



# PARTNERSHIP

# SDG

Sustainable Development Goals



# SUSTAINABLE DEVELOPMENT GOALS



## SDGs Annual Report 2024

# SUSTAINABLE DEVELOPMENT GOALS





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**Sustainable  
Development  
Goals**



**Talib S. KARIM**

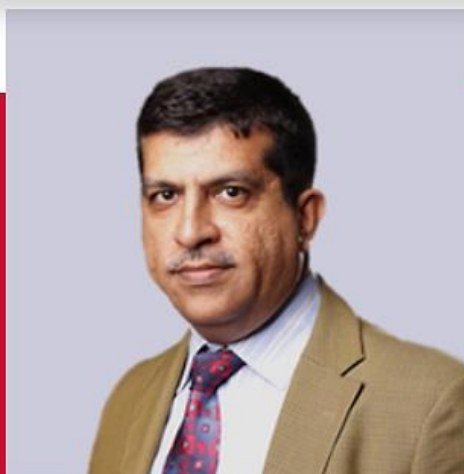
President  
Institute of Business Management



## 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**



**Prof. Tariq Rahim Soomro**  
**Rector**  
**Institute of Business Management**

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 empowers 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

### Institutional Quality Assessment and Effectiveness (IQAE) Quality Enhancement Cell (QEC)



**ATIF SHAHAB**

*DIRECTOR IQAE/QEC*



**ASIF Z. WARSI**

*SENIOR ASST. MANAGER IQAE/QEC*



**MARIA ASAD**

*SENIOR OFFICER IQAE/QEC*



**DANIA RAHEEL**

*SENIOR OFFICER IQAE/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.



## **GRSC-IoBM hosts a seminar on the future of Pakistan-Bangladesh Relations**

Karachi, September 3, 2024 – The Global and Regional Studies Center (IoBM) at the Institute of Business Management (IoBM) hosted a seminar on "Understanding Political Developments in Bangladesh and the Future of Pakistan-Bangladesh Relations" on September 3, 2024. The event brought together national experts in international relations who shared in-depth discussions on Bangladesh's evolving political landscape and its impact on relations with Pakistan. Present on this occasion were IoBM's President, Mr. Talib Karim; Rector, Prof. Dr. Tariq Rahim Soomro; Dean CBM, Dr. Muhammad Kashif; Dean CCSIS, Dr. Muhammad Abbas; Dean CESD, Dr. Nadia Ayub; Dr. Shahida Wizarat, along with HoDs, management, faculty, and students representing the Center for International Strategic Studies.

The distinguished panelists included Ambassador Dr. Masuma Hasan, Chairperson, Pakistan Institute of International Affairs; Ambassador Qazi Khalilullah, Executive Director, Center for International Strategic Studies; Professor Noman Ahmed, Dean, Faculty of Architecture and Sciences at NED University; Ambassador Rafiuzzaman Siddiqui, Advisor to the Sindh Ombudsman; and Dr. Nausheen Wasi, Head of the International Relations Department at Karachi University. The session was moderated by Ambassador G. R. Baluch, Director, GRSC-IoBM, who opened the seminar with a comprehensive overview of the historical context shaping current geopolitical dynamics, effectively setting the theme for the seminar. The panelists enlightened the audience by exploring the social and economic factors contributing to student agitation in Bangladesh leading to the ousting of former Prime Minister Sheikh Hasina, and by outlining a strategic roadmap for strengthening Pakistan-Bangladesh relations.

During his address, Mr. Talib Karim, emphasized the importance of Pakistan repairing its relationships with regional neighbors. He commended Ambassador G. R. Baluch for choosing a timely and relevant topic, noting that it provided valuable lessons for the participants. Ambassador Dr. Masuma noted that the future of Pakistan-Bangladesh relations will largely hinge on Bangladesh's ability to achieve political stability following Sheikh Hasina's ousting. She remarked,

“We must remain cognizant of the nation’s tumultuous history. Emerging from the bloodshed of 1971, Bangladesh’s past is marked by a series of coups, counter-coups, assassinations, and mass murders, including the assassination of its founder.”

Ambassador Rafiuzzaman Siddiqui reflected on his experiences in Bangladesh, including his 2016 tenure as High Commissioner. He provided insights into the socio-economic landscape and described Sheikh Hasina's authoritarian rule, noting that criticism of her father was harshly punished and that India's silence during this period contributed to local unease. During his speech, Ambassador Qazi Khalilullah reviewed the evolution of India-Bangladesh relations, highlighting key agreements, and their role in strengthening economic collaboration and regional stability, with a focus on the future of SAARC. While discussing the political shifts, Dr. Nausheen Wasi discussed their regional impact, noting that the overthrowing of Sheikh Hasina’s government has sparked a strong demand for accountability among the Bangladeshi people. Furthermore, Professor Noman Ahmed provided a deep analysis of Bengali nationalism, focusing on the impact of intellectual discourse following the British occupation and how historical events have shaped Bangladesh's identity. The seminar concluded with an engaging question and answer session, providing attendees with an opportunity to interact further with the panelists and explore the topics discussed.

The seminar on "Understanding Political Developments in Bangladesh and the Future of Pakistan-Bangladesh Relations," hosted by GRSC-IoBM, aligns with **SDG 16 (Peace, Justice, and Strong Institutions)**. This goal emphasizes the importance of promoting peaceful and inclusive societies, which is echoed in the seminar's focus on strengthening diplomatic ties and fostering political stability between Pakistan and Bangladesh. Additionally, the discussions on regional collaboration resonate with **SDG 17 (Partnerships for the Goals)**, highlighting the role of international cooperation in achieving sustainable development.





## **IoBM and FAST Sign MoU to Boost TECH Startup Ecosystem**

In a strategic partnership aimed at fostering innovation and entrepreneurship, the Shahjehan Syed Karim Incubation Center (SSKIC) at the Institute of Business Management (IoBM) and the FAST- National University Karachi Campus signed a Memorandum of Understanding (MoU) on August 27, 2024. This MoU establishes a comprehensive framework for collaboration between IoBM and FAST, including exchanging information and best practices, applying for joint funding grants and programs, and collaboration on workshops, seminars, training programs, and boot camps designed to nurture tech entrepreneurial talent.

The MoU also emphasizes collaboration in the UNESCO Entrepreneurship Education Network- Pakistan Chapter- groundbreaking initiative, Start-up readiness program where tech start-ups are highly encouraged to apply. Seasoned entrepreneurs and industry practitioners will lead interactive training programs starting from September 14, 2024, and provide guidance and support to prospective students in the program.

The recent MoU signed between IoBM and FAST to enhance the tech startup ecosystem is a significant step towards achieving **SDG 9** (Industry, Innovation, and Infrastructure) by fostering entrepreneurship and innovation in the technology sector. Additionally, this collaboration supports **SDG 17** (Partnerships for the Goals) by promoting partnerships between educational institutions to share knowledge and best practices, ultimately contributing to sustainable economic growth and job creation.

Click here to read a summary of the Start-Up Readiness program:

<https://incubation.iobm.edu.pk/startup-readiness-program/>

Mr. Raza Abbas, Head of SSKIC at IoBM, facilitated this MoU. The signatories were Prof. Dr. Tariq Rahim Soomro, Rector of IoBM, and Dr. Zulfiqar Memon, Director at FAST. To ensure the effective implementation of the MoU, a joint committee comprising representatives from IoBM and FAST will

be established to oversee the progress of collaborative initiatives and evaluate their impact on the startup ecosystem. The ceremony was attended by Professor Dr. Muhammad Abbas, Dean of the College of Computer Science and Information Systems (CCSIS) at IoBM; Dr. Muhammad Kashif, Dean of the College of Business Management (CBM); Syed Faraz Ali, Manager of ORIC; and SSKIC's Agha Muhammad Hassaan, Officer II and Zehra Farooqui, Management Trainee. The ceremony concluded with a video presentation of SSKIC's impactful continuous improvement journey in 3 years.



### **International Finance Corporation (IFC) Delegation visits IoBM**

A delegation from the International Finance Corporation (IFC) visited IoBM on Tuesday, August 20, 2024. The purpose of the visit was to introduce Mr. Khawaja Aftab Ahmed, Regional Director for the Middle East, Pakistan, and Afghanistan at IFC, to key academic leaders, including Professor Dr. S.M. Tariq Rafi, Chairman of Sindh HEC; Ms. Shahnaz Wazir Ali, President of SZABIST University; and Mr. Zubair Bandukda, President of the Textile Institute of Pakistan (TIP). This important meeting was orchestrated with the pivotal involvement of the President of IoBM, Mr. Talib Karim. The event was also attended by prominent members of IoBM, including Prof. Dr. Tariq Rahim Soomro, Rector; Dr. Muhammad Kashif, Dean of CBM; Dr. Muhammad Abbas, Dean of CCSIS; Dr. Nadia Ayub, Dean of CESD; Dr. Muhammad Arif, Director of Research; and Mr. Nabhan Karim, HoD MARCOM.

The recent visit of the IFC delegation to IoBM aligns with the Sustainable Development Goals (SDGs), particularly SDG 17, which emphasizes the importance of partnerships for achieving sustainable development. By fostering collaboration among academic leaders and key stakeholders, this engagement highlights a commitment to pooling resources and expertise to address challenges and promote best practices in education and finance, thereby contributing to global sustainability efforts.

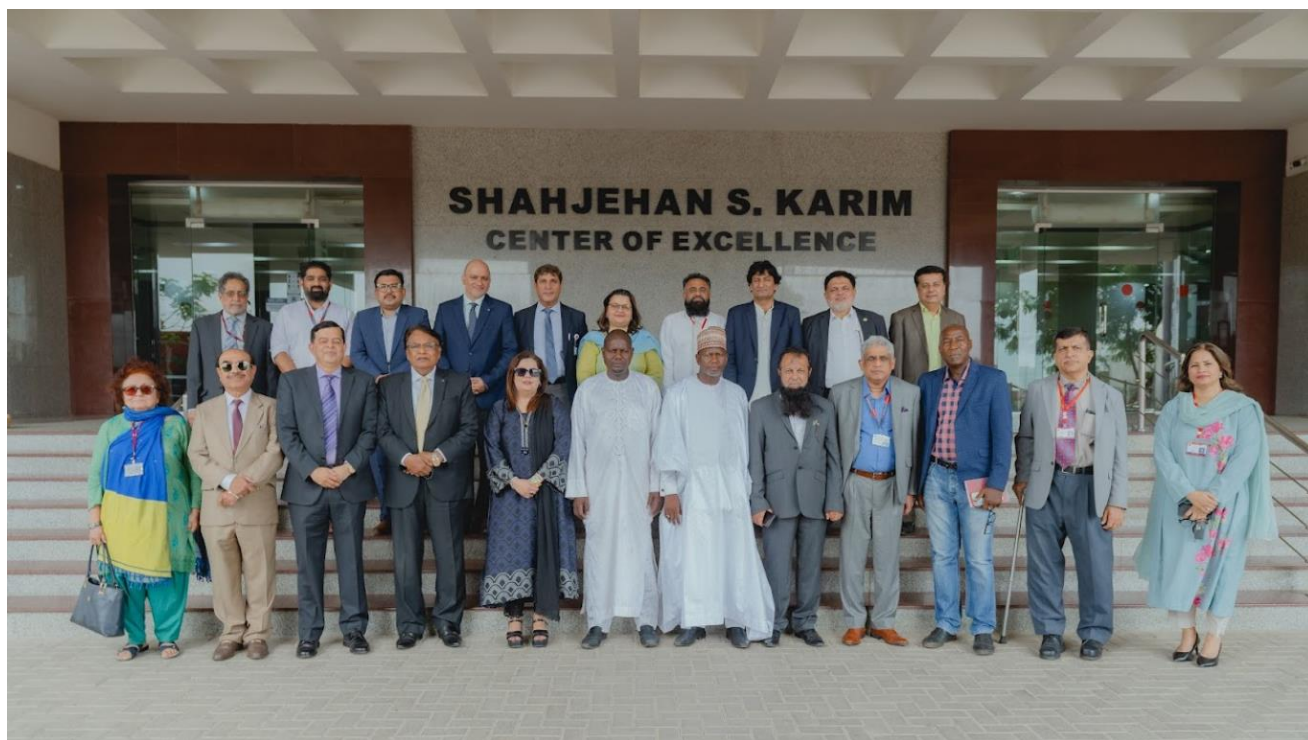




### HR Networking Lunch hosted by Placement and International Office, IoBM

The Department of Placement and International Office at the Institute of Business Management (IoBM) hosted an HR Networking Lunch on Monday, August 19, 2024, with representatives from 18 companies in attendance. The event aimed to strengthen industry-academia ties and foster partnerships with leading HR professionals. It provided a platform for HR leaders to discuss talent acquisition strategies and share insights on the latest industry trends. The luncheon also sought to enhance internship opportunities, align academic programs with market demands, and build robust corporate connections. Events like these are essential for cultivating cooperation between academia and industry, offering opportunities for mutual collaboration. During the event, Ms. Juveria Baig, Head of the Department of Placement and International Office, presented an overview of IoBM, highlighting its key features, programs offered, and various departments. The luncheon was also attended by other Heads of Departments and members of the management team.

The HR Networking Lunch hosted by the Placement and International Office at IoBM aligns with several Sustainable Development Goals (SDGs), particularly **SDG 8: Decent Work and Economic Growth**, by fostering partnerships that enhance internship opportunities and align academic programs with market demands. This event exemplifies the importance of collaboration between academia and industry, crucial for creating sustainable employment pathways and supporting economic growth. Additionally, it contributes to **SDG 17: Partnerships for the Goals** by promoting cooperation among various stakeholders in the education and business sectors to achieve shared objectives.



### **Academic Delegation from Niger visits IoBM**

At the invitation of Mr. Talib S. Karim, President of the Institute of Business Management (IoBM), a distinguished contingent from Niger visited the IoBM campus on Wednesday, August 7, 2024. This visit underscored the strengthening of educational ties between Pakistan and Niger, promising future collaborations and mutual growth in the academic field. The visiting delegation from Niger included Mr. Ibrahim Guero Mahamadoul-Hadi, Rector of KAAT University; Dr. Halidou Soumana Ibrahim, also from KAAT University; and Mr. Sanda Maiga Abdoulaye, Rector of IPSP. They were accompanied by Dr. Ahmed Ali Sirohey, Pakistan's Ambassador to Niger; Mr. Ibrahim bin Maqsood, representing the African Institute of Technology (AIT), Niamey; and Ms. Saima Agha, MPA and Sindh Assembly Parliamentary Secretary for Sports and Youth Affairs. Prof. Dr. Mansoor uz Zafar Dawood, Vice Chancellor, ILMA University, and Prof. Dr. Syed Urfan Hyder, Vice Chancellor, Salim Habib University also attended the meeting.

In his Welcome Address, Mr. Talib Karim stated, "We are a community of 30+ private sector universities in Sindh, with a strong network of such institutions. As a country, we are disconnected from Africa. We need to increase our collaboration." He added that universities in Pakistan, both private and public, should open their doors in the fields of academics, research, and faculty exchange, among other areas.

The meeting was attended by IoBM's Rector, Deans, Head of Departments, Faculty, and Management. Prof. Dr. Tariq Rahim Soomro, Rector of IoBM, recited verses from the Holy Quran. The Master of Ceremonies was Ms. Juveria Baig, Head of Placement & International Cooperation, who also presented an overview of IoBM to the visiting guests. The delegation from Niger expressed that Pakistan excels in student exchange programs, training, research, lab technology, health sciences, engineering, and IT. They envision collaborating with IoBM to facilitate educational opportunities for students in Niger, aiming to create a mutually beneficial partnership. This collaboration is expected to enhance academic and professional development for students in both countries, fostering innovation and knowledge exchange in these critical fields. During their visit, the delegation was given a

comprehensive tour of IoBM's state-of-the-art facilities, showcasing the institution's commitment to providing a world-class education. The visit concluded with a souvenir distribution ceremony, marking the occasion with tokens of appreciation.

