



PROSPERITY

SDG

Sustainable Development Goals

SUSTAINABLE DEVELOPMENT GOALS



**SDGs Report
For The Year 2023**

PROSPERITY

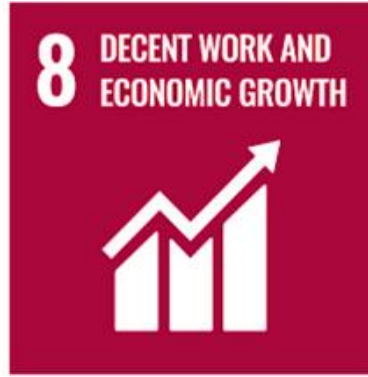


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Talib S. KARIM
President
Institute of Business Management



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



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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.



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

[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.



SSKIC Presents the Founders' Gupshup

'The Founders' GupShup', which was hosted by Shahjehan Syed Karim Incubation Center (SSKIC) on 18th of December 2023 at the IoBM Auditorium. This event marked a significant step in nurturing the business ideas of young entrepreneurs and promoting innovative startup ventures. Held with the objective of fostering creativity and entrepreneurial spirit, the event brought together aspiring entrepreneurs and seasoned business leaders for an enriching experience.

The event featured a lineup of esteemed speakers who shared their entrepreneurial journeys and provided invaluable insights to the attendees. These stories not only inspired but also added immense value to the session, guiding the young minds on their path to success.

Guest of Honour - Mr. Rafeh Ahmed (Venture Partner at ZenLaunchpad.com)

Guest Speakers - Muhammad Taqi Haider (Senior Investment Analyst at Accelerate Prosperity), **Aurangzaib Alamgir** (Founder of Porter Pakistan, an online platform dedicated to leisure and travel planning and booking), **Bilal Afridi** (Co-founder of Creative 3D, Bilal Afridi shared his experiences from the forefront of 3D printing technology).

The success of "The Founder's Gupshup" would not have been possible without the support and dedication of several key individuals.

The event successfully ignited the entrepreneurial spirit among the members of Cohort III. The practical advice and inspirational stories shared by the speakers were seen as invaluable resources that could be applied to their own startup ideas and projects.

The event "The Founders' Gupshup" directly supports several relevant Sustainable Development Goals (SDGs), particularly SDG 8: **Decent Work and Economic Growth**, which promotes entrepreneurship, innovation, and inclusive growth, fostering opportunities for young entrepreneurs. By encouraging innovation in fields such as 3D printing, the event aligns with SDG 9: **Industry, Innovation, and Infrastructure**, which emphasizes building resilient infrastructure and promoting sustainable industrialization. These goals are further reflected in the support provided to startups and aspiring entrepreneurs, promoting sustainable economic development and job creation.



10th EE Industry Advisory Board Meeting

The 10th Corporate Advisory Committee/Industrial Advisory Board (CAC/IAB) Meeting of the Electrical Engineering Department was held on December 2, 2023, on the Rose Training Hall, 2nd Floor, SSK Building, IoBM. The meeting commenced with a recitation, followed by a welcome address from Dr. Muhammad Imran Majid, Associate Professor and Head of Department for Electrical Engineering.

Distinguished guests from various industrial sectors were present, including Mr. Hira Lal, President, Rotary Club Karachi; Mr. Asif Siddiqui, CEO, Sigma Ventures (Pvt) Ltd; Mr. Irfan Ahmad, Consultant, Energy Sector; Mr. Mashood Khan, Managing Director, Mehran Commercial Enterprises; Mr. Syed Adeel ur Rehman, Chief Operating Officer & Principal Consultant, PRIME Business & Engineering and Mr. Riaz Chaudhry.

Dr. Majid introduced the BS Technology Management (BS TM) program, emphasizing its focus on a sustainable digital future. He mentioned the positive response received from industries regarding the program and proposed curriculum updates as part of the continuous quality improvement (CQI) process. Guest feedback was encouraged to further enhance the program and secure industry support. Renewable Energy was highlighted as an area of focus, with an emphasis on moving beyond theoretical knowledge and addressing practical challenges.

