

Leadership and Ideas for Tomorrow

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TEAM PERSPECTIVES

YAMNA HASSAN

MANAGER - IBA MEDIA & PUBLICATIONS SOCIETY 2011-12



This issue of Perspectives has been placed before you after the immense hardwork of the new editor-in-chief and her team. I hope the readers find it enjoyable.



IBA Media & Publications Society

www.mnp.iba.edu.pk

SEHAR SALMAN ADIL

EDITOR-IN-CHIEF - PERSPECTIVES



Hello readers,
Upon joining IBA, seeing myself as the editor-in-chief for Perspectives was just a dream, and it's amazing how once you commit to a decision to do something, life starts presenting all manner of opportunities- chance meetings, good fortunes, unusual

happenings and other examples of convoluted and awe-inspiring synchronicity. Such has been the experience working in Perspectives so far. This dream has become a reality after moments of tending to the toil, long nights and creative inspirations.

The theme for the current edition revolves around the tips and guidelines for job recruitments and interviews as planning a smooth career path is the ultimate aim in each one's life. The secret to success in climbing the ladder is to conquer the little jobs as if those are done well the big ones will tend to take care of them!

Start small and think big and you will begin to attract the best of everything! Such was the motto of my team and we worked through thick and thin to make sure that we've got a pinch of every kind of stuff in these pages. The issue would not have been in our hands without the patience, persistence and talent of the editorial board members who were highly dedicated to make this edition a bigger and better one!

Without the encouragement, motivation and trust bestowed on me by the M&P's Manager and the rest of the office bearers, I would not have had confidence to fulfill this chimera and they are equally a part of what we have in our hands now!

It's rightly said that sometimes you just have to take the leap and find your wings on the way down. The leap was scarier than I thought, but I think we landed fairly well. Without further ado, here's the 8th edition of Perspectives which is all about you, our loyal readers! Let the fun times begin! Happy Reading!

Cheers !

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FASHION WITH ACCORDANCE TO CULTURE IN PAKISTAN

Rabia Ahmad Malik
(BBA 2)

What is fashion? Fashion is a sense of identity, it is the freedom for one to express themselves as an individual and stand out amongst others in a crowd. It allows one to feel comfortable and beautiful all at the same time. And as can be viewed from the tremendous explosion of the textile industry in Pakistan, the fashion industry is a widely booming one.

Many consumers were startled to see glimpses of lawn advertisements coming within a week or two in the middle of sheer winter, since the level of competition and production of new styles and designs of many different firms is emerging very frequently. Hundreds of new prints by a single designer alone make a customer's head spin with confusion as to which is the best design to purchase or should they buy them all.

Pakistani fashion is a fusion of Central Asian and South Asian culture, keeping its eastern appeal and style intact, forming a cultural identity which is making its way to fashion ramps across the globe and being recognized and appreciated for the innovation in styles, creativity of designs and use of bright and likeable colour combinations. The fashion shows around the world, which show Pakistani designs and promote Pakistani designers all appreciate the portrayal of eastern culture and representation of true cultural identity.



MEDIA SENSATIONALISM

Komal Sultan
(BBA 4)

"POLITICS", the first word that comes to my mind is lies, lies and more lies. Narrowing down my perception to governments, I am annoyed by the very unprofessional attitude that our politicians display. They are definitely in a dire need of an accountability system. But who are they accountable to? The citizens who have actually chosen them, the courts which are selling verdicts at a meager sum, or the opposition who can't just wait to buy the votes of the people and befool them?

I just watched the Bollywood movie "RANN" and I was amazed by the effort the team had put in and they deserve kudos for their brave and courageous task! They have remarkably shown how media sensationalizes news and can go to the extent of selling news!

We are seriously being manipulated by the good-for-nothing shows that focus only on non-issues and increasing viewership and T.R.P.s. Consider the Shoaib-Sania marriage saga, or exploitation of the private life of Khars' on the pretext of an acid burn victim, Veena Malik's negative publicity, cricketers being banned, Aman ki asha short-lived hype, or Fauzia Wahab's senseless arguments, the "Slackistan" being banned, or simply the clichéd budget.

Even after Aman Ki Asha has been launched, Indian and Pakistani military forces are busy killing each other's soldiers. Peace between these two nations is just limited to media men. I don't

With new seasons emerge new designers who in turn come up with use of different colours and creation of attractive designs

Long flowing shirts, churidaar pajamas, short shirts, shalwars, the fashion industry comes up with new designs and style of clothing every season and leave it up to their customers to follow the trend or come up with their style or basically follow whatever they are comfortable in wearing since the quality of the fabric, style and print are innovated and the standards are maintained throughout the years.

With new seasons emerge new designers who in turn come up with use of different colours and creation of attractive designs while keeping culture in mind further causing the fashion industry to expand in Pakistan while gaining publicity and generating sales through exhibitions which help them in furthering their careers.

Western designers and fashion aside, the Pakistani fashion industry has succeeded in creating its own identity internationally and being recognized for its individuality and creativity by other designers across the globe, which is something we as citizens of the country should be proud of.

understand why they call Fauzia Wahab (PPP Information Secretary) on their shows even though they make fun of her absurd statistics, only because of increasing sensationalism. Everybody witnessed how Sania said that I am not "Pakistan ki bahu (daughter-in-law) but only Shoaib's wife!" but still Jang includes it as a part of "Aman Ki Asha campaign". They say "Art transcends borders" but what about the case of our artists who are insecure in their neighbouring countries. And we are still sending messages to media personnel about the recent budget and sharing our thoughts as if something's going to benefit us?

We need to open up our eyes before we are led down to nothingness and mere oblivion. We need to stop exaggerating facts. Dawn News has had a decline in viewership because the "masses" were not getting what they wanted i.e. thrilling news, let alone the fact of Urdu and English understanding. What about the programs like "Enter the P.M." or "Open Frequency". Does any channel portray such vital perspectives? No, because the majority is not willing to hear them. We need to join hands with unbiased anchors like Faisal Qureishi (News One) and raise our voices on platforms like these. *Wake up, Pakistan, Wake up!!*



PHOTOGRAPHY AT IBA



Minhaj Bin Mushtaq (BBA 2)

This is Minhaj Bin Mushtaq, famously known as MBM. I'm currently a freshman at IBA and I love every day that I spend here. However, it has not been an easy ride up till now; right from the morning till the evening, I've to go through different situations- the most annoying of all is to be stopped at Maskan gate at 8:25 am when you know that the teacher would never mark you present even if you arrive at 8:30:01 am, but apart from all this the best part about IBA is it's cooperative seniors who have really assisted me in understanding the dynamics of how things work at IBA!

The most charming and exciting feature one finds about IBA apart from their excellence in education is its extra-curriculars and diverse nature of events. An event is not said to be complete before its pictures are flooded all over the social media. Everyone here loves to seek attention, either by showing off their very high CGPA or through Mel Surprising right? Yes, I provide them with their Facebook DP's.

My passion for photography basically roots from my childhood and my mother holds complete credit for this. I can never forget the sweet childhood memories when she taught me how to use a camera, and then it went on and on and kept growing. I love capturing the breathtaking scenes of nature but after getting into IBA, life has taken a new turn. The events have given me a chance to capture so much that I hardly have time left to capture the scenes I adore.

My first event as an official photographer at IBA was the IBLC Launch 2012 and since then I am covering almost every event at IBA along with my fellow photographers. Clicking pictures is fun for me as always, but reproducing them on facebook in a short duration gets tough for me. *People should comprehend that I have equal number of assignments, presentations and work to do as they have to, and I don't own a 25-hour clock.*



Overall, the photographic experience here at IBA has been great until now and it has led to the launch of my very own page named 'MbM Photography'. I would also like to accredit some particular names who've been a great support to me, Raza Ayub (my best buddy at IBA), Sohaib bin Shahid and Yamna Hassan (the best supporters of MbM photography) and Ayaz Ahmed (the backbone of the design of MbM).

I hereby say thank you to all my friends and fans who like my art, *keep smiling and keep getting clicked.* Cheers!



Mustafa Ilyas (BBA 2)

Before I got into this field, a digital camera was all I had to fulfil my dreams, fantasies and creativity. This creativity took its peak in 2010 when I got a chance to go to Mexico for a conference. My digital camera provided me a way to look at things in a different perspective. It was my gateway to photography; a world where everything depends on the way you look at things. Henceforth, I believe that when a person has the vision- the pure and immaculate vision, they can easily become a photographer.

Admission in IBA marked the beginning of my career with a professional camera. Hasan Zubair Bhatti, a man who I both, admire and have respect for, noticed my work in the Halloween Party and Bake Sale. He is the reason I am the photographer that I am today and his position as a manager at the IBA Photography Society defines his skills very appropriately. He has taught me how to work through the DSLR; how to express my pictures explosively, the mechanics, the ideas; in short- everything.



The world of photography is humiliating yet rewarding at the same time. The forever-alone moments when you are not the part of an exciting picture, are heart-wrenching. But let me tell you this; nothing beats the amazing out-of-the-world feeling that you get from your work. The euphoria is the same as an artist finishes his work; as a writer finishes a novel. The artists would know what I'm talking about. But of course, there is another edge to this world. The girls dig their close-ups. People shouting "Hamari Lelo" without feeling awkward, and the proud feeling of achievement when my facebook album is full of comments like 'awesome picture' or 'you are amazing'.

Photography is an art, and like any art, the skill and expertise progresses with experience. There are new discoveries which meet you at every corner; new ideas that overwhelm you, an inspiration which makes you take extreme measures for one picture- the one picture which defines your emotions. Being untrained only makes the journey more enjoyable, new discoveries bumping you up, derogatory remarks slowing you down, but you still carry on, ready to meet the challenges, but remember, "The challenges are what train you."



LEISURE LOUNGE

Fouad Siddiqui (BBA 6)

Song: Tanha
Band: Qayaas

Language: Urdu
Genre : Progressive Rock

Qayaas is a progressive rock band from Islamabad formed in 2008. It was founded by lead guitarist and songwriter Khurram Waqar, who was soon joined by vocalist Umair Jaswal, guitarist Sarmad Abdul Ghafoor, bassist Shaheryar Ghayas and drummer Salman Rafique, completing the band's lineup. Qayaas won the "Best Rock Band" award at the Rolling Stones-Jack Daniels awards in 2010, becoming the first band from Pakistan to win the award. The band had the honour of being chosen for the award from a nomination of more than 25 rock bands from Pakistan and South Asia which also included some well known names.



On October 12 2009, the band released their debut music video for the song "Tanha", which was ranked amongst the top 15 videos of 2009 by MTV Pakistan. The music video signaled a change for the local music industry which had recently been down and out. The song has a progressive rock flavor with tantalizing riffs, loud screaming vocals, powerful drums and some groovy bass lines. The highlights of the song are the display of powerful vocals by the vocalist Umair Jaswal and the melodically and technically perfect guitar solo. To top it all Qayaas has come up with an amazing video that keeps the listener hooked to it. Other Qayaas songs worth listening are "Umeeed", "Shehezade", "Pukaar" and "Mera Wana".

Overall the song is perfect in terms of the production and mixing. The song has sparked a new flame in the dying candle of rock music and we expect the band to do the same in the future. Do buy their album "Us Paar" and support our own icons. Rock on Qayaas!



MY DREAM GURL

Asad Hussain (BBA 6)

*I met this little girl on the net,
Had no clue what to expect,
She was different; I knew it from
the start,*

*Just had to convince my broken heart,
Little did she reveal herself to me,
I was the one that had to solve the mystery,
She lost herself in me and tested her fate,
How could she know the feelings that would
create?*

*Didn't even know when she fell in love,
It was like a heavenly blow from above,
I know her so well that I leave her shocked at every
moment,*

*Knew about her feelings long before she ever
exposed them,
She calls me her honey – the sweetest of them all,
One opportunity, that's all she need to make me
fall,*

*For her, there was no one perfect, nothing such as
perfection,
But then I came along and changed all her
perception,
She loves me to death and that scares me the
most,*

*For life is the most unpredictable host,
One day she said you're not a part of my life,
leaving me in fears,
Beneath it, it said but MY LIFE, now leaving me in
joyful tears,*

*Tomorrow is the day, when she will witness her
teddy,*

*I know she's going to be excited and ready,
I want you so much that you could only imagine,
Just remember that YOU will always remain my
Wildest Passion,*

*So this is a gift from me to you,
A heart touching poem that I wrote only for you.*



THE STONE-HEART AND THE FLOWER-GIRL

Komal Ashfaque (BBA 2)

*Some things cannot be understood
Leave them be, they matter not.
Yet how is it that well-known soul
For you, comes near to being distraught?*

*A heart weakens the goal in sight
Destroys the aims within the mind
Yet when I know this, why am I,
In case of you, ever so blind?*

*I never saw a cause to smile
Upon this world of kill and rip
Yet why is it that seeing you
Unbends my brow, twitches my lip?*

*Life is a temporary thing
Soon it will leave, without a trace
Then why when you leave, I feel you
Will leave behind an empty place?*

Name : Justified Genre : Action
Type: TV series

Justified is an American television drama series created by Graham Yost. It is based on Elmore Leonard's novels Pronto and Riding the Rap and his short story "Fire in the Hole". Its main character is Raylan Givens, a deputy U.S. Marshal. The series is set in the city of Lexington, Kentucky and the hill country of eastern Kentucky, specifically in and around Harlan.



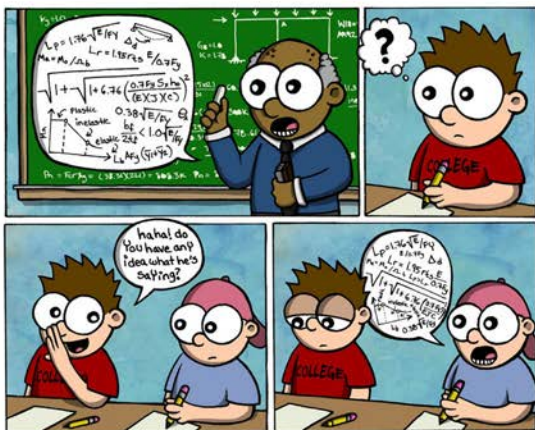
Deputy U.S. Marshal Raylan Givens is something of a 19th century-style officer in modern times, whose unconventional enforcement of justice makes him a target with criminals and a problem for his superiors in the U.S. Marshals Service. As a result of a controversial but "justified" shooting of a mob hit-man in Miami, Givens is reassigned from Florida to Lexington, Kentucky, a district that includes Harlan County, a rural mining area in the east of the state, where Raylan was born and raised.

