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Ayaz Ahmed - Manager, IBA Media & Publications Society

With this edition, we carry on the quest of our beloved friend and previous manager of the society, Owais Bin Laq, to make Perspectives bigger and better. The readers of Perspectives will surely feel the impact of our decision to enhance the newsletter’s circumference of coverage. We have moved a step ahead from simply covering the events towards highlighting the achievements of the students & faculty members and keeping the readers abreast with the developments taking place at IBA.

I extend my gratitude to Dr. Huma Baqai and the whole Perspectives team who worked hard to give shape to this edition of the newsletter in an exceptionally short amount of time.

I hope you have a wonderful time going through the entire edition.

The Editorial Board

Yamma Hassan
Writing has always been my passion as I believe that it is the best form of expression. Perspectives has provided an opportunity to all the students of IBA to express their views over the various activities going on. I’m sure the readers will have a great time reading it.

Nayma Iqbal
I’m glad to have been a part of Perspectives. The chance to contribute in shaping perceptions about IBA was indeed valuable.

Syed Faraz Ali
This is my first Perspectives, and I look forward to working with the team in the future and putting an engaging quality newsletter out there. cheers.

Sidrah Subdia
Editing is a challenging job because, at IBA, everyone has their own distinct ‘Perspectives’ which demand commitment and hard work to be reconciled.

Faizan Ahmad
Being a part of Perspectives is a matter of great honour and elation for me. I hope you enjoy this edition and we will be looking forward to your views and feedback.

Bareerah Hoorani
I am really excited, because it is after a lot of hard work that we are bringing you this edition of Perspectives. Have fun reading it!

Farhan Zakir
Working as a member of the editorial board for Perspectives is like a dream come true and it is the biggest responsibility I have ever felt on my shoulders. We have put in a lot of effort to make this issue a better and a bigger one. I hope you all like our endeavors.
The ISC (IBA-Wide Student Council)

Syed Ali Abbas

IBA has gone through some radical changes over the past two years. From BBA and MBA programs to physical infrastructure, everything has been transformed. This wind of change did not leave student bodies unaffected either. In 2009 August, IBA student bodies went through some serious restructuring, IBA wide Student Council, or the ISC as it is more commonly known, came into existence and uniting both the campuses. There is now a single governing body and Vice President, General Secretary and Treasurer for both the campuses; the posts of Campus Coordinators and the Executive Council members were created to coordinate the activities of each campus.

The widespread perception that the ISC is a body that is concerned with social events only is misleading. We do organize social events, but that is only a small part of what we are responsible for. The ISC is basically a overarching governing body that oversees all societies, sets guidelines for and supports them in their events.

We recently played a key role in budget allocation for the year 2010-11. The allocation of the budget was based on the society’s past performances and its ability to attract sponsors. We closely studied the proposals by each society, and provided additional support to those with promising proposals but were not likely to generate high sponsor revenues. The ISC and Dean, Dr. Ishrat Husain, were of the opinion that societies which had potential but due to some reasons did not perform to the fullest last year should be given ample resources. We agreed to take keen interest in their events in order to ensure that they do remarkably better this time around.

Moreover, we have formulated some guidelines that will be available to society office bearers in the near future. These guidelines will assist office bearers in a number of ways; including selecting vendors and carrying out financial dealings. We have also introduced the concept of a financial audit for each society to make sure there is no discrepancy in the funds. Also the ISC Treasurer will now supervise the treasurers of all societies.

For the first time there is a Yearly Planner that enlists all the events scheduled for the year along with their details and tentative dates. The main purpose for this activity is to ensure the smooth sailing of all the events and avoid any clashes.

Here I would like to clarify that managers and office bearers will exercise complete authority over their events, and the ISC would be there only to assist and facilitate them. We in no way are there to create hassles for the office bearers.

We at ISC are lucky to be part of a dynamic and well-knit team. Vice President Saad Khaleel is a cordial individual who keeps everyone on board. Saad, our Treasurer, is an incisive operator when it comes to finances. The Campus Coordinators and the EC members make sure that the issues of their campuses are dealt with immediately and effectively. We aim to successfully achieve Dr. Ishrat’s vision of IBA as a place where people think independently and learning takes place not only in classes but outside as well. Last year saw the beginning of an era of change and naturally many loopholes were identified in the system. However, we have learnt a lot from what we observed and as a team we will do our best to make this year a memorable one for you.

The ISC 2010-11

Vice President - Mohammad Saad Khaleel
General Secretary - Syed Ali Abbas Rizvi
Treasurer - Rana Saud Tufail

Executive Council
Danial Ishtiaq
Ali Jaffar Zaidi
Ahmed Azam Khan
Ali Faraz

Campus Coordinators
Fahad Habib
Shazeb Naseem

Making its Presence Felt..

On the lipton talent hunt teams’ activities on campus.
Shumila Qureshi

Lipton Talent Hunt aka LTH is a competition of viral marketing plans among the top 7 universities of Pakistan. The format of the competition consists of 3 rounds; in the first round teams from the graduating batches of BBA and MBA are required to submit their marketing plans. In the second, two plans (two groups) from each university are selected and given 30,000 rupees to execute their marketing strategies. Their primary channel for marketing is Facebook. The more buzz they create in this round, the higher their chances of being shortlisted for the third round. The money allotted to these groups can also be used for creating buzz on the ground and should complement their internet campaign. In the final round the top 7 teams, one from each university, will fight it out by having discussions regarding the effectiveness of their respective marketing campaigns. Currently the competition is in the second stage, but by the time this article is published the winners of this competition would have been decided. The two teams from IBA are receiving immense support from their juniors and peers and the whole campus is rooting for them. This writer, on behalf of the whole IBA community, wishes them luck.
Go IBA!
ERP (Enterprise Resource Planning)

Making life a lot easier for IBA students.
Farhan Bashir

You don’t expect to see many students at seven in the morning at IBA. But this one day brings them all; lined up, piled up outside the labs, waiting for the doors to be opened so that they could be the very first ones to get themselves registered with their desired teachers. The atmosphere is worth witnessing as students race to get their vacant PCs and then get themselves registered through the ‘Campus Management System’ (CMS), accessible only through the IBA portal. However, times have changed with the introduction of the new ERP system at IBA.

