

# RESOURCE MOBILIZATION IMPACT REPORT

Vol: 1  
Issue: 1



## Message from the Director, Resource Mobilization

Welcome to the first edition of the Resource Mobilization Impact Report.

The IBA Karachi needs no introduction. We are one of the best higher education institutions in Pakistan. Getting a degree from the IBA means being at the top in a very challenging academic environment. Our graduates are second-to-none. They have claimed this reputation with sheer hard work and unflinching commitment to their studies. And, it is for this reason that not only their employment rate, but also the ratio of graduates going for their own entrepreneurial ventures has been very promising.

We have worked assiduously over the past many decades to accomplish our goal through a variety of nation-building initiatives. The IBA's performance in this respect can be gauged through rapid infrastructural development that commensurates with the growing academic and research needs. As we have grown from a purely business school to an interdisciplinary University, we have had manifold increase in academic and applied research, impressive faculty profiles, mutually beneficial international linkages, and collaborations with some of the best institutions worldwide. All these indicators support our goal of underlying the necessity of creating equal opportunities and ensuring diversity and inclusivity.

Since 2016, more than 4,000 deserving students have been given some form of financial assistance by IBA. We recognize our generous partners who have been at the forefront of this initiative by establishing various scholarships and endowments. As we continue to grow and positively impact the educational landscape of our country, we will always welcome you to join hands with us and make a meaningful impact where it matters.

I am very much confident that together with our efforts and devotion, we will be able to do more and continue to forge even stronger bonds.



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## INTERNATIONAL OUTREACH

IBA Karachi has spread its Resource Mobilization wings beyond the national borders to solicit support of the Pakistani diaspora and the international community for its development initiatives.



## NATIONAL OUTREACH

IBA has come a long way to develop a sustainable solution for its nation-building and development initiatives. Multiple national and multi-national organizations have joined hands with the IBA in this endeavour of national significance.

## OUR ALUMNI CHAMPIONS

Our alumni have setup numerous class scholarships to help us balance the educational landscape and offer an equal right to education to all aspirants.





# INTERNATIONAL OUTREACH

## IBA's visit to the United Kingdom

Malahat Awan, Director Corporate Relations and Alumni Affairs, visited UK from April 08 till April 20, 2022. The main objectives of the visit were:

1. To connect with the alumni based in UK
2. To relaunch a formal UK Alumni Chapter
3. To connect with the High Commission of Pakistan to ask for their assistance in showcasing IBA to the Pakistani community
4. To approach potential donors for IBA's financial assistance program





## Meeting with Mr. Ali Jehangir Siddiqui, Ambassador-at-Large, and Board member JS Bank

**Wednesday, April 20, 2022:** Malahat met Mr. Ali Jehangir Siddiqui, Pakistan's Ambassador-at-Large for foreign investment and Board member of JS Bank. They discussed various avenues of collaboration between the bank and IBA. Mr. Ali suggested that the bank could offer Qarz-e-Hasna [Interest Free Loans] to students during their study at IBA. Furthermore, Malahat also suggested that the Bank could setup an endowment fund for supporting high profile events such as Distinguished lecture series and the CEO Forum at IBA which are held at the JS Auditorium. Jehangir really liked the idea and said that he would discuss it with the Bank's management and revert.

## Meeting with Mr. Asif Ansari, Board Member Reed

**Wednesday, April 18, 2022:** Malahat met Mr. Asif Ansari, Board Member Reed, a UK charity organization working to build schools for orphans and providing psychological support to orphans in Pakistan.

He offered to facilitate IBA to spread its wings in the UK and solicit support from the Pakistani community.

## Meeting with Alumni group

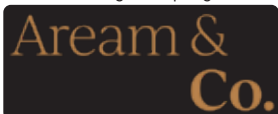
**Monday, April 15, 2022:** A get-together with around 15 alumni from various years was arranged, which included Anam Ali [Class of 2011] Mergers and Acquisitions Finance Analyst at Medivet, Danyaal Shah [Class of 2009] Managing Director UK & Ireland at Valenta, Sara Hassan [Class of 2007] Vice president at a bank, Laila Ahmed [Class of 2018] Masters students at Queen Mary University, Zeeshan Haque [Class of 1997] Independent consultant – Asset management, Fawad Qasim [Class of 2003] Vice president – Corporate banking at Deutsche Bank, Hasan Adil [Class of 2016] Business analyst at Amazon, and Zafar Nazim [Class of 1990] Managing Director at J.P. Morgan.

Malahat also thanked Mr. Zafar Nazim [Class of 1990] for setting up an endowment fund GBP 36,000 in the name of his late wife Nazish Iqbal who was also our alumna.



## Meeting with Mr. Affan Butt, Founder & CEO of Aream & Co.

Aream & Co. is a UK-based international financial institution providing M & A and financing advice to corporates and institutions. Mr. Affan Butt, CEO Aream, in his meeting with Ms. Malahat explored various avenues of support and collaboration. He was desirous to see education made more accessible to people, and talented students should receive quality education irrespective of their ability to pay. He announced the creation of the Farhana and Aftab Butt scholarship fund with



£100,000 to support 10 deserving students at IBA. Later, Aream increased the funds' size with

the second tranche of £25,000. The fund will augment IBA's ability to bring more students under the ambit of its financial support and bring a greater change in society.

## Meeting with Pakistani business leaders in UK

**Thursday, April 14, 2022:** Malahat met a group of Pakistani business leaders based in London.

The group included Javaid Alvi [Managing Director at Alvi Real Estate Ltd.], Akber Manji [Vice President & CFO at First Canadian Management Corp.], Mobin Rafiq [CEO at MSME Ltd.], Shahid Azeem [Managing Director at Arcom IT Ltd.], Qaiser Rashid [Global Director at Reckitt], Rashid Iqbal [Head of Pakistan Business Council (PBC) in UK], Shaffi Peracha, Raheel Ahmed, Huma Qazi and Kalim Aziz. All these people are well placed in the Pakistani community and showed an interest in supporting IBA. They also encouraged Malahat to arrange a fund-raising event in the near future in the UK. They agreed to help invite their contacts to the event who could be potential donors.

## Meeting with Mr. Moazzam Ahmad Khan, High Commissioner for Pakistan

**Wednesday, April 13, 2022:** Malahat met with Mr. Moazzam Ahmad Khan, the Pakistani High Commissioner to UK and his wife Leena Moazzam. The High Commission offered to host a co-branded event in the coming months at the High Commission inviting Pakistani community to show case IBA to the UK community and also to raise funds. He also showed the two possible venues within the Pakistan High Commission to Malahat.

## Meeting with Mr. MWS Jilani, Managing Partner at Pearlman Rose

**Wednesday, April 13, 2022:** A meeting was held with Mr. MWS Jilani, Managing Partner at Pearlman Rose, a firm of Chartered Accountants and Statutory Auditors based in Canary Wharf, London. Discussion was held for setting up of IBA as a registered charity in UK so that tax exemption can be given to donors when they donate to IBA. Mr. Jilani agreed to share the process and resources involved in the registration. He also agreed to connect Malahat with community leaders from Pakistan based in UK who could support IBA in fund raising once IBA decides to host an event in London. He offered to invite 50 – 60 potential donors.



## Meeting with Mr. Altaf Ur Rehman, IBA alumnus [MBA, Class of 1990] and Head of Human Resources at University of East London

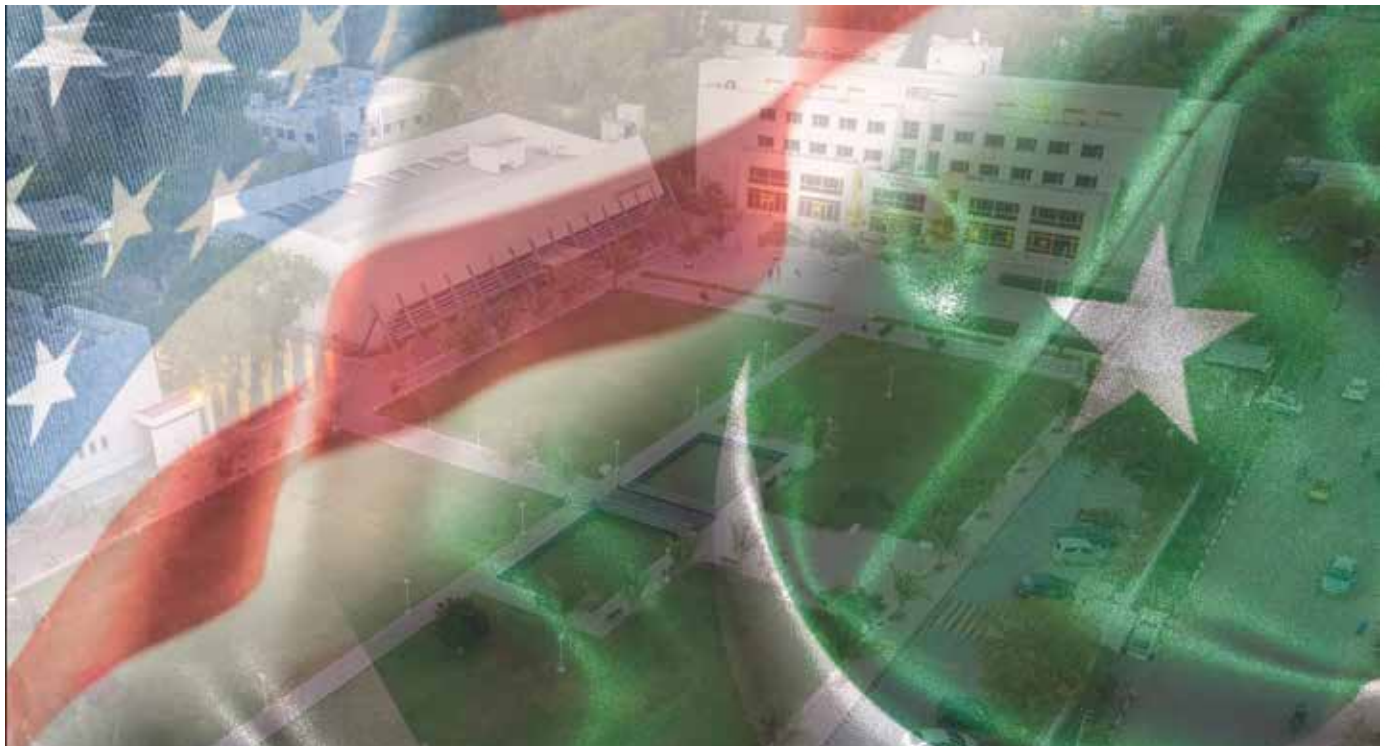
**Tuesday, April 12, 2022:** Malahat met Mr. Altaf Ur Rehman, IBA alumnus and a specialist in delivering HR solutions to educational institutions. He agreed to reach out to his classmates and to encourage them for setting up an endowment fund at IBA for deserving students.