The best part about the series is the choice of dressing adopted by the lead protagonist Raylan Givens with

LEISURE LOUNGE

Continued ...

his signature cowboy hat and boots. Also, it is interesting how Raylan chooses not to even draw his weapon even when an opponent has his gun pointed towards him but still manages to remove the gun from the holster and shoot before the opponent can pull the trigger. The story is pretty interesting and leaves the viewer asking for more. Although the show initially gained more reception from female audience due to the looks of Timothy Olyphant playing Raylan, the show has gained huge popularity among all recently. The third season is currently being aired. So don't miss out on this series because after all its "Justified".





CORPORATE INCEPTION

Nageen Fatima
(BBA 2)

Being a freshman, I still remember the first day I entered the seminar room 8 for my Foundations of Management and Entrepreneurship class. There were just about 8 to 10 students in attendance. Interestingly, the instructor greeted us with "are you sure you guys are in the right class?" We were baffled, as the number of students was minimal, and the instructor seemed reluctant to go on. He tried to convince us that we probably ought to drop this course, and maybe we did not really want to pursue major in Entrepreneurship.

The whole bemusement lasted for around half an hour, when the instructor finally realized that we were not going to drop the course, he started on with the most inspirational, yet bitter; true, yet harsh, reality of the country we know as Pakistan. Mr. Zafar Siddiqui, our instructor for the course, elaborated to us the near future of our country: Pakistan's population is growing at an explosive rate, and so is unemployment. Jobs in MNCs are limited, and we cannot even fathom the number of youngsters who are uneducated, inept, and unemployed. These numbers would continue to grow, unless Pakistan does not invest, or



rather Pakistanis do not invest in the process of creating more jobs. Therefore, the only way we can accomplish this is by becoming entrepreneurs, and pull our country towards betterment.



PAKNAMA

Salman Ali Khan
(BBA 4)

There are few individuals who excel at almost everything they do. One such talented person is Faraz Uzzaman Khan of BBA 4. He is a skillful footballer and plays as a striker at IBA United; he is also very creative and has been running a design studio for the last four years by the name of i7 Studios. i7 Studios has carried out many projects and has worked with many companies most notably Reckitt Benckiser (RB) and Shell. However his biggest achievement so far is his social venture *Paknama*.

Paknama started out as a blog following the Ashura blast in Karachi that killed over 40 people and injured many more. The idea of the blog was to provide people with a platform to voice issues of national interest whilst spreading awareness and promoting tolerance among the masses. A look at the blog revealed that it has been inactive for quite a while now. However the success of Paknama lies not in the blog but in one of its project *CHALK IT DOWN*.



Hence, we started our journey which had few voyagers but with a passion for their goals, and were envisioned and determined. The final number of students in the course grew to 18, and the goal was one: learning and striving to become an entrepreneur. The first semester, encompassed of learning to find the 'opportunity' around us, thinking of a feasible idea to take advantage of the opportunity, and convincing people to have a reason to believe in us. Ingrained in that was the experience of making teams, forming and storming, overcoming internal conflicts, learning to appreciate the concept of synergy and also finding the most convenient business plan that would work. In short, we had to start a business, run it for the course of one semester, and liquidate it in the end.

However, our first semester was revolving around the whole idea of convincing IBA to invest in our idea, which, by the way, amounted to PKR 100,000 or less per business. With a great deal of hard work, and several presentations, four final businesses were selected, which have now been launched successfully, by the grace of God. With their launches, the businesses at city campus, "Street Pool" and "ShutUp & Eat", and the ones at main campus, "Brand IBA" and "Fresh Juices" are beginning to flourish.

In a nutshell, the experience and the opportunity to be doing BBA in Entrepreneurship, is one so rich and so exceptionally opulent that I would not hesitate to recommend it to people who really want to do something for the advancement of Pakistan. It's a wonderful learning experience, and probably a once-in-a-lifetime opportunity for most of us, to start a business and manage it along with the help of an expert faculty at IBA which is an honour in itself.

CHALK IT DOWN was started in October 2010 with the aim of providing quality education to poor children. This project was started following the Sialkot lynching incident that occurred in August 2010 and claimed the lives of two brothers. This made Faraz think that the people of Pakistan lacked tolerance which was due to the illiteracy prevalent amongst the masses. This led to the idea of CHALK IT DOWN being born. The idea is very simple. A group of seven people, all members of Paknama, contribute Rs. 200 per month to fund the education of one child. The project initially started with two children, Aqsa and Anas, who were enrolled in Maple Wood School. As the member base of Paknama grew so did the number of children. Currently there are over 40 members who fund the education of 7 children. These children are currently enrolled in Behria Cambridge School. CHALK IT DOWN's focus is not on the number of children it can cater to but the focus is on the quality of education. Faraz's philosophy is that if these children can get the same type of education that he did, it will enable them to break out of their socio economic class and not just move from the lower end of their class to the upper end. Hence CHALK IT DOWN looks after the children's need for uniform, stationery, shoes, books and any special events or field trips that take place at school.

CHALK IT DOWN is looking forward to finance the education of 20 children in the next year while Paknama is planning to expand into other social ventures similar to CHALK IT DOWN in the coming years.



PROMOTING ENTREPRENEURSHIP

Muhammad Raza Ayub
(BBA 2)

Entrepreneurship; an act of being an entrepreneur; is considered to be a very critical component in defining the economic growth of a country in today's world. Pakistanis at the moment have a less favorable attitude towards entrepreneurship than people living in other countries having similar economic conditions. This is one of the reasons due to which the Pakistani economy has not been able to uplift itself in its long-term prospects.

The entrepreneurial activity in Pakistan is at its zenith at the moment, mainly because of the fact that there is not enough awareness and realization about entrepreneurship within the country. Another case in point is the fact that the business schools in the country are not focusing on creating leaders or entrepreneurs but are rather creating a workforce in thousands and throwing it in the market annually which has led to an increase in the unemployment rate in Pakistan of about 15.4%, in 2010 and the overheating of the local job market.

Another hurdle in the case of promoting entrepreneurship is the difference between the idea of education between the institutes abroad and here in Pakistan; the fact that the academia abroad focuses on learning through practical learning where as in Pakistan mostly text book learning is preferred.

The Institute of Business Administration (IBA), Karachi has identified this predicament and has started a course, BBA- Entrepreneurship recently in collaboration with The Babson College Of Entrepreneurship (USA) in order to promote entrepreneurship within the country and also to promote the very philosophy that inventing a job is better than finding a job. Although the objective to be achieved by IBA through this philosophy will take time but it is indeed a step in the right direction, which would help the economic cause of Pakistan in the long term. The idea of entrepreneurship should also be adopted by other universities in order to promote innovative thinking within their respective

“ To cultivate the idea of entrepreneurship in the local environment, we've to talk about it with the general masses ”

academic environments. The educational institutes must realize that in order to promote the idea of learning, they have to promote entrepreneurship from the grass root level so that they produce quality innovators rather than just a mechanic force. Furthermore, our government should provide grants to people who have credible and practical ideas so that the idea of entrepreneurship develops within the masses.

Hence I believe that in order to cultivate the idea of entrepreneurship in the local environment, we've to talk about it with the general masses so that the people get a basic idea about what entrepreneurship is and what advantages does it carry. It is our job to decide now, whether we talk about it or we stay quiet. The choice is ours.

Pakistan Zindabad.





THE ORGANIC WAY OF LIFE

Sarah Ejaz
(BBA 6)

Entrepreneurship is the buzz-word these days. Sounds pretty grand right? But it isn't. Entrepreneurship is simply about spotting and satisfying the needs of humanity in a sustainable manner. As a part of Dr. Shahid Qureshi's class, we had the opportunity to visit Ali Mohd. goth and Sumar goth at Hawksbay on April 1st 2012, along with Dr. Azam, Dr. Asif Jaffer and Mr. Imran Khan and their families. Saying that it changed my perspective of life would be an understatement. Our host there was Sheikh Hashim, who owns a small solar powered house and a mosque in that area. He uses the house as a weekend retreat and as a part of his project to help develop a sustainable lifestyle for the fishing community of that area. You must now be painting a picture of a dirt-poor community living hand-to-mouth in your mind. Let me tell you, they're not. In fact, they have a much more serene and sustainable life than us. They have their own goats and chickens. The walls of their houses are so low; it's almost like that of a doll house. They don't carry ammunition and never close their doors. They never fight. They don't abuse their women or belong to political parties. The women love to do embroidery and they go on family trips to Aladdin Park twice a year. They save when they have excess income for the months when they have no income. There are no banks or stock exchanges. They don't dream about the city lights. No KFC and no Butler's. Yet, their faces shine with content and their smiles reflect the tranquility in their hearts.



Our host, Sheikh Hashim Ahmed, was a former jazz musician living in the US who embraced Islam in the 1970's. After moving to Pakistan in the 1980's, he's been working on a business endeavour,

Al-Khair products, to incorporate Islamic values and Ibadah in business life. Contrary to popular thinking, Deen and Dunya are not mutually exclusive. Dunya, and all the activities contained within it are a means to worship the Supreme Lord. It follows that businesses should focus on providing humanity with beneficial products aligned with healthy and meaningful lifestyle. In essence, it calls for us to go back to an organic way of life.

The day started with a briefing of the project and explanation of the Ubudia Business Model that is developed to incorporate Deen in every aspect of the business. After having breakfast, representatives from the two villages were welcomed and students interacted with them at Sheikh Hashim's place. Moreover, students also visited the villages with faculty members so that they can get the first-hand experience of the village life and problems its inhabitants are facing. Keeping in mind the core objective of the trip which was to make a sustainable business plan for the fishing community, students looked for various business opportunities for the villagers, observed the available resources and tried to identify major problems. The day ended with a discussion so that the tone could be set for upcoming project of the Entrepreneurship class.



I'm positive all of us have written an essay about global warming. We know, by heart, all the arguments about carbon emissions and deforestation, wars and nuclear weapons, the industrial revolution and the selfish use of finite resources. We know it all. We talk about it all the time. We propose fancy solutions and scientific models to produce a Green Planet. We talk some more and have lavish conferences and summits at exotic places every year to resolve this hot issue, forgetting to peek inside the rich history of the Islamic way of life which holds all the answers to our present-day problems. We purposely chose to ignore the way our forefathers lived, deeming it medieval and impractical. Truth is, our digression from our roots is why we're in this messy state-of-being.



Businesses should focus on providing humanity with beneficial products aligned with healthy and meaningful lifestyle.



ANNUAL ISLAMIC CONFERENCE

Zehrah Yakoob (BBA 4)

One fine day at the beach, a young man saw a boy picking up a starfish and then heaving it back into the sea. "The tide has washed the starfish onto the beach and they cannot return to the sea by themselves," the youth said, "the sun is up and the tide is going out. If I don't throw them in, they'll die."

As the boy explained, the young man surveyed the vast expanse of beach, stretching in both directions beyond his sight. Starfish littered the shore in numbers beyond calculation. The hopelessness of the boy's plan became clear to him and he countered, "But there are more starfish on this beach than you can ever save before the sun is up. Surely you cannot expect to make a difference." The little boy paused briefly to consider these words, bent to pick up a starfish and threw it as far as possible. Turning to the man he simply said, "I made a difference to THAT one."

This was one of the many inspiring stories narrated by Sheikh Zahir Mehmood in his talk on February 12th 2012 at the Annual Islamic Conference organized by IBA's Iqra Society, which intended to make us follow the footsteps of Prophet (S.A.W.W) and made us realize the potential of each and every individual.

The Seerat-un-Nabi Conference aimed to 'Rekindle the love for the man who changed the world (Prophet S.A.W.W)' and it very rightly did so.

The awareness to inculcate such values in the students of IBA started back at the time of former Dean and director Abdul Wahab when he met up with Sheikh Hashim Hafizullah and expressed a concern regarding how he will face his Lord when his Lord enquires as to what he had done for the students of IBA under him. That very concern led to this day according to Sheikh Hashim himself and he was surprised at the changes he saw in IBA from that time to this day. It was unrecognizable.

Sheikh Hashim Hafizullah from California talked about the Profession of the Prophet (S.A.W.W) and how today the very concept of profession has changed from what it was back at the Prophet's time. He talked about the "liberation of women" and their



entering the corporate world and how that had led to the destruction of households, in the sense that children are now growing up unattended. He said that women have already been given a very challenging job and that is to bring up their children in the best possible way but we have sadly been programmed not to consider this an occupation anymore. Occupation is not just where money is, he explained that by saying that "Nabuwat" was a full time occupation for the Prophet (S.A.W.W)".

Dr. Fazl Elahi discussed Prophet (S.A.W.W) as a teacher. He emphasized on how the teachings of Prophet (S.A.W.W) are available in every field of life and that we should follow the Sunnah way of doing things because one who loves Allah should love the Prophet (S.A.W.W) to become Allah's mehboob. Making the Prophet (S.A.W.W) an ideal is the key to success in life.

Sheikh Zahir Mehmood from England who's topic was "Prophet (S.A.W.W) as the Leader of Ummah" talked about how Prophet (S.A.W.W) realized the potential in every individual irrespective of their caste, creed, race and used it to the benefit of Islam. He quoted several examples which included that of Hazrat Umar ibn Al Khattab who as a child couldn't even look after his father's sheep and later emerged as the biggest Muslim ruler after the Prophet (S.A.W.W) himself. He transformed humanity in a period of 10 years.

Sheikh Kamaluddin Ahmed from New York City discussed 'Recognizing the Prophet (S.A.W.W)' so that on the Day of Judgement the Prophet (S.A.W.W) may be able to recognize us. He made us realize the intense love the Prophet (S.A.W.W) had for us. First we became Mehboobs (beloved) of the prophet (S.A.W.W) then

we are becoming Mohib(his lovers). In between several quizzes were conducted and Sunnah kits were awarded to those who answered correctly. Towards the end, questions were entertained from the audience and while answering one question Sheikh Kamaluddin beautifully explained the right sort of corporate life: "There's nothing wrong in being an engineer, doctor, teacher but one ought to be a 'muttaqi engineer, muttaqi doctor, muttaqi professor.'"