The academic collaboration between IoBM and Niger aligns with the **SDGs** by promoting **quality education** (SDG 4) through potential faculty exchanges and student opportunities, reducing inequality (SDG 10) by offering academic access to underserved communities, and fostering **partnerships** (SDG 17) that encourage innovation, capacity building, and cross-cultural understanding. These collaborations aim to contribute to the global goals of **education, health, and sustainable growth**, driving progress in both countries.





### **IoBM Hosts Two-Day Faculty Training for STEAM Education**

The College of Computer Science and Information Systems (CCSIS) at the Institute of Business Management (IoBM) hosted a two-day faculty training session for Science, Technology, Engineering, Arts, and Math (STEAM) on August 5-6, 2024. The event was held in collaboration with the UK-Pakistan Science and Innovation Global Network (UPSIGN) and the Ragoonwala Foundation. This comprehensive training has equipped IoBM faculty to transform their teaching practices, creating a dynamic and inclusive environment that prepares students for the challenges of the future. At the conclusion of Day 2, IoBM President Mr. Talib Karim presented certificates and appreciated the efforts of the CCSIS team. The STEAM faculty training session was spearheaded by Brig. Dr. Muhammad Abbas, Dean of CCSIS, along with his team. It was jointly organized by Engr. Muhammad Asghar Khan and Engr. Dr. Khalid Bin Muhammad. The event aimed to revolutionize STEAM teaching practices among the IoBM faculty.

Distinguished guests led the sessions, including Ms. Madiha Sajid, Senior Fellow of Higher Education Academy UK and Lead Trainer UPSIGN; Dr. Lion Shahab from University College London, UK and Dr. Sajid Saleem from NUST Pakistan. The experts shared their valuable insights and expertise to equip IoBM faculty with the necessary skills and knowledge to foster a dynamic and inclusive learning environment.

The primary objective of the STEAM training was to enable IoBM faculty to transform their teaching practices, ensuring that students are well-prepared for future challenges and opportunities. Over two days, a total of 11 insightful sessions were conducted, each focusing on critical topics essential for STEAM education. Key topics covered during the training included: Reflective Log based on Rolfe's (2001) "What, So What, Now What" Framework for Reflective Practice; How Do We Learn? / Barriers to Learning; STEAM Teaching Methods: Active Learning Techniques; Problem-based Learning; Flipped Classrooms; Team-based Learning; Assessment for Learning; Building Inclusive Educational Environments; and Planning & Presentation of STEAM Model Lessons. The training

session concluded with a renewed sense of enthusiasm and commitment among the faculty members, who are now better equipped to integrate innovative teaching methods into their curriculum.

The recent STEAM faculty training at IoBM aligns with the United Nations' Sustainable Development Goals (SDGs) by fostering inclusive, innovative education (SDG 4: Quality Education). This initiative promotes equity in learning environments, helping to reduce inequalities (SDG 10: Reduced Inequalities) by equipping educators with modern, inclusive teaching techniques that prepare students for global challenges. Furthermore, through its collaboration with international experts, the event supports **SDG 17: Partnerships for the Goals**, highlighting the importance of global academic cooperation in achieving a sustainable future.



## **Digital Shift in Higher Education**

The Institute of Business Management (IoBM), New Horizon and Huawei Technologies hosted a landmark event at the Movenpick Hotel, Karachi on Wednesday, July 31, 2024. The objective was to showcase how its newly deployed IT infrastructure is transforming its work environment. This initiative aims to streamline day-to-day and strategic objectives, make IoBM a paperless institution, enhance its LMS software, improve data security, facilitate remote learning, enable efficient resource management, and support innovative teaching methodologies.

The event highlighted IoBM's leadership in digital transformation, with Huawei Technologies as the technology provider and New Horizon deploying the IT infrastructure. IoBM's commitment to leveraging cutting-edge technology underscores its dedication to providing a modern and efficient educational environment, positioning itself at the forefront of digital innovation in higher education.

The Chief Guest of the event was Prof. Dr. Tariq Rafi, Chairman of Sindh HEC. He noted that only a select few universities have undertaken such significant IT initiatives. He emphasized the importance of collaboration among universities, stating that working in isolation will not yield meaningful results. "Even with technological advancements, human interaction remains essential," he added.

Mr. M. Bashir Janmohammad, Chairman of the Board at IoBM, underscored that IT development is essential to Pakistan's future. He emphasized IoBM's commitment to driving the nation's technological advancement and innovation through strategic initiatives. Mr. Talib Karim, President IoBM, emphasized the necessity of a robust IT infrastructure for researchers, students, and faculty to remain competitive on a global scale. He stated that with Dr. Imran Batada's proposal and the support of IoBM's Board, the digital infrastructure has been successfully implemented. He added that technology will increasingly dominate processes, and it is crucial to be prepared for this transformation.



Dr. Imran Batada, Chief Digital Officer and Director of CIT at IoBM emphasized that digital disruption and transformation will profoundly reshape the academic industry in the twenty-first century. He highlighted the critical importance of integrating advanced technologies to enhance educational methodologies. Mr. Qaiser Sarwar, COO of New Horizon, elaborated on the development of a state-of-the-art IT infrastructure for IoBM. He praised IoBM's leadership and the support provided by Huawei Technologies.

Mr. Shahzad Rasheed CEO of Huawei Cloud stated that, “Embracing the digital shift in higher education is pivotal for Pakistan’s future. By leveraging technology, we can democratize access to quality education, foster innovation, and equip our youth with the skills needed to thrive in a global economy.” Mr. Atif Khan, Commercial Sales Director for South EBG at Huawei, underscored the vital role of integrating digital technology in advancing organizations globally. He highlighted how digital innovation is essential for driving efficiency, growth, and competitive advantage in today's dynamic business environment.

A key feature of the event was an insightful panel discussion on "Redefining Higher Education in a Digitally Disrupted World." Moderated by Dr. Imran Batada, the panelists included Mr. Muhammad Zohaib Khan, Chairman of PASHA; Mr. Jibran Jamshad, CPO and Education Lead at Microsoft; Mr. Asif Jafri, CEO Kistpay and Director E-Ocean Pvt. Ltd; and Mr. Azhar Nawaz, Chief Information Officer, Engro Corp. The speakers shared a common consensus that technology and digital transformation will provide the acumen and direction needed to revolutionize educational methodologies, enhance learning experiences, and prepare students for future challenges. They also emphasized that embracing digital innovation is crucial for modernizing offices and organizations, enabling them to operate more efficiently and effectively in a rapidly evolving digital landscape.

The deployment of digital infrastructure at IoBM closely aligns with several Sustainable Development Goals (SDGs). By enhancing remote learning, improving data security, and promoting a paperless institution, IoBM directly contributes to **SDG 4 (Quality Education)** by increasing access to quality education and fostering innovative teaching methodologies. The improved resource management and IT infrastructure also support **SDG 9 (Industry, Innovation, and Infrastructure)** by embracing technological innovation and sustainable industrialization. Additionally, the emphasis on efficient resource use and minimization of waste aligns with **SDG 12 (Responsible Consumption and Production)**, promoting sustainable practices in the institution's operations. Collaborative efforts with partners like Huawei also reflect **SDG 17 (Partnerships for the Goals)**, demonstrating how cross-sector collaboration can drive meaningful progress in sustainable development.



## **IoBM SPARK Spark High School Summer Internship Concludes**

The Institute of Business Management (IoBM) concluded its inaugural SPARK High School Summer Internship program with a closing ceremony on July 25, 2024. Gracing the occasion with his presence was Mr. Talib Karim, President of IoBM. He stated that the purpose of SPARK was to involve interns in creative and interactive activities that provide a valuable learning experience.

The innovative program, launched on June 24, 2024, offered high school students from Karachi Grammar School and Nixor College a unique five-week opportunity to gain hands-on experience in the dynamic world of business.

During the closing event, supervisors from various departments shared their valuable insights, while the interns enthusiastically recounted their enriching experiences as participants in the IoBM SPARK program. Throughout the immersive SPARK experience, students bridged the gap between theory and practice, applying their theoretical knowledge to real-world scenarios. They developed critical thinking skills and gained a deeper understanding of various industries.

Reflecting IoBM's commitment to experiential learning, SPARK was managed by the Internship, Placement & International Office's Ms. Juveria Baig, HoD, and Mr. Abdul Khaliq, Assistant Manager. Key departments, including the Center of Information Technology (CIT), Shahjehan S. Karim Incubation Center (SSKIC), MARCOM, and Media, provided extensive support, ensuring interns gained exposure to diverse work environments. Ms. Anamta Salam, Marketing Executive at MARCOM, played a crucial role in coordinating between departments and interns, ensuring a seamless experience for all involved. The program proudly featured talented interns from Karachi Grammar School, including Muhammad Fardeen and Loven Kumar, and from Nixor College, including Ammar Thakur, Syed Abdullah, Kumkum Lohana, Haya Arif, Samiya Sohail, Rayyan Faisal, Kashmala Rizwan, and Arham Kajani. SPARK's success underscored IoBM's dedication to fostering the next generation of business leaders through practical and experiential learning opportunities.

The SPARK High School Summer Internship program at IoBM set high standards for several Sustainable Development Goals (SDGs), particularly SDG 4: Quality Education, SDG 8: Decent Work and Economic Growth, and SDG 17: Partnerships for the Goals. The program fosters experiential learning by bridging the gap between theory and practice, directly supporting SDG 4 by providing high-quality education that equips students with the skills needed for employment. Through its focus on business and innovation, the internship also advances SDG 8 by promoting sustainable economic growth and decent work for all. Moreover, the collaboration between departments and external high schools exemplifies SDG 17, fostering strong partnerships that enhance educational outcomes and community impact.





### Seventh Memorial Session for the Late Founder President Held at IoBM

*An atmosphere of reverence and respect enveloped the gathering as speakers honored the life and legacy of the Late Founder President, Mr. Shahjehan Syed Karim, whose vision brought IoBM to life.*

The Institute of Business Management (IoBM) commemorated the seventh memorial of its Late Founder President, Mr. Shahjehan Syed Karim, on July 20, 2024. The Late Founder President, who passed away on July 17, 2017, was honored through a heartfelt memorial ceremony held at the IoBM campus. Present at the occasion were Mr. Talib S. Karim, President of IoBM; Ms. Sabina Mohsin, VP of the Foundation for Higher Education (FHE) and Chief Advisor, IoBM; Dr. Muhammad Kashif, Dean CBM; Dr. Muhammad Abbas, Dean CCSIS; and Dr. Nadiya Ayub, Dean CESD, along with Heads of Departments, Faculty, Management, and Staff. Ms. Juveria Baig, HoD of Placement & International Cooperation moderated the event. Hafiz Humayun Baig recited verses from the Holy Quran.

Two distinguished IoBM alumni shared their memories and reflections on the life and career of the Late Founder President. Mr. Imran Haleem Sheikh, Deputy Chief Executive Officer at BankIslami Pakistan Limited, and Mr. Taha Saleem, Additional Secretary of the Energy Department, Government of Sindh, provided heartfelt tributes. Mr. Imran Haleem Sheikh and Mr. Taha Saleem graduated from IoBM in 2005 and 2011, respectively.

While speaking on the occasion, Mr. Talib S. Karim reflected on his experiences with the Late Founder President, characterizing him as both relaxed and remarkably confident in his vision. He emphasized how the Late President's calm personality and steadfast belief in his mission provided a

steadying influence during the Institution's formative years. Mr. Talib Karim recounted how the Late Founder President faced numerous obstacles while establishing IoBM and overcame them with a blend of resilience and optimism. “His vision for IoBM has remained intact over the years, and we continue to honor his legacy by pursuing the dreams he set in motion,” Mr. Talib Karim stated. He elaborated on how the Late Founder President's forward-thinking approach and dedication to excellence laid a strong foundation for the Institute's continued success.

During her heartfelt reflection, Ms. Sabina Mohsin shared that the Late Founder President never sought credit and always acknowledged everyone involved in the process. This humility was a hallmark of his leadership style. She recounted how she introduced Mr. Taha Saleem to the Late President, adding that she saw the Late Founder President as a role model and that Taha saw a role model in him as well. This reciprocal admiration was a testament to the Late President's ability to inspire and be inspired by the next generation of leaders. Ms. Sabina Mohsin added that she cherishes the Late Founder President's focus on education, which had a profound impact on her own life and career.

Mr. Imran Haleem expressed his gratitude to IoBM and the Late President, paying his deepest respects to the entire management, HoDs, faculty, and staff of IoBM, whom he considered the Late President's family. He specifically mentioned Mr. Jehangir Siddiqui, one of the members of the Board of Directors of IoBM, whom the Late Founder President regarded as a visionary and entrepreneur. During his speech, Mr. Taha Saleem said he was privileged to have known the Late President and how he touched many lives during his time. He added that the Late President's life as a civil servant inspired him to pursue a similar path. He added that the Late Shahjehan S. Karim used to inquire about him about his job and provided advice that helped him succeed.

The seventh memorial of IoBM's Late Founder President Shahjehan Syed Karim was not just an occasion to remember a remarkable individual but also a reaffirmation of IoBM's commitment to upholding his values and vision. The event reinforced the enduring legacy of a leader who continues to inspire generations of academicians and students in Pakistan and abroad.

The event commemorating IoBM's Late Founder President aligns with Sustainable Development Goals (SDGs), particularly SDG 4 (Quality Education), SDG 16 (Peace, Justice, and Strong Institutions), and SDG 17 (Partnerships for the Goals). Mr. Shahjehan Syed Karim's legacy in establishing IoBM underscores the value of inclusive, quality education, fostering leadership and peace through academic excellence. His vision continues to inspire educational initiatives that build institutional resilience and partnerships, contributing to the broader goal of sustainable development by nurturing future generations of socially responsible leaders.

This event not only honored the Late Founder President's legacy but also highlighted IoBM's ongoing commitment to the UN's Sustainable Development Goals, particularly through promoting quality education, strengthening institutions, and fostering partnerships for collective societal growth.



### **IoBM Total Communications sign MoU for Exclusive Academic Partnership at INFOSEC**

The Institute of Business Management (IoBM) and Total Communications have entered into a strategic partnership through the signing of a Memorandum of Understanding (MoU), designating IoBM as the Exclusive Academic Strategic Partner for the upcoming INFOSEC Conference. The MoU was signed by Dr. Imran Batada, Chief Digital Officer and Director of CIT at IoBM, and Mr. Faisal Rahim, CEO of Total Communications.

This collaboration is set to advance research, innovation, and academic engagement in the field of information security. It aims to create a robust platform for experts and professionals to exchange ideas, share knowledge, and tackle the emerging challenges in the rapidly evolving landscape of information security, benefiting both professionals and students.

The strategic partnership between IoBM and Total Communications for the INFOSEC Conference aligns with several Sustainable Development Goals (SDGs). Specifically, this collaboration supports SDG 9 (Industry, Innovation, and Infrastructure) by fostering innovation in the field of information security. The partnership provides a platform for knowledge sharing and academic engagement, promoting SDG 4 (Quality Education) through education in emerging technologies and cyber-security, crucial for future-ready human capital. Furthermore, it resonates with SDG 17 (Partnerships for the Goals), encouraging cross-sectoral collaboration that bridges academia and industry to address global information security challenges.

The signing ceremony was attended by several distinguished IoBM officials, including Dr. Tariq Rahim Soomro, Rector; Dr. Muhammad Kashif, Dean of CBM; Dr. Mohammad Abbas, Dean of CCSIS; Mr. Raza Abbas, Head of SSKIC; Mr. Umer Hafeez, Head of Network and Computer Support; Mr. Asim Farooq, Manager and Head of Development; and Mr. Muhammad Ishfaq, Senior Project Coordinator. Representing Total Communications was Mr. Talha Rahim, Manager of Strategic Planning (Events).





