



PEACE

SDG

Sustainable Development Goals



SUSTAINABLE DEVELOPMENT GOALS



SDGs Annual Report 2024



SUSTAINABLE DEVELOPMENT GOALS



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Talib S. KARIM

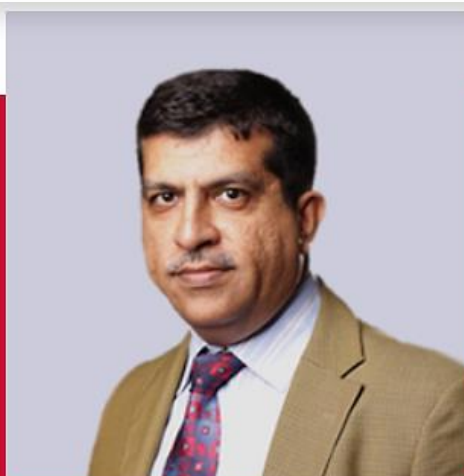
President
Institute of Business Management



President’s Message – Talib S. Karim

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

Rector's Message – Prof. Tariq Rahim Soomro



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.



IoBM celebrates World Press Freedom Day

IoBM's Media Department celebrated World Press Freedom Day by organizing a panel discussion, which illuminated the significant role of journalism in nurturing freedom of the press. The event served as a platform for insightful discourse, underscoring the imperative need to safeguard the principles of free speech and independent journalism.

Esteemed guests, Mr. Faizullah Khan, Reporter at ARY, and Ms. Shazia Hasan, Senior Staff Reporter at Dawn and Visiting Faculty at the Media Studies Department, IoBM, graced the occasion with their presence, offering their experience and wisdom to the students. Mr. Faizullah and Ms. Shazia explored the challenges faced by journalists and emphasized the necessity for resilience in upholding integrity in the field. From uncovering stories of social injustice to exploring the complexities of reporting on various issues affecting society, the speakers provided invaluable insights into the multifaceted nature of modern-day journalism.

By bringing together thought leaders and practitioners, IoBM's Media Department reaffirmed its commitment to producing the next generation of journalists and empowering them to drive positive change. The vote of thanks was presented by Mr. Ejaz Wasay, Head of Media Studies, IoBM, who also presented mementos to the speakers.

IoBM's efforts to foster a culture of free speech and independent journalism through its Media Department align directly with **SDG 16** ("Peace, Justice and Strong Institutions"), which highlights the importance of access to information and fundamental freedoms. Additionally, by empowering students through education (**SDG 4**) and addressing societal inequalities (**SDG 10**), IoBM reinforces its broader commitment to the global SDGs.



"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.



Mr. Javaid Ahmed's book, *From Rhetoric to Rigor in Management Practice*, launched at IoBM

On Saturday, October 19, 2024, the Institute of Business Management (IoBM) hosted the launch of *From Rhetoric to Rigor in Management Practice*, authored by Mr. Javaid Ahmed, Advisor to the President of IoBM and Senior Fellow of Strategy and Innovation. The book provides valuable insights for students, researchers, and professionals, focusing on improving organizational performance through strategy and innovation while promoting critical thinking to create meaningful impact. The Master of Ceremonies was Ms. Juveria Baig, Head of Department, Internship, Placement & International Office. The event was graced by the presence of IoBM's President, Mr. Talib S. Karim, along with Heads of Departments, management, faculty, and students. Esteemed guests from both academia and the corporate sectors were also present.

Dr. Ishrat Husain, Professor Emeritus at IBA and the event's Chief Guest, praised the book's forward-thinking approach to management education, noting its potential to transform how organizations pursue innovation. He emphasized the value of the case studies in the book for fostering critical thinking and practical insights. Dr. Husain also urged universities to prioritize creativity, innovation, and entrepreneurship in their curricula, encouraging students to focus on skill development.

Mr. Talib Karim, President of IoBM, highlighted that book launches at IoBM celebrate the academic and professional contributions of faculty and management, while also promoting local literature and

offering valuable reference material for students and researchers. He commended Mr. Javaid Ahmed’s expertise in strategy, acknowledging his significant contributions to IoBM, and expressed confidence that the book would further enrich the academic community.