Dr. Majid requested the guests to consider conducting guest speaker sessions for the Spring semester. Mr. Irfan, Mr. Syed Adeel Ur Rehman, and Mr. Noorali Amarsi graciously volunteered to participate. The meeting concluded with presentations by two final-year student groups from the Electrical Engineering program. The students showcased their work on the Internet of Things (IoT) and garbage segregation and removal, receiving valuable feedback from the esteemed guests.

The activities discussed during the 10th EE Industry Advisory Board Meeting align with key Sustainable Development Goals (SDGs). The introduction of the BS Technology Management (BS TM) program with a focus on renewable energy directly relates to **SDG 7 (Affordable and Clean Energy)**, as it promotes innovative solutions and practical applications in the energy sector. Furthermore, the emphasis on digital transformation and student projects like IoT and waste segregation systems resonate with **SDG 9 (Industry, Innovation, and Infrastructure)** by fostering innovation and sustainable industrial practices. Collaboration between academia and industry also strengthens **SDG 17 (Partnerships for the Goals)** by encouraging partnerships to achieve sustainable development goals through knowledge-sharing and capacity-building efforts.



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



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.



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.



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.



7th International Conference on Islamic Banking and Finance held at IoBM

The 7th International Conference on Islamic Banking and Finance (ICIBF) 2023 was held at the Institute of Business Management (IoBM) on November 13-15, 2023. Focusing on the theme of “Sustainable Development and Islamic Finance: Examining the Role of Islamic Financial Institutions in Promoting Sustainable Economic Growth, Ethical Investments, and Technological Innovations”, the high-profile conference highlighted how Sharia-compliant finance is paving the way for a sustainable economic landscape in the country. ICIBF 2023 was held under the Patronage of Accounting and Auditing Organization for Islamic Financial Institutions (AAOIFI), Bahrain. Distinguished speakers at the event included Mr. Ghulam Muhammad Abbasi, Director, Islamic Banking, State Bank of Pakistan, and Indonesian Consul General in Karachi, Dr. June Kuncoro Hadiningrat while the welcome address was delivered by Mr. Talib S. Karim, President IoBM.

In his welcome address, Mr. Talib S. Karim, President, IoBM noted that: “The ICIBF is IoBM’s flagship event, drawing a significant response from Islamic banks. Our Center for Islamic Business and Finance (CIBF), led by Dr. Imam Uddin, offers diverse programs supporting various careers in relevant fields of Islamic banking and finance. Sustainability is a core focus of this conference, and I express gratitude to our international partners. It is relevant here to emphasize academia-industry linkages.”

The inaugural session was attended by Chief Executive Officers of numerous financial institutions of Pakistan including Faysal Bank, Bank Alfalah, BankIslami, Meezan Bank, and Dubai Islamic Bank. The first day comprised insightful sessions that focused on numerous subjects like the integral role of Islamic Financial Institutions in sustainable economic growth and their potential global contribution to achieving SDGs.

Participants delved into the strategic utilization of Islamic modes of financing for supporting diverse SDGs at both local and global levels. The conference also highlighted the necessity of regulatory standards for Islamic Financial Institutions to promote sustainable growth and ethical investments. Additionally, it addressed the challenges non-bank Islamic Financial Institutions face in aligning with and contributing to various Sustainable Development Goals.

The esteemed speakers who shared their valuable thoughts at the inaugural session were: Dr. Ishrat Husain, Former Governor, State Bank of Pakistan; Mr. Bashir Janmuhammad Chancellor, IoBM; Mr. Omar Mustafa Ansari, Secretary-General, AAOIFI, Bahrain; Mr. Yousaf Hussain, President & CEO Faysal Bank Ltd.; Muhammad Atif Hanif, President & CEO, Al Baraka Bank Pakistan; Syed Amir Ali, Deputy CEO of Meezan Bank Ltd.; Dr. Muhammad Imran Ashraf Usmani, Vice Chairman - Shariah Board, Meezan Bank; and Mr. Mohammad Shoaib, CEO Al Meezan Investment Management.

