



PEOPLE

SDG

Sustainable Development Goals



SUSTAINABLE DEVELOPMENT GOALS



SDGs Annual Report 2024

SUSTAINABLE DEVELOPMENT GOALS



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Talib S. KARIM

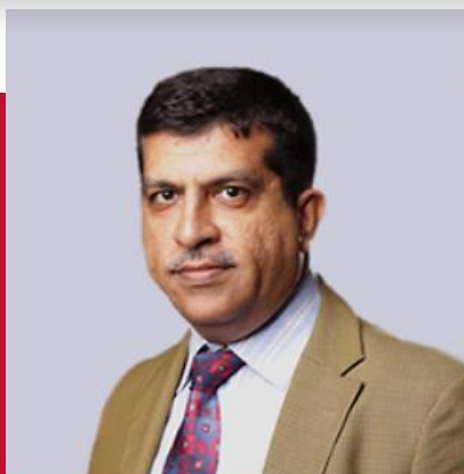
President
Institute of Business Management



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.



Professor Rahat Munir from Macquarie University delivers an engaging lecture on effective learning

On September 26, 2024, Professor Rahat Munir, Head of Accounting and Corporate Governance at Macquarie University, delivered an insightful talk on "Creating Effective Learning and Teaching Environments" at the Institute of Business Management (IoBM). At the sidelines of the talk, IoBM and Macquarie University signed a memorandum of understanding. The MoU aims to foster joint initiatives in teaching, research, and other activities, including the exchange of academic materials, joint seminars, guest lectureships, study tours, and professional development programs. The signatories were Mr. Talib S. Karim, President of IoBM, and Professor Rahat Munir.

This talk and the MoU were facilitated and organized by the Office of International Cooperation, IoBM. Ms. Juveria Baig, Head of the Office, was the Master of Ceremonies. The event was attended by Dr. Muhammad Kashif, Dean of the College of Business Management (CBM); Dr. Nadia Ayub, Dean of the College of Economics and Social Development (CESD); Dr. Muhammad Abbas, Dean of the College of Computer Science and Information Systems (CCSIS); HoDs, faculty and management.

During his talk, Professor Rahat Munir emphasized three core principles—effectiveness, learning, and teaching—as essential pillars for both students and faculty. He delved into the transformative effects of digitalization, noting how technological advancements have revolutionized various sectors, particularly banking, where physical branches are becoming obsolete in places like Australia and the West. He also highlighted the growing role of AI and automation in industries such as manufacturing, where machines now dominate factories and assembly lines, fundamentally reshaping the nature of work and the global workforce.

When referring to Generation Z, Professor Munir noted that today's students are constantly connected, and confident, yet prone to boredom. He predicted that the traditional three to four-hour class format will soon become outdated, as students' attention spans shrink. Citing research, he

observed that younger generations prefer shorter, more engaging content, such as three-minute videos over ten-minute ones. He emphasized that research is about discovery, while teaching is about delivery and facilitation, urging faculty to turn classrooms into spaces of active engagement rather than passive lecture delivery.

Professor Munir encouraged faculty members to actively involve students in the learning process, emphasizing that modern employers seek graduates who are productive, adaptable, and possess strong interpersonal skills. He advocated for a shift toward active learning, where demonstrations and interactive activities take center stage in the classroom. Moreover, he underscored the importance of fostering essential skills like communication, teamwork, critical thinking, problem-solving, ethics, sustainability, and technological competence. He concluded by stressing that academic institutions should prioritize a skills-based approach over a purely knowledge-based one. He urged educators to integrate research into their teaching practices and engage students in ways that make learning dynamic, practical, and relevant.

In his vote of thanks, Mr. Talib Karim reflected on his 2017 visit to Macquarie University, Sydney, expressing admiration for its vibrant campus environment. He emphasized that collaboration is crucial for driving progress. He extended his gratitude to Professor Rahat Munir for inviting the IoBM faculty to participate in a faculty exchange program at Macquarie University. Mr. Talib Karim also proposed launching a faculty development initiative in partnership with Macquarie University, which would enhance the professional growth of educators. He expressed optimism about the potential for PhD graduates from IoBM to pursue postdoctoral opportunities, fostering advanced research and academic exchange between the two institutions.

Profile of Professor Rahat Munir: He is a specialist in forensic accounting and financial integrity, with extensive expertise in financial crime investigations. He currently serves as the Chairperson for the Chairs of Accounting and Finance (CAFF) across all universities in Australia and New Zealand. Additionally, he is a member of the Education Board of Chartered Accountants Australia and New Zealand, where his primary responsibility is overseeing the global implementation of the International Education Standards (IESs) set by the International Federation of Accountants (IFAC). Prof. Rahat is internationally renowned for curriculum development, pioneering innovative learning and teaching (L&T) practices, and accreditation. Professor Munir through his leadership maintained strong and ongoing relationships with external stakeholders. He has written over 100 peer-reviewed journal articles, books, book chapters, monographs, and commissioned reports, and over 50 publications for professional and lay audiences.

Professor Rahat Munir's talk on "Creating Effective Learning and Teaching Environments" and the signing of an MoU between IoBM and Macquarie University align with SDG 4: Quality Education. The initiatives focused on enhancing teaching, research, and professional development support the goal of ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all. Additionally, the emphasis on fostering essential skills, active learning, and technological competence by preparing students with the skills needed for the evolving global workforce.



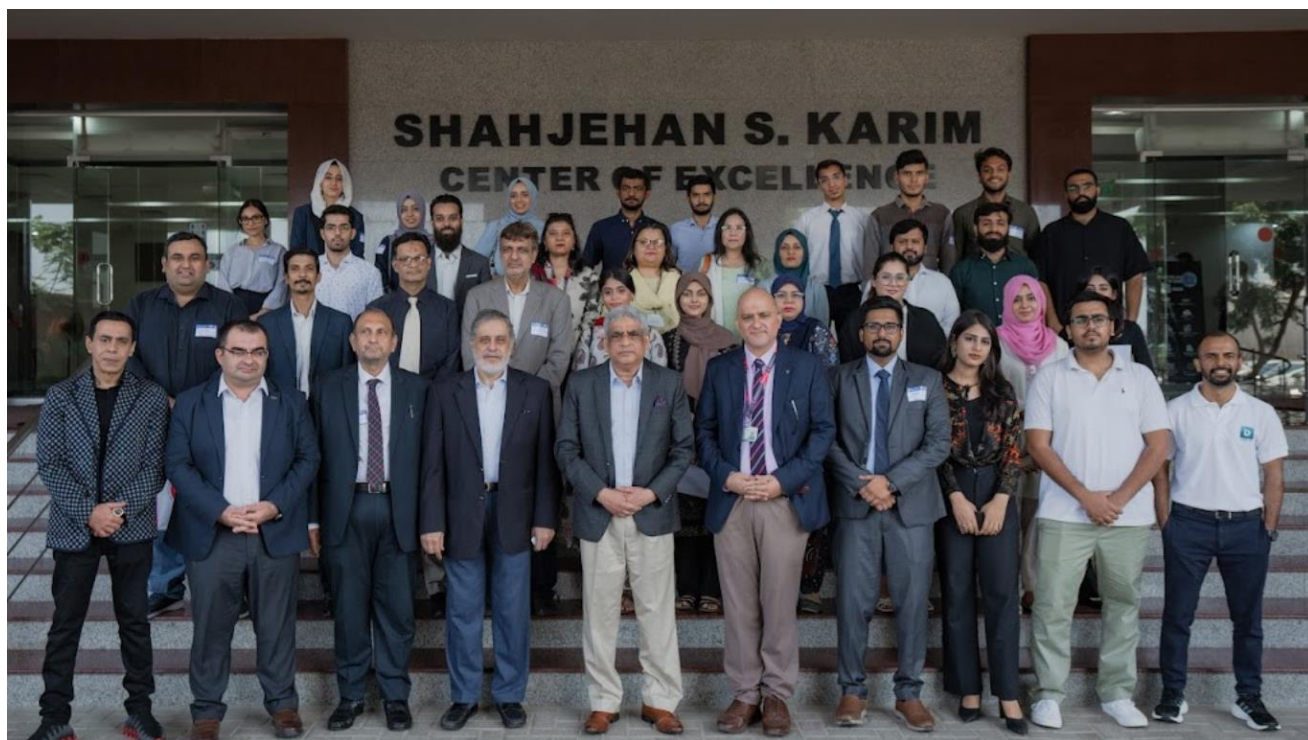
Mr. Ron Kozlowski's session on actuarial science held at IoBM

Mr. Ron Kozlowski, a distinguished Fellow of the Casualty Actuarial Society (CAS), delivered an insightful and engaging presentation to IoBM students today. The session explored the vast opportunities within actuarial science in today's data-driven world, with a special emphasis on actuaries specializing in general insurance.

The session, titled "Discover the CAS Actuarial Pathways: Learn How to Clear the Actuarial Exams and Explore New Opportunities with CAS," featured Mr. Kozlowski emphasizing the importance of rigorous study, analytical thinking, and staying current with industry trends. He encouraged students to join CAS as associate members, providing them access to continuing education and professional development resources. He also highlighted the value of passing CAS exams and engaging with local actuarial organizations to further enhance career prospects.

