



IBA Alumni e-Magazine

Vol 5. Issue I. Jan-Mar 2014

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DONATE

Giving back to IBA

CONNECT

Get your Alumni card

GAIN

Interview with CEO, Reckitt Benckiser, Turkey

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Phone: + 92-(21)-38104700 (Ext 1204) | Email: alumni@iba.edu.pk
Website URL: <https://alumni.iba.edu.pk/>

Dear IBA Alumni

IBA's five-year strategy under the management of Dr. Ishrat Husain is coming to an end this year. According to the Resource Mobilization Strategy, it was expected that PKR 100 million will be raised from Alumni during this time. So far, PKR 67 million has been generated from the Alumni towards various funds of IBA and a whopping PKR 33 million is still required to meet the expectation.

Although, IBA has benefited immensely from its Alumni positioned in top places through company donations and corporate social responsibility activities, individual contributions have been a major concern. It is understandable that world over great effort is put into such endeavours by the alma mater in tapping the Alumni resources. The first two years were spent on restructuring the department and forming chapters world-wide to kick start the once lost association between IBA and its Alumni. The next two years were spent on reinforcing and further emboldening the association and streamlining the processes for better Alumni relations.

With considerable strides in the right direction (miles to go before we claim our efforts worthy of mention), we have decided to keep Giving Back theme for this issue. To help you donate from any part of the globe, IBA has restarted online payment services for Students, Alumni and Donors. Through this service, you will be able to pay fees, dues and donation to IBA through a credit card (Visa/Master Card) or a debit card. This service was ceased in September 2011 when Citibank rolled out its operation.

I hope that this issue will make you think about donating towards IBA for a noble cause. Your one small step will lead to a giant leap for IBA in providing quality education to masses.

Happy reading!!

Haris Tohid Siddiqui
Alumni Manager
IBA, Karachi



Message from the Alumni Department

IBA Launches Online Payment for Students, Alumni & Donors

The Office of the Alumni Affairs and Resource Mobilization is proud to announce the launch of online payment services for Students, Alumni and Donors. Through this service, people from Pakistan & abroad will be able to pay their fees, dues and donation to IBA through a credit card (Visa/Master Card) or a debit card by logging on to: (Pay Online)

Alternatively, you can access the links:

<https://onlinepayment.iba.edu.pk/> (for students) and

https://onlinepayment.iba.edu.pk/iba_donation/ (for IBA Alumni and donors) as per your convenience and requirement.

This service is part of UBL's cutting edge UBL Go-Green Internet Merchant Acquiring Platform which was launched recently. It is also the first 3D Secure Internet based payment mechanism to be introduced in Pakistan. Currently, no other bank in Pakistan is providing this service. IBA and Alumni websites are SSL secured so you can be rest assured of the data confidentiality.

The launch of the collaboration between UBL and IBA took place at IBA's Main Campus at Karachi University on Monday, January 27, 2014. Mr. Ali Hasnain, Head of Retail Bank, UBL and Dr. Ishrat Husain, Dean & Director IBA, as well as several senior executives from both organizations were present at the event.

We hope that this effort will help you better connect with IBA and let us serve you in an efficient manner.



Feature Story

PLANT IBA GREEN

Plant IBA Green is a new initiative to encourage the alumni to plant a tree at their beloved alma mater to serve as a living testimony of their relations. Plant IBA Green provide alumnus with a new opportunity to continue being part of IBA and be honoured and remembered for their contribution by donating an amount of Rs. 5000/ tree. If you want to plant a tree under your name or your batch year, kindly fill out the form available at https://alumni.iba.edu.pk/plant_iba_green_form.php and make the payment online or via Bank transfer.



Process of Donating to IBA:

https://alumni.iba.edu.pk/donate_now_giving_to_iba_alumni.html

For further details and queries regarding how to donate, you may reach us at alumni@iba.edu.pk or call us at UAN: 111-422-422 (Ext: 1204-5)



Institute of
Business Administration
Karachi

PLANT

IBA GREEN



"He who plants a tree plants a hope."
Lucy Larcom

Leave a tangible reminder for ages in just PKR 5,000.
Plant a sapling at IBA and become part of a noble cause. We will put up your nameplate so that when this plant blossoms into a tree it can serve as a token of your affection towards IBA for others to seek example from.
So come and Plant IBA Green!

BUY A UNIT

We have divided the Alumni Students' Center in 40 units where one unit is worth Rs. 5 Million. To sponsor a unit contact us at alumni@iba.edu.pk or call us at +92-21-38104700 (Ext: 1204)

BUY A BRICK

You can also donate Rs. 20,000 and buy a Brick at the Donor's Wall inscribed with your name on it. Kindly fill out the Donor Wall Form to purchase a brick at the Student's center Donor Wall, available at https://alumni.iba.edu.pk/iba_student_center_donor_wall.php and make the payment online or via Bank transfer.

To see our complete list of donors, please click [here](#).

Process of Donating to IBA:

https://alumni.iba.edu.pk/donate_now_giving_to_iba_alumni.html

For further details and queries regarding how to donate, you may reach us at alumni@iba.edu.pk or call us at UAN: +92-21-38104700 (Ext: 1204)



Inscribe your name on the
IBA Student Center Donor Wall

IBA Institute of Business Administration Karachi
Leadership and Ideas for Tomorrow

The IBA invites you to celebrate your lifelong connection to IBA by purchasing a brick in the Alumni Center. Add your name – or the name of any alumnus or alumna you wish to honor or remember – to the beautifully designed Donor Wall at the Student Center.

For information, visit our website at <http://www.iba.edu.pk>
Or email: alumni@iba.edu.pk

Zafar Ahsan
Class of 1962

Mujtaba Siddiqui
Class of 1984

Zain Aamir
Class of 2002

Rotary Club of Karachi raises funds for IBA NTHP

Rotary Club of Karachi (RCK) Fellowship Brunch was held on Sunday February 02, 2014 at the residence of Vice President Syed Iqbaluddin Ghazi, also the Managing Director of Sun Enterprises. The large number of RCK members saw past District Governors, renowned businessmen and literati accompanied by their spouses.

The Chief Guest at the event was Dr. Ishrat Husain, Dean and Director IBA Karachi who was invited to address the RCK members to raise awareness about the IBA National Talent Hunt Program.

Dr. Ishrat explained to the members how IBA, through this program, reaches out to meritorious students from under-privileged families mainly living from the backward districts of Pakistan by bringing them to IBA for a two months intensive orientation course. These NTHP scholars then appear at the IBA's entry test and those who qualify are provided full financial support for four years to complete BBA/BS degrees.



Dr. Ishrat exhorted the members to generously contribute towards this endeavour whereby not only they will change the life of an individual but will also transform the lifestyle of an entire family. He highlighted that the success of this program serves as an inspiration to the entire village of these scholars and encourage other enthusiastic yet under privileged students to make a name for themselves.

Mr. Ghazi played the perfect host and announced to fund 1 NTHP scholarship for 4 years and expressed his desire to make it a recurring affair.

"Most of us spend fortunes on our children's education. We are lucky to be afforded that opportunity but we should also not forget those for whom quality education is a distant reality." Mr. Ghazi quoted the President of United States, Mr. Barack Obama that "our success should not depend on accident of birth, but the strength of our work ethic and the scope of our dreams".

Following his lead, the guests pledged scholarships for the NTHP raising the commitments to 10. Each scholar costs about Rs. 2.5 million (including the monthly expenses) pursuing the four year BBA and BS(Accounting and Finance) degree programs. For BS(Computer Science/ Eco. & Maths), Social Sciences, the cost is Rs. 2.0 million.

Later, RCK members were feasted to a sumptuous brunch.

Student Development Program Spring 2014

IBA Career Development Center in collaboration with Alumni Department conducted Student Development Program (SDP) on Saturday, February 01, 2014 at IBA Main Campus. Almost 30 IBA Alumni took out precious time from their hectic work schedules just to help the newly inducted students of BBA and MBA in improving their interpersonal skills. This time only those alumni were called who were trained in previous 'Training of Trainers' sessions.

The Student Development Program (SDP) began in 2011 based on the feedback gathered from Human Resource Department of various renowned employers. Employers felt the need for IBA students to have developed soft skills for not only excelling in their companies as efficient employees but also become morally responsible leaders who can think critically, act wisely, and work skillfully to advance the common good in society. The program draws upon the expertise and passion of alumni to effect professional growth in IBA students.

Developmental Coaching is one facet of the program designed to provide undergraduate and graduate students with confidential, developmental 360 degree feedback in order to enhance their overall leadership, teamwork, and interpersonal skills. Coaches and students participate in a day-long session during which teams of students discuss their solutions to various business cases, and are observed in a team setting. They are then rated individually and collaboratively by the judges which is then followed by a one-to-one confidential constructive feedback to each student.



Around 100 students underwent coaching and on average around 3-6 students were linked to each coach. The aim was to empower alumni mentors to engage students in critical thinking that is reflective and strategic. It also helped alumni in connecting with students through a structured framework encouraging productive conversations around academic, professional and life goals.

The program also served as a mini get-together for alums from across different years as they recalled their memories at their alma-mater. Alumni were completely enthralled on seeing infrastructure developments at both IBA campus; especially the Alumni Student Centre, CED and Tabbā Academic Block at the Main campus.

Earlier, an orientation program was organized for these students to get them acquainted with IBA.

"I and many of my fellow IBA Alumni were invited to participate as coaches for SDP and were amazed by the massive value you and your team continue to bring into lives of these fresh eager young minds entering IBA for the first time. The Student Development initiative is surely making a difference in ensuring IBA maintains its edge in leadership and creative thinking."

MUHAMMAD WAQAS DURRANI
Class of 2003

ALUMNI

ACTIVITIES

Admissions' Interview Panel Spring Intake 2014

IBA takes pride in many of its strengths but one that has stood the test of time is its admissions process. From filtering down thousands of aspirants to mere hundreds through the aptitude test, the process then subjects the candidates to group discussions and interview. Since 2012, IBA has tried to actively engage Alumni in helping IBA find the right candidate.

This year around 300 candidates cleared the aptitude test for various undergraduate and graduate programs and were called for the group discussion and interview session spread over 4 days starting March 2014. Admissions Interview Panellists consists of faculty and Alumni who first gauge the candidates in a group setting and then assess their suitability during one-on-one interview.



More than 50 Alumni from as far back as 1966 made it to the session despite their hectic schedule and short notice. As per the requirement by IBA Testing Department, Alumni with 10 years and more work experience were invited and senior alumni (mostly comprising of CEOs and functional heads) graced IBA with their presence.

IBA Alumni Department is indebted to all the interview panelists who aided IBA in choosing the best talent in the country.

I am really very grateful to you for inviting me to join the interview panel. It was such a revealing and good experience. Revealing, because it reiterated my view that IBA's new entrants criteria is still as good as it was in 1973, the year I got admitted at IBA. The calibre and overall knowledge of the prospective entrants was of very high quality. This forced my view that the initial aptitude test is of high quality and that the candidates who got through the initial stage had to be both intellectually and academically very proficient. I had come for 1 hour but stayed for about 2 ½ hours. It was an honour to be there. The questions guide given to the interviewers was well drafted and was mostly sufficient for assessing the capabilities of the candidates.

Mohammed Khalid Ali
Chief Executive Officer
Security Leasing Corporation Limited
Alumnus 1976

This is a very good activity for IBA. It is surely a way to bridge the communication gap between IBA and its Alumni. The interview questionnaire was also very good and it is surely very helpful for the right selection of the candidate.

Muhammad Arsalan Zafar
Alumnus 2004

Thank you for asking me to be a part of this very important process. It would be a good idea to gather all the panellists prior to the actual interviews so that a coherent mind set is applied to the students. Otherwise it was very nice interacting with the candidates and being a part of shaping the future of our much loved institution.

Sardar Amir Adnan
Owner
Amir Adnan
Alumnus 1987

Testimonials

ALUMNI ACTIVITIES

IBA Alumni from the Fertilizer Industry invited as Guest Speakers

By Sapna Ashok - BBA4

Faculty of IBA regularly invites guest speakers from professional and business world. Informative and stimulating, these guest speaker sessions can open your eyes to the various sectors, groom your professional development, and build your network of contacts.

With that in mind, we were delighted to receive the fertilizer industry experts on Friday, 28th March, 2014, who enlightened our students with the industry's practices relevant to their course of Analysis of Pakistan Industries. The session took place in the G&T Auditorium, Main Campus at 3.30 pm. On our forum were the Marketing Analyst of Engro Fertilizers, Ali Hamza, and Head of Logistics, Nadeem Anwer, from the same company.