AVANT GARDE 2012

Yusra Zainab Laghari (BBA 6)

The IBA Entrepreneurship Society, along with the learning partner Timelenders, organized one of the most compelling and gripping, extensive three day workshop, The Avant-Garde 2012. This workshop aimed not only to delve more deep into the meaning of success, but also ventured to go beyond the usual parameters. Defining how the youth of today can play an incredible vital role as leaders, it taught us to become agents of constructive change in the society.

In the present days of cavernous competition and unbridled challenges, the importance of having workshops that channelizes one's capacities in the struggle to have a vision for oneself is insurmountable. This was highly evident by the wide ranging audience of the workshop, which comprised of youngsters, adults, teachers, and professionals.

The commencing of the workshop took place from a welcome note by Ms. Khushbakht Suhail, President Avant-Garde 2012, followed by a very inspiring address by the Patron of the IBA Entrepreneurship society, Professor Dr. Shahid Qureshi.



Without due delay, the CEO and the lead facilitator at Timelenders, very honourable speaker for the three day workshop, Mr. Suleman Ahmer, continued with the sessions scheduled for the first day of the workshop. Within no time, Mr. Suleman very proficiently engrossed the audience's attention through his compelling and convincing stories from very valuable experiences of life.

The first day served as an avenue to direct one's boundless potentials and channelize the never ending vitality in service of one's vision. This can be done through effectual approaches that would allow celebrating one's distinct success stories. The second and third day focused more on providing the framework for developing one's vision. While bringing balance into lives, Avant Garde 2012 aimed at achieving equilibrium and stability in the roles that an individual plays in his/her life. In the process, valuable gems for building one's character were also shared by the speaker. The sessions were followed by sufficient coffee and lunch breaks that allowed participants to interact with other fellow members and also to reflect/ponder over all the valuable insights that they acquired. Often participants were found encircling the honourable guest speaker in order to quench their desire to know more and pose their unanswered questions.

In all in all, the audience found it an absolutely priceless experience that served as an avenue for direction, clarity, and correctness for their goals in lives.



ENIGMA – CELEBRATING TALENTS!

Hamza Kamran
(BBA 4)

IBA plays host to several events each calendar year. In this collage of many events, it becomes extremely hard to differentiate one event from another. However, this year, for the first time ever, IBA played host to Enigma – its first Olympiad based event comprising of 22 diverse competitions of Arts, Dance, Media, Music, Trivia, Sports and Dramatics under the emblem of the Arts Society and ISC.

A product of the Arts Society, Enigma played on the concept of promoting diversity of talents, hence creating an environment of controlled chaos; accentuated by a large scale participation of the IBA masses as well as students from



universities and schools from Lahore, Islamabad and Hyderabad. As host team, IBA did not participate in the competitions, but no other event in recent memory has had such a large, enthusiastic and diverse management team. In terms of numbers, close to 500 participants registered for this inaugural event, all buoyed by the mystery and uniqueness that the event promised.

The event started off with a festive opening ceremony, which set the pace for the 4-day event to follow. It was the enthusiasm of the crowd that made Enigma something special. A true university culture was experienced within the boundaries of IBA, with Chef's lair taking place in the shed right next to the Futsal area, where sports took centre stage. In the rooms took place the more serious events, like Mind Quest, Chess Club and Advertise This! The outdoors belonged to Photo Essay, Snap and Video Making. The amount of activity was staggering, the approval ratings, beyond expectations!



The event was powered by 4 social events, all with the same differentiating theme. A talent night and scavenger hunt on the first day brought the best out of the Enigma management team and participants. This was followed by a Dream World trip organized on Day 2. As if that wasn't enough, Day 3 saw the participants and MT dress up for the theme based dinner, the Red Carpet premiere, where gowns and suits brought glamour to the fold. The last of the social events seemed the usual beach party on paper. But those who went to this Enigma "After Party" were treated to something different, as per the theme of the event. Instead of techno music and dance floors, the mood was set by bonfires and sing alongs. It was a break from the hectic nature of events,

and a much welcome one at that.

All in all, Enigma delivered what it promised, creating a university atmosphere at IBA and bringing to limelight names that may perhaps one day become Household icons. It was indeed a celebration of talents!



IBA CHARITY CARNIVAL 2012

Zainab Khan (BBA 2)

Spring at the university means events, not only small or big but huge events and as always IBA has plenty! However, this event in particular infuses the magnanimity of colors, kites, joy and laughter with the passion of charity and feelings of sympathy. Yes, it is the IBA Charity Carnival, and this time it was much more than just that!

The dawn of 19th February 2012 opened IBA's rusty gates to the bubbling passion of IBA-ians, as crowds of students flocked in to witness a day fuelled with great energies. Through the sight of varieties of stalls all around, kite flying and a bombastic stage for concert, students were sure they were at the right place, at the right time! With chatters, sips of juices, dances to the Audionic beats, and clickers of camera shutter, the day was proceeding and booming!

But what was it that made this carnival so special? What was it that was so new? Well, the answer has been a buzzword at every IBA-ian's mouth... Noori Noori & Noori I. Yes, Noori's concert was the shining beacon of the carnival that everyone looked forward to. Students were dying to get one picture, rather one handshake with their favorite band members. Nonetheless, the excitement reached its epitome as the final minutes till the start of the concert were passing at a snail's pace.





Fortunately, after hours of waiting, whining and of course taking pictures, the patience of the audience gained fruit. Noori, the band embraced the stage tearing its way through the crazy cheering and uproar from the crowd. With songs like "Manwa Re" "Dil ki Qasam" and "Meray Log" the crowd was swept away as the pulsating tunes ran in their bodies like adrenaline. Engrossed in the music, little did anyone consider that time was flitting away.

Soon, it was time to say goodbye to a great evening that left everyone tired yet all charged up! Exhilarating, invigorating, thrilling and what not! The experience is just impossible to capture in words. Yet, this little, fun filled and exciting happening not only added more spunk to a routine life at IBA but surely, also got itself etched in young IBA hearts forever!



IBA YOUTH FESTIVAL 2012

Sidra Azam Modan
(BBA 6)



IBA Youth Festival 2012, which celebrated the theme of social activism and youth led development, has the honour of being the first

six day competition centric event that has been hosted at IBA. With over 16 events, encompassing 8 broad themes, the IBA Youth Festival 2012 aimed to inculcate a sense of self in young individuals in Pakistan. Youth led development and empowerment are mutually exclusive concepts, young Pakistanis can only be expected to lead the process of social change when they develop the necessary skills to express themselves. All that the youth really needs is a platform to polish its skills, hone its talents and emerge as agents of change.

A diverse pool of young talent exhibited its skills in activities that revolved around the themes of music, drama, public speaking, media & publications, finance, marketing, sports and photography. While some young individuals enjoyed the process of planning the budget for the Pakistani Government as parliamentarians representing different ministries, there were other participants who benefitted from the process of expressing their boycott against *Khamoshi* through theatrical performances. Whether in the process of developing financial acumen, learning the ropes of being smart marketers, enjoying a quick game of futsal, or singing on some of the most celebrated tunes, the participants of IBA Youth Festival 2012 came across as an extremely talented group of Pakistanis. IBA Youth Festival 2012 was graced by some of the most renowned names in Pakistan as judges for the diverse set of activities that had been planned for the festival. Mani, Ameen J., Zain Goplani, Sidra Iqbal and others professional in their fields shared their valuable professional experiences and the passion with which they were committed to their respective careers with the enthusiastic participants of the competition.



The festival had been planned to embark on a journey to guide youth led development. The process and the vision are by no means complete. Every successor of this event will return each year with the promise to build a better platform to engage talented young individuals in Pakistan who can be trained to first discover their own capabilities and then use them for the benefit and progress of their country. The organizers of the IBA Youth Festival 2012 are



convinced that the legacy to enable empowerment and social activism shall not only continue but grow every year at IBA.



LAST MEMORIES OF IBLC 4.0

Jahan Ara
(BBA 2)

If you want to judge the true effect of an event, make who witnessed it write about it a few months after it has happened and that is exactly what I'm doing today.

The four jam-packed days of IBLC left every single person feeling confident, energetic and strong. If I were to write a review of it on the last day, including only the important events, I would have taken a lot of pages and described to the last detail, every single activity on the program; such was the impact of those four days at IBLC.

IBA LeadersOp Conference 4.0 kicked off with Kolaveri di. The CFs at IBLC managed to choreograph an excellent flash mob to its tune and pull it off so fervently that those in attendance now associate it with the hype of the entire event. The song, made to pull you out of the dancing mood, now stood amidst all as a symbol of energy and leadership.

The conference started off at a high note right with Talha Iqbal from the first day. I still recall every detail, be it Talha Iqbal teaching the "art of living" or pointing at those waiting to be punished and laughing an evil laugh, be he on the stage or amongst the crowd, his tone, his mood and his message remained the same. In fact, he was a speaker who looked like he truly believed in and lived everything he taught.

Building upon the first, the second day was led by Shipa – the lady who talked about accepting the bad things in us, who taught open-mindedness, who addressed the girls and made them believe that fear applies only to the guys; you are beautiful, live for yourself, and don't let people or cultures define you. Hand in hand, Zain Goplani also shared the spotlight for the day handling the lunch simulation and ended the day on an emotional note as he narrated his own story.



As one thought it could not get much better, IBA LeadersOp Conference 4.0 was swept away by the much awaited Umair Jaliawala. Appearing in sherwani for the first time, he clean swept the conference with Daastan-e-Ishq. His smile alone was enough to impress but had you heard him speak that day, you would have talked about him for days to come. It was not what he wore or how nobly he carried himself, but about the strong feeling of unity and awe he left amongst his young listeners.

Maddi Murtaza piloted the last day as the "Parvaaz-e-Irtiqaa" came to an end. The environment was such that despite a sore throat, participants were but tempted to shout the cluster-slogan to make sure we are the loudest in the hall, second to none! IBLC 4.0 concluded on the magical eve of the fourth day as participants wrote sugar cubes for each other, the management team and the speakers.

IBLC Pardaless was how I carried IBLC home every day- memories on a paper. The newsletters contained inside jokes of IBLC, pictures of the day, and comics. IBLC Pardaless carried the true essence of IBLC; the days summarized in an absolutely creative manner.



I-MARC 2012

Moomal Chhabria
(BBA 2)

One must learn by doing the thing, for though you think you know it, you have no certainty until you try.
---Aristotle.

If there's something that makes IBA unique, it's their countless events. However, the king among all these continues to be I-MARC, the IBA Media Accession and Reinforcement Convention organized every year by the Media and Publications Society at IBA. Considered

the conception of the late Owais Bin Laiq, the management team this year took every opportunity to share the success and glory to the inventor's credit. However, the question arises, "Did it fulfill its purpose of exemplifying freedom of speech and the power held by Media?" Yes, indeed. I-MARC 2012 was bound to be bigger and better, with the unanimous endeavor of Yamna Hassan, Ayaz Ahmed, Faizan Ahmad, Beenish Mehmood, Ali Ammar, Nasir Altaf and the entire team involved behind the extensive period of creating, planning, and executing an event on a scale as large as this. Participants might not have expected to be tested for high set standards and caliber, but they definitely left with their skills being enhanced.



I-MARC began on the 25th of March 2012 at the IBA Main Campus. The first day was an exceptional test of the contestants' dynamism, intellect and oratory skills. With the first round involving an enacted Jalsa involving political parties, and politicians very similar to those in the Pakistani political arena, it was remarkable to encounter such creativity on the Program Design Team's part. With teams competing to report the event in the best way possible, the attribute of objectivity was a criterion to teach them about journalism, and the struggle that news reporters have to go through on a daily basis. Commendable it is to come up with an idea this creative, that gives out a moral of fairness and impartiality to those involved in this activity and all those aspiring to become reporters in the future. It is due to I-MARC 2012, that while observing news reporters and anchors on television, the partakers would perceive it with a whole new perspective altogether. The second activity, called 'Magnifying Minutes' involved solving a mystery and then reporting it in a style similar to 'The Kamran Khan' show. An element that has to be appreciated about I-MARC is that every member had a role to play in the execution of the activity, there was a significant amount of teamwork involved throughout the event, and that fostered a good bond among the team members. If

The leader learnt how to handle twelve people at the same time, the team learned how to look towards the head as a mentor and guide. Nevertheless, the second activity was definitely unique with the vague trails that had to be investigated in the story of the current political scenario in the imaginary state, 'Archanistan'. The concept of a live telecast was also a form of groundwork for all the participants. It was definitely worth it.



Furthermore, the first day had escalated the expectations from the upcoming days. And working in the favour of the management, the activities were organized in a way that incremented in the difficulty bar by each new undertaking. The second day, therefore, involved video making on four topics, which were Sports, Fashion, News and Music respectively. This was discrete from what happened the day before and focused on the creative and technical skills of the teams. While there were some videos that failed to meet the anticipations of the judges, some managed to highlight the subject almost perfectly. The enthusiasm continued and the next round purely focused on Broadcasting where the triumphant from the previous round played the role of buyers and the rest as bidders who were sent to separate rooms to bid for the shows they had created. While few members managed this side of the work, the rest were busy making a billboard to support their idea. This time art and professionalism could be discerned in the work presented.



I-MARC never failed to surprise. The third day, the teams were sent to NGOs to create a video in order to campaign for it. This was yet another example of an activity targeting two goals at the same time. While there were interviews and video making involved, the idea of looking

at an NGO, and the people who resided, worked or studied there, was exceptional in itself. It was an incredible experience to witness this level of community service in Pakistan. I hope, everybody appreciated it and was inspired to play their part, just like I-MARC did. Moving on, the last yet maybe the best were plays that had had to be performed by each team, with four topics divided amongst them randomly. The quality of the plays and the innovation behind each one of them projected the difference I-MARC had made within a few days. Theatre, thus, is yet another field that has opportunity and talent for Pakistan to shine. I-MARC wasn't just work and no play. It definitely incorporated amusement. It organized a social event at Pavilion End Club to let the teams not only have quality time with each other, but also dance their way to the completion. Revitalizing music, a wave pool, dance and entertainment, was a wonderful end to a great start!



