelong learning through initiatives like the Shahjehan Syed Karim Incubation Centre (SSKIC), which fosters tech-enabled startups.
- **SDG 8: Decent Work and Economic Growth** is reflected in the institution’s efforts to encourage entrepreneurial thinking and innovation, particularly through its focus on incubating startups, thus contributing to sustainable economic growth.
- **SDG 9: Industry, Innovation, and Infrastructure** is linked to IoBM’s incubation efforts and external funding support, promoting technological innovation and infrastructure development.

By focusing on these SDGs, IoBM is actively contributing to global sustainable development goals through education, economic empowerment, and innovation.

**Gold**

**Medalists**

The Gold Medalists at the 26th Convocation of IoBM were:

Parveen Shah	(BBA Honors)	Janmohammad Dawood Gold Medal
Sadaf Riaz	(BBA Honors)	Upfield Pakistan Gold Medal
Sarah Farooq Muhammadi	(BBA Honors)	Meezan Bank Gold Medal
Shimrana Ahmed	(BBA Honors)	Shan Foods Gold Medal
Noor-us-Subha	(BBA Honors)	Ghulam Farooque Gold Medal
Faraz Anwar Khowaja	(BS Honors Accounting and Finance)	EFU Life Assurance Gold Medal
Tayyaba Rehman	(BS Honors Accounting and Finance)	Tabba Foundation Gold Medal
Kelash Shankar Das	(BE Electrical - Electronics)	Schneider Electric Gold Medal
Aqsa Ashfaq	(BS Honors Accountancy, Management and Law)	Faizan Steel Gold Medal

Syeda Zahra Ali	(BS Actuarial Science and Risk Management)	Orient McCann Gold Medal
Marium Yaseen	(BS Honors Business and Psychology)	Imam Ali Kazi Memorial Gold Medal
Zuhayr Tariq	(BS Computer Science)	PayPak Gold Medal
Sabahat Ghias	(BS Data Science)	Tufail Industries Gold Medal
Wania Aman	(BS Economics, Law and International Relations)	Westbury Group of Companies Gold Medal
Umme Hani Asghar	(BS Entrepreneurship)	DVAGO Gold Medal
Mehak Madad Ali	(BS Logistics and Supply Chain Management)	Afeef Packages Gold Medal
Laiba Gohar Ali	(BS Mathematics and Economics)	S. H. Hashmi Memorial Gold Medal
Dinah Kamal Hamidi	(BS Honors Media Studies)	Shahjehan Syed Karim Gold Medal
Momina Rehan	(BS Social Entrepreneurship and Leadership)	Management Association of Pakistan Gold Medal
Shamir Shoukat Ali	(MBA Evening)	Dr. Essa's Laboratory Gold Medal
Hira Naz	(MBA Finance and Risk Management)	Mondelez Pakistan Gold Medal
Zainab Ali	(MBA Logistics and Supply Chain Management)	Jubilee General Life Insurance Gold Medal





### **ORIC, IoBM organizes a seminar on Intellectual Property Rights Protection in Pakistan**

The Institute of Business Management's Office of Research, Innovation, and Commercialization (ORIC) organized a seminar on "Intellectual Property Rights Protection in Pakistan" on November 28, 2023. The esteemed speaker invited to share insights on the topic was Ms. Saima Kanwal, a Senior Patent Examiner at the Intellectual Property Organization of Pakistan. Present on this occasion from IoBM were Dr. Seema Ansari, Advisor to the Rector; Dr. Akhlaq, Director ORIC; Dr. Shahid Amjad, HoD, Environment and Energy Management; Dr. Muhammad Arif, Director Research; along with HoDs, faculty and management.

The seminar focused on understanding the fundamental concepts of intellectual property rights and the legal and administrative framework of IPRs in Pakistan. During her engaging and thought-provoking session, Ms. Saima discussed various types of intellectual property rights, emphasizing their significance and how they can prove beneficial for researchers and entrepreneurs. She also explained the legal and administrative aspects of intellectual property protection at both national and international levels. Furthermore, Ms. Saima shared valuable insights on selecting a strong trademark for business and products. She also guided the drafting of a patent application to seek patent protection in Pakistan. The seminar proved to be an informative platform for participants to enhance their understanding of Intellectual Property Rights and their practical applications to create a unique brand identity.

The seminar on "Intellectual Property Rights Protection in Pakistan," organized by the Office of Research, Innovation, and Commercialization (ORIC) at IoBM, foster a deeper understanding of intellectual property rights (IPR), the event supports SDG 9 (Industry, Innovation, and Infrastructure) by promoting innovation and encouraging the protection of intellectual property, which fosters technological progress and sustainable industrialization. Furthermore, the guidance provided on trademarks and patent applications aids in building resilient infrastructures for businesses, a key target within this SDG. The protection of IPRs also contributes to SDG 8 (Decent Work and Economic Growth) by supporting entrepreneurship and formalizing businesses, thereby boosting economic development. The insights shared also resonate with SDG 4: Quality Education, emphasizing the importance of education in enhancing awareness of IPR, which is crucial for a knowledge-based economy. Through such initiatives, IoBM not only enhances the entrepreneurial ecosystem but also contributes to the broader global agenda for sustainable development.

This seminar was organized under the guidance of Director ORIC, IoBM, and his team: Syed Faraz Ali, Manager, and Ms. Donia Niaz, Assistant Manager at the ORIC department.





### **IoBM Alumnus Muhammad Tajdaar Completes Philadelphia Marathon as the only participant from Karachi**

IoBM alumnus (2020), Muhammad Tajdaar, recently participated in the end of 2023 for the Philadelphia Marathon. As a representative of Pakistan, he was the only participant from Karachi. Despite a hilly course and cold weather, he completed the full marathon in 4 hours and 32 minutes. When sharing his comments, Muhammad Tajdaar discussed his training schedule. He mentioned that running on the streets at night in Karachi posed a significant challenge. Due to his schedule from 9-6, he could only run after 6 PM, raising safety concerns. After 6 PM, it gets dark because sometimes the streetlights aren't working. The majority of Tajdaar's marathon training took place on the streets of DHA Phase 8. Traffic in that area is consistently heavy, especially on weekends, adding an extra layer of difficulty to his training runs. Despite these obstacles, Tajdaar remained dedicated to his training for the past 1.5 years and intensified his efforts for the marathon, consistently training for 4 months without a break. On average, he covered a distance of 50 km per week during his marathon training. IoBM is proud of Muhammad Tajdaar's achievement.

Muhammad Tajdaar's remarkable achievement in completing the Philadelphia Marathon as the sole participant from Karachi aligns with several Sustainable Development Goals (SDGs). Notably, SDG 3: Good Health and Well-being highlights the importance of promoting health through physical activity, which Tajdaar exemplifies

through his dedication to training despite challenging conditions. His journey resonates with SDG 4: Quality Education, emphasizing the need for educational institutions to foster resilience and support students in pursuing their passions. Additionally, SDG 11: Sustainable Cities and Communities is reflected in Tajdaar's commitment to navigating urban challenges while promoting a culture of health and fitness within the community. His story serves as an inspiring example of perseverance, showcasing how individual accomplishments can contribute to broader societal goals.





### **Second International Conference on Education (ICE 2023) held at IoBM**

The Institute of Business Management (IoBM) recently brought a diverse range of thought leaders together for the Second International Conference on Education (ICE) 2023. It was held on November 25-26, 2023. Addressing the theme of "The Changing Education Landscape.", this edition of the annual conference focused on the Sustainable Development Goal 4 (SDG-4) established by the UN which aims to shed light on the subject of Quality Education globally. The esteemed Chief Guest at the occasion was Ms. Rana Hussain, Interim Education Minister of Sindh, who is also a visionary in the field of education. Mr. Talib S. Karim, President IoBM was the Conference Patron. ICE-2023 was organized by the Department of Education, IoBM.

The multifaceted insights from the diverse range of speakers at various sessions held at the conference set the tone for a dialogue that transcends boundaries and envisions a future where education is not just a system but a catalyst for holistic societal development in Pakistan. The keynote speakers at the event included Professor Stefan Krummacker from the Queen Mary University of London, a Professor of Leadership Practice; Deputy Vice-Principal (Education) and Member of the Department of People and Organisations along with Prof. Dr. Muhammad Sarwar, Dean, Faculty of Education, International Islamic University, Islamabad. This unique assembly of thought leaders signified a departure from the conventional conference structure. "The Changing Education Landscape" with respect to SDG-4 of the UN's 17 Sustainable Development Goals was not just another theme as it encapsulated a call to arms for educators, policymakers, and stakeholders to collectively navigate the dynamic challenges and opportunities that lie ahead.

Addressing the conference, Ms. Rana Hussain, Interim Minister for Education, Sindh stated: "Effective collaboration with educational institutions is key to achieving our objectives in ensuring inclusive quality

education. Emphasizing the essential elements of People, Planet, Prosperity, Peace, and Partnerships for sustainable development, we acknowledge that addressing governance and accountability gaps is crucial for the successful implementation of the Right to Education and SDG-4 targets in Pakistan, particularly in Sindh. The changing labor market, influenced by digitalization, automation, and globalization, underscores the need for retraining and up-skilling to meet the increasing demand for highly skilled individuals. Communication skills are highlighted as pivotal, and the importance of strong, autonomous universities as strategic partners in advancing common goals, particularly in promoting the SDGs, cannot be overstated."

"The chosen theme resonates aptly, recognizing the relativity of the term 'quality' in education. The paramount aspect of education lies in the acceptance of its graduates. This Second International Conference on Education serves as a crucial platform, uniting representatives from both public and private sector institutes in various insightful sessions, fostering collaborative participation," noted Dr. Tariq Soomro, Acting Rector of IoBM. By bringing together a diverse array of perspectives, the event aspired to pave the way for collaborative solutions and innovative approaches. It was not just a conference; but a collective exploration of possibilities and an incubator for groundbreaking ideas that have the potential to reshape the educational landscape in the country. ICE 2023 was organized by IoBM's Department of Education. Dr. Sarwat Nauman, the Head of the Department, along with her team played an instrumental role in organizing the Conference.

The Second International Conference on Education (ICE 2023) held at IoBM has aligned itself with several key Sustainable Development Goals (SDGs), prominently featuring **SDG 4: Quality Education**, which seeks to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. The conference emphasized the critical need for educational institutions to adapt to the evolving landscape shaped by digitalization, automation, and globalization. Furthermore, discussions highlighted the interconnectedness of **SDG 3: Good Health and Well-being**, focusing on the importance of mental health support within educational environments, and **SDG 1: No Poverty**, stressing the role of quality education in breaking the cycle of poverty and fostering economic opportunities. The event also touched on **SDG 2: Zero Hunger**, as education is fundamental in promoting sustainable agriculture and food security. The insights shared at ICE 2023 not only addressed immediate educational challenges but also contributed to a broader dialogue on how educational frameworks can advance multiple SDGs, thereby fostering a more sustainable and equitable future.



### SSKIC's Spotlight Entrepreneurs of IoBM

"Spotlight - Entrepreneurs of IoBM" served as a powerful reminder of the vibrant entrepreneurial ecosystem at IoBM.

The Shahjehan Syed Karim (SSK) Incubation Center along with The Ice Society of IoBM, hosted an inspiring event, "Spotlight - Entrepreneurs of IoBM," which showcased and celebrated the entrepreneurial spirit within the IoBM community. Held on Thursday, 23rd November, from 12:30 PM to 2 PM at the CBM Auditorium, the event aimed to connect students with successful entrepreneurs who have made significant impacts in their respective fields.

The highlight of the event was a session with Atif Baig, Founder of Creative 3D and Bilal Afridi, Co-founder of Creative 3D. Bilal brought a wealth of experience and insights, sharing his entrepreneurial journey with an engaged audience. His story is a testament to the power of innovation, resilience, and strategic thinking in the world of technology startups.

**Inspirational Journey:** Bilal Afridi recounted his path from having a visionary idea to co-founding Creative 3D, a company at the forefront of 3D printing technology. His narrative was filled with both the challenges and triumphs that he encountered along the way, providing a rich source of inspiration for aspiring entrepreneurs in the audience.

**Invaluable Lessons:** Attendees were given an opportunity to learn from Bilal and Atif's experiences. His insights into product development, market strategy, and fundraising were particularly valuable for those looking to start their own ventures.

Interactive Q&A Session: The event included an interactive Q&A session, where students could directly engage with Bilal and Atif Baig, asking questions and seeking advice on various aspects of entrepreneurship. This segment was highly appreciated as it allowed for a deeper understanding of the entrepreneurial process.

ICE and the SSK Incubation Center’s event, "Spotlight - Entrepreneurs of IoBM," was a resounding success which brought together students, entrepreneurs, and industry experts in a collaborative environment, promoting learning and networking. Bilal Afridi's presence and insights were particularly impactful, leaving attendees with a sense of motivation and a clearer understanding of the entrepreneurial path. This event exemplified the spirit of innovation and entrepreneurship that IoBM seeks to cultivate within its community.

The event "Spotlight - Entrepreneurs of IoBM" exemplifies the commitment of IoBM to fostering innovation and entrepreneurship, directly aligning with several Sustainable Development Goals (SDGs). Most notably, **SDG 8: Decent Work and Economic Growth** is highlighted through the support of entrepreneurial initiatives that create employment opportunities and promote sustainable economic growth. Furthermore, the event reflects **SDG 4: Quality Education** by providing students with valuable insights and mentorship from successful entrepreneurs, enhancing their learning experiences and preparing them for future careers. Lastly, the collaboration between IoBM and industry experts underscores **SDG 17: Partnerships for the Goals**, emphasizing the importance of partnerships in achieving sustainable development.





### **IoBM represented at the 9th UNESCO-APEID Meeting in China**

The Institute of Business Management (IoBM), Karachi was represented at the 9th UNESCO-APEID Meeting on Entrepreneurship Education, in Hangzhou, China, by Raza Abbas, Head of the Shahjehan S Karim Incubation Center (SSKIC), IoBM. He was invited to speak on “Governance and Management of an Incubation Centre in Pakistan”. Over two hundred representatives from across thirty countries, universities, TVET institutions, civil society, the private sector, and international and regional organizations, attended this flagship entrepreneurship event on October 26–27, 2023. During his visit, Raza Abbas met with policymakers, researchers, entrepreneurs, international development representatives, and students to discuss the way forward for a sustainable entrepreneurial education ecosystem contributing to UN Sustainable Development Goals. During his presentation, Raza Abbas said that entrepreneurship as a degree program is being offered by IoBM and that the SSKIC, IoBM has successfully executed two cohorts. At the same time, the third will be launched in 2024. To date, SSKIC has incubated and graduated 20 Tech-enabled startups. Startup Verticals for Cohort 3- 2024: Internet of Things –IoT, AI, Agri-Tech, FinTech, Blockchain, Metaverse, EdTech, Health Tech. Raza shared the Vision of the President of IoBM, Mr. Talib Karim, that 20% of the Institute’s graduates should become entrepreneurs.

Moreover, he summarized the 6-month Incubation Inclusive Online Program in which marginalized communities are encouraged to apply from across Pakistan. During the event, Raza had meaningful conversations with eminent global stakeholders to explore collaboration opportunities, ensuring that entrepreneurship education remains a priority to achieving UN Sustainable Development Goals in Asia Pacific. Raza shared that Collaborative Partnerships with the private sector/industry are a game changer to support and sustain entrepreneurship education in the Asia Pacific region.

IoBM's representation at the 9th UNESCO-APEID Meeting on Entrepreneurship Education focused on achieving following SDGs:

1. **SDG 4 (Quality Education):** IoBM's efforts in entrepreneurship education, especially through the Shahjehan S Karim Incubation Center, align with this goal by promoting inclusive and equitable quality education. The Incubation Center's focus on marginalized communities and its entrepreneurship degree program reflects the commitment to lifelong learning opportunities for all.
2. **SDG 8 (Decent Work and Economic Growth):** By fostering tech-enabled startups and focusing on sectors like AI, FinTech, and Health Tech, IoBM supports decent work and sustainable economic growth. Entrepreneurship education is a powerful driver for economic opportunities, job creation, and innovation, all of which align with SDG 8.
3. **SDG 17 (Partnerships for the Goals):** IoBM's active collaboration with global stakeholders at this event, and its emphasis on forming partnerships with industry and international institutions, directly contribute to SDG 17. The focus on collaborative partnerships for entrepreneurship education highlights the essential role of cross-sector collaboration to achieve the SDGs.



IoBM student, Abdul Rafay Sajid, secures a place on the **Pakistan Men's Junior Hockey Team**



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**IoBM student, Abdul Rafay Sajid, secures a place on the Pakistan Men's Junior Hockey Team**

Abdul Rafay Sajid, an IoBM student pursuing a degree in Economics & Finance, and also the Captain of the IoBM Hockey Team, has been selected to represent the Pakistan Men's Junior U-21 Hockey Team. This marks a significant milestone in Rafay's sporting career and is a source of great pride for IoBM indeed. Since joining the IoBM Hockey Team, Rafay has consistently displayed commitment, dedication, and a steadfast approach to improving his game. His continuous efforts to enhance his on-field skills have earned him a well-deserved place on the Pakistan Men's Junior U-21 Hockey Team. At present, Rafay is in Johor Bahru, Malaysia, competing in the Sultan of Johor Cup 2023. The IoBM Management is immensely proud of Abdul Rafay Sajid and extends its best wishes for his continued success in the world of sports.

Abdul Rafay Sajid’s selection for the Pakistan Men’s Junior U-21 Hockey Team reflects IoBM’s commitment to promoting holistic education that balances academics with physical well-being, resonating with SDG 3 and SDG 4. His achievement also underscores the significance of global collaboration through sports, aligning with SDG 17 by fostering partnerships and cultural exchanges that contribute to global unity and achieved the following Sustainable Development Goals (SDGs):

- **SDG 3 (Good Health and Well-being):** Rafay’s involvement in sports promotes physical health, well-being, and the importance of active lifestyles among youth, aligning with efforts to ensure healthy lives.
- **SDG 4 (Quality Education):** As an IoBM student, Rafay's achievement exemplifies how educational institutions can provide a balanced approach between academics and extracurricular activities, fostering holistic development.
- **SDG 17 (Partnerships for the Goals):** Representing Pakistan on an international level builds global partnerships and opportunities for cultural exchange, cooperation, and promotion of sports as a means of peace and unity.





IoBM alumnus, Ali Masood, has been appointed as the **Chief Executive Officer** of CCL Pharmaceuticals



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### **IoBM alumnus, Ali Masood, appointed as CEO, CCL Pharmaceuticals**

IoBM alumnus, Ali Masood, has been appointed as the Chief Executive Officer, CCL Pharmaceuticals. Ali brings with him a proven track record of over 20 years of business experience across international markets and Pakistan. He has served in key leadership roles in companies having strong footprints in the region and the world. Ali Masood completed his MBA in Marketing and Health Management (2005-07).

While commenting on his fond memories and experiences at IoBM as a student, Ali said, ‘IoBM has played an integral role in strengthening me as a professional. The courses along with the rich classroom discourse at IoBM strengthened my strategic thinking and leadership skills and built my readiness to excel in the corporate arena. I recommend students at IoBM to think big, challenge themselves, and develop a strong character - this will set you up for success in the years to come. All the best!’

Over the years, Ali has led his teams in various organizations of repute including GSK, Sanofi, Getz Pharma, and Lucky Core Industries (formerly ICI Pakistan). Before joining Lucky Core Industries, Mr. Ali was working as a Cluster Marketing Director at the GSK Gulf Cooperation Council Region and Business Unit Director for the GSK Gulf Region.