During the event, Mr. Javaid Ahmed had a thought-provoking discussion with Mr. Sami Wahid, Managing Director of Mondelez Pakistan, on applying management theories in practice. Reflecting on his career, Mr. Ahmed shared how his passion for marketing and strategy shaped his professional journey. He underscored the importance of rigor in driving success, noting that managers who blend intuition with disciplined methods consistently outperform those relying solely on instinct. He also pointed out that as a nation, we often prioritize compliance over innovation, a mindset that must shift to foster real progress.

Other distinguished speakers included Dr. Huma Baqai, Rector of MITE; Dr. Amir Jafri, CEO Angel Investor; Mr. Ali Hasan Naqvi, Executive Director of the Management Association of Pakistan (MAP); Mr. Javier San Juan, former President of L’Oréal Latam; Mr. Tariq Amin, former MD of Rhone Poulenc Pakistan; Dr. Shujaat Mubarak, Professor and HoD at Edinburgh Business School; and Lt. Gen. Tariq Ghazi, former Commandant of the National Defense College, Islamabad.

Dr. Huma Baqai, Rector of MITE, commended the book for its readability and praised its well-structured chapter abstracts, which, she noted, significantly enhance its value. Dr. Amir Jafri, CEO of Angel Investor and former CEO of ICI, lauded Mr. Javaid Ahmed for consistently challenging the status quo, urging others to question norms and break free from complacency. He emphasized that while this approach has occasionally met with resistance, it showcases Mr. Ahmed’s innovative thinking and commitment to driving continuous progress.

Mr. Ali Hasan Naqvi, Executive Director of the Management Association of Pakistan (MAP), who has known Mr. Javaid Ahmed since 2001, described his ideas as inspiring. He praised the book’s focus on three critical pillars: Competitive Advantage, Value Innovation, and Operational Excellence. Dr. Shujaat Mubarik, Professor and HoD at Edinburgh Business School, shared a video message acknowledging the practical framework provided by Mr. Ahmed’s case studies, which he believes will help bridge the gap between theory and practice. He also highlighted the chapters on community building, which he found particularly insightful regarding leadership. Dr. Mubarik paid tribute to the late Founder President of IoBM.

Mr. Tariq Amin, former MD of Rhone Poulenc Pakistan, concluded by emphasizing Mr. Javaid Ahmed’s exceptional talent for teaching, noting it as one of his greatest strengths. In a recorded message, Mr. Javier San Juan, former President of L’Oréal Latam, described the book as a true reflection of Mr. Ahmed’s exceptional qualities and insights. Lt. Gen. Tariq Ghazi, former Commandant of the National Defense College, Islamabad, remarked that the book is not for the faint-hearted but for those committed to lifelong learning. He urged young readers to pay particular attention to the sections on rigor, emphasizing their importance. He noted that the book isn’t linear—readers can explore it according to their own interests and ambitions. While it offers a strong framework, the real solutions will emerge as readers engage deeply with its content.

The launch of *From Rhetoric to Rigor in Management Practice* by Mr. Javaid Ahmed at IoBM directly advances multiple United Nations Sustainable Development Goals by fostering education, innovation, and institutional strengthening. The book’s emphasis on cultivating critical thinking, skill development, and practical application of management theories contributes to **SDG 4 – Quality Education**, as it enriches academic learning and equips students and professionals with tools to address real-world challenges. By encouraging organizations to embrace innovation, strategy, and operational excellence rather than mere compliance, the initiative aligns with **SDG 9 – Industry, Innovation, and Infrastructure**, promoting a culture of creativity and competitiveness essential for sustainable growth. Furthermore, the book’s focus on leadership, community building, and bridging the gap between theory and practice supports **SDG 16 – Peace, Justice, and Strong Institutions**, as it underscores the importance of rigor, accountability, and effective governance within organizations and society. Together, these contributions highlight the book’s potential to inspire a new generation of leaders, innovators, and policymakers dedicated to driving meaningful progress in Pakistan and beyond.