The closing ceremony took place on 27th March, 2012. With a formal night with farewell speeches and reminiscence videos, everybody felt that a good time had come to an end. What did we learn? Objectivity, significance of media and news reporting, the art of video making, acting, understanding social service, and appreciating team work and the discrete skills that each one of us possesses. Eminent personalities like Mahira Khan and Owais Ahmed Tanveer, were excellent role models for this event, whose criticism will guide the participants in their future endeavours. To all those, who were a part of I-MARC, we gained and learnt something extremely significant, an experience that will stay with us forever.

I-MARC
2012

"Don't cry because it's over. Smile, because it happened."

Cheers to I-MARC 2012!



I-SERVE 2012 IF NOT NOW, THEN WHEN

Ramsha Arif (BBA-4)

In the 21st century, when unemployment is high, entrepreneurial skills are highly valued. In order to nurture such skills, the IBA Entrepreneurship Society (IBAES) provided the students with a platform under the title I-SERVE 2012, which aimed to enhance and apply their skills while simultaneously boosting up their confidence.

I-SERVE is a social business plan competition directed towards benefitting the society by bringing about new entrepreneurial ideas and developing a business plan. Registering free of charge, this event proposed a unique offering to the students of IBA in the form of Rs. 1 million seed money. This amount was contributed by IBAES in collaboration with Pakistan Poverty Alleviation Fund (PPAF) for the winning teams of the event. The purpose of providing the seed money was to ensure that the students, more appropriately, the young entrepreneurs may utilize the money for turning their dream into reality.

The event which spanned for 2 months commenced in the mid of December and lasted till 26th of February 2012. It comprised of three stages. Firstly the Idea Registration, then the submission of Business Plan and the third stage being the most exciting one, the Finale. An introductory session was conducted to provide the 30 teams with the details and also allocate an idea facilitator, who assisted the teams in coming up with their business plans.



After an intense screening of the business plans, the 6 successful teams moved on for the Finale.

Held on the 26th February, 2012 at IBA Main Campus Auditorium, the Finale bore the presence of some esteemed guests.

Presence of investors and successful entrepreneurs such as, Dr. Amjad Saqib (Founder Akhuwat Foundation) and Mr. M Iqbal (Founder Kashif Iqbal Thalassaemia Care Centre) applauded the event, as they provided the participants with valuable suggestions and told them about their experiences. Each team offered their best but the ultimate winners were the Green Paper Bags, followed by Fertilizers as the first runners up and Home Grown Veggies who took the title of the 2nd runners up.

The event ended with an exciting social event, the Sufi Beach Party. The participants along with the management team enjoyed the waves on the smooth shores of Neelam Beach. As the sun set, a bonfire was amidst the circular setup of sofas on the sand, under the starry night. With waves crashing in the background, the soothing ghazals relaxed the minds of individuals who had been constructing and developing ideas on how to make this world a better place.

On the whole, I-SERVE 2012 provided the young aspiring entrepreneurial minds at IBA with a great learning experience.



THE HUMSAFAR GIRL
MAHIRA KHAN
AT IBA
Raaj Faheem (BBA 8)

Flocks of students herding around the faculty lounge door – not an uncommon sight, but only after the midterm results are out and whining for that one extra mark is suddenly fashionable. So what could have caused a herd unparalleled in size ever before to hound the same door if not exams? The answer lay in the excited whispers floating around and the furtive glances at the glass windows of the lounge – Mahira Khan in the house! All variations of the male species at IBA could be seen swooning at the guarded altar of Mahira's abode, whether it be the men from the Finance Department negotiating for a picture days in advance or the fresbie boys waiting for a glimpse. Macho as they claim to be with all their ridiculing of the female fascination with the popular drama, all pretenses were dropped as the Humsafar girl graced IBA with an afternoon of her time.

Graceful and amicable, Mahira Khan certainly falls in the league of celebrities whose beauty TV does not justice – an encounter with her does make one realize why Fawad couldn't take his eyes off her. And she has a personality to match the beauty as well. Despite her celebrity status, she's as warm a person as one can be, making the other person feel completely at ease, establishing friendly ties at once. She breezed through the *Sunsilk Expert Studio* at IBA with confidence that transcended to the students involved in the activity as well.



The highlight of her trip was, however, her participation in the annual event of the IBA M&P Society, I-MARC 2012, as one of the judges on Day 3 of the competition-centric conference. Admitting nervousness at facing a huge crowd of her excited fans that was lodged within the participating audience at the event, she could not have been more excited at the prospect of judging a drama-based activity, displaying amusement and enthusiasm at this ode to her acting prowess. She entered the auditorium to an astounding applause and cheers that almost brought the roof down, for the participants had been waiting for this moment with bated breath, working harder than ever on their submissions for this round all for a nod of approval! The skits staged by the participants at I-MARC made use of the popular Humsafar track every now and then, causing a blush to creep on Mahira's face. Her appreciation of the performance of the participants was evident in the smile that constantly lit her face and the shine in her eyes as she watched the proceedings and engaged in amused discussions with her fellow judges. The event culminated with a brief discussion of the performances by Mahira, where she appreciated the good show put up and also imparted some critique so that the participants benefitted from her expertise.

So ecstatic were the participants at the once-in-a-lifetime opportunity I-MARC had provided them that they practically chased Mahira all the way to her car with their cheers and requests, as if the many many pictures taken in between performances weren't enough already!

Kudos to the team for ending at such a high note!



MUNIK III

Gauhar Mushtaq Bhatti
(BBA 4)

Model United Nations IBA Karachi proved to be one of the most popular events at IBA. Hosted by the Public Speaking Society, it encompassed more than 1200 delegates within 14 committees, based upon which MUNIK can be rightly labeled as one of the biggest event of IBA till date.

From the efficient executive team to the delegates, everyone ensured their part was played well in order to make MUNIK a success. An exclusive vote of thanks to the foreign chairs who surely had a great time and experience during these four days in Pakistan. This can be seen by the fact that the chair from Hong Kong, Coleman Tse, very confidently announced in the closing ceremony that he learnt a lot and chanted his favorite sentence; "kia scene hai?".

Moving now to the happenings of the honorable committees, thanks to the entertainment sessions and frequent perks, they proved to be not-so-boring after all. A sharp contrast between DISEC and rest of the committees was highly noticeable. Whereas in others delegates could speak for over a dozen times in each session, there were some unfortunate ones in DISEC who didn't even get a chance to represent their countries' stance once. For all those, there is always a next time. Keep up the spirit.

Perhaps the most exciting and most awaited moments of MUNIK were the social events. Delegates were provided with not one, not two but three splendid platforms to interact with fellow delegates, mingle with ACDs and Chairs and let their hair down to jazz the night. The fun and frolic at Go-Aish, the beach trip and its breath taking fireworks and the Desi night will surely remain etched in



everyone's memories for a very long time. Changing tracks, a final word on the closing ceremony of MUNIK 2012. The remarkable 4 days ended with a more stupendous closing ceremony that took place in the IBA Main campus. It started with the speech of the Public Speaking Society's patron and was followed by directors from all committees distributing outstanding diplomacy awards to the winners. Mixed feelings of joy and sadness were witnessed at this point in time. Winners were happy and excited whereas the whole atmosphere was melancholy too because the entire MUNIK III experience was about to come to an end. The highlights of this event were not just the fantastic socials, but the astounding number of participants and the international chairs. A final time where everyone was together, until next time.



OMORE ADWAR

Qurat ul Ain Salman
(BBA 6)

The team of IBA Marketing Club (IMC) 2011-2012 has made their mark by organizing one of the most successful events of this academic year. The IMC has a vision of being a proactive co-curricular club that aims to expose students to the opportunities in marketing, provide them with a possibility to improve their marketing skills, and deliver relevant knowledge and skill building opportunities necessary for a successful marketing career. With the success of Omore Adwar, it can be safely said that IMC is fulfilling its objectives.

With the Team IMC's impeccable leadership and their dedicated group of Marketing Maniacs, the Omore Adwar was impossible to forget. The brilliantly aggressive marketing campaign of the 'Orange Fever' had both the campuses talking nothing else but 'What is all this orange campaign about?'

At the launch on 8th December 2011, all bets were off as the sponsor was finally revealed. The craziness and the building excitement reached a fitting ending at the day of the launch which was carried out in both campuses simultaneously in the break. Amidst much horn-blowing and frenzied excitement, the banners were unrolled and the balloons were dropped. There were exciting activities and to add to the fun, free ice creams were handed out to all present.



Team IMC and its diligent management team poured all efforts to make the event from the launch on 8th December 2011 to the final round on 5th February 2012, a roaring success. Schools, colleges and universities from all over Pakistan were invited to participate in the creativity war where they had nothing to lose and a prize of Rs. 100,000 to gain. With free of cost registrations and a platform to showcase advertising brilliance, this was a chance not to be missed.

The registrations were shortlisted to top twenty teams under the experienced guidance of advertising and marketing personnel. With the first challenge cleared, the next step was the final round held on 5th February, 2012 at the IBA Main Campus Auditorium. All the ads made were critically judged and rewarded points after due deliberation by the judges. The teams had reached the height of anticipation and so their patience was rewarded as the results were announced by our respected judges. Team Maastaaney from IQRA University took top honours with their highly popular "Khushiyon kay liye" themed Omore Ad video. Team Encore and Team Fringe Division from SZABIST University were titles as the first and second runners up. Thus, this brought an end to the challenging event of the IBA's Marketing Club and the office bearers, the participants and the management team took wonderful memories to cherish with themselves.



THE CORONATION' 2 LAUNCH A TASTE OF ROYALTY

Maryam Anis (BBA 6)

The recently developed tradition of launching events at IBA has become an indicator of the likelihood of an event's success. The greater the response, the higher the expectations- and trust us, that's NOT an easy feat to achieve. So, one fine day amidst many, the office bearers of the IBA Social Sciences Club were holed up inside a meeting room, trying to rack their brains for all the things that could be associated with the word ROYALTY and be used to launch The Coronation '12. This is when we stumbled upon the crazy idea of replicating the royal times within the premises of IBA.



The Coronation '12 Launch was a splash of purple and a dash of royalty mixed with the fervor of doing something unique. From students donning kings' gowns and knights' armors to wafers filled with oozing chocolate from the chocolate fountain, The Coronation '12 managed to make its arrival felt, seen and heard! The students decked up in costumes fit for the kings, queens and knights and posed for pictures, coupled with free purple cotton candy and chocolate fountain for them to enjoy.



It looked as if the purple parade had hit the campus and was spreading happiness the royal way! From then on, there was no looking back as we embarked on the journey to make The Coronation '12 a memorable experience for all!



IBA TIPS

Samra Ahmed
(BBA 6)

Tip #1:

Nadeem bhai's shop is best crowded a day before the exam. Save yourself the trouble by getting your notes two days before the exam.

Tip #2:

Everyone is a 'boi', even girls.

Tip #3:

Success comes to those who know how to use the lab printers.

Tip #4:

If you think you are a king by doing a lot of IBA events, pick up the CV of the IBAian sitting next to you, it is kind of a carbon copy of yours.

Tip #5:

Best place to gossip? Girls' washroom (make sure no one is in the cubicle though)

Tip #6:

'Boi kia scene?' can have only two possible answers: 'Scene on hai' and 'Game hogayee boi'

Tip #7:

'Working' on someone will not ensure you votes. Votes last moment 'pe kat-tay hain and loag last moment pe palat-tay hain'

Tip #8:

The text that is sent and received the most here is 'whr'.

Tip #9:

The enthusiasm to be a CR is inversely proportional to the semester you are in.

iba tips



A WORD OF ADVICE

Wajahat Ali
(BBA 8)

It is always a pleasure to see yourself being approached by the all new, emerging and free “press” of our very own IBA, something which was probably not imaginable 10 years ago, but has effectively become the Voice of IBA today. Congratulations first of all on your great achievement Team Perspectives and thank you for giving me a chance to appear before the IBA community in an honorary capacity.

Before I pen down anything about my experience at Unilever, let me make this thing very clear, that all internships in whichever company they be in, are great learning opportunities. There is ample light of hope, progress and learning out there, but if we wear black sun glasses, everything will appear of the same shade. I'm no literary critic, and neither will I try to confuse anyone here, but what I'm trying to put across is simply this: Internship opportunities at any company may matter, what always should is your willingness to learn. Then you will grow irrespective of any company you are interning at.

This was the same thought going over in my head when I set out to give the first ever internship test, for my batch in 2011, and I must say, thoughts were quite compelling but spirits were not. While I was walking towards the newly furnished Main Campus Auditorium, I passed one of Unilever's standees which said “Could it be U?”, and I wondered that to how many people would this temptation be strong enough? To steal their comfort and compel them to come and sit in an hour and a half long presentation of the company and through a difficult aptitude test after a good 3-year period since they got admitted to IBA. My queries however were short lived when just moments later I saw the entire Main Campus Auditorium flooding in with people.

Like everyone else, I started my test in the hopes of acing it, but just when I saw the question paper, nothing appeared to make sense to me. Still, I did not cheat, unlike many others around me who did, and this is perhaps one piece of advice I'd want everyone to leave with. The test got over and we walked out of the auditorium eyeing our batch's top achievers with longing in our eyes that why couldn't we have brains like them? The most irritating of all were those who were enthusiastically discussing the paper with each other, as though by cross checking with their mates, they'd be sure to get a call for interview.

The results however came out after a painful wait of 2 weeks, and one of my friends actually congratulated me that I had cleared the test. I was so not expecting that to happen but still sometimes luck catches you by surprise. Yes, I wouldn't take any credit here in clearing the test by pulling up some out-of-the-world technique of passing Unilever's test, it was all because of the grace of Allah, that I was able to pass it. So once that was done, the big hurdles that now remained were the interviews and the assessment center. It wasn't something which I felt particularly threatened with; partly because of the fact which I had been keeping in my mind all along that this company is not the end of the world. True, that it is one of the best employers in Pakistan but not the only ones with internship

opportunities. The world would still run, if I didn't get in, so consequently there would be other opportunities for me to pursue. Also, thanks to my ‘dear’ friends who had inculcated a belief so strong in me that in Unilever, those are highly ‘preferred’ who have strong references. The latter part turned out to be what we know in Urdu as “gup”. Not only did I secure an internship in the largest FMCG Company in Pakistan, but I was able to do that without ‘any’ references whatsoever.