IoBM alumnus, Ali Masood, appointment as CEO of CCL Pharmaceuticals reflects a commitment of IoBM to SDG 3 (Good Health and Well-being) and SDG 8 (Decent Work and Economic Growth) through lifelong learning. His extensive experience in the pharmaceutical industry will contribute to advancing healthcare solutions and promoting economic growth in Pakistan. By fostering innovation and leadership in healthcare, Masood's leadership can play a pivotal role in ensuring access to essential medicines and improving health outcomes, aligning with the global goals for sustainable development.



### **Mr. Asif Peer, CEO and MD Systems Limited delivers an insightful talk at IoBM**

The College of Computer Science and Information Systems (CCSIS), Institute of Business Management (IoBM) in collaboration with the Digicon Informatics Society (DIS), organized a talk on "Latest Trends / Future Trends in I.T." Mr. Asif Peer, CEO and MD, Systems Limited was invited as the honorable Guest Speaker. This event was organized by the faculty members and students of CCSIS, IoBM amid the guidance of Brig. Prof. Dr. Muhammad Abbas Dean. Present on this occasion were IoBM's Management, Faculty and Students. The master of ceremonies was Ms. Maria Khan, a student at CCSIS and a member of DIS. During his talk, Mr. Asif Peer took the audience down memory lane to the time when he was a fresh graduate and looked at the world for opportunities. He was hopeful that the same passion for achieving life and career goals is present in the youth of Pakistan.

When talking about the success of Systems Limited, he said that the company pursues a strong “Why” and a reason for existence. He advised students to acquire experience in their relevant fields of study and interest along with the ability to exhibit hunger, energy, drive and an attitude to learn that will make a difference. This will provide the students to know the “Why” and the reason for their existence. He gave a pertinent reference to leading global technology companies working in the US and added that no company from this domain was able

to create a global impact. He was hopeful that Systems Limited, with its 8,500 employees, and a forward-looking approach, would be able to touch this milestone.

Pakistan's youth have the caliber to move towards their goals. They must scale up by continuous learning and skills development,” he added. He emphasized the importance of digital transformation. He asked the students to know who they are serving, what kind of services/Apps will solve this problem, and how the process will ease the customers in finding a solution.

Mr. Peer emphasized the significance of data and cloud storage and how it is going hand-in-hand in today’s technologically advanced world. “Every organization has data which is their most important asset. Traditional companies used historical data. However, companies now use real-time data to extrapolate data and predict trends about products and services,” he added.

Mr. Peer recommended students to learn codes and computer languages and stay updated on the latest trends. He asked the students to develop an attitude to learn, to become a team player, to have empathy, and the courage to take risks. The three important aspects that Mr. Peer touched upon during his talk were: digital and AI transformation that is linked to each other, using data as a strategic asset, and effectively using Cloud Computing and Cloud Storage for data management systems.

During the question-and-answer session, while replying to a question, Mr. Peer said that students should build a strong command of statistics, mathematics, and coding languages. In response to another question, Mr. Peer said that students should develop entrepreneurial skills by picking a social problem and devising a solution to it based on their insights. At the end of the session, Dean CCSIS appreciates the efforts by the HoD CS Engr. M. Asghar Khan, Industrial Liaison CCSIS Mr. Khalid Bin Muhammad, and all CCSIS faculty members for improving CCSIS linkages with the IT industry. During his vote of thanks, Brig. Prof. Dr. Muhammad Abbas said that it is a matter of great pride for CCSIS, IoBM to invite Mr. Asif Peer. He was confident that the insights and experiences shared by Mr. Asif would certainly benefit the students.

Mr. Asif Peer's talk at IoBM aligns with the following **Sustainable Development Goals (SDGs)**:

- **SDG 4: Quality Education:** His emphasis on continuous learning, developing technical and soft skills, and acquiring knowledge in the latest IT trends aligns with fostering quality education and lifelong learning opportunities for all.
- **SDG 8: Decent Work and Economic Growth:** By encouraging students to develop entrepreneurial skills and adapt to digital transformation, cloud computing, and AI, Mr. Peer highlights the role of technological innovation in driving sustainable economic growth and productive employment.



- **SDG 9: Industry, Innovation, and Infrastructure:** His discussion on using data as a strategic asset, promoting digital transformation, and leveraging cloud storage reflects a strong alignment with fostering innovation and sustainable infrastructure.

This talk provided critical insights into how students can leverage the latest IT trends to contribute to sustainable growth, innovation, and the future of work



**Dr. Nadia Ayub, Associate Dean, CESD, IoBM, participated in Empowering Women Leaders' Summit**

Dr. Nadia Ayub, the Associate Dean of the College of Economics & Social Development (CESD) at IoBM, was one of the esteemed participants at the Empowering Women Leaders' Summit, held from October 7 to 11, 2023, in Islamabad. This summit played a pivotal role as part of a prestigious fellowship program organized by Michigan State University and the National Academy of Higher Education (NAHE - HEC). This initiative received funding from the U.S. Department of State and the U.S. Embassy in Pakistan.

The primary objective of this program was to empower and prepare women leaders in the field of higher education in Pakistan for senior leadership roles. When sharing her experience, Dr. Nadia Ayub said, "This program provided a unique opportunity to develop skills necessary for leadership in higher education, particularly in the areas of communication, strategic planning, organizational management, change management, resilience, conflict resolution, career planning, and mentoring."

Dr. Nadia Ayub's participation in the Empowering Women Leaders' Summit aligns closely with several Sustainable Development Goals (SDGs), particularly **SDG 5 (Gender Equality) & SDG 17 (Partnerships)**. SDG 5 (Gender Equality) emphasizes the importance of empowering women and ensuring equal access to leadership roles, especially in higher education. By fostering women's leadership skills and capabilities, initiatives like this summit contribute to advancing gender equality and the empowerment of all women and

girls. Furthermore, the collaborative efforts involved in such programs reflect **SDG 17: Partnerships for the Goals**, which underscores the importance of multi-stakeholder partnerships in achieving sustainable development.

Dr. Nadia Ayub’s participation in the Empowering Women Leaders' Summit underscores IoBM's commitment to SDG 5 (Gender Equality) by promoting the empowerment of women in leadership roles within higher education. This initiative not only facilitates skill development for women leaders but also illustrates the collaborative spirit of SDG 17 (Partnerships for the Goals), essential for achieving sustainable development through multi-stakeholder engagement.





#### Award ceremony to celebrate CHS students' SSC achievements

*The Creek High School (CHS) Award Distribution Ceremony was a moment of festivity where the future architects of Pakistan, the high-achieving students in the SSC (AKU-EB), received tokens of appreciation from IoBM's President, Mr. Talib S. Karim; Executive Director Administration (EDA), Ms. Sabina Mohsin; Rector, Deans, and HoDs. In a noteworthy announcement, Ms. Sabina Mohsin, EDA, IoBM shared Mr. Arthur Joseph's promotion from Headmaster CHS to Principal. This Award Distribution Ceremony was planned and coordinated amid the inspiring guidance of Ms. Sabina Mohsin.*

The Creek High School (CHS), a project of The Foundation for Higher Education, organized an award ceremony to celebrate its students' achievements in the SSC (AKU-EB) Annual Examination 2023. The ceremony took place on Saturday, October 14, 2023, at the Amphitheatre, SSKCE Building, IoBM. Gracing the event with their inspirational presence were Mr. Talib Syed Karim, President of IoBM, as Chief Guest; Ms. Sabina Mohsin, Executive Director Administration (EDA); Dr. Tariq Rahim Soomro, Acting Rector; Dr. Shujaat Mubarik, Dean of CBM; Brig. Muhammad Mushtaq, Director of Administration. Dr. Sarwat Nauman, Head of the Education Department; Ms. Rumi Talib Karim, Former Advisor, CHS; Mr. Mohsin Furqan, and Ms. Salma Aijaz were also present. The high-achieving students invited to this ceremony were accompanied by their proud parents. Ms. Nazleen Iqbal was the Master of Ceremony. Hafiz Khalitus Ali recited verses from the Holy Quran.

While addressing the occasion, Mr. Talib S. Karim shared a brief history of the Creek High School and praised Ms. Sabina Mohsin's vision and efforts in establishing CHS as an institution of repute and quality. President IoBM encouraged the students to work hard and pursue the career of their dreams. He emphasized the importance of parent's involvement throughout their university life and urged them to support their children's chosen career



paths. He suggested that CHS should participate in inter-school tournaments and opined that Mr. Arthur Joseph should plan an event at CHS organized by the students to help them develop skills for life and their careers.

Earlier, during his Welcome Speech, Mr. Arthur Joseph, Headmaster of Creek High School, expressed gratitude to IoBM's President and Executive Director for their support and guidance in making this event a reality. He advised students to equip themselves with the skills required to succeed in the twenty-first century.

The Creek High School (CHS) Award Ceremony under the support and guidance of IoBM achieved another milestone and foster the following **Sustainable Development Goals (SDGs)**:

1. **SDG 4: Quality Education** – The award ceremony celebrates the academic achievements of students, which directly supports SDG 4's goal of promoting inclusive and equitable quality education. It highlights the school's commitment to providing quality education, particularly through recognized performance in SSC exams.
2. **SDG 5: Gender Equality** – Mentioning equal encouragement for both boys and girls in the ceremony, particularly through the speech by Dr. Zeeshan Ahmed Sheikh, aligns with SDG 5, which promotes gender equality and the empowerment of all women and girls.
3. **SDG 17: Partnerships for the Goals** – The collaboration between CHS and IoBM reflects a strong educational partnership that can be linked to SDG 17, emphasizing the importance of partnerships in achieving the SDGs, especially through education and capacity-building.

This celebration of academic excellence at CHS reflects a commitment to Sustainable Development Goals, particularly SDG 4 (Quality Education) by promoting inclusive education and recognizing students' achievements, SDG 5 (Gender Equality) by highlighting the importance of equal support for both girls and boys, and SDG 17 (Partnerships for the Goals) through the collaboration between CHS and IoBM to foster educational growth and future leaders.

CHS student, Nabeeha Sheikh, who scored 93.9% at the SSC (AKU-EB), received a special award and cash prize from Mr. Talib Karim. In her remarks, Nabeeha acknowledged the efforts of her parents and teachers that contributed to her success. Nabeeha's parents also shared their thoughts on this occasion. His father, Dr. Zeeshan Ahmed Sheikh urged parents to equally motivate and support their children no matter if they are boys or girls.

#### **Awards for A-1 graders:**

- Ms. Sabina Mohsin, Executive Director Admissions, IoBM, presented awards to Muzena Azam (scored 92.8%), Ali Muhammad (scored 89.7%), and Khalitus Ali (scored 86.8%).
- Dr. Tariq Rahim Soomro, presented awards to Sabih ud din Qureshi (scored 85.9%).

- Dr. Shujaat Mubarik, presented awards to Roha Islam (scored 85.7%), Neha Sajjad (85.4%) and Syeda Sani a Zera (scored 82.5%).
- Brig. Muhammad Mushtaq, presented awards to Warish Sheikh (81.2%) and Syeda Zainab Noor (scored 80.5%).

**Certificates for A graders:**

- Dr. Sarwat Nauman presented certificates to Hoorub Fatima (scored 79%) and Aisha Mohsin (scored 78.1%).
- Ms. Rumi Talib Karim presented certificates to Haiqa Asadi (76.2%) and Laiba Mahmood (scored 75.4%).
- Mr. Mohsin Furqan presented certificates to Affan Raza (scored 74.6% and Adam Jan (scored 72.4%).
- Ms. Salma Aijaz presented a certificate to Junaid Adil (scored 72.7%).



## Chairman, Intellectual Property Organization visits IoBM



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### Chairman, Intellectual Property Organization visits IoBM

The Chairman of the Intellectual Property Organization (IPO) of Pakistan, Mr. Farukh Amil, along with Ms. Saima Kanwal, Senior Patent Examiner, visited the Institute of Business Management (IoBM) to meet with the President of IoBM, Mr. Talib Karim, to discuss matters related to Intellectual Property Rights (IPR) for Higher Education Institutes (HEIs). While speaking on the occasion, Mr. Farukh Amil and Mr Talib Karim discussed how HEIs can introduce innovation and intellectual property awareness among undergraduate students and how these concepts can be embedded in the national curriculum.

Also, present on the occasion were Dr. Tariq Soomro, Acting Rector IoBM; Dr. Ather Akhlaq, Director ORIC; Syed Faraz Ali, Manager ORIC; Ms. Donia Niaz, Assistant Manager ORIC; and Ms. Humaira Kanwal, Research

Officer ORIC. The meeting ended on a positive note for future collaboration in areas of mutual interest for the benefit of students, faculty members, and society.

The recent visit by the Chairman of the Intellectual Property Organization (IPO) to IoBM is part of fostering and achieving Sustainable Development Goals (SDGs), particularly SDG 4 (Quality Education) and SDG 9 (Industry, Innovation, and Infrastructure). By fostering awareness and education about Intellectual Property Rights (IPR) in the curriculum, educational institutions can enhance the quality of education and promote innovation. This initiative also supports SDG 17 (Partnerships for the Goals), as it emphasizes collaboration between higher education institutes and government organizations to develop policies that encourage intellectual property awareness and innovation.





### IoBM emerges as the Runner-Up at the **NUST-PNEC Olympiad 2023**



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#### **IoBM emerges as the Runner-Up at the NUST-PNEC Olympiad 2023**

The PNEC-NUST Olympiad’23 brought together passionate athletes, sports enthusiasts, and fans from all around Karachi. It was a thrilling showcase of skill, determination, and sportsmanship held from October 6 - 8, 2023 at the National University of Sciences and Technology, Karachi Campus

The success of IoBM as the Runner-Up at the NUST-PNEC Olympiad 2023 aligns with several Sustainable Development Goals (SDGs), particularly **SDG 4: Quality Education** and **SDG 17: Partnerships for the Goals**. The event highlights the importance of quality education through competitive sports, fostering an environment where students can develop teamwork, discipline, and resilience. Additionally, the collaboration among 44 universities and colleges exemplifies SDG 17, emphasizing the need for partnerships to achieve shared educational and developmental objectives.

This participation not only cultivates sportsmanship but also enhances educational experience, contributing to a more well-rounded development for students and promoting the values of cooperation and inclusivity essential for achieving sustainable development.

**Highlights:**

**Opening Ceremony**

The Olympiad commenced with a spectacular opening ceremony. There are approximately 44 universities/colleges from across Karachi, each bringing their unique style and strengths. More than 600 students participated in the respected Olympiad.

**Exciting Matches:**

The Olympiad featured three days of intense competition, with numerous memorable matches and moments.

**Standout performances by IoBM:**

- Winner of the Boys Squash event.
- Winner of the Girls Single Badminton Event
- Winner of the Girls Doubles Table Tennis Event
- Winner of the Boys Singles Table Tennis Event
- Winner of the Boys Doubles Table Tennis Event
- Winner of the Girls Single Table Tennis Event
- Runner-Up of Girls Single Table Tennis Event
- Runner-Up in the Girls Doubles Table Tennis Event
- Runner-Up of Boys Table Tennis Singles Event
- Runner-Up Boys Badminton Doubles Event
- The basketball, cricket, volleyball, and futsal teams played very well and reached the semifinal stages.

**Overall Results:**

**Winners:** Pakistan Navy Engineering College (NUST)

**Runner-up:** Institute of Business Management (IoBM)

**Closing Ceremony:**

The Olympiad concluded with a grand closing ceremony, honoring the winners and participants and celebrating the spirit of sportsmanship. CTA Commodore Rashid Nazir and Commandant PNEC-NUST Commodore Tauqeer Ahmed Khawja SI(M) presented the Winner and runner-up Trophies and Shields. The Olympiad was a resounding success, not only in terms of competition but also in uniting sports lovers and fostering camaraderie.





### **IoBM wins 3rd place at the 7th Student Olympic Games 2023**

IoBM Girls Throwball Team emerged as the third-place winners at the 7th Student Olympic Games 2023. They were organized by the Pakistan Students Olympic Association and were held from September 22 - 24th, 2023.

IoBM was among the various teams that participated in the Games. During the pool match, IoBM defeated TMUC. IoBM faced Karachi University in the semi-final. After a closely contested match, IoBM lost to Karachi University with the following scores: First set 15-11 (won), Second set 13-15 (lost), and Third set 16-17 (lost).

IoBM Girls Throwball Team's remarkable performance, securing third place at the 7th Student Olympic Games, showcases not only their athletic prowess but also the institution's commitment to fostering a vibrant student life. This accomplishment highlights the importance of extracurricular activities in developing well-rounded individuals.

**SDG 3: Good Health and Well-Being**-Participation in sports significantly contributes to physical health and mental well-being. Engaging in athletic activities promotes a healthy lifestyle among students, encouraging them to prioritize their health and well-being. Competition helps in building resilience and teamwork, which are essential for personal and professional growth.

**SDG 4: Quality Education**-By integrating sports into the educational framework, IoBM enhances the overall learning experience, promoting discipline, time management, and social skills. The involvement in competitive events reinforces the concept of learning beyond traditional academics, thereby fostering a comprehensive educational environment.

**SDG 5: Gender Equality**-The all-girls team exemplifies the spirit of empowerment and equality in sports, encouraging greater participation of women in athletics and leadership roles. This achievement serves as an inspiration for female students, breaking stereotypes and promoting gender equality in traditionally male-dominated fields.

Undeterred by the semi-final setback, IoBM came back stronger in the match for the 3rd Position against Greenwich University. With unwavering determination and an unyielding spirit, IoBM secured the 3rd position in the 7th Student Olympic Games 2023.

*Heartiest Congratulations to the IoBM Girls Throwball Team!*





### Faculty Orientation for Fall 2023 Semester

The Institute of Business Management (IoBM) hosted an insightful Orientation Program to warmly welcome its new faculty members. It was held on September 6 - 7, 2023. During this event, distinguished leaders and educators shared their profound perspectives on the Institute's core values and the pressing challenges confronting the education sector.

During his Welcome Address, President IoBM, Mr. Talib Karim offered guidance on the Institution's values and norms. This inspirational commencement instilled a sense of purpose and enthusiasm among our new staff as they embarked on their IoBM journey. Rector IoBM, Dr. Tariq Soomro, along with the Deans of IoBM: Dr. Shujaat Mubarik (CBM), Brig. Dr. Muhammad Abbas (CCSIS), and Dr. Shahida Wizarat (CESD), delivered invaluable insights. They shed light on the ethos of the Institute and the prevailing educational landscape. Ms. Kiran Zubair, Assistant Manager HR, provided the faculty members with a comprehensive orientation regarding IoBM's human resource practices.

The Orientation Program incorporated a rigorous training component about the 'Science and Art of Learning and Teaching', comprising three essential workshops conducted by our accomplished faculty members. Mr. Javaid Ahmed led a session on 'Science and Art of Learning and Teaching: The Fundamentals'; Dr. Afaq Ahmed Kazi conducted a workshop focused on 'Backward Course and Assignment Design'; and Dr. Muhammad Arif

delivered training on 'Assessment and Feedback.' These workshops proved immensely valuable to participants, offering outstanding learning experience.