### IoBM and The Hunar Foundation sign MoU

The Institute of Business Management (IoBM) and The Hunar Foundation (THF) have signed an MoU to exchange information, best practices, and collaborate on joint initiatives and programs in incubation, mentoring, support, access to facilities, resources, and entrepreneurship education. This collaboration is between IoBM’s Shahjehan S. Karim Incubation Center (SSKIC) and The Hunar Foundation’s Emerge, Pakistan's first TVET. It aims to enhance support for startups, provide opportunities for capacity development, promote sustainable growth, and strengthen the startup ecosystem in Pakistan. The MoU was signed by Raza Abbas, Head of SSKIC-IoBM, and Tahir Jawed, CEO of The Hunar Foundation-THF. IoBM, as the National Chapter of UNESCO Entrepreneurship Education Network in Pakistan, envisions working with like-minded organizations, such as THF, to promote education, inclusion, and skills development.

The collaboration between IoBM and The Hunar Foundation (THF) directly supports several Sustainable Development Goals (SDGs), particularly SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth), and SDG 17 (Partnerships for the Goals). By focusing on education, skill development, and entrepreneurship through initiatives such as incubation and mentoring, the partnership aligns with SDG 4 by promoting inclusive and equitable quality education. It also advances SDG 8 by fostering economic growth through skill-building and creating job opportunities for startups and entrepreneurs. Finally, the collaboration strengthens SDG 17 by fostering meaningful partnerships aimed at achieving sustainable development goals in Pakistan through shared resources and expertise.



### IoBM and Bahria University sign MoU

The Institute of Business Management (IoBM) and Bahria University have formed a strategic partnership by signing a Memorandum of Understanding (MoU) to facilitate collaborative research, innovation, and entrepreneurship. The MoU, signed by Vice Admiral (Retd.) Khawaja Ghazanfar Hussain HI (M), Director General of Bahria University, and Professor Dr. Tariq Rahim Soomro, Rector of IoBM, aims to promote knowledge sharing, capacity building, and joint research projects between the two institutions.

This partnership seeks to offer mentorship and training while facilitating the exchange of best practices in business management. The MoU will enable both universities to leverage each other's strengths, fostering a culture of excellence. Representing IoBM at the signing ceremony were Dr. Ather Akhlaq, Director of ORIC, and Syed Faraz Ali, Manager of ORIC. Representing Bahria University were Professor Dr. Muhammad Zahid, Dean of Bahria Business School; Dr. Liaquat, Head of Management Sciences; Dr. Mubashir Khan, Head of Business Studies; Dr. Waqar Ahmed, Deputy Director of ORIC; Ms. Irum Shafique, Deputy Director of QADR; Dr. Mubashir Ali Khan, Head of Business School; and Ubed Amjad Ali, Head of Research and Business Solutions Centre.

The partnership between IoBM and Bahria University can be aligned with several Sustainable Development Goals (SDGs), particularly those focusing on quality education (SDG 4), industry, innovation, and infrastructure (SDG 9), and partnerships for the goals (SDG 17). By fostering joint research projects, knowledge exchange, and capacity-building initiatives, both universities contribute to enhancing educational quality and supporting innovation. Additionally, this collaboration exemplifies SDG 17 by promoting partnerships that aim to address global challenges through academic cooperation, capacity building, and sustainable practices.

## **IoBM launches SPARK High School Summer Internship 2024**

The Institute of Business Management (IoBM) launched its innovative SPARK High School Summer Internship program in 2024 with an orientation session on June 24, 2024. This intensive five-week program offers high school students a unique opportunity to gain hands-on experience in the dynamic world of business. Reflecting IoBM's commitment to experiential learning, SPARK is managed by the Placement & International Cooperation Department. Key departments like Center of Information Technology (CIT), Shahjehan S. Karim Incubation Center (SSKIC), MARCOM, and Media provide extensive support, ensuring interns gain exposure to diverse work environments. Students from prestigious institutions like Karachi Grammar School, Nixor College, and Roots are participating in this program. This year, students from Karachi Grammar School and Nixor College are participating.

The immersive SPARK experience allows students to bridge the gap between theory and practice. They can apply their theoretical knowledge to real-world scenarios, develop critical thinking skills, and gain a deeper understanding of various industries. Mr. Nabhan Karim, HoD of MARCOM and Media Production, elaborated on this project-based approach, highlighting how it helps interns discover their passions and align their skills with career goals.

During the welcome address, Ms. Juveria Baig, HoD Placement and International Cooperation, emphasized the program's focus on developing well-rounded individuals. Interns will gain valuable insights into various IoBM departments while honing essential skills like problem-solving, communication, teamwork, and time management. Mr. Raza Abbas, HoD of SSKIC, also addressed the interns, providing an overview of the incubation process at IoBM and its key activities.

Guest speaker, Mr. Salman Baig, IoBM alumnus and President of Old Grammarian's Society, delivered a motivating speech. He advised interns to plan for the future, be proactive, and continuously learn. He emphasized their potential, calling them the "SPARK" who can achieve their dreams by "IGNITING" their potential and "RISING" through teamwork. IoBM's SPARK internship program is a testament to the institute's dedication to fostering a progressive learning environment. By equipping young minds with practical skills and real-world exposure, IoBM is actively shaping the future workforce and nurturing the next generation of business leaders.

IoBM's SPARK High School Summer Internship program with the SDGs as follows:

1. **SDG 4: Quality Education** – The SPARK program provides experiential learning opportunities, allowing students to gain practical knowledge beyond traditional academics. This aligns with ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all.
2. **SDG 8: Decent Work and Economic Growth** – By offering internships that focus on business, innovation, and skills development, IoBM is fostering an environment where young individuals can transition smoothly into meaningful employment, contributing to decent work and economic growth.
3. **SDG 17: Partnerships for the Goals** – The involvement of diverse stakeholders, including high schools like Karachi Grammar School and Nixor College, reflects a partnership approach aimed at strengthening educational opportunities through collaboration, which directly supports SDG 17.





### **IoBM and Tech Valley sign MoU to promote scholarships**

The Institute of Business Management (IoBM) and Tech Valley, Google for Education Partner in Pakistan, have signed a memorandum of understanding (MoU) to collaboratively distribute Google Career Certificate program scholarships to eligible learners. The MoU was signed by Mr. Umar Farooq, CEO of Tech Valley, and Dr. Imran Batada, CTO and Director of CIT at IoBM. Tech Valley will provide up to 500 scholarships to IoBM for the Google Career Certificates Program, allowing IoBM to distribute these scholarships to learners under their care. Additionally, Tech Valley will prominently feature IoBM as a key partner in the GCC scholarship distribution on their social media platforms and offer dedicated support and resources for the program's implementation and promotion. This partnership between IoBM and Tech Valley aims to enhance access to quality education and career opportunities, empowering learners with the skills needed to thrive in the digital economy.

The partnership between IoBM and Tech Valley aligns with several key Sustainable Development Goals (SDGs), particularly SDG 4 (Quality Education) and SDG 17 (Partnerships for the Goals). Through the provision of 500 scholarships for Google Career Certificate programs, this collaboration ensures access to high-quality education and digital skills development, thereby contributing to SDG 4. By fostering a partnership that promotes learning opportunities for students, it also strengthens SDG 17 by building collaborative efforts for educational advancement. Moreover, the initiative enhances employability and supports digital inclusion, which resonates with SDG 8 (Decent Work and Economic Growth) by empowering students with the skills required for the future of work.

In conclusion, this partnership not only contributes to enhancing access to education but also fosters global collaborations to address the evolving challenges of the digital economy, ensuring alignment with the UN's Sustainable Development Goals.



## CCSIS hosts Final Year Project Showcase

The College of Computer Science and Information (CCSIS), IoBM, organized the Final Year project showcase on Thursday, June 13, 2024, at the SSK Center of Excellence Building, IoBM. The event was graced by the presence of IoBM's top management: Mr. Talib S. Karim, President; Dr. Tariq Rahim Soomro, Acting Rector; Brig. Dr. Muhammad Abbas, Dean CCSIS, and Dr. Muhammad Kashif, Dean CBM. Also present were faculty, management, and students who exhibited their projects.

This event served as a valuable platform where experts from both industry and academia converged to evaluate and appreciate the innovative projects undertaken by CCSIS students. The students exhibited creative problem-solving skills, technical knowledge, and practical application of theories. The industry professionals shared constructive feedback and guidance with the students that aligned with real-world requirements and enhanced their understanding of industry expectations. Simultaneously, academic experts brought their subject matter expertise and research insights, providing a comprehensive evaluation of these projects.

The recent events at the Institute of Business Management (IoBM) reflect a strong commitment to the United Nations Sustainable Development Goals (SDGs), particularly in promoting quality education (SDG 4) and fostering partnerships for the goals (SDG 17). Through initiatives like the Final Year Project Showcase, IoBM emphasizes innovation and collaboration between academia and industry, enabling students to apply their knowledge to real-world challenges. The partnership with Total Communications further enhances this commitment by facilitating knowledge exchange and professional development in critical fields such as information security, which aligns with efforts to ensure inclusive and equitable quality education. Such initiatives not only prepare students for the

workforce but also contribute to sustainable societal development by addressing contemporary issues through research and innovation

The event recognized students' hard work and encouraged networking, collaboration, and potential future employment opportunities. It facilitated the exchange of knowledge, inspired innovation, and strengthened the industry-academia linkage. Such events ultimately shape competent and industry-ready graduates. Engr. Muhammad Asghar Khan, HoD Computer Science, welcomed the guests. Brig. Dr. Muhammad Abbas highlighted the importance of this event. Dr. Khalid Bin Muhammad and Dr. Wazir Ali revealed the competition winners. The event concluded with Dr. Asim Iftikhar, FYP Coordinator, expressing gratitude to all the faculty and students for their enthusiastic participation.





#### Fourth Valley visit to IoBM

Mr. Kimihide Ando, Managing Director of Ando K. Limited and former Managing Director of Mitsubishi Corporation Pakistan, along with Ms. Aki Takeda, Executive Director of Fourth Valley, visited the Institute of Business Management (IoBM) to explore recruitment opportunities for Pakistani talent in Japan. During their visit, Mr. Ando and Ms. Takeda initiated discussions with IoBM's management, faculty, and students. The meeting was organized by IoBM's Internship, Placement, and International Office in collaboration with the College of Computer Science and Information Systems (CCSIS). Ms. Juveria Baig, Head of Department, and Mr. Abdul Khaliq, Assistant Manager, represented the Internship, Placement, and International Office. This visit marks a significant step towards fostering international employment connections and underscores the growing importance of global talent mobility in addressing demographic and economic challenges. Moreover, The Japanese delegation also attended the Final Year Project showcase by CCSIS and interacted with Brig. Dr. Muhammad Abbas, Dean of CCSIS, along with Heads of Departments, faculty, and students.

The visit of Fourth Valley to the Institute of Business Management (IoBM) aligns with the Sustainable Development Goals (SDGs), especially in terms of fostering international collaboration and enhancing global talent mobility. The discussions on recruitment opportunities for Pakistani talent in Japan not only contribute to **SDG 8: Decent Work and Economic Growth** by promoting job creation and economic opportunity, but also **SDG 4: Quality Education**, as these initiatives encourage skills development and knowledge sharing across borders. Moreover, the engagement in international employment opportunities supports **SDG 17: Partnerships for the Goals**, promoting national and international collaboration to tackle demographic and economic challenges while providing avenues for cultural and knowledge exchange.



### **HEC awards Rapid Technology Transfer Grant (RTTG) to IoBM**

The Department of Environment and Energy Management has been awarded a prestigious research grant from the Rapid Technology Transfer Grant program. Dr. Jamshaid Iqbal, Assistant Professor of Environment and Energy Management, leads as the Principal Investigator (PI) of this innovative project.

This groundbreaking initiative aims to pioneer the development of a state-of-the-art Textile Waste Recycling Machine. Designed to transform textile waste into high-quality raw cotton and fluffy material, this machine offers a sustainable solution with wide-ranging applications. The possibilities are limitless, from serving as raw material for the textile industry to being utilized as fillers for pillows, quilts, jackets, and sofa cushions. This recycled material can also be utilized for making floor mats, sheets, and even bricks, showcasing its versatility and environmental benefits.

To bring this vision to life, The Institute of Business Management (IoBM) has collaborated with SAMA Packaging Machines & Processing Systems, a renowned manufacturer of packaging machines and processing solutions in Pakistan. Led by Managing Partner Mr. Shahzad Umar SAMA, who boasts 22 years of expertise in the field, SAMA has been a pioneer since its inception in 1978. With 47 years of experience and a track record of excellence, SAMA is the largest exporter of machines in Pakistan with its machines being exported to over 22 countries, in the past, machines were imported into Pakistan but now the game has changed as we export, cater domestic and international market too and now we are trusted name in the international market use Made in Pakistan, Made for Pakistan and for globe too.

In a significant step towards collaboration, Mr. Shahzad Umar SAMA recently visited IoBM on May

8th, 2024, where he engaged in discussions with President Talib Syed Karim, along with key representatives including the Director of ORIC, Head of Corporate Affairs, Head of the Department of Environment and Energy Management, and the Principal Investigator of the project, Dr. Jamshaid Iqbal.

In pursuit of fostering stronger ties between industry and academia, SAMA Packaging Machines & Processing Systems and the Institute of Business Management (IoBM) are actively working towards formalizing a Memorandum of Understanding (MoU) shortly. This strategic partnership aims to synergize expertise, resources, and capabilities to drive innovation, sustainability, and mutual growth.

The recent awarding of the Rapid Technology Transfer Grant to IoBM by the Department of Environment and Energy Management signifies a pivotal step towards achieving several Sustainable Development Goals (SDGs). Specifically, this initiative aligns with **SDG 12: Responsible Consumption and Production**, as the development of a Textile Waste Recycling Machine addresses the urgent need for sustainable practices in waste management. Additionally, it supports **SDG 9: Industry, Innovation, and Infrastructure** by fostering innovation through collaboration with SAMA Packaging Machines & Processing Systems, ensuring that industrial practices evolve to meet environmental challenges. Moreover, this partnership embodies **SDG 17: Partnerships for the Goals**, highlighting the importance of collaboration between academia and industry in driving technological advancements that promote sustainability and social responsibility.





## **IoBM hosts Alumni Reunion Dinner in Dubai**

The Institute of Business Management (IoBM), Karachi, organized an Alumni Reunion Dinner in Dubai on Saturday, May 25, 2024, at the Novotel Dubai Al Barsha. This memorable event brought together IoBM alumni from various sectors residing in the UAE, allowing them to reconnect with former colleagues and reminisce about cherished experiences at the Institute. Established in 1995, IoBM has over 14,000 alumni working in Pakistan and abroad, especially in the Gulf States, North America, Australia, and other countries.

Gracing the occasion with their presence were Mr. Talib S. Karim, President of IoBM, and Ms. Sabina Mohsin, Vice President of the Foundation for Higher Education (IoBM’s parent company) and Chief Advisor, IoBM. The Master of Ceremonies was Ms. Mahira Zakiuddin (IoBM graduate: BBA 2005, MBA 2006).

In his address, Mr. Talib S. Karim highlighted the enduring mission of the late Founder President of IoBM, Mr. Shahjehan Syed Karim, to educate students who can contribute to society after graduation. He called for the establishment of the IoBM Endowment Fund - UAE, designed to support strategic initiatives, provide scholarships and financial aid, and promote innovation and research. He also proposed the creation of the IoBM Alumni UAE Chapter to engage with alumni in the region and outlined various future projects aimed at enhancing the Institute's current status.

Mr. Bashir Janmohammad, Chancellor of IoBM, recognized the efforts of IoBM’s late Founder President, Mr. Shahjehan S. Karim, in establishing IoBM and hailed him as a visionary leader. He added that IoBM alumni are the backbone of the Institute and should continue contributing to IoBM and society.

Mr. Salman Beg (MBA Executive from IoBM’s first batch – 1995), who is the General Secretary of Global Outreach and Engagement for the IoBM Alumni Association, encouraged IoBM alumni to maintain strong connections and collaborations with their peers to ensure the growth and flourishing of the alumni network.