In the screening interviews and the Assessment Center for Summer Internships, what I believe these companies look for in you are honest, pertinent, and practical learning experiences. Something which gives them a reason to believe that you as a person will be capable of

- learning in a diverse environment,
- working under pressure,
- adapting to situations, (market opportunities and threats)
- being a proactive learner

If you

- can substantiate whatever you have achieved so far in your life at IBA, with significant and pertinent learning cases-in-point,
- have ideas for doing something differently, and
- synchronize perfectly with the organization's values

I believe there is little chance of any employer rejecting you in your quest for the perfect internship opportunity in his/her company.

For all this however, solid extra-curricular experiences are needed. Please do not fire random arrows in the air trying to shoot down turkeys with them because accept it or not, you simply won't be able to do that, not at least in a company which is hiring talent on merit alone. Especially in companies such as Unilever, they'll know it the instant you start fetching examples from thin air. Learn to differentiate yourself. Think about it, you are competing against probably 200 others who have more or less similar credentials as you have in academics. What have you done to make them consider you specially? Think about interview questions before going in an interview; ask yourself, what exactly would you want to see within you? You will have your answers the moment you do that, and if you come across certain aspects of your personality which are not the way they should be, then change! Now is the time to do it! Try and start becoming your own ideal, because it is only through this approach that you will have confidence in yourself which is exactly what they are looking for.

With that I would end my account and take my leave. Thank you for taking out the time to read this. I'm no internship guru, so these suggestions might be full of mistakes, but even if you find a single point worth considering, I'd think that I made a decent effort at trying to help out fellow IBAians.

“ Internship opportunities at any company may matter, what always should is your willingness to learn. ”



A WORD OF ADVICE

Yamna Hassan
(BBA 8)

The real climax of your IBA life begins when you become six semesters and 1 month old. This period in one's IBA life can be compared to attaining puberty in one's normal life. My apology to this grossly silly connotation but we tend to be fully engaged in our highly frivolous activities during the first 5 semesters of our IBA life. Calamity strikes when you receive a heart-shaking email from the CDC "Unilever comes to IBA for conducting internship and MT tests on XYZ date". GPAs, previous work experience, posts in events, mental aptitude are all scrutinized as the environment for BBA-6 students shifts dramatically as conversations, gossips, facebook chats, grapevine, all revolve around one focal point "INTERNSHIP".

'Did you clear the test?' 'How was the interview' 'Kahin se cal aayee?' My perspective about this crazed obsession might be at odds with that of the majority, but its simple- "Just let it be!" The more you run after it, the more depression attacks you will attract, the more you think about it, the more your mind will suffer from a social stigma and the more obsessed you become, the more you'll end up reaching nowhere (rarely happens :p). My advice to all my juniors would be to stay confident and

decorous about your self. An internship test is an inadequate means to check your aptitude, if you fail in one, doesn't in any way imply that you'll fail the rest too, so never lose your spirit. Be proud of who you are, know what you want and trust me, that's the best thing that you can do to yourself.

I was one of the many people who got a chance to intern at Engro Fertilizer Limited. My experience there was terrific to say the least. Engro Fertilizers has successfully developed a loyal customer base all across Pakistan. In 2010, the company achieved mechanical completion and started trial production of its urea expansion project at Daharki which is the world's largest single train urea-ammonia plant. It is the largest private sector industrial investment in Pakistan. Being an intern there made me proud of myself and my country. The procedure of getting in was not as tedious as one would expect. The first stage included clearing a really stiff and painfully long test (you really need to be in your senses while taking that test) and the interview was comparably easy. I took it as a random one to one conversation and hence I cleared it pretty easily.

To end my note, I'd say that good internships add immense value to your future growth, just try giving in your best shot without much panicking. Good luck! :)

// An internship test is an inadequate means to check your aptitude, if you fail in one, doesn't in any way imply that you'll fail the rest too, so never lose your spirit. //



LIFE AS AN AIESEC-ER

Maimoona Abdullah
(BBA 4)

It is amazing to note how unpredictable life is. For me, an internship in Romania during summers was something which was just not possible. How could I, a typical Karachiite, a female and hence understandably pampered kid, pack my bags and head off to Lasi for 2 entire months? Impossible, huh? Well, AIESEC made it happen and in doing so, changed my entire perspective about life and the seemingly infinite possibilities for me.

This summer, I found myself to be in Lasi, a city of Romania, completing my internship with AIESEC and its partner organizations, SDV and gRow. Europe was always a place which I was keenly interested to travel to



during some moment in my life. I, however, could not have had expected it to happen so soon. As part of the gRow initiative, I was required to teach high school students the curriculum of gRow and hence aid them in long term learning. The trip to Lasi is like a fairytale to me, like an extremely vivid dream that I wished I would never wake up from. I could not have had expected that staying away from home for such a long period would have had been such a thoroughly enjoyable experience. Lasi is tiny compared to Karachi; however, the city is amazing to say the least. It is based on seven hills! I cannot point one thing that was missing from Lasi, its serene environment to the metropolis that it is, it was amazing to see how so much can be fit into such a tiny city.

I loved the company that I had. I was blessed to have made friends almost instantly who took away my homesickness and the feeling of loneliness. We had a lot of fun and the teaching part was humbling to say the least. It is such a great feeling to have had touched upon the life of so many

students and to have had contributed, truly contributed, to a better world. I found that both the locals and the internationals were highly interested in Pakistan. No matter where I was, I was constantly bombarded with questions. Somehow, everyone expected me to have had been covered from head to toe in a Hijab and to have had been near illiterate with no knowledge of the world. I was happy to change that misconception. I had a great time explaining to everyone who was interested that Pakistan was far different from what they perceived it to be and was contented with the astonishing looks and the looks of understanding upon their faces.

One of the greatest memory that I have from my summers in Lasi are the trips to the local restaurants and clubs. Experiencing a club first hand amazed me as it was different from the image that we get in movies. I enjoyed myself partying with friends. The Romanian desserts were mouthwatering. I've never tasted so many delicacies in my entire life- Papanasi, Gogosi and others. I was amazed at how

different could food taste from what we have back at home. The sightseeing parts were amazing. I had the fortune of having a lot of friends easily and hence I could travel with them often. Every day, we used to visit a new part of the city and I used to marvel at Iasi every single day.

The AIESEC journey changed my life. I now have connections all over the world. I've visited one of the most beautiful countries in the world. I've made friends in every corner of the world. I've touched the lives of several students and contributed a little to the global society as a whole. I've challenged the norms and spread my wings. I've become an AIESEC-er.

moment you put on a façade, you lose your chances of selection.' According to Muhammad Usman Hasan of BBA 8 who has already secured a place for himself at Unilever this year, it is the wish of candidates to be different, and to give atypical answers to every question that poses a certain hurdle during interviews. 'Wanting to stand out with every response isn't easy. It's very difficult' he comments.

One of the most important aspects to consider before an interview is to identify what it is that the company is trying to gauge of potential candidates. What are they looking for? 'Personality', Usman says simply. 'They already know you're smart, and the technical priorities have been established. What remains is scouring your personality dimensions, that being the foremost purpose of an interview.' He later adds, 'The casual, the better'. This little piece of advice speaks volumes about how an ideal interview should progress.

How many times have we wished we knew what the interviewer was planning to ask, and prepare for it before hand? From his experience of two sets of interviews with Unilever, Usman recalls that questions largely depend on the interviewer. Some probe, some don't. He relates a particularly unpleasant experience when his interviewer was just not satisfied with his responses, and kept pressing for more details. 'Some of them are like that. You just have to be quick and spontaneous and if you need time to think, ask for a minute. Asking for more time is better than mugging up.' He further says, 'Expect questions about you, instances when you assumed a role as a leader and times when there was a need and you delivered. They also test your aptitude for conflict management and change management.' Syed Amjad Hussain states, 'In case you are being asked about practical experiences, be very clear about your description of situations and events, and be explicit in telling the interviewer about your mode of action and its outcome.'

“ They already know you're smart, and the technical priorities have been established. What remains is scouring your personality dimensions, that being the foremost purpose of an interview. ”

Another favorite question, Usman elaborated, is 'Why you?' Unilever, and any other company for that matter, is interested in knowing why it is that the job should be given to you. Being a Finance major, questions like 'why not banking?' also popped up in his interview, and he was asked about his interest in his chosen field. 'They will cross question you on your career choices, so it's good to go prepared,' he advises. Furthermore, naming people in the company that you have worked with formerly always casts a good impression. 'Share your experiences, they want to know as a person' says Usman. From his experience, Syed Amjad explains that the entire tone of the interview is set by the question in which you are asked about yourself. 'Give them a good start. That is what will drive the rest of the conversation.'

CRACK MNC INTERVIEWS LIKE THEY DID!

Tips and words of advice from Syed Amjad Hussain and Muhammad Usman Hasan



Interviewed By:
Neha Khan (BBA 2)

Most of us must have wondered once in a while what it is that makes interviews at huge MNC's such as Unilever and P&G so tough. Especially those of us who are a stone's throw away from appearing for internship interviews and tests, these thoughts strike only too often. Syed Amjad Hussain, in his final year of MBA and a P&G intern last year feels that the recruitment process isn't all that harsh. 'It's all about being yourself, and showing them a reflection of your personality. The



S. AMJAD HUSSAIN



M. USMAN HASAN

It is not unusual to find oneself in an awkward spot in an interview. In this respect, Syed Amjad Hussain believes that it is always better to take things step by step. 'Sometimes you truly don't know the answer. In such cases, you should simply state that you will be unable to respond to the question.' Having cleared Unilever, Usman has no qualms in admitting that he too faced his share of embarrassment during one of his one-on-ones. 'I did not understand the question, and we spent ten to fifteen minutes debating on the question itself.' Here, Usman repeats that the situation is, for a great part, dependant on the interviewer. 'Some will make you comfortable by switching to another topic, while others will persist.' Preparation becomes vital in this regard.

Usman concludes with some valuable guidelines for those aspiring to work for MNC's as huge as Unilever. 'Never highlight your negatives and don't show deal breakers i.e. anything that indicates flaws. Most important of all, don't contradict yourself, and never lie'. Syed Amjad also gives a seasoned insight with words of encouragement. 'Don't be fearful. Prepare and practice beforehand, ask for advice from teachers and seniors and have confidence in yourself. You will see, it will turn into an enjoyable experience.'





YOU DON'T HAVE TO BE PERFECT, YOU HAVE TO BE DIFFERENT

Humayun Babar (BBA 8)

Seniors tell you that the last semester is probably the toughest of your tenure at IBA. I, however, politely disagree. In my personal opinion, it's the 6th semester which hits you the hardest. Since you have to take electives in the next semester, you're left to deal with the fact that most of your core courses need to be covered. Our rich ERP history suggests that fiascos are bound to happen, and with grueling presentations, reports and hourlies along with internship tests and interviews ready to welcome us to the new semester, it becomes far more challenging than it actually seems at first.

Honestly I never studied for a single internship test yet I managed to clear most of them, not because I was smart but because I was fortunate. Every company tests you in its own unique way so in reality there's nothing that you can master or learn beforehand. For instance, Unilever tests you on speed, so it's all about answering all that you know as quickly and smartly as possible. For P & G, it's an entirely different scenario. Not only do you have to clear the test but you also have to clear an online personality assessment. The online personality assessment is not about giving perfect answers, but it's about giving answers that match the organization's culture. A word of advice: ALWAYS go through the company's core values before any test or interview.

Speaking of interviews, once again I'd like to mention that I was extremely fortunate to land at interviews at leading companies such as P & G, Unilever, Reckitt Benckiser, Standard Chartered and HBL. By far the best interview that I gave was the one I had at Unilever and unfortunately I was rejected. I had prepared perfect answers for questions like "tell me about yourself", "why Unilever?" & "why marketing?" and yet it didn't bear fruit for

me. It was only after I consulted my seniors and teachers that I realized that one has to portray himself as who he is keeping the company's culture and core values in mind. I rectified that mistake and appeared for the P & G interview, and believe it or not I cleared it despite not being at my full potential. I went into the comprehensive interviews with full confidence but after 3 grueling 2 hour interviews and a 1 month long wait, I was notified that I couldn't clear the last stage. Such long situational interviews require a great deal of patience and consistency something which I feel I lacked in comparison to the other candidates.

“ Nothing makes you feel more empowered than working on an independent project that you know is of significant value to the company. ”

Learning from my previous experiences, I appeared for the Reckitt Benckiser interview and was able to clear it with flying colors. It was a wonderful working experience where I got to work on brands such as Veet, Dettol, and Mortein etc. and honestly speaking nothing makes you feel more empowered than working on an independent project that you know is of significant value to the company. People might tell you that these internships don't matter but rest assure the learning involved is parallel to none.

I'd like to conclude by jotting down some tips for the interviews. I don't guarantee success but one thing that I can guarantee is that it will definitely give you an edge over the others.

- Be honest (don't fake incidents)
- Be different (be creative with your answers)
- Be well versed with what the company is about and what it stands for
- Be clear about your objectives and goals (don't just say you want to work in the marketing department, be specific like I want to work in sales or brands)
- Believe in yourself.



RESPONSIBLE CITIZEN INITIATIVE

Neha Khan
(BBA 2)

Dr. Ishrat Hussain, Dean and Director of IBA, has always laid great emphasis on commitment and compassion. Of late, the Responsible Citizen Initiative has been designed to provide each student with an opportunity to interact with the less privileged of our society. The purpose of this program is to acquaint students of the IBA with a world beyond that of comfort and fulfillment. The management believes that this institute will only produce leaders when the realization of our society's vulnerability at this point in time is inculcated within each and every student, without exception.