The Faculty Orientation Program at the Institute of Business Management (IoBM) aligns closely with the Sustainable Development Goals (SDGs), particularly **SDG 4 (Quality Education)** and **SDG 5 (Gender Equality)**. The emphasis on innovative teaching methodologies and faculty training directly supports quality education, ensuring that new educators are well-equipped to foster an inclusive learning environment. Additionally, the program's commitment to gender equality is highlighted through the involvement of diverse leaders and educators, promoting equal opportunities within the academic community. The recent Faculty Orientation Program at IoBM not only welcomes new educators but also reinforces the institution's commitment to **SDG 4 (Quality Education)** by enhancing teaching skills and methodologies, and **SDG 5 (Gender Equality)** by promoting diverse representation among its leadership. Through such initiatives, IoBM is taking significant steps toward fostering a more equitable and high-quality educational environment.



### **IoBM and Viper Technology explore the digital future of Pakistan at ITCN Asia 2023**

IoBM in collaboration with Viper Technology hosted an insightful session to discuss the national digital strategy framework on day 2 of ITCN Asia 2023. on Friday, September 1, 2023. The title of the event was “Digital Domination: Opportunities and Challenges.” IoBM was also the Academic Partner of the 23rd ITCN Asia 2023. President IoBM, Mr. Talib Karim was the Chief Guest. The Keynote Speakers were Dr. Imran Batada, CTO and Director CIT, IoBM, and Mr. Faisal Sheikh, Co-founder, Viper Technology and CEO VIION Technology.

Among the panelists were Mr. Sohaib Hassan, Award-winning Marketer, Media and Strategy Faculty; Mr. Khushnood Aftab, CEO, Viper Technology; Mr. Shaukat Ali Khan, Global Chief Information Officer, AKUH and Mr. Abrar Khan, Chief Marketing Officer, Beaconhouse Group. Mr. Baber Majid Bhatti, CEO, National Information Technology Board also spoke on the occasion. Dr. Iman Batada expertly moderated the session.

Dr. Batada said that digital media and ICTs are creating a different future for higher education. The students are also well aware of their career options as they are developing an entrepreneurial vision. The academia must play a role in this regard. Mr. Faisal Sheikh shared that acceptability to new technologies is a challenge faced by Pakistan. During the panel discussion, Mr. Sohaib Hassan emphasized that AI will not consume our job but someone using AI effectively will take our job. Mr. Khushnood Aftab, called for organizations to focus on developing their brand and its image that can fortify Pakistan’s financial stature in the region and across the

world. He urged young tech entrepreneurs to seek investment from local companies for a win-win scenario and growth of the national product.

Mr. Shaukat Ali Khan viewed this session on digital technology as a foundation for future collaborations. He said that we need to accept that digitation is the future for all industries. Mr. Abrar Ahmed Khan explored the education of Pakistan and how digital media is developing this sector. He highlighted the importance of digital media in enriching experience and in the dissemination of information among stakeholders of the education sector including management, faculty, parents, and students. He called for the development of an education ecosystem in Pakistan with a focus on capacity-building.

While addressing the audience, Mr. Baber Majid Bhatti, CEO, National Information Technology Board (NITB), explored the current landscape and prospects of the IT sector in Pakistan. His expertise and vision shed light on the pivotal role that technology plays in shaping the nation's digital future and the necessary policies and procedures that IT stakeholders in Pakistan need to develop.

It is interesting to note that among the exhibitors at the ITCN Asia 2023 were five startups incubated at IoBM's SSKIC. They were Hacktastic Solutions, Creative 3D, Elecnovate, Sehatlings, and Sustainable Builders. IoBM's College of Engineering Sciences also showcased Farm Automation, a cost-effective solution to increase agricultural productivity through IoT Technology. These initiative fosters a culture of achievements and fosters sustainable development goals (SDGs). In alignment with the Sustainable Development Goals (SDGs), particularly SDG 4: Quality Education, IoBM's collaboration with Viper Technology at ITCN Asia 2023 emphasizes the critical role of digital technology in enhancing educational outcomes and fostering innovation. Moreover, the focus on SDG 9: Industry, Innovation and Infrastructure reflects the need for educational institutions to engage with industry for sustainable development, while SDG 17: Partnerships for the Goals highlights the importance of collaborations between academia and the tech industry to drive forward Pakistan's digital transformation and economic growth. By addressing the digital transformation of higher education and fostering collaboration between academia and industry, this initiative supports the development of innovative solutions essential for achieving sustainable development in Pakistan.





### **IoBM welcomes new students for Fall 2023 Semester**

*IoBM hosted the Fall 2023 Semester Orientation on Saturday, September 2, 2023.*

*This program was held under the guidance of Ms. Sabina Mohsin, Executive Director, IoBM. IoBM's departments, including Admissions, General Administration, IT, Housekeeping, Maintenance, Security, Media, and MARCOM, worked in unison under Ms. Sabina Mohsin's leadership to make the event a success. The program was well-coordinated by the Admissions Department, IoBM with Mr. Imdad Ali Mugheri, Manager and HoD, and his team. The Fall 2023 Semester Orientation at IoBM exemplifies the institution's commitment to SDG 4: Quality Education by fostering an inclusive and vibrant learning environment for its students.*

Ms. Juveria Baig, HoD Internship, Placement & International Office, IoBM, was the Master of Ceremony. Rashid-ul-Haq Zahid, the newly admitted MBA student, recited verses from the Holy Quran. Ms. Juveria delivered the translation.

Earlier, during his address, Mr. Talib Karim, President IoBM advised newly admitted students to follow the rules as prescribed to them. He said that the youth of Pakistan is the biggest asset for this country. “You have to take this country forward and contribute positively,” he added. Mr. Talib Karim said that once a student is admitted, IoBM is responsible for taking care of their finances if they are unable to meet the requirements. This was the motto of our Late Founder President, Shahjehan S. Karim. Mr. Talib Karim shared three pieces of advice. First,

respect your country; second, respect your parents, and third, respect your faculty. He added that the students after graduating from IoBM will be an asset to the corporate sector and the country.

During his Welcome Address, Dr. Shujaat Mubarik, Dean CBM said that the students are now a part of an active and vibrant learning community called IoBM. He paid a heartfelt tribute to IoBM’s Late Founder Presiden, who established his idea of IoBM in 1995. During his presentation, Dr. Mubarik shared important points regarding the students’ campus life and academic activities including Continuous Assessment System, Academic Counseling, etc. He advised students to plan studies based on Catalog, follow the Academic Calendar, and abide by the rules for maintaining CGPA. He advised students to be open to new ideas, be consistent in their endeavors, and never stop the opportunity to learn. While presenting an overview of the Student Societies, Ms. Juveria shared milestones achieved by IoBM students in various sports tournaments at national and international levels.

Syeda Rabiya Ghazanfar, an IoBM alumna, shared her experience with the new students. She said that she sees a spark and yearning among the new students that will make their dreams come true. Rabiya, who is serving as a Marketing/Research Analyst at Liberty City Ventures, highlighted how the state-of-the-art campus life, a well-stocked library, and an experiential learning classroom format will expand the horizons of the new students.



### **IoBM and Cedar College to collaborate on academic fronts**

IoBM and Cedar College, Karachi have entered into a Participation Agreement for a joint venture of professional training courses. The agreement signing ceremony was held at IoBM on Monday, August 28, 2023. The purpose of this Agreement is to promote cooperation in jointly offering professional courses between IoBM and Cedar College. The signatories of this agreement were Dr. Imran Batada, CTO and Director CIT, IoBM, and Mr. Roque Martin D’Mello, CEO, Cedar College, Karachi.

According to the agreement, the two institutes will collaborate on the development of course materials, course delivery methods, and assessment of student learning outcomes. IoBM will also offer customized and specific teacher training programs in collaboration with Cedar College and offer exclusive fees and scholarships for its B.ED and Master in Education programs.

The collaboration between IoBM and Cedar College aligns with Sustainable Development Goals (SDGs), particularly SDG 4 (Quality Education) and SDG 17 (Partnerships for the Goals). By jointly offering professional training courses, the partnership aims to enhance educational outcomes and promote lifelong learning opportunities, directly contributing to SDG 4. Additionally, through collaborative course development and teacher training, they are fostering multi-stakeholder partnerships that are crucial for achieving the SDGs, as emphasized in SDG 17.

Present on this occasion representing IoBM were Dr. Tariq Soomro, Acting Rector; Brig. Dr. Muhamamd Abbas, Dean CCSIS; Dr. Sarwat Nouman, HoD Education Department; Mr. Raza Abbas, HoD SSKIC; Syed Faraz Ali, Manager ORIC; Mr. Ali Abbas Mirza, Assistant Manager, MARCOM and Mr. Umair Saeed Kirmani, Business Development Executive, EMEC. Mr. Kumail Syed, HoD, and Mr. Sohaib Munir, Director of Operations, represented Cedar College, Karachi.





### **Sindh HEC, UNDP, and IoBM address sustainable development challenges**

Policymakers and authority figures from diverse fields deliberated upon the steps to achieve sustainable development goals in Sindh. They converged at the workshop organized by HEC Sindh and UNDP in partnership with the Institute of Business Management (IoBM) on Thursday, August 17, 2023. The event was coordinated by IoBM’s Quality Enhancement Cell (QEC). High-ranking decision makers, dignitaries, and officials from Sindh HEC and Sindh SDGs Support Unit, UNDP attended this event. The speakers explored the initiatives and measures educational institutions in Sindh should implement to meet the SDGs.

During his Welcome Address, Talib Karim, President IoBM said that the Institute has been contributing to the SDGs through research. He appreciated Sindh HEC’s efforts to organize workshops to facilitate academia’s research objectives and governance. He was hopeful that the workshop would add value to our collective knowledge. Universities should share best practices and conduct cross-departmental learning initiatives, he added. Dr. S.M. Tariq Rafi, Chairperson, Sindh HEC called for universities to move towards the completion of goals. Sindh HEC has initiated faculty-building workshops along with other capacity-building and research-based programs that will be beneficial in this regard. We must improve skills and impart knowledge among the students, he added. Knowledge-sharing must be encouraged among and between private and public sector universities.

The Sustainable Development Goals (SDGs) that are achieved through collaborative efforts between IoBM, UNDP, and Sindh HEC are highlighted below:

- **SDG 4: Quality Education:** The focus on enhancing educational institutions through workshops and research initiatives, as well as the emphasis on building faculty capacities, directly relates to SDG 4, which seeks to ensure inclusive and equitable quality education for all.
- **SDG 17: Partnerships for the Goals:** The collaboration between IoBM, UNDP, Sindh HEC, and various stakeholders highlights the importance of partnerships in achieving the SDGs. These partnerships are essential to mobilizing resources, sharing knowledge, and achieving sustainable outcomes.

The workshop, through academic and policy collaborations, plays a crucial role in aligning Sindh’s educational initiatives with global SDG targets. The provincial review of SDGs and action plan development are practical steps towards realizing these goals in Sindh.

Ahmed Hasan, Monitoring and Evaluation Specialist, Sindh SDGs Support Unit called for the academia, private and public sector to work in unison with UNDP to implement SDGs. He also presented a provincial review of SDGs in Sindh including an overview of the public expenditure and key achievements. Munib Ali Faridi, Environmental Policy Analyst, UNDP, conducted a group session on developing an SDG Action Plan. Dr. Zulfiqar Ali Umrani, Director ORIC, Ziauddin University discussed the methods for implementing SDGs and how universities evolve through the process of knowledge transfer, creation, implementation, and integration. Aijaz Ali Khuwaja, Planning Consultant SDG, UNDP examined the achievability of SDG indicators. He explained how political commitment, policy coherence, and institutional development can help the realization of SDGs in Sindh. Shehzer Amir Shaikh, Economic Policy Analyst, UNDP presented the vote of thanks. Rector IoBM Dr. Tariq Rahim Soomro distributed the certificates and souvenirs during the closing ceremony.





## IoBM secures Runners-Up position at the 76<sup>th</sup> Independence Day Inter-University T20 Cricket Tournament



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### IoBM runners-up at 76<sup>th</sup> Independence Day Inter-University T20 Cricket Tournament

IoBM emerged the Runners-Up Trophy and bagged three major awards at the 76<sup>th</sup> Independence Day Inter-University T20 Cricket Tournament 2023. It was played on Monday, August 14, 2023, at the Moin Khan Cricket Academy. IoBM played the Final against Newport Institute of Communication & Economics (NICE), which the latter won by 56 runs. This Tournament was organized by The Comd. Arty 25 Mech. Div. of the Army and HEC, coordinated by IQRA University.

IoBM’s Captain Bilal Khalid was declared the “Best Player and Best Fielder of the Tournament” while Mohib Imran was adjudged the “Best Batsman of the Tournament”. Heartiest congratulations to the IoBM Cricket Team for winning the Runners-Up Trophy.

The participation of IoBM's cricket team in the 76th Independence Day Inter-University T20 Cricket Tournament highlights the importance of promoting healthy lifestyles and fostering community engagement, aligning with **SDG 3: Good Health and Well-being** and **SDG 4: Quality Education**. By emphasizing sports and extracurricular activities, the university not only contributes to physical health but also enhances teamwork and leadership skills among students, preparing them for future challenges. This initiative is also a testament to **SDG 17: Partnerships for the Goals**, as it involves collaboration among various educational institutions to promote a vibrant academic and social environment.

A celebration of teamwork, community engagement, and holistic education, IoBM's achievement exemplifies how sports can serve as a platform for building stronger educational and institutional ties.





**IoBM student Javeria Hanif (BS-CS) selected for Sindh Football Team**



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**IoBM student Javeria Hanif (BS-CS) selected for Sindh Football Team**

IoBM student (BS-CS) Javeria Hanif was selected to play for the Sindh Football Team and participated in the prestigious National Football League held in Lahore from August 3 to 12, 2023. She shared, "Representing Sindh and competing at the national level has been an incredible experience. I am proud to share that our team's dedication and hard work have led us to qualify for the semi-finals of the National Football League. The journey thus far has been filled with challenges, growth, and invaluable learning opportunities." She expressed her gratitude to IoBM for providing her with support and encouragement.

Javeria Hanif's selection for the Sindh Football Team and her achievements in the National Football League embody the spirit of IoBM's efforts for achieving **SDG 5: Gender Equality** and **SDG 10: Reduced Inequalities**. Her participation not only promotes women's representation in sports but also encourages greater inclusivity and opportunities for women in traditionally male-dominated fields. Furthermore, such achievements foster community engagement and highlight the importance of sports in promoting social cohesion and empowerment.

Javeria Hanif's selection for the Sindh Football Team also show commitment and dedicated efforts under the umbrella of IoBM with **SDG 3: Good Health and Well-being**, which focuses on ensuring healthy lives and promoting well-being for all. Participation in sports like football is vital for physical health, mental well-being, and overall fitness. By supporting student athletes, IoBM contributes to promoting a healthy lifestyle, combating sedentary behavior, and encouraging students to engage in physical activities, which are essential components of SDG 3. Javeria's achievement highlights the role of sports in fostering both personal health and community well-being, while promoting an active, healthy lifestyle among youth.



### 3rd Cohort of Internship Program by GRSC, IoBM concludes

A ceremony was organized by the Global and Regional Studies Center (GRSC), IoBM to award certificates to students who completed their internship. The event was held on Saturday, August 12, 2023. Present on this occasion were Mr. Talib Karim, President IoBM; Ambassador G R. Baluch, Head of GRSC; and Amb. Syed Hasan Habib, Senior Fellow, Center for Policy & Area Study, IoBM.

This was the third Cohort completed under the umbrella of GRSC. Five students from the degree programs of Economics, Law, and IR (ELI) and Economics, Media, and IR (EMI) were allowed to work under the able guidance of GRSC faculty to acquire insights on various dimensions of regional and international politics, diplomacy, and trade among others. This internship program was a part of the student’s minor course in International Relations. The students completing their internships were: Ali Akbar, Mohammad Azeem, Sameer Ahmed and Mohammad Moosa.

During his address, Mr. Talib Karim shared that the youth of Pakistan need to enhance their knowledge of current affairs. He added that the purpose of GRSC is to exchange ideas on the national and international fronts about geopolitics. He was confident that the future of Pakistan remains with the youth and that the students completing their internships can pursue a career in foreign relations.

Earlier, Ambassador G R. Baluch presented an overview of GRSC, which is a think tank associated with IoBM. He said that “In an ever-changing world, GRSC’s work as a leading resource for information and ideas about foreign policy is more important than ever. At GRSC, interns do work those matters in a diverse and inclusive environment. They are offered professional development training as a foundation for future work in the field of foreign policy and international affairs.”

He shared the following learning objectives gained by the students. These include:

- Insights into complex Global and Regional Geopolitics and Geo-Economics and its Impact on the Foreign Policy of Pakistan
- Understanding the underlying causes and dynamics of international conflicts
- Peacebuilding and conflict transformation methodologies
- Knowledge of the work of international institutions and inter-governmental bodies and their role in conflict resolution, peacebuilding, peacekeeping, disaster management, and development.
- Skills to better organize and prioritize office work, time management, and teamwork
- Improve their writing and presentation skills
- Expand their network in IR-related organizations
- Research Methodology

The internship program conducted by the Global and Regional Studies Center (GRSC) aligns with key Sustainable Development Goals (SDGs). Specifically, it contributes to **SDG 4 (Quality Education)** by enhancing the students’ knowledge of international affairs and foreign policy, preparing them for meaningful careers in global diplomacy. Furthermore, by fostering research, peacebuilding, and international cooperation, the program supports **SDG 16 (Peace, Justice, and Strong Institutions)**, which promotes peaceful societies and effective governance. Finally, GRSC’s collaboration with international bodies and field trips to diplomatic institutions echoes the principles of **SDG 17 (Partnerships for the Goals)**, emphasizing the importance of global partnerships for sustainable development.

The students shared a common consensus that the internship provided them to become attuned to current diplomatic and geopolitical issues about Asia, the Middle East, and the US. They were encouraged to work and learn in a congenial environment. They appreciated Amb. Baluch’s efforts in organizing a field trip to the Iranian Consulate that was indeed a learning experience.



Ambassador Syed Hasan Habib presented the Vote of Thanks. He was hopeful that the students will keep Pakistan close to their hearts when pursuing a career in foreign affairs. He was confident that the research work completed by the students will be printed and will facilitate the dissemination of fruitful insights. The event concluded with the students receiving their certificates from President IoBM followed by a group photograph.



### **IoBM qualifies for the Final of the 76th Independence Day Inter-University T20 Cricket Tournament**

IoBM has qualified for the Final of the 76th Independence Day Inter-University T20 Cricket Tournament 2023 which is being organized by IQRA University on behalf of HEC. In the semi-finals played on August 11, IoBM defeated SBB Deewan University by 4 wickets. IoBM will play the Final match against Newport Institute of Communication & Economics (NICE), Karachi on Monday, August 14, 2023, at 6 pm at the Moin Khan Cricket Academy, DHA Phase VIII, Karachi.

Let’s first look at how IoBM’s activities revolve around SDGs:

- **SDG 3 (Good Health and Well-being):** Promoting physical activity through sports like cricket enhances physical health and mental well-being. Tournaments encourage students to adopt a healthy lifestyle, which aligns with SDG 3.
- **SDG 4 (Quality Education):** University sports events like these are part of the broader university experience, promoting leadership, teamwork, and critical life skills, thus supporting SDG 4 by contributing to quality education.

- **SDG 17 (Partnerships for the Goals):** The collaboration between universities for this tournament fosters partnerships, which directly aligns with SDG 17 by encouraging cooperation between institutions.

IoBM’s participation in the 76th Independence Day Inter-University T20 Cricket Tournament aligns with the United Nations' Sustainable Development Goals (SDGs), particularly SDG 3 (Good Health and Well-being) by promoting physical fitness and mental resilience through sports. It also supports SDG 4 (Quality Education) by fostering essential life skills, and SDG 17 (Partnerships for the Goals) through inter-university cooperation, exemplifying the power of partnerships in achieving shared objectives.