Mr. Altaf also offered to deliver guest speaker sessions for MBA and BBA students on his area of expertise. He also offered to connect with IBA's HR team about supporting them with innovative HR solutions and agreed to visit IBA on his next visit.

## Meeting with Mr. Faisal Khan, Chair of Institute of Directors (IoD), South London

**Tuesday, April 12, 2022:** Malahat met Mr. Faisal Khan, Chair of IoD. Richard Townsend and Rose Riley from the IoD. The idea behind the meeting was to explore collaboration between IoD and IBA. IoD is one of the most prestigious British professional organization for training and development of company directors, senior business leaders and entrepreneurs.

# Visit to the USA



Dr. S Akbar Zaidi, Executive Director IBA and Malahat Awan, Director Corporate Relations and Alumni Affairs, visited USA in October 2021.

## APPNA + PACE Host a Reception in Honor of Director Alumni Affairs

**Tuesday, October 19, 2021:** The Association of Physicians of Pakistani Descent of North America (APPNA) and Progressive Pakistanis Community Excellence (PACE) hosted a dinner in honor of Malahat Awan at a local hotel in New York. The event was attended by over 25 APPNA Doctors, including the President of APPNA NYC Dr. Hassan Dogar. The guests offered to support IBA in the days to come, through their expertise, money, and time.

## Reception at Pakistan's Consulate in New York City

**On Sunday, October 17, 2021,** the Consulate General of Pakistan in New York, Ms. Ayesha Ali, hosted a reception at the Consulate. The Speakers at the occasion included Mr. Shaukat Tarin, Adviser to the Prime Minister on Finance and Revenue (formerly the Finance Minister of Pakistan); Dr. Reza Baqir, Governor, State Bank of Pakistan (SBP); Dr. S Akbar Zaidi, Executive Director, IBA Karachi and Dr. Murtaza Syed, Deputy Governor, SBP.



Mr. Tarin explained the various reforms that the present government is undertaking for ensuring that Pakistan's economy develops and expands at a steady rate. Dr. Baqir spoke about the philosophy behind the RDA scheme and shared the key milestones in its journey so far.

Dr. Zaidi shed light on the state of Pakistan's economy and also spoke about higher education as a contributing factor towards Pakistan's development. Dr. Syed spoke about the Roshan Digital Account initiative started by the Pakistan Government and encouraged expats to take advantage of the scheme.



The event concluded with the Consul General of Pakistan in New York, Ms. Ayesha Ali thanking the guests for their participation.

## Launch of the IBA Alumni US Chapter

**On Sunday October 17, 2021,** Dr. Zaidi and Malahat met with a group of alumni based in NYC. The group consisted of:

1. Mr. Rehan Zafar, Senior Director – Transaction Strategy & Execution at EY Parthenon
2. Mr. Kamil Zaidi, Manager at Deloitte USA
3. Mr. Hassan Malik, Managing Director Firmwide Strategy at Goldman Sachs
4. Mr. Ali Rai, Columbia University
5. Mr. Qassim Dada, Director at Infrastructure Ontario
6. Mr. Shahbaz Nadir, Associate Director at UBS

The alumni offered their support to their alma mater and showed an interest in setting up the IBA Alumni US Chapter. Dr. Zaidi thanked them for their interest.



It was decided in the meet up that a formal US Alumni Chapter will be launched in the coming few weeks and all the alumni who are interested in becoming officer bearers of the Chapter will be encouraged to do so. The group will come together to decide about the charter, membership, organizational structure etc. of the Chapter.

## Meeting with Mr. Tariq Husain

**On Thursday, October 14, 2021,** Dr. Zaidi and Malahat met Mr. Tariq Husain. Mr. Husain is a Senior Associate with multi-sectoral professional expertise. During his thirty-year career at the World Bank, he held many senior positions, including Head of the World Bank in Nigeria and the Head of the Learning and Leadership Center—the internal University of the World Bank. He is currently actively involved in organizational reforms of Universities in Pakistan. He is also on the Board of KUAA and has offered to give 30,000 to 50,000 dollars each year to IBA for its deserving students.





## Reception at Pakistan's Embassy in Washington DC

**Thursday, October 14, 2021:** The Embassy of Pakistan in Washington, D.C. hosted a reception. The keynote speaker was Mr. Shaukat Tarin, Finance Minister of Pakistan, while panelists included Dr. S Akbar Zaidi, Executive Director, IBA Karachi and Dr. Murtaza Syed, Deputy Governor, State Bank of Pakistan.

Dr. Zaidi highlighted the IT industry's boom in Pakistan and how it is of utmost importance especially to the higher education sector. He also mentioned IBA's role in transforming the lives of its graduates by providing them chances of upward social mobility.

The event was attended by over 100 guests including a large number of alumni based in the DC area.



## Meeting with Mr. Shahid Hashmi

**On Wednesday, October 13, 2021,** Malahat met Mr. Shahid Hashmi who is a senior alumnus from the Class of 1971. He is based in Washington DC, and is a very successful entrepreneur running a Popeyes Louisiana restaurant chain with over 70 stores and other businesses in the northeast United States. He has also acquired Burger King franchise in Philadelphia. He holds two MBAs, one from the Institute of Business Administration Karachi and another from Western Illinois University.



Mr. Hashmi is also a Board member of Karachi University Alumni Association (KUAA) – a body which offers funding to various public sector universities in Karachi. Mr. Hashmi has promised to

support IBA either through KUAA or by personally supporting three students at IBA each year.

## Meeting at Goldman Sachs

**On Monday, October 11, 2021,** Mr. Hassan A. Malik, IBA alumnus and Managing Director – Firmwide Strategy at Goldman Sachs, hosted a get-together with a few alumni for the IBA Director Alumni Affairs and Corporate Relations, Malahat Awan, at his office in New York City.

The lunch was attended by Mr. Irfan Burney – Head of Digital Transformation – Citi SAM, Mr. Rehan Zafar - Senior Director - Transaction Strategy & Execution – EY Parthenon, Mr. Abbas Hashmi – Managing Director – Crito Capital, Mr. Qaiser Hasan – Founder & CEO – Maiden Century Inc., and Ms. Wajeeha Ahmed, Chief Financial Officer – Barstool Sports.

The alumni showed a keen interest in the transformational journey of IBA and shared ideas on how IBA can leverage more from its amazing global alumni network. They offered their support to the alma mater in terms of their expertise, time, and feedback on the future employment trends. They also showed an interest in supporting the Financial Assistance Program at the IBA.

## Meeting with OPEN

**On Monday, October 11, 2021,** Malahat met Mr. Tariq Khan, who is the President designate of OPEN (Organization of Pakistani Entrepreneurs) as well as the CEO of Global Diversity Marketing and Adjunct Professor, Marketing & Leadership at the New York University. OPEN is interested in working with IBA for creating academic linkages, virtual internships, mentorships as well as facilitating IBA representatives by giving them talk time at OPEN events to showcase the Institute to OPEN members for supporting IBA. They also showed interest to offer mid to senior level career counselling to our alumni especially on entrepreneurship.

## Meeting with Global President OPEN Ambereen Mirza

Malahat Awan, Director Alumni Affairs met Ms. Ambereen Mirza, the Global President of OPEN (Organization of Pakistani Entrepreneurs) in New York. They discussed various areas of synergy between OPEN and IBA.





# NATIONAL OUTREACH

## University Development & Nation Building

### IBA Karachi hosts a reception for its donors and industry leaders

**September 2022:** The Institute of Business Administration (IBA), Karachi organized a reception in honor of its alumni, donors and corporate leaders. A large number of CEOs, prominent industrialists and corporate heads attended the event.

Esteemed guests included, Sulaiman Shahabuddin, President AKU; Amir Paracha, CEO Unilever; Asif Peer, CEO Systems Limited; Hafsa Shamsie, MD Roche; Amir Ali, President BankIslami; Basir Shamsie, President JS Bank; Omar Faruque, Chairman Ghulam Faruque Group; Nusair Teli, Director Pakistan Beverage Ltd; Abdul Rafay, CEO Dunkin Donuts; Sikandar Tiwana, CEO Shan Foods; Mohsin Ali Nathani, President Habib Metropolitan Bank; Rehan Chawla, Chairman Al- Karam Towels; Tariq Kirmani, Chairman GO; Shahid Ali Khan, Country Head Uber; Kashan Hasan, CEO Reckitt; Inam ur Rehman, President Engro; Asif Ismail, Director Premier Cables; and Noman Hassan, Director Lucky Cement.





On this occasion, Ms. Malahat Awan, Director Corporate Relations IBA, gave an overview of IBA and its efforts to promote quality education in the country. She said that the IBA has a legacy of more than six decades and presently it has 3 schools with 21 academic programs. IBA provides financial assistance to 1 out of 3 students and last year, the institution disbursed PKR 300 million as financial assistance. She informed the audience that IBA is always looking for corporate support and collaboration for scholarships, recruitment drives, research, and other avenues.





Addressing the distinguished guests, Executive Director IBA, Dr. S Akbar Zaidi thanked the audience for attending and also for supporting IBA. He said that the IBA is aware of its role in promoting quality education and providing qualified and competent resources to the market.