The presentation initially gave the overview of fertilizer industry of Pakistan, mentioning the market positioning of Engro as well. It moved on to the current problems; future outlook, i.e. competitive dynamics, demand and supply conditions and new product mix, and the role of government. The guest speakers also talked about Engro's product offerings and the logistics management system of the respective company.

It was indeed a very enlightening session that helped students to better grasp the dynamics of the fertilizer industry. At the end, Mr. Hamza and Mr. Anwer were presented with a token of appreciation to thank them for giving us their precious time.



ALUMNI ACTIVITIES

Malaysia Study Tour 2014

The IBA Study Tour to Malaysia was spread over a period of January 25 to February 1, 2014. It provided the students with an opportunity to broaden the scope of their thinking beyond the boundaries of university settings. Malaysia was an ideal place for giving international exposure to students as it is a country that has rich cultural diversity and heritage. Its recent progress and development can also be used as a model by developing Islamic countries like Pakistan.

As soon as the students landed in Kuala Lumpur, they went to visit a local 'Dhaba' style road-side restaurant for breakfast, where they were introduced to menu items such as "Milo parathas" and "Tissue Parathas". Retail outlets were subsequently visited at the Low Yat and Times malls where students observed the interesting bargaining and negotiation techniques that were ingrained in the local sensibilities.



Day 2 started with a visit to the University of Malaysia. Students were excited to learn about PhD and Exchange opportunities with UoM, and also invited UoM representatives to visit IBA. UoM were kind enough to let the IBA student delegation visit their museum and art galleries. The students were also enthralled to find an article from Pakistan displayed in the museum! A refreshing lunch was served afterwards.

Next in line was a visit to F&N Beverages. It was very inspiring for the students to know that the Managing Director of F&N Beverages, Mr. Khalid Alvi is a Pakistani and an IBA graduate. The students learnt a lot from his experience and had a very fruitful Q&A session. In the evening, students visited further retail malls such as the KLCC and Pavilion and experienced local cuisine. With beautiful scenery along the way, students made many stops to admire the views.

The next day, students left by road for Penang, a seaside resort. Once in Penang, students experienced two delights: the local cuisine and the local water sports. One of the most interesting experiences for students was to haggle over the price of coconut water and water sports at the beaches of Penang. In the evening, students visited a Pakistani restaurant and experienced Lahori cuisine, Malaysian style! The students were also grateful to Mr. Jawad Allawala, IBA Alumnus 1999, and Founder of Trade Pulse Sdn. Bhd.; an online retail store, who had arranged the dinner for them.

The next day, students visited Penang Hills which involved an incredible uphill tram journey with breathtaking views. The next day, the students left for Kuala Lumpur by road and upon arriving, they went straight to the Central Mosque to offer Friday prayers with the congregation.

All in all, the tour provided the students with a great learning experience in a fun-filled way.



ALUMNI

ACTIVITIES

Alumni Survey Results

Class Years

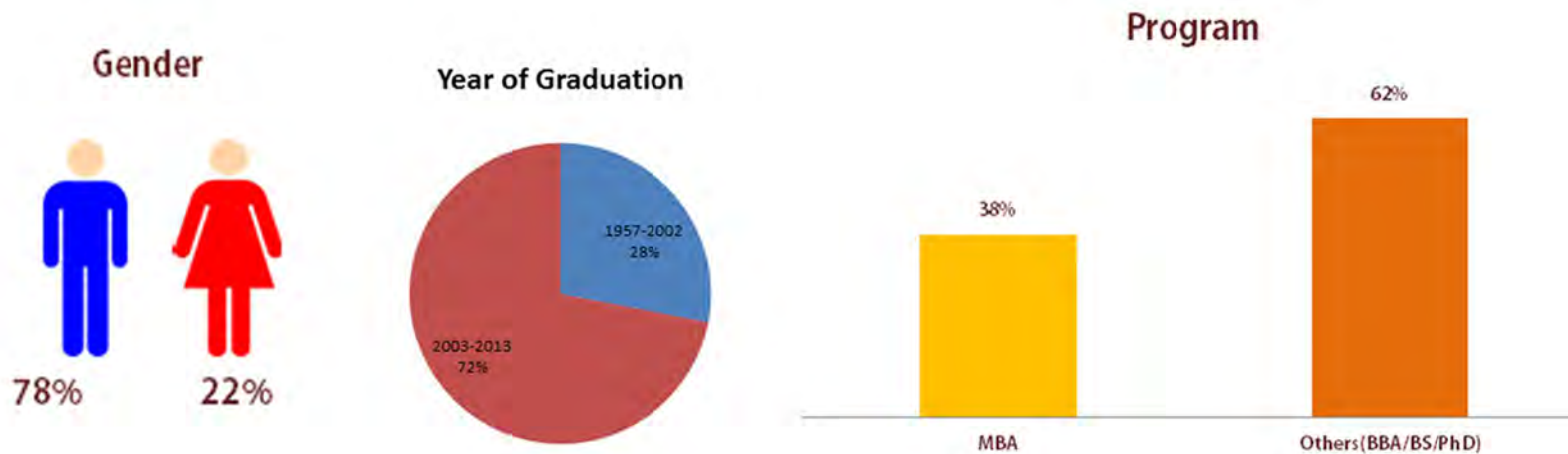
1957-2013



For the first time in the history of IBA, Alumni Survey was doled out on Tuesday, December 31, 2013. Through this survey, we tracked the following key measures:

1. Alumni perceptions of the network.
2. Strength of the alumni network.
3. Alumni services and events.
4. Awareness of communications.
5. What motivates alumni to donate.

The Alumni Survey was sent to 6737 valid email addresses out of which we received 741 responses. A total of 505 alumni completed the survey while 236 responses were left incomplete till the closing date.



ALUMNI NETWORK

83%

Alumni believe that IBA Alumni network is growing stronger.

92%

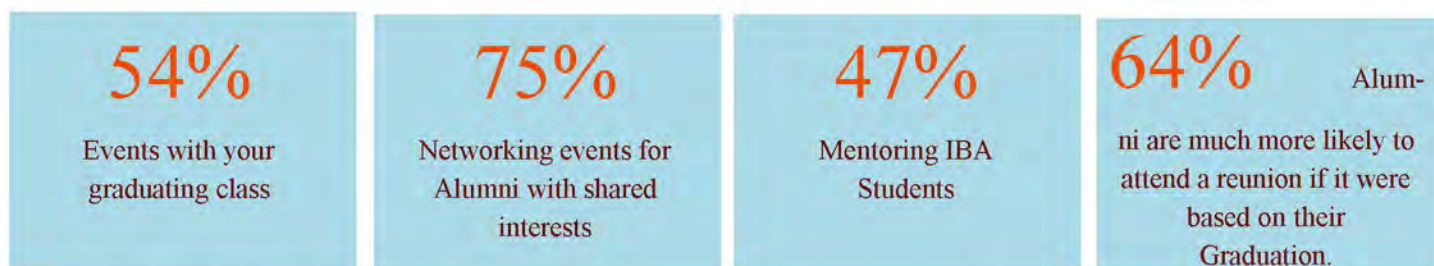
Agree they would help IBA Alumni and Students in their career if they know exactly how the Alumni/Student would want help.

SERVICES, ACTIVITIES AND COMMUNICATIONS

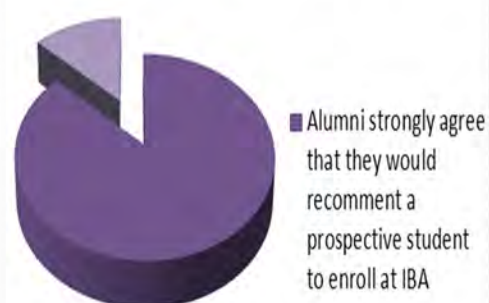
■ Alumni are aware of the IBA Alumni website ■ Alumni use it some of the time



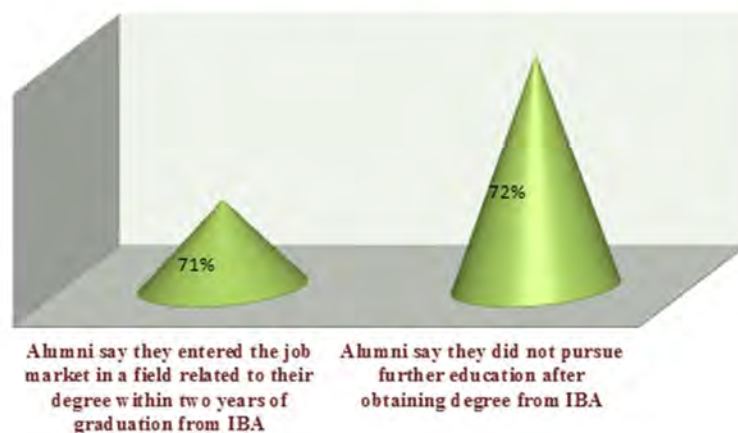
Three services, events and activities that Alumni are most interested in:



ENGAGEMENT



CAREERS



DONATIONS

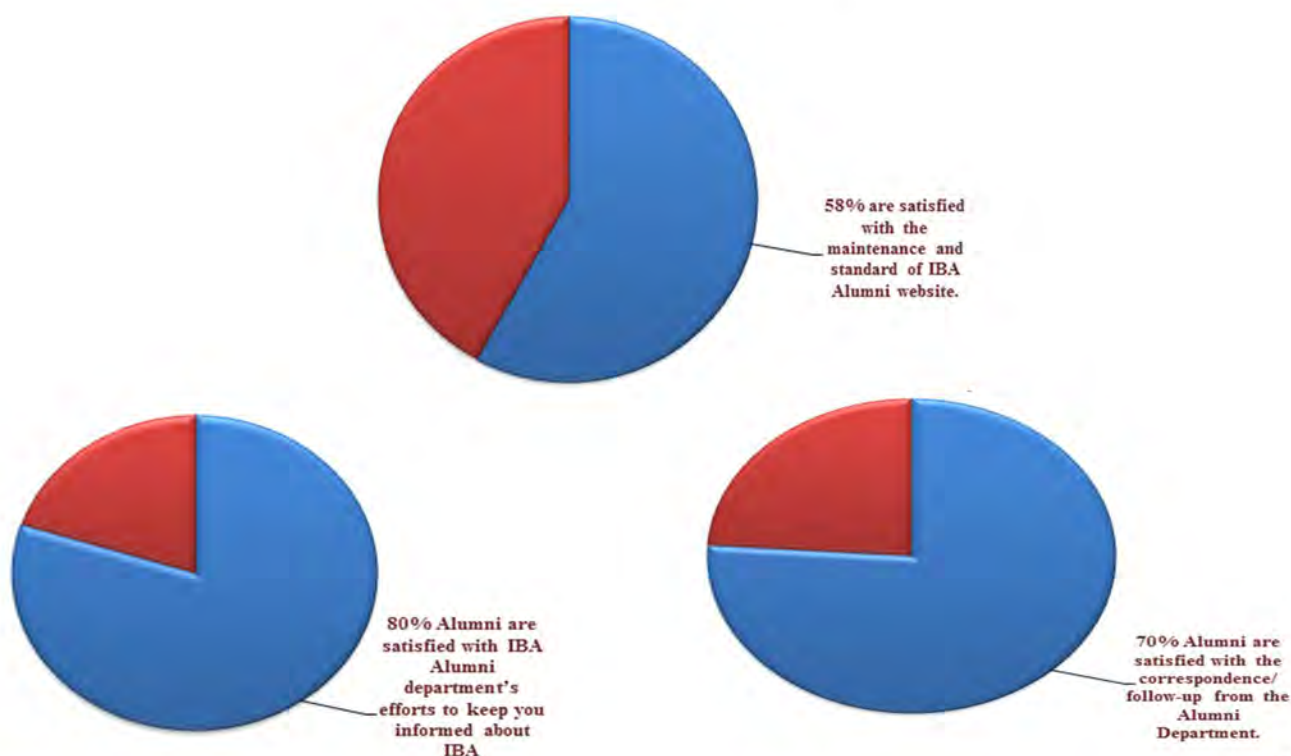
88%

Alumni say they have not donated to IBA during the last 5 years

49%

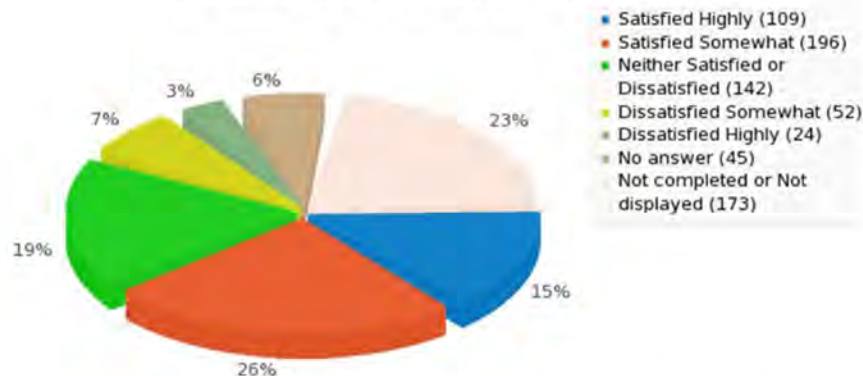
Alumni say they would rather support IBA in a way that doesn't involve contributing money.