Syed Faraz Ali, Manager of the Alumni Office at IoBM, presented the vote of thanks. He emphasized the importance of such gatherings in fostering greater engagement within the IoBM alumni community worldwide. The evening concluded with a mesmerizing musical performance.

The creation of the IoBM Endowment Fund and the proposed UAE Alumni Chapter directly contribute to SDG 4 (Quality Education), as it focuses on offering scholarships and financial aid to promote equitable access to higher education. The institution’s emphasis on fostering innovation and research supports SDG 9 (Industry, Innovation, and Infrastructure). Additionally, the idea of establishing the IoBM Alumni UAE Chapter can be linked to SDG 17 (Partnerships for the Goals), encouraging global cooperation and knowledge-sharing within the alumni community. These initiatives reflect IoBM’s commitment to developing a sustainable, educated, and innovative society through higher education and cross-border collaborations.



### **Innovative ideas presented at Eureka Fair**

The Management & HRM Department of the Institute of Business Management (IoBM) organized the Eureka Fair – Spring 2024, on Saturday, May 4, 2024. MBA students from the course MAN608-Technology, Operations, & Innovation applied their learning to develop tangible innovations. A total of 25 projects, managed by nearly 100 students, made the Eureka Fair a memorable event. The Eureka Fair showcased a dynamic range of projects, spanning from mobile applications addressing pressing social issues to sophisticated embedded systems tailored for various domestic and commercial needs. These projects illustrated the diverse interests and innovative acumen of participating students. By providing this platform, the Eureka Fair empowered students to not only bolster their confidence in their innovative abilities but also inspire their peers to embark on similar journeys of creativity.

Dr. Junaid Ansari, from the Management & HRM Department, warmly welcomed guests from academia and industry. Guest adjudicators offered constructive feedback, challenging the students' ideas and guiding them in considering new possibilities in their innovations. By the end of the event, the hall bore witness to the vibrancy of innovation. This event wasn't just about showcasing the students' projects; it was about igniting possibilities, forging connections, and laying the foundation for a future driven by their creativity and dedication. Furthermore, the event served as a channel for invaluable industry insights, fostering stronger academia-industry connections. Esteemed representatives from the technological and corporate sectors were invited to assess these projects, further enhancing the bridge between academic ingenuity and real-world application.

The Eureka Fair aligns with the United Nations' Sustainable Development Goals (SDGs), particularly SDG 9 (Industry, Innovation, and Infrastructure) and SDG 17 (Partnerships for the Goals). The students' innovative projects reflect efforts toward addressing global challenges through technology



and innovation, enhancing the capabilities of industries while promoting sustainability. Furthermore, the inclusion of representatives from various industries and academia highlights the importance of SDG 17, which emphasizes partnerships across sectors to drive sustainable development. By fostering collaboration and innovation through events like the Eureka Fair, institutions contribute to global efforts aimed at achieving a more sustainable and equitable future

[Click here to read more about Eureka Fair - Spring 2024](#)



### **IoBM and Ismail Industries Limited sign MoU**

The Institute of Business Management (IoBM) and Ismail Industries Limited (IIL) signed an MoU on Tuesday, April 09, 2024, to strengthen academia-industry linkages. The signatories were Ms. Juveria Baig, HoD Internship and Placement, IoBM, and Mr. Arif Hussain Nomani, Group Sr. General Manager HR & Admin, Ismail Industries Limited.

As per this collaboration, IoBM will serve as a talent sourcing institution for IIL for summer internships, MTO programs, and campus Ambassador Programs. Moreover, IIL will remain a Platinum Sponsor for IoBM's Career Fair from 2025 to 2027 and will conduct Capacity Development initiatives (Surveys and Projects) for Capstone and Final Year Projects covering various areas of expertise. Furthermore, Ismail Industries Limited will support innovation by supporting IoBM's Shahjehan S. Karim Incubation Centre (SSKIC) through pre-vetting, mentorship, and funding for new cohorts. IIL will also decide to set up a vibrant space for students, built around the theme of sustainability, recycling, and upcycling.

The MoU between IoBM and Ismail Industries Limited aligns with several United Nations Sustainable Development Goals (SDGs), notably SDG 4 (Quality Education), SDG 9 (Industry, Innovation, and Infrastructure), and SDG 17 (Partnerships for the Goals). By supporting talent sourcing, student development programs, and innovation through the Shahjehan S. Karim Incubation Centre (SSKIC), this collaboration fosters educational growth and practical skill development (SDG 4). The focus on sustainability through space design, upcycling, and recycling reflects a commitment to responsible production and infrastructure development (SDG 9). Moreover, the partnership

exemplifies cross-sector collaboration between academia and industry, contributing to the advancement of SDG 17, which emphasizes the importance of partnerships in achieving sustainable development goals.

Present on the occasion were: Dr. Tariq Rahim Soomro, Rector IoBM; Dr. Muhammad Abbas, Dean CCSIS; Dr. Muhammad Kashif, Dean CBM; Mr. Abdul Khaliq, Assistant Manager, Internship and Placement; Mr. Raza Abbas, HoD SSKIC; Syed Faraz Ali, Manager, ORIC; Ms. Rabiya Sabri, HoD Academics, and Ms. Ghazala Rizwan, Internship Officer.





### SSKIC selects top 5 start-ups for Cohort 3

The Shahjehan Syed Karim Incubation Centre (SSKIC) at IoBM concluded its Final Pitch Day for Cohort 3 on February 17, 2024. As many as 30 start-ups competed for a spot in the 6-month program. It will provide comprehensive support, including mentorship from industry experts, access to funding and investment opportunities, co-working space and infrastructure, and skill development workshops and training programs.

A distinguished panel of 12 judges from the industry evaluated the pitches. They were: Dr. Seema Ansari, Advisor to Rector, IoBM; Dr. Imran Batada, Chief Technical Officer (CTO) and Director CIT, IoBM; Prof. Dr. Farhan Essa, Chairman, Dr. Essa Health Services Pvt. Ltd.; Sami Haider, Head of Human Resources, Dr. Essa Laboratory & Diagnostic Centre; Salman Tufail, Director, Tufail Group; Dr. Mariam Mateen Khan, HoD, Entrepreneurship, IoBM; Mr. Salman Beg, Director, Enterprising MFG Co. Pvt. Ltd.; Mr. Halil Ibrahim Basaran, Karachi Programme Coordinator, TIKA; Ms. Evelyn Abrogena, Advisor Individual Life Operations, EFU Life Assurance Ltd.; Ms. Uzma Zaidi- Chief HR. Officer, Unity Foods Ltd.; Dr. Eram Abbasi, Director of Entrepreneurship, DHA Suffa University; and Mr. Shayan Ahmed Baig, EVP and Deputy Head Shariah Compliance, Meezan Bank.

After careful deliberation, the judges selected the following top 5 start-ups to join Cohort 3:

- **Greenova8:** Invest directly in climate solutions through an accessible, blockchain-powered platform.
- **DigiBook:** Streamline reservations, manage finances, and grow a travel business.

- **Filt Resha:** Eco-conscious filter paper from upcycled waste, redefining sustainability through quality, community, and environmental responsibility.
- **1Archiver.AI:** Archive data, access history, and simplify legal compliance.
- **Jeanius Digital:** Precision fit, AI design, and virtual try-on for a perfect denim experience.

The initiatives showcased by the selected start-ups at the Shahjehan Syed Karim Incubation Centre (SSKIC) align closely with various Sustainable Development Goals (SDGs). For instance, Greenova8 and Filt Resha are actively contributing to SDG 13: Climate Action by promoting sustainable practices and reducing waste, while DigiBook supports SDG 8: Decent Work and Economic Growth through enhancing business operations in the travel sector. Additionally, Jeanius Digital's use of AI for sustainable fashion promotes responsible consumption (SDG 12). The emphasis on mentorship and community engagement within the SSKIC program also reflects the importance of SDG 17: Partnerships for the Goals, as collaboration is key to achieving sustainable development.



## **IoBM Celebrates World Engineering Day 2024**

*World Engineering Day celebrated on 4th March every year is an official International Day proclaimed in 2019 by the United Nations Educational, Scientific and Cultural Organization. This year's theme was "Engineering Solutions for a Sustainable World."*

The College of Engineering and Sciences (CES) at the Institute of Business Management (IoBM) celebrated World Engineering Day by organizing a guest speaker session on Tuesday, February 27, 2024, in the newly renovated R&D Lab of the CES. The discussions fostered during the session highlight the crucial role of engineering solutions in building a more sustainable future for all. Invited to speak on this occasion were Mr. Irfan Ahmad, Energy Consultant, and Syed Adeel ur Rahman, Chief Operating Officer, PRIME Business and Energy.

Dr. Muhammad Imran Majid, HoD Electrical Engineering Department, CES introduced the speakers and highlighted the role of emerging technologies including Skylink, Project Kuiper, and the local relevance of using Software Defined Network, to create a private backbone network, an NRPU project spearheaded by CES. Mr. Irfan Ahmad shared insights on the opportunities and challenges involved in transitioning towards a renewable energy landscape in Pakistan. Syed Adeel ur Rahman delivered a presentation on "Environmental Social Governance (ESG)." He explored the increasing significance of ESG principles, in business strategies underscoring the importance of integrating social considerations into traditional profit-centric approaches.

Prof. Dr. Tariq Rahim Soomro, Acting Rector, IoBM presented the closing remarks. He thanked the esteemed speakers for sharing their valuable ideas on this occasion. This is the third in the annual celebration of World Engineering Day. The first and second annual celebrations from 2022 and 2023 can be viewed below:

WED 2022 celebration link: <https://www.youtube.com/watch?v=7U3HHNLdPWM>



WED 2023 celebration link: <https://www.iobm.edu.pk/news-events/detail/iobm-organized-world-engineering-day-2023/>

The IoBM's celebration of World Engineering Day 2024 focus on "Engineering Solutions for a Sustainable World" directly contributes to SDG 9 (Industry, Innovation, and Infrastructure) by promoting innovative engineering practices that aim to build resilient infrastructure and foster sustainable industrialization. The discussions on renewable energy, spearheaded by experts like Mr. Irfan Ahmad and Syed Adeel ur Rahman, tie into SDG 7 (Affordable and Clean Energy) by addressing the transition to renewable energy. The emphasis on Environmental Social Governance (ESG) principles reflects SDG 12 (Responsible Consumption and Production) and SDG 13 (Climate Action), highlighting the importance of integrating sustainability into business strategies to mitigate environmental impact. Furthermore, the role of partnerships and collaborations discussed during the event underscores SDG 17 (Partnerships for the Goals), promoting cross-sectoral dialogue to support the achievement of the SDGs.



### **IoBM and IBS sign MoU**

The Institute of Business Management (IoBM) and the International Business School (Budapest, Vienna) have signed an MoU to develop academic and educational cooperation and to promote mutual understanding between the universities. The MoU was initiated by IoBM’s Placement and International Office, especially its HoD, Ms. Juveria Baig, and Assistant Manager, Mr. Abdul Khaliq. Dr. Muhammad Kashif, Dean CBM and Mr. Jawwad Fakhr, Regional Director, IBS were also present on the occasion.

Both institutions will pursue the exchange of academic information and materials, promoting other academic cooperation as mutually agreed, exchange of students; graduate and undergraduate for a semester, conduct collaborative projects and research collaboration in fields of interest to both parties, conduct lectures and organize symposia. The signatories of the MoU were Dr. Tariq Rahim Soomro, Acting Rector, IoBM, and Mr. László Lendvai, Head of Marketing and Admissions, IBS.

The collaboration between the Institute of Business Management (IoBM) and the International Business School (IBS) focused particularly on SDG 4 (Quality Education) and SDG 17 (Partnerships for the Goals). By fostering academic cooperation, student exchange programs, and joint research projects, this MoU promotes inclusive and equitable quality education, contributing to lifelong learning opportunities (SDG 4). Furthermore, the partnership exemplifies SDG 17, as it facilitates cross-border collaboration between academic institutions to support sustainable development through the sharing of knowledge and best practices.



### **IoBM and Mondelez sign MoU**

Mondelez has become the lead sponsor for the podcast Celebrating Sweet Success, a product of the IoBM Alumni Association produced by the IoBM Media Department. In this regard, a memorandum of understanding was signed between IoBM and Mondelez on Saturday, February 25, 2024. This podcast has been developed to foster a stronger network among its Alumni by featuring successful alumni serving in top corporate positions in Pakistan’s corporate sector. The signatories of the MoU were Mr. Talib S. Karim, President IoBM, and Mr. Sami Wahid, Managing Director, Mondelez Pakistan, an IoBM alumnus (BBA 2004, MBA 2005). Present on the occasion were Mr. Salman Beg, President IoBM Alumni Association, and the members of the IoBM Alumni Association including Mr. Farhan Ahmed, Head of Corporate Affairs of Habib Bank Ltd. and Mr. Abrar Ahmad Khan, CEO TruFocus Consulting, and Secretary General IoBM Alumni Association. Mr. Nabhan Karim, HoD IoBM MARCOM and Syed Faraz Ali, Manager, ORIC and Manager Alumni Association, were also present.

The partnership between IoBM and Mondelez contributes significantly to SDG 17, "Partnerships for the Goals," by fostering collaboration between academia and the corporate sector. This initiative enhances alumni engagement through knowledge sharing, which aligns with SDG 4, "Quality Education," by creating platforms that promote lifelong learning opportunities. Furthermore, the podcast "Celebrating Sweet Success" not only strengthens networks but also supports economic development (SDG 8, "Decent Work and Economic Growth") by showcasing successful alumni contributing to Pakistan's corporate sector. Through these combined efforts, IoBM continues to advance its role in addressing various SDGs.





### **A discussion on academia-industry future held IoBM**

Mr. Muhammad Zohaib Khan, Chairman, PASHA; Mr. Shaukat Ali Khan, Global Chief Information Officer, Aga Khan University; and Ms. Naureen Anwar, Senior Vice President, Systems Ltd. were invited to speak at a panel discussion on 'Exploring Trends in Academia-Industry Relationships and Charting Future Courses of Action.' The event was organized by the College of Computer Science and Information Systems (CCSIS), IoBM, on Thursday, February 22, 2024. The guests shared insights, experiences, and perspectives on fostering stronger collaborations and addressing emerging challenges in the academia-industry interface. Brig. Prof. Muhammad Abbas, Dean CCSIS, moderated the event. Present on the occasion were IoBM's Management, Deans, Faculty Members and Students.

While discussing the evolution of the IT industry, Mr. Zohaib mentioned that much needs to be done to bridge the gap between academia and industry by implementing policies and procedures that impact the national landscape. He urged students to acquire knowledge on topics related to generative AI, cyber security, and others that will be prominent fields in the coming years. Mr. Shaukat Ali stated that two dynamics in the world and Pakistan are being observed. The relationship between academia and industry has evolved tenfold worldwide due to advancements in technology and cultural diversity. Academia needs to solve societal problems and implement solutions in collaboration with industry. Ms. Naureen highlighted that the industry has been facing constraints in the post-Covid period related to resources and talent. She suggested involving more senior faculty when academia and industry collaborate, as they interact directly with students and can share key insights in their lectures. Mr. Shaukat added that universities and industry work based on their respective expectations, priorities, and mindsets. Aligning these aspects between academia and industry is essential to creating a harmonious blend of collaboration and alliance fostering growth."

During the discussion, the speakers shared a common consensus and provided insights on the current academia-industry relationship. They identified prominent collaborations, investigated the impact of technological advancements, discussed the role of research, and highlighted the connection between the IT industry and academia. The panel discussion concluded with the presentation of shields to the panellists. Head of the Computer Science Department, Engineer Asghar Khan, and Industry Liaison focal person for CCSIS, Dr. Khalid Bin Muhammad, expressed gratitude to all the panelists, industry and academic guests, faculty, and the volunteers of Digicon Society and students.