The session was arranged by IoBM's Placement & International Cooperation Department in coordination with SHMA Consulting, a key partner in recruitment and development of IoBM's Actuarial Science and Risk Management (ASRM) and Mathematics & Statistics programs. Key contributions were made by Mr. Shariq Zia, People and Culture Lead, and Syed Moosa Ali, Senior Actuarial Manager, SHMA Consulting. The session was attended by students, senior faculty and Head of ASRM & Mathematics.

Mr. Ron Kozlowski's session on actuarial science at IoBM aligns with the Sustainable Development Goals (SDGs) through **SDG 4: Quality Education**, as it fosters specialized learning in actuarial science, enhancing students' skills in risk management and general insurance. Additionally, the session supports **SDG 8: Decent Work and Economic Growth** by preparing students for careers in an in-demand profession, encouraging professional development, and promoting industry readiness. This initiative strengthens both educational quality and employment opportunities.



Shahjehan Syed Karim Incubation Center, IoBM hosts Cohort-3 graduation ceremony

The Shahjehan Syed Karim Incubation Center (SSKIC) at the Institute of Business Management (IoBM) held the Cohort-3 Graduation Ceremony on Saturday, September 21, 2024, celebrating the achievements of five start-ups that completed the 6 month incubation process. These start-ups were recognized for their innovative approaches to addressing social needs and becoming self-sufficient businesses. Present at the occasion were Mr. Talib Karim, President of IoBM; Mr. Zubair Tufail, CEO of Tufail Chemical Industries Ltd., Honourable Guest of Honor; Mr. Imran Haleem Sheikh, Deputy CEO of Bank Islami, was the Chief Guest, who addressed the audience via video message; and Syed Azfar Hussain, Program Director of the National Incubation Center (NIC), Karachi. The event was attended by corporate executives, venture capitalists, and industry experts. The ceremony marked a major milestone for Pakistan’s entrepreneurial ecosystem, with these start-ups set to make significant contributions to the country’s socio-economic development.

During his speech, Mr. Zubair Tufail emphasized the importance of innovation in Pakistan’s business landscape. He praised the start-ups, calling them the future of Pakistan’s economy. “Their commitment to innovation and social responsibility will play a pivotal role in addressing the country’s challenges and unlocking new economic opportunities,” Mr. Zubair said. Mr. Imran Haleem Sheikh stressed the need to foster innovation and commended SSKIC for its guidance to start-ups. He advised aspiring entrepreneurs to embrace learning from failure.

Mr. Raza Abbas, Head of SSKIC-IoBM, expressed optimism for the future, praising the resilience and creativity of the entrepreneurs. He emphasized that their ventures would significantly contribute to Pakistan’s economic growth and social impact. The event was organized by Mr. Raza Abbas and his team, Agha Muhammad Hassaan and Zehra Farooqui, with iobm student volunteers.

The graduating start-ups included: Zarai Baramdaat, Filtresha, Jeanius Digital, 1Archiver, and DIGIBOOKS. Valedictorian Shahroz Ali, founder of Zarai Baramdaat and an IoBM graduate, credited SSKIC for providing resources and direction essential for scaling his venture. Alumni speaker Bilal Afridi, founder of Creative3D Printers (Cohort-1), shared his journey of transforming an idea into a successful business.

The Shahjehan Syed Karim Incubation Center (SSKIC) at IoBM, through its efforts in fostering innovation and supporting startups, aligns with several Sustainable Development Goals (SDGs). For instance, it contributes to **SDG 8: Decent Work and Economic Growth** by promoting entrepreneurship and job creation through the incubation of new businesses. Moreover, by supporting startups like Zarai Baramdaat, which focuses on agricultural exports, it also aids in **SDG 2: Zero Hunger** by encouraging innovation in agriculture, which can lead to improved food security

Graduating Start-ups

The start-ups that graduated from Cohort-3 are as follows:

- **Zarai Baramdaat:** Areeba Ali, Shahroz Ali, Hassaan Sohail
- **Filtresha:** Shahma Aroob, Shaheer Hussain, Hadia Sabah, Khadija Aslam
- **Jeanius Digital:** Sharjeel Ahmed, Shazim Ali Mughal, Mohammad Ahmed
- **1Archiver:** Ali Adil, Ali Zafar, Fiza Khan, Syed Sanan, Moiz Jokhio, Shafia Bahar
- **DIGIBOOKS:** Rida Zainab, Aurangzaib Alamgir, Waqar Alamgir



SSKIC-IoBM hosts second workshop for UNESCO Entrepreneurship Education Network (UNESCO EE-Net)- Pakistan Chapter

UNESCO Entrepreneurship Education Network (UNESCO EE-Net)- Pakistan Chapter had its second workshop of its Start-up Readiness Program on Saturday, September 21, 2024, which was designed and hosted at the Shahjehan Syed Karim Incubation Center (SSKIC), Institute of Business Management (IoBM), Karachi. The session, titled "Idea to Impact: Building a Winning Business Model that Thrives", was led by Mr. Azhar Rizvi, CEO of Cambridge Advisors Network.

Mr. Rizvi introduced participants to the Lean Business Model Canvas, a powerful tool for developing agile and efficient business strategies. He explained the nine essential building blocks, covering everything from value proposition and customer segments to channels and revenue streams.

To enhance the learning experience, Mr. Rizvi provided each group with a Business Model Canvas template to apply to their own start-ups. This hands-on exercise allowed participants to refine their business models and identify key areas for improvement. The interactive session also featured real-life examples from Mr. Rizvi's vast consulting experience, illustrating how successful businesses maintain a lean and adaptive approach to thrive in competitive markets.

Mr. Raza Abbas- Head of Incubation and Focal Person: UNESCO EE Net presented souvenirs to our distinguished trainer and prizes were awarded to the best-performing participants who demonstrated clear understanding and application of the lean business model concepts. The session not only equipped attendees with valuable skills but also fostered a spirit of innovation and entrepreneurship among the start-ups.

The second workshop for UNESCO EE-Net hosted at the Shahjehan Syed Karim Incubation Center (SSKIC), IoBM, aligns with several Sustainable Development Goals (SDGs). Specifically, it supports SDG 8: Decent Work and Economic Growth by equipping participants with entrepreneurial skills.

through the Lean Business Model Canvas, promoting economic resilience. Additionally, it contributes to SDG 4: Quality Education by providing practical, hands-on learning experiences to enhance business knowledge, fostering innovation and inclusive, sustainable business development.

In addition to SDG 8 (Decent Work and Economic Growth) and SDG 4 (Quality Education), the workshop also relates to **SDG 9: Industry, Innovation, and Infrastructure**. The focus on building agile, lean business models fosters innovation and entrepreneurship, which are key components of promoting sustainable industrialization and innovation. Moreover, by supporting start-ups and promoting entrepreneurial thinking, the workshop contributes to developing resilient infrastructure and industries



Seasoned playwright Mr. Ali Moeen unveils the art of screenwriting to IoBM students

The Institute of Business Management (IoBM) hosted an inspiring guest speaker session featuring renowned playwright and screenwriter Mr. Ali Moeen, who offered valuable insights to BS Media Studies students specializing in screenwriting. Held on Saturday, September 21, 2024, the event was coordinated by Muhammad Omar Iftikhar, Senior Assistant Manager at MARCOM, IoBM. Before the session, IoBM faculty member Muhammad Faraz interviewed Mr. Ali Moeen for the podcast *Urdu Aj Kal*, produced by IoBM, where Mr. Moeen reflected on his career and experiences in the media industry. Following the podcast, Mr. Moeen delivered a thought-provoking and engaging lecture, providing students with practical advice on becoming successful screenwriters.

In his lecture, Mr. Moeen highlighted the importance of developing a habit of reading and keenly observing society. He encouraged students to find inspiration in everyday life and explore meaningful themes for their stories. His insightful guidance offered aspiring writers practical tips for honing their craft and creating impactful narratives. The event was well-received by both students and faculty, who appreciated the opportunity to learn from one of Pakistan's most distinguished screenwriters.

The guest speaker session featuring Mr. Ali Moeen at IoBM setting standards for SDG 4: Quality Education by promoting inclusive and quality education through knowledge-sharing on screenwriting, a valuable skill for media students. His emphasis on reading and observing society also supports SDG 10: Reduced Inequalities, as it encourages diverse storytelling that can give voice to underrepresented communities, fostering a more inclusive media landscape.



UNESCO EE Net- Pakistan- Start-up Readiness Launch

The Pakistan Chapter of the UNESCO Entrepreneurship Education Network (UNESCO EE-Net) launched the pilot Start-up Readiness Program on Saturday, September 14, 2024. The program was held and conceptualized at the Shahjehan Syed Karim Incubation Center (SSKIC) at the Institute of Business Management (IoBM), Karachi. The event featured a workshop on “Mindset Shift: Innovating with Purpose & Sparking Entrepreneurial Thinking”, attended by students from leading public and private universities as well as TVET vocational institutions. Mr. Raza Abbas, Head of SSKIC-IoBM and the focal person for UNESCO EE-Net, highlighted the significance of the network, sharing that IoBM has the distinct honour of being appointed the national chapter of UNESCO EE-Net in Pakistan, the first of its kind in the country’s history.