**We wish IoBM all the best!**





### **IoBM’s first High School Summer Internship Program concludes**

The Certificate Distribution Ceremony marking the successful completion of IoBM’s first High School Summer Internship (HSSI) Program 2023 was held at IoBM on Monday, July 31, 2023. Ten students from Karachi Grammar School (KGS) completed a 4-week internship at IoBM. They interned in various departments including Entrepreneurship and Management Excellence Center (EMEC), Marketing and Communications (MARCOM), Center of Information Technology (CIT), Shahjehan S. Karim Incubation Centre (SSKIC), Media and ORIC.

Present on the occasion were IoBM’s President Mr. Talib Karim; Dr. Tariq Rahim Soomro, Acting Rector; Dr. Shujaat Mubarik, Dean CBM; Ms. Juveria Baig, HoD Internship and Placement, and Mr. Abdul Khaliq, Assistant Manager, Internship and Placement.

While speaking on the occasion, Mr. Talib Karim said that the idea was to create awareness about IoBM through the Summer Internship Program and to let students utilize their summer vacations productively. President IoBM added that the students of Batch 1 of the Summer Internship Program are our ambassadors who will take forward the image of IoBM wherever they go.

During the event, the interns shared their views on the program. They shared a common consensus that the Internship Program helped them experience working in teams to complete tasks within given deadlines. They were hopeful that this internship has facilitated them in broadening their mental horizon, especially on how to



manage projects, develop presentations and present them, organize events, and work in collaboration with teams among others. The interns especially praised the campus layout and facilities and showed an interest in interning again at IoBM.

IoBM's High School Summer Internship Program targets the following Sustainable Development Goals (SDGs):

- **SDG 4 (Quality Education):** The internship program provided practical exposure and learning opportunities for high school students, aligning with the goal of ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all.
- **SDG 8 (Decent Work and Economic Growth):** By offering an internship that enhances students' skills in team collaboration, project management, and communication, the program contributes to promoting sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.

Through such initiatives, IoBM reinforces its commitment to nurturing the next generation of skilled professionals and responsible citizens.



### **IoBM's SSKIC Empowers the Youth to Become Future Entrepreneurs**

In a ground-breaking initiative to nurture young talent and foster an entrepreneurial spirit, the Shahjehan Syed Karim Incubation Center (SSKIC) at the Institute of Business Management (IoBM) organized a first-of-its-kind "Pitch Deck Competition" exclusively for high school students. It was held on Monday, July 24, 2023. The event was conceived and executed by the interns of IoBM's Summer Internship 2023 studying at Karachi Grammar School (KGS). This event was held under the guidance of Mr. Raza Abbas, Head of SSKIC. This program provided a unique platform for aspiring entrepreneurs to showcase their business ideas and compete for recognition. It was also an opportunity for the intern's skills in team building and event management.

Pitch That Startup: Pitch Deck Competition aimed to inspire the next generation of business entrepreneurs and provide high schoolers with an opportunity to experience the thrill of entrepreneurship in a university setting. The event highlighted IoBM's commitment to fostering creativity, engaging with the community, and empowering young minds to think creatively.

Mr. Talib Karim, President IoBM congratulated the IoBM summer interns for their commendable commitment to executing this event. He was hopeful that such events will create an inclusive environment to foster the thoughts to create future entrepreneurs.

Present on this occasion were Dr. Seema Ansari, Advisor to Rector IoBM; Dr. Muhammad Shujaat Mubarik, Dean CBM, IoBM; Mr. Muhammad Misbahuddin, Head of HR; Ms. Juveria Baig, Head of Internship, Placement

and International Office; Mr. Salman Beg- IoBM Board member and President of Old Grammarians Society. Representatives from the corporate sector were also present.

"Our team was excited to organize this competition as a means of giving back to the community and empowering high school students," said Aneeqa Iftikhar Tunio, one of the student organizers. "We believe everyone should have the chance to explore their entrepreneurial potential, and this competition allowed us to provide that opportunity."

Despite the summer break, the competition saw an overwhelming response from high schools across Karachi, with almost 80 students participating from up to 10 schools including Alpha, Bay View Academy, Bay View High, Cedar, Happy Home, Indus Academy, Karachi Grammar School, the Lyceum, and Nixor. Each team was tasked with crafting a compelling pitch deck within 2.5 hours using a business idea that they were given on the spot. The business ideas targeted Pakistan's emerging and thriving sectors including technology, consumer goods, education, travel, tourism, and e-commerce.

The panel of judges for the competition comprised SSKIC's resident startup owners and experienced industry experts including Mr. Aurangzaib Alamgir, Ms. Maira Siddiqui, and Mr. Hamza Rasheed.

**Aurangzaib Alamgir**, the Founder of [Porter Pakistan](#), heads an online platform dedicated to leisure and travel planning and booking. Notably, it secured victory in three startup contests, including the coveted World Bank Group's IS grant fund. Moreover, Mr. Alamgir had the honor of representing Pakistan in a global competition held in Morocco last year.

**Maira Siddiqui** is the visionary behind [Chiragh Education Technologies](#), an indigenous EdTech startup based in SSKIC-IoBM. Chiragh's mission is to revolutionize Pakistani education through engaging cartoon and game-based learning. Having secured substantial funding of over 5.5mn PKR, mainly from Morocco and Scotland, Ms. Siddiqui has proven her fundraising prowess.

**Hamza Rasheed**, the mastermind behind [Hacktastic Solutions](#), specializes in delivering cutting-edge solutions to businesses, enabling digital growth. As a resident startup at SSKIC, Hamza's remarkable critical thinking skills excel in solving complex challenges, making him a formidable competitor in the market. His startup journey since 2017 includes ventures in 3D printing, E-commerce, and IoT-based parking solutions.

After an intense evaluation process, the distinguished panel of judges selected **Team Pehn Lo** as the winner of the inaugural competition and **Team Hifazat** as the runner's up. Teams Academate and Pawfect Match were recognized as **Honourable Mentions**. Pehn Lo's idea is an app that links professional stylists with consumers seeking wardrobe design assistance and outfit recommendations. One of the judges, Maira Siddiqui, attributes Team Pehn Lo's victory to their effective teamwork, thorough research, and excellent leadership.

"This is the first entrepreneurial competition I have ever participated in, and it was a great first," said Anushae Mansoor, a high school participant from Karachi Grammar School." As a science student, I thought I wouldn't be interested in this sort of thing, but this event proved me wrong. I learned a lot about my strengths, weaknesses, and entrepreneurship in general. I thoroughly enjoyed myself!"

Mr. Raza Abbas said that "We must promote entrepreneurship early amongst students to cultivate and promote an entrepreneurial mindset. It was inspiring to witness aspiring entrepreneurs compete with passion and zeal at IoBM's 1st Pitch That Startup competition and ensure a great experiential learning experience for our IoBM summer interns."

To conclude the IoBM SSKIC news article with a focus on relevant Sustainable Development Goals (SDGs), the entrepreneurship initiative aligns well with several key SDGs:

**SDG 4 (Quality Education):** The "Pitch Deck Competition" provided high school students with experiential learning opportunities, fostering critical thinking, creativity, and practical business skills, contributing to equitable and inclusive education.

**SDG 8 (Decent Work and Economic Growth):** By promoting entrepreneurship among youth, the event encourages sustainable economic growth and productive employment. It instills an entrepreneurial mindset, which is essential for creating jobs and fostering innovation.

**SDG 9 (Industry, Innovation, and Infrastructure):** The competition stimulates innovation by challenging students to develop business ideas that address real-world problems, leveraging emerging sectors like technology, e-commerce, and education.

These SDGs reflect the broader impact of initiatives like IoBM's Pitch Deck Competition, driving progress toward a more educated, innovative, and economically sustainable future.





### **IoBM and the University of Gwadar sign MoU**

IoBM and the University of Gwadar (UG) signed a Memorandum of Understanding (MoU) on July 22, 2023. The signatories were Dr. Ather Akhlaq, Director of ORIC at IoBM, and Muhammad Irshad Buledi, Director of ORIC at UG. This agreement aims to foster collaboration in faculty development and research in business management and social sciences.

While speaking at the occasion, Dr. Ather emphasized the importance of faculty exchange programs and joint capacity-building activities to prepare the regional population for the CPEC activities.

Mr. Irshad expressed confidence that this MoU would promote entrepreneurship through various programs of mutual interest, particularly in CPEC-related projects. Furthermore, the ORIC team members discussed UG's future action plan and roadmap with Prof. Dr. Muhammad Shujaat Mubarik, Dean CBM, IoBM, thereby highlighting research areas for the economic development of Balochistan.

The collaboration between IoBM and the University of Gwadar, as outlined in the MoU, holds significant potential for advancing Sustainable Development Goals (SDGs). Specifically, this partnership can contribute to **SDG 4 (Quality Education)** by promoting faculty development and research, which are crucial for enhancing educational outcomes in both institutions. The focus on entrepreneurship and regional economic development aligns with **SDG 8 (Decent Work and Economic Growth)**, particularly in preparing the local population for CPEC-related activities. Moreover, fostering regional cooperation and capacity building, as emphasized by both IoBM and UG, also supports **SDG 17 (Partnerships for the Goals)**, highlighting the importance of collaboration in achieving sustainable development goals.



### **IoBM and Accelerate Prosperity (AP) collaborate to empower tech-based start-ups**

A three-day Synergy Bootcamp of tech-based start-ups was organized by Accelerate Prosperity (AP) in collaboration with Shahjehan Syed Karim Incubation Centre (SSKIC) at the Institute of Business Management (IoBM) from July 18-20, 2023. Accelerate Prosperity is a joint initiative of the Aga Khan Foundation (AKF) and Industrial Promotion Services (IPS) of the Aga Khan Fund for Economic Development (AKFED) in Central and South Asia. AP Asia projects are funded by the European Union-EU. Synergy Bootcamp is a customized pre-incubation program designed for entrepreneurs with innovative, scalable, and tech-enabled idea-stage and early-stage start-ups. The objective of this bootcamp was to provide business training to aspiring and existing entrepreneurs to create innovative and sustainable small and growing businesses (SGBs). It also supported and elevated women-led and youth-led idea-level start-ups by offering personalized one-on-one and group business training, mentorship, and guidance.

On the opening day, Ms. Aqdas Hussain, Business Technical Assistance Analyst, AP, and Mr. Raza Abbas, Head of SSKIC, IoBM presented their insights on the importance of incubating ideas for economic growth. Mr. Raza was hopeful that the aspiring entrepreneurs will add value to Pakistan's start-up ecosystem. He added that IoBM targets nearly 20% of its students to set up their businesses. Dr. Muhammad Abbas, Professor and Dean, College of Computer Science & Information Systems (CCSIS), IoBM, and Syed Faraz Ali, Manager ORIC, IoBM were also present along with faculty and management. The bootcamp was facilitated by notable trainers from the start-up industry. Representing Metric were Ms. Meenah Tariq (Co-founder), Mr. Omer Parvaiz (Co-founder), and Mr. Muneeb Arif Khan (Head of Finance and Strategy). Representing Carbon Law was Mr. Mubariz Siddiqui (Founding Partner). Ms. Meenah Tariq advised aspiring entrepreneurs to revisit their pitches and review and edit their business assets to update them according to the changing market trends. The Vote of Thanks was presented by IoBM alumna, Ms. Maheen Salman, CEO of Global Business Management Consulting and Former Senior VP, KATI. She said that the aspiring entrepreneurs who participated in this bootcamp are fortunate to connect with industry experts through AP and SSKIC.

The collaboration between IoBM and Accelerate Prosperity (AP) in organizing the Synergy Bootcamp aligns with several Sustainable Development Goals (SDGs). This initiative fosters **SDG 8: Decent Work and Economic Growth**, by promoting entrepreneurship and tech-based startups, particularly through supporting women-led and youth-led businesses, which helps to reduce unemployment and enhance economic sustainability. Additionally, the emphasis on innovation aligns with **SDG 9: Industry, Innovation, and Infrastructure**, as it empowers tech-based startups, facilitating scalable and innovative solutions. Lastly, **SDG 4: Quality Education** is reflected in the program's provision of mentorship and business training, crucial for equipping entrepreneurs with knowledge and skills.





IoBM Graduate, Deepak Nand Lal, appointed as **Assistant Commissioner in the Inland Revenue Department**



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**IoBM Graduate Deepak Nand Lal, appointed as Assistant Commissioner in the Inland Revenue Department**

Deepak Nand Lal, a BBA graduate (2019) from IoBM, has achieved the feat of passing the CSS (Central Superior Services) exam in Pakistan. He has been appointed as Assistant Commissioner in the Inland Revenue Department. Deepak's passing of the highly competitive CSS exam is a testament to his dedication and intellectual prowess. He is a source of pride for IoBM and an inspiration for aspiring students.

Deepak Nand Lal's remarkable achievement as the Assistant Commissioner in the Inland Revenue Department exemplifies the potential of education in contributing to sustainable development. His success aligns with **SDG 4 (Quality Education)**, which emphasizes the importance of inclusive and equitable education, and the



promotion of lifelong learning opportunities. Furthermore, his role in public service directly supports **SDG 16 (Peace, Justice, and Strong Institutions)**, highlighting the vital role of effective, accountable governance in fostering sustainable communities. Such accomplishments inspire future generations to pursue educational excellence and public service, reinforcing the interconnected nature of education and societal progress towards the SDGs.



### Sixth Memorial Session for the Late Founder President held at IoBM

On Monday, July 17, 2023, the sixth memorial session paying tribute to IoBM's Late Founder President, Shahjehan S. Karim, was organized at IoBM. Present on this occasion were IoBM's President, Mr. Talib S. Karim; Executive Director, Ms. Sabina Mohsin; Rector, Deans, Heads of Departments, Faculty, Management, and Staff. IoBM alumni, Salman Baig and Sarah Haroon were invited to share their thoughts on this occasion. Dr. Amber Raza, Director of Academics, and Hafiz Humayun Baig, Registrar, also spoke on the occasion. The session honored and remembered the continuing legacy of Shahjehan S. Karim, who played an instrumental role in establishing the Institute of Business Management.

President IoBM, Mr. Talib Karim, during his opening speech, highlighted the vision of the Late Founder President and his resolve to establish an institution to impart quality education in Pakistan. He reminisced that the Late Founder President was the happiest during the 23 years of his life when he established and served as the Founder President of IoBM, from 1994 to 2017. Executive Director, IoBM, Ms. Sabina Mohsin, in her address, reflected on the Late Founder President's remarkable humility, which symbolized his character. She recalled his modesty, particularly in his interactions with colleagues at IoBM. She was confident that the IoBM

Family would continue to follow the ideals that have been set and engrained in the very essence of IoBM by the Late Founder President.

Dr. Amber Raza shared the cherished memories from her interactions with the Late Founder President and paid tribute through a heartfelt poem that reflected his charismatic leadership, all-encompassing personality, and graceful presence that his colleagues experienced. Hafiz Humayun Baig, while speaking on the occasion, praised Late Shahjehan S. Karim's caring nature, even during his final days.

Ms. Sarah Haroon, an IoBM alumna, expressed gratitude for the visionary grace of Shahjehan S. Karim. She described him as incredibly soft-spoken and acknowledged his dedication, which has facilitated the growth and expansion of IoBM from humble beginnings to its current standing and stature in Pakistan and abroad. Ms. Sarah highlighted that the profound impact IoBM has achieved over the past twenty-seven years is a testimony to the Late Founder President's efforts. She appreciated the efforts by IoBM Management, especially the President and the Executive Director, for continuing with this legacy in letter and spirit. Mr. Salman Baig, an IoBM alumnus, cherished the life and career of the Late Shahjehan S. Karim and acknowledged the regional impact his vision had on the educational environment of Karachi and Pakistan. He conveyed the prayers of IoBM's batch of 1997 for the Late Founder President.

The memorial session for IoBM's Late Founder President, Shahjehan S. Karim, highlights the institution's strong commitment to **SDG 4: Quality Education**, which is centered on providing inclusive and equitable education. The tribute emphasized his foundational role in establishing IoBM as a leading educational institution, contributing to national development by fostering a culture of quality education. Additionally, **SDG 17: Partnerships for the Goals** is exemplified through IoBM's collaborative efforts with alumni, faculty, and industry to sustain the Founder's vision, ensuring continued progress toward sustainable development through education

Following the memorial session, Fateha was offered at the final resting place of the Late Founder President, which is situated on campus. The area has been converted into a green belt offering a peaceful environment for those visiting to pay their respect to the Late Founding President.



### **IoBM becomes Academic Strategic Partner for INFOSEC 2023**

IoBM has become an Academic Strategic Partner for the 15th Information Security Conference 2023 (INFOSEC). A memorandum of understanding was signed with Total Communications on July 05, 2023. The signatories were Dr. Imran Batada, CTO and Director, Center of Information and Technology, IoBM and Mr. Faisal Rahim, CEO of Total Communications. As an Academic Strategic Partner, IoBM will play a significant role in supporting and contributing to the conference's objectives. This collaboration aims to foster research, innovation, and academic engagement in the field of information security. It will provide a platform for experts and professionals to exchange ideas, share knowledge, and address the emerging challenges in the rapidly evolving landscape of information security. This will benefit professionals and students alike.

The collaboration between IoBM and **INFOSEC 2023** as an Academic Strategic Partner aligns with **SDG 4: Quality Education** by fostering academic engagement, research, and skill development in information security. It also advances **SDG 9: Industry, Innovation, and Infrastructure** by promoting innovation and developing cutting-edge solutions to address cybersecurity challenges. Furthermore, this partnership supports **SDG 17: Partnerships for the Goals** through strong collaboration between academia and industry, facilitating knowledge exchange and creating opportunities for professional growth in the field of information security. This commitment to advancing knowledge and building robust industry-academic ties directly contributes to IoBM’s strategic goals in fostering innovation and supporting sustainable development.



This collaboration between IoBM and Total Communications signifies a shared vision to advance information security practices and procedures, develop a skilled workforce to address emerging threats and capitalize on national and international opportunities in the field of information security. Present on this occasion representing IoBM were Dr. Tariq Soomro, Acting Rector; Dr. Shujaat Mubarik, Dean CBM; Brig Dr. Muhammad Abbas, Associate Dean, CCSIS; Dr. Nadia Ayub, Associate Dean CESD; Mr. Umer Hafeez, HoD Network and Computer Support and Mr. Asim Farooq, Manager and Head of Development. Representing Total Communications were Mr. Talha Rahim, Strategic Manager, and Mr. Kashif Hassan, Project Manager.



### Orientation session for the High School Summer Internship program 2023

IoBM organized the orientation for the High School Summer Internship program on Monday, July 3, 2023. During this first-of-its-kind initiative by IoBM, as many as ten students from Karachi Grammar School (KGS) will complete their 4-week internship at IoBM. These students will perform project-based work in various

departments, including Marketing and Communications (MARCOM), Office of Research, Innovation, and Commercialization (ORIC), Entrepreneurship and Management Excellence Center (EMEC), Center of Information Technology (CIT), Shahjehan S. Karim Incubation Center (SSKIC), and Media. Invited to this session was Mr. Salman Baig, IoBM alumnus and President of Old Grammarian’s Society, who shared insights into the internship program and how it will develop the interns’ personalities. During the orientation session, Ms. Juveria Baig, HoD Internship and Placement Department, IoBM, presented an overview of the High School Summer Internship and the exciting opportunities awaiting the interns. The session was attended by the respective HoDs of the departments where the interns will be completing their projects.

