



PLANET

SDG

Sustainable Development Goals

SUSTAINABLE DEVELOPMENT GOALS



**SDGs Report
For The Year 2023**

PLANET



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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 Marketing Society holds panel discussion on "The Future of Business in the Digital Age"

The IoBM Marketing Society is dedicated to fostering a platform for intellectual discussions and insights within the marketing world. With a firm belief in the power of knowledge sharing and industry collaboration, society has taken a significant stride by organizing this panel discussion on the topic of “The Future of Business in the Digital Age: Adapting Strategies, Sustainability, and Innovation” on the 22nd of November 2023, Wednesday at CBM Auditorium from 10:30 – 12:30 pm.

By bringing together representatives from diverse sectors such as Financial Institutions, FMCG, Pharmaceutical and Technology. This event aimed to facilitate a dynamic exchange of ideas, enabling students and attendees to grasp the evolving landscape of business in the digital age. It underscored the society's commitment to promoting innovative, sustainable, and forward-thinking marketing strategies, bridging the gap between academia and industry to shape the future of business in a rapidly changing world. The panel discussion brought to the fore insights on various dimensions that were helpful for the students. The following points were discussed:

- **Digital Transformation Strategies:** Explored how companies adapt to the digital age through technology, enhancing operations and customer experiences.
- **Sustainability in the Digital Age:** Focus on integrating eco-friendly practices into the digital business world, reducing carbon footprints, and aligning with environmental principles.
- **Innovation and Entrepreneurship:** Discuss how innovation and startups are reshaping traditional industries and driving business evolution.

- **Talent Acquisition in a Competitive Digital Landscape:** Address challenges in attracting and retaining talent while staying competitive in the digital realm.

The panel discussion on "The Future of Business in the Digital Age" organized by the IoBM Marketing Society relates closely to several Sustainable Development Goals (SDGs). These include:

- **SDG 9 (Industry, Innovation, and Infrastructure):** The panel explored how digital transformation strategies are shaping business operations and customer experiences, emphasizing innovation and the need for resilient infrastructures.
- **SDG 8 (Decent Work and Economic Growth):** The discussion on talent acquisition in a competitive digital landscape and entrepreneurship highlights the importance of creating decent work opportunities and fostering inclusive economic growth through digital innovation.
- **SDG 12 (Responsible Consumption and Production):** A key focus was placed on integrating sustainability into digital business practices, aligning with SDG 12's emphasis on sustainable and eco-friendly production processes.

The IoBM event not only highlights the importance of adapting to technological advancements but also underscores the responsibility businesses have in driving sustainable growth and innovation.



IoBM hosts the International Conference on Business Management and Sustainability (ICBMS) 2023

The Institute of Business Management (IoBM) hosted the two-day International Conference on Business Management and Sustainability (ICBMS) on November 7-8, 2023. The first day of the event attracted a diverse range of participants, including prominent government officials, experts from renowned educational institutions as well as senior corporate executives from leading companies in Pakistan. The Guest of Honor at the occasion was Syed Muhammad Tariq Rafi, Chairman, Sindh HEC while the Chief Guest was Mr. Younus Dagha, Minister for Revenue, Industries and Commerce, Sindh. Mr. Talib S. Karim, President of IoBM, delivered the Welcome Address.

Under the theme "The Sustainable and Innovative Businesses in Uncertain Times: Challenges and Opportunities," the conference was hosted on the IoBM campus, setting the stage for substantive discussions, collaboration, and the sharing of profound insights. The inaugural session featured a Conference Flow by Prof. Dr. Muhammad Shujaat Mubarak Dean CBM, IoBM; and Keynote speeches by Dr. Asif Raza, President AMDIP, and Mr. Imran Haleem Shaikh Chief Operating Officer, JS Bank. Dr. Shakeel Sadiq Jajja, a Fulbright Scholar from Stanford University and Associate Professor at LUMS also delivered a keynote address. Mr. Iftikhar Ahmed Sheikh, President of the Karachi Chambers of Commerce, and Mr. Muhammad Azfar Ahsan, President of the Marketing Association of Pakistan also presented their views during the inaugural session.