The workshop’s resource persons were Mr. Raza Abbas and Ms. Naureen Ghaffar, Managing Director of Agile Global Consultancy, Executive Committee Member of the Rawalpindi Chamber of Commerce and Industry, and an alumna of IoBM. Mr. Raza initiated the training session by sharing a video on the significance and the rules of high-performance teamwork. He set the foundation by introducing an activity where participants could develop a "purpose reservoir" to self-motivate and reflect during their start-up journey. He also shared the effectuation framework for igniting entrepreneurial thinking, outlining its five principles. He inspired the importance of developing an agile mindset and discussed tools for cultivating an agile and purposeful mindset through 11 specific tools. Ms. Naureen Ghaffar underscored the value of conducting individual SWOT analyses for business, after which groups of participants were formed to collaborate toward the common goal of business success.

The group did their SWOT analysis as well for much better clarity in the execution of the business idea. Participants learned the business execution process as we shared real-time experiences along with case studies. Key aspects focused on were developing patience in dealing with the stakeholders, taking calculated risks, understanding the viability of a business idea in such a way that it can be

commercialized, having the right team members to make things happen in the right direction, having a set of KPIs defined for the team members to avoid any sort of conflicts. Overall, the essence of the session to create an entrepreneurial mindset seems to have been achieved as the participants were enjoying the pressures of real-time business experience and will be vigilant in their business journey.

Dr. Imran Batada, Chief Digital Officer and Director of CIT at IoBM, was the Chief Guest. He was pleased to see an interactive audience, inspiring the participants by highlighting the opportunities available for start-ups, and he praised the excellent work of the SSKIC team. The Start-Up Readiness Program is a game-changing initiative designed to improve the quality of start-ups in incubation centers and increase their retention throughout the start-up journey.

The **UNESCO EE-Net Start-up Readiness Launch** aligns with the **Sustainable Development Goals (SDGs)** in several ways. It promotes **SDG 4: Quality Education** by providing entrepreneurial skills and mindset training to students from diverse educational institutions, enhancing their ability to innovate and create sustainable business solutions. Additionally, it supports **SDG 8: Decent Work and Economic Growth** by fostering entrepreneurial thinking, which can lead to job creation and sustainable economic development.

Summary of Start-Up Readiness Program:

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

The program consists of four interactive workshops from September 14 to October 5, 2024.



Delegation representing leading Malaysian Universities visits IoBM

A delegation representing various Malaysian universities visited the Institute of Business Management (IoBM) on Saturday, September 14, 2024. The guests included senior representatives from prominent institutions such as Universiti Kebangsaan Malaysia (UKM), Universiti Putra Malaysia, Universiti Teknologi Malaysia, Asia Pacific University of Technology and Innovation, among others. The Chief Guest of the event was His Excellency Herman Hardynata Bin Ahmed, the Consul General of Malaysia.

Present at the occasion representing IoBM were Mr. Talib S. Karim, President; Mr. Bashir JanMohammad, Chancellor; Dr. Muhammad Abbas, Dean of CCSIS; Dr. Muhammad Kashif, Dean of CBM; Dr. Nadia Ayub, Dean of CESD, along with Heads of Departments, faculty members, and management. Mr. Zubair Bandukda, President of the Textile Institute of Pakistan; Dr. Mansoor uz Zafar Dawood, Vice Chancellor of ILMA University; and Dr. Kashif Mehmood, Director of KASBIT were also present.

The visit aimed to strengthen academic collaborations, explore potential partnerships, and discuss opportunities for enhancing student exchanges and research initiatives between IoBM and the visiting Malaysian universities. This gathering marked a significant step toward fostering international educational ties and building robust networks for academic and research development.

The program began with a recitation of verses from the Holy Quran by Hafiz Humayun Baig. Ms. Juveria Baig, Head of Internship, Placement and International Office, served as the Master of Ceremonies. She provided a detailed overview of IoBM's academic, research, and extracurricular activities. She also emphasized IoBM's strong associations with several Malaysian universities and

highlighted the fact that many IoBM faculty and management members have completed their PhDs at universities in Malaysia.

In his opening remarks, Mr. Talib S. Karim warmly welcomed the guests and expressed his gratitude to the Consul General of Malaysia for supporting the visit. He highlighted the close and cordial relations Mr. Bashir JanMohammad has maintained with Malaysia and mentioned that IoBM is frequently invited to meetings hosted by Mr. JanMohammad when Malaysian universities and government officials visit Pakistan. The President of IoBM also noted that IoBM has several active MoUs with Malaysian universities. He emphasized the strong bond between Pakistan and Malaysia, which has fostered ongoing collaboration, and expressed confidence that this partnership will continue to grow. He further called for additional research collaborations and faculty exchanges, encouraging IoBM faculty members who have completed their PhDs to consider pursuing post-doctoral opportunities in Malaysia to gain international exposure.

In his speech, His Excellency Herman Hardynata Bin Ahmed, Consul General of Malaysia, praised Mr. Bashir JanMohammad for his pivotal role in strengthening ties between Pakistan and Malaysia. He announced Malaysia's plans to open a trade office in Karachi to streamline and enhance trade and economic activities between the two countries. Furthermore, he emphasized the need for a formal partnership in the field of education, promoting greater collaboration and exchange between academic institutions in both countries.

Earlier, in his welcome remarks, Mr. Bashir JanMohammad shared his experience with the former Prime Minister of Malaysia, Mr. Mahathir Mohamad, and expressed his admiration for the Malaysian people and the opportunities the country offers. He paid tribute to the late Founder President of IoBM, Mr. Shahjehan S. Karim, acknowledging his vision and efforts in establishing the institution. Mr. JanMohammad noted that while IoBM is producing graduates, there are limited job opportunities available, emphasizing that fields such as artificial intelligence and data science represent the future. He called for increased communication and collaboration with Malaysian universities and highlighted IoBM's commitment to providing scholarships and financial aid to its students.

Mr. Novie Tajuddin, Chief Executive Officer of Education Malaysia Global Services (EMGS), presented the theme of the event and highlighted the importance of fostering international collaborations in higher education. He emphasized the role of global partnerships in enhancing academic standards, facilitating student and faculty exchanges, and promoting research initiatives between Malaysia and Pakistan. Mr. Tajuddin expressed his optimism about the future of educational ties between the two nations, stressing that such initiatives would not only benefit the institutions involved but also contribute to the broader development of the region's academic and research capabilities.

The recent visit by a delegation representing leading Malaysian universities to the Institute of Business Management (IoBM) supports SDG 17: Partnerships for the Goals by fostering international academic collaborations. The discussions on potential partnerships, student exchanges, and research initiatives directly contribute to strengthening the global network for education, which is essential for sustainable development. Moreover, the visit highlights the importance of SDG 4: Quality Education, as the collaboration aims to improve research and higher education standards between the two countries.



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.



PEC Re-Accreditation Visit for B.E. Electrical Program

The Pakistan Engineering Council (PEC) re-accreditation visit for Batch 2020 onwards for the BE Electrical program took place on July 29 and 30, 2024. The visiting team consisted of Engr. Prof Dr. Najam ul Islam, VC Namal University, Mianwali, who served as the Team Leader; Engr. Prof Dr. M. Nasir Khan from GCU Lahore; Engr. Dr. Muhammad Saeed Musavi from FAST-NUCES, Islamabad; Engr. Dr. Saqib Jamshed Rind from NED UET, Karachi; and Engr. Mujeeb Ur Rehman Khalil as the PEC Representative. The PEC team arrived at 9:00 am on the first day and was warmly received by the HEI representatives. Following a visit to the office of the Rector, IoBM, the Head of the Electrical Engineering Department, Dr. M Imran Majid welcomed everyone and presented the key features of the program, including Program Educational Objectives (PEOs), Program Learning Outcomes (PLOs), curriculum and learning processes, continuous quality improvement, and industrial linkages.

Following the introductory session, the team was split into two groups. Group 1, led by the Team Leader, toured the facilities across the campus. Meanwhile, Group 2, comprising Program Evaluators (PEVs), inspected specific lab facilities, computer labs, and project labs. They focused on safety measures, the adequacy of well-equipped and furnished labs, and the conduct of program-specific labs and classroom lectures. They found that all facilities met the required standards.

After visiting the campus, the review team discussed various topics such as admissions, student attendance, prospectus, course files, faculty research, seminars, workshops/conferences, faculty training, and a safety orientation program. They also reviewed the Final Year Project (FYP) reports. During the afternoon session, the review team interacted with students, faculty members, lab engineers, technical staff, and supporting staff. Subsequently, they also had an interaction session with the Examination, QEC, Placement Bureau, Safety Committee, Registrar, and Treasurer. The

team reviewed documentation in the exhibit room and held a review meeting to summarize the major findings of Day 1.

On the second day, a meeting was held with the program's stakeholders, including seven alumni and two employers. The alumni provided feedback on the program, and Mr. Muhammad Asif Siddiqui, CEO of Sigma Ventures, shared insights on how the Industrial Advisory Board Members helped to improve the quality of the program. During this meeting, the observations from the two-day visit were shared, along with suggestions to further improve the program's quality. The PEC had on their last visit accredited EE Batch 2019 at Level II (Washington Accord compliant).

The recent Pakistan Engineering Council (PEC) re-accreditation visit for the B.E. Electrical program at IoBM aligns closely with several Sustainable Development Goals (SDGs), particularly **SDG 4: Quality Education** and **SDG 9: Industry, Innovation, and Infrastructure**. By ensuring that the program meets high educational standards and includes continuous quality improvement processes, the accreditation enhances the educational framework necessary for fostering innovation and sustainable industrial practices.