ALUMNI DEPARTMENT

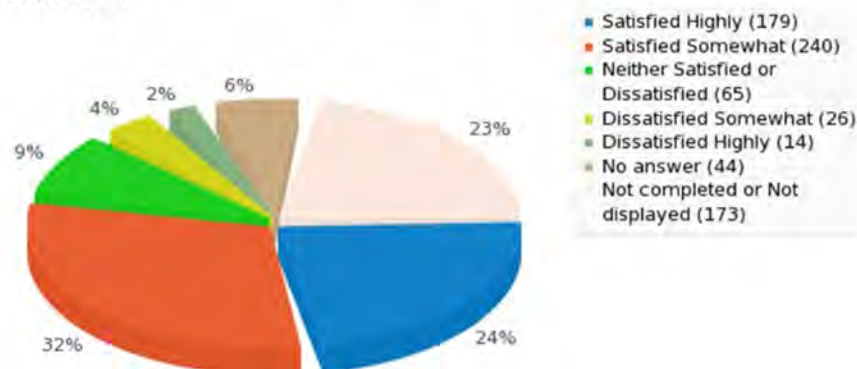


ALUMNI DEPARTMENT

Maintenance & Standard of IBA Alumni Website

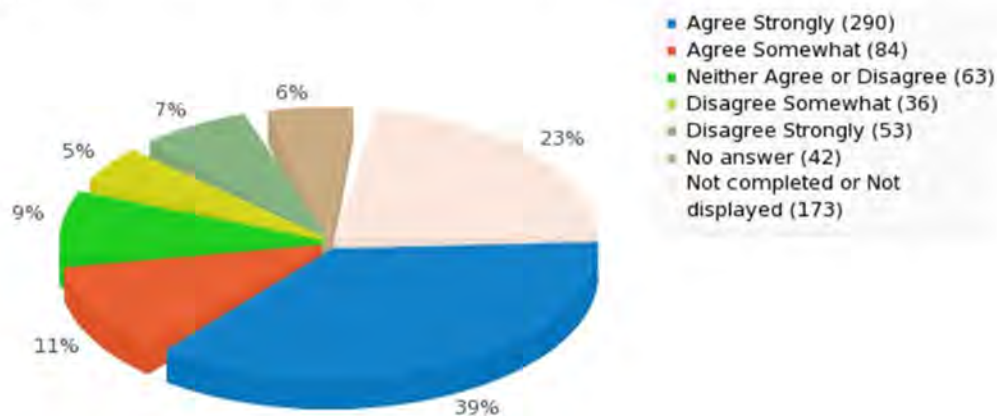


How satisfied are you with IBA Alumni department's efforts to keeps you in-
formed about IBA?

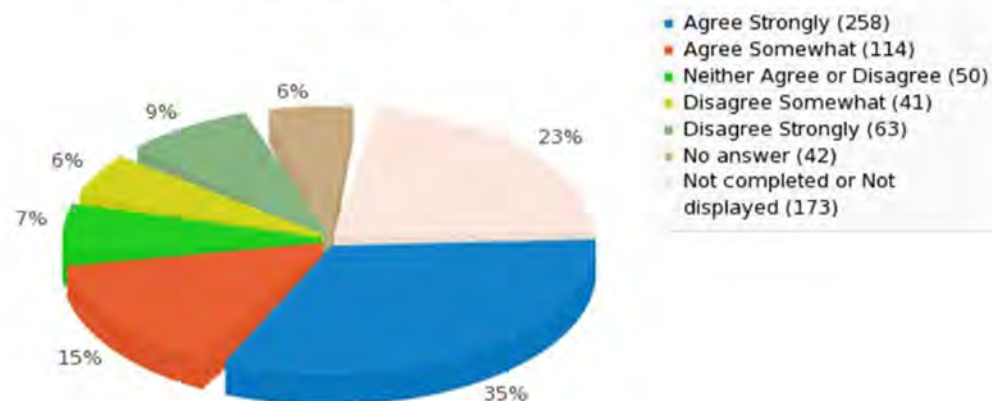


CAREERS

Did you enter the job market in a field related to your degree within two years of graduation from IBA?

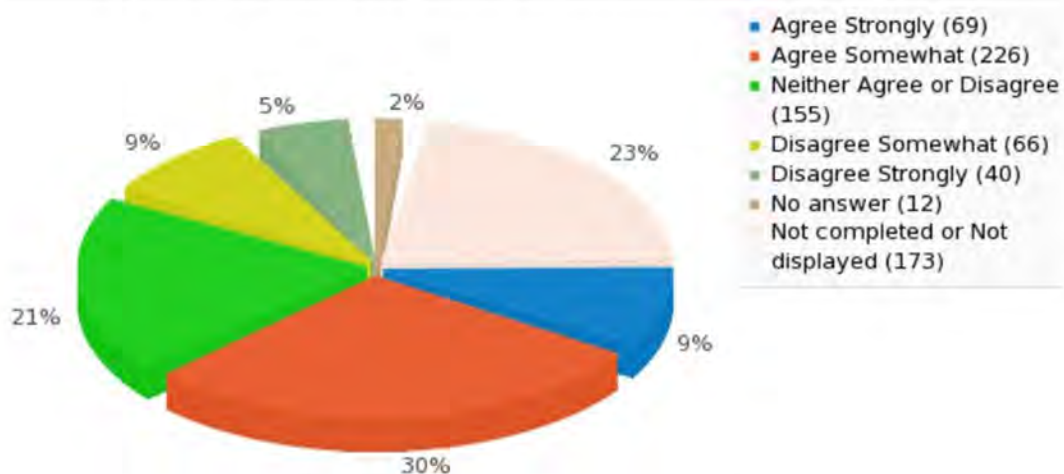


Are you currently working in a field related to your degree?

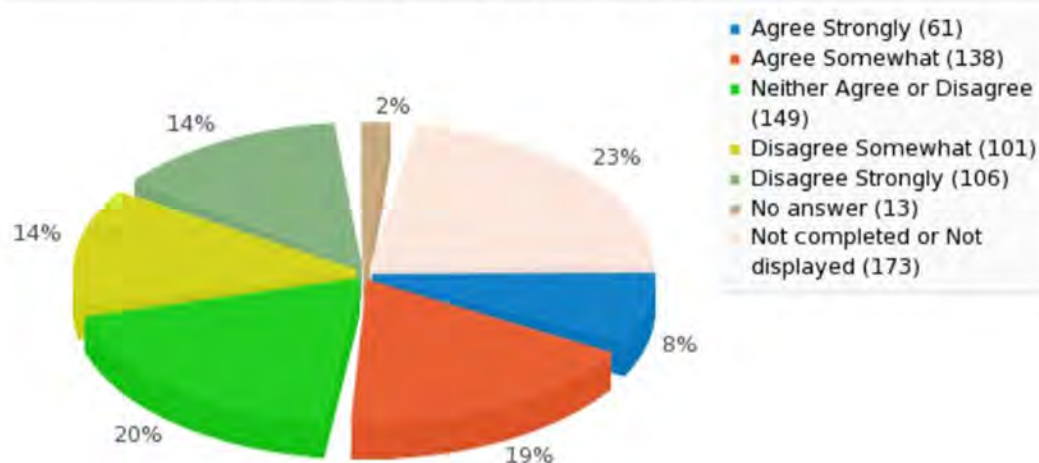


ALUMNI NETWORK

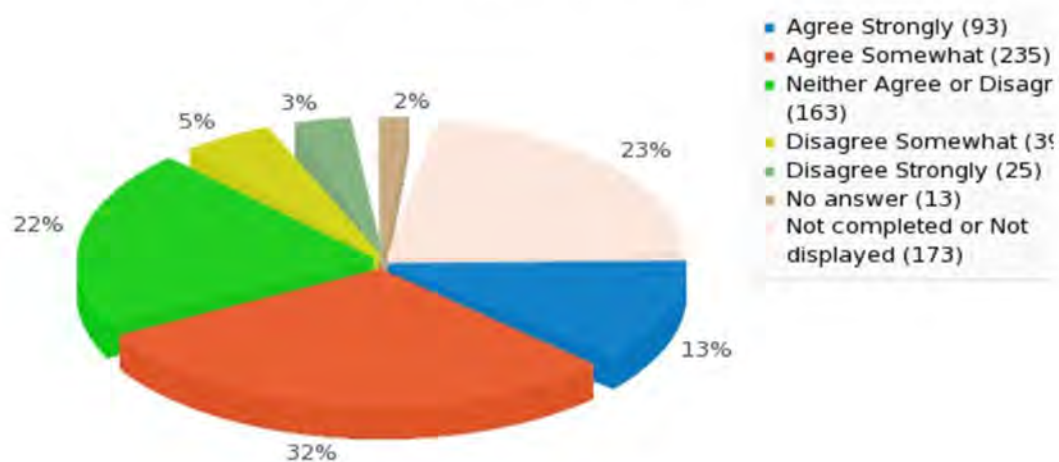
I have helped other IBA alumni & students progress in their careers



I have been helped in my career by an IBA alumnus/a

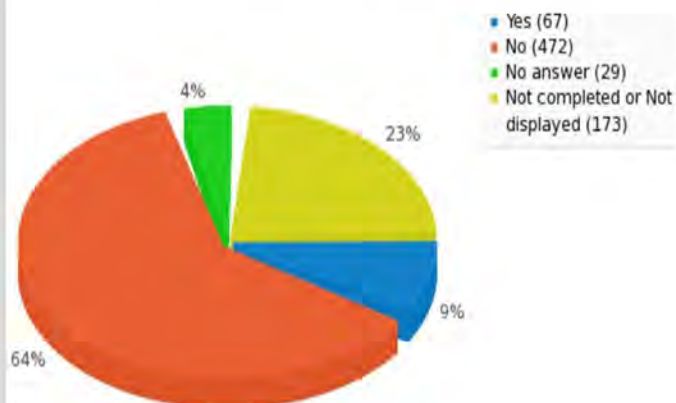


I find IBA Alumni Network helpful

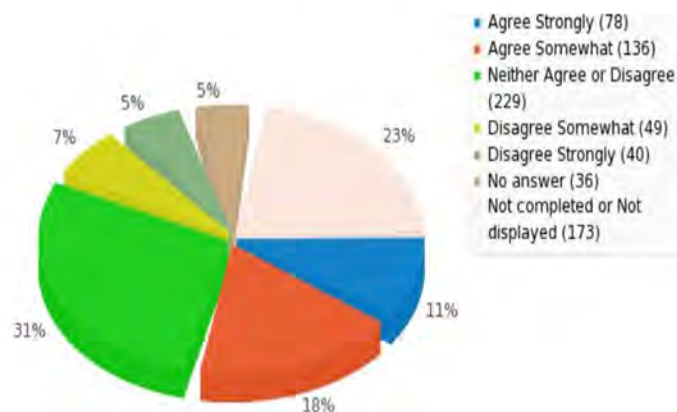


DONATIONS

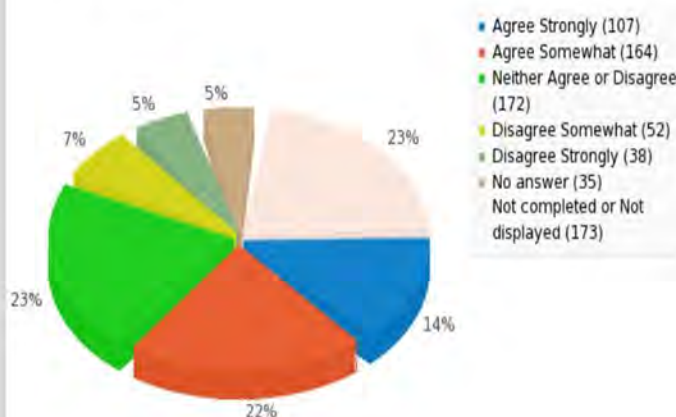
I have donated to IBA during the last 5 years