Later, a few donors presented cheques to Dr. Zaidi to support deserving students at IBA. Mr. Khalid Mehmood, MD Getz Pharma, presented a cheque of PKR 10 million and praised IBA for its inclusivity agenda and efforts to reach out to talented students living in remote areas.

ASA Pakistan also announced the creation of an endowment fund of PKR 10 million to support the education of deserving students. Mr. Saeed Uddin, CEO ASA Pakistan, presented a cheque to Dr. Zaidi. Reckitt, Salaam Takaful, and JS Bank also pledged their support to IBA.



## Salaam Takaful signed an MoU with IBA to provide interest-free loans to the students.

**September 2022:** The Institute of Business Administration (IBA), Karachi, and Salaam Takaful Limited signed a Memorandum of Understanding (MoU) to provide interest-free loans / Qarz-e-Hasana to students and to build awareness among the students about the corporate world.

MD and CEO, Salaam Takaful Limited, Mr. Rizwan Hussain, and Executive Director IBA, Dr. S Akbar Zaidi, signed the MoU on behalf of their respective institutions. Representatives from Salaam Takaful included Head of HR, Mr. Noman Zaidi, Head of Marketing, Mr. Farhan Sheikh, and Deputy Manager, Mr. Shahryar Mallick. The IBA was represented by Director Corporate Relations and Resource Mobilization, Ms. Malahat Awan, and Manager Resource Mobilization, Mr. Sameer Khaleequzzaman.



During his remarks, Mr. Rizwan highlighted the efforts Salaam Takaful Limited is putting into spreading awareness about corporate world. They wanted to assist IBA in providing practical knowledge and education to the students about all developing sectors. He said, "ESG is a part of our organization's DNA, and we are taking initiatives on all fronts to create the right and meaningful social impact. In that connection, our team will work to devise a brilliant ecosystem for students which will not only help them financially, but also give them an opportunity to gain practical knowledge pertaining to the intricacies of the corporate world, while mentoring them from the platform of Salaam Takaful Limited."

## IBA Karachi and ASA Micro-finance Bank (Pakistan) collaborate to empower underprivileged students

**September 2022:** The Institute of Business Administration (IBA), Karachi and ASA Microfinance Bank (Pakistan) Ltd signed a Memorandum of Understanding (MoU) for the creation of an endowment fund of PKR 10 million to support the education of students from marginalized areas.



CEO, ASA Microfinance Bank, Mr. Saeed Uddin Khan, and Executive Director IBA, Dr. S Akbar Zaidi, signed the MoU on behalf of their respective institutions. Representatives from ASA MFB included Deputy CEO, Mr. Tasawar Hussain, and Social Performance Manager, Mr. Irfan Hyder. The IBA was represented by Director Corporate Relations and Resource Mobilization, Ms. Malahat Awan, Director Finance, Mr. Moeid Sultan and Director NTHP, Mr. Junaid Alam Khan.

On the occasion, Mr. Khan said, "We are working with women on the grass-root level, often neglected by the big commercial banks, to enable and equip them with the resources to set up small businesses and drive themselves out of poverty. We find IBA working on similar lines by reaching the young talented students in far-flung areas and dispensing quality education to uplift their socio-economic condition. We are delighted to be part of this endeavor".

Dr. Zaidi thanked ASA Microfinance Bank for creating an endowment fund and helping IBA in its mission of inclusivity and promotion of education. Later, Mr. Khan presented a cheque to Dr. Zaidi.



## IBA Karachi and Aga Khan University (AKU) come together to take the quality of higher education to the next level.

**Aug 2022:** Dr. S Akbar Zaidi, Executive Director, IBA Karachi welcomed Dr. Sulaiman Shahabuddin, President, AKU, on campus to discuss different avenues where the two organizations can play major roles to create positive societal impact through their collaborative efforts.

Dr. Zaidi and Dr. Shahabuddin also discussed the means of collaboration which includes research opportunities for faculty and students, along with enhancing cooperation in student trainings and developmental projects towards making education accessible for deserving and ambitious students.



## IBA Karachi signs an MoU with National Clearing Company of Pakistan Ltd (NCCPL)

**August 2022:** Dr. S Akbar Zaidi, Executive Director, IBA Karachi and Mr. Muhammad Lukman, CEO, NCCPL signed the agreement to set up the NCCPL Endowment Fund at IBA to support the education of deserving students. NCCPL has initially provided PKR 3 million and plans to scale up the size of the funds in the coming months.



## IBA Karachi inks an MoU with JS Bank to finance the acquisition of a Donor Management System for IBA

**May 31, 2022:** Dr. S Akbar Zaidi, Executive Director, IBA Karachi and Mr. Basir Shamsie, President and CEO, JS Bank signed an MoU to upgrade IBA's technological capacity by donating a Donor Management System (DMS) to promote the adaptation and effective use of technology. JS Bank will provide PKR 1.4 million for the procurement of the DMS.



## IBA Karachi signs an MoU with Sumitomo Corporation

**May 2022:** Dr. S Akbar Zaidi, Executive Director, IBA Karachi and Mr. Kazuteru Mihara, General Manager, Pakistan Office, Sumitomo Corporation Asia & Oceania Pte Ltd., signed an MoU to support 3 meritorious MBA students each year by giving individual grants to cover their tuition fees. Sumitomo Corporation is one of the largest global general trading companies working towards making education accessible for deserving and ambitious students.



## IBA Karachi and Al Kauser sign an MoU to provide financial assistance to deserving students

**February 2022:** The Institute of Business Administration (IBA) Karachi and Al-Kauser signed a Memorandum of Understanding (MoU) to ensure cooperation between both the institutions with the purpose of mutually strengthening each other, and in playing their role in making quality education accessible to the deserving students studying at the Institute by providing them financial assistance.

Director Finance, Al Kauser, Syed Akif Abbas, and Executive Director, IBA Karachi, Dr. S Akbar Zaidi signed the MoU at the ceremony held at the IBA Main Campus.



Mr. Qaim Mehdi, representative of Al-Kauser in Pakistan also attended the Signing ceremony.



## Habib Metro team visits IBA Karachi

**January 2022:** Senior management from HabibMetro Bank (HMBL) including, Muhammad Farooq Sheikh, Senior Vice President Area Head; Syed Shehryar Ali Zaidi, Senior Vice President Regional Business Head; and Sarfaraz Ansar Hussain, Assistant Vice President, visited IBA and met Dr. S Akbar Zaidi, Executive Director IBA and Malahat Awan, Director Alumni and Corporate Relations IBA.

HMBL representatives generously donated around PKR 1.7 million to Dr. Zaidi, under an MoU of supporting 2 NTHP students at IBA



## Systems Limited and IBA Karachi sign an MoU for collaborative technical advancement

**January 2022:** The Institute of Business Administration (IBA), Karachi and Pakistan's leading IT organization, Systems Limited, have partnered to provide enhanced technological knowledge to the IBA students.

Systems Ltd. was represented by Mr. Asif Peer, Managing Director and CEO; Ms. Naureen Anwar, SVP - Special Projects; and Mr. Adeel Ahmed Chatha, Manager - Industrial and Academia Linkages.

Mr. Asif Peer, Managing Director and CEO Systems Ltd. and Executive Director, IBA Karachi, Dr. S Akbar Zaidi, signed a joint MoU to develop sustainable arrangements between both part



Under this collaboration, Systems Ltd. will offer trainings, certifications, and workshops to enhance the technical knowledge of the students. The organization will also provide curriculum support to the IBA, to make it more industry relevant.

Additionally, Systems Ltd. has generously agreed to support 2 final-year, IBA students from the Computer Science discipline, in their pursuit of higher education.

On this momentous occasion, Mr. Peer appreciated IBA's performance and contribution towards the educational landscape of the country. He further added that through this collaboration, Systems Ltd. hopes to introduce more technologically sound talent in the field of information technology.

Dr. Zaidi appreciated Systems Ltd. for supporting IBA in its mission to impart world-class education to the Pakistani youth.

Through this partnership, both the parties aim to contribute towards developing a national talent pool in the fields of technology and computer science.



## IBA Karachi and Oraan Tech partner to make education more accessible

**January 2022:** The IBA Karachi and Oraan Tech Private Limited signed a Memorandum of Understanding (MoU) to help IBA students finance their education fee through Oraan Committees. CEO Oraan, Ms. Halima Iqbal and Executive Director IBA, Dr. S Akbar Zaidi, signed the MoU on behalf of their respective institutions. Representative from Oraan included, Creative Lead, Ms. Naushaba Brohi, while the IBA was represented by Director Corporate Relations and Resource Mobilization, Ms. Malahat Awan; Director Finance, Mr. Moeid Sultan; and Head of Sports and Community Engagement, Mr. Haris Siddiqui.

Oraan is a financial technology startup that is working to make money simple and accessible by helping customers save, invest and finance through their flagship product Oraan Committees.



“Since our inception, we have seen our members identify educational fee payment and financing as one of the primary use-cases for our members to take part in Oraan Committees. We are glad to be taking another step forward in solving this problem for students and their families by making access to education financing more convenient through this partnership with IBA”, said Ms. Iqbal speaking on the partnership.

Dr. S Akbar Zaidi thanked Oraan for partnering with the IBA to offer an avenue that can balance the educational landscape of Pakistan. The IBA supports approximately 30% of its student body every year to ensure inclusivity through its financial assistance program.

## CEO Careem sets up scholarship endowment fund at IBA Karachi

**December 2021:** Mr. Mudassir Sheikha, Co-founder and CEO of Careem, the MENAP region's everyday Super App, has partnered with the Institute of Business Administration (IBA), Karachi to offer scholarships to 10 deserving students each year through the Sekha Endowment Fund.

The fund will ensure that successful graduates in the fields of artificial intelligence, big data, computer science, and related emerging fields enter Pakistan's talent pool and contribute to the growth of the economy.

The IBA is grateful to Mr. Mudassir Sheikha for supporting the Institute in its mission of providing quality education to the youth of Pakistan. To ensure inclusivity, the IBA, through its financial assistance program, supports approximately 30% of its student body every year.