The Chief Guest at the occasion, Mr. Younus Dagha shed light on the agenda of the conference by noting that: “Globalization has created connectivity, it has eased access to information but it has also exposed our businesses, our practices, and our governance to the clients that we deal with on a B2B and G2B basis. Most of Pakistan’s policies are adversely affected by incompetence at the policy-making level, but more than that at the implementation level. Therefore, our regulators, with respect to national policies and their implementation on the ground, need to develop an integrated policy to address this issue in a sustainable manner.”

Guest of Honor, Syed Muhammad Tariq Rafi urged the need to create an IT course structure that enhances students' skills and aligns with international standards. He emphasized that policy mismanagement results in the unequal distribution of funds that are distributed across the higher education sector. He also highlighted the critical condition of primary education and the necessity to formulate effective policies to address this challenge. Additionally, Syed Muhammad Tariq Rafi stressed the importance of implementing good governance to enhance our education system and called on universities to foster innovation among their students.

In his address, Mr. Talib Karim, President of IoBM stated: “This flagship conference aims to rigorously review scholarly papers, addressing the evolving landscape of business management. Our focus remains on maintaining consistent on-campus teaching, even amidst the shift toward hybrid methods. Such gatherings unite scholars and experts to reshape business management principles.”

Dr. Shakeel Sadiq Jajja joined ICBMS 2023 through Zoom. He mentioned that the world we live in faces sustainability problems. It's not possible to rely on a single domain or industry to solve this issue. All areas, including logistics, supply chain, research, and product development, need alignment. He discussed product development issues and compatibility and addressed the challenges of manufacturing and the provision of electric vehicles. He emphasized that the government needs to work towards sustainability by creating and implementing policies. Dr. Asif Raza emphasized the need to ensure student mobility in Pakistan and abroad. He urged students to strive for success in life and become credible professionals through consistent hard work. Mr. Imran Haleem Sheikh highlighted a disconnect between the course books written by Western authors that we read and the social paradigm in our country. He also presented an overview of the key actions taken by JS Bank.

Mr. Iftikhar Ahmed Sheikh, while addressing the audience, described IoBM as a hub of knowledge where ideas flourish, with a strong emphasis on business and management. He expressed appreciation for the faculty members for shaping students' minds and fostering critical thinking and practical skills, which are essential for success in the corporate world. He provided a brief overview of the ACCI and urged business leaders to pursue solutions to resolve social issues. He stated, "We are in an era defined by economic uncertainties, where sustainable practices have never been more crucial." During his speech, Mr. Azfar Ahsan pointed out that we have failed to achieve our true potential due to the absence of a strategy. He mentioned, "There is a complete ad hoc system in the government. We consistently focus on short-term planning, whereas, for business and finance,

we need a 10-15-year strategy." He urged the government to focus on the basics to fix the fundamentals and invest in human capital.

The event was aimed at fostering comprehensive conversations about the challenges and opportunities in building sustainable and innovative enterprises in a world marked by uncertainty. Furthermore, the conference also included a Corporate Panel Discussion focused on "Sustainable Business Models: A paradigm shift in Uncertain Times," moderated by Fatima Arshad, Head of Sustainability and Corporate Communications at Unilever. The panel hosted senior executives from Unity Foods, Mondelez Pakistan, Ismail Industries, and more.

The event also featured an Academic Panel Discussion on "The role of education and research in shaping sustainable and innovative businesses," moderated by Dr. Amber Raza, Head of Academics at IoBM. The panelists during this discussion included esteemed representatives from IoBM, Stanford University, UMT, LUMS, IBA, and other leading institutions.

IoBM's International Conference on Business Management and Sustainability (ICBMS) 2023 target the following SDGs:

- **SDG 9 (Industry, Innovation, and Infrastructure):** This goal focuses on building resilient infrastructure, promoting inclusive and sustainable industrialization, and fostering innovation. The conference's discussions on sustainable business models and innovation aligned with this SDG, particularly in addressing the need for sustainable practices in uncertain times.
- **SDG 12 (Responsible Consumption and Production):** The conference highlighted the need for sustainable business practices, directly linking to SDG 12, which encourages responsible production and the efficient use of resources.
- **SDG 17 (Partnerships for the Goals):** The event brought together academic institutions, corporate leaders, and government officials, fostering multi-stakeholder collaboration that supports SDG 17, aimed at strengthening global partnerships for sustainable development.