In order to set this resolution firmly in place, no student will qualify for an undergraduate degree until s/he has rendered a 6-8 week service to the community. The IBA will communicate to students the organizations that are deemed suitable for the internship, and that organization will in turn update IBA on the progress and performance of the

“ Do justice to the short time that they have been asked to spend in community service. ”

student serving as the internee. Uninformed visits by faculty advisors will be arranged at any time during the period of the internship to monitor the seriousness and commitment. This internship will not be a substitute for the regular work internship but can be completed at any time during the four year period.

Finally, it is hoped that students are able to comprehend the vision behind this step, and that they do justice to the short time that they have been asked to spend in community service.



FROM 2008 TO 2012

Yumna Halim Khan
(BBA 8)

Ah, it was only yesterday when I'd entered through the IBA gates nervous and excited about entering a new stage of life. Nervous because I hardly knew anyone except my brother and his friends, excited because I knew this place had so much to offer in terms of future prospects (*I mean work and not marriage!*) That's how it all began for me; initially known as 'Saad Halim's Sister', it was even harder to have a separate identity since there was not one but two other Yumna's in my section. And now here we are, running the last lap of the mile, the batch that probably went through the most changes but then that's what should make us the strongest lot, right?

The first couple of semesters were spent in fun and frolic, getting ragged by seniors, then getting invites to dinners by the same, *uff* we were the centre of everyone's attention! Within our own sections, everyone sort of grouped together on their own with people who would become their dearest friends for the next four years. We struggled with our reports and presentations, fought with our group members (over division of work), fought with our teachers (for marks) and what not. But we managed, emerging better prepared and more knowledgeable about who to work with and whom not to.

The ERP entered our lives in the second year. We now had the opportunity to 'shop' for our teachers and courses. We planned for weeks before the registration day, came up with multiple backup plans, all to maintain group cohesion and avoid last minute crises. It was a monster for those who couldn't get their classes and for others who could it was the best thing that ever happened to them. Then, we were bombarded with the news of how our batch would have to take up a compulsory language course in order to graduate and soon after, Arabic, Chinese and



THE MEMORY OF A DAY FROM YESTERYEAR

Sehrish Khan
(BBA 8)

A batch of newly admitted students congratulating each other and their own selves on being able to clear the admission test, group discussion and interview. The atmosphere inside the city campus's old auditorium tingling with excitement, expectations and energy. Squeals of laughter upon meeting past acquaintances, school friends, group buddies from the test preparation center. A hush as the Dean appears at the podium; incredulity at actually beholding the ex-Governor of State Bank, whose signatures you have grown up seeing on currency notes, 'Husool-e-rizq-e-hilal

ibadaat ha'. Listening to the patient and kinds words of wisdom exhorting us to give our best to our four years at IBA, take on numerous extracurricular activities and bring laurels to IBA's name.

Settling down into the IBA routine, realizing that business studies had such a great potential to be both vast in scope and at the same time delving into the intricacies of core business subjects, experiencing the ideological shift from the purely objective view of the physical sciences studied in O and A Levels, to the necessarily subjective stance of the social

French courses were offered. In those days, the student block was undergoing some serious renovation as we went from class to class amidst the hammering, drilling and cement-slapping processes. Halfway through IBA, we'd also started making our way into the management teams of a variety of events and had learnt how to diplomatically win hearts and hence elections. The end of our second year was also marked by the death of some IBA students in the Air Blue crash, humbling us with the realization of the brevity of life.

Year three was different and better in the sense that many of us got to experience life in the other campus. This intermingling of the students enabled us to befriend the other half of our batch. The TA trend too caught on that year. It was also the year of engagements, weddings and honeymoons. By the end of it we fretted over landing ourselves good internships at reputable companies, sitting for test after test, appearing in interviews and group discussions in our best attires. By now we were independent enough to break from our group of friends to opt for courses and teachers giving preference to individual choice over group consensus.

As the final year batch we were experienced enough to be sought for advice by our juniors, social enough to mix with any crowd, mature enough to not argue for those grade-changing 0.5 marks and strong enough to battle our way through any obstacle before us. Yes we may have complained about our schedules, our teachers, our campus, our cafeteria, our attendance system and all other things I haven't mentioned, but in retrospect it is these very things that added spice to our lives. This is our conversational currency, this is how we relate to each other, this is what binds one IBA-ian to another and this is probably what we'll miss the most once we've graduated.

“ We may have complained about our schedules, our teachers and all other things I haven't mentioned, but in retrospect, it is these very things that added spice to our lives ”

sciences, enjoying studying anthropology, sociology and psychology, developing a good enough understanding of economics to be able to major in finance, and greatly enjoying it all the time was what shaped our lives and gave it a completely new turn.

Annual trips to the beach had their own memories attached which were a collage of colors and splashes of water and snatches of vibrant music, trying to capture the essence of the moment into your camera, suddenly thrown off balance as an impish friend drags you into the

the water and dreading to find the camera busted and glumly confirming the worst of your fears. More so, mood being severely spoiled for the rest of the trip, but being surprised to later find how easily you can laugh at the recollection of your own anger and frustration.

Not forgetting IBA revamp itself and experiencing major structural changes in the academic program and infrastructure at IBA, rolling out of the ERP software and the rush to get the best teachers at the start of each semester are moments etched in our minds to last forever! Also, the phenomenal increase in the student society activities, with each large society organizing at least one major event each year, seeing multitudes of entertainment starved students of other universities participating in the events, perhaps even more enthusiastically than IBA's own students is what life at IBA was all about.



EXPORTING THE TALENT OF OUR COUNTRY

Shaharyar Zia
(BBA 2)

A strange fashion of exporting our human resource is a growing trend in the market nowadays. Almost every parent in the Pakistani community wishes to send his/her child abroad. The lower class perceives that money for the higher class is grown on trees free to spend in the lavish way they want to while the modern elite class thinks that it is the ultimate achievement to send their child to a foreign university after their A-levels. The middle class lies somewhere in between having a similar aim after their child graduates. Thus, leaving Pakistan, and going on a hunt for the place where the 'talents are recognized' seems to be the ultimate common goal of today's Pakistani society.

You will be surprised or rather shocked to know that 'unfortunately' (in the general sense) and 'fortunately' (in my sense), I belong to a family which disapproves this kind of attitude, not just because they believe in patriotism, but also because they wish to see the family united as far as they can. They feel proud to see their children in front of their eyes all the time, enjoying their successes and solving their problems. It is not just my family, but I am sure there are many others who have this kind of approach.

Many may think that the family is uncooperative in this sense but after

Wrapping up now, the last semester is loaded with auxiliary subjects, evening classes, relentless work load, raging headaches, and sleepless nights. It's about preparing for delving into the ocean of the corporate world and beginning to learn the life survival swimming techniques, managing to pause between the hustle and bustle to absorb as much of IBA as you can during these last few days, to be able to savor the memories once you actually step out of the haven and the crushing reality strikes you.

“ It's about preparing for delving into the ocean of the corporate world and beginning to learn the life survival swimming techniques ”

“ You owe a lot to this country, so much that you cannot even think to disown it. ”

thinking and pondering over this issue, my perspective on this might seem unexciting to quite a lot of you but to me it's my love for the nation I belong to. I believe that you owe a lot to this country, so much that you cannot even think to disown it. I am not forgetting the problems in the society, the corruption culture, the dirty politics, the military coups, the lawlessness and all the other odds you can think of. Still this country is your identity. Being in U.S, Canada, Australia or whichever country around the globe would not amalgamate you into their nation. There will be a time when racism will take place as it is a human nature and this will be the moment when you will hear yourself saying "I am a Pakistani".

I am not saying that one should not go to foreign countries for education, training or earning money for some time, but my ultimate point of argument is *return to the country to which you owe so much*. The country which was nonetheless than a miracle, achieved after a tireless struggle, the country which is so elastic in nature that despite of all the evil international plans, it is still working in a manner which is not as bad as its history shows.

Gaining education and necessary skills in other countries and then returning to your homeland will be the finest option in helping to eradicate the problems prevalent in your own nation. Think for once, will the nation find its track towards prosperity and success if everyone moves out? It really can't. It's a moment of deep sorrow when I hear my talented friends move out for studies and plan to settle abroad for days to come.

It is we as a united nation who have to join hands and make this nation prosper and earn a reputable position on the world arena. There's a lot that our nation possesses, it's just that we need to polish it and shine to show the world what lies within!





LET'S LEAD WITH GRACE

Saba Muhammad Aslam
(BBA 2)

The war commences with the start of every semester, the ravenous attitude takes lead when it comes to competition and a good start replaces itself with enmity. The question remains in place; why have we plunged into such a bitter grade oriented culture? What is it that has made us so greedy for the best scores? I am talking about the attitude on the faces when it comes to my work being assessed. So what do I call it? That death and hunger for being the best or a pure and tough competition? Here, I direct you towards the attitude that one takes over when it comes to grades, competition, being judged and being rewarded.

The game is not about losing and giving the rest of your colleagues a chance to hit the bullet but to let it go off and win the race. This is exactly where I differentiate between who is greedy and who wishes to get on to the power with grace. Our lives revolve around mundane things and we keep on stirring them as swiftly as possible thinking that this is the point we can



LIFE- AS WE KNOW IT

Roshana Durrani
(BBA 6)

Since the day we penetrate the world, we get surrounded by challenges. Challenge to be able to crawl, to walk, to talk. Even as kids we were concerned as to who has the best toy but the one good thing about childhood was that we did not feel remorse and repentance for our acts because life used to be so innocent back then, nostalgic moments like *wo kaghaz ki kashti, wo baarish ka pani* sent us in a reminiscence. Formerly, parents would keep us disciplined with stern warnings, punishments that were upheld and of course the dreaded strap. But as we grow old, we start enjoying the perks of liberty and disregard the rules as they were meant to be broken because as they say *dil tou bacha hae jee*.

Then comes the part of our lives when we enter school and make friends. Friends are indeed like the precious stones which we choose to be with us for the rest of our lives. It is the only relationship that we make in this world ourselves hence it needs to be done meticulously. *Ye dosti kay pal hain* which make one's life astounding and worth living. Ever imagined what would you do without them? To girls, who would they go and share clothes and all the luscious gossip with. To guys, who will they gawk at girls with? In everyone's life, at some point in time, our inner fire goes out. It is then burst into flame by an encounter with another human. We should all be gratified to those who rekindle that inner spirit and they are our true friends. One best friend recompenses for all akin to one lantern being better than a thousand candles.

The pursuit of happiness is tainted by apprehension and grief in every walk of life. The pressure to study assiduously

lead from. The reality lies on the contrary. The challenge is how well we set our path of being the unprecedented along with being modest.

By the time we graduate we will be able to put into practice the four year journey we struggled to survive in. We will be part of an environment we had always dreamt of and will be entering into a world that is cruel with its norms, stringent with its values and tough to thrive in. I now ask you, how many of us will be ready to put aside the masks of greedy graduates while working with other graduates and choose a smooth and calm approach when displaying the competencies we had been trained for?

This institute has the essence of making each one of us think differently because it leaves each one of us with the feeling of being good in at least something. We learn, we laugh, and we cry, we hate, we share and we conquer but one thing that never breaks this chain is the unity that we all share in this place we call home. There is no harm in competing with anyone in any platform but the art is how we treat ourselves and others in the race of our victory. Let's drive the car to our success in a mould that is devoid of that attitude that we take up in which everything comes down to winning and losing.

is the key to triumph. We take stress and survive through it because that is how we are toned. Enduring the lackluster lectures at school, receiving detentions for the mischief and waywardness, plagiarizing in every examination are the trademarks of every student. Education exerts a pernicious influence on us. An exam paper tells nothing about a person's aptitude and caliber. The examiner does not consider the mental trauma you would be going through. He does not pay heed to whether your mother died, the exam goes on! You have 5 absences, how dare you? You get an F instantaneously because your excuse is not excusable. Grades are all that matter at the end of the day. Mistakes are part of being human but to an examiner you are someone who has come from Pluto and should be flawless. Even after a judge's verdict, you have a right to appeal but not after an examiner's.

Take pleasure in every moment you dwell in because *zindagi na miley gi dobara*.

Nevertheless, life goes on. Is human life mostly a dream, from which we never really awake? Are we submerged by our feelings of love and abhorrence, by our ideas of good and bad? Are we incapable of knowing beyond these ideas and sentiments? Is the reality we know a reality imposed to us by nature? Are we survival machines, blindly programmed to preserve the selfish molecules known as genes, as Richard Dawkins wrote. Take pleasure in every moment you dwell in because *zindagi na miley gi dobara*.



NATURE AN UNLIMITED BROADCASTING STATION!

Sehar Salman Adil
(BBA 4)

"I love to think of nature as an unlimited broadcasting station, through which God speaks to us every hour, if we will only tune in."

---George Washington Carver

Indubitably, the beauties of nature soothen up one's mind and leave an everlasting, eternal and undying impact. Memories of the breathtaking sun setting scene at the Arabian Sea were the ones that will remain etched in my mind till the last breadth.

"The foamy white waves of the wild ocean splashed on the wet sand, particles of which shimmered like sequences spread on the ground."

The sun shone intensely overhead, rarely covered with isolated white clouds, the array of colours so beautifully scattered across the sky, almost unbelievable! Yellow, orange and red; first lighter tints, then darker ones arranged almost systematically! At a distant end, the mountains stood erect far beyond one side of the deep blue ocean. The foamy white waves of the wild ocean splashed on the wet sand, particles of which shimmered like sequences spread on the ground.

As I walked farther, every angle showed a different shade, my shadow grew larger as I proceeded westwards. Gulls flew swiftly in the cool air, occasionally lowering themselves to pick up a morsel, while crows cawed and baby crabs strode hurriedly, towards the sea. I could hear the egrets chatting incessantly.

The specs of sand pecked across my face, as I sat under the shade of a canopy, observing the sun descend, slowly and gradually. The salty aroma of the sea enveloped the surroundings. Further ahead, the waves dashed violently. Except for a few sounds of excited children, the atmosphere was peaceful and calm. Blue bottles dotted the brown sand, some dead; others still alive. A very thin line of verdant, dense Arabian mangrove forests could be seen from where I was sitting, beyond which ships sailed gracefully.

I had sat in silence for almost three hours but it seemed as if time had flown by in seconds. Soon, the bright orange ball touched the ocean and within second, it was gone. I fully alarmed murmured, "Oh what a perfect Arabian Sea sunset!"