At the panel discussion, speakers from academia and industry highlighted key challenges and opportunities for stronger collaborations between these two sectors. This discourse is particularly relevant to the Sustainable Development Goals (SDGs), as fostering such collaborations supports goals like SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth), and SDG 9 (Industry, Innovation, and Infrastructure). Bridging the gap between academia and industry not only enhances the quality of education but also promotes innovation and economic growth, as emphasized by the need for students to be prepared for emerging fields such as AI and cybersecurity. These interactions align with SDG 17 (Partnerships for the Goals), which encourages collaboration across sectors to achieve sustainable development. By aligning academic curricula with industry needs, institutions can contribute to both local and global sustainability efforts.



## IoBM Open House 2024

Enthusiastic students from Intermediate and A-level tracks, representing leading schools and colleges across Karachi, were invited to experience our campus life at the IoBM Open House 2024 held on February 15, 2024. The visiting students engaged with the faculty members of IoBM’s undergraduate programs. They inquired about the program details, learning objectives, and career paths and were eagerly visiting the stalls with a vision to plan their future. Members of IoBM's various student societies guided these students through the campus tour and were informed about the spaces on campus used for academic, research, extracurricular and recreational purposes. The event was organized by IoBM’s MARCOM with support and guidance from IoBM's Management and facilitation from Academics, Admissions, General Administration, IT, Security, and Housekeeping,

The IoBM Open House 2024 showcased to visiting students the following undergraduate programs offered at IoBM: BBA, BS Accounting and Finance, BS Accountancy, Management and Law; BS Actuarial Science and Risk Management, BS Joint Honors Business and Psychology, BS Psychology, BS Media Studies, BS Mathematics and Economics, BS Mathematics and Computational Finance, BS Statistics and Business Analytics, BS Logistics and Supply Chain Management, BS Entrepreneurship, BS Technology Management, B.Ed Honors 1.5 and 2.5 Years Weekend Program, BS Economics, BS Joint Honors Economics and Finance, BS Computer Science, BS Data Science and BS Software Engineering.

The IoBM Open House 2024 not only introduced prospective students to a variety of academic programs, but it also reinforced IoBM's commitment to the United Nations Sustainable Development Goals (SDGs), particularly SDG 4: Quality Education and SDG 17: Partnerships for the Goals. By



providing access to diverse educational pathways, the event highlighted how IoBM strives to reduce inequalities (SDG 10) and foster lifelong learning opportunities for all, equipping future generations with the skills necessary to address global challenges. Furthermore, IoBM's active engagement with local communities and collaboration with external stakeholders reflects its role in promoting sustainable development through education and partnerships.



### **Mayor Karachi, Mr. Murtaza Wahab and Mr. Bashir Janmohammad inaugurated IoBM Career Fair 2024**

The Institute of Business Management (IoBM) organized a Career Fair on its campus on Tuesday, January 30, 2024. Mayor Karachi, Mr. Murtaza Wahab was the Chief Guest. He admired the efforts undertaken to bring top companies under one roof and was confident that it would prove beneficial to both the exhibitors and the students. Present at the inauguration ceremony were Mr. Bashir Janmohammad, Chancellor IoBM, Mr. Murtaza Wahab and Mr. Talib Karim, President IoBM, along with IoBM's head of departments, faculty, and management. The event was organized by IoBM's Internship, Placement and International Office (IPIO-IoBM). The event was organized by Ms. Juveria Baig, HoD, and Mr. Abdul Khaliq, Assistant Manager, along with their team including Ghazala Rizwan, Internship Officer and Iqra Aurangzaib (Intern), Hamza Zahid (Intern). They received complete support from the IoBM Leadership and various departments including General Administration, Housekeeping, IT, MARCOM, Maintenance and Security. Students representing societies also participated in the planning and on-ground activities before and during the event.

Students attending IoBM's Career Fair 2024 expressed their excitement about the opportunity to interact with representatives from diverse industries. The event featured over 90 organizations representing the corporate and banking sectors of Pakistan. The Fair provided students a direct engagement with the HR personnel of the participating companies. Moreover, the representatives guided students on the country's job market, advised them on choosing the best career paths, and offered tips on resume-making and interview preparation. The students discovered a range of career possibilities that helped them refine their goals based on their interests and fields of study. The Career

Fair 2024 was a testament to IoBM's commitment to offer holistic education ensuring that students are well-equipped to succeed in the competitive job market.

The IoBM Career Fair 2024 promoting quality education (SDG 4) and decent work and economic growth (SDG 8). By connecting students with over 90 leading organizations, the fair not only facilitates direct engagement with industry leaders but also empowers students to make informed career choices that contribute to sustainable economic development. Furthermore, IoBM's commitment to holistic education ensures that students are equipped with the necessary skills to thrive in a competitive job market, thereby fostering inclusive and sustainable economic growth. This initiative underscores the importance of collaboration between educational institutions and the corporate sector, as emphasized by SDG 17, which advocates for partnerships to achieve these goals effectively.





### SSKIC Pitch Training Showdown for Top 30 Shortlisted Cohort III Startups

On January 25th, 2024, the Shahjehan S Karim Incubation Center (SSKIC) organized a dynamic pitch training showdown. This event focused on equipping budding entrepreneurs with the skills to pitch their business ideas like seasoned professionals. While having a great idea is essential, being able to pitch it effectively is crucial for securing support and investment.

The pitch training workshop aimed to refine the pitching abilities of young entrepreneurs through guided sessions with expert trainers, learning the art of storytelling, the power of data-driven pitches, and how to deliver their presentations with confidence and clarity.

#### Guest Speakers:

**Sheikh Hammad Amjad:** Sheikh Hammad, a seasoned expert in the startup world, provided invaluable insights into the Business Model Canvas. His session equipped participants with the tools to build a robust foundation for their pitches, ensuring they could effectively communicate their business strategies and potential.

**Maira Siddiqui:** Maira, the Founder of Chiragh Education Technologies, shared her journey and experiences in the startup world. She presented her own startup pitch, demonstrating effective pitching communication. Her story was not only inspiring but also provided practical examples of successful pitch strategies. Maira's session highlighted the importance of passion and clarity in delivering a compelling pitch.

#### Session Outline:

**Business Model Canvas Mastery:** Providing participants with essential insights into the startup world and teaching them how to craft a solid foundation for their pitches by effectively mapping out their business ideas and strategies.

**Pitch Deck Deconstruction:** Focusing on breaking down the essential elements of a successful pitch deck. Participants learned about the key components that investors look for, ensuring that their presentations are comprehensive and compelling.

**Visual Storytelling & Clarity:** Participants were taught how to design their pitches to capture attention and drive impact. The session covered techniques for visual storytelling, emphasizing clarity and engagement.

**Interactive Practice Sessions:** These sessions allowed participants to practice their pitches and receive expert feedback. The interactive nature of the practice sessions helped them polish their delivery and gain confidence in their presentation skills.

Hence empowering the next generation of entrepreneurs, providing them with the tools and support needed to thrive in the competitive startup landscape.

### **Seminar on Enhancing Education Effectiveness held at IoBM**

The Quality Enhancement Cell (QEC) at the Institute of Business Management (IoBM), Karachi organized a seminar on Enhancing Education Effectiveness on January 18, 2024. Invited as esteemed speakers were Mr. Saleemuddin, Director Quality Assurance, Sindh Higher Education Commission (HEC); Mr. Yousaf Jamil, Director QEC, Iqra University, and Dr. Arshia Samin Naqvi, Director QEC, Sohail University. The speakers discussed the methodology of pursuing QS Ranking by the Higher Education Institutes (HEIs) and what steps can be taken to foster an environment of academic and research learning, faculty development, and uplifting the impact of education. Present on the occasion were IoBM's Acting Rector, Dr. Tariq Rahim Soomro, Director QEC, Dr. Shahid Amjad, along with the representatives of the QEC of various HEIs of Karachi and the faculty and management of IoBM.

While presenting the opening remarks, Dr. Shahid Amjad elaborated on the accomplishments and activities of IoBM's QEC. During his presentation, Mr. Muhammad Yousaf Jamil shared the strategies that the HEIs must follow when pursuing to be ranked in the QS Rankings. These include academic reputation, employer reputation, employment outcomes, citations per faculty, faculty-student ratio, international students, and international faculty. He presented in detail how to implement each of these strategies.

While addressing the audience, Dr. Arshia highlighted Institutional Performance Effectiveness. She said rankings are useful for creating a competitive environment among HEIs, helping in improving quality and enabling stability. She added that higher education has been forced into a highly competitive business environment due to globalization, the fourth industrial revolution, high demand for higher education, and increased competition. Mr. Saleemuddin shared the Quality Assurance Initiatives taken by Sindh HEC including training, SDG-focused activities, strategic plans for higher education institutions, formulation of KPIs for senior positions of HEIs, and certified reviewers' training. While presenting the vote of thanks, Dr. Tariq Rahim Soomro said that through collaboration and cooperation, the HEIs can work to enhance Pakistan's education landscape. The event was organized by IoBM's QEC team including Atif Shahab Butt, Manager QA, along with Maria Asad, and Dania Raheel.

The recent initiatives by the Shahjehan S Karim Incubation Center (SSKIC) and the Institute of Business Management (IoBM) pitch training program fosters **SDG 8: Decent Work and Economic Growth** by equipping aspiring entrepreneurs with essential skills, thereby promoting innovation and sustainable economic development. Meanwhile, the seminar at IoBM emphasizes **SDG 4: Quality Education**, focusing on enhancing educational effectiveness and institutional performance, which is crucial for fostering a knowledgeable and skilled workforce. Additionally, both events contribute to **SDG 17: Partnerships for the Goals**, as they encourage collaboration among educational

institutions, experts, and industry leaders to collectively address challenges in the entrepreneurial landscape and higher education. Such efforts are vital for creating a more sustainable and equitable society.





### Orientation for Spring Semester 2024 held at IoBM

The Institute of Business Management (IoBM) organized the Orientation Session for the Spring Semester 2024 on Saturday, January 13, 2024. Under the inspirational leadership and guidance of Ms. Sabina Mohsin, Executive Director, IoBM, this event was executed by the Admissions Department with Mr. Imdad Mugheri (Manager Admissions) and his team collaborating with various departments, including Academics, General Administration, Finance, IT, Housekeeping, Maintenance, and Security.

Present at the Orientation were IoBM’s President, Mr. Talib S. Karim; Executive Director, Ms. Sabina Mohsin; Acting Rector, Dr. Tariq Rahim Soomro; Deans, HoDs, and Management Staff. The Master of Ceremonies was Ms. Juveria Baig, Head of Placement and International Cooperation. Anas Abdul Razzak, an MBA student, recited verses from the Holy Quran, followed by Ms. Juveria, who presented their translation.

During his speech, President IoBM, Mr. Talib S. Karim, extended a warm welcome to the students and expressed optimism that IoBM would instill in them the necessary skills for success. He emphasized that classroom attendance is just a fraction of the university experience, thereby encouraging students to network with other students and actively engage in student society’s events and activities. Mr. President discussed the shift from the traditional note-taking process to utilizing digital media and technology for assistance. In this regard, he underlined the significance of the Learning Management System (LMS) that facilitates student-faculty engagement for assignments, coursework updates and assessments. When highlighting financial assistance at IoBM, President IoBM accentuated the Institute’s commitment to ensuring that any student facing financial challenges will receive assistance to continue their education. Moreover, he stressed the importance of Capstone

Projects, where senior students, under their faculty's mentorship, collaborate with the corporate sector to identify and solve real-world problems. President IoBM was hopeful that these projects would be developed into case studies to benefit students, academicians, researchers, and scholars.

Earlier, in his Welcome Address, Acting Rector, Dr. Tariq Rahim Soomro, offered detailed insights into various aspects of IoBM's campus life. He shared key policy points that the new students should follow during their stay at IoBM. Dr. Soomro's detailed presentation included points about Campus Life (continuous assessment system, academic counseling, attendance, code of conduct, student societies, social media policies), Semester System and Credit Hours (Catalog, Academic Calendar, CPGA), and information about Departments (Academics, Transport, Finance, IT, Security, Scholarships, Internship, and Placement).

IoBM alumna, Rameen Danish, currently a Management Trainee at Mindshare (a subsidiary of GroupM), while sharing her experience at IoBM said that the journey for new students at this Institute would be exciting as the academic and co-curricular activities will shape them into well-rounded individuals and potential leaders. She highlighted IoBM's ability to mold character and instill leadership qualities for the future. Rameen added that students will experience moments of stress and jubilation that are a part and parcel of the academic experience. She asked students to enjoy their life at IoBM because the journey will spark innovation and foster self-discovery. Rameen encouraged students to embrace the unique chapter of their academic years, actively participate in student activities, and explore the limitless opportunities IoBM offers.

The orientation session at the Institute of Business Management (IoBM) focused particularly on SDG 4 (Quality Education) and SDG 1 (No Poverty) by promoting financial assistance for students facing challenges and excel in quality education. IoBM emphasizes its commitment to inclusivity and educational access, fostering an environment where every student could thrive. The institution's focus on Capstone Projects also highlights its role in addressing real-world challenges, aligning with SDG 9 (Industry, Innovation, and Infrastructure) by encouraging innovative solutions in collaboration with the corporate sector. Furthermore, initiatives that support networking and community engagement among students embody the spirit of SDG 17 (Partnerships for the Goals), illustrating the vital connections between education and sustainable development.



### **"A Screenplay from Pakistan" launched at IoBM**

To preserve and celebrate classic Pakistani film screenplays, the Media Studies Department at the Institute of Business Management (IoBM) launched the initiative "A Screenplay from Pakistan" on its campus on October 8, 2024. Each volume in the series will feature original scripts from acclaimed films, honoring the rich heritage of the nation's cinema. The first volume, *Saawan*, written by Dr. Mashood Qadri, was unveiled at the event, which was attended by leading media professionals, as well as IoBM faculty, management, and students. In his opening remarks, Talib S. Karim, President of IoBM, emphasized the importance of such initiatives in fostering creativity and preserving Pakistan's cultural legacy. He expressed hope that the project would reignite interest in the art of reading. Satish Anand, Chairman of Eveready Group of Companies, praised the project as a commendable effort to celebrate and promote Pakistan's cinematic traditions. He envisioned the project as an opportunity to inspire and educate the next generation of filmmakers, helping them better understand the roots of Pakistani cinema and its evolving narrative styles.

Muhammad Faraz, a faculty member of IoBM's Media Studies Department and project lead, aims to make these screenplays accessible to students, filmmakers, and media professionals. Alongside Nabhan Karim, Head of Media Production and MARCOM at IoBM, Faraz introduced the initiative, which includes the launch of a dedicated website to promote the scripts of selected films. Special video messages from *Saawan*'s screenwriter, Dr. Mashood Qadri, and lead actor, Arif Bahalim, were



also played, adding significance to the occasion. Notable attendees included Syed Mubashir Imam, CEO of ChannelTek Enterprises Pvt. Ltd.; Mohsin Iqbal, Head of Programming, Express News; and Javed Saba, senior poet and journalist. The event also featured a panel discussion moderated by Tariq Bin Azad, a Research Scholar at the Urdu Lughat Board. The panelists were Kamran Wajih, Director of Marketing Planning and Strategies at Express Media; Zaheeruddin Ahmed, CEO of Dareechay Films; renowned scriptwriter Omair Ahmed Khan; and Muhammad Faraz. The discussion explored the power of storytelling in shaping narratives, fostering empathy, and bridging cultures. Through personal insights and examples, the panel highlighted the enduring influence of effective storytelling. Ejaz Wasay, Head of IoBM’s Media Studies Department, concluded the event with a vote of thanks, marking it as a significant milestone in IoBM’s contribution to advancing Pakistan’s cinematic heritage.