A pioneer of the region's ride-hailing economy, Careem provides a host of daily services that people need to move around, to order things, and to transfer money in one unified smartphone app. Careem's goal is to simplify people's daily lives so that they can spend their precious time and mindshare on things that really matter and on realizing their potential.



## Ms. Maria Memon sets up an annual scholarship for female empowerment

**November 2021:** The IBA is pleased to announce the establishment of 'Dr Salma Memon Scholarship Program' at the IBA by renowned journalist, Ms. Maria Memon, in the loving memory of her late mother. The scholarship will fund the education of a female student at the IBA.



"When parents leave the world, we try to move their legacy. To keep mother's memory alive after her, I found the most appropriate way to establish a scholarship in her name. It is definitely a great charity to support someone's education in the name of parents" – Maria Memon

## Meeting the Bank Al Habib Leadership

**September 2021:** In a recent visit to the IBA Karachi, Executive Director, Bank Al Habib Limited, Mr. Qumail R. Habib and GM Corporate Affairs, Mr. Syed Siddiqui met with Executive Director IBA, Dr. S Akbar Zaidi. The IBA team included, Dr. Wajid Rizvi, Dean School of Business Studies; Dr. Asma Hyder, Dean School of Economics and Social Sciences; Dr. Shakeel Khoja, Dean School of Mathematics and Computer Science; Mr. Moeid Sultan, Director Finance; Dr. Asad Ilyas, Registrar; Dr. Asim Shabir, Director MBA program and Ms. Malahat Awan, Director Corporate Relations. Under a Memorandum of Understanding (MoU)



signed in 2009, Bank Al Habib provided a grant of PKR 50 million to set up a chair in the name of Hamid D Habib at IBA. The grant now amounts to PKR 164 million.

Dr. Zaidi gave a presentation to Mr. Habib on how the IBA has evolved into an inter-disciplinary university offering more than 20 programs. He also shed light on IBA's scholarship program, under which IBA gives scholarships to at least 30% of its student body. The guests were also briefed about IBA's expansion plans. Moreover, Dr. Zaidi and Mr. Habib both expressed a desire to set up a chair in the near future to facilitate the provision of quality education.

## IBA Karachi and Getz Pharma sign an MoU to establish scholarships for NTHP students

**September 2021:** The Institute of Business Administration (IBA), Karachi and leading pharmaceutical company Getz Pharma (Pvt) Ltd, have partnered to establish Getz Pharma Endowment Fund. The initiative aims to advance the Institute's financial assistance program for its deserving students selected from across the country.

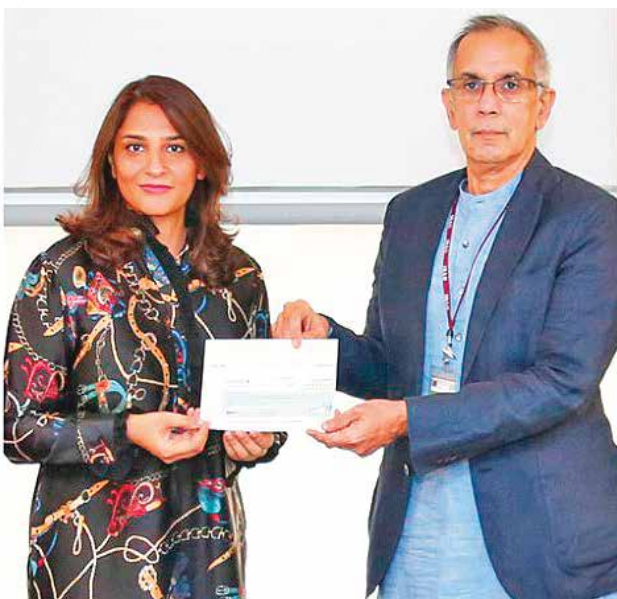
Getz Pharma is setting up an endowment scholarship worth PKR 30 million at the Institute to support students from its NTHP. These awards will be offered to deserving students pursuing degrees in IBA's undergraduate program. Executive Director, IBA Karachi, Dr. S Akbar Zaidi and Managing Director and CEO Getz Pharma, Mr. Khalid Mahmood signed the Agreement at the Institute of Business Administration in Karachi.

On this momentous occasion, Managing Director and CEO, Getz Pharma, Mr. Khalid, said, "IBA is very dear to my heart. Being a public sector institution, its performance and contribution towards the educational landscape of the country in comparison to other public sector institutions have remained commendable for the past many years".



## IBA Karachi and Maersk Pakistan come together to empower meritorious students

**August 2021:** The Institute of Business Administration (IBA), Karachi and leading integrated logistics company Maersk Pakistan, have partnered to launch Maersk Future Leaders' Scholarship with an aim to advance the Institute's financial assistance program for its students from diverse socioeconomic backgrounds. Executive Director, IBA Karachi, Dr. S Akbar Zaidi and Managing Director, Maersk Pakistan, Ms. Aruna Hussain signed a Memorandum of Understanding (MoU) at the IBA, City Campus.



Under this MoU, Maersk will set up an annual scholarship fund of around PKR 2.25 million at the Institute, to support a meritorious, undergraduate student from IBA's National Talent Hunt Program (NTHP) for a period of four years. The scholarship will be awarded to a student pursuing a degree of Bachelor's in Business Administration (BBA) from IBA. National Talent Hunt Program (NTHP) enrolls competent students on merit from various areas and offers them scholarships.

On this momentous occasion, Ms. Hussain said, "Our young talent deserves adequate support to build their careers through top notch education. By tying up with IBA to provide scholarship to such deserving students, we are playing our small role in building a bright future for our country." She added, "We are not limiting our support to funding the student, but in fact going a step forward to mentor the student and add more value to this tie-up with IBA."

## IBA Karachi and Pak Brunei ink an MoU to empower deserving students

**June 2021:** The Institute of Business Administration (IBA), Karachi and Pak Brunei Investment Company Limited (PBICL) have collaborated to support IBA's Financial Assistance Program for its financially deserving students.



Executive Director, IBA Karachi, Dr. S Akbar Zaidi and Managing Director, PBICL, Ms. Ayesha Aziz signed an MoU at the IBA Main Campus. Under this 4-year agreement, PBICL will set up an annual scholarship fund worth PKR 2 million at the IBA, supporting one deserving student for the duration of his/her studies.

Other attendees included Mr. Najam Rizwi - Head Credit Risk, Mr. Ikrema Khan - Head HR from Pak Brunei and Ms. Malahat Awan Director, Alumni Affairs, Resource Mobilization and Corporate Relations and Mr. Sameer Khaleequzzman, Manager, Resource Mobilization from IBA, Karachi.

Furthermore, the PBICL and the IBA will also collaborate on the Experiential Learning Projects (ELP) program. PBICL will offer real time projects to the IBA's business management students for their learning and grooming.

Sharing her thoughts, Ms. Aziz commended the IBA for empowering the capable youth of the country by provision of quality education through its Financial Assistance Program.

Dr. Zaidi, recognizing the work of PBICL, expressed his gratitude towards PBICL management for partnering with the IBA.



## The Premier Group set up Endowment Fund for IBA Karachi students

**May 2021:** The Premier Group, Pakistan's leading business conglomerate and the Institute of Business Administration, Karachi have joined hands to support students in pursuing their higher education.

The Premier Group have allocated a special grant to setup a scholarship endowment fund at the Institute. The 'Premier Group Endowment Scholarship' fund will support deserving undergraduate students at the IBA in perpetuity. The Executive Director, IBA Karachi, Dr. S Akbar Zaidi and the Managing Director, PharmEvo (Pvt.) Ltd., Mr. M. Haroon Qassim signed the MoU at the Main campus. The MoU has been signed for a period of 10 years.



On the occasion, Mr. Qassim said, "We believe in enabling and educating promising talent in Pakistan. We feel proud to be partnering with one of the top institutes of Pakistan to set up this Scholarship Endowment Fund. This is our humble contribution for a cause very close to our hearts. We look forward to a long-term relationship with the IBA."

Dr. Zaidi appreciated the various CSR activities undertaken by the Group in the field of education and health. He expressed his hope that other companies would also fulfil their obligations towards the society.

## The 'Siraj Kassam Teli Endowment Fund' set up at the IBA Karachi

**May 2021:** The Institute of Business Administration, Karachi is pleased to announce the establishment of the 'Siraj Kassam Teli Endowment Fund' to support the financially challenged yet meritorious students at the institute.

In a ceremony held at the Main campus, Mr. Nusair Teli, Director, Pak Beverages Ltd. and son of renowned industrialist, late Mr. Siraj Kassam Teli, handed over a cheque worth PKR 8 Million to the Executive Director IBA, Dr. S Akbar Zaidi. The fund will aid the recipients in pursuing their undergraduate degree at the IBA.



Speaking on the occasion, Nusair Teli said, "I wish to take forward my father's mission to help the underprivileged people in Karachi by extending opportunities that ensure the provision of quality education to the youth".

The Executive Director thanked Mr. Nusair for his support to the IBA and appreciated him on carrying forward his father's legacy.

## IBA Karachi and Akhuwat Foundation collaborate to facilitate IBA students

**April 2021:** The Institute of Business Administration (IBA), Karachi and the Akhuwat Foundation, have joined hands to support the Institute's deserving yet meritorious students to pursue their higher education.

The Executive Director, IBA, Dr. S Akbar Zaidi and Founder, Akhuwat Foundation, Dr. Muhammad Amjad Saqib signed an MoU at the Foundation's headquarter in Lahore.



Through this 5-year agreement, Akhuwat Foundation will provide Qarz-e-Hasna to selected 3rd and 4th year IBA students. Under the arrangement, selected students will be able to avail interest free loans of up to PKR 125,000.

Dr. Zaidi thanked Dr. Saqib and appreciated Akhuwat's efforts to support the youth of the country in pursuing education and remove financial impediments in this pursuit. They also discussed mutual avenues of interest and vowed to strengthen the relationship between the two organizations to further the mission of making higher education accessible to the masses.