The ERP has brought about a revolution. Now sitting at home, one can easily get themselves registered, the process not only saves a lot of tedious traveling (all the way to and from campus) but is also time-saving and efficient. Students can sort out and place their desired faculties and courses on a ‘shopping cart’ well in advance, which provides them with an edge over the old CMS where they had to register courses on the spot one at a time. Thus the new ERP system leaves one just a click away from all the courses to be registered in one go instead of registering one subject at a time. Once the clock rings the specified time, the registration process begins for a specific semester. One can simply register oneself, by opting for the ‘register’ option on his/her shopping cart. There is no peril in terms of the system getting crashed as now it’s very systematic with students of a specific semester registering on a particular day and the others following suit some other day.

Where the ERP has made life easier for the students in terms of getting them registered far more quickly and easily, it has also made the battle between them more competitive. Earlier, a little laziness on the part of a student in getting registered, resulting in missing one or maybe two of their courses with the desired faculty, now it results in an entire bunch or at times the whole planned schedule going void, for a micro-second’s mistake.

All in all, the students can never be thankful enough to the IBA administration for taking these measures to solve the students’ issues by bringing ERP to IBA. We hope that it will continue to serve us in the most efficient manner through our time at IBA.

The New Cafe & Lounge

Sidra Subdia

Let me share with you a story of tragedy, happiness and slight disbelief. The students of BBA-II, the then BBA-I a year ago, entered the grand gates of IBA with high hopes, high expectations, and even higher regard for the building. To our utter surprise, IBA welcomed us with front row seats to its live demolition, with a touch of reality NatGeo could never offer, and ground razing by cranes and demolition balls. With the cafeteria in ruins and resting in the rubble; we, the students, had no place to go. We were left to wander aimlessly about IBA during our breaks and hangout, as depressing as it was, in empty classrooms, desperate for air conditioning; the staircases, the tiled steps of the faculty car park, and the benches placed in the literal middle of the campus as sitting ducks for the birds.

Hanging on by a thread, fate thought that we had enough of a reality check; a sheer fantasy came to life. The cafeteria we have now was inaugurated on the 18th of October 2010, ending our troubles. There was a stark difference between our position before and after the cafeteria was made. Watch matches on HDTV on campus with our friends and lots of food was a distant dream once upon a time; but after the cafeteria opened, all that changed; we could watch cricket matches on big screen TVs with the full volume and cheer on our teams. To play a decent table tennis match, one had to travel all the way from the campus, cross the road, climb the stairs crossing the maternity home every time, up to the fourth floor, and just to find out that the table was occupied by others who had no intention of leaving the table any time soon. Since the cafeteria, the tennis table is well within reach, and even if it is occupied at times, one always has the luxury of playing some pool instead. The staircases were replaced with comfortable chairs and sofas, the paper plates were replaced by proper cutlery and the food menu improved by leaps and bounds; so now instead of going to Burns Road every time we want to have Halwa Puri, we can have it in here on campus.

With the construction of the cafeteria as a precedent, we can expect the ongoing constructions at IBA to yield positive results as well, and once the construction of our campus is complete; we should have far better facilities and a much better IBA experience.
Faizan Ahmad talks to Mr. Yaseen Meenai about his research paper on Crime in Karachi.

Yaseen Meenai is a faculty member who brings glory to IBA and inspires students to emulate his achievements. Recently, he added another feather to his cap by winning the Best Research Paper Award at the International Conference on Social and Organisational Informatics and Cybernetics 2010, in Orlando, Florida.

The research is on a Crime Forecasting System which uses historical data maintained by police, to help predict criminal activities in a neighbourhood. Such a system, if implemented, could greatly help in identifying which areas of Karachi are prone to specific types of criminal activities and more importantly, help the police in apprehending criminals. In Pakistan, this is the first time that such a research has been conducted. Mr. Meenai was assisted by Mr. Arafat Tahir and Mr. Muhammad Ali Ilyas of Bahria University for this research. Perspectives caught up with Sir Meenai to find out more about the research and his future plans.

Q) Why did you choose Crime Forecasting System as your area of research?
A) The city of Karachi has been blighted with the menace of rising street crimes in the past few years and I considered it my civic duty to contribute in some way towards eliminating it.

Q) According to your results, which areas of Karachi are most affected by crime? Did the research determine any particular pattern in the criminal activities?
A) Gulistan-e-Jouhar, North Nazimabad and Clifton are in the red zone, which means they have a high crime rate especially in terms of mobile phone snatching. The research also revealed that areas with high rates of mobile snatching have greater incidence of car thefts, bike thefts and ATM robberies. This implies the operation of gangs which are specialized in street crimes.

Q) Have you provided the results of your research to Karachi’s law enforcement agencies?
A) The CPLC were unwilling to co-operate. However, Mr. Mir Azad Khan Tandoi, Director FIA (Karachi), has agreed to include the CFS into their plans. The FIA are willing to work with us and implement the research in their fight against crime. They have also agreed to give us access to relevant statistics. Apart from avenue of law enforcement, we plan to incorporate GPS technology into the CFS. Drivers will be able to view the crime rates, types of crime and facial sketches of criminals of the area they intend to go to. Alternative routes will also be suggested.

Q) You represented Pakistan and IBA on a global stage where academia from around the world was gathered. How valuable is the experience?
A) Alhamdulillah, I was the only Pakistani to be present at the conference so it was indeed a very proud moment for me. Two years of hard work paid off. I would like to thank our Dean and Director, Dr. Ishrat Husain and Associate Dean, Dr. Sayeed Ghani for providing me with the opportunity to travel for the conference even when the HEC backed out unexpectedly.

Q) Are you currently involved in any other researches?
A) I am doing a research on Criminal Behaviour System (an extension of CFS), and I will present my results in April next year. Secondly, I am working on a Beauty Indication System which I intend to present in Malaysia this December.

Q) Any message for our readers?
A) Yes, students should understand the importance of remaining true to their Islamic principles, especially refraining from falsehood. They should also try to incorporate their studies into real life situations.

