







## SUSTAINABLE GALS DEVELOPMENT GALS





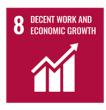






































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## President's Message – Talib S. Karim

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



## Rector's Message - Prof. Tariq Rahim Soomro



At IoBM sustainability is not an aspiration but a fundamental business strategy that the university and its stakeholders have embraced in its development path. We understand that ideas like climate change, quality education, outreach and equitable resource management cannot be fought within a single country. Many of our faculty and students collaborate in projects and research addressing the United Nations' Sustainable Development Goals; we emphasize creativity with sustainability.

loBM 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





The Institute of Business Management (IoBM) Quality Enhancement Department was established on April 2nd, 2008, under the visionary leadership of President IoBM, Talib S. Karim. Its inception marked a significant milestone in IoBM's commitment to excellence in education and continuous improvement. Since its establishment, the department has played a pivotal role in enhancing the quality of education and fostering a culture of innovation and academic rigor at IoBM. The quality enhancement cell is duly recognized and ranked in top "W" category by Quality Assurance Division of HEC.

#### **VISION**

The Quality Enhancement Cell (QEC), Institute of Business Management, aims to be one of the leading centers ensuring the highest national/international quality education standards and enabling IoBM to stand amongst the leading global HEIs commanding public respect and confidence

#### **MISSION**

The mission of QEC is to promote public confidence in the quality and standards for the award of degrees, management and overall quality of knowledge being imparted at IoBM by creating, enhancing and safeguarding the learning environment through strict implementation of internal and external standards stipulated by HEC and other national and international accrediting bodies.



## IoBM celebrates 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.



## **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.



## Reveries of an Urban Dreamland: Artistic Research Residency Podcast Series Out Now

The artistic research residency podcast series, Reveries of an Urban Dreamland, focuses on how we can design strategies for human and non-human interactions that would help us reshape our cities into a much more sustainable engine of survival, rather than the socially-constricting, energy-intensive, and life-shortening beast that they are right now. Karachi—a complex city that is already being disproportionately affected by climate change—presents an ideal context to explore this question.

This 9-part podcast series brings together the experiences of resident researchers and guest speakers, including architects, designers, scholars, and activists from Karachi and around the world to discuss novel interfaces developed during the residency through playful forms of participatory behaviours and engagement strategies. In each episode, residency curator Taqi Shaheen, along with artistic director Usman Haque and design advisor Ling Tan, discuss legal, cultural, social and political frameworks for human and non-human interactions with the resident artists and guest speakers through the lens of innovative projects developed during the residency.

In the first episode, renowned architect and social researcher Arif Hasan, discussing the project "Collateral Damage" by the resident artist Arsalan Nasir, questions the disappearance of creatures like butterflies and squirrels in Karachi. Hasan urges a return to an era where cohabitation with non-human species was more harmonious, cautioning against the devastating impact of current human practices on these creatures. Lawyer and human rights activist Abira Ashfaq highlighted the legal system's damaging role through urban development projects.

Talking about resident artist Suneela Ahmed's book and interactive website "Novel Pedgogies", artist and curator Noorjehan Bilgrami stresses the importance of developing such educational tools for reconnecting society with its natural surroundings. Dr. Shahid Amjad, Head of Department of



Environment and Energy at IoBM, talks about the urgency of creating new learning models on all academic levels.

Discussing "Extinction", a performative research by Afreen Seher and Vajdaan Shah, Tofiq Pasha Mooraj, a renowned gardener emphasizes: "The non-humans are not living amongst us, we are living amongst the non-humans." Dr. Shahida Wizarat, Professor of College of Economics and Social Development at IoBM also discussed food security and how it was far more economical to produce natural foods as compared to the GMO foods.

Mahera Omar, filmmaker and co-founder of PAWS, and Shahzad Qureshi, founder of Karachi Urban Forest, suggest a shift in perspective towards ecological tidiness disorder, emphasizing the benefits of leaving natural elements undisturbed for both humans and non-humans. Ling Tan, the residency's design advisor, stressed the importance of retaining wonder in adulthood and residency's research project "Khayali Karachi" by Anita Zehra and Shabbir Mohammed, allows us to reimagine new possibilities for our urban survival.

The podcast series also features conversations with international scholars, artists and activists including Léopold Lambert, the editor-in-chief of The Funambulist, who discusses the conception, creation, and impact of The Funambulist magazine and his work around political struggles against colonial ecocides and toxic atmospheres— in particular, the violence imposed onto indigenous tribes and non-human living beings.