## PSO to sponsor the education of 5 deserving students to be chosen from IBA-NTHP

**February 2021:** The Institute of Business Administration (IBA), Karachi and Pakistan State Oil (PSO) have joined hands through the PSO CSR Trust to help talented students from underprivileged backgrounds to pursue their educational aspirations. The selected students were chosen by the IBA Karachi from across Pakistan through the National Talent Hunt Program (IBA-NTHP).



During a ceremony held at PSO's head office in Karachi, Managing Director and CEO, PSO, Syed Muhammad Taha, presented a cheque to the Executive Director IBA, Dr. S Akbar Zaidi, to sponsor the higher education of five undergraduate students. An agreement was also signed by Chairperson, PSO CSR Trust, Mr. Babar H. Chaudhry and Dr. Zaidi.

Sharing his views at the occasion, Syed Muhammad Taha said, "We have integrated corporate philanthropy into our core business strategy and it is our constant endeavor to encourage and inspire young people while fueling their professional growth. By spending one third of our CSR budget to improve quality of education in our country, we aim to energize future generations

and provide them with education and skills they need to transform Pakistan."

Dr. Zaidi echoed Mr. Taha's sentiments and remarked, "The IBA is grateful to PSO and its CSR Trust for their continued support in ensuring that deserving and meritorious students get a chance to study without any financial restraints. We hope that this relationship between two leading organizations will be fruitful and enduring for students, society and Pakistan."

PSO and IBA continue to play their respective roles to support the youth in pursuing education in business and allied fields based on merit irrespective of ethnicity, gender, religion or financial means.

## Lady Viqarun Nisa Noon Trust for Education and IBA Karachi sign MoU for deserving students

**January 2021:** The Institute of Business Administration (IBA), Karachi and the Lady Viqarun Nisa Noon and Feroze Khan Noon Trust for Education have signed an agreement in Islamabad to support deserving students of the institute who are unable to bear the cost of higher education.

The endowment scholarship, worth PKR 10 million and established in the name of Lady Viqarun Nisa Noon, will help deserving students overcome their financial constraints for times to come.

A Memorandum of Understanding (MoU) was signed by Director Alumni and Corporate Relations, Ms. Malahat Awan, and the Chairperson and signatory of the Lady Viqarun Nisa Noon Trust, Ms. Syeda Abida Hussain.

Ms. Abida emphasized that support for education has always remained as a cornerstone for the community welfare services of the Trust, and together with this initiative, they hope to transform the lives of many families from all over Pakistan.





## MoU Signing – Naheed and Javed Ghorri Scholarship

**January 2021:** The Institute of Business Administration (IBA) Karachi and Matco Foods Limited have joined hands to set up a scholarship fund for deserving students. Managing Director Matco Foods Limited, Mr. Faizan Ghorri, along with his siblings, collaborated with the institute to set up this fund in memory of their parents. In a cheque presentation ceremony held recently, Mr. Ghorri initiated this long-term collaboration which will support the education of many deserving students over the years to come.



Executive Director IBA, Dr. S Akbar Zaidi, thanked Mr. Ghorri and his family for this generous gesture and apprised them of the IBA journey from a business school to a full-fledged multi-disciplinary university.

Mr. Ghorri's parents shared that any support for an educationally enlightened Pakistan has always remained close to the family's heart. With the help of this partnership, they look forward to IBA Karachi continuing with its mission to provide premium higher education opportunities to all the students, regardless of their financial background.

## IBA Karachi musters another accolade for its nation-building endeavours

**January 2021:** The IBA Karachi ensures to provide quality education to deserving students through its Financial Assistance Program. The efforts of the Institute in ensuring diversity at the campus was acknowledged and appreciated at the KHI Awards organized by K-Electric.



The KHI Awards acknowledges organizations which are working towards improving the educational infrastructure of Karachi and are trying to make it readily available for everyone.

## IBA and OTF sign an MoU to facilitate IBA students

**December 2020:** The Institute of Business Administration (IBA), Karachi and the Orange Tree Foundation (OTF) have signed an agreement to support deserving IBA students whose families have been affected by the Covid-19 pandemic. The scholarship will support 25 such students in their final year of undergraduate programs, in addition to offering 5 general scholarships for students from underprivileged backgrounds. Currently, 28 students at IBA are being facilitated by OTF scholarships.

The signing ceremony was held online, and was attended by the Chief Executive Officer OTF, Mr. Omer Mateen Allahwala, the Director Alumni and Corporate Relations, IBA, Ms. Malahat Awan, and the Head of Marketing and Communications OTF, Ms. Bemisal Iqbal.

Speaking on the occasion, Mr. Allahwala outlined OTF's vision of actively working to establish educational equity in Pakistan while Ms. Awan divulged the future plans of the two partners in offering trainings to scholarship recipients and helping them become contributing members of the society.



## Bank Alfalah Islamic to sponsor the education of 5 deserving IBA-NTHP students

**November 2020:** The Institute of Business Administration (IBA), Karachi received a cheque of PKR 4.25 million from Bank Alfalah Limited, under the 'Alfalah Islamic Scholarship Program'. With this initiative, scholarships will be provided to five talented and deserving students of the IBA Karachi for their first year of education in order to make access to higher education easier and without financial constraints.



At the ceremony, the IBA Karachi was represented by the Executive Director IBA, Dr. S Akbar Zaidi, Director Alumni Affairs and Corporate Relations, Mrs. Malahat Awan, and Director National Talent Hunt Program (NTHP), Dr. Junaid Alam Khan. Bank Alfalah was represented by Group Head – Islamic Banking, Dr. Muhammad Imran, Head Cross Sell Liabilities and Product Management, Mr. Salman Ghaffar, Business HR Partner, Mr. Adeel Khan, and Unit Head Products and New Initiatives, Mr. Saqib Zia.

Bank Alfalah met with the five students from remote areas, whom they shall be sponsoring, and expressed their happiness at partnering with the IBA to support the noble cause.

The NTHP was launched in 2004 with the objective to prepare high achieving students belonging to the less-privileged regions of the country for the IBA's undergraduate programs' aptitude test. Once enrolled at the IBA, these students are provided need-based scholarships for the entire duration of their respective programs.

Keeping in view, the economic impact of the pandemic in the country, the IBA Karachi has beefed up its financial assistance program to Rs. 380 million, a 25% increase from last year, which will benefit more than 1200 needy students. The financial assistance program at the IBA is supported by philanthropic organizations, corporates, alumni and individual donors.



## Bank of Punjab to set up scholarship and research funds at the IBA Karachi

**August 2020:** The Institute of Business Administration (IBA), Karachi and the Bank of Punjab (BoP) signed an MOU to support the education of needy students from across Pakistan and fund research conducted by faculty on areas of mutual interests.

The MoU was signed by CEO and President of the Bank of Punjab Mr. Zafar Masud and Executive Director IBA Dr. S Akbar Zaidi at a ceremony held at the IBA Karachi City Campus.



## DWP Foundation to support deserving IBA Financial Aid and NTHP students

**July 2020:** The DWP Foundation has generously agreed to support as many as 10 undergraduate students from IBA for the tenure of their degree programs. In line with its social responsibility policy, the Foundation has decided to support the students from Karachi. As a result of this collaboration, IBA has moved a step further in realizing its aspiration of becoming a needs-blind institution. The IBA would also like to thank Mr. Sabahuddin Rana who has been instrumental from the Foundation's end in materializing this partnership.



## 'Alfalah Islamic Scholarship Program' – A collaboration between IBA Karachi and Bank Alfalah to facilitate aspiring students

**June 2020:** A cheque presentation ceremony was held at the Bank Alfalah Head Office as part of the MoU signed on July 10, 2020, aiming to provide financial assistance to 5 undergraduate students at the IBA.

Mr. Atif Bajwa, Director and CEO Bank Alfalah presented the cheque amounting to PKR 4.5 million to Dr. S Akbar Zaidi, Executive Director, IBA to assist deserving underprivileged students who demonstrate academic brilliance.



## ICI Impact Female Scholarship Programme

**February 2020:** The Impact Female Scholarship Programme ceremony by ICI Pakistan Ltd. was held at the IBA Karachi, Main Campus. The organization extended its support through a scholarship grant for one female undergraduate student at the Institute. The IBA was represented by Director, Alumni Corporate Relations and Communications Department (ACRC) Malahat Awan, Senior Manager, Corporate Relations & Communications (CRC) Haris Tohid Siddiqui, Manager, Career Development Center (CDC) Danish Imtiaz and Assistant Manager, Financial Aid Tanveer Ahmed. ICI Pakistan Ltd. was represented by Manager, Talent Acquisition and Culture Hira Mullick, Assistant Manager, Talent Acquisition Fizzah Khan and Graduate Recruit and an IBA alumna, Ayesha Arshad.

ICI Pakistan launched the Impact Female Scholarship Programme in 2016 for the sole purpose of women empowerment and facilitating higher education. ICI Pakistan is currently sponsoring four students under this initiative with plans to launch similar programs in the upcoming year.



**January 2020:** The IBA received a cheque from the United Bank Limited (UBL) to provide scholarships to 4 students of the Institute for the duration of their studies. UBL has also given donations for the scholarships and capacity building of Master of Science in Journalism (MSJ) program. In the ceremony, the IBA was represented by the newly appointed ED IBA, Dr. S Akbar Zaidi and members of the ACRC and NTHP team, while UBL was represented by Group Executive Human Resources Sadia Saeed, Senior Manager Corporate Affairs Raza Mustjab Haider and Assistant Manager Corporate Affairs Ayesha Ahsan. After the

ceremony, the UBL team visited the CEJ where they presented a cheque to Director CEJ Kamal Siddiqi and were given a tour of the Centre.

## Bank of Khyber to set up scholarship for IBA students

**December 2019:** The Bank of Khyber envisions itself to become a leading Bank providing efficient and dynamic services in both Islamic and Conventional banking through expanded nationwide network.

In line with its vision and responsible citizenship values, the bank has offered the IBA to support 2 undergraduate and 2 graduate students belonging to former FATA region of the KPK. With the help of this collaboration, the IBA looks forward to enhance its inclusivity footprint further into KPK by offering an opportunity to students from this region.