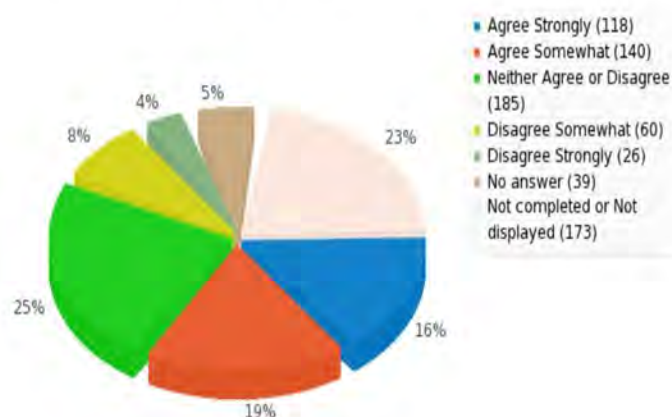
I donate because it is right thing to do



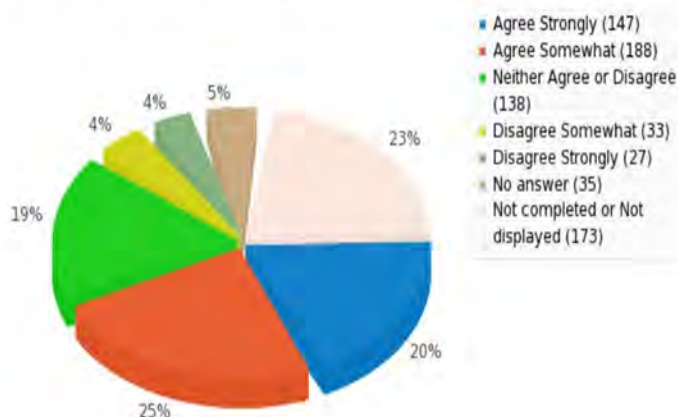
I'm more likely to donate to support hiring the best faculty



I would rather support IBA in a way that doesn't involve contributing money



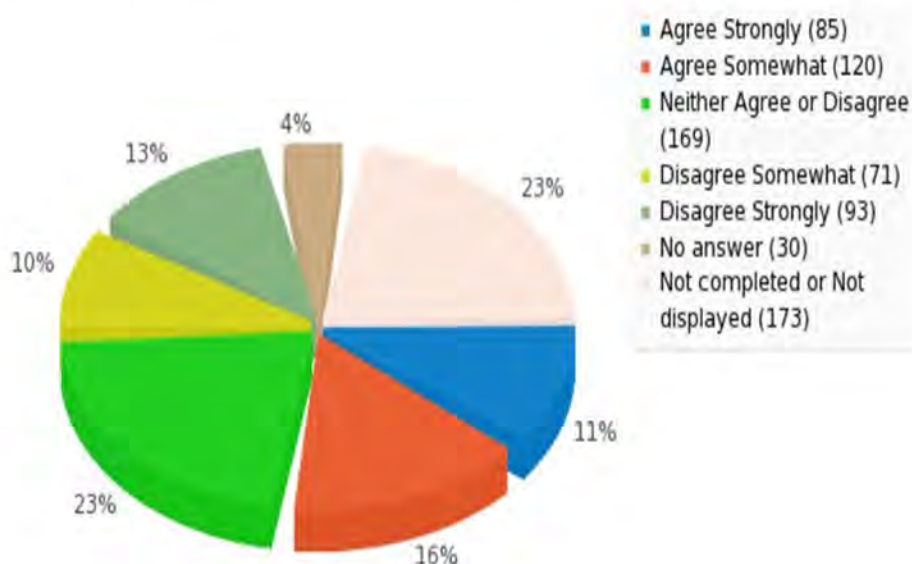
I donate so I can help an institution that helped me



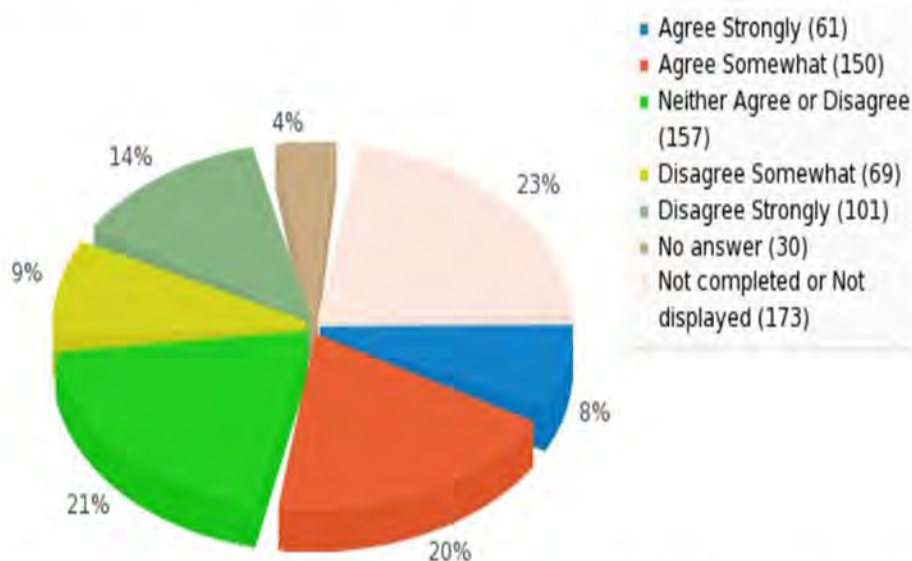
ENGAGEMENT

Please tell us to what extent you:

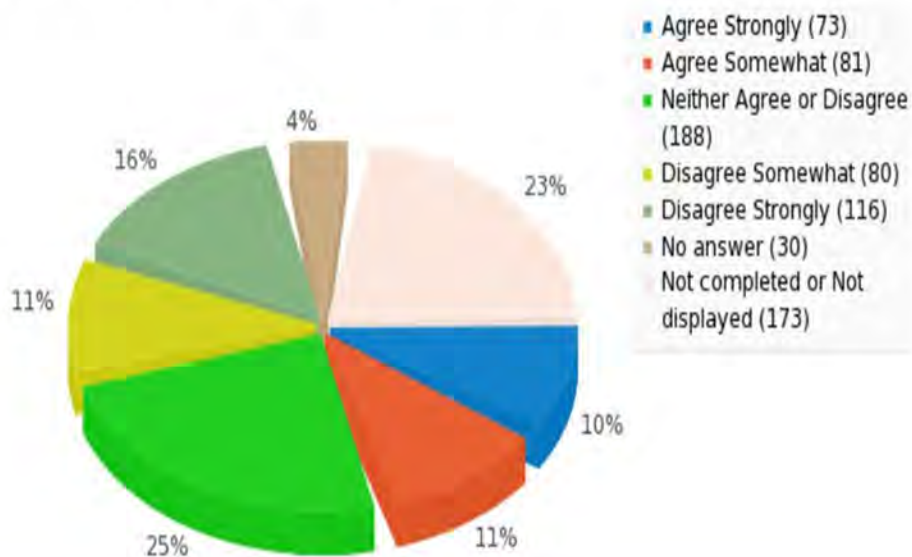
Volunteered your time with current students (e.g. Student Development Program)



Participated in student related activities (e.g. conference, musical functions)

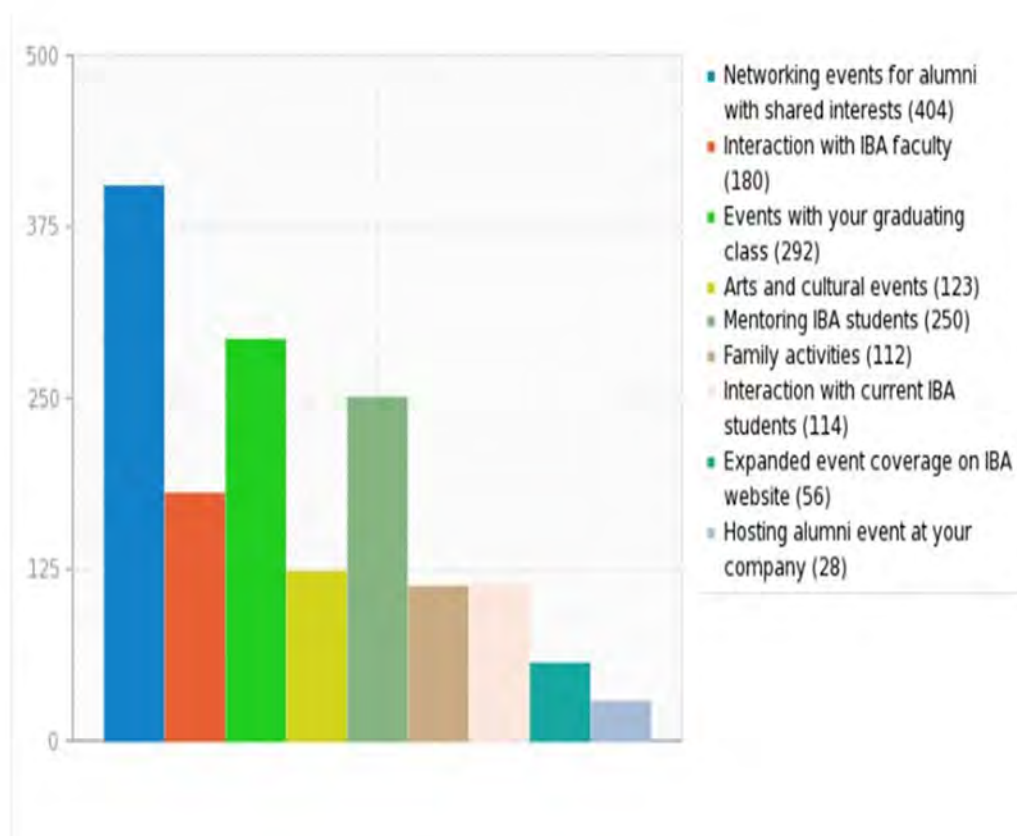


Assisted Admission Offices by attending Admission events (e.g. Admissions Interview Panel)

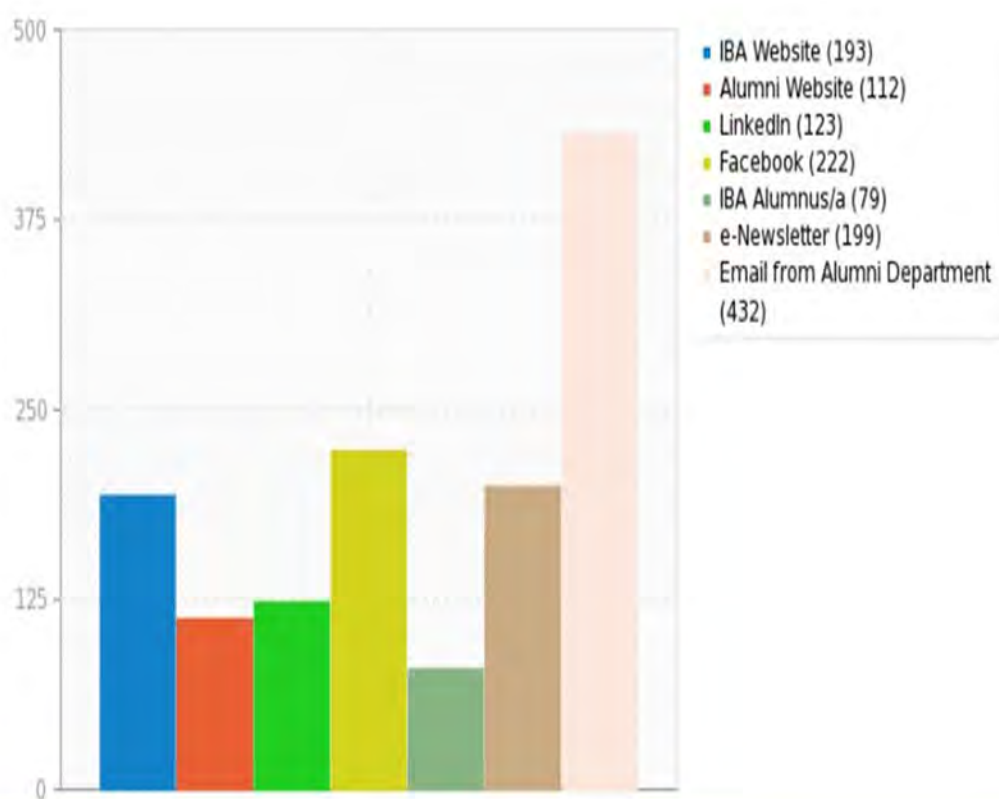


SERVICES, ACTIVITIES AND COMMUNICATIONS

Three services, events and activities that Alumni are most interested in.