The **High School Summer Internship Program 2023** at IoBM strongly aligns with two key Sustainable Development Goals (SDGs). **SDG 4: Quality Education** is reflected through the program’s commitment to providing students with hands-on learning experiences in various academic and professional fields, fostering essential skills in research, marketing, IT, and entrepreneurship. Additionally, the partnership with Karachi Grammar School (KGS) emphasizes **SDG 17: Partnerships for the Goals**, showcasing how IoBM is building collaborative relationships with schools to enhance educational opportunities and community engagement.

This program not only supports **SDG 4: Quality Education** by offering high school students real-world learning opportunities but also reflects **SDG 17: Partnerships for the Goals** through IoBM’s collaboration with educational institutions, reinforcing the importance of partnerships in achieving sustainable development







### **CCSIS Final Year Project Showcase: Bridging Industry and Academia for Innovation and Excellence**

The College of Computer Science and Information (CCSIS), IoBM organized the Final Year project showcase on Saturday, June 24, 2023, at the SSK Center of Excellence Building, IoBM. The event was graced by the presence of IoBM's Mr. Talib S. Karim, President; Ms. Sabina Mohsin, Executive Director; Dr. Tariq Rahim Soomro, Acting Rector, Associate Dean, Brig. Dr. Muhammad Abbas, CCSIS along with faculty, management, and students who exhibited their projects.

This event served as a valuable platform where experts from both industry and academia converged to evaluate and appreciate the innovative projects undertaken by CCSIS students. The students exhibited creative problem-solving skills, technical knowledge, and practical application of theories. The industry professionals shared constructive feedback and guidance with the students that aligned with real-world requirements and enhanced their understanding of industry expectations. Simultaneously, academia experts brought their subject matter expertise and research insights, providing a comprehensive evaluation of these projects. The event recognized students' hard work and encouraged networking, collaboration, and potential future employment opportunities. It facilitated the exchange of knowledge, inspired innovation, and strengthened the industry-academia linkage. Such events ultimately shape competent and industry-ready graduates. Engr. Muhammad Asghar Khan (HoD Computer Science welcomed the guests who attended this event. Brig. Dr. Muhamamd Abbas, Associate Dean CCSIS, IoBM, highlighted the importance of this event.

The Final Year Project Showcase organized by the College of Computer Science and Information (CCSIS) at IoBM exemplifies a strong commitment to **SDG 4: Quality Education** by providing students with the opportunity to demonstrate their innovative projects, thus enhancing their learning experience and readiness for the industry. This event also emphasizes **SDG 17: Partnerships for the Goals**, as it fosters collaboration between academia and industry experts, ensuring that students' work aligns with real-world expectations and needs, thereby bridging the gap between theoretical knowledge and practical application.

The Final Year Project Showcase at CCSIS, IoBM not only promotes **SDG 4: Quality Education** by allowing students to apply their theoretical knowledge in practical projects but also strengthens **SDG 17: Partnerships for the Goals** through collaborative efforts between academia and industry. This initiative enhances students' readiness for the job market while fostering innovation and knowledge exchange, essential for sustainable development.

**The following academia and industry experts attended the Final Year Showcase event:**

#### **Academia**

1. Dr. Waheed ud Din Haider (MiTE University)
2. Dr. Shahid Munir Shah (Hamdard University)

3. Dr. Kamlesh Kumar (DHA Suffa)
4. Prof. Dr. Noman Islam
5. Prof. Dr. Mazhar Ali (BBSUL)
6. Dr. Sumita (Salim Habib)
7. Engr. Majid Kaleem (Bahria University)
8. Engr. M. Waqar Khan (SZABIST Karachi)

### **Industry**

1. Mr. Muhammad Daniyal (Systems limited)
2. Mr. Pawan Kumar (UBL technical team lead)
3. Mr. Abdul Fatah Kazi (SaleSoft)

President IoBM distributed the shields among the guests. Awards and prizes were also presented to the students. The event concluded with Engr. M. Asghar Khan expressing gratitude to IoBM Management and Associate Dean CCSIS for their support in organizing the event.

[Click here for event images:](#)

<https://www.facebook.com/official.iobm/posts/pfbid0YwVEpuv2q4G6sLhZBbGqScLSDZcbatY6HzdvFdTp16qBvp3obQ5v6sTxSVwjdL47l>



**IoBM Cricket Team secures 2nd place at Bahria Inter-University T20 Cricket Tournament 2023**



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**IoBM Cricket Team secures 2nd place at Bahria Inter-University T20 Cricket Tournament 2023**

The Institute of Business Management (IoBM) secured the runners-up position after a hard-fought performance at the recently concluded Bahria Inter-University T20 Cricket Tournament 2023. IoBM was on a winning streak in the group matches when it beat Iqra University by 5 wickets and went on to defeat BBSUL by 7 wickets. IoBM faced PAK-KIET in the semi-finals. After a thrilling match that went into the super over, IoBM emerged victorious. In the final match, IoBM came in second place after losing to Iqra University by 3 runs. IoBM Management offers their heartiest congratulations to the IoBM Cricket Team for their performance in the tournament.

The IoBM Cricket Team's achievement of securing the 2nd place at the Bahria Inter-University T20 Cricket Tournament 2023 aligns with **SDG 4: Quality Education** and **SDG 17: Partnerships for the Goals**. The emphasis on teamwork and physical well-being through sports fosters a holistic educational environment, enhancing students' learning experiences and encouraging collaboration among universities. Such engagements not only promote physical health and community spirit but also contribute to building strong partnerships that can drive future collaborative educational initiatives and resource-sharing efforts.

The recent success of the IoBM Cricket Team at the Bahria Inter-University T20 Cricket Tournament 2023 highlights the institution's commitment to fostering a well-rounded educational environment through sports. This achievement underscores the importance of **SDG 4: Quality Education**, which promotes inclusive and equitable quality education, and **SDG 17: Partnerships for the Goals**, reflecting IoBM's dedication to building collaborative relationships with other educational institutions.





### **IoBM and SDGs Support Unit, UNDP collaborate to foster Sustainable Development**

A letter of collaboration was signed between the Institute of Business Management (IoBM) and the SDGs Support Unit, UNDP on Wednesday, June 13, 2023. The event was held at IoBM. The signatories were Dr. Tariq Rahim Soomro, Acting Rector, IoBM, and Mr. Naveed Ahmed Shaikh - Project Manager, SDGs Support Unit, UNDP.

IoBM and SDGs Support Unit, UNDP will collaborate with the UN 2030 Agenda of engaging civil society, which is imperative for the agenda's success. This letter of collaboration will provide an instrument of cooperation to facilitate and reinforce collaboration between IoBM and the UNDP SDGs Support Unit in areas of common interest. It will enhance the role of academia in creating an enabling environment for the achievement of Agenda 2030 and test and develop innovative ideas and tools for the implementation of Sustainable Development in Sindh.

The collaboration between IoBM and the SDGs Support Unit of UNDP strongly aligns with **SDG 17: Partnerships for the Goals**, emphasizing the importance of collaboration across sectors to achieve sustainable development. This partnership aims to foster an enabling environment for the implementation of the UN 2030 Agenda, demonstrating how academia can engage civil society and contribute innovative solutions for sustainable development in Sindh. Furthermore, this initiative supports **SDG 4: Quality Education** by enhancing awareness and knowledge about the SDGs, thereby promoting inclusive and equitable education. The collaboration between the Institute of Business Management (IoBM) and the SDGs Support Unit of UNDP

exemplifies a commitment to **SDG 17: Partnerships for the Goals** and **SDG 4: Quality Education**. By working together to disseminate knowledge and engage civil society in sustainable development efforts, this partnership seeks to advance the UN 2030 Agenda and cultivate innovative approaches for addressing local challenges.

Representing the SDGs Support Unit, UNDP were Ms. Rida Amjad Mirza, Communication Officer, and Mr. Munib Ali Faridi, Environmental Policy Analyst. Representing IoBM were Dr. Ather Akhlaq, Director of the Office of Research, Innovation, and Commercialization (ORIC); Syed Faraz Ali, Manager, ORIC and Ms. Donia Niaz, Assistant Manager, ORIC.

During the discussion, Dr. Tariq Soomro expressed hope that the collaboration would effectively disseminate knowledge about the SDGs among the masses. Recognizing the importance of public awareness, Mr. Naveed Ahmed Shaikh emphasized the need for collective efforts to address the global challenges outlined in the SDGs. As research initiatives hold importance in such projects, Dr. Ather Akhlaq presented key highlights of the research work pursued by the faculty at IoBM.



**IoBM Team Red crowned Champions of DHA Suffa University Futsal Tournament 2023**



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### **IoBM Team Red crowned Champions of DHA Suffa University Futsal Tournament 2023**

The Institute of Business Management (IoBM) wins the DHA Suffa University Futsal Tournament 2023 by beating Iqra University in the final match by 2-1. The Tournament saw IoBM move ahead in their group matches by defeating Greenwich University (3-0) and SZABIST (5-0). IoBM lost to Iqra University (0-2) in the group stages. Interestingly, IoBM Team Red won the semi-final (3-2) by defeating IoBM Team White. IoBM Management congratulates the team for winning the Tournament.

The recent victory of the IoBM Team Red in the DHA Suffa University Futsal Tournament 2023 exemplifies the commitment to **SDG 3: Good Health and Well-being** by promoting physical activity and well-being among students, fostering teamwork, and enhancing mental health through sports. Furthermore, this achievement supports **SDG 4: Quality Education**, as it highlights the holistic development of students, balancing academic

excellence with extracurricular engagement. Participation in such events also aligns with **SDG 17: Partnerships for the Goals**, showcasing collaborative efforts among universities to create an active and competitive sporting environment.

In summary, the IoBM Team Red's triumph in the DHA Suffa University Futsal Tournament 2023 not only emphasizes the importance of sports in fostering well-being and teamwork among students but also illustrates IoBM's dedication to quality education and collaboration within the academic community, aligning with the Sustainable Development Goals.





### Asad Ali Memon delivers a talk at IoBM to share his remarkable ascend to Mount Everest

On Tuesday, June 13, 2023, Asad Ali Memon, a student of IoBM and the first individual from Sindh to conquer Mount Everest was invited to deliver a captivating account of his remarkable journey to the highest mountain on Earth. The audience was enthralled by Asad’s trek and how he brought laurels for Pakistan and IoBM through his endeavor. Present on the occasion were IoBM's Mr. Talib Karim, President; Dr. Tariq Soomro, Acting Rector; Dr. Shujaat Mubarik, Dean CBM; Brig. Dr. Muhammad Abbas, Associate Dean, CCSIS; Mr. Muhammad Misbahuddin, Head of Human Resources; Mr. Raza Abbas, HoD Incubation along with HoDs, management, faculty, and students. The Master of Ceremonies was Ms. Juveria Baig, HoD Internship and Placement Department. Hafiz Humayun Baig recited verses from the Holy Quran.

While delivering the Welcome Address, Mr. Talib Karim, President IoBM said that Asad’s achievement has brought honor to Pakistan and IoBM. “Such feats require courage, stamina, and an exercise regime.” He added that under the banner of Project Limitless, IoBM supported Asad’s journey. IoBM will continue to support and encourage its students in realizing their dreams.

Asad Ali Memon’s inspirational journey to Mount Everest aligns with **SDG 4: Quality Education** by exemplifying the impact of educational institutions like IoBM in nurturing talent and ambition. His achievement serves as a testament to the importance of fostering a culture of excellence and support for students to pursue their aspirations. Additionally, his journey highlights **SDG 17: Partnerships for the Goals**, as the collaboration between Asad and IoBM under Project Limitless reflects how partnerships can empower individuals and facilitate remarkable achievements.

Asad Ali Memon, during a captivating talk, explained the beginning of this mountaineering journey that began in 2016 when he attended a workshop in Islamabad. He became associated with mountaineers and began exploring what targets he could achieve. Over the last seven years, Asad has climbed the following mountains: Mingling Sar – Shimshal Pass, Pakistan; Koh-e-Watsur, Pakistan; Kala Pathar/EBC, Nepal, Elbrus (Europe), Aconcagua (South America), Kilimanjaro (Africa), and Denali (North America). On May 20, 2023, he became the first person from Sindh and only the tenth Pakistani to achieve this feat. He explained the treacherous path that he took from Kathmandu to Lukla to Base Camp, Camp 1, Camp 2, Camp 3, and Camp 4 and finally reaching the summit. He explained how he acclimatized his body and mind by trekking up and down the Base Camp before ascending to the summit. A question-and-answer session followed his talk when students inquired insights from Asad about his journey.



IoBM students Hamna Mudassar and Haya Gul selected to represent Pakistan at the **Asian Youth Netball Championship in South Korea**



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### **IoBM students selected to represent Pakistan at the Asian Youth Netball Championship in South Korea**

Pakistan Netball Federation has announced the squad for the Pakistan Junior Girls Netball team participating in the Asian Youth Netball Championship 2023 in South Korea. IoBM students Hamna Mudassar and Haya Gul have been selected for the Team with Hamna named as the team Captain. The Championship will be played from June 10-17, 2023.

The selection of IoBM students Hamna Mudassar and Haya Gul to represent Pakistan at the Asian Youth Netball Championship aligns closely with **SDG 4: Quality Education**, which emphasizes the importance of inclusive and equitable education and promoting lifelong learning opportunities for all. By participating in international sports events, these students exemplify how educational institutions can foster holistic development and

empowerment through extracurricular activities. Furthermore, their achievement resonates with **SDG 5: Gender Equality**, as it highlights the active involvement of young women in sports, promoting gender equality and empowering future female leaders in various fields. The recent selection of IoBM students for the Pakistan Junior Girls Netball team underscores the institution's commitment to **SDG 4: Quality Education** and **SDG 5: Gender Equality**. By empowering young women to participate in international competitions, IoBM demonstrates the vital role of education in promoting gender equality and supporting the development of well-rounded individuals.

The team comprises Hamna Mudassar, Haya Gul, Zainab Shujaat, Areesha, Aimen Mehmood, Alveera Kashif, Zainab Raheel, Muqaddas Fatima, and Mahin Aleem. Anwar Ahmed Ansari will serve as the Coach, while Nisha Sultan is the Assistant Coach. 11 teams including Pakistan, India, Malaysia, Hong Kong, Japan, Thailand, Sri Lanka, Korea, Chinese Taipei, Brunei, and Singapore are participating in the Championship. Pakistan will play five matches in its group on June 10 (vs. Japan), June 11 (vs Thailand), June 12 (vs. Hong Kong), June 13 (vs Malaysia), and June 14 (vs India).





### **IoBM and Wavetec forge strategic partnership to enhance academia-Industry linkages**

IoBM and Wavetec signed a Memorandum of Understanding (MoU) on Thursday, June 08, 2023, at IoBM to strengthen academia-industry linkages. The signatories of this MoU were Dr. Tariq Soomro, Acting Rector representing IoBM, and Mr. Arshad Alam, Head of Training and Development representing Wavetec. IoBM and Wavetec believe that their collaboration will benefit the students at IoBM by enhancing their skills and knowledge.

Present on the occasion were IoBM's Dr. Shujaat Mubarik, Dean CBM; Brig. Dr. Muhammad Abbas, Associate Dean, CCSIS; Ms. Juveria Baig, HoD Internship and Placement; Mr. Raza Abbas, HoD Incubation Center; Syed Faraz Ali, Manager ORIC; Mr. Abdul Khaliq, Assistant Manager, Internship and Placement. The representatives of Wavetec were Ms. Hafsa Khan, Head of Marketing; Ms. Anjana Dheeraj, HRBP; Ms. Aqsa Shehzad, AM - HR Ops; Ms. Zoya Mujahid, HR Executive; and Mr. Suleyman Ahmed, HR Executive.

Wavetec, a multinational technology company offering solutions to various industries, will collaborate with IoBM by offering opportunities such as the Management Trainee Officer (MTO) program to IoBM students, sharing job openings and details, participating in IoBM career fairs, contributing as guest speakers, engaging in social projects, and providing career counseling to students, among other initiatives. IoBM will actively contribute by sharing Wavetec's job advertisements with its fraternity/groups, organizing career counseling sessions on its campus, providing customized learning opportunities to Wavetec staff, and fostering connections with IoBM alumni, among other efforts. The IoBM-Wavetec partnership is a shared commitment to empower students and bridge the gap between theoretical knowledge and practical application.

Based on the strategic partnership between IoBM and Wavetec, this collaboration directly fosters several Sustainable Development Goals (SDGs). The following are the SDGs targeted through collaboration includes:

1. **SDG 4: Quality Education** - By offering opportunities such as the Management Trainee Officer (MTO) program, career counselling, and participation in career fairs, this partnership enhances the practical skills and employability of students, which is a key element of providing quality education.
2. **SDG 8: Decent Work and Economic Growth** - The collaboration between academia and industry aims to bridge the gap between theoretical knowledge and practical application, promoting sustainable economic growth through better employment opportunities for students.
3. **SDG 9: Industry, Innovation, and Infrastructure** - The partnership fosters innovation by creating pathways for students to work in technology-driven industries, contributing to sustainable industrial development.

The IoBM-Wavetec partnership is a step towards advancing education, innovation, and decent work opportunities, aligning with global efforts to achieve quality education (SDG 4), promote sustainable economic growth (SDG 8), and foster innovation and infrastructure (SDG 9).







### IoBM student Areesha Nadeem shines with Silver & Bronze Medals at the 2023 National Games

IoBM's second semester BBA student Areesha Nadeem has emerged victorious at the 2023 National Games held in Quetta, clinching both the silver and bronze medals in the Karate competition. Competing in the 50-kg category, Areesha showcased her exceptional skills and talent against athletes from across the nation.

Areesha Nadeem's achievements at the 2023 National Games not only exemplify personal excellence in sports but also resonate with several Sustainable Development Goals (SDGs). Her accomplishments align particularly with **SDG 3 (Good Health and Well-Being)**, as participation in sports contributes to physical health and mental well-being. Additionally, her journey embodies **SDG 4 (Quality Education)**, highlighting the importance of educational institutions like IoBM in fostering talent and supporting student-athletes. Lastly, her success reflects **SDG 5 (Gender Equality)**, showcasing women's empowerment in sports, which encourages greater gender equity and inclusion in physical activities.

Areesha extends her sincere gratitude to the IoBM Management for their unwavering support and encouragement throughout her journey. Recognizing the significance of her achievement, she shares her thoughts, stating, "This accomplishment serves as a driving force for me to relentlessly pursue excellence in both my academic and athletic endeavors."



### Orientation session: Teaching & Learning Course for Faculty

The Institute of Business Management (IoBM), in pursuit of its Academic Excellence framework, has announced a Teaching and Learning course. This 8-week course is designed to enhance the pedagogical skills of IoBM's faculty members. The orientation session for this course was held on Monday, June 05, 2023, at EMEC, IoBM. The course will be led by IoBM's Mr. Javaid Ahmed, Advisor to the President and Sr. Fellow Strategy & Innovation; Dr. Muhammad Arif, Director Research; and Dr. Afaq Kazi, Associate Professor. Dr. Tariq Soomro, Acting Rector, IoBM and Dr. Shujaat Mubarik, Dean CBM, IoBM will also be delivering lectures during this course.

The course will adopt a flipped classroom approach, integrating both online and face-to-face debrief sessions to provide a comprehensive learning experience. During this course, participants will have access to relevant reading material and content at the beginning of each week. This will allow them time to review and develop a deep understanding of the topics covered. The online component will be facilitated through IoBM's Learning Management System (LMS), enabling convenient access to course materials and resources.

