



## IBA IN THE MEDIA

09 - 22 JUNE, 2025





# IBA KARACHI CONDUCTED MENTAL HEALTH HACKATHON 2025





## **TV CHANNELS**

#	DATE	MEDIUMS	NAME	KEYWORDS LANGUAGE		SYNOPSIS	SENTIMENTS
01	June 21, 2025	TV	GEO News	IBA conducted "Mental Health Hackathon 2025"	Urdu	Two days Mental Health 2025 event held at IBA City Campus Karachi	Positive
02	June 21, 2025	TV	AAJ News	IBA conducted "Mental Health Hackathon 2025"	Urdu	Two days Mental Health 2025 event held at IBA City Campus Karachi	Positive
03	June 21, 2025	TV	Aik News	IBA conducted "Mental Health Hackathon 2025"	Urdu	Country's one of the biggest 2 days Mental Health 2025 event held at IBA City Campus Karachi	Positive
04	June 21, 2025	TV	Express News	IBA conducted "Mental Health Hackathon 2025"	Urdu	Mental Health 2025 event held at IBA City Campus	Positive
05	June 21, 2025	TV	NEO News	IBA conducted "Mental Health Hackathon 2025"	Urdu	Mental Health 2025 event held at IBA City Campus	Positive
06	June 20, 2025	TV	City21	IBA conducted "Mental Health Hackathon 2025"	Urdu	Mental Health 2025 event held at IBA City Campus Karachi	Positive













Geo News Express News AAJ News Aik News City 21 NEO News





## PRINT & DIGITAL MEDIA

#	DATE	MEDIUMS	NAME	KEYWORDS	LANGUAGE	SYNOPSIS	SENTIMENTS
01	June 21, 2025	Publication	The News	IBA conducted "Mental Health Hackathon 2025"	English	Mental health among youth has reached critical point, warn experts	Positive
02	June 21, 2025	Publication	The Nation	IBA conducted "Mental Health Hackathon 2025"	English	Need to foster mental health solutions in Pakistan stressed (IBA-CED, Synapse host Pakistan's first, largest in-person mental health Hackathon)	Positive
03	June 21, 2025	Digital	The News	IBA conducted "Mental Health Hackathon 2025"	English	Mental health among youth has reached critical point, warn experts	Positive
04	June 21, 2025	Digital	The Nation	IBA conducted "Mental Health Hackathon 2025"	English	Need to foster mental health solutions in Pakistan stressed (IBA-CED, Synapse host Pakistan's first, largest in-person mental health Hackathon)	Positive
05	June 21, 2025	Digital	ARY News	IBA conducted "Mental Health Hackathon 2025"	English	IBA-CED hosts Pakistan's first, largest in-person mental health hackathon	Positive
06	June 21, 2025	Social Media	Facebook	IBA conducted "Mental Health Hackathon 2025"	English	Mental Health Hackathon has an end in IBA Karachi	Positive
07	June 21, 2025	Social Media	Instagram	IBA conducted "Mental Health Hackathon 2025"	English	Mental Health Hackathon has an end in IBA Karachi	Positive
08	June 21, 2025	Social Media	TikTok	IBA conducted "Mental Health Hackathon 2025"	English	Mental Health Hackathon has an end in IBA Karachi	Positive
09	June 22, 2025	Publication	Daily Jang	IBA conducted "Mental Health Hackathon 2025"	Urdu	Mental health crisis among youth has intensified, experts say	Positive
10	June 22, 2025	Publication	The Nation	IBA conducted "Mental Health Hackathon 2025"	English	IBA-CED, Synapse host Pakistan's first, largest in-person Mental Health Hackathon	Positive
11	June 22, 2025	Publication	Daily Times	IBA conducted "Mental Health Hackathon 2025"	English	IBA-CED, Synapse host Mental Health Hackathon	Positive





#### Mental health among youth has reached critical point, warn experts

Dr Ayesha Mian says events like 'Mental Health Hackathon 2025' are essential to find viable solutions as even a thousand psychologists are insufficient to meet growing demand

ness and practical solutions rative efforts to support and practical solutions to She noted that students' infor pressing mental health youth mental health. the forefront. Pakistan's largest-ever "Men-concerns, including stress, Dr Akbar Zaidi, execu- "Mental health among could drive positive changes tal Health Hackathon 2025" academic pressures, and tive director of the IBA, em- the youth has reached a in the country's mental concluded successfully at workplace burnout. Partici- phasized that the central critical point," Dr Mian said. health landscape.

the Institute of Business Ad- pants proposed innovative purpose of the event was to "Even a thousand psycholo- The event featured interministration (IBA), Karachi, solutions leveraging tech- understand the mental well- gists are insufficient to active sessions, panel dismarking a significant step nology, mobile applica- being of young people and meet the growing demand, cussions, and Q&As that toward addressing the grow-tions, and community pro-explore their perspectives. which is why such events not only deepened particiing mental health challenges grams to tackle these Dr Ayesha Mian, founder are essential in finding pants' understanding of

umong the youth. issues effectively. and CEO of Synapse Neuro-viable solutions." mental health issues but
The two-day event, held Organised in collabora-science Institute, shared that Dr. Lala Rukh Eiaz, Direc-also encouraged them to on June 19 and 20 at the tion with the Center for En- a comprehensive collabora- tor of CED, described the develop actionable, tech-IBA City Campus, brought trepreneurial Development tive strategy had been devel- Mental Health Hackathon enabled solutions. Top-pertogether 94 students from (CED) at the IBA and the oped involving startup 2025 not merely as an event forming teams were various universities across. Synonse Neumorience Instit. founders, students, and but as the beginning of a na., awarded, cash, prizes, in the country. The hackathon tute, the event highlighted mental health professionals tionwide movement dedi-recognition of their impactaimed to generate aware- the urgent need for collabo- to bring collective insight cated to mental wellness. ful ideas and participation