The launch of “A Screenplay from Pakistan” at IoBM directly contributes to several United Nations Sustainable Development Goals (SDGs). **SDG 4 – Quality Education** is central to this initiative, as it aims to enhance students' understanding of Pakistani cinema and storytelling by making screenplays accessible to them, fostering both academic and cultural learning. The project also supports **SDG 10 – Reduced Inequality**, by preserving and celebrating the rich cultural heritage of Pakistan, offering equal opportunities for diverse groups, including students, filmmakers, and media professionals, to engage with national cinema. By encouraging creative storytelling and preserving traditional narratives, the initiative aligns with **SDG 16 – Peace, Justice, and Strong Institutions**, as it promotes cultural understanding and empathy, fostering stronger societal connections. Lastly, the focus on storytelling and cultural exchange supports **SDG 17 – Partnerships for the Goals**, as it strengthens collaborations among educational institutions, media professionals, and industry leaders to preserve and promote Pakistan’s cinematic legacy. Through this initiative, IoBM contributes to both the preservation of cultural heritage and the advancement of creative industries.

### **Mr. Azfar Ahsan talk at IoBM “Pakistan needs a country strategy!”**

Mr. Muhammad Azfar Ahsan, former Minister of Investment for Pakistan, delivered an insightful talk at the Institute of Business Management (IoBM) on "Pakistan's Investment Landscape: Challenges, Opportunities, and the Way Forward" on October 17, 2024. He provided a comprehensive analysis of the nation's investment climate, outlining key challenges, emerging opportunities, and strategic recommendations for driving sustainable economic growth.

In attendance at the event were members of IoBM's senior management, including Deans, Heads of Departments, faculty members, and students, alongside distinguished guests from various sectors. Present on the occasion were Mr. Talib S. Karim, President of IoBM; Prof. Dr. Tariq Rahim Soomro, Rector; Dr. Muhammad Abbas, Dean CCSIS; and Dr. Muhammad Kashif, Dean CBM.

Mr. Azfar Ahsan highlighted four critical areas: foreign direct investment (FDI) data and its economic impact, foundational issues, a roadmap for improving the investment landscape, and the influence of political and religious factors. He emphasized the urgent need for reforms, criticizing the country's reliance on assumptions rather than data-driven decisions, which he argued hinders progress and economic development.

He noted that with 67% of Pakistan's population comprises of the youth, the country ranks as the fifth-largest globally. He stressed that such a young, dynamic nation cannot be managed through short-term, ad-hoc measures. Instead, he advocated for long-term strategies spanning 15 years or more to tap into the youth bulge, calling for strategic investment and unified political vision beyond party politics to ensure Pakistan's long-term prosperity.

He urged the audience to reflect on Pakistan's future, stating, "This is the age of economic interests, where success is defined by mutual exchange and strategic partnerships." He called for a complete restructuring of ministries and institutions to position Pakistan on a path to long-term prosperity. Furthermore, Mr. Ahsan underscored the urgent need for greater collaboration between ministries, advocating for the merging of ideas, ideologies, and insights to foster progress. He highlighted the importance of nurturing a culture of continuous learning and called for the inclusion of private-sector professionals into public-sector roles to facilitate public-private partnerships to enhance governance, innovation, and development.

He addressed a critical national issue: the imbalance between productivity and satisfaction. “As a society, Pakistan often finds contentment in minimal output, leading to a disconnect between effort and results,” he noted. He emphasized the need for a cultural shift that prioritizes efficiency, hard work, and productivity to foster meaningful progress. He further stated, “A national strategy is essential to overcome extreme political polarization,” urging the nation to come together as Pakistanis united by a common purpose and vision for the future.

Mr. Azfar Ahsan's talk at IoBM directly contributes to several United Nations Sustainable Development Goals (SDGs). **SDG 8 – Decent Work and Economic Growth** is a key focus, as

Ahsan’s emphasis on improving Pakistan’s investment landscape and fostering long-term economic strategies aims to stimulate sustainable economic growth, create job opportunities, and attract foreign direct investment (FDI). His call for restructuring institutions and fostering public-private partnerships also supports **SDG 9 – Industry, Innovation, and Infrastructure**, driving the development of resilient infrastructure and innovative solutions for economic challenges. Additionally, Ahsan’s focus on the youth bulge and the need for long-term strategies aligns with **SDG 4 – Quality Education**, as it advocates for investment in human capital and the nurturing of skills that support sustainable development. His discussion on overcoming political polarization and fostering a unified national vision further connects with **SDG 16 – Peace, Justice, and Strong Institutions**, promoting better governance, inclusive decision-making, and long-term societal stability. Through these recommendations, the talk contributes to shaping a prosperous and sustainable future for Pakistan.

During his vote of thanks, Mr. Talib S. Karim expressed his gratitude to Mr. Azfar Ahsan for sharing his insightful and thought-provoking ideas during the talk. Mr. Karim was confident that Mr. Ahsan's words would leave a lasting impact on the audience. He also recognized Mr. Ahsan's long-standing association with IoBM and praised him as a role model for the youth of Pakistan.





### **IoBM represented at the 10th UNESCO-APEID Meeting on Entrepreneurship Education in Uzbekistan**

The 10th UNESCO-APEID Meeting on Entrepreneurship Education brought together 200 representatives from 35 countries—educators, policymakers, practitioners, and key stakeholders in the field of entrepreneurship—at the International Hotel Tashkent, Uzbekistan, from October 10–11, 2024. This event was meticulously organized by UNESCO, the Uzbekistan government, and Alfraganus University, making it a standout occasion.

Mr. Raza Abbas, the Focal Person for the UNESCO Entrepreneurship Education Network (Pakistan Chapter) and Head of Incubation at the Shahjehan Syed Karim Incubation Center (SSKIC), Institute of Business Management (IoBM), Karachi, Pakistan, represented the Pakistan National Chapter. He showcased the chapter's activities and highlighted Inclusive Entrepreneurship Education initiatives at the meeting held at Alfraganus University, Tashkent.

The event, which ran from October 10–13, 2024, included Mr. Abbas' presentation on Pakistan's inclusive initiatives, such as Start-Up Readiness programs and future plans being rolled out at SSKIC, IoBM. He emphasized the private sector's role as a key driver of sustainable entrepreneurship education, both nationally and regionally. Mr. Abbas highlighted the importance of collaborative leadership and partnerships with other National Chapters to enhance impact. Additionally, he stressed

the inclusion of women, marginalized communities, and school educators as critical components of sustainable entrepreneurship education. He further noted that regular dialogues among National Chapter representatives are essential for driving collaboration and achieving sustainable outcomes.

Two start-ups founders from ShahJehan Syed Karim Incubation Center- SSKIC-Cohort 3 at the Institute of Business Management were also selected to present their start-ups respectively -Ms. Shahma Aroob- Founder Filtresha and Mr. Kunwar Shahroz Ali Khan- Founder- Zarai Baramdaat at the meeting virtually.

### **Preamble**

Reflecting on the history of the UNESCO Entrepreneurship Education Network (EE-Net), which was established in December 2013, the network serves as a vital Asia-Pacific platform dedicated to enhancing entrepreneurship education through knowledge exchange, multi-stakeholder collaboration, and the development of innovative tools and approaches. The EE-Net continues to be crucial in addressing the ever-evolving challenges young people face in today's increasingly complex job markets. We honor the memory of the late Dr. Gwang-Jo Kim, former Director of UNESCO Bangkok, whose visionary efforts in promoting entrepreneurship education continue to guide us. This 10th meeting aligns with Uzbekistan's national priorities for 2024, as **President Shavkat Mirziyoyev** has declared it the **"Year to Support Youth and Entrepreneurship,"** showcasing the nation's commitment to empowering its younger generations.

### **Key Highlights**

1. **The Dr. Gwang-Jo Kim Lecture**
2. **Launch of the Special Journal on Entrepreneurship Education:**
3. **Induction of Nine National Chapters into the UNESCO Entrepreneurship Education Network (EE-Net)**

The formal inclusion of China, Indonesia, Malaysia, Pakistan, the Philippines, Singapore, Sri Lanka, Thailand, and Uzbekistan into EE-Net marks a significant step forward in strengthening global collaboration. These countries will play pivotal roles in advancing entrepreneurship education in the Asia-Pacific region and beyond.

Mr. Raza Abbas, the focal person of the Pakistan National Chapter, received a shield on behalf of the Institute of Business Management (IoBM) as the appointed National Chapter of the UNESCO Entrepreneurship Education Network in Pakistan.

#### **4. 56 International Presentations on Youth and Entrepreneurship Education:**

During the meeting, thought leaders and practitioners from various sectors delivered 56 presentations across four key themes, offering diverse perspectives and innovative solutions to the challenges of entrepreneurship education.

#### **Presentation Themes**

1. Effective Government Policies and Advocacy to Promote Entrepreneurship Education for Youth
2. Best Practices of Entrepreneurship Education Initiatives in Schools, Universities, and Training Institutions:
3. Youth-Led Startups
4. Building Supportive Ecosystems for Youth Entrepreneurship

This meeting has reaffirmed the pivotal role of entrepreneurship education in equipping young people to navigate the complex challenges of the 21st century, particularly within the framework of Industry 4.0 and the rapid technological advancements reshaping global industries. Participants emphasized the need for a comprehensive and inclusive approach to entrepreneurship education—one that fosters innovation, resilience, and adaptability in young entrepreneurs.

A collective aspiration emerged for the EE-Net to address urgent global concerns, with a strong focus on green, digital, and sustainable economies. Entrepreneurship education should drive solutions that tackle social, environmental, and technological issues, facilitating the transition to greener economies in an increasingly digital world. Key areas for future action include:

- ☐ **Strengthening collaboration** between governments, educational institutions, and the private sector to design and implement more effective entrepreneurship education programs.
- ☐ **Promoting entrepreneurship education** that integrates digital skills, sustainability, social value creation, and addresses global socio-economic, environmental, and technological challenges.



- **Expanding access and inclusivity** in entrepreneurship education, ensuring that marginalized and disadvantaged groups, particularly in rural and urban areas, are empowered with the skills needed for the future.

### **Call to Action**

The UNESCO Entrepreneurship Education Network (EE-Net) renews its commitment to addressing the needs of young people, preparing them to become tomorrow's leaders, innovators, and agents of change. We pledge to support the creation of sustainable entrepreneurship ecosystems within our respective countries and work collaboratively to achieve the United Nations Sustainable Development Goals (SDGs).

Moreover, EE-Net will actively contribute entrepreneurial solutions to global social, economic, environmental, and technological challenges, fostering innovation in green technologies and promoting environmentally sustainable business models. Let this meeting be the beginning of a new chapter in global entrepreneurship education—one that empowers youth, drives innovation, promotes inclusive and sustainable economic growth, and confronts the critical challenge of climate change in the digital era.

IoBM's participation in the 10th UNESCO-APEID Meeting on Entrepreneurship Education in Uzbekistan directly advances several United Nations Sustainable Development Goals by promoting inclusive and sustainable entrepreneurship education. The focus on skills, critical thinking, and innovative practices for youth and marginalized groups contributes to **SDG 4 – Quality Education**, while youth-led start-ups and entrepreneurial ecosystems advance **SDG 8 – Decent Work and Economic Growth**. By emphasizing digital transformation, Industry 4.0, and green technologies, the initiative supports **SDG 9 – Industry, Innovation, and Infrastructure**, while its commitment to integrating women and marginalized communities aligns with **SDG 10 – Reduced Inequalities**. Finally, the collaborative framework between governments, academia, and the private sector reflects **SDG 17 – Partnerships for the Goals**, underscoring the importance of cross-sectoral cooperation. Together, these efforts highlight IoBM's role in fostering inclusive growth, innovation, and sustainable development on both national and global levels.



### **Mr. Shaukat Ali Khan, Global CIO of Aga Khan University, Inspires IoBM Students with Digital Insights**

The College of Computer Science & Information Systems (CCSIS) at the Institute of Business Management (IoBM) hosted an insightful session titled "Digital Journey of HEIs: Case Study of Aga Khan University" in the CBM Auditorium. The event featured Mr. Shaukat Ali Khan, the esteemed Global Chief Information Officer at Aga Khan University Hospital (AKUH), as the keynote speaker. He shared invaluable insights into the digital transformation of Higher Education Institutions (HEIs), showcasing the remarkable journey of Aga Khan University.

Organized by Dr. Khalid Mehboob and led by Dean CCSIS, Prof. Dr. Muhammad Abbas, TI, the session highlighted the pivotal role of digital initiatives in modernizing education. At the conclusion of the event, Mr. Shaukat Ali Khan was presented with a commemorative shield in recognition of his contributions and valuable insights. Following the session, he met with IoBM President Mr. Talib Karim to explore potential collaboration opportunities. The gathering also included Dr. Imran Batada, CTO, and Mr. Asghar Kahan, Head of the Computer Science Department, further enriching the discussions on future partnerships.

The session with Mr. Shaukat Ali Khan on the digital transformation of Higher Education Institutions directly supports several United Nations Sustainable Development Goals. By showcasing how

technology can modernize learning and improve institutional efficiency, the initiative advances **SDG 4 – Quality Education**, ensuring students and educators benefit from innovative, technology-driven approaches. The focus on digitalization and modernization also aligns with **SDG 9 – Industry, Innovation, and Infrastructure**, as it highlights the role of advanced digital systems in strengthening educational and organizational infrastructure. Furthermore, the exploration of collaborative opportunities between IoBM and Aga Khan University reflects **SDG 17 – Partnerships for the Goals**, emphasizing cross-institutional cooperation to drive sustainable progress in education and technology. Together, these contributions illustrate how digital innovation can transform higher education and foster long-term development.





### **IoBM and Alfraganus University, Uzbekistan sign MoU**

The Institute of Business Management (IoBM), Pakistan, and Alfraganus University, Uzbekistan, recently signed a Memorandum of Understanding (MoU) during the 10th meeting of the UNESCO APEID Entrepreneurship Education Network held in Tashkent, Uzbekistan. Alfraganus University, a leading and rapidly growing private university in Uzbekistan, initiated the MoU to build collaborative relationships with prominent institutions across the Asia Pacific region.

The MoU was signed by Rector Prof. M. Mahmudov of Alfraganus University and Mr. Raza Abbas, Head of the Shahjehan S. Karim Incubation Center (SSKIC) at IoBM and the focal person for the UNESCO Entrepreneurship Education Network - Pakistan Chapter. Mr. Abbas represented Rector Prof. Dr. Tariq Rahim Soomro of IoBM in this landmark agreement.

This MoU aims to foster academic and educational cooperation based on equality and reciprocity, promoting sustainable partnerships and mutual understanding between Alfraganus University and the Institute of Business Management. Through this agreement, both institutions are committed to strengthening collaborative efforts in research, educational exchange, and innovation. The MoU signing ceremony took place during an exclusive reception on the second day of the UNESCO Entrepreneurship Education Network Meeting. This event brought together over 250 representatives

from 35 countries, including educators, policymakers, practitioners, and key stakeholders in the field of entrepreneurship, all committed to advancing global entrepreneurship education and collaboration.

The scope of collaboration under the MoU is as follows:

- Student exchange for research and study
- Exchange of faculty, staff, and research scholars
- Exchange of non-academic/administrative staff for cross-training
- Joint development and promotion of academic publications and information
- Development of collaborative research and other joint research activities, including continuing education programs
- Organization and participation in seminars, symposia, short-term academic programs, and academic meetings
- Exchange of academic materials, databases, publications, and information
- Joint participation in funded programs, including Erasmus and other international projects

The Memorandum of Understanding (MoU) between IoBM, Pakistan, and Alfraganus University, Uzbekistan, directly supports several United Nations Sustainable Development Goals by fostering international academic collaboration and innovation. By promoting student and faculty exchanges, joint research, and knowledge-sharing initiatives, the partnership advances **SDG 4 – Quality Education**, enhancing learning opportunities and global exposure for students and educators. The focus on collaborative research, innovation, and capacity-building aligns with **SDG 9 – Industry, Innovation, and Infrastructure**, as it encourages the development of knowledge-driven solutions and strengthens institutional frameworks. Moreover, the emphasis on cross-border cooperation and shared academic programs reflects **SDG 17 – Partnerships for the Goals**, highlighting the importance of global collaboration in addressing educational and developmental challenges. Together, these efforts demonstrate how academic alliances can drive sustainable progress through education, innovation, and international cooperation.