The International Conference on Business Management and Sustainability - 2023 is a testament to IoBM's commitment to providing a platform for meaningful dialogue, learning, and the exchange of knowledge in Pakistan. The event continued for a second day where workshops were conducted by leading academics and professionals.

IoBM's Dr. Shagufta Ghauri, Associate Professor & HoD Management & HR Department; Ms. Rabia Sabrei, HoD, Commercial & Professional Studies; and Dr. Junaid Ansari, Assistant Professor, Management & HR and Convener ICBMS 2023 along with their team and student society played an instrumental role in making ICBMS 2023 a success.



IoBM- SSKIC Start-ups Engage at ITCN Asia 2023

Five commercially viable start-ups from IoBM’s SSKIC (Shahjehan Syed Karim Incubation Centre) exhibited their products during the recently held ITCN Asia 2023. The event provided an opportunity for the entire tech ecosystem of Pakistan along with the leaders from the public and private sectors to converge to discuss ideas and forge relationships. SSKIC’s incubated start-ups also engaged with the guests and participants to discuss a way forward at the operational and strategic levels.

The three-day event (August 31- September 2, 2023) provided a comprehensive platform to showcase solutions for all important verticals of the economy but not limited to Government, Cloud, Data Centers, Cybersecurity, ERP, Education, Banking and finance, Health & Pharma, E-commerce, Artificial Intelligence, and Robotics with

a focus on networking, knowledge sharing & lead generation and a series of conferences shall create a learning environment for the like-minded people to share knowledge & experiences.

SSKIC’s start-ups that exhibited their products/services at the ITCN Asia 2023 are as follows:

Sustainable Builders: Focus on eliminating plastic waste by recycling and converting it into construction materials such as bricks and tiles.

Elecnovate: A smart safety helmet that contacts family members in case the user of the helmet faces an accident. This project was funded by Unilever and PEC.

Hacktastic Solutions: It provides cutting-edge IT solutions to businesses and empowers them to expand digitally in the era of tough competition. It brings out-of-the-box solutions when it comes to IT infrastructure culture and marketing.

Sehatlings: It is creating a culture of bringing diagnostic labs under one platform which includes the engagement of health-oriented stakeholders. It works on three main components:

- Education focusing on doctor leadership course development
- A product focused on the delivery of convenient & effective lab solutions
- Biomedical supplier links with the health sector.

Creative 3D Private Limited: It is creating awareness of 3D printing and its benefits for industries. It envisions creating 3D-printed housing societies, which will be prepared at low cost and reduce the time of construction hence giving shelter at affordable rates.

Farm Automation: To develop an IoT-based agricultural automation system that will take care of farm irrigation system, crop monitoring through a Wireless Sensor Network (WSN), and other smart devices to simplify routine operations in farming.

The participation of IoBM’s start-ups at ITCN Asia 2023 reflects a commitment to the Sustainable Development Goals (SDGs), particularly in **SDG 8: Decent Work and Economic Growth:** The engagement of start-ups at ITCN Asia 2023 promotes decent work and economic growth by showcasing innovative business solutions that can create jobs and stimulate economic activity in various sectors. **SDG 12: Responsible Consumption and Production:** Start-ups like Sustainable Builders focus on responsible consumption by recycling plastic waste into construction materials, promoting sustainability and resource efficiency in their operations. **SDG 13: Climate Action:** Through initiatives aimed at reducing waste and promoting sustainable building practices, these

start-ups contribute to climate action by addressing the environmental impacts of traditional construction and waste management methods.