What source of information do you depend on most to stay informed about IBA?



SUGGESTIONS TO ALUMNI

Social and Networking Events	Alumni Department should organize social engagement events on regular basis.
Alumni Directory	- Alumni directory with relevant contact should be produced every year so that Alumni can remain in touch & support each other. - Current students and graduating classes can also seek support for projects, jobs & internships.
Career Opportunities	- Alumni department should coordinate with Career Development Center to reach out to alumni-run companies and organizations with alumni in top positions. - Involve Alumni in career guidance programs especially for final year students.
Lifelong Learning	Short/refresher courses at concessionary rates should be introduced to Alumni for professional growth.
Supporting Students	- A Mentor program should be introduced where student or a group of students should be assigned a mentor from Alumni Community in their prospective field. - Assistance from Alumni should be increased for career counseling and guest speaker sessions.
Website Improvement	Alumni Website should be made more user-friendly and dynamic with LinkedIn features.

MOTIVATIONAL FACTORS FOR GIVING BACK TO IBA

Goodwill of Alma Mater	- I donate so I can help an institution that helped me. - I believe in the Institution and the organizational spirit. It has given me wealth beyond materialistic understanding.
Need based Scholarships	If my money was being contributed to help students get financial aid.
Efficient/ Transparent Donation Channels	- Just knowing what is required, how it is required, and why. - Knowing the specific reason for which the money will be used of even better if it is a specific person/student that needs to be helped.
Development at IBA (Infrastructure+ Faculty+ Students)	- Information about IBA's development & expansion plans. - Better infrastructure, expansion of disciplines offered and research initiatives. - Committed, experienced, and competent faculty.
Personal Contact from IBA	- Direct contact from the management. - Higher involvement and interaction by the institute.
Sharia Compliant Donation	If the donation fund being collected is certified as Sharia Compliant.
Improvement in Quality of Current Students	- Improving the quality of education & alumni network rather than admitting more students and larger buildings. - Professionalism in students when they come to the corporate world.

CHAPTER UPDATES

IBA Dubai Study Tour 2014

By: Tracy Roque and Quratulaien Tanveer MBA II

On January 17, 2014, 46 students from BBA and MBA program embarked on an exciting 5-day retail study tour to Dubai. The group ventured out of Karachi to learn beyond the walls of classrooms and take in an all-encompassing global perspective.

The students were provided with a brilliant opportunity to broaden their horizons while being exposed to cross-cultural differences in a city now known for its heritage and progressive thinking. Visiting a place like Dubai which is home to more than 80% expatriates itself gave the students an opportunity for an ideal international exposure.



Day 01 started with an interactive and highly engaging session with the IBA UAE Alumni Chapter at the our hotel. We were introduced to the new office bearers of the Dubai Chapter. IBA UAE Alumni Chapter, gave an inspiring speech about the importance of having a vision in life and building one's own personal brand. After this informative and stimulating session, the students were briefed on their group project, and assigned product categories to each group of five students. The group then visited the Deira City Centre, a shopping mall in Dubai with over 370 shops, restaurants, entertainment facilities and a hotel.

Day 02 commenced with a visit to Mondelez International formerly Kraft Foods and specializes the globally in the snacks market. We were given a warm welcome by the IBA alumnus Mr. Ali Shaikh who is the Category Marketing Head at Mondelez MENA and Pakistan. The presentations began with a holistic understanding of the biscuits category which consists of renowned brands like Oreo, Ritz, Sarita and ChipsAhoy! Mahdi alHusseini, Brand Manager Oreo highlighted the challenges of marketing in GCC region, particularly Saudi Arabia which is the largest market for snacks for Mondelez in the region. The speakers discussed the importance of creative content and shared brand communication of Oreo GCC - Princess and Ice cream flavor campaigns. A presentation on brand strategies and engagement rates for brand Barni, a spongy cake treat for children presented in a teddy-bear shape followed. From Mondelez we were taken to the Ibn Battuta Mall, the world's largest themed shopping mall with over 275 retailers, 50 restaurants and food outlets, 21 cinema screens including the UAE's only IMAX theatre and a continual array of events and promotions have helped evolve and develop one of the city's fastest growing areas.

Day 03 started off with a series of presentations made by the IBA students to the accompanying IBA faculty Mr. Jami Moiz and Ms. Farah Naz regarding the group assignments - selecting a category and studying store layouts, merchandising, shopper behavior, store environment and sale service levels, competition. The students then set forth on a journey to Dubai Festival City which apart from the Ferrari Store, Dubai Gold Mark and many other brands has an IKEA showroom as well where shopping is an experience in itself.

From IKEA the next stop was to the spectacular Global Village which proved to be an exhilarating, fun-filled, culturally-enriched and adrenaline-filled experience for all the students. The students again were welcomed warmly by the hosts at the office and served breakfast of our choice. The students were divided into groups and taken for a tour around the office. An addition to Bloomberg's product portfolio is the Bloomberg Aptitude Test - BAT that ranks and posts student globally for placements. The group then proceeded to the Mall of The Emirates and Dubai Mall. These multi-level Shopping Centers feature hundreds of international brands and include department stores, fashion, lifestyle, sports, electronics and home furnishing outlets and the largest Carrefour in the city.

This illuminating and memorable experience of the study tour and the learning will go a long way in shaping our career goals. Overall, this trip not only gave us the invaluable experience of an international market but also helped us in applying the retail, brands and consumer behavior concepts that we studied in class.

CHAPTER UPDATES

Screening of “Waar” Exclusively for IBA Alumni in Dubai

IBA Alumni UAE Chapter sponsored the movie premier of WAAR on the 12th of December, 2013 held at the Grand Cinemas at Wafi. Prominent celebrities and personalities attended the premiere. More than 100 seats were reserved for IBA Alumni for this premiere show. Mr Salman Iqbal, the CEO of ARY Digital along with many other notable celebrities, media personalities as well as the cast of the movie were also present for this screening.

An amazing movie which has shown us the Pakistanis as the victim, as a perpetrator and an abused. The effects and the acting of Shaan, Ayesha Khan, Shamoon and even the long cast of villains was amazing. Thanks to IBA Alumni Chapter UAE for arranging such an amazing event. Looking forward to more such events in the future!

Danish Kazi
Alumnus 2002



CHAPTER UPDATES

Anwar Maqsood's "Pawney 14 August" screened exclusively for IBA Alumni in UAE

After the successful show of WAAR Movie Premiere, IBA Alumni UAE Chapter is proud to have been associated in bringing to stage in Dubai the renowned Pakistani writer, Anwar Maqsood's "Pawney 14 August". The event took place at DUTAC (Dubai Community Theatre and Arts Centre) on the 20th of March, 2014.

Anwar Maqsood, whose illustrious 45 years career in writing for TV has penned for the first time for theatre the smash-hit 'Pawney 14 August'. This play was presented to audiences in different cities in Pakistan, and became an overnight runaway success. The play ran a total of 100 live performances to a packed house, every day in Karachi, Lahore and Islamabad.

'Pawney 14 August' is a thought provoking story of what Pakistan was perceived as and what Pakistan has become today. Revolving around the three principal characters, the Quaid-i-Azam, Allama Iqbal and Maulana Shaukat Ali, who have come to see today's Pakistan. Filled with questions and curiosity, the story is replete with a variety of characters representing Pakistan's society.



Understanding Down Syndrome & how we can help?



Ali Allawala
Alumnus 2007

On 12th January 2011, my wife and I were gifted with a baby girl. She was born six weeks premature and although there were suspicions that she may not be “normal”, it was confirmed after her birth that she has a genetic condition known as Down syndrome.

Down syndrome, also known as trisomy 21, is a genetic condition that occurs roughly in 1 out of 1000 births. While typically developing babies are born with two copies of 23 chromosomes, people with Down syndrome are born with three copies of the 21st chromosome, which explains the term trisomy 21. This particular genetic makeup usually results in developmental delays for these children, both physical and intellectual. However, it is critical to understand that there is nothing “not normal” about these children. In fact, I would go as far as to say that people with Down syndrome are a gift to the world due to the kind of love and affection they have to give to their loved ones.

It took me and my wife, who is also a graduate of IBA, a few months to get over the “trauma” of our daughter having Down syndrome, mostly because of the way the news was delivered to us by the doctors than anything else. After it had sunk in, and we got to know our daughter for who she was, instead of just focusing on the Down Syndrome, we realized that she was very much like any other child. Yes, there are differences in terms of the time she took to achieve certain milestones as well as some health challenges, but for the most part she is a happy, kind, mischievous, music-loving and sometimes very stubborn 3 year old.

We take our daughter to the USA atleast once each year for her annual health evaluations and it was during these visits that we realized how misunderstood this condition is in our country and how capable of leading independent and meaningful lives people with Down syndrome actually are, provided they are given the right kind of support and intervention. Our visits to the USA made me and my wife realized that our daughter’s arrival in our lives had put some responsibility on our shoulders and that it was our duty to transfer the knowledge we have gained to the lesser-privileged people in our country and to those who do not have access to the kind of information that we did. With this in mind, we decided to create a non-profit organization by the name of Karachi Down syndrome Program (KDSP).

The KDSP is an initiative of a group of passionate individuals who want to advocate the rights of people with Down syndrome and make the necessary facilities available for these individuals to live full and independent lives.

The eventual aim of the Organization is to develop an all-inclusive Centre for people with Down syndrome in Karachi that will be the primary point of contact for any person, family or institution affected by Down syndrome.

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This Centre will include facilities such as,

- Providing early intervention services i.e. the necessary support during age 0-3 years to facilitate in the early development of a child
- Providing counseling services to families affected by Down syndrome
- Run a parent support group program
- Run teacher training programs on handling the needs of people with disabilities such as Down syndrome in order to give them a better chance to become a part of mainstream schooling

With the lack of awareness that people in our country have regarding Down syndrome, the first natural step towards this goal was the raising of public awareness on the condition. This campaign was linked with the World Down Syndrome Day (21st Mar 2014) and was carried out in collaboration with the Kiwanis Club of Karachi during the week leading up to and including 21st March 2014. The World Down syndrome Day is celebrated all over the world and is officially recognized by the United Nations. Our campaign was also registered with the World Down syndrome Day Organization (<http://www.worlddownsyndromeday.org/karachi-wdsd-down-syndrome-program-pakistan>).

This campaign was powered by a professional photo-shoot consisting of eight people with Down syndrome. The pictures were then used to prepare the following:

1. A 50 second photo based video that was aired several times on most of the mainstream news channels including Aaj TV, Samaa TV and Geo TV. The same video was also circulated through our Facebook page (Karachi Down syndrome Program) and reached over 60,000 people on social media. It also ran on the popular cinemas in Karachi including Atrium Cinemas, Nueplex Cinemas and Cinepax prior to almost each movie on 20th and 21st March.
2. Banners that were put on 15 billboards all across the city on 20th and 21st March.
3. An electronic leaflet that was distributed to an audience of over 30,000 people to raise awareness about Down syndrome. Additionally, an audio promo was prepared in collaboration with FM 107 and was aired multiple times during 20th and 21st March on FM 107. Parents of people with Down syndrome along with representatives from KDSP were invited to several shows on the mainstream TV and Radio channels including Aaj TV, Health TV and FM 105 to raise awareness on the subject.

The first phase of the project i.e. the Public awareness campaign received an overwhelming response. Parents, doctors, volunteers, and others have all approached us and offered their help and support in the cause. You can do the same by contacting us through our website www.kdsp.org.pk, through our Facebook Page "Karachi Down syndrome Program" or on our helpline 0334-335-KDSP (5377).

Join the cause and let's together make it possible for people with Down syndrome to lead full and independent lives in Pakistan.