Mr. Ghulam Muhammad Abbasi, Director, Islamic Finance, State Bank of Pakistan in his speech highlighted that: “We’re in an era where environmental shocks and socio-economic inequalities increasingly destabilize economies. Recognizing that traditional finance’s unchecked production, consumption, and resource distribution negatively impact the environment and society, a recent S&P Global Report forecasts green, social, and sustainability-linked bond issuances to reach USD 1 trillion, comprising 16% of total issuances in 2023. Amid climate crises, economic fluctuations, conflicts, and pandemics, a U.N. SDG Report reveals progress on over half the targets falling below expectations, with 30% regressing. Islamic finance, being asset-backed, facilitates a transition to sustainable finance by minimizing debt crises and ensuring funds align with their intended purpose. It prioritizes social and ethical considerations, and risk-sharing, and avoids excessive uncertainty.”

Addressing the conference, Dr. Ishrat Husain, Former Governor, of the State Bank of Pakistan and Advisor to the Prime Minister stated: “The fundamental purpose of Islamic banking is human dignity. Through this medium, the aim is to provide opportunities for marginalized communities to lead a dignified life. At the same time, it also fills the gap among social classes. However, Islamic financial institutions should have a product differentiation from conventional banking to strengthen market penetration.”

At ICIBF 2023, the 14th Cambridge Global Islamic Finance Report 2023 was also launched by the Cambridge Institute of Islamic Finance (Cambridge IIF), UK. Prof Dr Humayon Dar, Director General, Cambridge IIF, UK, presented the report and addressed the audience. Two pre-conference research workshops were also held on November 13, 2023. In Pre-Conference Research Workshop 1, the workshop aimed at equipping the participants with ongoing research in the domain of Islamic Equities. The facilitators included Prof. Dr. Shujaat Mubarik, Dean IoBM; Dr. Saad Azmat, Associate Professor of Finance and Associate Dean Research at Suleman Dawood School of Business, Lahore University of Management Sciences (LUMS), Dr. Dawood Ashraf, senior research economist at the Islamic Research and Training Institute (IRTI), a member of the Islamic Development Group and Mr. Farhan Ul Haq Usmani, EVP & Head - Shariah Audit, Meezan Bank Limited) (Founding Member - Re-

composition Board, KMI 30 & KIMI ALL SHARES Index at PSX). The Pre-Conference Research Workshop equipped the participants with the ongoing research in Islamic Financing. The facilitators were Prof. Dr. Eskandar Shah, Associate Professor of Islamic Finance at CIS, HBKU; Prof. Dr. Muhammad Zahid, Dean, Bahria University; and Prof. Dr. Imran Shafique.

The 7th International Conference on Islamic Banking and Finance (ICIBF) 2023 highlights the critical role of Islamic Financial Institutions in supporting Sustainable Development Goals (SDGs), particularly in promoting economic growth, ethical investments, and technological innovations. The conference's discussions align with several key SDGs, particularly **SDG 8** (Decent Work and Economic Growth), which emphasizes the importance of sustainable economic practices and job creation. Additionally, **SDG 17** (Partnerships for the Goals) is relevant, as collaboration among various stakeholders—government, private sector, and academia—is essential for achieving the SDGs. The conference also addresses **SDG 9** (Industry, Innovation and Infrastructure) through its focus on technological advancements and sustainable practices within the financial sector. Overall, the insights shared at ICIBF 2023 contribute to a broader understanding of how Islamic finance can facilitate sustainable development and economic resilience.

The conference included a host of other sessions as well where distinguished individuals from financial bodies, academic institutions, and regulatory authorities not just from Pakistan but across the globe including the Middle East and Malaysia shared their expert analysis on numerous subjects. International Conference on Islamic Banking and Finance (ICIBF) 2023 was organized by the Accounting and Finance Department, IoBM, under the supervision of the Accounting and Finance Department’s HoD, Prof. Dr. Imam Uddin, and his team of faculty and students.



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 and the University of Karachi signs MoU to ERIC, and incubation support

The Institute of Business Management (IoBM) and the University of Karachi (UoK) signed the Memorandum of Understanding (MoU) to enhance research, innovation, commercialization, and incubation support among the academia. The UoK Vice Chancellor, Professor Dr Khalid Mahmood Iraqi, and the Acting Rector IoBM, Professor Dr Tariq Rahim Soomro, inked the MoU at the VC Secretariat on Wednesday, October 31, 2023.