IoBM celebrates Pakistan’s Independence Day

The Institute of Business Management (IoBM) commemorated Pakistan’s 77th Independence Day with a spirited celebration on campus. on Wednesday, August 14, 2024. Present on this occasion was IoBM's senior leadership, including Mr. Talib Karim, President; Ms. Sabina Mohsin, Vice President, Foundation for Higher Education (FHE) and Chief Advisor; Prof. Dr. Tariq Rahim Soomro, Rector; Dr. Muhammad Kashif, Dean of College of Business Management (CBM); Dr. Muhammad Abbas, Dean of College of Computer Science and Information Systems (CCSIS); Dr. Nadia Ayub, Dean of College of Economics and Social Development (CESD); Heads of Departments (HoDs), faculty, management, and staff, who attended this event with their family members to honor the nation’s independence.

The ceremony began with the guards’ march past, followed by Mr. Talib Karim and Ms. Sabina Mohsin hoisting the national flag. As the flag ascended, the guards offered a formal salute, and the national anthem echoed through the campus, evoking a sense of pride and unity. The Master of Ceremonies was Mohsin Ali Ahmed, an IoBM student of BS Electrical Engineering, who also recited verses from the Holy Quran.

In his welcome address, President IoBM, Mr. Talib Karim, emphasized that the youth of Pakistan should remain committed to the nation, explore opportunities abroad, and ultimately return to Pakistan to serve their country. He was hopeful for the nation’s progress and a brighter future.

The celebration featured a cake-cutting ceremony, symbolizing the joy and achievements of the nation. Following this, Senior Leadership and HoDs, including President, Vice President FHE and Chief Advisor; Rector, and Deans, participated in a tree plantation drive, reinforcing IoBM’s dedication to environmental sustainability.

IoBM’s President and VP FHE and Chief Advisor also inaugurated the “Wall of Kindness,” a project initiated by IoBM’s student society, Social Welfare and Trust (SWAT), which aims to collect books,

clothing, and other items that can be distributed among the less-privileged. The Faculty Advisor, SWAT, Ms. Rabia Sabri, and students were also present. To make the day more enjoyable, the children had a great time playing in the jumping castle and participating in face-painting activities, which they thoroughly enjoyed. The event concluded with a traditional Pakistani breakfast that added to the festive spirit of the day.

IoBM's celebration of Pakistan's Independence Day aligns with the Sustainable Development Goals (SDGs), particularly SDG 4 (Quality Education) and SDG 15 (Life on Land). The event emphasized the importance of youth engagement and national development, reflecting a commitment to educational opportunities that foster responsible citizenship and community service, as seen in the tree plantation initiative and the “Wall of Kindness” project aimed at supporting less privileged communities. Such activities contribute to fostering sustainable practices and enhancing educational outreach within the community, embodying the essence of these global goals.

IoBM's Independence Day celebration was a heartfelt tribute to Pakistan's heritage and a reaffirmation of the Institute's commitment to contributing positively to the nation's progress. This event was jointly organized by the Departments of General Administration, Maintenance, Security, MARCOM, and Sports and Students Affairs.



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 Rangoonwala 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.



Oric-IoBM hosts a workshop on Mastering Qualitative Data Analysis with NVivo

Dr. Ather Akhlaq, Associate Professor of Health Informatics and Health Management and Director of ORIC at IoBM, conducted a comprehensive workshop on "Mastering Qualitative Data Analysis with NVivo" on June 29, 2024. This workshop provided in-depth training for researchers, students, and professionals in fields such as social sciences, business, and healthcare, enabling them to enhance their qualitative data analysis skills using NVivo software. Participants gained detailed insights into the NVivo interface, data import and organization, coding and annotation, data analysis techniques, visualizations and reporting, and best practices and tips. The workshop was divided into two sections: Introduction to NVivo and Data Collection and Analysis, offering a well-rounded learning experience.

The workshop on "Mastering Qualitative Data Analysis with NVivo" supports SDG 4 (Quality Education) by equipping researchers and students with the necessary tools to enhance their data analysis skills, fostering a culture of research excellence and evidence-based decision-making. Furthermore, contributing to SDG 9 (Industry, Innovation, and Infrastructure) by promoting the development of cutting-edge solutions to tackle cybersecurity challenges.



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

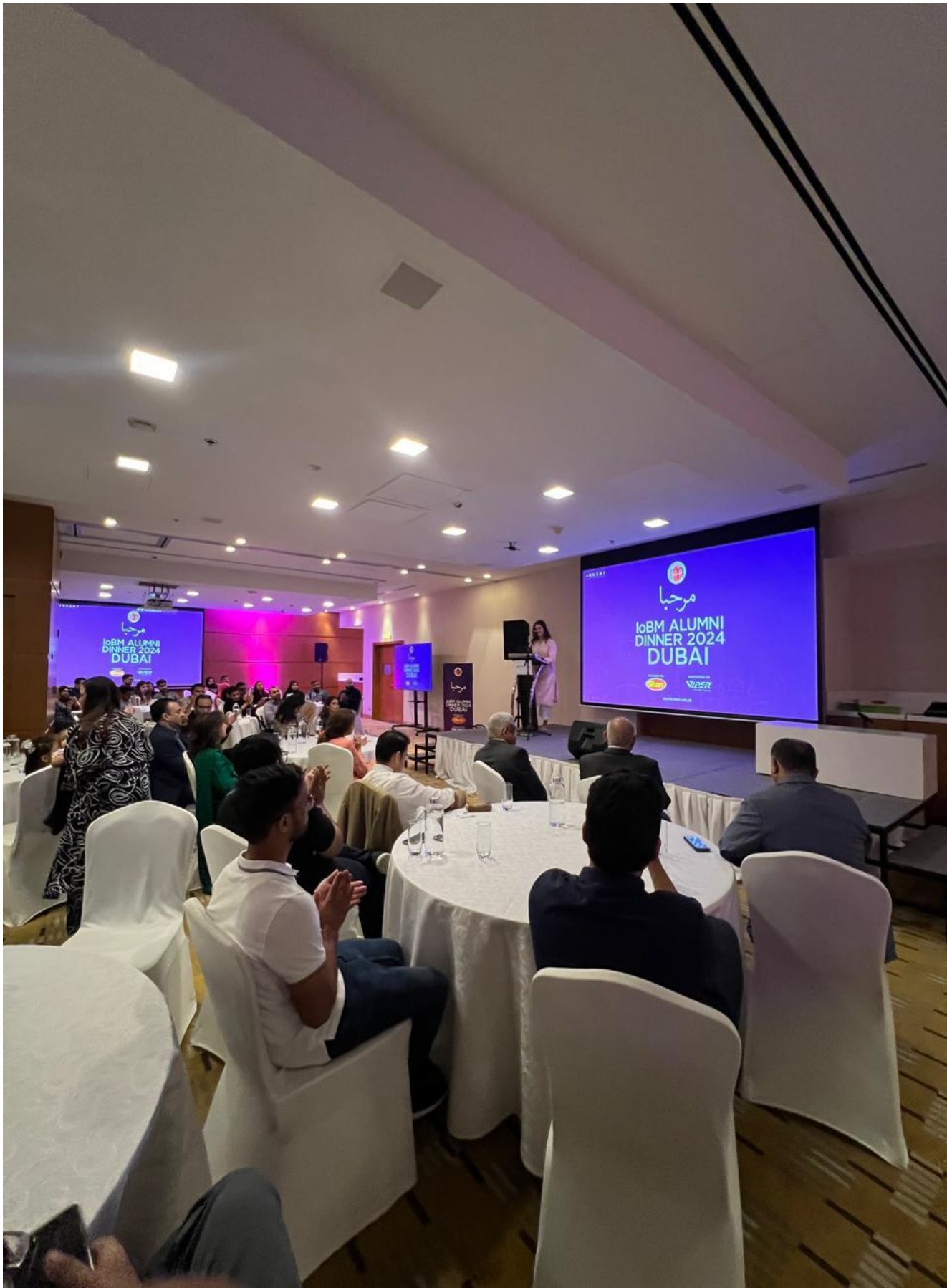
The event recognized students' hard work and encouraged networking, collaboration, and potential future employment opportunities. It facilitated the exchange of knowledge, inspired innovation, and strengthened the industry-academia linkage. Such events ultimately shape competent and industry-ready graduates. 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.



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.



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.



Speakers' Den: A Series of Empowering Workshops for Entrepreneurs

The Shahjehan S Karim Incubation Center (SSK-IC) hosted the "Speakers' Den." These workshops aimed to equip aspiring entrepreneurs with the knowledge and skills needed to navigate various aspects of their startup journeys. Each session was led by an expert speaker who shared their experiences and insights, providing valuable guidance to the participants.

Workshop 1: Getting Started: Securing Grants for Startups

Date: Monday, April 22nd, 2024

Speaker: Khushal Piracha

Khushal Piracha, Co-Founder and Funding & Partnerships Lead at Chiragh Education Technologies, focused on securing grants for startups. Drawing from his own journey and success story, Khushal guided participants in identifying their core problems and developing solutions. He shared practical tips on how startups can effectively position themselves to secure grant funding, emphasizing the importance of clearly defining and addressing the problem they aim to solve.