IoBM Hosts Panel Discussion on Media Ethics and Ethical Journalism

On Thursday, October 24, 2024, the Media Department at the Institute of Business Management (IoBM) organized a highly insightful panel discussion on Media Ethics and Ethical Journalism, aimed at addressing the challenges and responsibilities faced by journalists in the evolving media landscape. The event was held as per the directives of the Press Council of Pakistan, the Government of Pakistan, and the Higher Education Commission (HEC). In her Welcome Address, Dr. Nadia Ayub, Dean of CESD, emphasized the importance of ethical journalism in today’s fast-paced, information-driven world. She acknowledged the distinguished presence of the panelists and expressed optimism that the discussion would offer invaluable insights to BS Media Studies students, enriching their understanding of how ethical standards shape responsible journalism.

The event featured prominent figures from Pakistan’s media industry, including Keynote Speaker, Mr. Kamal Siddiqui, founding editor of The Express Tribune and currently associated with the Media Development Investment Fund (MDIF), where he develops business strategies for online news platforms across South Asia. Other notable panelists included Ms. Lubna Jerrar Naqvi, Pakistan Gender Coordinator and Trainer at the International Federation of Journalists (IFJ) and General Secretary of the Karachi Union of Journalists; Ms. Munazza Siddiqui, Executive Producer at GEO News; and Mr. Faiq Nawazi, Assignment Editor at ARY News. The session was moderated by Muhammad Omar Iftikhar, Senior Assistant Manager at MARCOM, IoBM.

Following the panel discussion, a workshop on Media Ethics and Ethical Journalism was conducted by Ms. Lubna Jerrar Naqvi. She provided students with in-depth insights into the key aspects of media reporting and the crucial role that media ethics plays in journalistic practice. She emphasized the importance of responsible reporting and shared practical examples of ethical dilemmas that journalists face in today’s media landscape, equipping students with the knowledge to navigate these challenges effectively.

During his Keynote Address, Mr. Kamal Siddiqui emphasized that while many journalists excel at reporting, they often lack the business acumen required to manage media outlets effectively. He highlighted the growing need for journalists to gain business insights and managerial skills, especially if they aim to establish and sustain their own media platforms in the competitive industry.

In the panel discussion, the esteemed speakers delved into the ever-evolving landscape of media ethics, offering valuable perspectives on how the core principles of fairness, accuracy, and integrity are being continuously tested by technological advancements and the shifting socio-political climate. They highlighted the increasing complexity of ethical journalism in a world where the rapid spread of misinformation, the pervasive influence of digital media, and the evolving role of journalists in society have introduced new challenges.

The panelists also addressed the critical issue of media censorship, emphasizing the fine line between responsible journalism and external pressures that attempt to curtail the free flow of information. They discussed the importance of self-censorship, stressing that journalists must exercise discretion and responsibility, particularly when reporting on sensitive or potentially inflammatory issues, to avoid causing unnecessary harm or fueling conflicts. One of the key points raised was how Gen Z, as digital natives, can contribute to reshaping the media landscape by learning to consume and process information critically. The speakers encouraged young journalists to focus on presenting value-adding news that goes beyond sensationalism and focuses on stories that inform, educate, and inspire change.

The importance of reading and content consumption was also underscored as an essential practice for aspiring journalists to stay well-informed and develop a broad understanding of diverse perspectives. The panelists shared how a commitment to continuous learning and engagement with high-quality content can help media professionals produce well-rounded and impactful stories. Reflecting on their own experiences, the panelists shared the challenges they have faced when handling sensitive news—whether it involved issues of national importance or stories that had the potential to significantly

impact the masses. They discussed the ethical considerations that come into play when reporting on such topics, emphasizing the responsibility journalists carry in ensuring that their work reflects truth and serves the public good without compromising journalistic integrity.

Overall, the discussion reinforced the need for media professionals to adapt ethically to the changing times, ensuring that journalism remains a trusted and respected pillar of society. Speaking on the transformation of media ethics, Mr. Kamal Siddiqui stressed the importance of accountability and transparency, particularly in the digital age, where the line between factual reporting and sensationalism is often blurred. Ms. Lubna Jerrar Naqvi highlighted the role of gender-sensitive reporting and how ethical considerations are crucial to promoting balanced representation in media. Ms. Munazza Siddiqui and Mr. Faiq Nawazi both emphasized the importance of maintaining professional integrity despite the pressures of breaking news cycles and commercial interests.