RECOGNISE THE POSSIBILITIES



Web : www.kdsp.org.pk | Email : info@kdsp.org.pk | Tel (KDSP) : 0334-335-5377



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My Favourite Souvenir: The sterling pewter

Bushra Farooqui
Alumnus 1996

Bushra is seen photographed with the first lady of the United States, Michelle Obama during London Olympics 2012 in her capacity as Olympics Organiser. She is a Banking Consultant and a Mountain Trekker.

In an effort to contain my belongings for the next journey of life, I carefully mark one of the cartons as 'Precious Souvenirs' and find myself staring at one particular 'white box' when the whole event flashes before my eyes:

"Ah! That's much better — Oh no! Hang on! Let me fix that, this clipboard would look horrible in the photograph — give me that!" as the First Lady Michelle Obama's Press Secretary grabbed my trusted clipboard. "Now that's perfect! Click away!"

Little did he realise that both the First Lady and I were already having a good laugh at all the fuss being created around us. She on one hand was definitely used to it, I on the other, was a complete novice at it. Well if anything, our memorable photograph will surely turn out to be a fun and natural one. And so it did!

So what if I was grinning from ear to ear like a Cheshire cat. There's so much to talk about and so little time! I was keen to quiz her on the highlights of the Olympic Opening Ceremony that we all attended the evening before, while she was more interested in knowing how my experience had been so far? Of course, I graciously gave her the right-of-way and was equally happy responding to the questions that came my way in the most proper manner that I could muster, thinking all along, "What an easy conversationalist she is!"

As the most favoured First Lady towered over the people surrounding her, I was in for some more surprise. Just then, her Private Secretary slipped a 'white box' in her hand, a discrete nod and the exact expression suggesting that now is the most appropriate time for souvenirs.

What a lovely sterling silver pewter I was handed, delicately handcrafted by none other than Salisbury Inc. who proudly say: "When you own a piece of Salisbury pewter you are sharing in one of the world's oldest crafts." And I say, "When you own such a piece that is engraved with an image of the White House and carefully signed by the First Lady Michelle Obama, you are also sharing a piece of history!"

That moment in time seemed like nothing else was keeping me occupied on the first day of London 2012 Olympic competition at the wave-shaped Aquatics Centre, especially when the Olympic Stadium, after a spectacular show of British splendour

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wrapped up the Opening Ceremony and was under a 5- day hibernation and turn-around period. All eyes were now on Dame Zaha Hadid's exquisite architectural feat. But just then, I was reminded, as my Airwave radio screamed out a dire cry for Protocol 1!

Stop! Let's rewind to the last minute preparations some three hours before that warm meet and greet and the handing of a memorable souvenir!

What? Are you saying 4 more diplomatic cars and 10 more prime event access passes required by the US delegation? You've got to be kidding me! Is this my mind playing games, someone throwing a last minute spanner in the works or is this the Olympic Tsunami I was warned of all along, now unfolding and staring in my face! What about the last four months of intense negotiation amongst the White House, Foreign & Commonwealth Office, Metropolitan Police Service and the London 2012 International Relations team? Does that even count? No? Brilliant! So we scrap that and start all over again?

Well, they say you can never be fully prepared to roll out an event of this magnitude. At this stage, what it really takes is every ounce of flexibility, spontaneity, presence of mind, being swift on your feet, tons of good luck and ultimate belief that all's well that ends well! But hey! Can I just at least clone myself for the day? It's show time Bushra, so just roll with it!

To think of it, at the end of the day, who doesn't want a happy story, great sporting achievement, records being smashed, celebrities being photographed witnessing the best of Olympic Sports that's on offer! All of it and more sure did come together with one of the most successful athletes of all time, Michael Phelps (US team), making Olympic history and earning two Guinness World Record titles for both the most individual medals won and the most gold medals won right there at the Olympic turf and in front of our very eyes!

They say: 'the business of life is the acquisition of memories.....and I couldn't agree more!'



How Safe Is Your Child?



Arsalan Faruqi
Alumnus 2006



The society which we live in has seen a sudden surge in cases of child abuse. Until now it was more prevalent in slums and villages where ignorance and narrow mindedness has resulted in parents having dozens of kids and that also with limited resources which eventually lead to their kids being abducted, abused or forced into beggary.

However recently in well off circles, as the trend of appointing domestic help to fill in the vacuum of safe parenting has started going viral, consequently there is an alarming surge in child abuse cases in such elite circles as well. In such situations, fathers are too busy with their work related obligations, mothers are over occupied with their beauty sleeps, kitty parties and work related obligations (if a working mother) and the easiest way out is to hire a girl and forget about your worries. From waking up your precious kids, getting them ready for the school, from dropping them off and picking them up that also by completely relying on their chauffeurs and maids, parents are further pushing their young ones into the evil clutches of predators. These kids then are often subjected to physical abuse, by these very servants on several occasions and out of fear or ignorance the young ones are hesitant in sharing their ordeal with their parents. By the time the parents realize what has happened, it gets too late. Besides the element of physical abuse, young kids learn all sorts of profane words and cheap Indian song lyrics. This happens for the sole reason that parents have started spending less time with their kids and rely mostly on their domestic help to accomplish this very crucial responsibility. The kid then becomes abusive at school, experiences frequent mood swings, frustration of the highest order and if physically abused, they grow up into individuals with extreme psychological issues and the void lasts a life time.

What needs to be done?

- Parents need to be vigilant at all times.
- Having a domestic help is fine but over reliance and trust is not at all advised.
- A background check on the men and women being hired as domestic help is very important because they become a part of your family and your entire routine and your lifestyle is being monitored 24/7.
- Always accompany or tell an immediate family member to go along with your chauffeurs when dropping or picking your child from school/tuitions or any recreational clubs. This reduces chances of child abduction or abuse.



- Dedicate a few hours in your daily routine for a discussion with your kids on how they are doing in school and categorically ask them about the behavior of servants with them
- Teach your young ones about "good touch" and "bad touch". Several tutorials are available on the internet in this regard.

Care for your young ones and keep a check on their activities, their friends and their activity on the internet. Initial years of any child are the formative years and if handled properly and rationally, then the child grows up into a confident and productive individual for the society.



Successful launch of IIBR gives hopes for development of local benchmark in Pakistan

Obaid Usmani
Alumnus 2008
Assistant Manager
Product Development
Meezan Bank Limited

Obaid Usmani specializes in structuring of Investment Banking & innovative Sukuk transactions, analysis of Shariah compliant avenues for treasury placement and development of product manuals. The author can be contacted at: obaid.usmani@meezanbank.com

Since its inception Islamic banks have been searching for an indigenous pricing benchmark that can be applicable to Shariah compliant financing transactions and is also reflective of Islamic banking liquidity situation. In the absence of an alternative benchmark, globally all Islamic Banks have been using benchmark that are based on conventional inter-bank markets like LIBOR, KIBOR etc as a way to price the Islamic financial transactions. The use of these interest link benchmarks is permissible as it is used only as a pricing tool but according to leading Shariah scholars it is considered as a disliked method of pricing Islamic financial transactions. Hence, development of alternative benchmark is a long awaited desire of leading Islamic bankers, Shariah scholars and Islamic banking customers alike.

Islamic Interbank Benchmark Rate (IIBR)

The successful launch of an International Islamic benchmark from the platform of Thomson Reuters as an alternative to LIBOR last year is a significant achievement of Islamic banking industry and would be remembered as a key mile stone in the development of Islamic financial system. IIBR offers a rate that is contributed by and is indigenous to a global panel of Islamic banks and Islamic Banking windows with fully segregated funds.

Mechanism and Contributing Panel

The Islamic Interbank Benchmark Rate ('IIBR') is calculated by Thomson Reuters based on a methodology agreed upon in consultation with the Islamic Benchmark Committee and approved by the Shariah Committee Headed by a leading Pakistani scholar Justice (retd) Shaikh Taqi Usmani.

A poll of approximately 16 pre-selected banks contributed rates at 10.45 AM on every business day (Sunday - Thursday). Contributing Banks are asked to contribute rates between 9.00 AM - 10.44 AM Makkah local time (GMT +3).

The rates are ranked from highest to lowest and the top and bottom quartiles (25%) of the rates are excluded to ensure that outliers do not influence the distribution. The arithmetic mean (average) of the remaining mid quartiles' values is then calculated to produce the IIBR.

Definition: The IIBR is defined as the profit rate that an individual Contributor Panel bank would perceive to be reasonable for Shariah compliant funding were it to do so by asking for and then accepting inter-bank offers in reasonable market size, just prior to 11.00 am Makkah local time (GMT + 3).

Governance of IIBR

The IIBR governance framework includes the Islamic Benchmark Committee and the appointment of a Shariah Committee to ensure that the benchmark is in compliance with principles and laws of Islam.

Islamic Benchmark Shariah Committee

The Shariah Committee is responsible for certifying the Shariah compliance of all aspects of the IIBR methodology. The Shariah Committee is comprised of independent Shariah scholars, 2 of whom must be on the AAOIFI Shariah Board and operates independently of the Islamic Benchmark Committee. The Shariah Board is chaired by Justice Muhammad Taqi Usmani.



Learning from the Global experience:

With the successful launch of IIBR in the global markets, the hope are now high for launch of local Islamic benchmark IIBOR (Islamic Inter-bank Offer Rate) in Pakistan where the Islamic banking industry has now reach around 9% of the total banking sector and is enjoying unparalleled growth.

The industry, Shariah scholars and the customers are demanding a separate Islamic Benchmark for Islamic Banks and efforts must be made to expedite the launch of separate Islamic banking benchmark in the country.

List of Contributing Panel

Abu Dhabi Islamic Bank	Qatar Islamic Bank
Ahli United Bank	Sharjah Islamic Bank
Al Baraka Bank	Dubai Islamic Bank
Al Hilal Bank	Ithmaar Bank
Alinma Bank	Kuwait Finance House
Al Salam Bank	Masraf Al Rayan
Bahrain Islamic Bank	National Commercial Bank
Barwa Bank	Noor Islamic Bank
National Bank of Kuwait	

Key challenge in the Pakistani Market:

In Pakistan the efforts to launch a separate Islamic benchmark took speed in 2009 when major Islamic banks including Meezan Bank, Bank Islami, Al Baraka, Dubai Islamic & Burj Bank supported the idea for launching a separate benchmark in the country. The efforts were received positively by the central bank level and last year in January the SBP Governor in his speech in Oman also termed it a key component of the Islamic banking strategy for Pakistan.

Now it is high time that all the Islamic banking players must combine their efforts and launch a separate benchmark IIBOR during 2013. This effort would not only increase the credibility of Islamic banking in the country but also help Islamic banks to penetrate those segments that are still skeptical about Islamic banking because it uses conventional market benchmarks, An Islamic Benchmark would also pave way for more structured products to be developed based on these rates such as the GOP Ijarah Sukuks which are currently yielding profits based on conventional benchmarks.

Disclaimer: Any views or opinions expressed in the Alumni Impressions are solely those of the author and do not necessarily represent that of IBA.



Ehtisham Syed
Alumnus 2007

Managing Multiple Facets of Risk

Ehtisham Syed is a global risk adjusted strategic performance specialist and the creator of global SPR framework. Ehtisham has written a couple of articles and over 100 blog posts on risk adjusted performance.

Oftentimes I see an interesting discussion among industry professionals over the types of risk or risk taxonomy (the science and technique of classification). But the question is if there is a best practice. The short answer is No. Risk is categorized in different ways by different BoK's such as Basel II top level categories are credit, market and operational while COSO's are operational, financial reporting and compliance.

Before delving any further into the subject matter, let's set the context first. Every business operates within an external and internal environment. External environment encompasses everything from supply and demand conditions to economic and non-economic influences to industry forces such as competition, customer, supplier and products. This is ground zero for strategy formulation.

The internal environment defines the business model of a firm i.e. how the business will create value for the customer and for other stakeholders. This includes goals setting and supporting financial and operational processes, assets, products and services for value creation.

These goals or highest level objectives set the context for risk assessment process. The goal setting itself is a decision making risk, therefore, also subject to risk assessment (risk identification, analysis and evaluation) since risk management is part of decision making process also.

So far it comes out that external and internal evaluation (situation analysis) is a precondition to goals setting (also called highest level objectives) which in turn is a precondition to risk assessment of all activities - from strategy (re)formulation to execution to monitoring & review (including risk assessment process and internal controls/treatment plans).

Keeping this mind, in the Global SPR Framework, I come up with the following top level risk classification schema along with potential sub categories which covers every aspect of a business model plus external factors outside the control of a business.