Hira Sheikh and Marcus Foth discuss smart urban governance and multi-species justice, Alexandra Deschamps-Sonsino highlights moral disengagement of the design sector, and how creative professionals can integrate climate change knowledge in their practice. In one of the episodes, Anting, a theatre artist and composer, shares her immersive storytelling projects around human and human-interaction where she weaves diverse encounters into her creations, blending music with other art forms to delve into the depths of the human experience.

The *Reveries of an Urban Dreamland* podcast series ties closely to the Sustainable Development Goals (SDGs) by addressing challenges related to sustainable urban development, climate action, and inclusivity. The discussions within the series explore the ecological and social dynamics of Karachi, a city heavily impacted by climate change, aligning with SDG 11 (Sustainable Cities and Communities) and SDG 13 (Climate Action). The residency's emphasis on reimagining human and non-human interactions and the advocacy for biodiversity preservation resonate with SDG 15 (Life on Land). By integrating knowledge-sharing, innovative design, and participatory engagement, the podcast contributes to reshaping urban landscapes into sustainable, inclusive, and resilient ecosystems.

The podcast series is part of a collaborative artistic research residency by the Institute of Business Management (IoBM) and Umbrellium supported by the British Council.

The artistic research residency projects and podcast episodes can be accessed on <a href="https://www.residency.iobm.edu.pk">www.residency.iobm.edu.pk</a>

Listen to the Preview here: Collateral Damage, Novel Pedagogies

All episodes can be listened to on YouTube, Apple Podcast, Spotify and other podcast platforms.



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

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

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

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

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



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

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

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



## Poster Presentation - Capstone Project of MBA IM & EEM

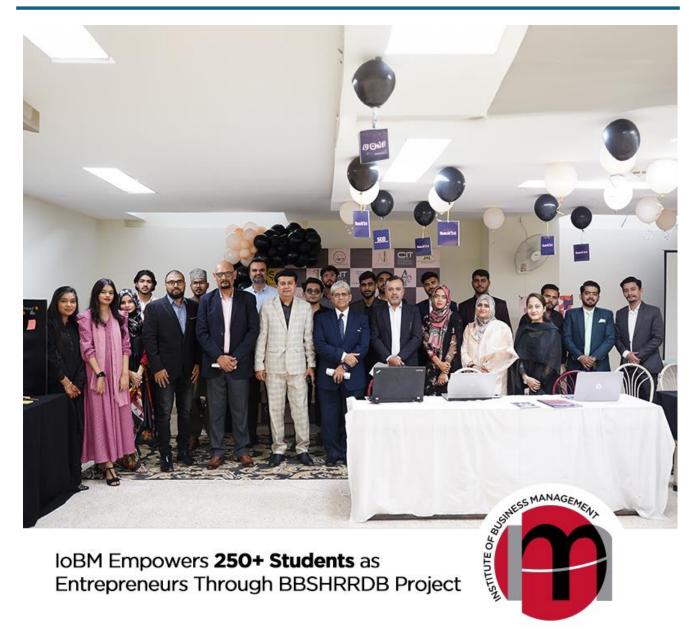
The Department of Industrial Management and Environment & Energy Management hosted an event to showcase the Capstone Projects for Spring 2024- MBA program on Saturday, 25th May 2024. The students presented their projects addressing contemporary challenges and paving the way for a greener, more efficient future. Highlights included energy recovery systems, eco-friendly practices in various industries, advancements in food safety, and vendor management systems. The next generation demonstrated how they are turning waste into wealth and enhancing performance through smart, sustainable solutions.

The participation and valuable suggestions of the esteemed IoBM faculty, along with the meticulous evaluation by our honored external examiner, Sayed Irfan, who has a diverse and enriching professional background that carries high value for creating organizational synergy. He specialties in



Operations & Supply Chain Management and Decision Modelling, Energy Conservation & Management. The feedback greatly contributed to the success of the event, inspiring our students to continue their innovative work towards a sustainable future.