Recently the IBA students have had their hands full with the P&G business launch competition. Groups of five could be seen cowering in the library, shooting ads across campus and actually going to see teachers in their counseling hours (a rarity). It would be an understatement to say that this competition has most of IBA at its heels. The last P&G business launch competition held at IBA was a great success. It was due to this that registrations from IBA increased exponentially this time around. The competition has currently been postponed and moved from the 7th of November to the 11th of December 2010. However there is a possibility that this new date will clash with the second term examinations at IBA which will commence from the 6th of December.
Upon my honored fame,
Your verdicts shall lie,
For I am a martyr
& will forever shine as a star,
In this endless sky.

A breathing-while by the side of a heavily gushing fountain is a
delightful experience in itself. With cool water droplets
making the zephyrs more refreshing. Due to those flawless
rays of crisp sunlight breaking against the pure, sparkling
water, a rainbow is formed, invigorating the already
pleasurable ambience with its beautiful colours. Owais Bin
Laq’s multifarious personality was similar to a rainbow. Being
close to him was not only as exhilarating and gratifying as it is
being close to a fountain, but he also filled colours into the
lives of those who surrounded him. His life was like an array of
shades, with each shade having its own unconventional
essence and one could not exactly make out when one shade
mingled with the other.

He was born on the 20th of June 1988 and since then he had
continued to profusely bloom and creep up to new heights
just like green weeds in backwoods. He was a man with an air
of authority around him, whose individuality, perseverance
and unwavering faith in his ideas always led him to transform
them into reality. He was genuinely interested in the field of
media and thus stood second in the IBA National documentary
competition. He was the Manager of Media and Publications
Society at IBA, the first one to hold that post in his 3rd
semester in the History of IBA. He was exceptionally effective
when it came to public speaking, with diligence, confidence
and charisma exuberating from within him when he spoke.
Even at this stage he had bagged the opportunity to intern at
the most well-established companies like Coca Cola and IBM.

Where this facet of his disposition exhibits the highly dynamic
and resolute ingredients of his persona, the contrasting facets
reveal delicacy, compassion and generosity. So charitable was
he that he collected Rs.2 lacs for the Swat IDPs under the VOI
Swat relief fund, which was initiated solely by him. Within him
blossomed a true patriot with an unquenching desire to do
something good and noble for the country. While the youth of
this nation display utter dismay at the prevailing conditions,
he was the man who believed in change. Therefore he was
successful in organizing one of the largest events of the year in
IBA - The I-MARC; with a very strong vision of projecting a
positive image of Pakistan through the tools of Media. The
event greatly inspired all those around him. It also unraveled
the beautiful soul that dwelled within him, the soul that
believed in philanthropy and openhandedness. The soul that
was equitable when it came to giving the due love and esteem
to those who deserved it. This soul made up our man. The man
who was far away from conceit and met everyone around him
with humility and grace, the man who kept each person glued
on to tasks and easily quelled controversies, the man who
never exploited his authority and believed in consensus, the
man who would never dwell on issues and was ready to weed
out any hurdles that hampered his way. The man who bustled
with energy and made those around him roll into laughter
because of his candid sense of humour, the man who was the
life of his group of friends and was highly adored by each one
of them, the man who instantly won hearts and radiated
contagious smiles, the man whose eyes spoke magic, the man
who sowed seeds of enthusiasm in dempenced souls and the
man whose passions knew no limits, no boundaries. He was a
true leader and was a man of actions and not just words. His
passion to rise and shine facilitated his selection into the
Youth Parliament of Pakistan and he was amongst the very
few individuals to get selected from the thousands who
applied. He had gained popularity among his Youth Parliament
friends because of the good natured and pure-hearted being
that he was.

Just make an effort to conceive the excruciating grief of a
mother who last caressed her beloved son while he was
sleeping the last nap of his destiny, the same mother who
treasured this gift of god more than anything else in the world,
she lost the chandelier that lit up her life, the rose that
brought to her life countless tinges of pleasant fragrances, the
most dearest object for who’s upbringing she dedicated 22
years of her life to her fullest capacity.

Fathom the immense bereavement and despondency of the
father who had carved his castle of dreams around his son; the same father who had waited for his son to reach a certain age so that he could rejoice his excellence and accomplishments. Blankness encircles such a father to have lost his backbone, to have lost the rainbow that brought innumerable charming shades to his life.

Contemplate over the loss of the brother who shared an exclusive camaraderie with his dearest buddy, the one who brought those cool and refreshing zephyrs to his life and the one whom he loved from the most innate depths of his heart. He was the shield for his sisters, the sisters whom he has left lingering in sorrow over the loss of such a darling brother. The same brother who left an entire batch of people grieving over his departure as his untainted soul was buoyantly released to inhabit the exquisite gardens of eternity.

As the darkness of the night makes its way through the dusk, and the rainbow vanishes taking its colours along, A man’s life is just like a candle that once provided light to the ones astray and is quelled down after its thread burns away; Owais Bin Laiq’s character is like those deposits of wax that remain even after the candle dies down. These deposits are very hard to remove and such was the everlasting impact that our man has left on us, the impact that can never be eradicated or substituted. It breaks our heart to recognize the fact that we will never be able to see that rainbow in our life again, those colours have left us forever. We will never witness those sparkling eyes, that beaming face and those lovely smiles that reassured us in times of distress. The figure who was our all-time companion has departed. And it is indeed very heart wrenching for us to let go of our adorable friend just like that. But, nevertheless our friend is a martyr and will continue to live in our hearts forever.

Lunch with you and the interns, giving you a ride home a couple of times while having detailed discussions about our career’s progress “Yar MT ke aik saal baad hum direct Manager lag jain to mazey lag jaingey”. Could have never guessed you wouldn’t be here when this year passed. I wish that you hadn’t requested for a three day leave, or that Salman hadn’t signed the form.