Strategic Risk: Risk during the strategic planning process. It is akin to decision risk w.r.t. to customer value proposition that deals with influences other than economic as part of business environment such as customer needs and wants, market

segmentation, targeting and positioning, competition, brand, packaging, pricing, distribution channels, mergers and acquisitions, partnerships and alliances, stakeholder expectations, political and regulatory environments, social and demographics, technological changes, environmental (the famous PESTEL), business model, investment valuation, purpose values and vision, strategic options, organizational structure, and goals setting.

Operational Risk: These are the risks that arise in strategy execution. In other words "Conduct Risk" referring to business practices developed and adopted by a firm to implement its competitive strategy to create a competitive advantage in the marketplace. There is also an established industry definition by Basel II that defines operational risk as "the risk of loss resulting from inadequate or failed processes, people and systems or from external events." These external events are the same environmental influences other than economic that are part of strategic risk thus provide a linkage between strategic and operational risks in the sense that once strategy is executed it becomes part of routine operations or operating strategy. However, unlike Basel, I would also include reputational risk to this category along with legal, governance, compliance and organizational culture that may cause the strategy or the entire enterprise to fail if they were to occur. Business continuity and disaster recovery planning are also part of operational risk category to cope in the event of control failures.

Financial Risk: The exposure of earnings or net worth due to economic influences as part of business environment such as interest rates, currency and commodity prices, financial instruments, liquidity and cash flow, credit/default risk are what I will refer to as financial risk.

Project Risk: These are the risks associated with the execution of capital projects and other initiatives in pursuit of strategy. PMI's PMBOK 4th edition defines project risk management as the processes involved with identifying, analyzing, and controlling risks for the project.

Black Swans: Though a subset of operational risk category, Nassim Talib's black swan events have a very low likelihood but catastrophic consequences should they occur. Dr. Kaplan and Anette Mikes, in their HBR article "Managing Multiple Dimensions of Risk" termed these events as "Unknown Unknowns" that are not only external and uncontrollable but also outside the realm of known experience.

In one of his articles "Learning to Love Volatility", Nassim Talib writes,

"To deal with black swans, we instead need things that gain from volatility, variability, stress and disorder. My (admittedly inelegant) term for this crucial quality is "antifragile. In short, in a world that constantly throws big, unexpected events our way, we must learn to benefit from disorder. We should try to create institutions that won't fall apart when we encounter black swans- or that might even gain from these unexpected events."

For comments please visit <http://bootstrapspr.wordpress.com/2014/03/15/managing-multiple-facets-of-risk/>

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S. Asad Raza
Alumnus 1995

Building Leadership

Asad Raza has more than 15 years of work experience in Petroleum and Automobile sector and has worked with Caltex, Total, Dewan, LandRover, Byco and Hascol Petroleum. Currently, he is the Head of Sales & Marketing in the Futuretech Group of Companies managing Chemicals, Petrochemicals, Automobiles and Minerals both locally and internationally.

Leadership is less about your needs, and more about the needs of the people and the organization you are leading. Leadership styles are not something to be tried on like so many suits, to see which fits. Rather, they should be adapted to the particular demands of the situation, the particular requirements of the people involved and the particular challenges facing the organization.

In the book "Primal Leadership," Daniel Goleman, who popularized the notion of "Emotional Intelligence," describes six different styles of leadership. The most effective leaders can move among these styles, adopting the one that meets the needs of the moment. They can all become part of the leader's repertoire.

Visionary:

This style is most appropriate when an organization needs a new direction. Its goal is to move people towards a new set of shared dreams.

Coaching:

This one-on-one style focuses on developing individuals, showing them how to improve their performance, and helping to connect their goals to the goals of the organization.

Facilitative:

This approach is particularly valuable when trying to heighten team harmony, increase morale, improve communication or repair broken trust in an organization.

Democratic:

This style draws on people's knowledge and skills, and creates a group commitment to the resulting goals. It works best when the direction of the organization is unclear, and the leader needs to tap the collective wisdom of the group.

Pacesetter:

In this style, the leader sets high standards for performance. He or she is "obsessive about doing things better and faster, and asks the same from everyone."

Commanding:

This is classic model of "military" style leadership - probably the most often used, but the least often effective.

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Leaders of Future

Future demands the new leaders to have in depth knowledge of new concepts and strategic thinking. To successfully develop the combination of skills and qualities – and adopt what is, in effect, a 'post-heroic' leadership style – they may need to incorporate the megatrends for long term success. The six megatrends Hay Group singled out are discussed here briefly:

Globalization

The strategic thinking and cognitive skills leaders will need to navigate this new world order are unprecedented. Good implementation and execution are no longer enough – if, indeed, they ever were.

Climate Change

Leaders will need outstanding cognitive skills to balance the competing demands of financial success, social responsibility and environmental custodianship. They must also act as change agents, advocating environmentally responsible business practice within and outside the organization.

Demographic Imbalances

Leaders will need to understand, lead, integrate and motivate teams of increasingly diverse employees. Fostering inter-generational and inter-cultural teamwork is essential, as is finding ways to engender commitment and loyalty among people of different ages, from different cultures and with different values.

Individualization

Leaders will have to work harder at generating personal loyalty, through accommodating employees' requirements, enabling self directed ways of working and individualized leadership.

Digitalization

Leaders must embrace the creativity, curiosity, and open minds of 'digital natives', but offer frameworks and guidance where needed.

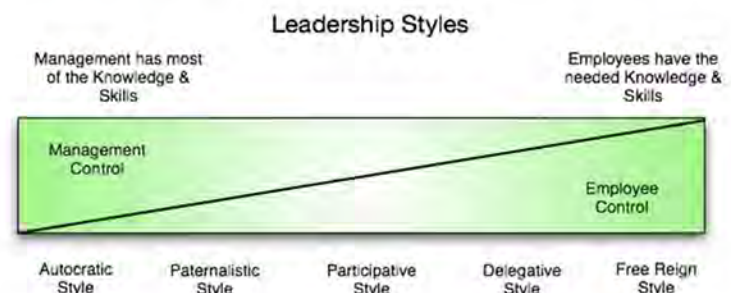
Convergence of Technologies

Despite lack of detailed knowledge, leaders must be open to and an advocate of visionary ideas. They must encourage innovation and collaboration and act as orchestrators of expertise from within and outside the organization in order to harness the potential of converging technologies.

As the world is shrinking and new challenges are making headlines, leaders of future must adapt themselves to the changing world and embrace the upcoming behaviors of employees and become more cognizant, vigilant and visionary.

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NOTICE BOARD

Lifetime IBA Alumni Card Launched!

Dear Alumni

We are pleased to announce the official launch of the Lifetime Alumni Card on January 29, 2014. We have received an overwhelming response from our alumni and so far we have doled out almost 700 cards to our alumni in Pakistan and all around the world.

The procedure to apply for the card is very simple. In your online alumni profile, the alumni card request has been reset and you are simply required to log in to your profile and select the option "Yes". However, before doing so, we recommend that you visit our FAQ section to acquaint yourself of the appropriate process and to avoid any delay in the processing of your request.

For those in possession of the expired Alumni Cards, you can still access the services and benefits from our Card partners for a period of 6 months, after which only lifetime cards will be valid.

We sincerely hope that through this venture, you will stay connected to IBA.

Regards
IBA Alumni Department



NOTICE BOARD

Lifetime IBA Alumni Card Launched!

How to apply for the Lifetime IBA Alumni Card:

1. Login to the IBA alumni website: <https://alumni.iba.edu.pk/> using your **Username** and **Password**.
2. Go to My Profile → Basic Information.
3. Check the option marked Yes in "Do you want IBA Alumni Card?"
4. The following information is mandatory for receiving the Alumni card:

- ✓ Name
- ✓ Graduation Year
- ✓ CNIC/Passport No.
- ✓ Address
- ✓ City
- ✓ Profile Picture (preferably a CV/GD picture in .jpeg or .png format)

5. Update your profile, providing the required information, which will allow us to update the alumni records as well as allow the processing of the alumni card. Upon updating your profile, the information will be automatically downloaded by the system. Once your profile is updated, your alumni card will be processed in due time and you will be updated accordingly.

How Your Card Processing Could Get Delayed:

1. Photo on the profile is not up to the requirement. (Please see the instructions on our FAQ page)
2. Correspondence Address is incorrect / incomplete.
3. Information on the online profile is incorrect / incomplete.

For further queries, you may visit this link:

https://alumni.iba.edu.pk/iba_alumni_frequently_asked_questions.html

NEW IBA Alumni Card Partners Added



15% discount to all IBA Alumni, Students & Faculty



5% discount on Raw meat and 10% discount on Marinated Items



50% discount on activities



20% discount to all IBA Alumni & students



10% discount on local excursions



15% discount to the IBA Alumni card holders on all categories



20% discount on corporate rates



15% discount to the IBA Alumni card holders on all categories

For a full list of our Card partners, please visit: https://alumni.iba.edu.pk/alumni_card_benefits_details.html

Opening of Alumni Students' Center

Alumni can now avail this one of a kind facility offering an array of services. The Pepsi dining Hall and its adjoining coffee shop offer a range of food service facilities and serve a variety of menu items. The Center also has in its environs separate gymnasias for male and female students, two badminton courts, ping-pong tables, a pool table, 2 foosball tables and dart, board game facilities, a writing center, a 200 person capacity event hall, and a state of the art amphitheatre with seating available for as many as 400 persons.

Also forming part of the Center is a bookstore, a resource centre equipped for office support and photocopying. Finally, there are six chapter rooms which serve as venues for the planning and execution of the various extra- and co- curricular activities conducted by student societies and clubs that form part of IBA's annual event calendar.

Hours of Operation

The following general policies and guidelines pertain to usage of the Alumni Student Center. While official University classes are in regular session, activity hours for the Alumni Student Center are as follows:

Opening/ Closing Timings

Monday – Saturday	8:00 am - 7:00 pm
Sunday	12:00 pm - 3:00 pm

Service Timings for Facilities

PEPSI Cafeteria	Same as Opening / Closing Timings
Coffee Shop	Same as Opening / Closing Timings
Resource Room cum Photo Copy Shop	Same as Opening / Closing Timings
Fatima Group Indoor sports Area	Same as Opening / Closing Timings
Khawar M. Butt Gymnasium	8:00 am - 11:00am and 2:30 pm to 7:00pm
Cowasjee Center for Writing	As per schedule to promulgated by the Director of the center 7:00pm
Book Shop	9:00 am to 5:00 pm (Daily except Sunday) the Director of the center 7:00pm
Student Lounge	10:00 am to 12:00 pm and 3:30 pm to 7:00pm (Daily except Sunday) Sunday) the Director of the center 7:00pm
Amphitheatre Area	As per requirement 7:00pm (Daily except Sunday) Sunday) the Director of the center 7:00pm (Daily except Sunday)
Office space for Societies	As per requirement except Sunday) Sunday) the Director of the center 7:00pm (Daily except Sunday)

IBA

ACTIVITIES

IBA TIER III Data Center offers Cloud Services

The data center is built as per the internationally standardized Tier III specifications. The facility and its redundant infrastructure ensure an uptime of more than 99.982%. IBA data center colocation facility offers excellent opportunities to universities and banks who want to collocate their data center or DR site on rental space. Strategically located at the City Campus in the heart of the city, IBA Tier III* Data Center is a state-of-the-art facility offering full-fledged data center colocation facilities and a comprehensive suite of services designed to serve your business' need for reliability, security and scalability.

- Tier III compliant infrastructure.
- Programmable & addressable fire detection system.
- Round the clock video surveillance.
- State-of-the-art internet security.
- 24x7 data center monitoring
- Constantly maintained optimal temperature and humidity.
- Server virtualization.
- Redundant power systems.
- Back-up generators and ups systems.
- Biometric and RFID physical security controls.
- Comprehensive environmental monitoring.

Flexibility

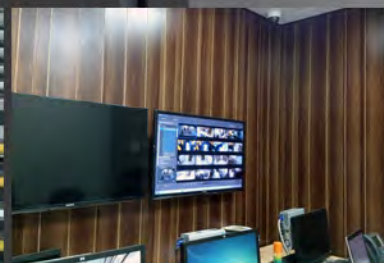
Customer-focused data center design sets IBA apart from other colocation providers. IBA facilities and services are designed with flexibility enabling you to align your data center requirements to shifts in technology or changes in your business strategy. IBA customers may start with a single standard-power density cabinet and grow to high-power density cabinets.