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#### Need to foster mental health solutions in Pakistan stressed

KARACHI

In a move to confront Pakistan's Centre for Entrepreneurial Develop- and Rs50,000 for the most impactful to act is now. ment (CED) at IBA Karachi, in collaboration with Synanse - Pakistan Neuroscience Institute, hosted the country's first and largest in-person interdisciplinary Mental Health Hackathon 2025" at the IBA City tal health challenges.

pants a platform to explore, innovate, Dr. Ayesha Mian, Founder &CEO and pitch practical interventions.

of Synapse, called attention to Winning teams were awarded the urgency of the crisis, noting: deepening mental health crisis, the cash prizes of Rs100,000, Rs75,000, "There is a urgent need --- the time

> IBA-CED, Synapse host Pakistan's first, largest in-person mental health hackathon

Campus on June 19-20. The two-day ideas, as well as, incubation at IBA- She stated that the theme doosri event brought together almost 70 CED worth almost four million. In-nazar se was chosen to encourage participants spread out in 15 teams augurated by Dr Lalarukh Eiaz, Di-creativity and innovative thinking including mental health profession- rector of IBA-CED, she highlighted so that young people develop powals, entrepreneurs, technologists, the overlooked emotional toll with- erful mental health solutions. Dr and thought leaders to collabora- in Pakistan's burgeoning startup Akbar Zaidi. Executive Director of tively design real-world solutions for ecosystem. Dr Lalarukh said that IBA Karachi, in the closing remarks some of Pakistan's most urgent men-there is a dire need to foster mental said. "The work IBA Karachi has health solutions in Pakistan and this done over the past year in the men-Structured around three core gap cannot be filled just by mental tal health realm is just a precursor themes-Mass Mental Health Litera- health professionals-students, en- and we endeavour to create further cy, Early Intervention and Prevention, trepreneurs, and the entire ecoys-impact through the many opportuniand Accessibility and Affordability of tem needs to join hands to bring ties we provide to the community."

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#### IBA-CED, Synapse host Pakistan's first, largest in-person Mental Health Hackathon

NEWS WIRE

In a move to confront Pakistan's deepening mer Development (CED) at IBA Karachi, in collaboration with Synapse - Pakistan Neuroscience Insti-tute, hosted the country's first and largest in-person interdisciplinary Mental Health Hackathon 2025" at the IBA City Campuson June 19–20. The two-day event brought together almost 70 participants spread out in 15 teams—including mental health professionals, entrepreneurs, technolo-gists, and thought leaders—to collaboratively design real-world solutions for some of Pakistan's most urgent mental health challenges. Structured around three core themes-Mass Mental Health Literacy, Early Intervention and Prevention, and Accessibility and Affordability of Care—the hackathon offered narticipants a platform to explore. innovate, and pitch practical interventions.

Winning teams were awarded cash prizes of

Rs100.000, Rs75.000, and Rs50.000 for the most impactful ideas, as well as, incubation at IBA-CED worth almsost four million. Inaugurated by Dr. Lalarukh Ejaz, Director of IBA-CED, she highlight-ed the overlooked emotional toll within Pakistan's burgeoning startup ecosystem. Dr Lalarukh said that there is a dire need to foster mental health solutions in Pakistan and this gap cannot be filled just by mental health professionals—students, en-trepreneurs, and the entire ecoystem needs to join hands to bring about meaningful change.

Dr. Avesha Mian, Founder &CEO of Synapse, called attention to the urgency of the crisis, noting: "There is a urgent need --- the time to act is now." She stated that the theme doosri nazar se was chosen to en-courage creativity and innovative thinkingso that young people develop powerful mental health so Dr Akbar Zaidi, Executive Director of IBA Karachi, in the closing remarks said "The work IBA Karachi has done over the past year in the mental health realm is just a precursor and we endeavour to create further impact through the many opportu nities we provide to the community."

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#### **Daily Times**

#### **IBA-CED**, Synapse host Mental Health Hackathon

n a move to confront Pakistan's deepening mental health crisis, the Centre for Entrepreneurial Development (CED) at IBA Karachi, in collaboration with Synanse -Pakistan Neuroscience Institute, hosted the country's first and largest in-person interdisciplinary "Mental Health Hackathon 2025" at the IBA City Campus on June 19-20.

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Dr Akbar Zaidi, Executive Director of IBA Karachi, in the closing remarks said "The work IBA Karachi has done over the past year in the mental health realm is just a precursor and we endeavour to create further impact through the many opportunities we provide to the community." PR

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#### THE NEWS

### Mental health among youth has reached critical point, warn experts



A representative image of a person suffering from a mental health crisis.— Reuters/Pile

Pakistan's largest-ever "Mental Health Hackathon 2025" concluded successfully at the Institute of Business Administration (IBA). Karachi, marking a significant step toward addressing the growing mental health challenges among the youth.

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#### Need to foster mental health solutions in Pakistan stressed

IBA-CED, Synapse host Pakistan's first, largest in-person mental health hackathon

KARACHI - In a move to confront Pakistan's deepening mental health crisis, the Centre for Entrepreneurial Development (CED) at IBA Karachi, in collaboration with Synapse – Pakistan Neuroscience Institute, hosted the country's first and largest in-person interdisciplinary"Mental Health Hackathon 2025" at the IBA City Campus on June 19–20. The two-day event brought together almost 70 participants spread out in 15 teams including mental health professionals, entrepreneurs, technologists, and thought leaders to collaboratively design real-world solutions for some of Pakistan's most urgent mental health challenges.

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