The panel discussion concluded with an engaging Q&A session, where students had the chance to interact directly with the panelists, deepening their understanding of the ethical complexities that journalists navigate in their daily work. This interactive exchange provided valuable insights into the challenges of maintaining integrity and ethical standards in an increasingly dynamic media landscape. This panel discussion was part of IoBM’s ongoing commitment to equipping its students with the skills and knowledge required to face real-world challenges, while fostering a strong grasp of the ethical frameworks that are crucial to the journalism profession.

IoBM’s panel discussion on Media Ethics and Ethical Journalism directly contributes to key United Nations Sustainable Development Goals by fostering responsible and accountable media practices. By equipping future journalists with the knowledge to uphold integrity, fairness, and accuracy in reporting, the initiative advances **SDG 4 – Quality Education**, ensuring students gain the skills to critically navigate ethical dilemmas in a fast-evolving media landscape. The emphasis on transparency, accountability, and resisting censorship aligns with **SDG 16 – Peace, Justice, and Strong Institutions**, reinforcing journalism’s role as a pillar of democracy and public trust.

Furthermore, the inclusion of gender-sensitive reporting and the promotion of balanced representation in media support **SDG 5 – Gender Equality**, highlighting the need for diverse voices and equitable treatment in storytelling. Together, these efforts underscore IoBM’s commitment to preparing ethical, socially responsible media professionals capable of strengthening institutions and fostering inclusive dialogue.

The event concluded with a vote of thanks delivered by Mr. Ejaz Wasay, who expressed his gratitude to the distinguished guests for sharing their expertise and for enriching the students' learning experience. He emphasized how the panelists' insights had added significant value to the students' understanding of the industry. Mr. Wasay also expressed hope that such panel discussions would continue at IoBM, further strengthening the connection between academia and the media industry.



GRSC, IoBM organizes the launch of a Book on Public and Economic Diplomacy

The Global Research & Studies Center (GRSC) at the Institute of Business Management (IoBM) hosted the launch of Dr. Ahmed Ali Sirohey's book, “The Currency of Influence: Economic Diplomacy and Public Perception through Public Diplomacy”, on December 24, 2024. The launch brought together experts, diplomats, and academicians, underscoring the importance of fostering dialogue in public diplomacy. Ambassador G. R. Baluch, Director of GRSC, IoBM moderated the session. Ambassador M. Alam Brohi and Ambassador Hasan Habib served as reviewers, offering valuable insights into the book's themes and its relevance to contemporary economic and public diplomacy. The event was attended by IoBM’s Deans, Management, Faculty and students.

During his address, Mr. Talib S. Karim, President of IoBM, emphasized the importance of soft diplomacy, stating that it plays a pivotal role in fostering people-to-people connections, academic collaborations, and sports exchanges, areas where politics should remain absent. He acknowledged the growing challenges faced by Pakistan's diplomats, primarily due to the country's economic constraints, which limit its ability to influence global superpowers. "The global acceptance of our passport is declining, making foreign service increasingly demanding," he remarked. Mr. Karim also announced that Ambassador Sirohey’s book will be added to IoBM’s collection, providing valuable insights for students pursuing international relations and diplomacy.

Earlier, in his remarks, Ambassador G. R. Baluch provided a thoughtful overview of the book, highlighting its significance as a comprehensive case study for students and professionals of foreign services. He praised Ambassador Sirohey's illustrious career, characterized by self-motivation, decisiveness, and an exceptional work ethic, which firmly establishes him as a distinguished figure in the field of diplomacy. Ambassador Baluch also commended the book's emphasis on creativity, a human touch, and innovative, out-of-the-box approaches to addressing diplomatic challenges facing Pakistan.

Addressing the audience, Ambassador Sirohey shared that the book represents the culmination of his diplomatic career, documenting his experiences, results, and insights. He highlighted that the primary objective of public diplomacy is to win the hearts and minds of the host government and its citizens, noting that positive engagement plays a crucial role in influencing government decisions and aligning diplomatic efforts with embassy goals. Reflecting on his tenure as Pakistan's ambassador to Niger, Ambassador Sirohey shared initiatives aimed at projecting a positive image of Pakistan. He celebrated Eid with orphans, prioritized women's empowerment, and distributed books to promote education. Additionally, he demonstrated personal commitment by sacrificing a portion of his salary to host guests at his home, without burdening the government.