The Capstone Project presentations demonstrated a strong alignment with several Sustainable Development Goals (SDGs), especially SDG 7 (Affordable and Clean Energy), SDG 9 (Industry, Innovation, and Infrastructure), and SDG 12 (Responsible Consumption and Production). Projects such as energy recovery systems and eco-friendly industry practices reflect SDG 7 by contributing to sustainable energy solutions. Similarly, advancements in food safety and vendor management systems resonate with SDG 12 by promoting responsible production and consumption, reducing waste, and enhancing supply chain efficiencies. These projects show the next generation's commitment to integrating sustainability into various industries, supporting the broader goals of environmental responsibility and economic growth. The feedback provided by IoBM faculty and external examiner Sayed Irfan further motivated students to pursue innovations aligned with these global objectives.



www.iobm.edu.pk

## 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.



#### IoBM alumna, Minzah Shehzad, secures a grant for her Capstone Project from the HEC

IoBM alumna, Ms. Minzah Shehzad, completed her MBA in Environment and Energy Management (EEM) in 2023. She completed her Capstone Project, "Developing a Textile Waste Recycling Machine," which has garnered significant recognition. The project secured a grant of PKR 5.0 million from HEC under the Rapid Technology Transfer Grant. Dr. Jamshaid Iqbal, Assistant Professor in EEM, served as the project supervisor, contributing to its success and impact. We congratulate Ms. Minzah on her achievement.

Ms. Minzah Shehzad's innovative project on textile waste recycling not only show cases of her commitment to environmental sustainability by focusing on responsible consumption and production (SDG 12), but her initiative also directly addresses waste management challenges in the textile industry, contributing to climate action (SDG 13). Furthermore, this project has the potential to create decent work and economic growth (SDG 8) by fostering green technology and entrepreneurship. The grant from HEC underlines the importance of supporting such transformative projects that not only empower individuals but also promote sustainable practices in line with the global agenda for a better future.



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

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

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

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

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



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

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



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

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

The College of Engineering and Sciences (CES) at the Institute of Business Management (IoBM) celebrated World Engineering Day by organizing a guest speaker session on Tuesday, February 27, 2024, in the newly renovated R&D Lab of the CES. The discussions fostered during the session highlight the crucial role of engineering solutions in building a more sustainable future for all. Invited to speak on this occasion were Mr. Irfan Ahmad, Energy Consultant, and Syed Adeel ur Rahman,0 Chief Operating Officer, PRIME Business and Energy.

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

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

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



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

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



#### 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
- Illiyaan 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 Oadri 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)



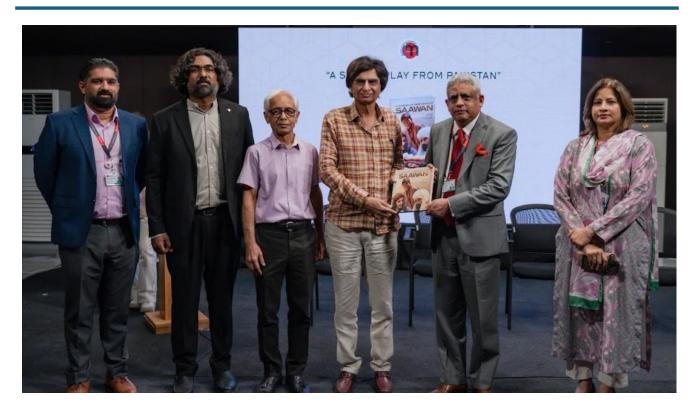
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#### Minzah Shehzad secures Rapid Technology Transfer Grant

Ms. Minzah Shehzad, an alumna of IoBM's MBA Environment and Energy Management (EEM) program, has made significant contributions to academic excellence through the successful implementation of her Capstone project, titled "Developing Textile Waste Recycling Machine." This project has not only showcased her dedication but also secured a grant of PKR 5.0 million for the Institute of Business Management (IoBM) from the Higher Education Commission (HEC) under the esteemed Rapid Technology Transfer Grant. Under the guidance of Dr. Jamshaid Iqbal, Assistant Professor in EEM, Ms. Minzah Shehzad's accomplishment serves as a testament to IoBM's commitment to excellence and the impact that both the institution and its alumni continue to make in the fields of academic and research.



The recent success of Minzah Shehzad in securing a Rapid Technology Transfer Grant for her innovative project on textile waste recycling underscores the vital role that education and technology play in advancing Sustainable Development Goals, particularly SDG 12 (Responsible Consumption and Production) and SDG 9 (Industry, Innovation, and Infrastructure). By addressing the pressing issue of textile waste, Ms. Shehzad's initiative contributes not only to environmental sustainability but also promotes economic growth through innovative practices. This aligns with IoBM's commitment to fostering a research-oriented culture that supports the broader agenda of the SDGs, highlighting the importance of sustainable solutions in education and industry.



## 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.



## **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.

