



IBA IN THE MEDIA

DECEMBER 30,2024-JANUARY 05,2025



IBA KARACHI & STANFORD LIFE DESIGN LAB TEAMS JOIN HANDS WITH SINDH GOVERNMENT



PRINT MEDIA SECTION

| # | DATE | MEDIUMS | NAME | KEYWORDS | LANGUAGE | SYNOPSIS | SENTIMENTS |
|----|--------------|-------------|-------------------|---|----------|---|------------|
| 01 | Jan 01, 2025 | Publication | Pakistan Today | IBA Karachi and Stanford Life Design Lab | English | IBA Karachi & Stanford Design Lab join Hands with Sindh Government to Reimagine Karachi's future | Positive |
| 02 | Jan 01, 2025 | Publication | The Frontier Post | IBA Karachi and Stanford Life Design Lab | English | IBA Karachi, Stanford Life Design Lab join hands with Sindh Govt | Positive |
| 03 | Jan 01, 2025 | Publication | Jehan Pakistan | IBA Karachi and Stanford Life Design Lab | Urdu | Collaboration of IBA Karachi and Stanford Life Design Lab with Government of Sindh | Positive |
| 04 | Jan 01, 2025 | Publication | Daily Jasarat | IBA Karachi and Stanford Life Design Lab | Urdu | The shield is being presented to Sindh Chief Minister Murad Ali Shah on the occasion of his visit to IBA | Positive |
| 05 | Jan 01, 2025 | Publication | Awami Awaz | IBA Karachi and Stanford Life Design Lab | Sindhi | We will tell you how beautiful Karachi is: Murad Ali Shah | Positive |
| 06 | Jan 02, 2025 | Publication | Pakistan observer | IBA Karachi and Stanford Life Design Lab | English | IBA, Stanford partner to reimagine Karachi | Positive |
| 07 | Jan 03, 2025 | Publication | Express Tribune | IBA Karachi and Stanford Life Design Lab | English | IBA, Stanford join hand with Govt | Positive |



TRIBUNE

IBA, Stanford join hands with govt



KARACHI. IBA leadership and faculty from Stanford University's Life Design Lab met the Sindh government, led by Chief Minister Murad Ali Shah, for a high-stakes strategy meeting. This collaboration, which began in California earlier this year. has now gained extraordinary momentum with the Stanford team stationed in Karachi to tackle the city's most pressing challenges from within. The recent strategy meeting brought together key members of the Sindh cabinet, senior bureaucrats, and Stanford experts, focusing on how design thinking can address the critical issues faced by Karachi's 20 million plus residents. From easing the traffic crisis to improving public safety and creating accessible open spaces for families, the discussions revolved around delivering swift. meaningful, and sustainable solutions. The partnership's broader vision goes beyond Karachi's immediate challenges, our correspondent

Newspaper Clipping

Pakistan **OBSERVER**

IBA, Stanford partner to reimagine Karachi

ZUBAIR YAQOOB

The Institute of Business Admin-■ Stanford University's Life Design Lab have joined forces with the city's future."
Sindh government to address Led by Dr. S. Akbar Zaidi (IBA Karachi's critical challenges through Minister Syed Murad Ali Shah, seeks Karachi's 20+ million residents.

sified with Stanford experts now Sindh's cabinet members, senior busolutions to issues like traffic conges-

combining Stanford's world-class existration (IBA) Karachi and pertise with local insight, we are setting a transformative course for the

Karachi), Bill Burnett (Stanford Life innovative design thinking. This ini-tiative, spearheaded by Sindh Chief Design Lab), and Junaid Aziz (Stan-ford Fellow and IBA alumnus), the partnership will train ministers, buto revolutionize urban planning, pub-reaucrats, and students to adopt modlic welfare, and governance for ern problem-solving techniques. The initiative will embed human-centered The partnership, which began ear-lier this year in California, has inten-suring that Karachi's challenges are tackled with innovative and effective stationed in Karachi. A high-level strategies. The collaboration's early strategy meeting brought together prototypes focus on optimizing traffic flow, enhancing public spaces, and reaucrats, and Stanford faculty to ex-plore immediate and long-term measures.



tion, public safety, and the need for mediate relief while establishing a partnership, remarked, "Returning to tools I've learned at Stanford to create spires us to think big and act fast." Bill novative methodologies, the partner-accessible open spaces. Chief Minister foundation for long-term develop- Karachi and IBA feels like a full-cir- meaningful change here. The Chief Burnett, Executive Director of Stan-ship aims to transform Karachi into a Syed Murad Ali Shah expressed optiment. Junaid Aziz, a key figure in the cle moment. It's an honor to bring the Minister's visionary leadership inford Life Design Lab, highlighted the model of modern urban governance

spires us to think big and act fast." Bill

artnership's broader implications This collaboration isn't just about solving Karachi's problems; it's about creating a blueprint for innovation that Pakistan can showcase globally. Karachi's potential is immense, and this partnership demonstrates the power of combining local insights with global methodologies." The Sindh government has also formed rial action committees to fasttrack the implementation of these ini-

Under Junaid Aziz's leadership, Stanford experts and IBA students will work closely with these commitees, ensuring that solutions are practical, sustainable, and impactful. Chief Minister Murad Ali Shah's decision to collaborate with Stanford reflects his commitment to revolutionizing how Karachi's challenges are addressed.