Reflections from SSKIC Start-up Founders on ITCN Asia Exposure:

- ‘A great opportunity to exhibit at ITCN Asia we learned a lot. We interacted with experienced people. We are highly thankful to IoBM & SSKIC who invited us to exhibit our business idea’ - **Atif Baig- Founder Creative 3D Printer**
- ‘An exceptional experience with a lot of learnings for us! It was great to meet and network with people who are working for the same cause and get leads for potentially working together. We are highly honored to have been a part of ITCN Asia 2023. **Zain- Founder-Sustainable Builders**
- ‘It was a great opportunity to meet and network with experienced people from the same industry. We were able to generate high-quality leads and make an impact on everyone who visited us. We are obliged to have been invited to ITCN Asia 2023’. **Hamza-Founder Hacktastic Solutions**
- ‘Alhamdulillah, it was indeed a great experience that our start-up Electnovate really values. Appreciation by many investors and President IoBM himself indeed boosted our morale. Hats off to the organizing team, SSKIC- **Mohsin Founder- Electnovate**
- ‘It was a great experience to interact with multi-key stakeholders of the IT industry and see start-ups engage with seasoned industry professionals for ongoing industry mentoring. Academic institutions and start-ups must engage with the industry regularly to amplify their business impact.’ **Raza Abbas- Head of Business Incubation Centre- SSKIC - IoBM**



IoBM Celebrates Pakistan's 76th Independence Day

The Institute of Business Management (IoBM) celebrated Pakistan’s 76th Independence Day on Monday, August 14, 2023. Present on the occasion were Mr. Talib Karim, President; Ms. Sabina Mohsin, Executive Director; Dr. Tariq Rahim Soomro, Rector; Deans, HoDs, Faculty, Management, and Students. The families of the Management, Faculty, and Staff were also invited on this occasion, creating an atmosphere of togetherness that indeed made this a memorable moment.

The 76th Independence Day celebrations at IoBM began with the guard's march past, followed by the flag-hoisting ceremony by President IoBM. The occasion was enveloped in patriotic passion as the IoBM campus echoed with the melody of national songs. As the attendees waved Pakistan's flags and hummed the national songs, the event resonated with the hope for a better tomorrow for our beloved country.

IoBM also conducted a tree plantation drive on campus, resonating with IoBM’s efforts to create a greener society. IoBM's President and Executive Director also inaugurated the 'Play Area' at the Creek School's Early Development Center.

IoBM's celebration of Pakistan’s 76th Independence Day, including the tree plantation drive and community engagement, aligns with **SDG 13: Climate Action** through efforts to mitigate climate change by promoting a greener environment. The focus on sustainable community practices also ties into **SDG 11: Sustainable Cities**

and Communities, which advocates creating inclusive and sustainable urban spaces. Additionally, by fostering an inclusive community celebration, IoBM supports **SDG 10: Reduced Inequalities**, promoting social cohesion and unity among diverse participants.



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.



Arts Residency Grants 2023 - 2024 Winners

Curators Residency

Vasl Artists Association and Gasworks

Joolay Lal: Crafting the Contemporary

Numaish-Karachi and THISS Studio

RePlay: Reveries of an Urban Dreamland

Institute of Business Management and Umbrellium

Handspun: Co-Creating Spindle Craft

Laajverd and Cockpit

New Narratives in Photography

Tasweerghar and GRAIN Projects

IoBM awarded Arts Residency Grant program 2023-24 by the British Council

Institute of Business Management is proud to be one of the awardees of the Arts Residency Grant program 2023-24 by the British Council. IoBM is the only university to have been bestowed with this award. Initiated by the Department of Media Studies at IoBM in collaboration with Umbrellium, a UK-based urban design studio, RePLAY: Reveries of an Urban Dreamland is an Artistic Research Residency Program for artists, architects, designers, filmmakers, and urban scholars from across Pakistan to reimagine ideas of play based on innovative

forms of creative experiences and participatory behaviors to create novel interfaces for human and non-human interactions in an urban environment. Karachi, a complex city that is already being disproportionately affected by climate change, presents an ideal context in which to explore new possibilities.

During the residency, the selected participants will investigate means to inject play into the urban environment both as an urgent source of engagement and as a means of fostering social interactions and problem-solving strategies. The artistic research residency program offers an opportunity to develop a new artistic research path together with the research teams at IoBM and Umbrellium. An open call for proposals will be announced later this month to be evaluated by an international panel of experts.

The IoBM Arts Residency Grant program directly aligns with Sustainable Development Goal SDG 11: Sustainable Cities and Communities, by encouraging innovative urban designs and fostering human and non-human interactions in urban environments like Karachi, which is heavily impacted by climate change. The program's focus on reimagining urban play also ties into SDG 13: Climate Action, as it promotes climate-responsive urban engagement. Additionally, the emphasis on inclusive participation and creative collaboration supports SDG 17: Partnerships for the Goals, as it connects artists, architects, and urban scholars in collaborative efforts to address urban challenges.