SELF RELIANCE

Tayyaba Sami
(BBA 6)

"The best things in life must come by effort from within, not by gifts from the outside."

---Fred Corson.

It's often the case that we tend to rely on others for our tasks. Our assignments can be done by the nerdiest person in the group and our household chores can be done by servants. Only when the assignment is to be done individually, or there's no one in the house, we tend to work our self. Leading such a life, we tend to miss out on the perfection, which can only be brought about, if we rely on ourselves for our tasks. Self-reliance is the ability to take care of one's own self, not leaving the control of events on others.

Why didn't you work on time? Why haven't you cleaned my room properly? There are so many mistakes in the assignment; didn't you check them before submitting? These are some of the very common questions we tend to ask, when someone else is doing our work. The realization that the work has not been done properly comes very late. In order to avoid all these regrets, we should be self reliant.

Why wait for someone else to take care of us. The person who knows your frame of mind the best is no one but only you. Only you know how much pain you go through when you are ill. So why wait for someone else to give you the medicine? Only you

know what your assignment should contain, so why rely on others to do it? Only you know, how spick and span, or may be how messy you like your room, so why rely on others to clean it?

"It doesn't mean that every college drop-out would become Steve Jobs or Bill Gates, but believing in our own ideas empowers us to have control over our own life."

The key to self reliance is to trust one's own abilities and thoughts. The thought you have and your way of doing things is unique. That uniqueness cannot be brought about by someone else. The most successful people in the world have been those, who have had faith in themselves, their ideas and their objectives. If they would have rejected their ideas, thinking that they are not in compliance with the ideas of the people around them, the world would not have remembered them for what they have done. That doesn't mean that every college drop-out would become Steve Jobs or Bill Gates, but believing in our own ideas empowers us to have control over our own life, which leads to ultimate satisfaction in life.



WHEN EVERYTHING FALLS INTO PLACE

Neha Khan (BBA 2)

Exactly one year ago, I was adamant that I wanted a degree in Sociology. After falling in love with the subject during A Levels, I refused to listen to any one who even mentioned the downsides of pursuing it as a major. Naturally, I was very upset when circumstances did not allow me to study sociology at undergraduate, and I found myself in the grounds of IBA on 2nd September 2011. One night before the semester started, I reassured myself that I would somehow survive through the next four years.

My first week here didn't seem to pass. The first impact that university life had on me was not very satisfying, and the effects of it were reflected on my social life. I had befriended no more than a couple of people even after two weeks at IBA.

I began spending hours on end with a group of people who have become as close as family now. Be it academically or socially, I have learnt that IBA offers an environment that is conducive to learning at every single step of the way. I am yet to encounter an incident where I was snubbed or snapped at for asking for help or advice; such is the fraternity I am now a part of. In addition to building some very steady friendships, I have realized that it is unity and togetherness that makes life bearable, anywhere in the world.



BECAUSE I AM A HOSTEL-LITE

Paras Abbasi (BBA 6)

- I can eat anytime and anywhere and every quality. (Thanks to the very own mess).
- I can sleep late but I have to get up early.
- I procrastinate till the last minute of the due assignments, quizzes and exams and keep myself content on the premise that my fellow hostel-lites are not in a better position than me.
- I have eaten at almost all the super, sub and under-rated restaurants of the city.
- I am known to the awesome world of dhabbas and have tasted everything of their menu. (Literally everything!)
- I have travelled in a Rickshaw with 7 other people.
- I have also been in a car with 10 other people that can accommodate only 6.
- I can walk around 5 miles a day without break.
- I can work (every kind) without sleep for 52 hours. (Up till now. The range may increase depending upon the circumstances.)
- I can frequently share my very personal things with other (un)fortunate ones like me.



I began spending hours on end with a group of people who have become as close as family now. Be it academically or socially, I have learnt that IBA offers an environment that is conducive to learning at every single step of the way. I am yet to encounter an incident where I was snubbed or snapped at for asking for help or advice; such is the fraternity I am now a part of. In addition to building some very steady friendships, I have realized that it is unity and togetherness that makes life bearable, anywhere in the world.

“ Undeniably, it took me a while, longer than normal, to get acquainted with the environment and in getting to know my peers, but gradually everything seemed to get better. ”

The thought of what life would have been like had I pursued my interest often came to me, and I still wonder sometimes if my GPA would have looked better had I been working on my forte. But the fact is that no matter how conflicted I may be over what to choose as my major, I have developed a certain fascination for anything that has the word 'management' in it. Also, a pleasant discovery was the overlap I found between sociology and a couple of other courses that I have studied so far. From hurrying out the gates of IBA right after the end of class, I now leave campus every day with a smile, looking forward to another day which promises a lot of academic stress, but laughter and fond memories all the same. This may sound harkened, but eventually, everything does fall into place. It did, for me.

- I am not afraid of anything; ghosts, vampires, bullies, zombies, lizards, rats, silence, cries, unwanted laughs... Practically I've been living with them for past couple of years.
- I do not fear any situation or get irritated by intolerable behavior of psychopaths.
- I can sleep with lights turned on.
- I can pretend to sleep sleep with loud music being played right above my head.
- I am extremely incorrigible persistent. —
- I always keep those 2 to three dresses that I wear in case my clothes are not ironed (which happens most of the time and people think I own only 3 dresses.)
- There's no secret in my life. (More of a tragedy than a fact!)
- I can watch 4-5 movies back to back.
- I can watch a marathon of shows not because I like them but because I don't want to leave my friends alone doing a completely useless thing!
- I have been through the mental and physical trauma of living without electricity, water, laptop, phone and other such amenities for more than 36 hours.
- I sympathize with everyone who lives away from family and have a very special place for them in my heart.
- I am a very insensitive numb person. (I lost all my tears when I was leaving for hostel)
- I am very biased when it comes to giving favor today-scholar friends (versus hostel-lites.)
- My favorite indoor game is dumb charades.
- I can safely say that I have two homes (not houses!)...because I am a hostel-lite.



A PAGE FROM MY IBA DIARY =)

Sarah Khan (BBA 2)

Monday, 8.15 am, IBA:

It's just another of those bright sunny mornings as I drag myself through the tiny entrance, marked "Gate 1", flanked by two keen guards looking out for my ID card. Content that I do in fact have it looped round my neck, they let me pass, followed by a beep from the ever-amusing metal detector. My earphones plugged in, I stroll across the pleasant green lawn oblivious to my surroundings – waving hello to any acquaintances I spot – already looking forward to spending a yet another day the IBA way.

Arriving at the Foyer, our morning, social hangout, I see familiar faces all round – some smiling, some talking and some yawning, while others totally indifferent. With greetings and rib-cracking hugs exchanged, all is well until someone spots a classmate doing some paperwork. And suddenly it dawns upon everyone. There's an assignment due in the very first class. Possibly within the coming ten minutes! Chaos. Panic. Shouting. You name it! All ensue at once, not to forget the most important of all, yes, copying! As if the mayhem wasn't already bad enough, there comes Tania's resounding shriek of "Hello!" in one's ears and, honestly, it does relieve the tension and makes me smile even if for a millisecond. Amidst the chaos, we forget all about our morning 'ritual of nashta' and drag ourselves up the ramp towards room C1, feeling all groggy and hungry, which is pretty much every day.

Here is one place I can proudly call my home. An ordinary day, you say? Well, an extraordinary one for me in every way possible.

Trust me, sitting between two of your best friends is the worst idea ever. The doodling on one side and the hushed running commentary on the other does little good but distract you from the teacher's lecture, as if the back benches weren't enough. But the point is, it does make you go mad at times and smile stupidly at others. You'd prefer neither happening, well, for obvious reasons.

Anyway, managing to sit through the class somehow (it isn't really that difficult with our frequent trips in and out of the room), we lunge towards the cafeteria as soon as it's over. The café is a buzzing place no matter what time of the day it is. After finally grabbing a table, we resign from the hustle-bustle at the campus and just relax. You see a lot taking crazy, random pictures? Ha-ha, well, that's us. If not this, you'd find ten people savoring the scrumptious chaat at once – from a single plate, that is. The inside jokes and taunts continue, sometimes ending up in serious discussions/study sessions about a quiz due in the upcoming class.

The quiz turns out to be a nightmare, as expected. We try to comfort ourselves, eventually laughing it off, relying ever so ardently at the n-1 policy EVERY time it happens. So much for a good GPA. Ah. And the constant whining about our GPAs. How can one ever forget that! Gets on my nerves sometimes, honestly. I mean, who invented this Grade Point Average in the first place, and WHY? Life would be so much simpler without all the GPA trouble. Sigh.

Once done with the whining and a few more classes spent in similar fashion as the first, the day finally nears an end. But it's 6 o'clock when a dreadful realization strikes. We have a Calculus exam the next day! And as usual everybody, except the few brain-iacs of the class, is clueless. So what do we do next? Rush home early and decide on burning the midnight oil? No, even better. We stay late on campus and try a group study session instead, secretly hoping that it does succeed this time around after all! The clock ticks unusually fast... one hour... two... And I realize we haven't studied a WORD. That's what happens when you have silly, adorable people all around always cracking a joke or two to keep the energy alive. Before long, all of us have accepted that this is a vain attempt at studying but still carry on with hopes as high as ever. Exhausted and totally drained out, we have bun-kebabs for dinner before departing around ten finally.

As I stare from a distance, across the glass wall, at the whole lot working diligently trying one's best to help one another, I fight back a tear. The feeling is inexplicable. Here is one place I can proudly call my home. An ordinary day, you say? Well, an extraordinary one for me in every way possible.



ALL THAT GLITTERS IS NOT GOLD

Omar Tariq (BBA 4)

After putting in my heart and soul into getting into IBA, I'm now plunged into the dilemma of whether life at IBA is as glittering as it is assumed or not.

Silence is a true friend who never betrays. Going back in the memory lane, nostalgia hits when I see myself elated with a large group of my batch mates. That cheer, laughs, teases. . . Even a friend's hand resting on my shoulder was purely magical. But these celestial moments soon began to fade away as we all learnt to abide by the 'trend' of IBA.

He who is big has it all. I find an army of young lads marching around a bookworm, hero worshippers around a popular stud and a bunch of opportunists around a snob. But better the devil you know than the devil you don't know and here, all faces are the hidden ones with die heart friendship and loyalty to be bestowed at useful footsteps. Simultaneously, kindness, simplicity, loyalty, selfless compassion, morality and other likely qualities are barely considered to be searched for. But to be social is to be forgiving. Friends may come and go but enemies gathering because of jealousy or backbiting accumulate. So after a victory, you better tighten your helmet!

Life in IBA has taught me that it's the big thieves who hang the little ones.

Taking an active part in organizing events teaches you a thousand times significant and invaluable facts contributive to the success in real terms. You organize or help organizing an event, you master in overcoming any hindrance you face in life. Delivering ideas of success, I would acknowledge the dean / director for unsurpassed support to their students, for providing an unbeatable quality of academics, vast exposure in applied fields and a dynamic edge over other institutions in our country.

Concluding my chapter, life in IBA has taught me that it's the big thieves who hang the little ones. A wise man knows everything. . A shrewd one, everybody. Be both. If you're busted, you may be disappointed but you're doomed if you don't try again. Be bold and resolute & mighty powers will come to your aid.



THREE PEOPLE YOU'LL DEFINITELY FIND IN IBA

**Arooba Afaq
(BBA 2)**

Is this article based on sweeping generalisation by someone tracing footsteps of worst written blogs of express tribune? Someone who kills hour after hour sitting in an overcrowded and under stocked cafeteria or someone who's so tired waiting for her turn at the foosball table which is swamped by all too superior pea brained gender showing their manliness and sportsman kills by attempting to put that small red ball in that big hole on table with twelve - twelve plastic figurines "banday" atop a wooden table? Seriously? Bravo.

Considering I'm in IBA all of this might just be true, as my clogging mind stops searching for choicest expletive for time schedule given to me by the most organised and thoughtful DPO, my gaze nonchalantly takes in my bearing and my pen finds a scrap of paper and I think about the kind of people I've met during my brief time in IBA.

So many of the readers would disagree with my perception some a little too vehemently providing me with an excuse to ponder, did it really reflect upon them a little too personally?

I Parents of our counterparts in CBM, SZABIST and other respective business schools perceive IBA students to be hardworking, intellectual, time taxed students-scratch that "donkeys"(pardon to my choice of words but none described it better) while we and our parents know the scenario is exact opposite however and I stress on HOWEVER the breed of nerds defy our normal behaviour. The nerds who render relative grading pointless, those who take teachers words as divine as rule of law and those who pride themselves in getting an A in pointless courses as the most magnificent feat ever achieved and finally yes, they are those who you'll see smiling in Unilever tests.

“ **These three categories are self proclaimed winners among the pure hardworking brains of IBA who're backbone of IBA's every successful event.** ”

2 Then we have the "brown nosers" a.k.a "fierce socialite" who take social networking to a whole new level, the level where its plain torture to watch these individuals tailing any well known guests who mistakenly sets foot in IBA. Apparently these individuals can be seen collecting business cards from members of corporate society unabashedly and boring the life out of them with their cliché sugar coating talks, but you can give it to these individuals for having been very successful in getting increase of mark or two for a better grade with their course instructor hence their capability of sticking their nose up anywhere!

3 The big thing "The Event Guy" (the word guy is gender inclusive). Now this guy could be seen in each and every event at IBA and it'll either be marketing team, security or usher but hey you're in the event! The sole purpose of this guy is to waste our parent's hard earned money in the name of events requirements. He would always give you an idea which a two year old would be capable of and would post endless on Facebook, spamming your notifications.

These three categories are self proclaimed winners among the pure hardworking brains of IBA who're backbone of IBA's every successful event, the DSLR people who are swarmed by girls like bees on honey, the dumb blondes which makes you question and wonder that has the quality of IBA entrance test gone down?, the swooning couple who sit static like Michelangelo's statue of David, the awe inspiring public speakers in whom we see our future leaders, the IBA-ians who're always there to fill in auditorium when any session is in dire need of audience and the cool nerds who effortlessly sweep A's and those who initiate new worthwhile projects.