The Teaching and Learning course at the Institute of Business Management (IoBM) aligns particularly **SDG 4: Quality Education**. By enhancing pedagogical skills through innovative approaches like the flipped classroom model, this course promotes inclusive and equitable quality education and fosters lifelong learning opportunities.

Furthermore, it emphasizes collaboration among faculty, which supports partnerships that are essential for achieving the SDG 4. This initiative exemplifies the role of educational institutions in developing the next generation of leaders who are equipped to address global challenges and contribute to sustainable development.



UNITY FOODS LIMITED  
food for life!

# RATION BAGS DISTRIBUTION CEREMONY

JUNE 3, 2023

**MR. FARRUKH AMIN, CEO UNITY FOODS**

THANK YOU FOR YOUR GENEROSITY

## **IoBM management distributed ration (Food) to non-management staff with support from Unity Foods**

In a heartwarming display of solidarity and care, the management of the Institute of Business Management (IoBM) distributed ration packages among the non-management staff, including guards, peons, and outsourced janitorial staff. This ceremony was held at IoBM on Saturday, June 2, 2023. The ration bags included wheat, sugar, pulses and ghee. This thoughtful initiative was made possible by Mr. Farrukh Amin, CEO, Unity Foods, a leading food producer and supplier. Mr. Amir Shehzad, COO, Unity Foods, was present on this occasion on behalf of Mr. Amin.

Mr. Talib Karim, President IoBM, appreciated Unity Foods' generous donation, especially in such uncertain economic times. Ms. Sabina Mohsin, Executive Director, Admissions, Administration and Finance, IoBM emphasized the importance of cultivating contentment and expressing gratitude to Allah for His abundant blessings bestowed upon us. Ms. Sabina Mohsin praised Unity Foods for the generous donation, emphasizing the significant impact it will have on supporting the non-management staff. Mr. Amir Shehzad was hopeful that such acts of kindness will have a trickle-down impact on society. Present on this occasion were Dr. Tariq Rahim Soomro, Acting Rector; Dr. Shahida Wizarat, Dean CESD; Dr. Shujaat Mubarik, Dean CBM; Dr. Nadia Ayub, Associate Dean, CESD; Brig. Dr. Muhammad Abbas, Associate Dean, CCSIS; Brig. Muhammad Mushtaq, Director Administration, and Mr. Muhammad Misbahuddin, Head of the HR Department.



This initiative by the Institute of Business Management (IoBM) to distribute food rations to non-management staff exemplifies a commitment to social responsibility and community support. This act aligns directly with **Sustainable Development Goal (SDG) 2: Zero Hunger**, which emphasizes the importance of food security and nutrition. By providing essential food items like wheat, sugar, pulses, and ghee, IoBM and Unity Foods are contributing to the alleviation of hunger and fostering a supportive environment for those in need. Furthermore, this initiative resonates with **SDG 1: No Poverty**, as it supports low-income staff and promotes a sense of dignity and appreciation in challenging economic times, highlighting the interconnectedness of these goals in building a sustainable and equitable community. This act of generosity, in collaboration with Unity Foods, showcases a model of **SDG 17: Partnerships for the Goals**, emphasizing the importance of collaborative efforts between organizations and communities to achieve sustainable development outcomes. Such initiatives not only address immediate food insecurity but also promote a culture of care and support within the workplace, fostering a more equitable environment for all staff members.



**Ahmed Saya, MBA graduate of IoBM, is the first Pakistani to co-author a Cambridge course book**

Mr. Ahmed Saya, who completed his MBA from IoBM (2012) and is currently pursuing his Ph.D. (Education) from IoBM, has become the first Pakistani to co-author the official Mathematics course book by Cambridge. Mr. Saya's feat of academic excellence is a result of his commitment as a teacher to make a positive impact on society. " I got the opportunity to represent Pakistan globally," Mr. Saya commented. "It was a learning experience for me also as I worked with Mr. Dean Chalmers, one of the lead authors at Cambridge University Press," he added.

Mr. Saya believes that the learning he gained at IoBM has enabled him to develop life skills. "Pursuing a Ph.D. in Education is helping me improve my teaching skills, and I am learning the philosophy of being a teacher." His message for students of IoBM is to be humble, never give up, focus on their goals, dream big, and make every effort to turn their plans into reality. "You are not responsible for the results, but you are responsible for your actions." IoBM family is proud of Mr. Ahmed Saya and wishes him all the very best in life!

Ahmed Saya's achievement as the first Pakistani co-author of a Cambridge course book is a significant milestone not only for him but also for Pakistan's educational landscape. This accomplishment aligns closely with several

Sustainable Development Goals (SDGs). Primarily, it contributes to **SDG 4 (Quality Education)**, which emphasizes the need for inclusive and equitable quality education and promotes lifelong learning opportunities for all. Mr. Saya’s commitment to enhancing his teaching skills through further education embodies the essence of lifelong learning, which is crucial for personal and societal development. Moreover, his global representation through this academic contribution supports **SDG 17 (Partnerships for the Goals)**, fostering international collaboration and knowledge sharing in education. Ahmed Saya's groundbreaking achievement resonates with the global aspirations outlined in the SDGs, particularly in fostering quality education, building partnerships, and promoting sustainable economic growth.





## Dr. Imran Batada Signs Contract with NAVTTC for Free High-Tech Courses



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### Dr. Imran Batada Signs Contract with NAVTTC for Free High-Tech Courses

Dr. Imran Batada, Chief Technology Officer (CTO) and Director Center For Information Technology (CIT) at the Institute of Business Management (IoBM), Karachi has signed a contract with NAVTTC. “This program holds a special place in my heart as I had the opportunity to work on the PC1 document for this initiative,” Dr. Batada said on the occasion.

These courses will be provided free of cost to the youth, paving the way for increased remote job opportunities and a growing community of freelancers. By directly impacting the GDP of Pakistan, this initiative has proven to be instrumental in moving our country in the right direction and building the capacity of our youth.



This marks the 4th Round of Hightech courses. The previously initiated programs by NAVTTC have made a transformative impact on individuals, empowering them with valuable skills and opening doors to new economic opportunities.

The initiative to provide free high-tech courses, as signed by Dr. Imran Batada and NAVTTC, aligns with several key Sustainable Development Goals (SDGs). It directly supports SDG 4 (Quality Education) by offering accessible, high-quality education, equipping young individuals with valuable skills in the tech industry. SDG 8 (Decent Work and Economic Growth) is also addressed, as the program creates remote job opportunities and promotes freelance work, boosting economic growth and reducing unemployment in Pakistan. By targeting marginalized groups, the initiative supports SDG 10 (Reduced Inequalities), ensuring wider participation in the digital economy. It also addresses SDG 1 (No Poverty) by empowering disadvantaged youth with skills that enhance financial independence and social mobility. Finally, the program fosters innovation and supports SDG 9 (Industry, Innovation, and Infrastructure) by preparing the youth to contribute to Pakistan’s technological progress. This highlights the initiative’s role in advancing both human capital development and national economic growth.



### **IoBM’s Asad Ali Memon becomes first person from Sindh to scale Mount Everest**

Asad Ali Memon, a student at the Institute of Business Management (IoBM) has accomplished the extraordinary feat of successfully reaching the summit of Mount Everest, the highest peak in the world, becoming the first person from Sindh to do so. He has become only the tenth mountaineer from Pakistan to achieve this extraordinary feat. Conquering the majestic mountain means that he is now part of an exclusive cohort of individuals to summit Mount Everest.

“As he makes his descent, we wish him health and a safe return to his family and loved ones,” said a press release from IoBM. “We believe in fostering an environment that encourages our students to pursue their dreams and exceed their expectations. Asad’s successful ascent to the summit of Mount Everest epitomizes the values and ethos we strive to instill in all our students - a passion for exploration, an indomitable spirit, and a relentless pursuit of greatness. As an institute, we are proud to have supported Asad in his quest to acclaim the highest prize that exists in the world of mountaineering that is, reaching the absolute top of the world,” it added.

Asad Ali Memon’s inspiring achievement of scaling Mount Everest, his journey focussed on achieving following Sustainable Development Goals (SDGs).

- **SDG 3: Good Health and Well-being:** Mountaineering requires exceptional physical and mental well-being, promoting the importance of good health and resilience.
- **SDG 4: Quality Education:** Asad’s balancing of academic pursuits at IoBM with his mountaineering endeavours underscores the role of quality education in nurturing diverse talents and fostering excellence.

- **SDG 13: Climate Action:** The challenge of Everest also brings attention to the impacts of climate change on mountainous environments, aligning with efforts to promote environmental awareness and action against climate change.

These SDGs reflect Asad’s journey as a powerful testament to achieving the interconnection of personal ambition with global sustainable development goals.

Asad Ali Memon is the only mountaineer from Pakistan who scaled Everest while he was a student at a Pakistani university. He has been juggling between his academic goals and mountaineering expeditions. He serves as a beacon of inspiration, motivating students to dream big, push boundaries, and strive for greatness. Asad's remarkable accomplishment stands as a testament to the power of determination, resilience, and unwavering belief in oneself. The IoBM family takes immense pride in Asad's accomplishment and celebrates his remarkable achievement. As a student, Asad exemplifies the institution's philosophy of nurturing excellence and fostering a spirit of relentless pursuit of goals. His incredible journey serves as a testament to the supportive environment at IoBM that nurtures and encourages students to reach for their impossible dreams.



### **IoBM hosts corporate networking lunch**

IoBM invited HR professionals of prominent organizations to a networking lunch on Wednesday, May 24, 2023. The objective was to share the various academic and skill development programs IoBM offers and to receive first-hand industry feedback. IoBM also invited HR professionals to seek their experience and insights for curriculum development. Present on the occasion were IoBM's President, Rector, Deans and Management. This event was jointly organized by IoBM's departments of Internship and Placement, EMEC, ORIC and MARCOM.

The IoBM's corporate networking lunch aligns with several SDGs, specifically SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth), and SDG 9 (Industry, Innovation, and Infrastructure). The event fostered partnerships between academia and industry professionals, which directly supports SDG 4 by integrating industry insights into curriculum development, enhancing the educational experience for students. This collaborative effort also promotes SDG 8 by emphasizing skill development aligned with market needs, thus preparing students for meaningful employment. Furthermore, by encouraging research and innovation through industry-academia linkages, the event contributes to SDG 9, which focuses on fostering innovation and building resilient infrastructure

The discussion highlighted steps to strengthen industry-academia linkages. The industry experts addressed the need for companies to prepare local content including research papers and case studies to widen the students' understanding of the market trends and dynamics. The professionals who attended this event represented the following organizations: United Bank Limited, Shan Foods, Chase Value, Novo Nordisk, The Institute of Bankers Pakistan, Digitz Digitas, Getz Pharma, 1 Link Private Limited, Searle Pharmaceuticals, Deloitte Yousuf



Adil, Bayer Pakistan, Euronet Pakistan, Al Meezan Investment, Grant Thornton, Amreli Steel, Lucky Textile, Unity Foods, Mustaqim Dyeing & Printing Industries, Jubilee Life Insurance.



### 2nd Sindh Research & Technology Showcase 2023

(18th – 19th May, 2023 Expo Centre, Karachi)

The “2<sup>nd</sup> Research and Technology Showcase 2023” was organized by Sindh Higher Education Commission on 18-19 May, 2023 at Expo Centre Karachi. The two-day event was organized to connect Sindh universities, Businesses and Industries, to showcase products produced by faculty members, students and researchers of public and private universities and inventors. The main objective of the showcase was to encourage researchers to share innovative ideas so that the industry can manufacture the products locally and support the economy rather than spending billion of dollars on export.

The Honorable Minister for Universities & Boards, Environment, Climate Change and Coastal Development, Sindh Mr. Muhammad Ismail Rahoo, Chairperson Sindh HEC Dr. Tariq Rafi, Secretary Sindh HEC Moinuddin Siddiqui along with worthy Vice Chancellors, Deans from public and private universities, CEOs/industrial representatives, Director ORICs & Manager Business Incubation Centres embraced the occasion with their kind presence in opening and closing ceremonies.

The Institute of Business Management showcased the “Smart Helmet” Project at the 2<sup>nd</sup> Sindh Research & Technology Showcase 2023. The “Smart Helmet” aims to provide safety to bike riders with its unique features of Speed Monitoring, Route monitoring via GPS, Crash Alerts and alert notifications in case of emergency. The Project was well received by the researchers and industry professionals. The platform not only provided the students an opportunity to display their project but also interact with other researchers from Sindh and learn from their experience.

The 2nd Sindh Research & Technology Showcase aligns with several Sustainable Development Goals (SDGs). The "Smart Helmet" project showcased by the Institute of Business Management addresses SDG 3 (Good Health and Well-Being) by enhancing the safety of motorcyclists, reducing accidents and fatalities. The event fosters SDG 9 (Industry, Innovation, and Infrastructure) by promoting collaboration between universities, industries, and innovators, encouraging local production and innovation. Furthermore, the platform promotes SDG 8 (Decent Work and Economic Growth) by supporting the development of local industries, reducing reliance on imports, and fostering job creation through innovative solutions.



**WINNERS**  
TEAM MARKETING MAVERICKS

**RUNNERS UP**  
TEAM PANTHERS



**MANAGEMENT TEAM**  
SSKIC IDEATHON - STONKS

**THANK YOU**  
FOR AN AMAZING  
RESPONSE

**AT SSKIC IDEATHON:  
STONKS**



**SSKIC Ideathon’s stock market simulation competition**

The stock market simulation competition in the SSKIC Ideathon resonates with several United Nations Sustainable Development Goals (SDGs). Specifically, it aligns with SDG 8: Decent Work and Economic Growth, as it fosters financial literacy and entrepreneurial skills, equipping participants with knowledge that promotes economic resilience. Additionally, it reflects SDG 4: Quality Education, by offering students experiential learning opportunities outside the classroom, enhancing their decision-making and risk management capabilities. Such initiatives contribute to skill-building that is essential for sustainable economic development.



### **Stonks soared high!**

We were surprised by the fantastic response received for our SSKIC Ideathon’s stock market simulation competition and with such a great turnout!

Kudos to the winners and runner-ups for keeping their risk-taking and decisiveness on point, going all \*Stonks\*!

- Team Marketing Mavericks
- Team Panthers

A special shoutout to our student management team for introducing and pulling off such a creative & engaging event and giving everyone a chance to flex their risky decisions amid panicking scenarios.

And wait, it doesn’t end here. Creativity only gets bigger from here on, stay connected.

**PS:** Big appreciation to the music team for keeping up the ambiance with the dynamic scenarios!



### President’s Merit Scholarship Ceremony 2021-22

*The President's Merit Scholarship Ceremony 2021-22 was planned and organized under the leadership of Ms. Sabina Mohsin, Executive Director, Administration, Admissions and Finance, IoBM. The Department of Admissions and the Department of Financial Assistance & Scholarship worked in close coordination with the Executive Director to make this event a success.*

The President's Merit Scholarship fosters the Sustainable Development Goals (SDGs) by taking comprehensive steps to deliver SDG 4 & SDG 5:

**SDG 4: Quality Education**-The President's Merit Scholarship promotes SDG 4: Quality Education by encouraging academic excellence and providing opportunities for high-achieving students. It reduces educational inequalities by ensuring access to higher education for deserving students, fostering a culture of learning and achievement.

**SDG 5: Gender Equality**-The scholarship also advances SDG 5: Gender Equality by celebrating the achievements of female students and supporting their career growth. It highlights the institution’s commitment to empowering women, helping them attain leadership roles, and fostering a more inclusive and equitable society.

The certificate distribution event of the President's Merit Scholarship Ceremony 2022 was held at IoBM on Tuesday, March 21, 2023. This scholarship was awarded to as many as 28 meritorious students. Undergraduate students require to secure a GPA & CGPA of 3.75 and above while graduate students need to secure a GPA & CGPA of 3.8 and above. Present on this occasion were IoBM’s Mr. Bashir Janmohammad, Chancellor; Mr. Talib S. Karim, President; Ms. Sabina Mohsin, Executive Director; Deans, HoDs, management, faculty, meritorious students, and their proud parents. The MC of the event was Ms. Juveria Baig, HoD, Internship and Placement Department. Ammar Shahkar Syed (BBA-H) recited the verses from the Holy Quran.

During his speech, Mr. Talib Karim shared that it is a pleasure to host this event on an annual basis that highlights the high-achieving students. He added that the majority of the meritorious students present today are girls. “We see a lot of career growth among female students who are reaching top levels in the corporate sector,” he added. He emphasized that students should acquire knowledge by cultivating a habit of reading. He urged the students to present themselves as future managers, to become confident, and to be presentable while maintaining professional decorum. President IoBM advised students to spend time with their parents instead of concentrating on social media.

During his Vote of Thanks, Mr. Bashir Janmohammad said that the parents of the meritorious students have worked hard to see their students succeed in life. He advised students to become job creators. Furthermore, he urged the students to dream and become the best in their chosen fields. Mr. Janmohammad emphasized students to be punctual, be honest, follow the rules, and to dream big. “Respect your parents, your teachers, yourself,” he added.

Meritorious students also shared about their journey at IoBM. They Ammar Shankar Sayied (BBA-H), Yameena Nasir (BS Honors-Accounting and Finance), Syeda Zahra Ali (BS-Actuarial Science and Risk Management), Karim Amin (BS-Social Entrepreneurship and Social Leadership).

The event concluded with the revealing of the plaque with the names of the meritorious students.

**List of Meritorious Students receiving the President's Merit Scholarship Ceremony 2021-22**

S.No	Stuent ID	Student Name	Program
1	20211-30066	Ammar Shahkar Sayied	Bachelor of Business Administration (Honors)
2	20201-28676	Fatima Sarwar	Bachelor of Business Administration (Honors)
3	20191-26149	Perveen Shah	Bachelor of Business Administration (Honors)
4	20201-27394	Laiba Gul Durrani	Bachelor of Business Administration (Honors)
5	20211-30037	Muhammad Ashhal Kazi	Bachelor of Business Administration (Honors)
6	20201-28664	M. Mohib Zafar	Bachelor of Business Administration (Honors)
7	20191-26694	Sadaf d/o Muhammad Riaz	Bachelor of Business Administration (Honors)
8	20211-30527	Madiha Javed	Bachelor of Business Administration (Honors)

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9	20191-26168	Sarah Farooq Muhammadi	Bachelor of Business Administration (Honors)
10	20201-27379	Yameena Nasir	BS (Honors) Accounting and Finance
11	20211-30174	Alvina Aamir	BS (Honors) Accounting and Finance
12	20211-30547	Murtaza	BS (Honors) Accounting and Finance
13	20211-30759	Muneeba Ashraf	BS (Honors) Accounting and Finance
14	20191-26524	Faraz Anwar Khowaja	BS (Honors) Accounting and Finance
15	20212-29076	Easha Kashif	BS (Honors) Accounting and Finance
16	20211-30461	Zainab Arif Subhan	BS (Honors) Accounting and Finance
17	20181-24124	Bushra	BS (Honors) Accounting and Finance
18	20191-26119	Syed Asad Ali	BS (Honors) Accountancy, Management and Law
19	20191-26304	Syeda Zahra Ali	BS (Actuarial Science and Risk Management)
20	20191-25826	Dua Binte Abid	BS (Actuarial Science and Risk Management)
21	20201-27562	Armeen Arif	BS (Actuarial Science and Risk Management)
22	20201-27780	Karim Amin	BS (Social Entrepreneurship and Leadership)
23	20201-27905	Aiyza Ahmed	BS (Mathematics and Economics)
24	20201-28619	Ayiza Salman	BS (Economics, Media and International Relations)
25	20201-27749	Madiha Zehra	BS (Data Science)
26	20202-27098	Zulekha Adnan	BS (Industrial Management)
27	20201-28057	Rabiba Tahir	Masters of Business Administration
28	20201-28146	Rabbia Khan	MSc in Organizational Psychology and HRM





### Ambassador G. R. Baluch's book "Duty to the Pen" launched at IoBM

The Institute of Business Management (IoBM) held a book launching ceremony for “Duty to the Pen-Reflections on International and National Issues” by Amb. G. R. Baluch on Saturday. Former Chief Justice of Pakistan, Justice Gulzar Ahmed was the Chief Guest. Also present was H.E Mr. Cemal Sangu, Counsel General of Turkiye in Karachi. Former CJP, Justice Gulzar Ahmed credited Ambassador G. R. Baluch for writing these articles and producing them as a book. Justice Gulzar called for the revival of the economic and foreign policies of Pakistan. “We cannot become a reckoning state. We need to attach to our values that are reflected in our policies,” he added. "We need to develop Pakistan so we can be heard in the international arena and to be counted among the community of nations.”