### **IoBM hosts the 8th International Conference on Islamic Banking and Finance**

The Institute of Business Management (IoBM) successfully hosted the 8th International Conference on Islamic Banking and Finance (ICIBF 2024) from November 11 to 13, 2024. The event began with a pre-conference workshop on November 11, followed by the inaugural session on November 12 at a local hotel in Karachi. The conference was organized by IoBM's Centre for Islamic Business & Finance (CIBF) in collaboration with the Department of Accounting and Finance.

The Chief Guest, Mr. Saleem Ullah, Deputy Governor of the State Bank of Pakistan (SBP), delivered a keynote address emphasizing the importance of embracing a truly Islamic financial system. “While the focus has been on offering Shariah-compliant alternatives to conventional banking products, we must go beyond that. We need to provide a genuine Shariah alternative,” he stated, stressing the need for a comprehensive transformation of the banking ecosystem to achieve a true Islamic economic system. He called for a fair, just, and equitable system that requires collaborative efforts from all stakeholders.

The inaugural session also featured distinguished speakers, including Mr. Talib Karim, President of IoBM; Mr. Bashir Janmohammad, Chancellor of IoBM; Dr. Ishrat Husain, Former Governor of SBP; Mr. Rizwan Ata, CEO & President of BankIslami Pakistan Limited; Mr. Yousaf Hussain, President &



CEO of Faysal Bank; and Syed Amir Ali, Deputy CEO of Meezan Bank Limited. IoBM's Rector, Deans, management, and faculty members were among the attendees.

In his welcome address, IoBM President Mr. Talib Karim stated, "As an educational institution, it is our responsibility to guide students, our future leaders, towards transforming financial institutions from traditional to Islamic models." He noted that a significant challenge lies in addressing the shortage of skilled manpower within the Islamic finance sector.

ICIBF 2024 gathered presidents, CEOs, financial experts, and policymakers from Pakistan's banking and finance sectors to discuss the future of the industry in light of the Islamic banking mandate. A significant topic at the conference was the recent constitutional amendment requiring the elimination of all forms of Riba (interest) from banks by 2028—a change that, according to Dr. Ishrat Husain, calls for a major disruption in the industry. Dr. Husain warned against a siloed approach among authorities, stressing that such an approach could undermine the core principles of Islamic banking. He also highlighted the challenges posed by the current tax system, which he described as arbitrary and regressive, and called for reform to curb evasion and malpractices.

ICIBF 2024 provided a platform for scholars, practitioners, and policymakers to discuss trends, challenges, and opportunities in Islamic finance. International speakers from Malaysia, Bahrain, the USA, Australia, the UK, and Saudi Arabia participated both in person and online, contributing valuable perspectives to the discussions. The Master of Ceremonies for ICIBF's inaugural session was Ms. Juveria Baig, HoD International Office & Placements, IoBM.

During the closing ceremony held on November 13, 2024, Mr. Talib Karim remarked, “As we conclude the 8th International Conference on Islamic Banking and Finance, it is truly inspiring to witness this flagship event expand once again, enriched by a diverse array of speakers and a wide range of pertinent topics. This year’s conference was especially timely, as Pakistan’s banking industry approaches the pivotal 2028 milestone for a complete transition from conventional to Islamic banking.” He further emphasized, “The role of educational institutions like IoBM in this transition is crucial. We are dedicated to preparing a workforce equipped to tackle the unique challenges and seize the opportunities presented by Islamic banking. To support this mission, we are enhancing our curriculum to more comprehensively integrate Islamic Banking and Finance, while also offering specialized certifications in this field.” The primary aim of the ICIBF has been to raise awareness and foster collaboration among scholars and researchers to share best practices that advance the discipline. Furthermore, we recognize that the Sustainable Development Goals (SDGs) align closely

with Islamic values, and we will continue to weave these principles into our Islamic finance education.

The 8th International Conference on Islamic Banking and Finance (ICIBF 2024), hosted by IoBM, directly advanced several United Nations Sustainable Development Goals by promoting an equitable, Shariah-compliant financial system. Through its focus on developing a fair and just economic framework and addressing systemic reforms, the conference supported **SDG 8 – Decent Work and Economic Growth**, fostering sustainable financial practices that encourage transparency and stability. By highlighting the need for innovation in Islamic finance and preparing a skilled workforce to meet the 2028 transition mandate, it aligned with **SDG 9 – Industry, Innovation, and Infrastructure**, strengthening financial institutions and building capacity for future challenges. Furthermore, the global collaboration among scholars, practitioners, and policymakers underscored **SDG 17 – Partnerships for the Goals**, emphasizing international cooperation in advancing inclusive and sustainable financial models. Together, these contributions reflect how ICIBF 2024 served as a catalyst for transforming Pakistan’s banking industry while reinforcing the global movement toward ethical and sustainable finance.

IoBM President Mr. Talib Karim expressed heartfelt gratitude, extending sincere appreciation to Dr. Imam Uddin for his dedication to making the conference a success. He acknowledged the invaluable support of Rector Prof. Dr. Tariq Rahim Soomro; Dr. Muhammad Kashif, Dean CBM, IoBM; as well as the Deans of CCSIS, CESD, and the Accounting and Finance Department. He also recognized the essential contributions from the MARCOM, General Administration, and Housekeeping teams, and thanked the student volunteers for their enthusiastic and dedicated efforts throughout the event. He affirmed their shared commitment to equipping students with the knowledge necessary to shape a more equitable and sustainable future through Islamic banking and finance.



### **IoBM and Global Entrepreneurship Network Collaborate to Strengthen Pakistan’s Entrepreneurial Ecosystem**

The Institute of Business Management (IoBM) and the Global Entrepreneurship Network (GEN) have joined hands to propel entrepreneurship in Pakistan by signing a strategic Memorandum of Understanding (MoU) on Wednesday, November 20, 2024. This collaboration, finalized during Global Entrepreneurship Week (November 18–26, 2024), aims to bolster the nation’s entrepreneurial ecosystem, support budding entrepreneurs, and foster a culture of innovation and creativity.

The MoU was signed by Prof. Dr. Tariq Rahim Soomro, Rector IoBM, and Mr. Safeer Ul Haq, Global Co-ordinator for Strategic Alliances and Partnerships for Global Entrepreneurship Network in Pakistan. The ceremony was attended by key stakeholders from IoBM, including Mr. Raza Abbas, Head of the Shahjehan S. Karim Incubation Center (SSKIC); Dr. Marium Mateen, Head of the Entrepreneurship Department; Syed Faraz Ali, Manager ORIC; and Mr. Agha Hassan, Officer, SSKIC.

This partnership underscores the shared vision of IoBM and GEN to empower young minds, nurture entrepreneurial talent, and create avenues for sustainable growth. By combining their expertise and resources, the two organizations aspire to spearhead impactful initiatives that inspire innovation and equip future business leaders to thrive in a competitive global landscape.



The partnership between IoBM and the Global Entrepreneurship Network (GEN) directly advances several United Nations Sustainable Development Goals by strengthening Pakistan’s entrepreneurial ecosystem. By fostering innovation, creativity, and the development of new ventures, the collaboration supports **SDG 8 – Decent Work and Economic Growth**, creating opportunities for sustainable business development and job creation. Its focus on nurturing entrepreneurial talent and promoting innovation further aligns with **SDG 9 – Industry, Innovation, and Infrastructure**, as it encourages the growth of resilient enterprises and knowledge-driven industries. Moreover, the collaboration embodies **SDG 17 – Partnerships for the Goals**, bringing together academic and global networks to pool expertise and resources for greater impact. Collectively, these efforts demonstrate how strategic alliances can empower youth, drive economic growth, and build a more innovative and sustainable future.



### **Seminar on Bridging Public Health & Healthcare Management for Sustainable Health Outcomes!**

The Department of Health and Hospital Management's class of Global & Local Public Health Challenges (Fall 2024) organized an insightful seminar on November 30, 2024, focusing on the integration of Public Health and Healthcare Management in alignment with Sustainable Development Goal 3: Good Health & Well-being. The event served as a platform for thought-provoking discussions and innovative solutions aimed at fostering improved health outcomes.

The seminar featured distinguished guest speakers, including Dr. Omar Farooq, Senior Manager of Technical Services at Marie Stopes Society; Dr. Usman H. Bhatti, Interventional Cardiologist and Director of Medical Services at OMI; and Dr. Anum Khan, Senior Lecturer in Public Health at Ziauddin University. Adding further depth to the dialogue were accomplished panelists, including Dr. Sarwat Mumtaz, Associate Professor of Public Health at Ziauddin and Management Consultant; Rabia Anwer, a Registered Dietitian and Nutritionist at Ziauddin University and former President of PNDS; Dr. Shazia Kiran, Head of R&F and Family Medicine Clinician and Administrator; and Dr. Sameera Ali Rizvi, Head of the MSPH Program at SZABIST.

The seminar's success is a testament to the dedication and hard work of the students from the Global

& Local Public Health Challenges program, who meticulously planned and executed the event under the expert guidance of their faculty mentors. This collaborative effort represents a significant step forward in addressing critical public health challenges, reinforcing the commitment to creating a healthier and brighter future for communities.

The seminar on “Bridging Public Health & Healthcare Management for Sustainable Health Outcomes,” organized by IoBM’s Department of Health and Hospital Management, directly advanced **SDG 3 – Good Health and Well-Being** by fostering dialogue on integrating public health and healthcare management to improve community health outcomes. By bringing together healthcare professionals, academics, and students to share expertise and propose innovative solutions, the initiative also contributed to **SDG 4 – Quality Education**, providing participants with experiential learning opportunities and practical insights into real-world health challenges. Furthermore, the collaborative nature of the seminar, which united diverse stakeholders from academia, healthcare organizations, and management, aligned with **SDG 17 – Partnerships for the Goals**, demonstrating how cross-sector engagement can drive sustainable progress in health systems. Together, these efforts highlight IoBM’s commitment to advancing education, collaboration, and health for sustainable community well-being.





## **International Conference on Education 2024 focuses on an educational revolution for Gen-Alpha**

The Institute of Business Management (IoBM) hosted the third International Conference on Education (ICE 2024) on Saturday, December 7, 2024. Organized by IoBM's Education Department within the College of Economics and Social Development (CESD), ICE 2024 aimed to introduce advanced global education practices to Pakistan's academic landscape. The conference theme was "Educational Revolution from Gen Z to Gen Alpha." The two-day conference offered educators a platform to explore and adopt innovative teaching methods like blended learning, flipped classrooms, and project-based learning.

The Chief Guest was Mr. Mohammad Abbas Baloch, Secretary, Boards and Universities, Sindh. Distinguished speakers included Mr. Carl Lander, Member of the Board of Directors, Council of British International Schools (COBIS); Dr. Athar Mahmood, Vice-Chancellor, Al-Kawthar University, Karachi; Dr. Sarala Thulasi Palpanadan, Deputy Dean, English Language and Linguistics Department, Universiti Tun Hussein Onn Malaysia; and Dr. Nasir Mahmood, Vice-Chancellor, Allama Iqbal Open University.

Mr. Talib Karim, Conference Patron and President of IoBM, highlighted the urgency of the conference theme in his address. He stated, "As educators, we face the challenge of engaging a new

generation of learners who are less receptive to traditional teaching methods. Faculty must adapt their approaches to effectively reach Gen Alpha, a generation characterized by its tech-savviness and access to vast amounts of information." He emphasized that the conference speakers would delve into critical educational challenges and offer valuable recommendations.

Dr. Nadia Ayub, Dean of CESD at IoBM, welcomed attendees, emphasizing that this Conference showcases IoBM's educational progress and provides a roadmap for future quality education, guiding us towards shaping the future of learning. She highlighted how the diverse discussions will bring together key leaders to develop solutions for Pakistan's educational challenges.

Mr. Mohammad Abbas Baloch, Secretary, Boards and Universities, Sindh, emphasized the need for our education system to evolve further to meet the changing demands of the global landscape. This can be achieved through initiatives such as fostering critical thinking and problem-solving skills, integrating technology effectively into the curriculum, and promoting lifelong learning opportunities.

Mr. Carl Lander emphasized the need to recognize the unique learning styles and challenges of each generation, from Boomers to Gen Alpha. He highlighted how societal shifts have significantly impacted how children learn, necessitating a shift in our teaching approaches. Recognizing the advantages of Gen Z and Gen Alpha learners, Mr. Lander emphasized that Gen Z, in particular, possesses a skillset that surpasses that of previous generations. He stressed the importance of cultivating critical thinking, emotional intelligence, and strong social skills in Gen Alpha.

Acknowledging the evolving landscape of education, including the emergence of technology-driven learning environments, Mr. Lander posed a critical question: "Will technology be the way forward?" He emphasized that while technology plays a crucial role, teaching remains a human art and science. Ultimately, the key to success lies in nurturing meaningful connections between teachers and learners.

Dr. Athar Mahmood presented a captivating overview of human progress, tracing our journey from pre-historic times to today's mobile-centric lifestyle. He emphasized the remarkable advancements in our ability to store, process, and share information throughout history. Dr. Sarala Thulasi Palpanadan delivered a presentation on the transformative role of AI in education. She emphasized that the transition from Gen Z to Gen Alpha signifies a profound shift in the educational landscape, driven by rapid technological advancements and evolving societal expectations.

ICE 2024 at IoBM fostered international academic collaboration, strengthening ties between Pakistani educational institutions and their global counterparts. This collaboration is expected to integrate global best practices into local education systems.

Other notable speakers included Shahzad Roy, Education Activist; Ashique Hussain, Additional Director, Directorate Curriculum Assessment and Research (DCAR), Sindh; Dr. Aftab Ahmad Shaikh, Director, BS-20, Education Policy, Commission, Sindh; Dr. Renato Peneluppi (Executive Director, Huazhong University of Science and Technology, China); Dr. Mark Lipton, Professor, School of English and Theatre Studies, University of Guelph; and Danish Farooqui, Deputy Executive Director, HSS School System.

The International Conference on Education (ICE 2024) aligns directly with several United Nations Sustainable Development Goals (SDGs) by promoting innovative educational practices to adapt to the needs of Gen Alpha. **SDG 4 – Quality Education** is at the core of this initiative, as the conference seeks to introduce advanced global education practices, foster critical thinking, and explore new teaching methods like blended learning and project-based learning. By addressing the unique learning challenges of Gen Alpha and encouraging the integration of technology into education, the conference also contributes to **SDG 9 – Industry, Innovation, and Infrastructure**, as it emphasizes the role of technology and AI in transforming the educational landscape. Furthermore, the international collaboration fostered at the conference strengthens ties between local and global educational systems, advancing **SDG 17 – Partnerships for the Goals**. Through these efforts, ICE 2024 plays a pivotal role in shaping a more inclusive, equitable, and innovative educational future.



### **IoBM's 27th Convocation Celebrates Graduates' Vision of Limitless Excellence**

**The 27th Convocation of IoBM took place on Saturday, December 14, 2024. Under the leadership and guidance of Mr. Talib Karim, President of IoBM, and Ms. Sabina Mohsin, Vice President of the Foundation for Higher Education (IoBM’s parent body) and Chief Advisor, IoBM, and the Convenor of the the Convocation Planning Committee (CPC), meticulously planned and executed the event to ensure its success, in collaboration with various departments at IoBM including Admissions, Academics, Examinations, Internship and Placement, IT, Purchase, Finance, MARCOM, Media, Security, Maintenance, General Administration.**

A vibrant sense of excitement and boundless ambition illuminated the faces of the 1,591 graduates as they received their degrees during the 27th Convocation of the Institute of Business Management (IoBM) on Saturday. Aspiring entrepreneurs and future leaders celebrated this significant milestone with enthusiasm, sharing the joyous moment with their proud parents. Among the graduating class, 24 exceptional students were awarded gold medals, while 44 received merit certificates. Degrees were conferred across a diverse range of programs, including BBA, BS, MBA, MS, MPhil, and PhD.