Workshop 2: How to Draft a Winning Pitch Deck for Grants

Date: Monday, April 29th, 2024

Speaker: Maira Siddiqui

The second workshop was led by Maira Siddiqui, the Founder of Chiragh Education Technologies and a startup grant winner. Maira shared her startup journey and provided detailed insights on crafting a winning pitch deck. She outlined the key elements that make a pitch deck compelling and successful in securing funding. Through presenting her own winning business idea, Maira demonstrated practical techniques and strategies that participants could apply to their own pitches, helping them enhance their chances of securing grants.

Workshop 3: Leadership and its Importance in Entrepreneurship

Date: Thursday, May 2nd, 2024

Speaker: McManis S. Lee

The final workshop in the series was conducted by McManis S. Lee, Section Chief, Public Affairs at the US Consulate.

The workshops hosted by the Shahjehan S Karim Incubation Center focused on entrepreneurial education, leadership, and financial empowerment, the event supports SDG 4 (Quality Education) through skill development, and SDG 8 (Decent Work and Economic Growth) by fostering entrepreneurship and economic opportunities. Furthermore, the emphasis on inclusive business practices and gender equity in leadership contributes to SDG 5 (Gender Equality), while promoting access to resources through grants and pitch strategies highlights efforts toward reducing inequalities, aligning with SDG 10 (Reduced Inequalities).



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.



IoBM Empowers **250+ Students** as Entrepreneurs Through BBSHRRDB Project



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IoBM Empowers 250+ Students as Entrepreneurs Through BBSHRRDB Project

The recently concluded four-month BBSHRRDB project, in collaboration with IoBM, witnessed 280 students earning their diplomas. This initiative holds the promise of transforming these students into knowledgeable individuals, budding entrepreneurs, and successful job creators. The graduating students showcased their viable business ideas at the Final Symposium for Batch XV of the BBSHRRDB program at IoBM.

The BBSHRRDB project at IoBM not only empowers over 280 students to become entrepreneurs but also aligns closely with several Sustainable Development Goals (SDGs). By fostering skills in entrepreneurship, the initiative supports **SDG 8: Decent Work and Economic Growth**, promoting sustainable economic growth and job creation. Furthermore, the project's commitment to inclusive education resonates with **SDG 4: Quality Education**, ensuring access to lifelong learning.

opportunities. This approach cultivates a culture of innovation and inclusivity, vital for addressing global challenges such as poverty, inequality, and climate change, thereby contributing to **SDG 1: No Poverty**, **SDG 10: Reduced Inequalities**, and **SDG 13: Climate Action**. Ultimately, the project exemplifies how higher education institutions can play a transformative role in achieving the SDGs and building resilient communities.

Distinguished industry leaders attended the Final Symposium to share their insights and feedback. They were: Hussein Hassanali, Khursheed K., Shayan Baig, Shoaib Mirza, Sumreen Noman Ansari, Muhammad Aftab Nehal, Iftikhar Arif, Asad Zaidi, Khushnood Aftab Shaikh, Faisal Hussain, Masroor Anwer, Shakeel Akhter, and Farhan Arif.



Institute of Business Management
appointed as the **National Chapter** of the

UNESCO

Entrepreneurship
Education Network (EE-Net)
in Pakistan

IoBM appointed as National Chapter of UNESCO EE-Net

The Institute of Business Management (IoBM) has been appointed as the National Chapter of the UNESCO Entrepreneurship Education Network (EE-Net) in Pakistan. In its role as a National Chapter, IoBM's Shahjehan Syed Karim Incubation Center (SSKIC) will spearhead efforts to advance entrepreneurship education across the country. This will involve organizing workshops, seminars, and other relevant activities aimed at raising awareness and nurturing entrepreneurial skills. By aligning with UNESCO's EE-Net objectives, IoBM seeks to cultivate a generation of innovative entrepreneurs who will contribute to sustainable economic and social progress, thereby supporting the UN Sustainable Development Goals.

The mission of UNESCO EE-Net is to foster a vibrant and dynamic community of entrepreneurs and educators passionate about promoting entrepreneurship education in the Asia-Pacific region, to

collect valuable insights from successful entrepreneurs to develop and update entrepreneurship education courses and materials, and to prepare a comprehensive seven-year plan for the EE-Net from 2024 to 2030. The Chapter will focus on tech start-ups with verticals including the Internet of Things, Artificial Intelligence, Agri-Tech, Health Tech, Ed-tech, Blockchain, and Metaverse.

The appointment of IoBM as the National Chapter of UNESCO's EE-Net focused particularly on SDG 4 (Quality Education) and SDG 8 (Decent Work and Economic Growth). By fostering entrepreneurship education, IoBM's Shahjehan Syed Karim Incubation Center is positioned to empower aspiring entrepreneurs, particularly in technology sectors like AI and Agri-Tech, contributing to economic resilience and innovation. Moreover, through targeted workshops and seminars, this initiative aims to address educational disparities, enhance employment opportunities, and support sustainable economic growth in Pakistan, thereby advancing the broader agenda of sustainable development as envisioned by the United Nations.



IoBM secures 2nd place in the 73rd Annual Flower Competition

We are thrilled to announce that the Institute of Business Management (IoBM) has secured the second position among all educational institutes in the esteemed 73rd Annual Flower Competition, organized by the Horticultural Society of Pakistan. This achievement not only showcases IoBM's commitment to excellence but also highlights our contribution to creating a visually captivating and environmentally friendly campus environment. Lt Col (R) Muhammad Faraz, Senior Manager overseeing Maintenance, Security, and Proctor Office, IoBM received the prize on behalf of IoBM.

As part of our commitment to the Sustainable Development Goals (SDGs), IoBM's recognition in the 73rd Annual Flower Competition reflects our dedication to fostering sustainable practices within our campus environment. This achievement aligns with SDG 11 (Sustainable Cities and Communities), emphasizing the importance of creating green spaces that promote biodiversity and enhance community well-being. Furthermore, our initiatives support SDG 4 (Quality Education) by providing an enriching environment for learning and personal development, ultimately contributing to a holistic educational experience for our students.



President’s Merit Scholarship Ceremony 2022-23

Institute of Business Management (IoBM) organized the President's Merit Scholarship Ceremony 2022-23 on Wednesday, February 28, 2024. Nineteen meritorious students were presented with the certificates in a ceremony attended by the proud parents of these students. Present on this occasion were IoBM’s Mr. Bashir Janmohammad, Chancellor; Mr. Talib S. Karim, President; Ms. Sabina Mohsin, VP, FHE and Chief Advisor, IoBM; Dr. Muhammad Kashif, Dean CBM; Brig. Prof. Dr. Muhammad Abbas, Dean CCSIS; Dr. Nadia Ayub, Dean CESD; HoDs, management, and faculty.

The President's Merit Scholarship Ceremony 2022-23 was planned and organized under the leadership of Ms. Sabina Mohsin, Vice President, Foundation for Higher Education and Chief Advisor, IoBM. She received complete facilitation from the Admissions Department and the Financial Assistance & Scholarship Department ensuring the success of the event.

While speaking on the occasion, Mr. Talib Karim expressed his delight in hosting this annual event that recognizes high-achieving students. He added that a significant number of the accomplished students present are girls. He underscored the importance of cultivating a culture of learning and encouraged students to present themselves as future managers with confidence and professionalism. Mr. Bashir Janmohammad acknowledged the hard work of the parents of the meritorious students and encouraged students to aspire to be job creators. He urged them to dream big in their chosen fields and emphasized the values of punctuality, honesty, and adherence to rules.

This scholarship initiative aligns with the Sustainable Development Goals (SDGs), particularly SDG 4: Quality Education, which emphasizes inclusive and equitable quality education and promotes lifelong learning opportunities for all. By recognizing and supporting high-achieving students, the

Institute of Business Management (IoBM) contributes to the upliftment of future leaders, fostering gender equality (SDG 5) and economic growth (SDG 8). Moreover, through financial assistance programs, IoBM addresses barriers caused by financial disparities, supporting efforts to reduce inequality (SDG 10) and alleviate poverty (SDG 1), as outlined in the university’s commitment to societal development.

The MC of the event was Dr. Shagufta Ghauri. Associate Professor & HoD, Management and HRM. Parveen Shah, a student of BBA (Honors) and a recipient of the scholarship recited the verses from the Holy Quran. Parveen Shah received the scholarship for the fourth time, Madiha Zehra received it for the third time, and Muneeba Asif, Murtaza Hatim Bohra, Aiyaza Ahmed, Karim Amin and Armeen Arif received it for the second time. The event concluded with the revealing of the plaque with the names of the meritorious students.