During his address, President IoBM, Mr. Talib Karim said that practitioners are the best teachers. He urged the youth to become readers so they may become leaders of tomorrow. He added that this is the third book published by IoBM’s faculty member. Speaking on the occasion, Chancellor IoBM, Mr. Bashir Janmohammad said that “Amb. Baluch’s book highlights various issues affecting Pakistan.” He added that to become a prosperous nation we should promote good governance and curb corruption. H.E Mr. Cemal Sangu congratulated Amb. Baluch.

He viewed the book as an asset that will present insights among the readers. Earlier, when unveiling the book, Amb. Baluch reflected on the title. "I believe that the pen is the mightiest tool we use to share the truth." He was hopeful that the articles in the book can be used as a case study. The students studying international relations and those preparing for CSS can benefit from the political and military conflicts shared in the book.

Ambassador Syed Hassan Habib, Senior Fellow, IoBM highlighted that the book reflects Amb. Baluch's hard work and his analysis of the issues explore a plethora of geopolitical issues. "His range of subjects is brilliant," he added. Dr. Muhammad Arif, Director Research IoBM said that the book presents an analytical assessment of various international and national political issues. He added that he will encourage the scholars to use the book for further research. Dr. Sarwat Nauman, HoD, Education Department appreciated the innovative article about reimagining the HEC. The book comprises Amb. Baluch's extensively researched-based articles. They cover geopolitical regions including Afghanistan, India, China, the USA, Russia, and the Middle East. Global Politics and Pakistan's National Issues are also discussed. The book reflects Amb. Baluch's insight and acumen as a diplomat with over three decades in the Foreign Service of Pakistan. He was Pakistan's Ambassador to Vietnam. He is currently associated with IoBM's Global and Regional Studies Center.

The launch of Ambassador G. R. Baluch's book "Duty to the Pen", focussed on achieving Sustainable Development Goals (SDGs) that resonate with the themes of SDG 16 & 4. Ambassador Baluch's reflections on international and national issues, as highlighted in the book, align closely with **SDG 16: Peace, Justice, and Strong Institutions**, given the book's focus on global politics, governance, and military conflicts. It promotes a vision for Pakistan's foreign and economic policies that are rooted in justice and governance, essential components of this SDG. Furthermore, **SDG 4: Quality Education** is relevant as the book serves as a vital resource for students studying international relations and political science, fostering an environment of informed learning and research, particularly for future leaders and scholars. This work emphasizes the role of diplomacy and education in fostering peace and strong institutions, which are crucial for national and global stability. Therefore, the book not only contributes to intellectual discourse but also supports the goals of peace, justice, and inclusive education.



### **Dr. Imran Batada's book "Digital Pakistan" launched at IoBM**

The book "Digital Pakistan" by Dr. Imran Batada was launched at the Institute of Business Management (IoBM), Karachi on Saturday, March 11, 2023. The book offers a complete digital media guideline for policymakers, industry professionals, and students to move forward, transform, and contribute to the GDP of Pakistan. Dr. Ishrat Husain, Former Governor of the State Bank of Pakistan was the Chief Guest at the occasion.

Mr. Fahd Haroon, Special Assistant to Prime Minister on Public Communication & Digital Platforms also attended the event. Mr. Haroon holds extensive experience in holding government offices covering a wide range of strategic, media, and public relation domains.

Dr. Imran Batada, an esteemed professional whose career spans over 20 years both locally and internationally, is currently serving as the Chief Technology Officer and Director Center for Information Technology (CIT) at IoBM. The speakers at the book launch ceremony considerably appreciated his efforts in writing the book that presents a holistic viewpoint and insights on how to best utilize digital media in Pakistan. The panelists were of the view that digital media is the future. This book will provide a roadmap for industry leaders, policymakers, and especially students and freelancers to broaden their mental horizons regarding the nature and working of digital media and how best to utilize its various elements for personal and professional growth. The book is one of the many books published by IoBM. The guests appreciated how IoBM is facilitating its faculty members in the book publishing process.



In his welcome address, Mr. Talib Karim, President, IoBM stated, "This year IoBM has launched two books. The first one was by Dr. Shahida Wizarat, launched in February. Dr. Imran Batada's book is the second in the series. Dr. Imran has done a remarkable job in initiating IoBM to have a paperless environment. We are developing campus management software, and he has successfully initiated a digital marketing diploma at IoBM primarily to facilitate freelancers. This book is a collection of his articles over many years."

The Chief Guest, Dr. Ishrat Hussain, in his speech, expressed his views noting: "I admire his efforts in compiling his articles in the form of a book. Reading books has become a rare commodity. We have become 14-word captive readers. We should devote time to reading articles and understanding their content. Bringing articles on various subjects in one book is a commendable step. I congratulate Mr. Talib Karim for supporting this project."

Mr. Fahd Haroon also lauded the book and said: "This work from Dr. Imran is a timely and important contribution to the ongoing discussion of digital Pakistan. Digitalization has the potential to revolutionize our business and communication while also bringing an opportunity to connect with people from all over the world. As public office holders, it is our duty to ensure digital platforms are used for constructive activities"

The launch of "Digital Pakistan" fosters Sustainable Development Goals (SDGs) by focussing on digital transformation and infrastructure. Specifically, **SDG 9: Industry, Innovation, and Infrastructure** is highly relevant as the book emphasizes advancing Pakistan's digital ecosystem, fostering innovation, and enhancing digital infrastructure. Additionally, **SDG 8: Decent Work and Economic Growth** is supported through the promotion of digital platforms and freelancing opportunities, facilitating economic growth and job creation. Furthermore, **SDG 4: Quality Education** is addressed as the book offers digital literacy insights that are valuable for students and professionals, enhancing educational outreach in the digital domain. These SDGs underscore the importance of digitalization in fostering sustainable development and economic progress in Pakistan. By integrating the strategies discussed in the book, Pakistan can not only drive technological innovation but also contribute significantly to sustainable economic and educational growth.

While talking to the media, Dr. Imran Batada said, "The book, Digital Pakistan, emphasizes the importance of digitalization for Pakistan's future. We need to embrace digitization, invest in our digital infrastructure, and build an ecosystem that fosters growth, innovation, and prosperity. The world is headed for a digital future, and we cannot afford to fall behind. The time has come for Pakistan to embrace digitalization and exploit it to its full potential".

Amongst those who attended the event were renowned professionals including Ashfaque Ahmed, Head of Digital, BankIslami Pakistan Ltd., Shaukat Ali Khan, Global Chief Information Officer, Aga Khan University, Tabasum Abid, Director IT and Chief Technical Officer, Sindh Police, Hussein Hassanali, GM, Head IT Audit, Habib Bank Limited, Iftikhar Arif, General Manager IT and E-commerce, Muller & Phillips Pakistan; and Sohaib Hassan, Co-Founder Brand & Media Learning Hub.





### Faysal Bank donates PKR 5.0 million to IoBM

Mr. Yousaf Hussain, President and CEO, Faysal Bank met Mr. Talib Karim, President, Institute of Business Management (IoBM) on Thursday, March 02, 2023. During the meeting, Faysal Bank donated PKR 5.0 million to IoBM for the utilization of funds for Zakat-eligible students. During the discussion, they shared views on future collaborations and deliberated upon how to bridge academia-industry linkages.

Faysal Bank's generous donation of PKR 5.0 million to the Institute of Business Management (IoBM) aligns with several key Sustainable Development Goals (SDGs) targeted through collaboration are as follows:

- **SDG 1: No Poverty**-By supporting Zakat-eligible students, the bank plays a crucial role in reducing poverty levels and enhancing educational opportunities for disadvantaged groups, thereby fostering inclusive access to quality education.
- **SDG 4: Quality Education**-This initiative promotes quality education, ensuring that students from low-income backgrounds can access the resources needed to pursue their academic goals.
- **SDG 17: Partnerships for the Goals**-The donation strengthens academia-industry linkages, showcasing effective collaboration between educational institutions and private sector entities to address social challenges. Such partnerships are essential for achieving the SDGs, demonstrating a commitment to not just educational excellence but also to social equity and sustainable development.

Present at the meeting representing Faysal Bank were Mr. Muhammad Faisal Shaikh, Head of Product and Shariah Structuring; Mr. Majid Ali Syed, CFO; and Sheikh Ali Hussain, Head Network Expansion & Optimization, Sustainability, Comms and PR.

Representing IoBM were Dr. Tariq Rahim Soomro, Acting Rector; Dr. Shujaat Mubarik, Dean CBM; Brig. Dr. Muhammad Abbas, Associate Dean, College of Computer Science & Information Systems (CCSIS); Mr. Muhammad Misbahuddin, HoD Human Resource; Dr. Imam Uddin, HoD Accounting and Finance Department; and Dr. Asima Faisal, HoD, Health and Hospital Management.



## Panel discussion on "The Future of AI" held at IoBM



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### Panel discussion on "The Future of AI" held at IoBM

The Shahjehan S. Karim Incubation Center (SSKIC) of IoBM hosted a panel discussion on "The Future of AI" on Saturday, February 18, 2023. The session was moderated by Mr. Burhan Allah Saiyed, HoD SSKIC, IoBM. Invited to speak were Mr. Hameedullah Kazi, VC, Isra University; Mr. Noman Khalid, Founding Partner and COO, Love for Data; and Mr. Adnan Zaidi, Chief AI Officer at Proxima.pk, and Ph.D. candidate in AI. The speakers shared a common consensus about ChatGPT and how it will facilitate us in completing our activities. The event brought to the fore the importance of industry-academia linkage as experts shared information among students. Mr. Noman Khalid advised students to use all tools available to enhance their learning. He shared that one needs to be a lifelong learner to acquire the skills needed to become a success in

rapidly changing times. Mr. Adnan Zaidi emphasized the need to understand the concepts and theories so that students can excel in their field of choice. While talking about learning, Mr. Hameedullah Kazi emphasized the need for students to become problem-solvers that will enhance their cognitive and creative thinking skills.

The panel discussion on "The Future of AI" at IoBM highlighted the essential role of AI technologies in shaping educational practices and fostering lifelong learning, aligning its target with several Sustainable Development Goals (SDGs). Particularly with **SDG 4 (Quality Education)**, which emphasizes inclusive and equitable quality education and promotes lifelong learning opportunities, and **SDG 17 (Partnerships for the Goals)**, which underscores the necessity of collaboration between academia and industry to achieve sustainable development. The insights shared by the panelists resonate with the call for educational institutions to innovate and adapt to rapidly evolving technological landscapes, thus preparing students to meet contemporary challenges and contribute meaningfully to society. By integrating AI into educational frameworks, universities can enhance learning experiences, ultimately fostering a generation equipped to drive sustainable change.





**Jibran Jamshed, Country Education Lead at Microsoft Pakistan, delivers a talk on 21st Century Skills at IoBM**



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**Guest speaker session by Jibran Jamshed, Country Education Lead, Microsoft Pakistan**

Jibran Jamshed, Country Education Lead at Microsoft Pakistan, delivered a talk on 21st Century Skills at IoBM. It was organized by IoBM's College of Computer Science and Information Systems (CCSIS) in collaboration with IEEE, Karachi Chapter. It was held at the CBM Auditorium on Wednesday, February 15, 2023. This talk was attended by students and the faculty of CCSIS.

Jibran Jamshed is an IoBM alumni. He completed his Bachelors in Computer Science in 2003 followed by MBA in 2005. Jibran Jamshad has been associated with Microsoft since 2007 and currently he is serving as the Regional Education Lead and is also the Principal Officer for Microsoft Pakistan. Jibran has done his Masters in Software Systems Engineering from the University of Melbourne. Besides many industry certifications and

awards, Jibran has been the recipient of the prestigious World Wide Circle of Excellence Award at Microsoft. He is very passionate about Digital Literacy and Skilling and is working on the same mission to empower students across the country!

During his talk, Jibran shared insights on the development and evolution of smartphone applications and their impact on individuals and businesses. He emphasized how such applications have changed the transportation, banking, and entertainment sectors. During his presentation, Jibran said that technical skills for the digital economy are in high demand. “Over 149 million tech jobs are expected to emerge by 2025 in areas such as software development, cybersecurity, AI, and machine learning,” he shared. “Learning a tech-based computer skill is a universal skill. You need to learn the basics and you can evolve on them with learning and experience,” he said. He mentioned that start-ups do not build on brick-and-mortar concepts anymore. “All you need is a business plan and a computer,” he added.

Jibran said that artificial intelligence has become a commercial technology that will have an impact on our lives. “However, operational jobs like writing a sales proposal, handling tickets, writing content and data entry, etc. will be depleted by AI,” he cautioned. He also emphasized the difference between consumptive digital capabilities and productive digital capabilities which are the main categories of how digital technologies and products impact society. Brig. Dr. Muhammad Abbas, Associate Dean, CCSIS presented the vote of thanks. He ensured that such guest speaker sessions with industry experts will continue that will provide students with insights and knowledge of industry trends.

Given the focus on education and digital literacy in Jibran Jamshed's talk, the most relevant SDGs targeted by IoBM are as follows:

- **SDG 4: Quality Education** - Emphasizing the importance of inclusive and equitable quality education and promoting lifelong learning opportunities for all.
- **SDG 8: Decent Work and Economic Growth** - Highlighting the need for sustained, inclusive economic growth, full and productive employment, and decent work for all, especially in the digital economy.
- **SDG 17: Partnerships for the Goals** - Stressing the need for partnerships among various stakeholders, including educational institutions and the tech industry, to enhance educational outcomes and skills development.

Additionally, the discussion around the transformative impact of technology through collaborative efforts in various sectors reflects the critical role of innovation in driving economic growth and providing decent work for all, essential for sustainable development.



### IoBM holds Career Fair 2023

The 2023 Career Fair organized by the Institute of Business Management (IoBM) on Thursday, February 02, 2023, was inaugurated by Mr. Bashir Janmohammad, Chancellor IoBM. It was attended by Mr. Talib Karim, President IoBM; Ms. Sabina Mohsin, Executive Director, Administration, Admissions and Finance; Dr. Tariq Rahim Soomro, Acting Rector IoBM, Deans, HoDs, Faculty and Management. The event attracted IoBM students and alumni who were eager to look at career opportunities in the corporate and banking sectors. The Career Fair was organized by the Internship and Placement Department, IoBM in collaboration with MARCOM, IoBM with support from departments including General Administration, IT, Maintenance.

The Institute of Business Management (IoBM) held its annual Career Fair 2023 on February 02, 2023 to facilitate graduating students in their hunt to get appropriate job placements that will advance their careers. With representatives from more than 100 companies belonging to diverse industries including top management, CEOs and HR directors participating in the fair, students were able to interact and demonstrate their capabilities directly to the firms that would potentially offer them permanent roles relevant to their fields of study.

The Career Fair 2023 at the Institute of Business Management (IoBM) aligns with several Sustainable Development Goals (SDGs), particularly SDG 4 (Quality Education) and SDG 8 (Decent Work and Economic Growth). By providing a platform for students to connect with over 100 companies, the fair supports



quality education by facilitating access to career opportunities that enhance employability and skills development. This event embodies the principles of **SDG 8**, promoting decent work by connecting graduates with meaningful job prospects in diverse sectors, which is essential for fostering economic growth and reducing inequalities. Furthermore, it reflects a commitment to **SDG 17 (Partnerships for the Goals)** by fostering collaboration between educational institutions and the corporate sector to address local employment challenges and nurture talent. By bridging the gap between education and employment, this initiative not only enhances students' career prospects but also promotes sustainable economic growth and equitable access to job opportunities.

The IoBM Career Fair is an annual exhibition that serves as a bridge between graduating students and companies that offer them possible employment opportunities. With this year's event being sponsored by leading brands including Dalda, Shan, Meezan Bank, Wavetec, and National Bank of Pakistan, more than 6,000 students including both enrolled pupils and alumni who had the chance to explore internship opportunities or look for a fresh start through job interviews with some of the most distinguished firms operating in Pakistan. The Fair served as an ideal platform for prospective employees to either begin their professional journeys or look for possible job switching with better chances for growth in mind.

Commenting at the Career Fair 2023, Chancellor IoBM, Bashir Janmohammad stated: “IoBM is an institute that believes in laying a robust foundation for students in terms of professional development. Not only do we pay immaculate attention towards delivering the highest quality of academic excellence but are also continuously serving as the agent that helps connect students effectively with their potential employers. Adding his views at the occasion, President IoBM, Talib Karim noted: Our goal with the annual career fair is to streamline the process for both companies that are in search for appropriate talents and students who are looking to enter the corporate fray as the next step in their careers.”





### **IoBM and Salaam Takaful Limited sign MoU**

The Institute of Business Management (IoBM) signed a memorandum of understanding with Salaam Takaful Limited (STL) on Tuesday, February 7, 2023, at IoBM. The signatories were Mr. Talib Karim, President IoBM and Mr. Rizwan Hussain, Managing Director and CEO, Salaam Takaful Limited. Present on the occasion were STL’s Mr. Noman Zaidi, Head of Human Resources; Mr. Farhan Sheikh, Head of Marketing; and Mr. Mohammed Shaharyar Mallick, Deputy Manager - Special Projects. IoBM’s Rector, HoDs, Faculty, and Management were also present.

The primary objective of this MoU is to create awareness and promote Islamic insurance to the students of IoBM. Whereas STL is desirous of providing interest-free loans to the students studying at IoBM on account of dues accrued in lieu of tuition fees for a prescribed period. The MoU will mutually strengthen each other in playing their role in providing education to those communities and individuals who are admitted to IoBM on merit and cannot afford the applicable IoBM tuition fees. In addition, IoBM shall facilitate in creating awareness and image building for its students through awareness programs, invite STL to participate in on-campus job and career fairs, and assist STL students in the selection of students on a need basis, among others.

The recent memorandum of understanding (MoU) between the Institute of Business Management (IoBM) and Salaam Takaful Limited (STL) represents a significant commitment to education and financial support for students in need. This initiative closely targets the following United Nations Sustainable Development Goals (SDGs):

- **SDG 1: No Poverty**-By promoting Islamic insurance and offering interest-free loans to assist students with tuition fees, this partnership directly addresses barriers to education for low-income individuals, fostering economic stability and equality.
- **SDG 4: Quality Education**-Furthermore, the MoU highlights the importance of educational institutions in bridging the gap for marginalized communities, enhancing their opportunities for personal and professional development. This collaboration not only aims to support individual students but also contributes to building a more equitable society, reinforcing the vital role of education in achieving sustainable development.
- **SDG 17: Partnerships for the Goals** - which emphasizes the importance of partnerships in achieving sustainable development, fostering collaboration between academia and industry to build capacity and drive impactful initiatives. Together, these efforts contribute to a more inclusive educational landscape, enabling students to thrive in their academic and professional pursuits.