The event was honored by the presence of distinguished guests, including Governor Sindh Kamran Khan Tessori as the Chief Guest; Dr. Gohar Ejaz, former caretaker Federal Minister of Commerce, Industry, and Production, as the Guest of Honor; and former caretaker Prime Minister of Pakistan,



Anwaarul Haq Kakar. The Keynote Speaker was Yasmin Fasih, an IoBM alumna from the first batch (1997), currently serving as the Regional Human Resource Manager for Operations Execution in the Asia-Pacific region at Maersk, Singapore.

Governor Sindh Kamran Tessori, in his address, encouraged the graduates to reflect on the day their parents accompanied them on their first day of school and how their unwavering support has guided them to this significant milestone. He praised the visionary leadership of IoBM's late Founder President, Shahjehan Syed Karim, for establishing this prestigious institute of higher learning. Tessori called upon the youth to raise their voices, take initiative, and work toward creating a brighter and more promising future for themselves and the nation.

Dr. Gohar Ejaz highlighted that the seats occupied by the graduates today represent less than one percent of all graduates, emphasizing the exclusivity and privilege of their achievement. He noted the immense opportunities available in Pakistan and presented an economic overview of the country, illustrating how graduates can contribute to various sectors. “We have immense potential to grow, and what we need today is you!” he concluded.

IoBM President Talib Karim presented the Institute's Progress Report, underscoring IoBM's dedication to achieving AACSB accreditation, expanding global partnerships for alumni, and integrating advanced technology into the curriculum to enhance the learning experience. He also highlighted the efforts of IoBM's Center for Islamic Business and Finance, which is actively aligning its initiatives with the broader developmental goals set by the government.

In his Welcome Address, IoBM Chancellor Bashir Janmohammad advised the graduates to always respect their parents. He encouraged them to dream big and develop entrepreneurial skills to add value to their lives and careers. He also acknowledged the unwavering support of parents in helping students achieve their dreams.

Anwaarul Haq Kakar expressed his excitement about being among the youth, stating, "I feel energized when I am surrounded by young minds brimming with vigor. A formal education helps channel this energy toward meaningful objectives." He encouraged the graduates to actively contribute to building an egalitarian society where everyone fulfills their role according to their abilities, describing it as the Pakistani dream we must collectively strive to achieve. He also urged the graduates to embrace new aspirations, emphasizing that creativity is deeply connected to the essence of life.

During her keynote speech, Yasmin Fasih remarked, “Today, we celebrate the beginning of a new chapter in your lives.” She commended the graduates for their hard work and perseverance, reflecting on her own journey at IoBM and how it played a pivotal role in her success. “Remain deliberate and purposeful in your approach, embrace lifelong learning, and don’t hesitate to take chances in life,” she encouraged.

Valedictorian Rida Asif, the proud recipient of the Shahjehan Syed Karim Gold Medal, highlighted the importance of corporate social responsibility in her address. She encouraged her fellow graduates to utilize their education and skills to drive meaningful change and make a positive impact on society.

IoBM's 27th Convocation was more than just an academic milestone; it was a celebration of perseverance, dedication, and triumph. The event paid heartfelt tribute to the unwavering support of parents and faculty, whose guidance and encouragement played a vital role in shaping the graduates' journey toward a bright and promising future.

### **Citations and Announcements**

Citations to introduce the various speakers of the Convocation were as follows: Ms. Sabina Mohsin, Vice President, FHE and Chief Advisor, IoBM introduced the Chancellor for his Welcome Address; Ms. Rabia Sabri, HoD Academics introduced the valedictorian; Mr. Ejaz Wasay, HoD Media Studies introduced the Keynote Speaker. Mr. Muhammad Misbahuddin, General Manager HR and Senior Advisor to the Vice President, FHE, introduced the Guest of Honor. Governor Sindh, Chief Guest, and Mr. Anwaar-ul-Haq Kakkar, were invited to speak by Ms. Juveria Baig.

The Rector of IoBM, Prof. Dr. Tariq Rahim Soomro, conferred degrees upon graduates of the Master’s and PhD programs, while the Dean of CBM, Prof. Dr. Muhammad Kashif, conferred degrees upon graduates of the Bachelor’s, MS, and MPhil programs.

Dr. Shagufta Rafif, Head of the Human Resources Management Department, proudly announced the names of graduates receiving Gold Medals. Graduates awarded Merit Certificates were announced by Dr. Fariha Raza, Head of the Marketing Department, and Muhammad Asghar Khan, Head of the Computer Science Department.

### **Gold Medalists**

**The 24 recipients of the gold medals at the IoBM Convocation were:**

Fatima Sarwar (BBA (Honors) – Janmohammad Dawood), M. Mohib Zafar (BBA (Honors) – Meezan Bank), Laiba Gul Durrani (BBA (Honors) – Ghulam Faruque), Tahreem d/o Aqeel Ahmed Shaikh (BBA (Honors)- Shan Foods), Maaha Jetha (BBA (Honors) – Mondelez Pakistan), Sandesh Kumar (BS (Honors) Accountancy, Management and Law – Faizan Steel), Muhammad Faizan Abid (BS (Actuarial Science and Risk Management) – EFU Life Assurance), Simran Ashok (BS (Computer Science- PayPak), Yameena Nasir (BS (Honors) Accounting and Finance – EFU Life Assurance), Syeda Manahil Amin (BS (Honors) Accounting and Finance – Westbury Group of Companies), Madiha Zehra Misri (BS (Data Science) – Dr. Ahmer Syed Karim), Aiyza Ahmed (BS (Mathematics and Economics) – Imam Ali Kazi Memorial), Maira Rais (BS (Social Entrepreneurship and Leadership) – Management Association of Pakistan), Zulekha Adnan (BS (Industrial Management) – Upfield Pakistan), Siddiq Asim (BS (Entrepreneurship) -Tufail Industries), Alishba Khursheed (BS (Economics, Law and International Relations) – S. H. Hashmi Memorial), Laiba Adnan (BS (Honors) Business and Psychology – DVAGO), Eisha Wahid (BS (Logistics and Supply Chain Management) – Afeef Packages), Rida Asif (BS (Honors) Economics and Finance – Shahjehan Syed Karim), Alifya Tinwala (BS (Education) – Dr. Essa’s Laboratory), Ursalan Ilyas (MBA (Industrial Management) – President IoBM), Lalit Kumar (MBA (Weekend) – Orient McCann), Yaseen Raza Haider (MBA (Logistics and Supply Chain Management) – Jubilee General Insurance) and Muhammad Abbas (MSc in Organizational Psychology and HRM – Tabba Foundation).

## **Merit Certificates**

**Merit certificates were awarded to students across various degree programs, as follows:**

BBA (Honors): Ayesha Khan, Haris Muhammad Shahid, Fiza d/o Imtiaz Hassan, Amina Butt, Maria Nisar, Zainab d/o Muhammad Javed, Shamikh Pervez, Humza Ahmed Khan, Bushra Nadeem, Haya Khan, Mohammad Hamza Brohi, Ayesha Abdul Samad, Khadija Siddiqi, Aimen Adnan, Unzilla Shaikh, Farzeen d/o Karim, Maham Saqib, Tooba Najm-ul-Hasan, Sara Ghani, Umm-e-Abiha Ameer and Saad Iftikhar. BS (Honors) Accountancy, Management and Law: Areeba d/o Muhammad Jawaid and Minahil Fakhir. BS (Computer Science): Mubashir Bhanja. BS (Honors) Accounting and Finance: Rizwan Abbas, Muhammad Ali Imran Mamsa, Syed Mohammad Saud Tauqir and Daniya Nadir Merchant. BS (Social Entrepreneurship and Leadership): Hira Sohail and Asma d/o Abdul Hafeez. BS (Honors) Business and Psychology: Manal Tariq, Ayesha Tariq Khan, Sania Khalid, Fatima Ahmed, Aqsa d/o Muhammad Shahid and Rihab Khalid Khan. BS (Honors) Economics and Finance: Ramsha Shaikh. BS (Education): Arwa Abbas. B.Ed.: Eman Sadiq, Hira Ahmed and Maria

Ahmed. M.Phil (Organizational Psychology): Tayyiba Imtiaz. PhD (Education): Diana Louisa Ambrose and Dania Shoaib Khan.

The 27th Convocation of IoBM aligns with multiple United Nations Sustainable Development Goals (SDGs), emphasizing education, innovation, and economic growth. **SDG 4 – Quality Education** is directly addressed as the event celebrates the achievements of graduates across various programs, promoting access to higher education and lifelong learning opportunities. The convocation also underscores **SDG 8 – Decent Work and Economic Growth** by preparing graduates to contribute to Pakistan's economy through enhanced skills, entrepreneurship, and leadership, thus fostering economic development. Additionally, the event's focus on preparing graduates for leadership roles, particularly in fields such as business, finance, and entrepreneurship, supports **SDG 9 – Industry, Innovation, and Infrastructure** by encouraging innovation-driven growth. By celebrating the vision of graduates and their potential contributions to society, the convocation further strengthens **SDG 10 – Reduced Inequality**, ensuring that education and opportunities are available to a diverse group of individuals, regardless of their background. The event also contributes to **SDG 17 – Partnerships for the Goals** by fostering collaboration among educational institutions, government officials, and industry leaders to create a robust educational ecosystem.





## **IoBM Participates in Historic MoU Signing for Entrepreneurship Education Alliance in Asia**

The Institute of Business Management (IoBM), representing Pakistan as the National chapter of the UNESCO Entrepreneurship Education Network (EE-Network), where Mr. Raza Abbas, HoD of the Shahjehan Syed Karim Incubation Center (SSKIC) and Focal Person: UNESCO Entrepreneurship Education Network- Pakistan Chapter represented the institution at this momentous event which took place on 7-8 December 2024 in Hangzhou, China.

The MoU signing signifies a significant step forward in fostering entrepreneurial spirit and driving economic growth within the region. Representatives from the UNESCO National Chapters in China, Indonesia, Malaysia, Singapore, Sri Lanka, and Thailand were also present.

The 2024 Annual Conference of UNESCO EE-Net National Chapter-China, which was held at Hangzhou Normal University where representatives from China, Indonesia, Pakistan, Malaysia, Singapore, Thailand and Sri Lanka signed a historic, Memorandum of Understanding (MoU) for Entrepreneurship Education Alliance in Asia. This collaboration aims to strengthen entrepreneurship education across the Global South.

The MoU outlines a multifaceted approach encompassing cross-border education programs tailored to national and local needs, capacity building initiatives including curriculum development, teacher training, and policy workshops, youth development programs to foster entrepreneurship and

economic growth, joint research focusing on AI, digital technologies, entrepreneurship ecosystems, and talent development, and academic exchange through international conferences and meetings for education and employment experts.

The participation of IoBM in the historic MoU signing for the Entrepreneurship Education Alliance in Asia directly contributes to several United Nations Sustainable Development Goals (SDGs). **SDG 4 – Quality Education** is at the core of this initiative, as the MoU aims to enhance entrepreneurship education through cross-border education programs, curriculum development, and teacher training, fostering lifelong learning opportunities. By focusing on youth development and capacity building, the alliance also contributes to **SDG 8 – Decent Work and Economic Growth**, promoting entrepreneurship as a key driver of job creation and economic development. The collaboration, which includes joint research on AI and digital technologies, supports **SDG 9 – Industry, Innovation, and Infrastructure**, fostering innovation and the development of entrepreneurship ecosystems across the region. Additionally, the MoU's emphasis on academic exchange and policy workshops aligns with **SDG 17 – Partnerships for the Goals**, strengthening collaboration among countries to achieve shared educational and economic objectives. Through these efforts, IoBM is helping to shape a more inclusive and innovative entrepreneurial landscape in Asia.



### **Eureka Fair at IoBM (Fall 2024)**

The Management & HRM Department at Institute of Business Management (IoBM) hosted its highly anticipated Eureka Fair – Fall 2024 on December 28, 2024. The event, held at Room 314 of the CBM Building, was a vibrant showcase of ingenuity, featuring 17 innovative projects developed by MBA students from the course MAN608 - Technology, Operations, & Innovation.

The Eureka Fair provided a dynamic platform for students to present their innovative business solutions and prototypes, a culmination of months of hard work and creative problem-solving. The projects reflected the students' ability to apply their academic learning to real-world challenges, offering diversified perspectives and transformative ideas. Over the years, the Eureka Fair has cemented its reputation as a launchpad for successful ventures. Many projects showcased in previous editions have been endorsed by leading technology incubators like Nest I/O, SSKIC, and NIC, with some securing grants from IoBM's ORIC platform. This year's fair upheld that tradition, with several projects standing out for their innovation and feasibility.

The event attracted a distinguished gathering of senior representatives from the technological and corporate sectors, who engaged with the students and evaluated their projects. Their valuable feedback and insights highlighted the potential for these prototypes to address market needs

effectively. The interaction not only boosted the students' confidence but also reinforced IoBM's commitment to fostering stronger academia-industry linkages.

The Eureka Fair at IoBM directly contributes to several United Nations Sustainable Development Goals (SDGs). **SDG 4 – Quality Education** is at the forefront, as the event allows students to apply their academic learning to real-world challenges, fostering experiential learning and innovation. The fair also aligns with **SDG 8 – Decent Work and Economic Growth**, as it showcases entrepreneurial projects that can lead to new ventures, job creation, and economic growth, particularly in the technology and innovation sectors. By bringing together academia and industry representatives, the event supports **SDG 9 – Industry, Innovation, and Infrastructure**, promoting innovation and the development of viable business solutions. Additionally, through the mentoring and feedback from industry leaders, the fair strengthens **SDG 17 – Partnerships for the Goals**, enhancing collaboration between academia, businesses, and technology incubators. Ultimately, the Eureka Fair plays a vital role in nurturing the next generation of leaders and innovators while supporting sustainable economic development.

Given below are the details of the guests invited and attended the Eureka Fair (Fall 2024) along with other details: Please visit the link below for more details:

<http://docs.google.com/document/d/1ulZFe5rdRVq1KHvYqShlXsDdcjCCQJl/edit>





### **TELEC Group Explores Collaboration Opportunities with CCSIS**

The College of Computer Science and Information Systems (CCSIS) at IoBM welcomed a delegation from TELEC Group, led by Syed Hussain Sajjad, Group Chief Operating Officer, on January 4, 2025. The visit aimed to strengthen academia-industry collaboration, fostering innovative opportunities for students and faculty alike. Discussions centered on potential partnerships in Final Year Projects (FYPs), internships, and industrial visits, with a shared focus on equipping students with practical skills and real-world industry exposure. Both sides explored ways to align academic programs with evolving industry requirements, ensuring students are prepared for future challenges in the tech sector.

Representing CCSIS, Dr. Abbas, Dean of the College, and Mr. Asghar Khan, Head of the Department of Computer Science, underscored the significance of bridging the gap between academia and industry to drive innovation and career readiness among students. Syed Hussain Sajjad reaffirmed TELEC Group’s commitment to nurturing future talent by collaborating on educational initiatives that promote experiential learning and skill development.

The meeting concluded with both parties agreeing to hold follow-up sessions to outline a concrete collaboration framework, marking the beginning of a promising partnership between IoBM and TELEC Group.

The visit by TELEC Group to IoBM’s CCSIS aligns with several United Nations Sustainable Development Goals (SDGs). **SDG 4 – Quality Education** is directly addressed, as the collaboration focuses on enhancing academic programs through partnerships that provide students with practical skills, industry exposure, and real-world learning opportunities. The discussions around final year projects, internships, and industrial visits also contribute to **SDG 8 – Decent Work and Economic Growth**, as the partnership aims to improve career readiness and prepare students for the demands of the technology sector, driving economic growth and job creation. By aligning academic programs with evolving industry needs, the initiative supports **SDG 9 – Industry, Innovation, and Infrastructure**, fostering innovation and developing the necessary infrastructure to prepare students for future technological challenges. Finally, the emphasis on collaboration between academia and industry contributes to **SDG 17 – Partnerships for the Goals**, strengthening the connection between educational institutions and businesses to advance sustainable development and foster innovation.



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