List of Meritorious Students receiving the President's Merit Scholarship 2022-23

- Fatima Sarwar - BBA (Honors)
- Mahnoor Asif - BS Joint (Honors) Accounting & Finance
- Ammar Shahkar Sayied - BBA (Honors) - Awarded 2nd time
- Nawal d/o Syed Naster Junaid - BBA (Honors)
- Joshua David - BS Joint (Honors) Accounting & Finance
- Muneeba Ashraf - BS Joint (Honors) Accounting & Finance - Awarded 2nd time
- Saima Shiraz - BS (Entrepreneurship)
- Huda Shariq - BS (Honors) Accountancy, Mgmt. & Law
- Armeen Arif - BS (Actuarial Science & Risk Mgmt.)
- Ayiza Salman - BS (Economics, Media & IR) - Awarded 2nd time
- Murtaza s/o Hatim Bohra - BS Joint (Honors) Accounting & Finance - Awarded 2nd time
- Zoha d/o Syed Furqan Hussain - MBA
- Perveen Shah - BBA (Honors) - Awarded 4th time
- Aiyza Ahmed - BS Mathematics and Economics - Awarded 2nd time
- Karim Amin - BS (Social Entrp. & Social Leadership)- Awarded 2nd time
- Kinza Batool - MBA
- Muhammad Mohib Zafar - BBA (Honors) - Awarded 3rd time
- Illiyyaan s/o Murad - BBA (Honors)
- Zainab Imran - BS (Mathematics and Economics)
- Laiba Gul Durrani - BBA (Honors) - Awarded 3rd time
- Rimsha Kawaguchi - BS Joint (Honors) Accounting & Finance
- Madiha Zehra - BS (Data Science) - Awarded 3rd time
- Amaan Ali - BS (Entrepreneurship)
- Muhammad Waseem Siddiqui - MBA
- Yameena Nasir - BS Joint (Honors) Accounting & Finance - Awarded 3rd time
- Reheela Qadri - MBA
- Alvina Aamir - BS Joint (Honors) Accounting & Finance - Awarded 2nd time
- Mehreen Hasan - BS (Psychology)
- Easha Kashif - BS Joint (Honors) Accounting & Finance - Awarded 2nd time
- Ayesha Ahmed - BBA (Honors)



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.



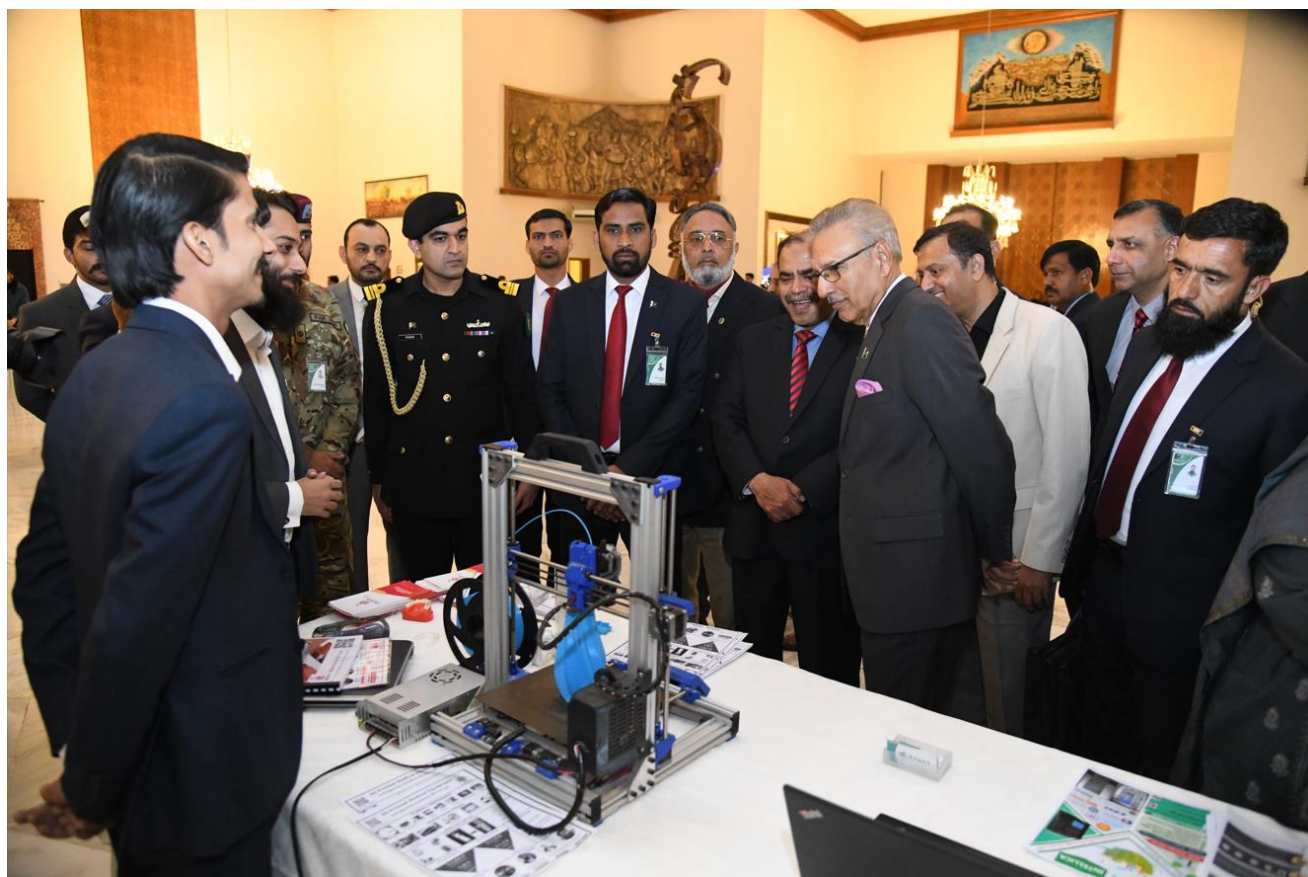
A discussion on academia-industry future held IoBM

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 resident startups shine at the 3rd National Idea Bank 2024

DigiBook and Creative 3D Printers Pvt Limited, two start-ups associated with the Shahjehan S. Karim Incubation Centre (SSKIC) at the Institute of Business Management (IoBM) were declared as top ideas at the third edition of the National Idea Bank (NIB). They were presented with the awards by the President of the Islamic Republic of Pakistan, Dr. Arif Alvi, at a ceremony held at the President's house on Thursday, February 15, 2024. DigiBook topped the competition as the national winner whereas Creative 3D Printers Pvt Limited (for presenting their '3D Printed Medical Device'), an alumnus start-up at SSKIC's Cohort-I was ranked among the top 10 at the NIB grand finale. Both start-ups have been selected to visit Silicon Valley for mentorship and networking sessions to enhance and evolve their business ideas. This event was organized by the National University of Technology (NUTECH) in collaboration with ASPIRE Pakistan.

The awards were presented to Aurangzaib Alamgir, Founder of DigiBook and Entrepreneur in Residence at SSKIC-IoBM, and to Bilal Afridi, Co-Founder and COO of Creative 3D Printers Pvt. Limited. Founder and Director of Creative 3D Printers Pvt Limited, Atif Baig, an IoBM alumnus, was also present. The Co-founder of DigiBook, Rida Zainab, is also an IoBM alumna. The start-ups were accompanied by Mr. Raza Abbas, focal person of the National Idea Bank at IoBM, and the Head of Incubation at SSKIC-IoBM.

The SSKIC was established by IoBM's Management with a vision to foster creativity and management skills among the youth as the Institute envisions 20% of its students becoming entrepreneurs. While addressing the occasion, President Dr Arif Alvi called for providing an enabling environment for youth to nurture their intellectual abilities and benefit from their innovative ideas for the country's prosperity. "Pakistani youth are blessed with enormous potential, brilliant minds, and

bright ideas; however, they needed an appropriate platform to transform their ideas into competitive and quality products to increase the country’s exports and reduce imports,” he remarked while addressing the season finale of the third edition of National Idea Bank.

To connect the achievements of DigiBook and Creative 3D Printers with the Sustainable Development Goals (SDGs), both projects align with key global targets, including **SDG 3: Good Health and Well-being**, **SDG 9: Industry, Innovation, and Infrastructure**, and **SDG 4: Quality Education**. Creative 3D Printers' focus on innovative 3D-printed medical devices directly contributes to **SDG 3** by improving healthcare access and medical solutions, particularly in developing medical technology to address local health challenges. Similarly, DigiBook's digital educational platform aligns with **SDG 4**, enhancing educational quality and accessibility through technology, which also supports **SDG 9** by fostering innovation in the education sector. Furthermore, their success highlights the role of entrepreneurship and innovation in advancing **SDG 8: Decent Work and Economic Growth**, as these start-ups create new job opportunities and promote sustainable business practices.



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.



IoBM Secures 7th Place in HEC Men's Chess Championship

The IoBM Boys Chess Team has secured the 7th position at the HEC All Pakistan Intersarsity Chess Men Championship 2023-24. It was hosted by the Liaquat University of Medical and Health Sciences (LUMHS), Jamshoro, Sindh, from January 13 to 15, 2024, at LUMHS Gymnasium under the aegis of HEC.

Among the 20 universities representing Pakistan in the Championship, the IoBM Boys Chess Team demonstrated exceptional skill, earning them the 7th position in the overall standings. This remarkable achievement reflects the unwavering dedication, hard work, and strategic prowess displayed by our team members throughout the competition. Notably, this marked IoBM's inaugural participation in the HEC All Pakistan Intersarsity Chess Championship.

The journey of our team in the Chess Championship not only brought pride to our university but also was a source of excitement and a sense of accomplishment within the Chess community. The team's impressive performance led it to defeat much experienced opponents in the initial three rounds. By Round 4, IoBM acquired the third place in the points table, showcasing their competence and resilience.

The impressive performance of the IoBM Boys Chess Team at the HEC All Pakistan Intersarsity Chess Championship aligns with Sustainable Development Goals (SDGs) such as Quality Education (SDG 4) by fostering a culture of strategic thinking and teamwork through chess, the university is not only enhancing educational outcomes but also promoting skills that are essential for future professional success. Such initiatives contribute to building resilient communities and empowering individuals to achieve their potential, ultimately advancing the global commitment to sustainable development.