While addressing the audience, Mr. Talib Karim urged the need to pursue follow-up of the MoUs so that the prescribed actions are completed in time. He was hopeful that such MoUs will strengthen academia-industry linkages. He added that IoBM’s CIBF can assist STL in completing academic and research projects. Mr. Rizwan Hussain was hopeful that STL and IoBM can collaborate on these fronts with IoBM providing the graduates having sound industry knowledge. The MoU was initiated by IoBM through its Center for Islamic Business and Finance (CIBF). Dr. Imamuddin, Associate Professor and Acting Head, Department of Accounting and Finance, CBM, IoBM played an instrumental role in this regard.



### Dr. Shahida Wizarat's book launched at IoBM

Karachi: The book launch ceremony of “Alternative to the IMF And Other Out of the Box Solutions” by Dr. Shahida Wizarat was held on Thursday, January 26, 2023. The Chief Guest was Mr. Bashir Janmohammad, Chancellor IoBM. The speakers on the occasion were Ambassador Hasan Javed; Engineer Abdul Jabbar, VP FPCCI; and Mr. Azhar Jamil, Chairman Citizens Alliance and Qaumi Mahaz-e-Azadi. During his Welcome Address, Mr. Talib Karim, President IoBM said that the IMF has been in the news particularly with regards to Pakistan’s economy. He urged the need to develop a short-term strategy on how to repay debts that Pakistan owes. “I hope that the right people will read this book and implement the ideas presented,” he added.

Ambassador Hasan Javed said, “This book is a remarkable edition on the literature of this subject. It should be read by political leaders and scholars in developing countries.” Ambassador Javed added that the book includes a list of economic problems with strategic clarity. “Dr. Wizarat’s insights and knowledge on economics is for a global audience,” he added. He said that Pakistan has resources, but lacks resourcefulness.

Engineer Abdul Jabbar said that the sixty-seven chapters of the book touches on past economic events that altered Pakistan’s relations with the IMF. He said, “IMF’s decisions and policies should be scrutinized by the developing countries to resolve their economic crisis.” Engineer Jabbar added that, “Dr. Wizarat presents solutions to an array of economic problems.” Mr. Azhar Jamil said that Pakistan had an opportunity to put its house in order

during the rule of Pervez Musharraf. He added that the tax structure should be equally distributed among the citizens as the burden is more on the poor. “We need to present a detailed reform agenda that is approved by a national consensus to give Pakistan’s economic solutions.”

During her address, Dr. Shahida Wizarat said that the book includes strategies to resolve the crisis without the need to use foreign exchange reserves. “We do not go to the IMF, we are taken to the IMF,” she added. “IMF program is not about reforms. It is a connection between the opportunities and the IMF where the burden is on the middle and lower classes.” She suggested increasing the quality of exports and prioritizing the goods to be exported including the banning of importing of luxurious goods.” She mentioned the various crises facing Pakistan including political, constitutional, economic, among others. “Those in the corridors of power should not pursue IMF’s policies and find a substitute solution at the earliest.”

Dr. Shahida Wizarat’s book, *Alternative to the IMF And Other Out of the Box Solutions*, not only addresses pressing economic challenges in Pakistan but also resonates with several Sustainable Development Goals (SDGs). Particularly, her emphasis on equitable tax structures and resource management aligns closely with **SDG 1 (No Poverty)**, as it seeks to alleviate poverty by ensuring fair economic practices. Additionally, her advocacy for improved export quality connects to **SDG 2 (Zero Hunger)** by promoting agricultural sustainability and food security. Lastly, the book's focus on health and social welfare highlights the importance of **SDG 3 (Good Health and Well-being)**, underlining that economic stability is essential for promoting public health and well-being. As such, Dr. Wizarat’s insights present a comprehensive framework for addressing economic disparities while contributing to the broader agenda of sustainable development.

Chief Guest, Mr. Bashir Janmohammad said the book has various subjects that are connected to the IMF. He said it is difficult for Pakistan to pursue alternate options other than to continue with the IMF. “The economic situation is so precarious because we have been following the IMF's policies and we cannot get out of it at once.” Dr. Wizarat’s book must be read to give a holistic outlook of what has been wronged and how to rectify the policies,” he added. “Dr. Wizarat’s efforts must be appreciated which must be read by students.” Rector, Deans, faculty members and management of IoBM were also present.





### **IoBM hosts Orientation session for Spring 2023 semester**

The Orientation for the Spring 2023 semester at the Institute of Business Management (IoBM) was held on Saturday, January 21, 2023. The Orientation session at IoBM was organized under the leadership of Ms. Sabina Mohsin, Director Administration, Admissions and Finance with close coordination of various departments including General Administration, Admissions, IT, Maintenance, Marketing, and Media. Mr. Imdad Mugheri, Manager Admissions, played a pivotal role, in managing the event, indeed.

IoBM's orientation for the Spring 2023 semester, the institution's commitment to quality education **SDG 4: Quality Education** by fostering an inclusive educational environment that promotes academic excellence, IoBM contributes to ending inequalities in education and ensuring that all students have access to lifelong learning opportunities. Additionally, the emphasis on collaboration among various departments and stakeholders during the orientation reflects a broader commitment to building partnerships that can enhance educational outcomes and community engagement, vital for achieving the SDGs.

The Master of Ceremonies was Ms. Juveria Baig, HoD Internship and Placement Department, IoBM. Huzaifa Abdul Rehman, IoBM student recited the verses of the Holy Quran. Gracing the event with their presence were IoBM's Rector, Deans, Heads of Departments, Senior Managers, Faculty, Management and Staff.

Dr. Tariq Rahim Soomro, Acting Rector, IoBM shared key policy points that the new students should adhere to during their stay at IoBM. Dr. Soomro's detailed presentation included points about Campus Life (continuous assessment system, academic counseling, attendance, code of conduct, student societies, social media policies),

Semester System and Credit Hours (Catalog, Academic Calendar, CPGA), and information about Departments (Academics, Transport, Finance, IT, Security, Scholarships, Internship and Placement).

Earlier, during the Welcome Address, Dr. Shujaat Mubarik, Dean CBM, acknowledged the contributions of IoBM’s Late Founding President, Mr. Shahjehan S. Karim for envisioning to establish IoBM as an institute of higher learning in Pakistan. Dr. Mubarik advised students to inculcate the habit of reading to broaden their minds so they can equip themselves with insights and information.

While sharing the alumni experience, Ms. Areeba Raza, (Class of 2022) Management Trainee Officer, Shan Foods said she feels privileged to be standing in front of the graduate class of 2025. She shared her academic journey at IoBM and how the Institute helped her in developing her personality and acumen to achieve challenges in her personal and professional life. “Embrace learning, remain humble, do a lot of networking,” Ms. Areeba said.



### The Challenge of Change

IoBM’s Business School, the College of Business Management CBM, held a ‘Strategy retreat’ on January 4, 2023. CBM has achieved the highest W category accreditation in Pakistan, placing it among the top 10 business schools nationally (out of over 100). Synonymous with IoBM’s vision of being a top international Institution, this strategy retreat initiated a new challenging journey of change and enhancement of the capabilities of its human capital. The retreat was moderated by Dr. Shujaat Dean CBM, and addressed by the president Mr. Talib Karim. Dr. Tariq Soomro presented a comprehensive new policy manual for Human Resource Management. Dr. Shujaat Mubarak introduced the three strategic thrusts and the three operational initiatives for immediate implementation. Mr. Javaid Ahmed, head of the newly created Office of Strategy, explained the trajectory to achieve the vision of IoBM. Dr. Afaq Kazi presented the case for change most grandiloquently.

The recent strategy retreat at the College of Business Management (CBM) of IoBM is pivotal in enhancing human capital and aligning with the Sustainable Development Goals (SDGs), particularly **SDG 4: Quality Education** by fostering a high-quality educational environment, CBM is addressing inequalities and promoting lifelong learning opportunities that equip students with the necessary skills for the job market. Additionally, the initiatives discussed during the retreat, such as the new Human Resource Management policy, emphasize fair employment practices, supporting **SDG 8: Decent Work and Economic Growth** by aiming to create decent work conditions. The commitment to these SDGs underscores the role of educational institutions in driving sustainable development through effective strategies and collaborative efforts





### Graduation Ceremony of SSKIC's Cohort 2 held at IoBM

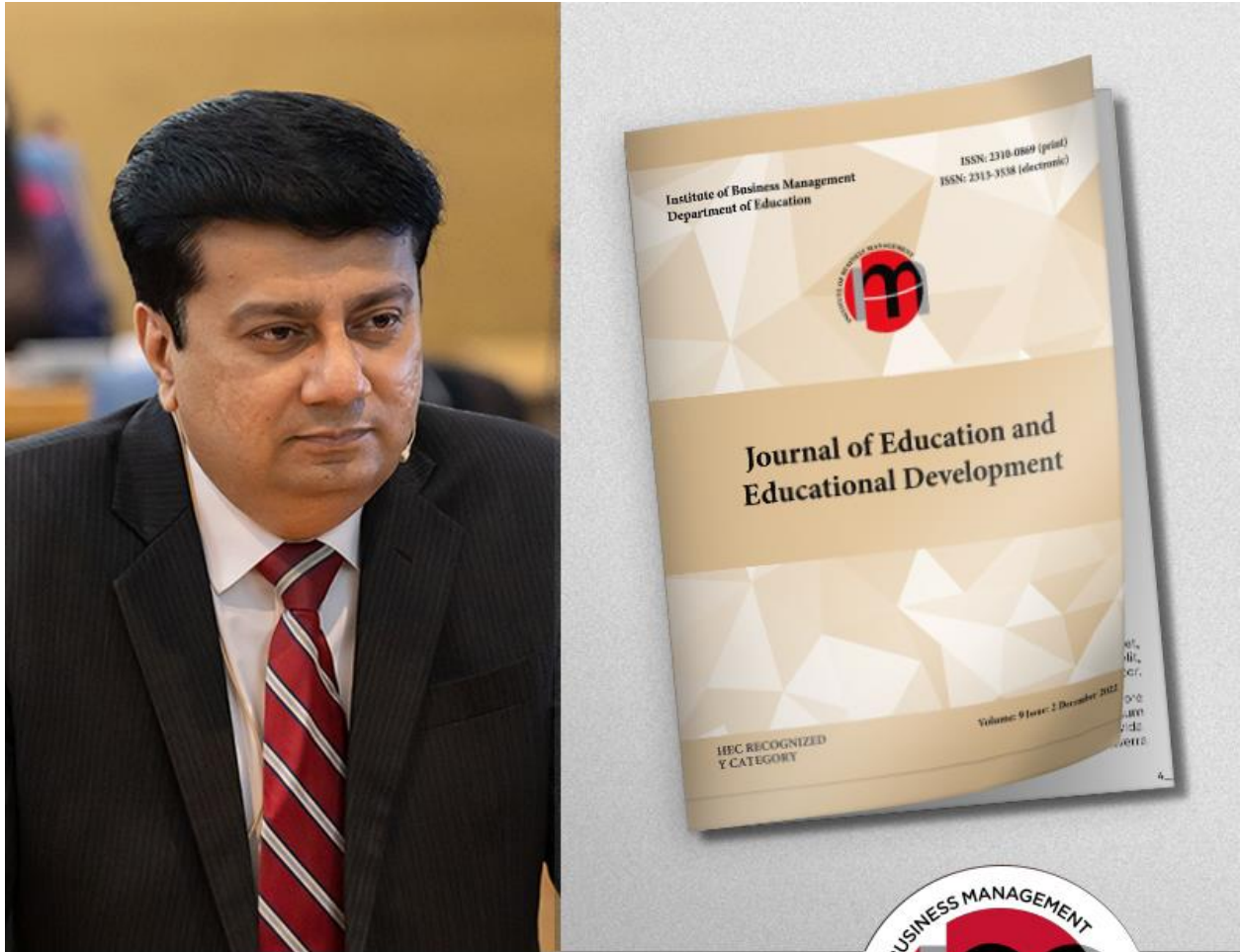
The graduation ceremony for the second cohort of the Shahjehan S. Karim Incubation Center (SSKIC), IoBM, was held on Saturday, January 14, 2023. Federal Minister for IT and Telecommunication, Syed Amin Ul Haque, was the Chief Guest. He said that the Ministry of Information Technology and Telecommunication (MoITT), Pakistan, is enhancing the skills development of the youth so they can establish effective start-ups. “Smartphone for all is the vision,” the Federal Minister added. He emphasized that broadband connectivity should be provided in remote areas of Pakistan to connect start-ups with buyers. This will facilitate online businesses to reach a wider audience across Pakistan. “Women's participation in start-ups must be increased to fifty percent,” he added.

The graduation ceremony of the Shahjehan S. Karim Incubation Center (SSKIC) at IoBM exemplifies a commitment to the Sustainable Development Goals (SDGs), particularly **SDG 4: Quality Education** and **SDG 8: Decent Work and Economic Growth**, by focusing on nurturing youth through technology-driven entrepreneurship, the SSKIC enhances educational opportunities that equip graduates with essential skills for the job market. Additionally, the emphasis on increasing women's participation in start-ups aligns with **SDG 5: Gender Equality**, fostering inclusivity and equal opportunity in entrepreneurship. Furthermore, the commitment to innovation and sustainability in various sectors resonates with **SDG 9: Industry, Innovation, and Infrastructure**, demonstrating a holistic approach to economic development. The SSKIC's initiatives not only aim to create viable businesses but also seek to address broader societal challenges, reinforcing the interconnectedness of the SDGs.

IoBM provides the seed money to the start-ups incubated at the SSKIC,” said Mr. Talib Karim during the Welcome Address. He commented that SSKIC focuses on technology as it is the future of industries. Such tech-based ideas will eventually evolve the industries, he added. “Innovation happens when you have to resolve challenges”, said Mr. Mehboob Karim, Advisor IoBM. “We need to continuously innovate to come out of the



crisis we are facing in various sectors." Mr. Bashir Janmohammad, Chancellor IoBM emphasized that entrepreneurs need to work in the agriculture sector to increase the yield that will improve our exports. Mr. Burhan A. Saiyed, Head of SSKIC, IoBM said that SSKIC received over a hundred applications from across Pakistan for Cohort 2. "We screened these ideas based on their scope of innovation and sustainability." The start-ups that graduated in Cohort-2 are Arm Rehab, Chiragh Education Technologies, Elecnovate, Goddard Discovery, Sehatlings, ThaliHelp, and Wizzyo Live Chat.



**IoBM's CTO & Director CIT Dr. Imran Batada** paper has been accepted by JoEED (HEC Recognized Journal)



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**IoBM's CTO & Director CIT Dr. Imran Batada paper has been accepted by JoEED (HEC Recognized Journal)**

IoBM's CTO & Director CIT Dr. Imran Batada papers titled “Impact of Skill Development Program for producing Women Entrepreneurs in Pakistan” has been accepted by the Journal of Education and Educational Development (HEC Recognized Journal).

The study has shown that training programs initiated by the Pakistan government such as BBSHRDB (Benazir Bhutto Shaheed Human Resource Research and Development Board) and NAVTTC (National Vocational and Technical Training Commission) have significantly ignited the interest of young women in getting involved in entrepreneurship activities.

The results of this study confirm that training programs play a key role in the advancement of women entrepreneurs through support from the government, donor agencies, banks, and chambers of commerce.

The recent study by Dr. Imran Batada underscores the pivotal role of skill development programs in advancing women entrepreneurship in Pakistan, significantly contributing to **SDG 5: Gender Equality** and **SDG 8: Decent Work and Economic Growth**. By engaging with government initiatives like NAVTTC and BBSHRDB, the findings advocate for collaborative partnerships, highlighting **SDG 17: Partnerships for the Goals** as essential for fostering an inclusive entrepreneurial ecosystem. These insights reflect a comprehensive approach towards achieving sustainable development through women's empowerment and economic participation. Following SDGs are particularly targeted through the research:

- **SDG 5: Gender Equality:** The paper emphasizes the importance of skill development programs for empowering women entrepreneurs in Pakistan, aligning with the goal of achieving gender equality and empowering all women and girls.
- **SDG 8: Decent Work and Economic Growth:** By fostering entrepreneurship among women, the study contributes to promoting sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.
- **SDG 17: Partnerships for the Goals:** The involvement of government initiatives and collaboration with various stakeholders reflects the need for partnerships at all levels to achieve the SDGs.

[Read more:](#)

<https://jmsnew.iobmresearch.com/index.php/joeed/article/view/708/523>



### **IoBM and BankIslami become knowledge partners to promote Islamic finance**

Institute of Business Management (IoBM) and BankIslami Pakistan Limited signed an MoU on Wednesday, December 28, 2022. According to the MoU, BankIslami will serve as a knowledge partner to facilitate the operations of the Center for Islamic Business and Finance at IoBM. BankIslami will develop marketing content, provide scholarships, facilitate academic research and organize guest speaker sessions at IoBM. The signatories were Mr. Talib S. Karim, President IoBM, and Syed Amir Ali, President and CEO, BankIslami Pakistan.

Mr. Talib Karim said that Islamic banking and finance are the future, and we should facilitate human resource development. He advised gauging the Center's performance regularly. Mr. Talib Karim appreciated BankIslami's support to IoBM in the fields of research and envisioned the creation of degree programs to facilitate Islamic banking.

The collaboration between the Institute of Business Management (IoBM) and BankIslami, the partnership aims to advance Islamic finance education and professional training, contributing significantly to the United Nations Sustainable Development Goals (SDGs). Notably, this initiative aligns with **SDG 4: Quality Education**, which emphasizes equitable access to quality education and lifelong learning opportunities. By facilitating academic research and providing scholarships, the partnership addresses educational disparities, particularly in Islamic finance—an area crucial for fostering financial inclusivity. Additionally, the collaboration promotes **SDG 17: Partnerships for the Goals**, which underscores the importance of partnerships between academia and the financial sector to achieve broader sustainable development outcomes. This collaboration not only aims to enhance academic frameworks but also to build a skilled workforce capable of driving economic growth through Islamic finance principles.



“There is a need for Islamic finance professionals in Pakistan,” said Syed Amir Ali. He said that Pakistan's economy could be structured on Islamic banking principles. He suggested a way forward on how to provide relevant training to academicians and corporate executives in the fields of Islamic banking. Mr. Amir called for the continuous monitoring of the action points of the MoU to achieve mutual success.

Representing BankIslami Pakistan were Mufti Javed Ahmad, Resident Shariah Board Member; Mr. Kashif Nisar, Head of Product & Shariah Structuring; Mr. Muhammad Irfan Ahmed, Head of Shariah Compliance; Mr. Muhammad Fahim Siddiqui, Head of National Product Manager, Distribution; and Syed Fahad Bin Tariq, Head of Marketing.

Dr. Imam Uddin, Head of the Accounting & Finance Department, IoBM played an active role in the development of the MoU. Present on the occasion were IoBM's Rector, Dean, Head of Departments, and management.

## IoBM participated in THE impact ranking workshop

# SUSTAINABLE DEVELOPMENT GOALS



*As part of its commitment to the SDGS2030 set by the United Nations, IoBM participated in two collaborative workshops on THE Impact Ranking on 24<sup>th</sup> October and 8<sup>th</sup> November 2023 arranged by the Sindh Higher Education Commission.*