Scalability

Scalability feature of the data center allows customers to cater for grow their growing infrastructure requirements and expand into new space efficiently. With robust connectivity linking data centers, customers may deploy a network point of presence (PoP). Customers choosing this option will enjoy diverse on demand data center capacity in a cost-effective configuration for their short and long-term needs.

Service

At IBA, customer satisfaction is at the core of our commitment to providing unmatched services. We design systems and support infrastructure based on specific customer requirements. IBA combines experienced personnel with innovative technology and automation tools to ensure responsive, accurate, and on-time service delivery. Our data centers feature 24-hour services such as the Operations Support Center, remote hands, receiving, storage, and loading dock access.





The Visiting Faculty Hostel

The Visiting Faculty Hostel at IBA is now complete! The hostel accommodates up to 15 visiting faculty members and features 12 bedrooms and 3 suites as well as a lounge, dining hall, gym, play area and prayer hall. The Visiting Faculty Hostel is built on 22,000 SFT adjacent to the IBA Girls Hostel.



Enigma 3

Enigma 3 was Karachi's largest Olympiad kicked off on 23rd of January 2014 with over 800 participants and 20+ events in categories ranging from Public Speaking and Quiz Bowl to Media and Performing Arts. The event then rounded off with social events to provide the participants with a chance to relax connect with others and share their experiences.



Model United Nations IBA Karachi (MUNIK) 2014

The four day event started on 30th of January 2014. It provided a platform where students can discuss the international affairs, understand world politics and resolve global issues. Not only did it provide the delegates with insights of the working of actual United Nations program but it also gave them the environment which was meant to foster responsibility and in-grain leadership skills which are required to solve the global issues of the world.



Beach Cleaning Drive by IBA Go Green Society

To educate and motivate people to keep our coastal areas and beaches clean, the IBA Go Green Society, in collaboration with SWO, Gulbahao and YLC, organized a Beach Cleaning Drive on 16th February, 2014. Almost 200 student volunteers from NUST, Hamdard University, Iqra University and Dawood University, encouraged by the cause, also came forward to spread awareness amongst the locals. The drive covered the area from McDonald's to Floating Ship.



Dunya News at IBA Karachi

IBA Karachi hosted Dunya News on the premises of its Main Campus on 18 February, 2014. Thanks to our students and faculty members, the auditorium saw a full-house during the successful recording of three back-to-back episodes of the program "On the Front with Kamran Shahid". Students very confidently and articulately posed some intelligent and pertinent questions to all panelists that generated much heated debate and interesting discussion. It was of great pride for IBA Karachi at how well the students represented the institution on national television.



IBA Boys Hostel celebrates Basant 2014

The sky was dotted with scores of kites at IBA Boys Hostel, as Saturday Night 15th February, 2014, marks this Year Basant Celebrations with shouts of 'boo-kata'. Admit it or not, Basant is still one of the seasonal festivals celebrated across almost all the cities in Pakistan. IBA Boys Hostel Residents Welcome Spring Season by Celebrating Basant Evening with full Excitement & New Spirit.

ALUMNI ACHIEVEMENTS

Mr. Mohsin Nathani appointed CEO, Standard Chartered Bank, Middle East region

It is indeed a moment of great pride for us to announce that Mr. Mohsin Nathani, IBA Alumnus 1987, has been appointed CEO, Standard Chartered Bank, Middle East region.

Previously, Mr. Nathani was the Chief Executive and member Board of Directors for Standard Chartered Bank (Pakistan) since September 2010, He boasts of 22 years of banking experience, covering Asia (East and South-East), Middle East and Levant regions. Mr. Nathani completed his MBA from IBA in 1987, and has profound experience across corporate banking, fixed income markets and Islamic Banking.

In addition to an exhilarating and successful banking career, Mr. Nathani is also seen to be an active member on the boards of Pakistan Council for Philanthropy, British Overseas School, the i-CARE foundation and a trustee on the IBA Endowment fund.



Mastering the Game of Scrabble

I have been fortunate enough to have had the opportunity to represent IBA at three Scrabble tournaments during my stay wherein I ended winning two competitions and stood third in the other.

The first tournament I played while representing IBA was arranged by the Express Tribune in February 2012 and was billed "The Scrabble Showdown."

I then got an opportunity to represent IBA in the 14th Inter School Scrabble Championship, organized by the Pakistan Scrabble Association where they had introduced the University Division for the first time.



Being the defending champion I was invited to participate in the 15th Inter Scrabble Championship held in February 2014. There were more players in the group than last year and so the going was expected to be tough. Looking at the roster of players, I saw some familiar faces including the player I had lost a game to last year besides another seasoned veteran.

With the seasoned veteran losing the game, it was either myself or my worthy opponent of last year that had the best chance of picking the trophy when the last game started. And as I said earlier, Lady Luck shone on me when he against the run of play lost his last game whereas I won mine. Ending as the only competitor to win all 5 games, I was easily declared the winner.

I have since graduated from IBA and hence will not be able to take part in this event further. But not to despair! The Masters Category of the Pakistan Scrabble Association is where I now ply my trade and recognized as one of the top 30 players in Pakistan.

M. M. Waseem Baig
Alumnus 2013

ALUMNI DIARY

Interview with Mr. Tahir Malik, CEO, Reckitt Benckiser, Turkey



Mr. Tahir Malik was elevated to this post last summer. Prior to that, he was the CEO RB for West Asia (Pakistan and Afghanistan). Mr. Malik has also served at Procter & Gamble in various capacities including Business Unit Head, Switzerland.

1. Tell us about yourself:

I did O levels from St Pauls School back in 1988. If I remember well, I came second in school in O levels, thanks to the pressure from my father to achieve good grades and my hard work. But then decided to experience college life and went on to Commerce College (more fun than studies) and then on to IBA. I graduated in 1995 from the Morning campus.

2. How did you start your career and how has your professional journey been so far?

Right after the MBA final exams (and before the comprehensive paper – “compre” as it was called then), I was picked by Procter and Gamble as an ABM (June 1995). My first 8 years were spent in Pakistan moving up the ranks and becoming the first Pakistani Marketing Director and the last eight in Europe in Regional assignments in Brussels and Geneva.

3. Do you think IBA produces global graduates that can compete internationally?

Certainly YES!. In Reckitt Benckiser, we have IBA graduates that are placed all over the world and are doing very well. I myself am an IBA graduate and am heading one of our biggest businesses. All my predecessors were educated in top US or European business schools.

4. What qualities are International employers looking for in prospective employees?

Having worked in 4-5 countries in different assignments, I have seen some common traits that set apart “water walkers” from the rest, winners from losers. In my view these are applicable every where, irrespective of the country or the organization. These are my Big 5 that I look for in managers.

Hungry People : There is no better use of the saying “you can take a horse to the water but cant make him drink” than in careers. You need to absolutely have that fire in the belly, desire to win, to beat your personal best and keep driving your career as a result. You have to be hungry for Success. Its got to come from within . In my career, I have seen “hungry people” with a huge passion to win, actually winning big. My advice - Always play to win and not just to have fun!

Straight Thinkers : At least in the field that I am in, we don’t make space rockets but manufacture and sell simple every day consumer goods to a simple straightforward housewives. Strategies, Plans and Executions have to be simple YET Breakthrough. And hence straight thinkers do much better than complicated souls.

Big Game Hunters : Life is a gamble and corporate life is no different. People who make it big in corporate world have the guts to take risks, experiment, try new things, even fail and learn. One absolutely should be a big game hunter. One should always always dream BIG!

Resilience : In life we all fall down. Every one falls down, but what’s important is how fast we get up and start running again. Resilience is absolutely key to be successful in corporate world. I have seen too many people without fighting spirit go down and not bounce back during a bad patch in their careers.

ALUMNI DIARY

Humility: My opening thought was hunger for success and closing point is humility. The day you get arrogant , your learning curve comes to an end. Plus no one wants to work with a smart Alec and there are quite a few out there. Make sure you are not one of them.

6. Having worked abroad do you think Pakistani professionals have the right skills to perform in a global arena?

Absolutely. Pakistanis as a nation are hugely hungry for success and take their careers very seriously. Our basic orthodox yet comprehensive schooling system allows us to handle pressure from class 1 and makes us straight thinkers with all the Maths and Add maths we are made to do. Also Pakistanis are proud yet humble people with feet on the ground.

Pakistanis are a treat to work with and Pakistani community has a wonderful image within the Reckitt Benckiser world.

7. What improvements (If any), do you think, are required at IBA to make it into a world-class institution?

IBA has to go more global . There are so many opportunities available in terms of students exchange with top universities of the world, working with MNC for international placement of their students etc. Even attracting a much more international student body.

8. Graduates these days complain of lack of opportunities in the International market. Do you think this is the case?

This is universal concern that has been there for 100 years and would always be there for another century. Its more a myth than a fact. Back in 1995, when we were graduating, we felt the same way, yet the entire class got jobs in Pakistan and abroad within a few months.

Globally, companies are doing well and expanding their footprints in new geographies, new ventures. I see lots of opportunities all around the world.

9. What message would you like to give to the present IBA students and alumni who wish to explore global markets?

I truly believe that the best way to go international is to start with a Multinational within Pakistan and then move out with that company to different broadening assignments. At RB, typical assignments are 2-3 years and then people move out. We believe we are a truly global company and hence don't hire for a particular country but hire for the globe.

10. How was the IBA experience for you as a student? Please share a memorable anecdote from your days at IBA.

IBA was one of the best times of my life. Fun, friends, grinding, learning, taking pressure, falling down , running again, surviving! - All that I learnt prepared me for this corporate world. I owe a lot to IBA!

ALUMNI

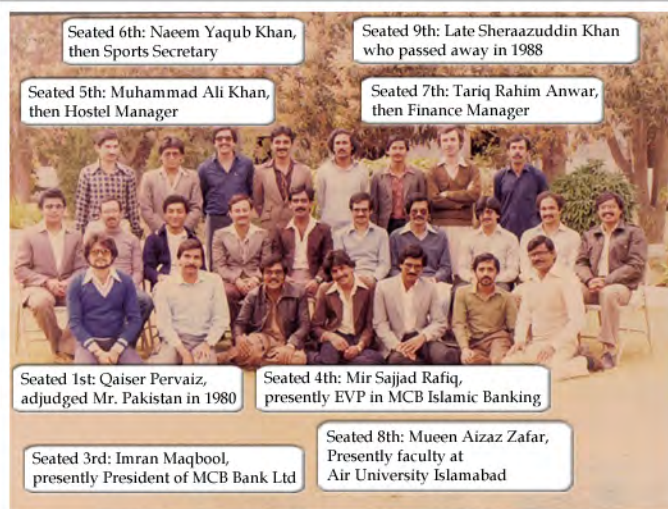
MEMORIES



Yousuf Ali Mahmood with Mian Mansha (Chief Guest) at IBA Convocation 1992



Graduation Ceremony - Class of 1992



Lawns of IBA Boys Hostel, 1981



Dinner in honor of Late Dr. I. A. Mukhtar after being conferred the Hilal-e-Imtiaz

Standing (L to R): Iftikhar Allahwala, Latif Siddiqi, Late Mumtaz Saeed (faculty), Mamnoon Hussain (incumbent President, Islamic Republic of Pakistan), Iqbal Khan, Etrat Rizvi, Pervez Khan (Late), Rehmat K Fazli

Sitting (L to R): Imran Malik, Dr Uzair, Late Dr. I. A. Mukhtar, Director IBA, Dr. Mateen A Khan, Director IBA, Tahir Khaliq.

ALUMNI

MEMORIES



IBA Beach Trip (2010)



IBA's first ever Leadershop conference- 2008



Talentopia in City Campus Auditorium (2010)



Tiara Girls- Spring Festival 2009

Class of 2012: 'Down the memory lane'

Running in the IBA Garden to get the attendance while completely ignoring the 'Keep off Grass' board is one thing I never thought I would actually miss! Those cheap green foyer halls, the ramp, oily biryani of café, the guitar sessions between classes, 'Blue' point, random class quizzes, card games and the 'patti' are all but the most precious memories I have.



IBA has groomed me and taken my confidence to a level that I can address to an entire nation today as compared to the pre-IBA version of me who would hesitate speaking up in the group discussions even. I will always cherish these four years. IBA Forever. No doubt.

Regards,
Ailia Zaidi
Alumnus 2012



IBA Convocation 2012



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- **Imran Malik, Alumnus 1972**