This initiative, by fostering creativity and sustainable urban solutions, contributes significantly to the global agenda of building resilient, sustainable, and inclusive cities.

IoBM Organized World Engineering Day 2023: Keynotes and panel discussion



IoBM Organized World Engineering Day 2023: Keynotes and panel discussion

World Engineering Day was celebrated by Electrical Engineering Department on 04th March 2023 in Daffodil Training Room, SSK Building. This year’s theme was ‘Engineering innovation for a more resilient world’. This is the second year that this event was celebrated. World Engineering Day celebrated on 4th March every year is an official International day proclaimed in 2019 by the United Nations Education, Scientific and Cultural Organization.

The event began with the recitation of the Holy Quran, followed by the playing of the National Anthem. In the inaugural Dr. Muhammad Imran Majid discussed research output from CES where UN SDG compliance with 7 goals directly mapped with various departmental activities.

An interactive awareness session consisted of speech notes followed by discussion:

1. Engr. Haris Zikr Ur Rahman, AP DHA Suffa University talked about Promoting resilience using Project Management principles. He discussed how Project Management principles provide a structured approach to managing tasks. He talked about the principles for resilience and also discussed how these principles can be implemented in every field of life to overcome challenges.
2. Brig (R) Dr. Muhammad Abbas, T.I. P.E., Associate Dean CCSIS himself an Electrical Engineer, explained the importance of Renewable Energy Sources. He discussed the opportunities and challenges of renewable energy sources in Pakistan. Associate Dean engaged with the students on solar system power and installation and impact on profession and nation.
3. Mr. Irfan Ahmad, an Energy Consultant, briefed on the topic of Engineering Innovation for a More Sustainable World and Skills for Engineering Excellence in his discussion. He talked about how the impact of Climate Change affects Pakistan and the implications on renewable power sources. Moreover, he explained soft skills using the sports analogy, especially the “game without the ball” as the in case of football, where a player is without the ball for about 86 minutes on average in a 90 minutes game (in reference to preparing oneself for the upcoming jobs when being relatively free).
4. Mr. Asif Siddiqui, CEO, of Sigma Ventures, spoke on the topic of Innovation and Engineering Professionals. He shared his professional journey and his start-up. He also encouraged the young students to go for their own start-ups.
5. Mr. Hamza Abrar, Senior Design Engineer-NESPAK discussed the roles of communication systems and the aviation industry focusing on career prospects in the Aviation sector.

6. Mr. Danyal Sabzwari, Assistant Manager - Senior Telecom Engineer, ibex who is an IoBM Alumnus talked about IoT & Commercialization and transferrable skills on commercialization. He advised students on the trends within the job market. Also, he advised the students to work on their skills that can help them to grow in their career path and how to promote smoother transitions in student life.

The **IoBM World Engineering Day 2023** event addressed key sustainable engineering topics that align directly with several Sustainable Development Goals (SDGs). The discussions on renewable energy sources and project management for resilience highlight **SDG 7 (Affordable and Clean Energy)**, aiming to ensure access to affordable, reliable, sustainable, and modern energy. Furthermore, the focus on innovation, engineering skills, and entrepreneurship resonates with **SDG 9 (Industry, Innovation, and Infrastructure)**, which promotes inclusive and sustainable industrialization and fosters innovation. Additionally, the event emphasized climate resilience and sustainability education, which strongly align with **SDG 13 (Climate Action)**, advocating urgent action to combat climate change and its impacts. These efforts contribute to building a more resilient and sustainable future for all.

The event concluded with the distribution of shields to all the guests.

Dr. Imran Majid wraps up the event by summarizing the importance of improvising, and the need to seek challenges to real-life problems culminating with a motivational video on the role of engineers in the betterment of today’s world.

This is the second such event held at IoBM. The first event recording is available <https://youtu.be/7U3HHNLdPWW>

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 24th October and 8th November 2023 arranged by the Sindh Higher Education Commission.