Ambassador Hassan Habib provided a chapter-wise summary of the book, highlighting Ambassador Sirohey's detailed exploration of the mechanisms of diplomacy and the pivotal role of foreign services in ensuring national security and effective diplomacy. Ambassador Habib emphasized the significance of the chapter on the "human touch" in public diplomacy, noting that it underscores the importance of foreign service officials fostering meaningful connections with the public. He added that the book will be an essential read for the new entrants in public diplomacy.

Dr. Shahid Amjad presented Ambassador Brohi's review, who was unable to attend. His review highlighted the challenges of living in a globally interconnected world where tourists, refugees, terrorists, emails, and greenhouse gases transcend borders. "We must accept the world as it is, not as we wish it to be," remarked Ambassador Brohi, emphasizing that the stark realities of the modern era are reshaping state diplomacy. He underscored Pakistan's shortcomings in addressing misconceptions perpetuated by adversarial forces, stressing that one of the key roles of diplomacy is to rectify such misunderstandings. This, he argued, requires continuous engagement, open communication, and sustained dialogue. Ambassador Brohi praised the book as a comprehensive treatise, noting that its parameters and tools provide foreign service cadets with a well-outlined strategy for navigating the

complexities of modern diplomacy. He called for Pakistan to adopt rigorous efforts to strengthen its diplomatic outreach and public image on the global stage.

The launch of the book on public and economic diplomacy at IoBM aligns with several United Nations Sustainable Development Goals (SDGs). **SDG 4 – Quality Education** is directly addressed by enhancing students' understanding of diplomacy, international relations, and public diplomacy, particularly through the incorporation of the book into IoBM's academic curriculum. This initiative fosters knowledge-sharing and provides valuable insights for future diplomats and international relations professionals. The event also contributes to **SDG 10 – Reduced Inequality**, as it promotes positive engagement and the empowerment of marginalized groups through initiatives like women's empowerment and educational outreach, as demonstrated in the book's case studies. Furthermore, the discussions around soft diplomacy and creating people-to-people connections directly support **SDG 16 – Peace, Justice, and Strong Institutions** by advocating for the importance of diplomacy in fostering peaceful international relations and combating misconceptions that can lead to conflict. Through these efforts, the launch promotes greater international cooperation and understanding, advancing global peace and collaboration.



UNDP GAIN team Visits IoBM for Actuarial Collaboration

The UNDP’s Insurance and Risk Finance Facility, in collaboration with Milliman, launched the Global Actuarial Initiative (GAIN) in September 2022 to strengthen actuarial expertise and capacity in select developing countries. This initiative aims to empower governments and the insurance industry to better manage increasingly complex risks, particularly climate-related challenges. By fostering actuarial capacity and deepening local insurance markets, GAIN is paving the way for more resilient economies and societies.

Insurance is a cornerstone of economic resilience, and actuaries are essential to quantifying, pricing, and managing evolving risks. However, in many developing countries, the actuarial profession is still in its infancy, with only a handful of trained experts. Building actuarial capacity is crucial for enhancing financial resilience and expanding access to insurance. To address this, GAIN has been rolled out in 12 countries, with comprehensive roadmaps already underway in 8. Over the next few

years, the initiative aims to expand to 20 countries. GAIN provides both short-term capacity-building training and long-term support for strategic policy development.

Through this initiative, actuarial professionals and academic leaders receive specialized training, while students benefit from mentorship programs. GAIN also assists regulators and public-sector entities in developing in-house actuarial expertise and improving data availability, which are critical for driving sustainable change. As part of this partnership, volunteers travel globally to collaborate with universities, insurers, and governments, offering training, mentorship, and guidance. By building local capacity and fostering international collaboration, GAIN is shaping the future of insurance and risk management in developing countries.

To advance its objectives, the UNDP’s GAIN program team made their inaugural visit to Pakistan on December 12, 2024. During the visit, they met with the faculty of the Actuarial Science and Risk Management (ASRM) department at IoBM. The discussion emphasized the need to raise awareness about the high-demand actuarial profession both locally and globally. The GAIN team expressed their appreciation for IoBM’s BS (ASRM) program, which has been successfully running for the past 15 years. The meeting concluded on a positive note, exploring potential future collaborations, including student and faculty development programs and specialized training opportunities under the GAIN initiative.