I came to know about his love for his mother when he explained to me in detail on 26th July about her surgery and how he wanted to be close to her even if for a short time. On the 27th he met me before leaving the office, we exchanged numbers and I wished him his mother’s well being. We discussed our projects, hoping that he will be in by Monday. It was the last conversation I had with him. I can’t believe it and still wonder if I will see him on Monday with the same smile on his face coming to my cabin in the morning and greeting me.

The 28th was a shocking day for our department; it’s hard to describe what we went through every passing minute. I spoke to his father that day, I will never forget him crying on the phone, the helplessness in his voice, at a loss he could still not still comprehend, the surgery of his wife who was in the ICU. I cried with him.

I miss you Umar, and ATCO misses you. You will always be in our prayers. May you get a much bigger reward in heaven and have the best of what one can possibly have.

The best way to benefit a departed soul is to recite a verse from the Holy Quran and pray for their fate in eternity.

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M. Umar Khan Remembered

Beenish Asif

Umar, you are dearly missed in the office; by your friends, your family and everyone who knew you.

Though I and Umar had limited interaction during our MBA’s, we got jobs in the same company and I came to know how humble and down to earth he was. I want to share some of my memories of Umar.

I have no words to describe how I feel today; we both worked in the same department at Abu Dawood. I joined on the 31st of July and he the 12th. We had the same supervisor and neighboring workspaces. His cabin, seat and computer are all there, but he isn’t. It makes me shiver, where is he? He did not socialize much in the office, wasn’t talkative, minded his own business and smiled all the time even if Salman (our supervisor) was on our case for taking too much time on something; Umar had such logical explanations and angles that got him thinking again. He was a real humble genius.
Ali Mujtaba Remembered
Moazzam Ayaz Malik

“Life goes on but it’s never the same”, is something he always said to his friends. Tears roll down my eyes when I reminisce those moments. All my attempts to make myself realize that I would not see those sparkling eyes ever again end up in failure. The eyes of a loving and caring friend who will always be remembered for the charm and wit he had. Yes, the eyes of Syed Ali Mujtaba, an IBA undergraduate of Class of 2013 who was injured in a terrorist attack on 3rd September, 2010 at Quetta and succumbed to his injuries and expired a week later.

I still remember the way he met me on my first day at IBA Boys’ hostel. We did not know each other and belonged to different backgrounds and cities, yet he greeted me in a way I can never forget. On the very first day he came to help me set up my room, it was as if we had known each other for ages.

Zauraih Ahmed, his batchmate and friend from the hostel, shared his experience in the following words: “I always found my tastes in philosophy, poetry, politics and literature to be eclipsed by his. Muji indeed had possession of deep secrets about life, secrets that were unfortunately left as such the night he drew his last breath. One such secret that I realized in his absence was that some things in life are better left unsaid.” Saad Azhar, another friend and a batch mate, has the following to say about Mujtaba: “He was one of the most intelligent people I knew. He rarely used to come out of his room to waste time as we usually do. He was a hardworking person and was quite successful in his short life.”

I remember that whenever we had an hourly exam the next day, there was always a gathering of friends in his dorm so that they could learn something from his vast knowledge of things. Whether it was 3:00 AM in the morning or 6:00 PM in the evening, whenever I needed him, he was there. I do not know what it was, but his company and talking to him had always brought me peace of mind and happiness. Even today, whenever I pass through the corridor of his dorm, memories flash through my mind and pierce my heart. No matter how strong I try to be, memories of the time we spent together always bring tears to my eyes.

Words would not be enough to describe the greatness of his personality. Hassaan Gondal, a third semester student of BBA, says, “I miss Muji not just as a friend but also as a teacher, mentor, confident public speaker, a brilliant cricketer and an aspiring poet. I would always remember him as a person with a lot of patience and a beautiful smile. During the one year I spent with him, I never saw him losing his temper or shouting at anyone. He always looked for ways to help others. He was the kind of person with whom you could discuss anything without the fear of being ridiculed.”

This world is but just a transitory lounge. People pass away but very few are remembered forever. Mujtaba was one of the very few such people whose memories will remain etched in our hearts for eternity.

IBA Flood Rehabilitation Program
Kanwal Malik

Amidst the onslaught of one of the most devastating natural disasters to hit Pakistan, the IBA Flood Relief program was initiated with a door to door fundraiser. With a team consisting of students from various universities including IBA, the fundraiser was directed towards accumulating funds, clothes, medicine, blankets, carpets and food items from houses. The aid collected was transferred to the PAF relief cell on a daily basis & was then delivered in trucks to Thatta, Sukkur and Mianwali.

It was easier to move forward with the IBA Flood Rehabilitation Program as the start of the new semester ensured the availability of faculty and the students at the university. The main purpose of the program is to bring the lives of the victims to normality. The intention is to provide shelter, schools and means of livelihood to one village at a time so that the victims can support themselves and not become completely dependent on flood relief for their survival in future.

The project is aimed to be spread over a year with a number of fund raising and awareness activities being conducted to develop an IBA Flood Reconstruction Fund to be used for rehabilitation efforts. The corporate sector and other universities will also be contacted for help and assistance.

The IBA Flood Rehabilitation Program, still in its preliminary stage, has identified a village called Sajaawal that needs reconstruction after being destroyed by the floods. With the survey team conducting visits to the village on a regular basis, the plan for reconstruction will soon formalize and their fund raising efforts by the student body of IBA will commence.
Our Facebook page is open for any suggestions and comments. We intend to develop a website as well in the near future.

For queries and donations, please contact the IBA Flood Rehabilitation Program at 0333-222-5662.

Invent The Entrepreneurial Challenge

Ayesha Waheed

INVENT was not only an Entrepreneurial Challenge, but also a groundbreaking business plan competition. This competition began in March 2010; and it consisted of fifteen participating universities (five each from Karachi, Lahore and Islamabad). The mix of universities chosen incorporated engineering, art and business schools, in which participants were allowed to form inter-university teams. Hence, this distinguishing feature provided the teams with the flexibility to have an engineering student who could handle the technical aspect, the art student who could look into the creative aspect and the business student who could look into the monetary aspect of the business plan.

The information session took place in March via video conferencing to more than 10 locations. INVENT then, in April, had its 2-day workshop in each city. The purpose of such a workshop was to familiarize non-business students with the nitty-gritty of a business plan.