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.



IoBM and TIP sign MoU

The Institute of Business Management (IoBM) and the Textile Institute of Pakistan (TIP) formalized their partnership by signing a memorandum of understanding (MoU) on Tuesday, October 1, 2024. This agreement underscores their shared commitment to advancing research, innovation, commercialization, education, and training, while also highlighting the crucial role of incubation centers in fostering knowledge transfer and information exchange. The MoU was signed by Mr. Talib S. Karim, President of IoBM, and Dr. Zubair Bandukda, President of the Textile Institute of Pakistan. The Master of Ceremonies was Ms. Juveria Baig, HoD, Internship, Placement and International Office, IoBM.

The MoU recognizes several areas of mutual interest for collaboration, including joint research projects, knowledge sharing, and capacity-building activities, as well as organizing seminars, conferences, workshops, and support for student entrepreneurs, among other initiatives. IoBM has appointed Dr. Syed Adeel Ali Shah, Head of the Logistics & Supply Chain Department, as the coordinator for liaising, coordinating, and facilitating communication between the two institutions. His responsibilities also include identifying areas of mutual benefit across various schools and departments within both organizations. Dr. Adeel Shah was instrumental in the planning and

successful finalization of this MoU, with additional support from Syed Faraz Ali, Manager of ORIC at IoBM, who also played a key role in facilitating the process.

The MoU signed between IoBM and the Textile Institute of Pakistan (TIP) directly contributes to several United Nations Sustainable Development Goals (SDGs). **SDG 4 – Quality Education** is a key focus, as the partnership emphasizes research, innovation, and capacity-building activities, enhancing educational opportunities through joint seminars, conferences, and workshops. The collaboration also supports **SDG 8 – Decent Work and Economic Growth** by fostering entrepreneurial initiatives and creating opportunities for student entrepreneurs, ultimately contributing to job creation and economic development within the textile industry. By emphasizing research and innovation, the MoU aligns with **SDG 9 – Industry, Innovation, and Infrastructure**, driving technological advancements and strengthening industry infrastructure. Finally, the partnership promotes **SDG 17 – Partnerships for the Goals**, as it encourages knowledge sharing and collaboration between educational institutions, fostering sustainable growth through strengthened partnerships and knowledge transfer. Through these initiatives, the MoU supports sustainable economic development and innovation in the textile sector.



Inauguration of IoBM's Newly Fabricated In-house Cricket Nets

The Sports and Student Affairs Department at the Institute of Business Management (IoBM), in collaboration with the IoBM Cricket Team, inaugurated the newly fabricated in-house cricket nets on Tuesday, October 8, 2024. The new facility is designed to enhance training and net practice for IoBM's cricket players, offering them a professional-grade space to refine their skills and techniques. The inauguration ceremony was led by Mr. Talib Karim, President of IoBM, with key attendees including Mr. Riaz Akbar Contractor, Head of the Sports and Student Affairs Department (SSAD); Mr. Nabhan Karim, Head of MARCOM; Mr. Hasan Irfan, Assistant Manager of SSAD; and members of the IoBM cricket team.

This initiative is part of IoBM's continued efforts to promote sports and provide top-notch facilities to its students. The addition of the in-house cricket nets is expected to have a significant positive impact on the performance and motivation of the cricket players. By having a dedicated space for regular practice, the players can hone their skills consistently and improve their gameplay. The availability of these nets will enable the team to simulate match conditions during training, helping them build better strategies and enhance their focus. Moreover, this facility will boost the morale of the players by showing them the institution's commitment to their development, potentially leading to stronger team performance in intercollegiate and inter-university tournaments. This modern infrastructure is seen as a crucial step in helping IoBM's cricket team achieve greater success on the field.

The inauguration of IoBM's newly fabricated in-house cricket nets directly contributes to several United Nations Sustainable Development Goals (SDGs). **SDG 3 – Good Health and Well-Being** is central to the initiative, as the facility promotes physical activity, fitness, and overall well-being among students through enhanced sports training. By providing a professional-grade space for consistent practice, the project also supports **SDG 4 – Quality Education**, fostering a holistic learning environment that includes physical education as a vital component of student development. The investment in sports infrastructure aligns with **SDG 10 – Reduced Inequality**, as it offers equal opportunities for all students, regardless of their background, to engage in team sports and develop their skills. Furthermore, the development of this facility supports **SDG 11 – Sustainable Cities and Communities**, as it contributes to the creation of well-equipped, resilient, and inclusive educational environments. Through these efforts, the in-house cricket nets enhance student engagement and contribute to a healthier, more balanced academic life.



"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 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.



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.



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.



Pinktober Drive at IoBM

On October 23, 2024, the Social Welfare and Awareness Trust (SWAT), a student society at the Institute of Business Management (IoBM), organized an inspiring event called the Pinktober Drive to raise breast cancer awareness. Hundreds of participants came out for the event, all donning pink from head to toe, symbolizing solidarity and strength in the battle against breast cancer. The student members of SWAT, under the guidance of their dedicated faculty advisor, Ms. Rabia Sabri, meticulously organized the event, ensuring every detail was thoughtfully addressed.

The Pinktober Drive aligned with the United Nations Sustainable Development Goals (SDGs), prioritizing awareness, early detection, and community support for breast cancer survivors. Through various educational sessions, impactful discussions, and engaging activities, the initiative reaffirmed its commitment to SDG 3: Good Health and Well-Being, SDG 5: Gender Equality, and SDG 4: Quality Education.

The event commenced with a Breast Cancer Awareness Session for women, providing valuable information on preventive care and early detection methods. This session contributed to SDG 3 by advocating for more proactive healthcare strategies and empowering participants with the knowledge to manage breast cancer risks, thereby addressing UN global health targets aimed at combating non-communicable diseases.

Following this, the day featured a range of sessions and activities designed to empower participants while fostering a supportive community. Ms. Javeria Baig moderated an impactful panel discussion titled “Fighting Cancer,” where breast cancer survivors shared their stories of endurance and bravery. The esteemed panel included Dr. Salika, a breast cancer survivor with a PhD; Ms. Muneeba Ali, a proud survivor; Mr. Adil Naeem, CEO of Meri Pharmacy; and Dr. Farah, an experienced surgeon in this field. This discussion not only provided unique insights but also highlighted SDG 5: Gender Equality, shedding light on the additional challenges women face with breast cancer and the necessity for gender-based health solutions.

Immersive activities throughout the day reinforced the importance of community support, encouraging attendees to learn about breast cancer and how they could get involved. The focus on education and knowledge-sharing also aligned with SDG 4: Quality Education, underscoring the need for an informed society that understands risk factors, treatment options, and effective management strategies.

The Pinktober Drive 2024 at IoBM demonstrated the significance of education, community engagement, and unity in addressing the challenges posed by breast cancer. By aligning its objectives with the Sustainable Development Goals, the Pinktober Drive not only raised awareness but also contributed to a future where breast cancer awareness, prevention, and treatment are accessible and effective.

The Pinktober Drive at IoBM, organized by the Social Welfare and Awareness Trust (SWAT), directly contributed to key United Nations Sustainable Development Goals by raising awareness and fostering education on breast cancer. Through its focus on preventive care, early detection, and survivor support, the initiative advanced **SDG 3 – Good Health and Well-Being**, encouraging proactive healthcare practices to combat non-communicable diseases. By highlighting the unique challenges faced by women in battling breast cancer and advocating for gender-sensitive health solutions, it reinforced **SDG 5 – Gender Equality**, promoting equitable access to healthcare and empowering women through awareness. Additionally, the event’s educational sessions and knowledge-sharing activities supported **SDG 4 – Quality Education**, equipping participants with vital information to make informed health decisions and contribute to a more aware society. Together, these efforts demonstrate how community-driven initiatives can create meaningful impact by combining health advocacy, gender equity, and education.



Groundbreaking Research to Propel Pakistan’s Pharmaceutical and API Industry

Dr. Afaq Kazi, Associate Professor and Senior Consultant at the Institute of Business Management (IoBM), conducted an important study focused on the API (Active Pharmaceutical Ingredient) manufacturing industry in Pakistan. The research aimed to build a resilient API sector by reducing imports and boosting exports, ultimately contributing to the growth of Pakistan's pharmaceutical industry.

This case study was funded by the Pakistan Institute of Development Economics (PIDE) in collaboration with the Ministry of Planning, Government of Pakistan. It provided valuable insights into the current state of API manufacturing in the country, identifying key challenges and opportunities for development.

The findings were published in a Business Recorder article, which can be accessed through the provided link. This publication highlighted the significance of enhancing local API production capabilities, ensuring that Pakistan's pharmaceutical industry becomes more self-sufficient and competitive in the global market.

- [Link to the article published in Business Recorder](#)
- [Link to the case study](#)

Dr. Afaq Kazi’s research on strengthening Pakistan’s Active Pharmaceutical Ingredient (API) sector directly advances critical United Nations Sustainable Development Goals. By focusing on reducing import dependence and enhancing local production, the initiative contributes to **SDG 9 – Industry, Innovation, and Infrastructure**, fostering a stronger and more resilient pharmaceutical manufacturing base. At the same time, by aiming to improve access to essential medicines through domestic API development, the research supports **SDG 3 – Good Health and Well-Being**, ensuring that affordable and reliable healthcare solutions are available within the country. Furthermore, by identifying export opportunities and promoting competitiveness in the global pharmaceutical market, the study aligns with **SDG 8 – Decent Work and Economic Growth**, as it has the potential to generate employment, attract investment, and strengthen Pakistan’s economic standing. Together, these contributions highlight how targeted research and policy collaboration can drive sustainable growth in a sector vital to both public health and economic development.