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PAKISTAN TODAY

IBA Karachi and Stanford Life Design Lab Join Hands with Sindh Government to Reimagine Karachi's Future

STAFF REPORT

In a groundbreaking initiative, IBA leadership and faculty from Stanford University's Life Design Lab met with the Sindh government, led by Chief Minister Syed Murad Ali Shah, for a high-stakes strategy meeting. This collaboration, which began in California earlier this year, has now gained extraordinary momentum with the Stanford team stationed in Karachi to tackle the city's most pressing challenges from within.

together key members of the Sindh cabinet, senior bureaucrats, and Stanford experts, focusing on how design thinking can address the critical issues faced by Karachi's 20+ million residents. From easing the traffic crisis to improving public safety and creating accessible open spaces for families, the discussions revolved around delivering swift, meanineful, and sustainable solutions.

The partnership's broader vision goes beyond Karachi's immediate challenges. Over the next three years, IBA team led by Dr. S Akbar Zaidi,

fessor Azam Ali, Assistant Professor: IBA-SBS & Faculty Lead- Stanford & IBA Collaboration; Bill Burnett, Executive Director, Stanford Life Design Lab and Junaid Aziz, the IBA alumnus, Fellow and Faculty Member at Stanford's Life Design Lab, will work closely with the Sindh government to establish a new culture of problemsolving, training ministers, bureaucrats, and students to think differently and act decisively. The Chief Minister has tasked these committees with ensuring that no challenge.



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Frontier Post

IBA Karachi, Stanford Life Design Lab join hands with Sindh govt

KARACHI. December 2024. In a proundressing initiative, BIA feat-rethip and faculty from Stanford University's Life Design. Lab met with the Sindle presentance, Ind I was the Sindle presentance, Ind I was the Sindle presentance, Ind I was the Sindle presentance, I will be supported to the Parkey of the Parkey Sindle Sindle

The recent strategy meeting brought together key members of the Sindh cabbnet, sculie brazenarsa, and students of the strain of the state of the strain of t







میں، IBA کی قیادت اور اعیضو رڈ ہو نیورش کی تک،شراکت داری کا وسیع تر وژن کرا چی کے لائف ڈیزائن لیب کی فیکلٹی نے وزیر اعلی سید فوری چیلنجز سے بالاتر ہے۔ اسکے تمین سالوں مرادعلی شاه ودیگر سے ملاقات کی اور اس سال میں ڈاکٹرایس اکبرزیدی، ایگزیکٹوڈائریکٹر، آئی



رنے سے کے رعوای تحفظ کو بہتر بنانے اور فیملد کن طریقے سے کام کرنے کے لئے وزیر ترتیب دے دے ہیں۔

اس تعاون نے اب کرا چی میں تعینات اطفافورڈ پروفیسر اعظم علی، اسٹنٹ پروفیسر۔ اعلیٰ نے ان کمیٹیوں کو اس بات کو هینی بنانے کا اليم كر ساته غير معولي رفار عاصل كر لي ب BA-SBS او وفيكل ليد -المحافور ذاور IBA كام مونيات كدكول بنين عاب وه شرى منصوب تا كه شرك اندر ساب ايم چينجز في الله الله الله الله الكيزيكود الكيزيكود الريكر، الطيخورد بندى بور ماحولياتي بائيداري، يا عواى بهبود كا جا سے۔ حالیہ حکمت عملی کے اجلاس میں سندھ لائف ڈیزائن لیب اور جنیدعزیز، IBA کے پرانے طریقوں سے نمنا جائے۔ وزیراعلیٰ سندھ کاوید کے اہم ادکان، سینز بین ورکزش، اور ساباتی طالب علم، المصاد و کی الاک ویزائن کے سیراویل طالب اس الدان کی ایسے پر داد استعاد و کے سابر بری کا الاک ایک بیلی بیٹ کے استان میں کی سیار کی کے مسابق بیلی بیٹ کے بیات کر ایک کے مسابق بی بات پرتوجه مرکوزی کدویدائن کی موج سی طرح ال کرمسائل مل کرنے کا ایک نیا گھر ہائم کریں میں بلیکن مادا عزم بھی ایسا ہی ہے۔اضعافور و کراچی کے 20+ ملین باشدوں کو دروش اہم کے، وزرائ، جوروکرش کو تربیت دیں ہے۔ کی عالمی سطح کی مہارت کو لاکر اور اے مقالی سائل کوهل کرسکتی ہے۔ ٹریفک کے بحران کو کم اور طالب علموں کو فتلف طریقے سے سوینے اور ابھیرت کے ساتھ جوڑ کر، ہم ایک نیا کورس