After each team was formulated and registered, a mentor from their relevant industry was assigned to them. Each team then worked under the guidance of the mentor, which gave the students the opportunity to polish their business plans and learn more about the industry itself. The aim was to establish linkages between the industry and the academia, so that students could differentiate between the theoretical aspects of the business plan with its practical side.

Apart from the incentive of working with counterparts from other universities and interacting with mentors, INVENT awarded a cash prize of Rs. 500,000 to the winner and Rs. 300,000 and Rs. 250,000 to the first runner-up and second runner-up respectively.

INVENT’s journey ended in July 2010. The finale was marked by the presentations of the five finalist teams and three informative panel discussions. The winner was team UIJALA. They offered a low cost small sized tube lights, which was intelligent enough to detect the state of the light switch and the presence/absence of electricity. With the absence of electricity the tube light would start utilizing the battery. The first runner-up was team SHAFAAF who made a water purifier for agricultural use so as to address the issue of salinity in Pakistan. The second runner-up was team KHOMBI who focused on the growth consumption and potential export of mushrooms.

With the success of this event, IBA, IBA-CED (Centre for Entrepreneurial Development) and IBAES (IBA Entrepreneurship Society) would like to take this project further, so as to nurture future potential entrepreneurs which will surely promote entrepreneurship in Pakistan.

For further details please visit: www.invent.iba.edu.pk
Full Speed Ahead!
Societies tell you about their plans for this year.

Photography Society
With profound approach and refine attitude, IBA Photographic Society (IBAPS) is determined to leave an imperishable mark this year with four photography events. Embarking upon this journey includes a ‘Photography Workshop’. Subsequent events are “IBA CALENDAR COMPETITION” and a “Photography Day Trip” that will focus on the formation of IBA calendar and capturing images around Karachi. The mega-event is “Photonica’10” which will be an inter-university photography competition that will provide an opportunity to the emerging and young photographers to exhibit their skills at The Arts Council. Stay connected, join IBAPS’s Facebook page.

Iqra Society
The Iqra Society plans to arrange quality events that focus on educating the students of IBA about practical aspects of Islam. The society intends to pave a foundation for an Annual Islamic Conference (scheduled in March). It also has planned various innovative events which have already started to give a new shape to the society such as Les étrangers (Poster and article campaign), Iqra Magazine Launch, Iqra Website re-launch and various lecture series. All such events will focus on one vision of youth development.

Community Welfare Society
Every year the CWS brings to the ‘Charity Carnival’ in addition to the sales and charity drives it has throughout the year. You can interact with charitable organizations; SIUT, TCF and the Zindagi Trust. However this year it brings you much more than these events. For the first time ever CWS gives you the “Movie for a Cause,” a Bonfire and a chance to win The Duke of Edinburgh’s Award.

Social Sciences Club
The IBA Social Sciences Club plans to hold the first ever IBA Social Governance Convention. The convention aims to inculcate civic sense and good governance values into the students and provide them with the platform to question, criticize, and recommend policy matters to governmental representatives and execute projects under different ministries. An interesting mix of activities will allow participants to hone and showcase their leadership, public speaking and (social) entrepreneurship skills. In addition, the SSC aims to heighten a social issue every month through socio-mentor. Our future is in our hands, let’s equip ourselves to make sure we don’t mess up.

Media & Publications Society
The current management of M&P society hopes to continue with the good work started by the previous office bearers. It aspires to build upon the brand name of i-MARC to enhance the quality and coverage of ‘Perspectives’ and promote the expression of creative personas of students through writing and audio visuals. Its ultimate goal is to be the voice of IBA and keeping this objective in mind M&P plans to facilitate other societies who need its support with coverage and promotion of their events. The management of M&P hopes that the students of IBA would aid in its endeavors and help M&P realize its aspirations.

HR Club
HR Club continues to play a significant role in building bridges between academia and the industry. In 10/11, HR Club will conduct IBA’s first ever World HR Summit that will feature well-renowned industry professionals and keynote speakers from Middle-East, Europe, America and Asia. To have an icing on the cake, besides World HR Summit, HR Club will also conduct series of workshops and interactive sessions for IBA students with the national and international Industry Gurus. All in all, we are passionately looking forward to the most exciting year in IBA history.

Public Speaking
The Public Speaking Society has set up an ambitious plan to assist all those interested in honing up their speaking skills by conducting training sessions on a regular basis. So far, we have participated at ROTMUN and ZAMUN where our delegates showed exemplary performance and brought honours to IBA. We also plan to send teams to LUMUN and ZUDC Parliamentary Debates so be ready for that too as it’s just around the corner. Also, we have our very own MUNIK 2011 and Parliamentary Debates Championship just after the New Year.

Economics Club
“Strong and Intellectually powerful”; this description suggests the exact direction that the IEC is heading for this year. While the club intends to carry forward the legacies of last year in the form of the Economic Forum and seminar series, there are other areas where we are aiming high. We call on our members to help make our proposed longitudinal International case based competition—the IBA Finance & Economics Developmental Challenge and other projects like the IBA Insight (news letter) and the already channelized program in collaboration with the US Consulate (the Horizon) a success!

Web Society
The IBA web society has a lot under its sleeve for the upcoming year. We have planned a Distinguished Lecture Series with the who’s who of the IT industry to make the youth aware of the happenings in the technology sector. Radio IBA back with a bang and has a cool new layout and various shows, all done by IBA teachers and students. We also plan to conduct workshops on designing and multimedia to train our youth in this vital field. And finally, the most awaited event, THE WEB CONFERENCE, where students will get a chance to showcase their research and win cash prizes and exposure to the reality of the virtual world.

Finance Club
IBA finance club is the doorway for the students of IBA to the world of corporate finance. The objective of this club is not only to improve the conceptual understanding of finance but also to provide ample opportunities to implement these concepts. These opportunities will be in the shape of various events that would allow students to become better acquainted with the application of financial concepts. Get ready to analyze fraud, solve complex financial crisis situations and deal with stock markets because the next big thing for all the financial wizards in town is coming soon. Moreover, IFC aims to go beyond classroom education for governance of the fiscal and monetary policies in a research paper based competition, IBA Finance and Economics Developmental challenge. There is lot more to come so stay tuned!