The following representatives of the UNDP GAIN initiative participated in the meeting:

- Stephen A. White, President and CEO, Milliman, Seattle
- Sher Afzal Paracha, Associate Actuary, Milliman, Chicago
- Sana Ehsan, National Project Coordinator, Insurance and Risk Financing Resilience, Environment & Climate Change Unit, UNDP Islamabad Office
- Mezan Javed Zia, Actuarial Analyst, Milliman, Karachi

IoBM’s panel of faculty members included:

- Brig. (Retd.) Dr. Muhammad Abbas, Dean, CCSIS
- Dr. Mir Ghulam Hyder Talpur, Head, Actuarial Science and Risk Management
- Mr. Sohail Ahmed Khan, Assistant Professor, Actuarial Science and Risk Management

- Mr. Jahagir Baig, Senior Lecturer, Actuarial Science and Risk Management
- Ms. Ayesha Hameed, Senior Lecturer, Actuarial Science and Risk Management

This milestone visit marked a significant step toward fostering collaboration and strengthening the actuarial profession in Pakistan.

The UNDP’s GAIN team visit to IoBM contributes directly to several United Nations Sustainable Development Goals (SDGs). **SDG 4 – Quality Education** is prominently addressed by enhancing actuarial education through specialized training, mentorship, and collaboration between academia and industry. By fostering actuarial expertise and building local capacity, this initiative also supports **SDG 8 – Decent Work and Economic Growth**, as it creates a skilled workforce capable of managing complex financial risks, including those linked to climate change, and expanding the insurance industry. The GAIN program’s focus on developing robust insurance and risk management systems is aligned with **SDG 9 – Industry, Innovation, and Infrastructure**, as it strengthens local financial markets and promotes resilience in the face of evolving global risks. Additionally, through its efforts to improve data availability and regulatory frameworks, the initiative contributes to **SDG 16 – Peace, Justice, and Strong Institutions** by enhancing governance and institutional capacities in risk management. Through these efforts, the GAIN program is helping to build resilient economies, promote sustainable development, and drive international collaboration in risk management.



IoBM welcomes new students at the Orientation for Fall 2024

The Institute of Business Management (IoBM) organized the Orientation for Fall Semester 2024 on Saturday, September 07, 2024, at the Shahjehan S. Karim Center of Excellence (SSKCE). It was attended by newly admitted students at IoBM across undergraduate, graduate, and postgraduate programs. The event took place under the inspirational guidance of Ms. Sabina Mohsin, Vice President of the Foundation for Higher Education (FHE) and Chief Advisor at IoBM. The Admissions department collaborated closely with the VP FHE and Chief Advisor of IoBM to ensure a seamless execution of the various activities related to the Orientation. Multiple departments, including General Administration, IT, the Office of the Registrar, Maintenance, MARCOM, Media Production, and Security, worked together to guarantee the event's success. A video was shown to set the tone for the occasion before the event formally began.

Present on this occasion were Mr. Talib Karim, President of IoBM; Ms. Sabina Mohsin; Prof. Dr. Tariq Rahim Soomro, Rector; Dr. Muhammad Kashif, Dean of the College of Business Management (CBM); Dr. Muhammad Abbas, Dean of the College of Computer Science and Information Systems (CCSIS); Dr. Nadia Ayub, Dean of the College of Economics and Social Development (CESD), along with Heads of Departments (HoDs), faculty, management, and staff.

The Master of Ceremonies of this event was Ms. Kishwer Nazli, who provided insights into IoBM, highlighting the student exchange program and the various student societies. The program began with the recitation of the Holy Quran by Hafiz Humayun Baig, followed by its translation by Ms. Shameem Naz, a student of MBA-Fall 2024. Hafiz Humayun Baig also recited the Durood Sharif in honor of the holy month of Rabiul Awwal.