## IBA and PEF join hands by signing an MoU

**November 2019:** The IBA Karachi signed a Memorandum of Understanding (MOU) with the Professional Education Foundation (PEF) for providing an interest-free loan facility to undergraduate students on merit-cum-need basis at the PEF office, Karachi. Acting Executive Director IBA, Dr. Sayeed Ghani and Member, Board of Governors, PEF Mr. Ashraf Adamjee signed the MOU on behalf of their respective institutions. Representatives from the PEF included CEO Mr. Shahab Rizvi and Assistant Manager Student Affairs Mr. Maarab Bashir, while the IBA was represented by Senior Manager Corporate Relations and Communications Mr. Haris Tohid Siddiqui and Manager CDC Mr. Danish Imtiaz. The program is currently supporting as many as 51 students at the IBA.



## A few corporate partners





# DISCOURSE SERIES



# CEO Forum & Distinguished Lecture Series

## CEO Forum: After COVID – What have we learnt?

**June 2021:** The IBA Karachi organized a dialogue on “After COVID: What have we learnt?” at the IBA City Campus. The discussion was conducted under the dialogue series ‘CEO Forum’. The dialogue was moderated by Dr. S Akbar Zaidi, Executive Director, IBA Karachi who was in conversation with business and media professionals, including Mr. Khalid Mahmood, CEO, Getz Pharma; Mr. Dinshaw B. Avari, Executive Director, Avari Towers Limited; Mr. Azhar Abbas, Managing Director, Geo News; Ms. Huma Adnan, Creative Director, Craft Stories and Fnk Asia; and Mr. Kashan Hasan, CEO, Reckitt Pakistan.

The speakers actively communicated the challenges they faced in the pandemic and the silver linings that came with it. Attendees included industrialists, business professionals, students, faculty, media personnel, academicians, members from the corporate sector and diplomats.

The dialogue shed light on how the pandemic has changed the nature of doing business and subsequently the economic landscape of the country.

Dr. Zaidi, setting the tone of the session enquired if the world is in a post-Covid or post-vaccination phase? Mr. Mehmood responded by highlighting the need for more spending on primary healthcare and stated that Pakistan should not be celebrating as Covid has not been defeated. “We are sitting on a time bomb with only 3% of the population vaccinated and herd immunity is not attainable before 70% vaccinations are carried out.” He also mentioned the aplenty opportunities that have surfaced due to the pandemic and with a robust pharmaceutical industry, Pakistan can do much more to tap on the breakthroughs it can make in the field of vaccine manufacturing.



Mr. Avari, hailing from the industry hit the worst due to the pandemic, spoke about the economic and non-economic challenges the hospitality industry faced and the learning opportunities that came with it. “It has always been instilled in us to help the marginalized, but we don’t want to advertise it. We didn’t lay off any employee even though the travel industry has been decimated,” he said. He also touched upon the dearth of safety nets in Pakistan making it the responsibility of the organizations to cater to the needs of their employees. But he pointed out the learning for his team which is the opportunity to devise synergies through centralizing of various departments.



Talking about the changing dynamics of the media, Dr. Zaidi questioned Mr. Abbas what has changed for his workplace. Highlighting journalism's different nature of work, Mr. Abbas mentioned the challenges that arose due to work from home being implemented as sending reporters to get stories was a huge concern. But the most important concern was how to maintain a balance between keeping people informed while ensuring that the shared information does not create panic amongst the public. Speaking about the gains made during the pandemic, he spoke about adaptability being key to the changing sphere of traditional media. "We created the first virtual newsroom of Pakistan," he mentioned a key outcome of working remotely for his team, a sphere, where different teams work in shifts from various cities and collaborate with each other virtually. He mentioned that print media during this period, has suffered locally as well as internationally while television has grown immensely.

When it comes to the world of creatives, Ms. Adnan shared that the designers believe in change and without change, there is no design. Talking about the overnight change her line of work had to go through was no less than a 360-degree shift with supply chains being affected majorly. Going forward, she stated, "We need to change all integrated aspects of doing business. Multitasking was the only way to survive. Believing in change, we adapted to newer circumstances."

Mr. Hasan's organization was crucial in the crisis with its range of products being in high demand. Shedding light on the avenues which have evolved over the past year, he shared how his organization is progressing. "We worked a lot towards localization. Even though we have been lucky so far but we cannot be complacent, instead we need to learn to adapt as there have been some permanent changes made in the world."

## CEO Forum: Industry - Academia Linkages - Why and How?

**September 2021:** The IBA Karachi organized a discourse on 'Industry-Academia Linkages - Why and How?' at the IBA City Campus. This was the second session conducted under the dialogue series 'CEO Forum'. The discussion was moderated by Dr. S Akbar Zaidi, Executive Director, IBA Karachi who was in conversation with corporate leaders, including Ms. Jehan Ara, Founder and CEO, Katalyst Labs and Mr. Raza Pirbhai, CEO, KFC Pakistan. Attendees included industrialists, students, faculty, media personnel, academicians and members from the corporate sector.

Commencing the session, Dr. Zaidi inquired the speakers about how to bridge the gap between the academia and the industry. And how the academia can provide solutions to the industry and the challenges associated with it.

Sharing her expertise, Ms. Jehan opined that a good foundation of education must be laid at university level. But the main skillset is developed once an individual is employed and, on the job, learning and training takes place. She also said that the IT industry needs trained personnel and currently there is a lack of such human resources. Reflecting on his vast industry experience, Mr. Pirbhai stated that universities cannot keep up

with rapid industrial changes and requirements. He said that the era of only obtaining a degree from renowned universities had passed and in today's world, one needs eagerness to learn and adaptability to change. "Leading universities produce good quality talent, but external elements including technology are changing rapidly and therefore universities are facing a challenge of keeping up with the industry's requirements", said Mr. Pirbhai.



Ms. Jehan Ara stated that technology is just a tool and that currently, platforms including MIT and Coursera offer free courses and students should utilize this opportunity to strengthen their skillset. "Universities have to teach their students to update themselves and be ready to learn new



things and be equipped to meet the ever-evolving work environment", she said. And further emphasized that IBA has a good faculty from the industry but that is not enough as students and universities need to work together to update students.

The conversation culminated with an emphasis on the academia and industry collaboration to overcome the divide between the two.

## The Administrator Karachi in conversation with the Executive Director IBA

**November 2021:** The Institute of Business Administration (IBA), Karachi organized a discourse on 'Karachi: The Way Forward' by the Administrator Karachi, Mr. Murtaza Wahab, at the IBA City Campus. Attendees included the IBA faculty, students and alumni, media, members from the academia, corporate sector and diplomatic corps.

Mr. Wahab, Barrister by profession, has been associated with the Government of Sindh since 2015. He currently serves as Advisor to the Chief Minister Sindh on Law and as Administrator Karachi.

Dr. Zaidi welcomed Mr. Wahab to the IBA and quizzed him on his strategy for solving the many administrative and municipal affairs of the largest metropolis of Pakistan, Karachi. Mr. Wahab thanked Dr. Zaidi for the opportunity to communicate with the future leaders of Pakistan. He briefed the audience about his educational background abroad and mentioned that he decided to come back and serve his city as he felt a sense of belonging and responsibility towards Karachi. As Advisor to the Chief Minister Sindh on Law, Mr. Wahab facilitated in passing some integral legislations, including a legislation for recording Hindu marriages in 2015-2016 (Sindh is the first province in Pakistan to introduce this Act) and in 2019, the Sindh Government passed a law to establish the basic rights for the prisoners.



Furthermore, he played an instrumental role in developing the Sandspit road and Manora beach front.

Inquiring about Karachi's urban flooding and debilitating road infrastructure in times of monsoon rains every year, Dr. Zaidi inquired how the Sindh Government was planning to solve the problem. Dr. Zaidi also quizzed about resolving the overall deteriorating municipal management issues, including broken roads and lack of cleanliness in the city.

Elaborating the Sindh government's strategy on maintaining the administrative and municipal affairs of the metropolis, Mr. Wahab said that the Government of Sindh has developed urban spaces for the people of Karachi among other projects. But due to the political polarization of the city, where 17 different agencies have control of different administrative areas of Karachi, the Sindh Government's hands are tied as it doesn't have the sole control of the city's administration.

Discussing the city's sanitation, Mr. Wahab said that garbage collection drives will be initiated in the 7 divisions of the city, with the first one initiating in the worst effected Korangi District and within 2-3 months things will improve on this front. He further said that the Sindh Government will be implementing a garbage plant to produce power and electricity from the city's waste. Dr. Zaidi also inquired about the city's law and order situation and what the Sindh Government was doing before the elections to remedy the lawlessness of the city.

Mr. Wahab said that adequate measures were being taken to mitigate the situation and he also urged the audience and the citizens of the city to use the power of their vote wisely, to educate themselves of all the facts before making an informed decision to select the best candidate for the betterment of the city.



## CEO Forum: Startup Landscape in Pakistan – Tales of Failures and Successes

**September 08, 2022:** The Institute of Business Administration (IBA), Karachi organized a discourse on 'Startup Landscape in Pakistan – Tales of Failures and Successes' at the IBA Main Campus. This was the third session conducted under the dialogue series 'CEO Forum'. The discussion was moderated by Dr. Saima Husain, Assistant Professor and Director QEC, who was in conversation with founders and corporate leaders, including Mr. Ehsan Saya, Managing Director, Daraz; Ms. Halima Iqbal, CEO and Co-Founder, Oraan; Mr. Hamza Rauf, Co-Founder and Director, Telemart; and Mr. Ahmed Ayub, Co-founder, Airlift. Attendees included students, faculty, academicians, media personnel, business owners, and members from the corporate sector.



Initiating the dialogue, Dr. Saima Husain inquired about e-commerce, its relevance, significance in the local ecosystem, and its evolution over time.

Mr. Rauf provided insights into his journey, his early start due to family circumstances, and his understanding of e-commerce holding a miniscule share locally and as compared to other countries. He said that e-commerce cannot grow in isolation and that all systems, infrastructures and technologies must make it easier to operate.