Entrepreneurship Society
IBA Entrepreneurship Society intends to carry forward the good work done by previous team and to add innovative events to its calendar. The society plans to organize ‘Venturefest 2010’ where participants in teams of six students would compete with each other through physical activities. Next it would organize Verve 2011, which would showcase the entrepreneurial ventures of student entrepreneurs and provide students an opportunity to interact with established entrepreneurs. The society would then organize its flagship event, Invent- The Entrepreneurial Challenge. We also intend to organize a regional conference on entrepreneurship which is still in the developmental stage.
M. Umer Irfan

Public speaking is one of the most exhilarating and frightening experiences one can have in life. It gives you the thrill as well as the sinking feeling in your gut that you’re going to make a complete fool out of yourself at the same time. Its essence is to control that fear, and fire away.

Parliamentary debates and Model United Nations are considered to be the pinnacles of public speaking competitions. Both are different from each other but incorporate the very basics of debating. There are a number of M.U.N conferences held around the world, the likes of WorldMun and GlobalMun. A recent MUN that was held was by the Rotaract Public Speaking Forum called Rotmun 2010 under the ‘First Annual Speak Up!’ that was held from the 4th to 7th of November 2010.

An M.U.N is a simulation of the United Nations, having different committees such as DISEC (Disarmament and international Security Committee), ECOFIN (Economic and Financial Committee), SPECPOL (Special Political & Decolonization Committee), IAEA (International Atomic Energy Agency), the Crisis Committee and the Security Council among a few other committees. Two members from the team, assigned two different countries, go to the first five committees and one delegate is sent to the Security Council. Delegates use rhetorical appeal and the knowledge and they gain through research to identify problems and come up with solutions of the topic given to them by the skills of diplomacy, negotiations and garnering support from other delegates.

The experience at Rotmun was unforgettable for the delegation that represented IBA City Campus. The countries allotted to the team were North Korea and Brazil. Sennen Edward in DISEC, Ahmad Azam in SPECPOL, Kanza Naheed in IAEA, Faaria Ahmad in ECOFIN and Mahrufk Isa in Crisis Committee were representing North Korea. Shehryar Shahbaz Khan in DISEC, Anum Muzafar in SPECPOL, Areeba Masood in IAEA, Farhan Zakir in ECOFIN, Danial Nayer in Crisis Committee and M. Umer Irfan in the Security Council were representing Brazil. The competition was fierce and intense with 6 committee sessions of three hours each lasting a span of four days. Teams that were competing included those from ICAP, AKU, The Institute of Legal Studies, Nixor College, Karachi Grammar School, South Shore and The Lyceum School among other institutions.

It should also be noted that the performance delivered and awards achieved by the team could not have been possible without the rigorous training and dedication of the team’s Head Delegate, Mahrufk Isa, who trained the team extensively, and at times, even at the expense of her own free time. The team owes this victory to her.

Yumna Nadeem

After much ado and delay, the IBA Welcome Party was held on Wednesday, 10th of November. The venue decided by the IBA Students Council (ISC) to welcome the batch of 2014 was Arena, quite a delightful place. The event kicked off at approximately 8.30 PM with the distribution of titles to the freshmen of both the campuses. One could just feel the
excitement emanating from the radiant faces of the freshmen as they cheered and chatted with each other. This year, like the previous one, the students of both the campuses enjoyed the welcome bash together. Upon entrance, each student received a coupon which they could exchange for food, drinks and an activity of their choice. The activities included skating, bowling, paintball fighting and video games in the gaming zone. Every activity was jam-packed with students reserving their slots till twelve o’clock midnight. The activity which proved to be most popular that evening was ice skating as it was the first one to get booked till the closing time. But this did not change the excitement of the freshmen as they threw paintballs at each other and had bowling competitions. The welcome bash not only gave a warm hearted welcome to the freshmen but also gave them an opportunity to interact with the seniors and make friends.

A Brighter Tomorrow...

Bareerah Hooranii

United States Educational Foundation in Pakistan and the US Department of State have introduced many educational programs with the intention of enhancing mutual understanding between the people of Pakistan and the people of the United States. Students availing these programs surely understand that people all around the world have much more in common than differences; and therefore belaboring on trivial differences should not be the goal of the present international community.

After a very competitive selection process, from Pakistan around 32 students were selected for the summer SUSI (Study of the United States Institutes) program, 50 students were selected for the Global UGRAD program and four for the NESA UGRAD exchange program. Around 25 students were selected for the ‘2010 U.S. Pakistani Student Leaders’ Program on Comparative Public Policy’ out of which five were from IBA. Those students were Aimun Baloch, Amena Jafari, Fahad Zahid, Hasan Tahir and Kiran Suria. Similarly out of seven female Pakistani students who were going for the ‘SUSI 2010 Women Leadership Program’, Bareerah H. Hooranii was the only IBA student selected for this particular program. Anam Manzar was selected for the semester exchange program (Global UGRAD program); whereas Manoj Kumar was among the lucky four people who were selected for the one year student exchange program (NESA UGRAD exchange program). This surely is an honor for IBA that so many IBA students were selected, and got an opportunity to become ambassadors not only for the country but for the institute as well.

Manoj Kumar who has been selected for the one year program is currently in Washington DC and is sharing with us his experiences that he has encountered so far.

‘With curiosity and interest, I arrived into the land of opportunity known as United States. With simple and straightforward philosophy of exploring the unexplored, revealing the unrevealed, and learning the unlearnt, I managed to get most out of my time here.

Being one of the lucky four to go to United States for one year under Fulbright Scholarship and to represent myself and my country was like a dream come true. The journey was, initially, nail biting considering the fact that I didn’t know much about this part of the world except for a few media stories. I felt like a stranger when I landed into the International Airport of Dulles with a few dollars in my pocket and new faces everywhere but like every foreigner I too had many fascinations. From the White House to casinos in Las Vegas to Times Square in New York to beaches in Florida to lavishing Los Angeles to historic Boston, I wanted to see it all. But, I realized in the past two months that U.S is more than this. I learnt that it is the people who make the difference. People here in United States are like the 4Ps (pragmatic, polite, positive and professional) and 4Cs (careful, caring, Can-do and Cooperative) of marketing. Here academics and social life go with one another. The academic style is different here, what you learn, you have to be able to apply it practically.