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DIGITAL MEDIA SECTION

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|----|--------------|---------|----------------------------|---|----------|--|------------|
| 01 | Dec 31, 2024 | Digital | PPI News Agency | IBA Karachi and Stanford Life Design Lab | English | IBA, Stanford Life join hands with Sindh Govt to reimagine Karachi's future | Positive |
| 02 | Dec 31, 2024 | Digital | News Update Time | IBA Karachi and Stanford Life Design Lab | English | IBA Karachi and Stanford Life Design Lab Join Hands with the Sindh Government to Reimagine Karachi's Future" | Positive |
| 03 | Dec 31, 2024 | Digital | The AZB | IBA Karachi and Stanford Life Design Lab | English | "IBA Karachi and Stanford Life Design Lab Join Hands with the Sindh Government to Reimagine Karachi's Future" | Positive |
| 04 | Dec 31, 2024 | Digital | Local News | IBA Karachi and Stanford Life Design Lab | English | Stanford and IBA Join Hands with Sindh Government to Revolutionize <u>Karachi's Future</u> | Positive |
| 05 | Jan 01, 2025 | Digital | Press Reader | IBA Karachi and Stanford Life Design Lab | English | "IBA Karachi and Stanford Life Design Lab Join Hands with the Sindh Government to Reimagine Karachi's Future" | Positive |
| 06 | Jan 02, 2025 | Digital | Pakistan Observer | IBA Karachi and Stanford Life Design Lab | English | IBA, Stanford partner to reimagine Karachi | Positive |
| 07 | Jan 06, 2025 | Digital | Dawn Interpage Magazine | IBA Karachi and Stanford Life Design Lab | English | IBA and Stanford collaborate with Sindh Government | Positive |



DAWN

IBA and Stanford collaborate with Sindh Government

IBA Karachi and faculty from Stanford University's Life Design Lab met with Chief Minister Syed Murad Ali Shah to discuss how design thinking can address the critical issues of the city, as per a press release. From easing the traffic crisis to improving public safety and creating accessible open spaces for families, the discussions revolved around delivering swift, meaningful, and sustainable solutions

Over the next three years, the IBA and Stanford teams will work closely with the Sindh government to establish a new culture of problem-solving, training ministers, bureaucrats, and students to think differently and act decisively. Mr Shah has tasked these committees with ensuring that no challenge — be it urban planning, environmental sustainability, or public welfare — is met with outdated approaches.

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IBA, Stanford Life join hands with Sindh govt to reimagine Karachi's future

December 31, 2024

In a groundbreaking initiative, IBA leadership and faculty from Stanford University's Life Design Lab met with the Sindh government, led by Chief Minister Syed Murad Ali Shah, for a high-stakes strategy meeting.

According to IBA information on Tuesday, this collaboration, which began in California earlier this year, has now gained extraordinary momentum with the Stanford team stationed in Karachi to tackle the city's most pressing challenges from within.

The recent strategy meeting brought together key members of the Sindh cabinet, senior bureaucrats, and Stanford experts, focusing on how design thinking can address the critical issues faced by Karachi's 20+ million residents. From easing the traffic crisis to improving public safety and creating accessible open spaces for families, the discussions revolved around delivering swift, meaningful, and sustainable solutions.

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Pakistan OBSERVER

IBA, Stanford partner to reimagine Karachi



The Institute of Business Administration (IBA) Karachi and Stanford University's Life Design Lab have joined forces with the Sindh government to address Karachi's critical challenges through innovative design thinking. This initiative, spearheaded by Sindh Chief Minister Syed Murad Ali Shah, seeks to revolutionize urban planning, public welfare, and governance for Karachi's 30+ million residents.

Online Clipping

NUT News Update Times

IBA Karachi and Stanford Life Design Lab Join Hands with the Sindh Government to Reimagine Karachi's Future"



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"IBA Karachi and Stanford Life Design Lab Join Hands with the Sindh Government to Reimagine Karachi's Future"



Karachi December 2024: In a groundbreaking initiative, IBA leadership and faculty from Stanford University's Life Design Lab met with the Sindh government, led by Chief Minister Syed Murad Ali Shah, for a high-stakes strategy meeting. This collaboration, which began in California earlier this year, has now gained extraordinary momentum with the Stanford team stationed in Karachi to tackle the city's most pressing challenges

LOCAL NEWS



Stanford and IBA Join Hands with Sindh Government to Revolutionize Karachi's Future pressreader

IBA Karachi and Stanford Life Design Lab Join Hands with Sindh Government to Reimagine

Stanford University - Karachi

1 Jan 2025 +1 more KARACHI STAFF
REPORT

In a groundbreaking initiative, IBA leadership and faculty from Stanford University's Life Design Lab met with the Sindh government, led by Chief Minister Syed Murad Ali Shah, for a high-stakes strategy meeting. This collaboration, which began in California earlier this year, has now gained extraordinary momentum with the Stanford team stationed in Karachi to tackle the city's most pressing

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