CCSIS Students Experience the IT Landscape at Systems Limited

The College of Computer Science & Information Systems (CCSIS) at IOBM recently organized an industrial visit to Systems Limited for its third and final-year students. Dr. Khalid Mahboob, the Industrial Liaison Advisor, and Mr. Muhammad Sohaib Naseem, a faculty member at CCSIS, accompanied the students on the visit. This field trip provided students with an exceptional opportunity to explore the professional environment of one of Pakistan's leading IT companies. During the visit, students received a comprehensive office tour, where they observed the company's dynamic workplace and gained firsthand experience of the industry's workflow.

A key highlight of the visit was an insightful meeting with Yasir Abbas Merchant, the Research, Development, and Innovation (RDI) Manager, as well as the Academia Linkages Coordinator at Systems Limited. Mr. Yasir A. Merchant and his core team shared invaluable insights into the latest trends, challenges, and opportunities within the IT sector. The interactive session allowed students to ask questions and reassured them about the alignment of their academic skills with industry expectations. Overall, the visit was instrumental in bridging the gap between academia and industry, equipping students with practical knowledge and networking opportunities that will undoubtedly bolster their future careers.

This initiative aligns with the UN Sustainable Development Goals (SDGs) by supporting **SDG 4 (Quality Education)** through practical learning opportunities beyond the classroom, **SDG 8 (Decent Work and Economic Growth)** by equipping students with industry-relevant skills for future employment, **SDG 9 (Industry, Innovation, and Infrastructure)** by exposing them to innovative practices within Pakistan’s IT sector, and **SDG 17 (Partnerships for the Goals)** by fostering stronger collaboration between academia and industry.



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.



UNESCO EE Net-Pakistan & IoBM: Launch of She Leads - Women Founders Bootcamp

As part of Global Entrepreneurship Week 2024, the Shahjehan Syed Karim Incubation Center (SSKIC) proudly hosted the #SheLeads Women Founders Bootcamp. Organized in collaboration with IoBM and UNESCO Entrepreneurship Education | Pakistan Chapter, this transformative two-day event aimed to empower and equip aspiring women entrepreneurs with the skills and insights essential for their entrepreneurial journeys. Participants included representatives from Hunar Foundation's Emerge - Pakistan's First TVET. Incubator and students from IoBM's Entrepreneurship Degree Program, creating a diverse and inclusive platform for learning and growth.

Day 1: Financial Strategies for Sustainable Business Growth

Facilitator: Ms. Naureen Ghaffar, Managing Director of Agile Global Consultancy, Executive Member of RCCI, and IoBM alumna.

Key Highlights:

- Deep dive into effective financial management strategies for business scalability.
- Practical guidance on ensuring long-term business stability through informed financial decisions.

- Engaging discussions on sustainable business growth.

Day 2: Mastering the Art of Pitching and Business Planning

Facilitator: Ms. Ziana Sakhia, CEO of Bechlo.pk and IoBM alumna.

Key Highlights:

- Hands-on sessions focusing on creating impactful business plans.
- Mock pitching exercises to refine communication and persuasion skills.
- Product displays and interactive activities to help participants bring their ideas to life.

Event Details Dates: Monday & Tuesday **Time:** 10:00 AM to 1:00 PM

Venue: 2nd Floor, SSK Incubation Center, SSKCE Building

Each workshop included 3 hours of practical training and interactive learning, creating a vibrant and dynamic environment for participants.

Impact and Future Opportunities The bootcamp garnered an overwhelming response, with participants showcasing dedication and enthusiasm for building innovative, sustainable ventures.

Acknowledgements: Mr. Raza Abbas, Head of SSKIC and Focal Person for UNESCO EE Net-Pakistan Chapter, presented mementos to the trainers, acknowledging their contributions.

Next Steps:

- Top ideas from the bootcamp will be shortlisted for the SSKIC Cohort 4 Incubation Program, culminating in the final pitching round in December 2024.
- This initiative highlights IoBM and SSKIC’s commitment to fostering women’s entrepreneurship, breaking barriers, and nurturing the next generation of women leaders.

Participant Reflections Participants expressed gratitude for the opportunity to engage in this experiential learning journey. They appreciated the chance to develop their skills and gain confidence in launching and scaling their ventures. With programs like She Leads, IoBM continues to champion women’s empowerment and entrepreneurship in Pakistan.

The *She Leads – Women Founders Bootcamp*, organized by UNESCO EE Net-Pakistan and IoBM’s Shahjehan Syed Karim Incubation Center, directly contributed to several United Nations Sustainable Development Goals by fostering women’s entrepreneurship and innovation. By equipping aspiring women founders with financial management, business planning, and pitching skills, the initiative advanced **SDG 5 – Gender Equality**, empowering women to overcome barriers and actively participate in entrepreneurial ecosystems. Its focus on building sustainable ventures and preparing participants for incubation opportunities aligned with **SDG 8 – Decent Work and Economic Growth**, as it encouraged job creation, economic participation, and long-term business stability. Furthermore, by nurturing innovative business ideas and supporting scalable enterprise development, the bootcamp reinforced **SDG 9 – Industry, Innovation, and Infrastructure**, highlighting the role of women-led ventures in driving progress. Together, these efforts underscore IoBM’s commitment to empowering women as catalysts of inclusive and sustainable economic growth.



CCSIS hosts a session on Cybersecurity Careers

On November 28, the College of Computer Science and Information Systems (CCSIS), IoBM, organized a thought-provoking session titled "Navigating Careers in Cyber Security: Insights from Industry Expert." Invited as a guest speaker on the occasion was Mr. Muhammad Azam Mughal, CEO and Co-founder of SecureBeans

During the session, Mr. Azam shared invaluable insights into career pathways in cybersecurity, emphasizing the critical importance of continuous learning and adaptation in this rapidly evolving field. Drawing from his extensive experience in cybersecurity consulting and education, he encouraged participants to pursue relevant certifications and practical experiences to enhance their employability. His leadership in the industry positions him as a key figure in guiding aspiring professionals on how to navigate their careers effectively. At the conclusion of the event, the Dean of CCSIS, Brig. Prof. Dr. Muhammad Abbas and Industrial Liaison & Event Advisor, Dr. Khalid Mahboob, presented a token of appreciation to Mr. Mughal for his engaging and informative presentation.

The CCSIS session on "Navigating Careers in Cyber Security" directly advanced several United Nations Sustainable Development Goals by preparing students for careers in a critical and fast-growing field. By equipping participants with knowledge on career pathways, certifications, and

practical skills, the initiative supported **SDG 4 – Quality Education**, ensuring access to relevant, future-focused learning opportunities. Its emphasis on employability and workforce readiness aligned with **SDG 8 – Decent Work and Economic Growth**, as it encouraged students to pursue professional development that contributes to a skilled and resilient labor market. Furthermore, by highlighting the importance of cybersecurity in protecting digital infrastructure, the session reinforced **SDG 9 – Industry, Innovation, and Infrastructure**, underscoring the need for innovation-driven professionals to safeguard technological progress. Together, these efforts reflect IoBM’s commitment to preparing graduates for meaningful roles that strengthen both the economy and digital resilience.



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.



IoBM Recognized as First Pakistani University in the Business Graduates Association (BGA)

The Institute of Business Management (IoBM) is the first university from Pakistan to be an esteemed member institution of the Business Graduates Association (BGA), an international membership and quality assurance body of world-leading and high-potential business schools who share a commitment for responsible management practices and lifelong learning, and are looking to provide positive impact on their students, communities, and the economy as a whole. BGA is part of the same organization as the Association of MBAs (AMBA), the world's impartial authority on postgraduate management education.

As a BGA member institution, students of IoBM are able to access BGA's individual membership, which offers a range of tools and resources designed to support the professional and personal development of business students and graduates, free of charge. Tools available within the BGA member platform include CV building services, a job search function, skill assessments, thought-leadership, partner discounts and much more.

IoBM's recognition as the first Pakistani university to join the Business Graduates Association (BGA) aligns directly with several United Nations Sustainable Development Goals (SDGs). **SDG 4 – Quality Education** is prominently addressed, as this membership provides IoBM students with enhanced access to tools and resources for personal and professional development, fostering lifelong

learning and skill-building opportunities. Through the promotion of responsible management practices, IoBM’s membership also contributes to **SDG 8 – Decent Work and Economic Growth**, enabling students to pursue meaningful employment and entrepreneurial opportunities. The resources available, such as CV building services and job search functions, empower students to enhance their employability and contribute to economic growth. Additionally, the association with BGA emphasizes **SDG 9 – Industry, Innovation, and Infrastructure**, fostering innovation and leadership in business education, while strengthening connections between business schools globally. Through these initiatives, IoBM’s membership in BGA helps shape a more inclusive and responsible business education ecosystem, ultimately contributing to a more sustainable and prosperous future.



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.



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/1ulZFe5rdRVq1KHvYqShlLXsDdcjCCQJl/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.



Sustainability Report 2024