All but not yell complete you will find all sorts of stones in IBA of different values, of different shades and of different capability!



GPA VOGUE

**Myra Azhar
(BBA-2)**

I recall my first couple of weeks in IBA fairly well. There were always new people to meet. The conversation barely went past the "hello-hi's" before the inevitable question popped up. "What were your grades in A-levels?"

Well, of course that's what everyone was talking about. We even had presentations in ICA on 'Myself' and, naturally, nearly everyone thought it pertinent to mention his/her grades. I mean, me=my grades, right?

But, you know what they all say, four years down the lane; no one will care about your A-levels. Thank God, I say. After all the tension over college admissions, I'd like to be left alone for now. Not that I can do anything about it; people need time. Eventually, everyone will get tired of inquiring after each other's grades and then all's well and happy.

Or so, I thought before the first semester was over, that is. Now, there's a new question. One, I'm beginning to doubt we'll be rid of anytime in the near future. Start a nice, harmless conversation with anyone and, at some point or the other, for some unknown reason, the conversation always ends at a relatively new, "inevitable" question:

"What's your GPA?"

I'm sure you know what I'm talking about. It's the hot topic for freshmen conversation nowadays. What's all the fuss over the GPA about, anyway? Oh, I think I know the answer. "If you don't get a decent GPA, you won't find your dream job after you graduate" sounds pretty acceptable to me. But, wait a second, so are you telling me that I'm barely into college and I should already start worrying about my job? Like the one I'm going to find after I graduate? The job I'll find after over three years?



Oh, excuse me, but did I just give you the impression that I don't worry about my GPA? It is quite the contrary, actually. I started worrying about my GPA even before I joined IBA. I mean, I really need to graduate with a GPA above 3.5. How will I find a decent job, otherwise? And then, I also have to worry about my Masters, don't I?

Yes, I'm serious. And no, I do not suffer from bipolar disorder.

My problem is that much as I dislike worrying, I can't seem to help it. Instead, I have to deal with my silly old conscience that keeps whining after a bad quiz. Seriously! And people are of no help. It would be so lovely if people could just laugh every time I score badly on a quiz. Instead, they shake their heads and pull the 'I feel so sorry for you' expression. Wonderful! That makes me feel so much better.

Is this what college is all about? Are these really supposed to be the "best days of my life"? All everyone seems to care about is getting A's now. All of a sudden, every test matters. Have you ever observed your classmates before a presentation? Just looking at them all dressed up gets my hands sweaty. Or have you ever been to the library before the hourlies? I bite my nails just looking at the number of people with their noses in their books. So this is how it's going to be, I'm afraid. It's about time I get used to it. My constantly-worrying brain has found something to fret about. I have found something new to whine about. Sadly, for me, my friends have also started worrying. Sigh.

Excuse me now. I should probably stop writing. I have a test to study for; a GPA to maintain; a job to get. You probably do too. Get to work!



OUR LEVEL OF JUDGMENT

Furqan M Tamoor
(BBA-2)

It was IBLC Day 3 and all the fuss and excitement was about Umair Jaliwala – an inspiring trainer and a motivational speaker who has 'turned on' thousands of minds around the globe. It was going to be a very special day for me, I thought, as I had become a fan of his ever since I had heard him first in a video session with our Human Behavior class. He was to be our day champ and present his 'Dastaan-e-Ishq' towards the end.

The day began and passed very quickly and finally we had a choice to make. Out of the six breakout sessions we had to choose one, which I had decided before hand would be the Photography session with 'Ameen Jay'. I felt unfortunate when despite of all my efforts I could not make in time to catch a seat in that session. Cursing my fate, I entered a random room and got to know it was the Film Making session to be held there. I had prepared my mind that this would be the 'least entertaining' session of the day.

The session went by and then that day and then many days, till one day when I logged in to my Facebook and read a friends status which said that 'Sharmeen Obaid Chinnoy (a Pakistani) gets nominated for Oscar'. I knew I had heard that name before and before long I started scanning through the pages of the IBLC handbook to check out the name of the speaker of that Film Making session and to my amazement there it was.



Since then I found everything she said in that session very meaningful and interesting. Ironic it may seem, but that is how many of us look at things. We see who is speaking rather than what is he or she speaking. Unfortunately, this is our level of judgment and it was this day I realized that this is the approach we need to change.

Later, Sharmeen's documentary 'Saving Face' won an Oscar which turned out to be an element of pride for our country. I felt very fortunate that I attended her session that day and could not stop telling my friends about it. It's funny how fate plays games with us! Long live Sharmeen, Long live Pakistan!

“ We see who is speaking rather than what is he or she speaking. Unfortunately, this is our level of judgment. ”

"Use what talent you possess: the woods would be very silent if no birds sang except those that sang best."
-Henry Van Dyke



READING A WIN-WIN GAME FOR EVERYBODY!

Ayesha Mirza (BBA 2)

Hey folks! Hope all of you are doing good, and not being devoured by the enormous workload. So I'm about to put on my 'guidance shoes' and give all of you some 'heavy grandma-ish advice'. We all hate those kind of people, but bear with me.

I'm about to complete my second semester here at IBA, and what I've been noticing for the past few months greatly startles me. And it is this: *Nobody*—reads. Some do, of course, and hats off to them. But most of us don't!

I'd like to stress the importance of reading here. Whether it's reading a 700 page book or the nutritional information on the back of that juice packet you consume every day.

First of all, reading is an active mental process. It makes you think; it makes you smarter. I know for a fact that most of us here only passively read, that too when we have to. But I ask this, in such a society as ours, where information is always second-hand and never reliable; where our opinions are manipulated by the media; where we are fed lies about our culture and history and social responsibilities; can we really afford not to read?

When we read, it gives us glimpses into the minds of others. It makes us overcome the narrow-mindedness and look at things from a different perspective. It turns us into more tolerant individuals. And isn't tolerance all we need today?

As you read more, the depth of and breadth of your knowledge increases and you're better equipped to form new associations. You learn how to present

“When we read, it gives us glimpses into the minds of others. It makes us overcome the narrow-mindedness and look at things from a different perspective.”

arguments; how to question what you're being told. *Question, question everything. Read and question everything.* Read the news and question it. Read the packaging of Chilli Milli and question it. Read your Pakistan History textbook, then read it again, and question it. It helps you grow as an individual.

And of course, there's always the lighter side to it. You can increase your knowledge and show it off to your friends! You can get rid of boredom. And you can avoid talking to the annoying person next to you if you're reading a book.

Also, people who read are attractive.

It's a win-win game for everybody!



IBA DICTIONARY

Tania Shah
(BBA 2)

• **8.30 Class:** Personalized IBAian torture specifically designed to mentally and physically exhaust the students thoroughly. Also; the course knowingly assigned to students in the hopes that at least a third of the class will be successful in getting an F (and thus will have to pay to take the course again in the future), because they were five minutes late to their classes as the security mysteriously tightened at Maskan overnight. Ingenious really.

• **Nighters:** A term fashionable amongst the students who are back benchers/ or play poker in class (you get the idea), and thus have desperate, last minute, books-wildly-strewn-about-in-the-room-hours-before-exam night, in which they try to cram in a term's worth of readings; their vigils broken only by the need to use Facebook.

• **Break-out Rooms:** Ten sterilized, peaceful, suspiciously-sleep-inducing, air conditioned and sometimes queer-smelling rooms that have the student population fighting nail and tooth with each other over it, much like the sophisticated, upper-middle class ladies fighting at the Gul Ahmed Exhibition-after all a black eye or a bloody nose is not too much of a price to pay for a ridiculously expensive 3-piece lawn suit, is it?

• **Washrooms:** The mostly clean, spacious, mirrored rest rooms, filled with so many chattering bodies in break-time that the walls

are in danger of caving in; where girls enter looking somewhat bedraggled and leave after half-an-hour looking like they may have an interview with P&G. Doesn't affect boys in the same way. Pity.

• **Lab:** A smallish-rectangular-air conditioned war zone, which is in the state of utter chaos when crammed with panic-stricken students who have to hand in their assignments in the next ten minutes; and where the printer's paper jam occurrences coincide in direct proportion with the urgency rate of the students.

• **I.D Cards:** a 3 by 2 rectangle of fraying, I-have-seen-better-days piece of hardened plastic, worn dog-tag style around the neck, works dog-tag style i.e. as identification, usually sporting a horrendous picture of the owner (that which the owner spends an astonishing time trying to hide). Extremely useful if you want to borrow table tennis rackets from Nadeem Bhai-that's about all it's useful for though. That and gaining free entry at Port Grand.

• **Society Managers:** Gifted few, thick-skinned people, with cores of steel, a store of will power and a display of determination that would impress the likes of Hitler. That's the usual case. There are exceptions of course.

• **DSLr:** a sleek, modern-age contraption that is a constant fixture at the gazillion of events that are a USP of IBA because it performs the necessary (mucho) and undeniably important task of —bless it— making us, ordinary, not-particularly-blessed-in-the-looks-department mortals'

pictures appear if not dazzlingly jaw-dropping then at least a respectable imitation of photogenic.

- **Tea:** A gold mine (read expensive) of a weak beverage offered in the canteen, consumed in copious amounts by students who are too 'kewl' and too rushed to have breakfast at home, in the hopes that it will do away with the morning hangover.
- **Biryani:** The 70 rupees per plate, desi concoction of rice-and-chicken that comes in 'halka masala' and 'taiz masala',

and also does the 'with or without raita' dished out by the friendly cook-uncle to the cries of 'ye nai ye wali boti' in the canteen during noon hours. Also has the amazing potential to feed 8 to 10 ravenous bodies from a single serving.

- **Hourly's:** A type of exam which accounts for 20% of the final grade (usually); about as welcomed as an outbreak of angry warts the size particularly large grapes on your face right before an important date. Induces an almost crazed sense of hysteria in the students who can be found crammed in libraries at ungodly 10 p.m. and 7 a.m. during these exams.

BLAB (BE LOUD AND BOLD)



Neha Khan
(BBA 2)



Sana Shahab
(BBA 2)



Ali Ammar
(BBA 6)

We're a diversified lot, here at IBA. We have a varying range of ideas, opinions and perceptions. Let's see how different we really are, what makes us similar, and what highlights our differences.

A special thank you to all our respondents.

'Oh, undeniably the day I got to take a picture with Mahira Khan when she came for I-MARC 12. Nothing can beat that.'
-Mehdi Hyder BBA 4.

Noori's concert at the Charity Carnival 2012 has been my favorite memory at IBA so far. It was one of the best concerts I've been to in a long time and the event rose above many expectations.'
-Fatima Khalid BBA 6.

'HR Summit 2011. It was the first time that I was a part of the organizing team as a senior member.'
-Nasir Altarf BBA 4.

'There was a student here, Ahsan Ali Dan who went to Dubai after he graduated. I can only think of him when you ask me of my favorite memory here. Don't look so startled, 'Dan' was just his nickname.'
-Nadeem Shah.

'Corenation 2011. I saw our efforts coming to life and that's not something I'll ever forget.'
-Mahaab Aziz BBA 8.

'Entrepreneurship. The current economic and unemployment conditions leaves one option which is self employment in the form of own business startups which is why taking entrepreneurship is integral.'
-Kasim Zaidi BBA 8

'Calculus II. Hum akale kyun suffer karain?'
-Rida Mahmood BBA 2.

'Entrepreneurship. IBA equips us with so much that instead of joining MNC's, we should channelize those abilities towards setting up our own business units which makes this subject extremely important.'
-Umer Fariq BBA 6.

'I would turn IBA into a complete 'No-smoking' campus.'
-Nadeem Shah.

'Have no compulsory attendance policy.'
-M. Bilal Khan BBA 6.

'Engage the student body in the decision making process as I believe we are the biggest stake holders of this university.'
-Mirza Jehangir Baig BBA 6.

'Introduce better food at the cafeteria and build a common room where people can sleep.'
-Wajihah Sheikh BBA 4.

If I were the dean of IBA for one day I would...

'I would make the subjects standardized across the board and students won't be allowed to choose their own subjects which will remove confusions.'
-Sadaf Ejaz BBA 6.

What's your favorite memory at IBA?

'I will never forget the day when I and my entire class stayed on campus till 10p.m studying for our Calculus hourly which was the next day. We became a family that day.'
-Sarah Khan BBA 2.

'My Rebecca dance. I had never done something like that before and the entire experience was spectacular, dancing on stage to an entire audience who had come to watch the play.'
-Tanvia Shah BBA 2.

'This is a tough one, but I'd say I loved the day when my class applauded me for dressing well. I felt awesome.'
-Zainab Khan BBA 2.

'My selection into IBA United is a cherished memory.'
-Hasan Zubair Bhatti BBA 6.

'My favorite memory is definitely that of the Avente Gardé 2012. I was the president of the event and to see it become a success was great, especially after all the hard work that went into organizing and executing it.'
-Khushbakht Suhail BBA 6.

'When Youth Festival 2012 got a sponsorship from Juicy. It was evidence that we had relayed the idea effectively, and I was very happy to have found a brand that matched the concept of the event.'
-Mirza Jehangir Baig BBA 6.

'Development economics with Dr. Mehnaaz Fatima. One gets the opportunity to see the world through the right lens. It makes you learn a lot.'
-Sarah Ejaz BBA 6.

'Macroeconomics with Ms. Lalarukh Ejaz. She's an awesome teacher.'
-Nasir Altarf BBA 4.

'Business Communication with Ms Nadia Sayeed. One tends to learn a lot.'
-Rafia Fareoqui BBA 6.

What is the one course that everyone should take at IBA, and why?

'Development economics. It's a subject which really helps you apply whatever you learn and attempts to explain the reason for your existence.'
-Feham Ali BBA 6.

'Business Communication. It teaches you about valuable business ethics and helps you grow both personally and professionally.'
-Mirza Jehangir Baig BBA 6.

'Business math with Sir Shahid Qureshi. He is one of the best teachers at IBA and focuses on real learning.'
-Sadaf Ejaz BBA 6.

'Make sure there were lesser events.'
-Nasir Altarf BBA 4.

'I would have the no smoking area raided.'
-Rida Mahmood BBA 2.

'I would dedicate a day to entrepreneurship.'
-Umer Fariq BBA 6.