Mr. Ayub voiced that there was no concept of e-commerce back in the day. He mentioned that e-commerce flourished during Covid. He reflected on the Karachi market and how different it is, there are problems that need solutions across the board. He stated that if we are not bogged down by setbacks and have the determination to do something to create mass level impact, then there are a lot of things that can be done.

Dr. Saima Husain asked whether the underserved in society refer to the female segment, to which Ms. Iqbal pointed out the disparity in banking use between the genders. She added that this is due to the socio-cultural factors and widespread mistrust of the formal economy. Her organization spent months trying to figure out what problems their target audience was facing to be able to help them through digitization.

Mr. Saya highlighted the wealth of knowledge and investment that Alibaba has obtained through the



acquisition of Daraz. He pointed out that their business is data-driven and quick to assess and analyze failures and offset them in a timely manner.

The unanimous opinion was that startups not only help to channel money to the country, but that they fuel hope and bring change to the local ecosystem. The panelists collectively opined that students need to focus on learning, reading, and learning when looking for a job instead of focusing on the initial pay cheque and their next promotions.

The dialogue concluded with a Q&A session between the speakers and the audience.







# OUR ALUMNI CHAMPIONS

## Giving back to Alma Mater

### Class of 1978 – Anver Saifi Scholarship Endowment

**September 2020:** The Institute of Business Administration (IBA) Karachi hosted a reunion for the MBA Class of 1978 at the IBA Main Campus on Wednesday, September 30. Those who could attend celebrated and revived the bond of 42 years that they shared with their alma mater. The reunion was attended by Ms. Leila Ahmad, Mr. Aftab Manzoor, Mr. Shams Izhar, Mr. Vaqaruddin, Mr. Azhar Sajjad, Mr. Aftab Shah, Mr. Shaheed Kazi and Mr. Aziz Majid.

Recognizing the important role alumni play in supporting their alma mater, the Class of 1978 proposed the setting up an Endowment Fund in the memory of their late classmate, Mr. Anver Saifi. The Class of '78 and the family and friends of Anver Saifi have generously donated PKR 4 million to the fund and have plans to further increase this fund.





## Class of 1982 Scholarship Endowment

**March 2022:** The IBA's MBA Class of 1982 had a small reunion at the IBA Main Campus, hosted by the Executive Director, IBA Karachi, Dr. S Akbar Zaidi and Director Alumni, Resource Mobilization & Corporate Relations, Ms. Malahat Awan.

The class of 1982 holds a special place in our hearts. Showing us a great example of unbreakable bond with their alma mater, the class has also set up an endowment fund of Rs.8 million to help a financially unprivileged student at IBA. The class was given a brief presentation on the existing IBA's facilities and programs by the Executive Director.

Alumni enjoyed the reunion and acknowledged IBA's continuous efforts for the students' development in both personal and professional areas.



## Class of 1986 Scholarship Fund



**February 2021:** The IBA Karachi is pleased to announce that the MBA Class of 1986 has set-up a scholarship fund which will support two deserving undergraduate students every year. The IBA Karachi truly appreciates the combined efforts of the batch of 1986 for this kind and thoughtful gesture.

## Class of 1990 – Abdul Hameed Khan Endowment Fund

**February 2021:** The IBA Karachi would like to acknowledge the efforts of MBA MIS Class of 1990 to set up the 'Abdul Hameed Khan' Scholarship Fund and would like to thank them. The class has committed to donate PKR 4 million. We are grateful and encourage others to also step forward to support their alma mater.



## MBA Class of 1990 – Farhan Pasha Scholarship Fund

**March 2021:** The IBA Karachi is pleased to inform that the MBA Class of 1990 has set up an annual scholarship, in the memory of their cherished classmate, Mr. Farhan Pasha. Mr. Pasha was a wonderful person, kind soul, Supply Chain expert and an unofficial note-taker of the class. The 'Farhan Pasha – Class of 1990' scholarship will support an undergraduate student throughout the course of his studies. The class has donated

PKR 0.65 million and the Institute is thankful for their generosity and requests other alumni to come forward and give back to their alma mater to make quality education accessible.



## Class of 1990 – Nazish Iqbal Endowment Fund

**April 2021:** IBA is pleased to announce the completion of Nazish Iqbal Endowment Fund. While Nazish is no more with us, her passion to support education continues to thrive through a legacy fund which shall support at least 1 student at IBA for all times to come.

The IBA would also like to thank Nazish's family and all the supporters contributing for this noble cause.

## MBA Class of 1991 Scholarship Fund

**January 2021:** The MBA Class of 1991 held a virtual roundtable to mark the establishment of a scholarship fund in their class' name. The class has pledged to donate Rs. 2 million to support a TCF alumnus/alumna at the IBA Karachi.

Mr. Nader Nanjiani, along with Ms. Azra Maqsood, Ms. Ghazala Nadeem, Ms. Huma Hameed, Mr. Nadeem Zafar, Mr. Qasim Habib, Mr. Zubair Elahi, Mr. Farhan Ahmed, Mr. Naveed Ahmed, and Mr. Aamir Maqbool met with Executive Director IBA, Dr. Akbar Zaidi, and Director Alumni Affairs and Resource Mobilization, Ms. Malahat Awan, over a video conference. The group discussed different aspects of their beloved alma mater and shared feedback.



## MBA Class of 1993 - Kamran Ahmed Scholarship Fund

**October 2020:** An MoU was signed between the Institute of Business Administration (IBA) Karachi, IBA Alumni Class of 1993 and Generating Employment Alternatives to Promote Self-Reliance (G.E.A.R) to financially support IBA students. The Executive Director IBA, Dr. S Akbar Zaidi, CEO and Board of Trustees G.E.A.R., Mr. Ekhlaque Ahmed and representative of the IBA Class of 1993, Mr. Aliuddin Ahmed, signed the MoU at a ceremony held at the IBA.

The Class of 1993 has set up the Class of '93 - Kamran Ahmed Scholarship Fund, named after a deceased classmate. The funding will be released through G.E.A.R. As per the MOU, this scholarship fund will support two deserving students for their entire duration of studies through the provision of grant or interest-free loan. Commenting on the initiative, the representatives

from the Class of 1993 and G.E.A.R. said, "We are pleased to partner with the IBA in contributing towards making quality education affordable to deserving students. We look forward to engaging with the recipients of the scholarship as they prepare themselves for their bright future and will be available to mentor and guide them throughout their journey."

Dr. Zaidi appreciated the initiative and said, "We are grateful to the G.E.A.R Foundation and the Alumni Class of 1993 for extending its endearing support to the students belonging to the underprivileged regions who come to our institution after going through a rigorous evaluation process. This collaboration echoes the commitment of these individuals towards the society by enriching the lives of students who wish to excel in their education."



## Class of 1993 Scholarship Fund

**October 2020:** The IBA Class of 1993 organized their reunion at the IBA, Karachi. The alumni got together, along with their families, after 26 years and were awed by the renovated and enhanced infrastructure at the Main Campus.

The Class Reunion had alumni who had come over all the way from Canada and Netherlands, enjoyed their stay and engaged in a couple of indoor games. The event started with a campus tour, followed by a classroom visit where the alumni participated in a winter school session being conducted by Dr. Shahid Mir. They also appreciated the different facilities available at the Alumni Student Centre, stayed for a brunch, and had a meeting with Dr. Farrukh Iqbal, the Executive Director and Ms. Malahat Awan, Head of ACRC Department.

Meeting with the Executive Director was focused on implementation of diversification, infrastructural development, scholarship funding by the alumni and private sector, advancement in academic writings and journals, and IBA's robust testing services.

The Class of 1993 had a memorable experience and they pledged to visit IBA frequently and help their alma mater in terms of mentoring and financial assistance.



## Class of 1994 Endowment Scholarship Fund



**April 2020:** The Class of 1994 established the Endowment Fund of more than Rs. 13 million making it the largest fund set up by a class to date. The fund will sponsor the tuition fee of 2 students every semester for perpetuity. The idea of helping deserving students was conceptualized during the silver jubilee reunion held at the main campus in December 2019.

The IBA, Karachi is grateful to the Class of 1994 for pulling off this monumental feat in a couple of months and encourages other classes to follow their example.

## Class of 1995 Endowment Scholarship Fund

**November 2020:** Around 30 classmates from the Class of 1995 (BBA and MBA) reunited physically and virtually at the Main campus and finalized the establishment of an endowed fund at their alma mater. The class met with the IBA team including the Executive Director, Dr. Akbar Zaidi, the Director Alumni Affairs and Corporate Relations, Mrs. Malahat Awan, and the Director NTHP, Dr. Junaid Alam. Representatives from The Citizens Foundation were invited as distinguished guests including the Board member, Mr. Mushtaq Chhapra, and the CEO, Mr. Asaad Ayub.



The Class announced the establishment of an

Endowment Fund and an Executive Mentoring program for TCF students enrolled at the IBA. An amount of PKR 12 million has already been deposited by '95 alumni, who are celebrating their 25th year of graduation by giving back to their institution and their country.

The 'Class of 95 – IBA and TCF Endowment Fund' will fund the educational expenses of TCF alumni accepted at various IBA programs. This fund is being managed by IBA's Financial Assistance Committee.



In addition, a carefully curated mentoring program will be introduced for TCF students enrolled at the IBA. Under the 'IBA-TCF Mentoring Program', a committee of prominent business leaders, based in Pakistan and abroad, will help their mentees deal with university and professional life challenges and opportunities.

## BBA/MBA Class of 1996 – Syed Anwer Kazmi Scholarship Fund



**November 2020:** The IBA Karachi is grateful to the Class of 1996 for setting up the Syed Anwer Kazmi Scholarship to support underprivileged yet talented students during their undergraduate studies. The scholarship has been established in the name of their late classmate, Mr. Syed Anwer Kazmi, who passed away in 2006. The class will be celebrating their Silver Jubilee next year and many of Mr. Kazmi's classmates have actively donated towards this scholarship.



## Class of 1996 – Shariah Compliant Endowment Fund



**November 2020:** The IBA Karachi is pleased to announce that the MBA Class of 1996 has set up the Shariah Compliant Endowment Fund. The institute is extremely proud of its alumni who have selflessly committed to donate a total amount of Rs. 7 million for this cause.