Both universities will collaborate for joint research projects and knowledge exchange, arrange capacity-building activities for researchers, faculty members, and students, and hold product development and mentorship activities. The MoU aims to assist startups on an idea/prototype basis and at the pilot stage, engage researchers and faculty in joint seminars, conferences, and workshops, hold guest speaker and training sessions, provide student entrepreneurship support, and arrange knowledge exchange for learning and sharing best practices on innovation and startup ecosystem development.

The collaboration between IoBM and the University of Karachi through the ERIC and incubation support, the targeted SDGs include:

- **SDG 9 (Industry, Innovation, and Infrastructure):** This goal promotes fostering innovation, building resilient infrastructure, and supporting sustainable industrialization. The collaboration through the MoU to enhance research, commercialization, and incubation aligns directly with this SDG by encouraging joint research projects, capacity-building activities, and support for startups, which are essential to innovation and economic development.
- **SDG 17 (Partnerships for the Goals):** This goal emphasizes the importance of cross-institutional collaboration to achieve sustainable development. The MoU between IoBM and UoK promotes partnerships in research, innovation, and knowledge exchange, which are crucial for advancing sustainable practices and fostering mutual growth through cooperative efforts.

Present on this occasion representing IoBM were Dr. Ather Akhlaq, Director ORIC, Syed Faraz Ali, Manager ORIC, Ms. Donia Niaz, Assistant Manager ORIC, Ms. Humaira Kanwal, Research Officer ORIC. Representing the University of Karachi were Dr. Abdul Waheed, Registrar, Dr. Syeda Hoorulain, Director ORIC, Dr. Asma Tabassum, Manager Research and Development and ORIC Team members.



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 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



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- 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 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 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.



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 and Ecommerce Gateway Pakistan to collaborate for ITCN Asia 2023

A memorandum of understanding was signed between the Institute of Business Management (IoBM) and Ecommerce Gateway Pakistan on Tuesday, August 8, 2023. According to this MoU, IoBM will participate at the ITCN Asia 2023 as an Academic Strategic Partner. ITCN Asia - Information Technology & Telecom Show is organized by Ecommerce Gateway Pakistan (Pvt.) Ltd. It provides an opportunity for the entire tech ecosystem of Pakistan along with the leaders from the public and private sectors to gather under one roof to witness the biggest tech festival in the country.

In the context of the collaboration between IoBM and Ecommerce Gateway Pakistan for ITCN Asia 2023 focused on following Sustainable Development Goals (SDGs):

- **SDG 9 (Industry, Innovation, and Infrastructure):** This goal is highly relevant as ITCN Asia is a tech festival bringing together leaders from public and private sectors to showcase innovation in Pakistan's tech ecosystem. It supports the promotion of inclusive and sustainable industrialization and fosters innovation.

- **SDG 17 (Partnerships for the Goals):** The collaboration between IoBM and Ecommerce Gateway Pakistan exemplifies the partnerships needed to achieve sustainable development. By bringing together academia and industry, it strengthens global partnerships aimed at innovation and development.

The signatories were Dr. Imran Batada, CTO and Director CIT, IoBM, and Muhammad Umair Nizam, Project Director, ITCN Asia. Also present on the occasion was Mr. Khushnood Aftab CEO, Viper Technology. The event was attended by IoBM’s Brig. Dr. Muhamamd Abbas, Dean CCSIS; Dr. Ather Akhlaq, Director ORIC; Syed Faraz Ali, Manager, ORIC; Mr. Raza Abbas, Head of Shahjehan S. Karim Incubation Centre (SSKIC); Mr. Umer Hafeez, Head of Network and Customer Support; Mr. Asim Farooq, Manager and Head of Development, along with representatives of IT Department.



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 Mubarak, 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 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.