While keeping in touch with my friends from Pakistan, some would ask me about the general behavior of people in the United States. I would say to all the readers that people here are generally positive and neutral. They appreciate and respect others which unfortunately we as Pakistanis don’t exercise much. Some asked me about my first day experience at the American University. I still remember that day when I was standing outside the university. Butterflies in my stomach, feeling lonely, getting a bit anxious; yet curious at the same time. Will I fit in? Will I be able to make friends? What if I get lost? All these questions and feelings disappeared when I saw students who were in the same state as I was.

So far it has been a wonderful and self-reliant experience. Even with all these experiences, I start missing activities that we did in Pakistan. I miss the way we used to go to the ‘dhabas’, I miss finding something vegetarian to eat, and I still miss the way we used to hang out on shuttles.

Having said that, I definitely intend to implement whatever I learn here and would sum up my experience with:-

The woods are lovely, dark, and deep,
But I have promises to keep,
And miles to go before I sleep,
And miles to go before I sleep.’

-Robert Frost
I-MARC 2010 (IBA Media Accession & Reinforcement Convention)

Yamna Hassan

It started off as a thought and a desire to stop waiting for someone else to take a step and help veer Pakistan from its image of terrorism, poverty, sorrow and disaster. Little did we know that this would become reality. The idea was that I-Marc will provide teams with a platform that will open up new avenues for the media-youth alliances, reignite patriotism, and furnish prospects to project the side of Pakistan that we all adore. The three-day workshop had a range of activities that demanded ingenuity and spontaneity. Participants encountered surprises, astounding revelations and sessions of physical activities. I-marc was appreciated by all.

DAY 1
I-MARC began with Dr. Huma Baqai’s opening address. President I-MARC, Owais Bin Leiq, continued with a speech introducing everyone and then Mr. Owais Mangalwala shared his contemplations on the use of media to express opinions.

DEFEND PAKISTAN — Armed with intellect
Students were teamed up with the press and had to defend Pakistan from real legal allegations.

E’LAAN — Expressions unbound
Mr. Wajahat expressed his views on the tools of media being used to depict Pakistan.

LIGHTS, CAMERA, ACTION — The canvas of ideas
Teams were sent for a brainstorming session where they had to come up with any idea for a show that could get them a TV spot on one of Pakistan’s media channels.

CRICKET AND PAKISTAN:
All participants of I-MARC were invited to watch the semi-final of the T-20 world cup against Australia.

DAY 2
Day 2 started with a lecture on advertising by Ms. Sadia Qutubuddin and was followed by other events as below.

HALL OF FAME — Genuinely Pakistani
Each team was assigned a separate Pakistani cultural object to create an ad for and then stage it. The objects included lassi, surma, bangles, matka, paraanda, khussay and chunris. The panel of judges that included Miss Sadia Qutubuddin, Miss Hira Humayun and Mr. Agha from Dawn News really appreciated the collective response.

KALEIDOSCOPIC AFFAIR — The essence of cartography.
This was definitely the most exciting activity of the entire competition. The participants were accommodated into coaches that headed to 7 different and most prominent locations of Karachi (2 teams destined for a single location) accompanied with their respective CFs, a member from the management team and policemen. They were allowed to spend only 45 minutes on the location and capture the essence of the location in a 90 seconds video. The locations included Empress Market, Cantt station, Bin Qasim Park, Sea view, Zamzama, Zoo and Tariq road.

After such a fatiguing and demanding experience, the participants were bound to have some fun! So Umar Jaliwala’s session followed. The participants gave this session the highest ratings on the feedback forms. It was based on breaking the physical and the mental barriers that we, as individuals impose on ourselves.

DAY 3
LIFEBOUY QUEST OF THE SPHINX — The realm of mystery
Day 3 kicked off with a one hour fun-filled yet enlightening session by Mr. Sohail Zindani on media and its repercussions on the society. Afterwards an emergency announcement was made by two fake representatives of a false media channel.
The announcement stated that Pakistan had been accused of leaking nuclear security site codes, and to get to the bottom of the story participants would have to find a series of clues which would lead them to the real culprits.

**RACE FOR RATINGS—The fleeting objectivity**

“Race for Ratings” was an interactive panel discussion involving influential personalities, who debated over the repercussions of the media race, perspectives on sensationalism, and the compelling factors of overriding impartiality. The panel included Dr. Ishrat Husain (Dean and Director IBA), Dr. Humayoun Bakhsh, Ms. Sidra Iqbal, Mr. Mujahid Barelvi, and Mr. Aftab Borka. The panel discussion was moderated by Mr. Tabish Hashmi. After an hour of debate of the prevalent media sensationalism the floor was opened for questions and answers, which had to be deliberately cut short after 30 minutes.

**VILLAGE NIGHT**

To reinvigorate our heritage, ascertain our culture and manifest the pride we take in being Pakistan’s I-MARC 2010 celebrated our identity as Pakistanis on the social event of Day 3. “The Village Night.” Participants and members of the management team dressed as villagers, got comfortable on charpoys, went head to head in games ranging from tug of war to arm wrestling and lassi drinking and dancing to the beat of the dholi.

It was a worthwhile experience to charge ourselves in an atmosphere blooming with vitality, swarming with vigor and bustling with fun.

We’d Be Happy To Assist You

Sarah Hussain talks about the emerging TA culture at IBA.

IBA has always provided its students with not only quality classroom environment, but also with quality work experience that goes hand in hand in today’s competitive corporate world. With this endeavor the HR department of IBA has recently introduced its ‘Work-Study Program’ for the students. This particular program employs students in the capacity of interns, part-time employees, research and teaching assistants.