In his address, Mr. Talib Karim warmly welcomed the students embarking on their academic journey at IoBM, as well as the new faculty members joining the Institution this semester. He noted that the class of 2028, alongside the recently graduated classes, presents unique challenges due to their

limited attention spans, urging faculty members to adapt accordingly. He emphasized that the faculty must stay up to date with technology, and IoBM’s tech-driven campus will help both faculty and students excel in their work. Mr. President highlighted three key principles that the students must pursue: first, always respect your country by contributing positively, even when exposed to negativity. Second, always respect your parents and elders. Third, always respect your faculty members and communicate with them directly, rather than expressing grievances elsewhere. He also touched on important policies the students must adhere to.

Earlier, during his Welcome Address, Dr. Muhammad Kashif congratulated the successful students for becoming a part of the IoBM Family. Dr. Kashif delivered a comprehensive presentation, offering an in-depth overview of the semester system at IoBM. His presentation touched on several key topics, including credit hours, the continuous assessment system, academic counseling, course workload, attendance policies, student societies, workshops and seminars, the code of conduct, and social media policies.

IoBM continued its tradition of inviting alumni to inspire new students. This year, Ms. Dinah Kamal Hamidi, Head of Marketing and Client Relations at Pakkay Dost Studios and valedictorian of IoBM’s 26th Convocation in 2023, shared her experiences. She highlighted the importance of perseverance, time management, and continuous learning, encouraging students to embrace experimentation and challenge preconceived notions. Ms. Dinah also urged students to learn from each other and practice kindness, emphasizing the need for tolerance and understanding in today’s world. Ms. Dinah highlighted the value of engaging in extracurricular activities and networking, noting that these experiences promote personal growth and open doors to new opportunities. She advised students to make the most of the resources and mentorship available at IoBM, encouraging them to proactively shape their futures and remain resilient in the face of challenges. She emphasized the importance of participating in extracurricular activities and networking, explaining that these experiences foster personal growth and create new opportunities.

The news about IoBM's Orientation for Fall 2024 aligns with several Sustainable Development Goals (SDGs). It supports **SDG 4: Quality Education**, by promoting access to education across undergraduate, graduate, and postgraduate levels, fostering lifelong learning opportunities for students. Additionally, by encouraging values like perseverance, respect, and inclusivity, the event contributes to **SDG 16: Peace, Justice, and Strong Institutions**, as it emphasizes the importance of tolerance, understanding, and respect within the academic community.

The Orientation program concluded with a delightful lunch that was filled with lively conversations and a warm sense of community, leaving everyone in high spirits as they looked forward to the exciting journey at IoBM.



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.



Mr. Raja Kamran President, Council of Economic and Energy Journalists, enlightens IoBM students on Pakistan’s Economic Policy

The class of Pakistan Economic Policy at the Institute of Business Management (IoBM) had the privilege of hosting Mr. Raja Kamran, President of the Council of Economic and Energy Journalists (CEEJ), as a guest speaker on Saturday, July 27, 2024. His visit was a significant opportunity for students to gain firsthand insights from a seasoned expert in the field of economics.

Mr. Kamran shared his extensive experience and insights on a range of economic topics, including the current economic landscape, energy sector challenges, and policy-making processes in Pakistan. He emphasized the importance of sound economic policies and their impact on the nation's growth and development. His interactive session allowed students to engage in meaningful discussions, ask questions, and gain a deeper understanding of complex economic issues.

The faculty of the course, Dr. Mirza Aqeel Baig, expressed his gratitude to Mr. Kamran for his valuable contribution. He presented Mr. Kamran with a memento as a token of appreciation for his time and effort. Dr. Baig highlighted the importance of such interactions in bridging the gap between academic learning and real-world applications.

Mr. Kamran's discussion on Pakistan’s Economic Policy highlights the critical role of sound economic strategies in achieving sustainable growth. This aligns closely with the United Nations' Sustainable Development Goals (SDGs), particularly SDG 8 (Decent Work and Economic Growth), SDG 7 (Affordable and Clean Energy), and SDG 16 (Peace, Justice, and Strong Institutions). The insights shared emphasize the need for effective policymaking to address Pakistan's economic challenges, supporting the broader global objectives of poverty eradication, and equality. Engaging students in such discussions fosters awareness and equips them to contribute towards achieving these goals.



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.



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