Beyond IMF: Redefining Economic Priorities for sovereignty Sustainable Growth

The Department of Economics at the College of Economics and Social Development (CESD), IoBM, recently organized a seminar to discuss the economic way forward for Pakistan concerning its relations with IMF. The event titled, “Beyond IMF: Redefining Economic Priorities for Sovereignty and Sustainable Growth” invited academicians and researchers to present their views on how to tackle the economic challenges looming over Pakistan. The event was organized under the guidance of Dr. Shahida Wizarat, Dean CESD. Mr. Talib Karim, President IoBM, delivered the Welcome Address. The Seminar was graced by the presence of His Excellency Herman Hardyanata Ahmed, the Malaysian Council General in Karachi, and His Excellency Dr. June Kuncoro, the Indonesian Council General in Karachi.

Invited to present their papers at this Seminar were: Dr. Mirza Aqeel Baig and Mr. Yusuf Aboya (Interest Price and Fiscal Deficit Nexus in Pakistan. Estimating Long-run and Short-run Relationship); Ms. Aijaz Rasheed, Mr. Zia Ullah and Mr. Irfan Lal (Does Devaluation Improve Trade Balance? Case of Pakistan); Mr. Ehsan Shaikh (Impact of Domestic Resource Mobilization on Exchange Rate of Pak Rupee/US Dollar); Mr. Muhammad Zubair and Dr. Shahida Wizarat (Economic and Strategic Implications of Privatization in Pakistan)/ Dr. Shahida Wizarat also delivered a talk on Alternative to the IMF.

The seminar titled "Beyond IMF: Redefining Economic Priorities for Sovereignty and Sustainable Growth" organized by IoBM's Department of Economics underscores the significance of **SDG 8: Decent Work and Economic Growth** and **SDG 17: Partnerships for the Goals**. By discussing economic strategies and policies, the seminar aims to address the challenges Pakistan faces, promoting sustainable economic growth and fostering collaborative relationships among stakeholders. The involvement of academicians and diplomats illustrates a commitment to global partnerships essential for tackling complex economic issues and ensuring sustainable development.

The seminar on redefining economic priorities organized by the College of Economics and Social Development at IoBM highlights the institution's commitment to **SDG 8: Decent Work and Economic Growth** and **SDG 17: Partnerships for the Goals**. By engaging key stakeholders in dialogue about sustainable economic strategies, IoBM plays a crucial role in addressing Pakistan's economic challenges while fostering collaborative efforts essential for achieving sustainable development.



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 and BankIslami Pakistan organizes a talk on Shariah Governance of Islamic Finance

The Centre for Islamic Business & Finance (CIBF), IoBM in collaboration with BankIslami Pakistan organized a guest speaker talk on “Shariah Governance of Islamic Finance - Malaysian Experience.” It was held on June 1, 2023, at IoBM. The guest speaker was Prof. Dr. Asmadi Mohamed Naim, Vice Chancellor, Universiti Islam Antarabangsa Sultan Abdul Halim Mu’adzam Shah (UniSHAMS). He was accompanied by Mrs. Hasliza Salbani.

During the talk, Dr. Asmadi Mohamed Naim, discussed the features of the Islamic financial system operating in Malaysia, its key components, challenges, and the importance of Shariah compliance for Islamic financial institutions in Malaysia. The talk highlighted the growth trajectory of Islamic banking in Malaysia and its contribution to the overall financial sector. It also explored the potential for further expansion and the role of Malaysia as a regional and global hub for Islamic finance. The guest speaker session was well-attended by professionals and practitioners of the Islamic banking industry.

The collaboration between IoBM and BankIslami Pakistan to host a talk on "Shariah Governance of Islamic Finance" significantly contributes to several Sustainable Development Goals (SDGs). Specifically, it supports

SDG 8: Decent Work and Economic Growth by promoting Islamic finance principles that encourage equitable and sustainable economic growth. Additionally, the emphasis on Shariah compliance enhances **SDG 16: Peace, Justice, and Strong Institutions** by fostering ethical practices within the financial sector, ultimately contributing to a more stable and fairer economic environment. The discussions also support SDG 17 (Partnerships for the Goals), as collaboration among educational institutions and financial entities is crucial for developing effective practices and standards in Islamic finance, ultimately contributing to sustainable development. Such initiatives of collaboration are crucial for establishing a framework that ensures financial systems are aligned with ethical standards and social responsibility.