One very popular aspect of this ‘work-study program’ is that of ‘teaching assistant’. Over the past few semesters, there has been a steady increase in the number of students interested in becoming assistants to teachers and the number of teachers willing to avail this particular service. This semester alone has seen over forty teaching assistants, all of whom are students of BBA-V and higher classes.

The learning curve that each of these students journeys along is distinctive and unique; not to mention the plethora of experience that this particular program has to offer. Umayma Durrain, a student in her last year of MBA, is currently employed as a teaching assistant for three different teachers. She describes this program as a ‘perfect opportunity and a perfect platform’ for students to learn; and become increasingly involved in the affairs of the Institute.

Suneel Harish, TA for Mr. Toshio Fujita, shares that working as a TA at IBA has taught him that rules and a sense of responsibility are as important as friendship. He has come to appreciate that as a student, one doesn’t always tend to understand the teachers’ limitations, but as a TA, one gets to see the other side of the coin.

Malika Abidi, a student of MBA, says, ‘Being a person who really thrives on work and loves filling up her time, I find being a TA a very exhilarating experience. I am considering teaching at IBA as a career option some years down the line: therefore this program has provided me with the perfect opportunity. Furthermore being the eldest in my family and someone who needs to contribute financially, this program allows me to take home a substantial income without the stress of having to look for jobs elsewhere. Now I can study and work at the same time.’

Some teachers felt that it was too early to judge the success of this program, whereas others were quite satisfied. Mr. Yaseen Ahmed Meenai, Professor of Mathematics and Statistics at IBA, shared that his experience with his TA, Arsh Paracha, has been so far extremely fruitful. Mr. Meenai says, ‘Thanks to my TA, I feel that my workload has significantly eased. Arsh helps me

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with time-consuming tasks such as uploading of grades and results, assists me with lecture preparation and more than anything else, is a source of moral support for I know that I have an indispensable service available to me in the form of Arish.’

Even though most teachers were in agreement that the program should definitely be continued, there is still room for improvements. Teachers feel that the nature of the course should be understood in its entirety by the teacher and the TA before an employment is implemented and teachers should be given more freedom and flexibility in choosing their assistants. The students working as TAs, even though are very happy with their experience, also feel that certain improvements should be made. Wardah Kanwal, assistant to Ms. Asna Khan and Ms. Sara Ashfaq, feels that the system has a whole lot of potential which is not being tapped. She feels that the assistant should interact with the teacher and the students, so as to be able to serve as a bridge between the two and sustainable feedback should be obtained from assistants to help improve the course itself from year to year.

The work-study program at the IBA is, indeed, a very good initiative for both the teachers and the students. This program helps broaden their ideas, develops an appreciation of the system they work within and understand its various dynamics. IBA, its teachers and students need to soak in and absorb all the learning they can get from programs such as these, and make teaching assistance, a tool to assist learning itself.

Getting selected for the Global Scholars and Leaders Conference was a moment of immense pride for me, the only candidate from IBA and one of the three candidates selected from Pakistan. It was an intense and stimulating leadership program that engaged delegates in solving the issues of international importance.

The summit was followed by distinguished lectures from various good speakers. We started off with a visit to the Presidential Palace, Istana, which is the historical mark of Singapore. From then onwards, we visited Chinatown, Suntech Shopping Mall, Sentosa, Tanglin Club, Marina Bay and a lot of other places. The visit became even more memorable when we participated in the opening ceremony of the first ever Youth Olympic Games. An award ceremony was held as the conclusion of the event which was honored by the presence of South African Commissioner to Singapore, who not only distributed the awards but also gave suggestions to the participants regarding their future goals and how to become successful leaders of tomorrow. All in all it was a life-changing experience with lots of new perspectives and acquaintances.
LSE Sports Gala

Syed Faraz Ali

The first sports event of the year 2010 has been the recent LSE (Lahore School of Economics) Sports Gala from November 10th to the 16th; which included teams from LUMS, LSE, UCL and IBA. Four sets of teams from IBA travelled to Lahore to compete for gold in volleyball, basketball, football and cricket. The teams’ selections and practices were pulled off on extremely short notice with frantic last minute changes till they finally departed on the 10th of November on the Karachi Express to Lahore.

The IBA UNITED football team was the first to be put into action when they faced off against LUMS, losing the match 2-0 after a grueling battle. Getting used to the track took time and eventually the gameplay took shape; but other losses were soon to follow, against UCL (2-1) and then LSE (6-0). The team landed at the bottom of the table, not winning any medals.

The basketball team won silver at the event by beating UCL 57-56 after a humdinger of a match; with exceptional performances from Faisal Javed, Usair Tahir and Sunnyan Junaid. The overall team performance could’ve been a lot better, but considering it was the first time the new team was playing together, they surely deserved a medal.

The volleyball team which was competing for the first time also won silver, losing only to LSE. The Cricket team, however, did not have a similar fate, losing all three matches; albeit with ball tampering issues and top players being benched for being late to fixtures.

This self-financed and facilitated trip organized by the Sports society was an overall success. It gave the new teams an invaluable opportunity to test their mettle against much better teams away from home, and also exposed areas which needed to be improved. According to Daniuyl Alvi, Sports Society Manager, “results aside, the tour to LSE was pretty epic; we gained experience in numerous aspects that will contribute greatly to our game and personal development. We went as four different teams, but returned as one IBA contingent! Credit goes to each and every individual who was a part of this trip.”

The trip back home was on the same Karachi Express they took there; they may have not won the day but were appreciated by all the teams present as welcome and worthy opponents. One of the biggest themes in the locker room, boogy number 5, was the lack of sporting facilities at IBA and how their presence at the other institutions gave them an undeniable edge over our teams.

P.S: The entire IBA contingent would also like to tip their hats to the LSE sports society, especially to Omar Nawaz Sheikh and Fahad Rana for their hospitality which gave us a true taste of Lahore and a memorable start to the years sporting calendar.

We feel the need to engage the respectable IBA alumni into Perspectives as they make up a large share of the recipient population. Therefore, we intend to dedicate a section of Perspectives to them from our next edition. All the interested alumni who are willing to help us in this regard can email us at: ibaperspectives@gmail.com

Suggestions and queries are also welcome.