The IBA Karachi would like to appreciate and acknowledge the tireless efforts of this batch in setting up this endowment fund for the benefit of deserving students.

## Class of 1997 – Syed Ahmed Scholarship Endowment Fund

**June 2020:** We are pleased to announce that the Class of 1997 has delivered on their commitment of Rs. 6 Million for the IBA's endowment fund. The 'Syed Ahmed Endowment Fund' was set up in



the name of their deceased class fellow during a class reunion held in December 2017. The annual tuition fee of one student is being funded through this fund.

The IBA, Karachi is grateful to the Class of 1997 for coming together for this noble cause and encourages other classes to follow their lead.

## Class of 1999 – Hatim S. Fakhruddin & Masood Mustafa Shah Scholarship Endowment Fund

**September 2020:** The IBA Karachi would like to extend heartfelt gratitude to the Class of 1999 for establishing a Scholarship Endowment Fund in memory of their two cherished classmates who left too early for their heavenly abode. The 'Hatim S. Fakhruddin & Masood Mustafa Shah' Scholarship will financially aid underprivileged students.

Masood was a polite, diligent, and thoughtful person with big dreams. He was inspired by his very accomplished grandfather, late Dr. Ghulam Mustafa Shah and that drew him towards teaching and politics. Masood always worked diligently towards achieving his dreams. He knew that it wasn't going to be easy, and he also knew there would be many struggles with no easy wins. He passed away in 2011.



Hatim was a caring and gentle soul who always had a smile on his face. He had this calm demeanor even in the tensest of situations. He always had the interest of people around him at heart and passed away trying to save others from drowning in the sea in 2015. A true Hatim.

Currently, the Class of 1999 is in the process of setting up the endowment fund of PKR 10 million and would like to reach out and connect with their classmates for this noble cause.

## Class of 2000 – Syed Fazl-e-Hassan Scholarship Endowment Fund



**April 2021:** The Class of 2000 has set up an endowment fund of PKR 8 million in the loving memory of their late Professor, Syed Fazle Hasan. The scholarship will be supported by the 'Syed Fazle Hasan Endowment Fund'. The fund will not be limited to the Class of 2000 only, but to all the students and friends of late Mr. Hasan. The IBA Karachi would like to extend heartfelt gratitude to the Class of 2000 for this gesture of love, respect, and devotion to their teacher towards this scholarship.

## MBA Class of 2000 – Usman Motiwala Scholarship Endowment Fund

**December 2020:** The IBA Karachi is very grateful to its alumni for their efforts in setting up the Usman Motiwala Endowment Fund. The fund is dedicated to the memory of Usman Motiwala who lost his life in a tragic accident in 1998. The batch of 2000 has generously committed Rs. 4 million for this noble cause of supporting students to attain further education with ease and accessibility.



## MBA Class of 2002 Scholarship Endowment Fund

**November 2020:** The IBA Karachi is pleased to announce that the Class of 2002 and friends of Zeeshan Khamisani have generously set-up an Endowment Fund in which they have already donated Rs. 2.3 million to support their alma mater. The fund has been set up in memory of their dear departed alumni, Zeeshan Khamisani (Class of BBA/MBA 2001 ESF) and Zain Polani (Class of 2003 BBA/MBA-ESF). The IBA Karachi is extremely grateful for their efforts and encourages other alumni as well to step forward for such noble causes.



## MBA Class of 2004 Scholarship Fund

**October 2020:** While this pandemic came with hardships, it also provided many with time to sit back and reflect on various life priorities. In one such a virtual session, a group of alumni from the MBA Class of 2004 decided to give back to society and the IBA provided a perfect platform for them to do that.

The Class of 2004 will initially commit to a four-year financial assistance for one student amounting to PKR 2 million, but will not be limiting this offer to just financial assistance. The pledge is to utilize the vast and diverse experience of this group of alumni and provide mentoring throughout the selected student's academic association with the IBA. The plan is to increase the scope of this scholarship fund in future, inspire others and use this platform for constructive value addition.





## MBA Class of 2005 Scholarship Fund

**September 2020:** The IBA Karachi is pleased to announce that the MBA Class of 2005 has set up an annual scholarship fund with a commitment of Rs. 2.2 million over a period of four years. The MBA Class of 2005 is proud to be a part of the IBA's golden jubilee batch and on their completion of 15 years of graduation, this scholarship is a token of gratitude to their alma mater. The 'Class of 2005' scholarship will support an undergraduate student for four-year degree at the IBA.



## MBA Class of 2006 – Mavara Ikram Scholarship Fund

**July 2020:** The IBA Karachi is pleased to announce that the MBA Class of 2006 has recently set up an annual scholarship of Rs. 500,000/- to sponsor the education of an undergraduate student. The scholarship will be called 'Class of MBA 2006 - Mavara Ikram Scholarship' in the memory of their beloved batch mate.

The past year has seen a significant increase in Class scholarships set up by the IBA Alumni of various years. The IBA, Karachi is grateful to the MBA class of 2006 for their contribution and urge other alumni to come forward and give back to their alma mater.



## MBA Class of 2010 – Sarah Sohail Scholarship Fund

**October 2020:** The IBA Karachi is pleased to announce that the BBA MIS Class of 2010 has set up a scholarship fund in the memory of their late classmate Sarah Sohail. The batch has committed to donate an amount of Rs. 2 million for the cause. The 'Sarah Sohail Scholarship' has been established with the prime purpose of supporting an undergraduate female student from a rural area for the duration of four years. We would like to thank the class of BBA MIS 2010 for coming together to set up this scholarship for a noble cause.



## Class of 2011 Scholarship Fund

**April 2021:** The Class of 2011 has magnanimously stepped forward in setting up an annual scholarship fund at the IBA Karachi which will provide financial assistance to an underprivileged student at the IBA. The Institute is indeed grateful for the unwavering support provided by its alumni.

## Islamabad Chapter Scholarship Fund

**September 2020:** The Islamabad Alumni Chapter (IAC) held a candid meetup with the Executive Director (ED), IBA Karachi, Dr. S Akbar Zaidi in Islamabad. A group of alumni from various classes met Dr. Zaidi and Director, Alumni Affairs, Ms. Malahat Awan at a co-working space, The Hive, owned by an alumnus. Mr. Raza Chinoy, President, IAC and office bearers hosted the evening where the ED discussed his vision for the institute. The alumni provided insights from the industry and discussed ways in which the IBA could align its pedagogy with the changing market dynamics. Mr. Chinoy, on behalf of the chapter, announced the launch of student scholarship fund which will cover the tuition fee of one student annually. Later, the office bearers presented souvenirs to the IBA team.

## Class of 1992 created an endowment fund to support students with weak financial backgrounds



IBA is pleased to announce that the class of 1992 has huddled together to create an endowment fund for the support of deserving students at IBA.

Ms. Malahat Awan, Director ARC met with Mrs. Hafsa Shamsie to discuss the possible avenues of support from her class. Mrs. Hafsa Shamsie, with the help of Ms. Sumbul Munir, reached out to the class members and set up an endowment fund of 8 million to support financially deserving students at IBA. Dr. S Akbar Zaidi appreciated class efforts in helping their alma mater in making quality education more accessible to people.





## SUPPORT US IN MAKING AN IMPACT WHERE IT MATTERS

### Bank / Wire Transfer

Account Title	Institute of Business Administration, Karachi
A/C Number	9911-0107058608
Bank Name	Meezan Bank Limited
IBAN	PK90MEZN0099110107058608
Branch	Jubilee Market Branch
SWIFT Code	MEZNPCCA

### Bank / Wire Transfer - Zakat

Account Title	Institute of Business Administration, Karachi
A/C Number	0101257618
Bank Name	Meezan Bank Limited
IBAN	PK74MEZN0001120101257618
Branch	Gulshan Chowrangi Branch
SWIFT Code	MEZNPCCA

### Online Donation

Resource  
Mobilization Website



Crowd Funding  
Portal



### Our donors from USA

Donations through i-Care platform offer 501(c)(3) tax benefits to our partners from USA



## A WORD FROM OUR RECENT BENEFICIARIES



**HAIDER JAMAL**  
BBA 2020

We owe it to ourselves and our country that we make the best out of the opportunities that come our way. IBA-NTHP has been one such opportunity for me.

Coming from an underprivileged family, I could only imagine of studying at IBA, had NTHP not believed in me and my abilities.



**AREESHA BILAL**  
BS ACCOUNTING & FINANCE 2021

Hailing from a Bangas family from Hangu City in K-P, making it to the IBA had only remained a dream had merit not been the pinnacle of success & selection for the IBA National Talent Hunt Program.

Having a pre-engineering background, it is only because of the NTHP, that today my discipline of study is also my area of interest.



**MUSHFIQ ALI KHAN**  
BBA 2016

I shall never be able to payback what I owe to the IBA and its NTHP Program. It enabled me, a farmer's son, to come and realize his dreams at IBA. With NTHP bearing all my educational expenses I can fully focus on my academics. I am grateful to the Director THP, THP Team and sponsors of this program for their support to me and countless others.

# AVENUES OF PARTNERSHIP



> Long-term Collaboration  
**Naming Rights of  
IBA Schools**

Long-term Collaboration <  
**On-campus branding**



> Long-term Collaboration  
**Sports  
Complex**

Long-term Collaboration <  
**Endowment for financial  
assistance & NTHP**



> Long-term Collaboration  
**Endowment for upkeep  
of infrastructure**

Long-term Collaboration <  
**Solar Energy  
solution for IBA**



> Long-term Collaboration  
**Sports and Theatre  
Academies**



Long-term Collaboration <  
Exclusivity  
Agreements



> Short-term Collaboration  
In-kind donations



Short-term Collaboration <  
Event / conference  
sponsorships



Short-term Collaboration <  
Research  
Collaborations



> Short-term Collaboration  
Experiential  
Learning



Short-term Collaboration <  
Brand  
Activations



> Short-term Collaboration  
Marketing  
Surveys



Short-term Collaboration <  
Trainings &  
Development