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 “2nd 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 2nd 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.



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.



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 constrictive 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.



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>



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.”



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 Mubarik 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



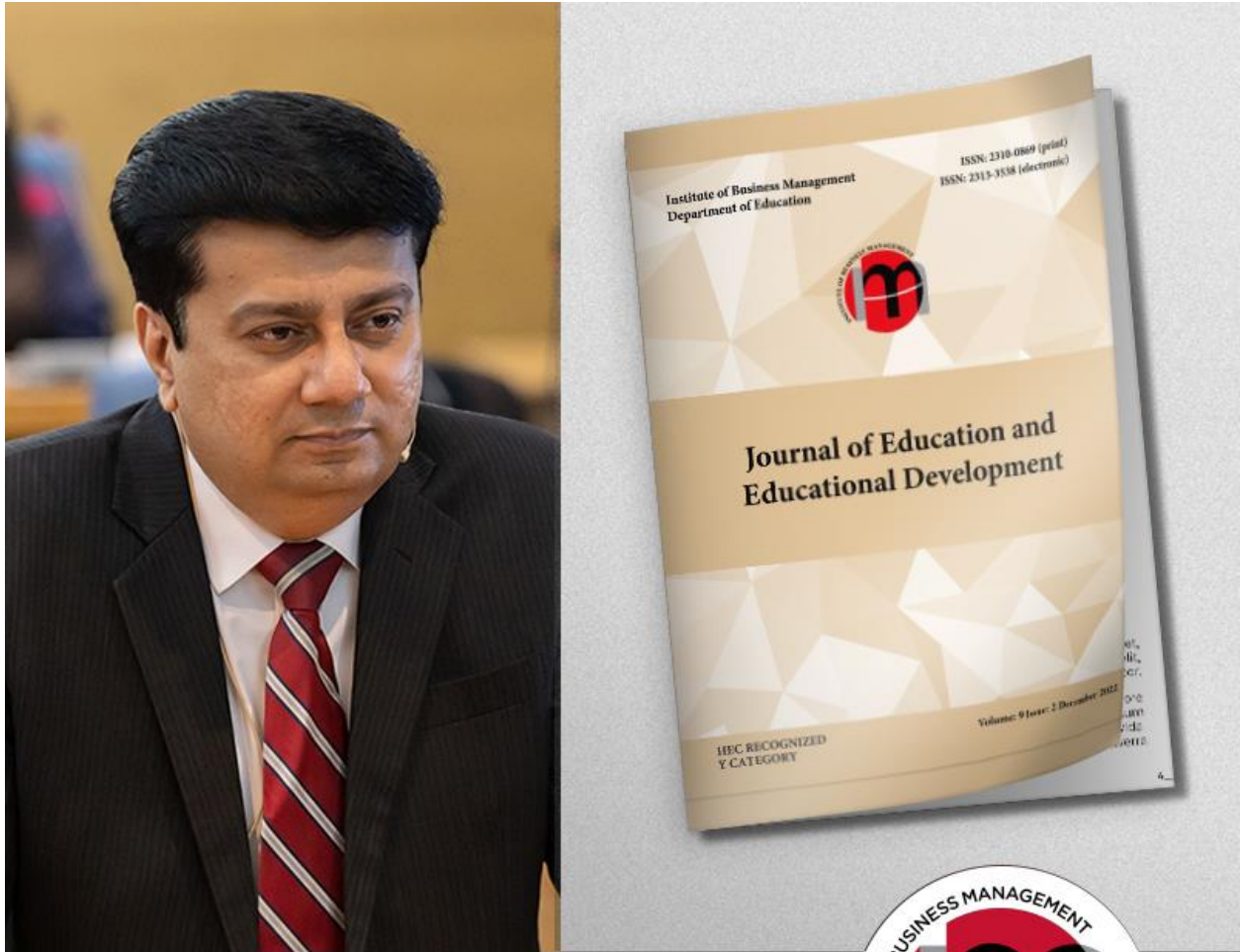
Graduation Ceremony of SSKIC's Cohort 2 held at IoBM

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 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.