

Media Monitoring Report

IBA Karachi Hosts Launch Ceremony for “Women Leadership Forum”

Date : **October 21, 2024**



Date : 23-10-2024

Publication: Dawn

DAWN

Equity, inclusion of women in leadership roles highlighted

Need stressed to change prevailing mindsets about women in the workplace

By Aleezeh Fatimah

KARACHI: "There is nothing a woman cannot achieve," was the key message of speakers at the IBA City Campus on Monday, where the Women Leadership Forum (WLF) was launched in collaboration with the Office of Research Innovation and Commercialisation.

Along with exploring the urgent need to change the mindset of men in power to create opportunities for women across all fields, the forum, led by Dr Iram Saba, also highlighted that while all women work, only some are compensated for their labour.

It was also noted that women's empathy, gentleness, and kindness are essential for stronger leadership and increasing the inclusion of more women on the corporate ladder.

Member of National Assembly Shazia Marri, who was chief guest of the event, congratulated the team of WLF through a video message. IBA's Executive Director Dr S. Akbar Zaidi gave his opening remarks, appreciating the efforts of Dr Saba.

Sultana Siddiqui, director and president of Hum Network Limited, inspired the audience through her personal story as she shared how she kept working towards the top at the mere age of 27 with three children.

"When I established Hum Media Group, I ensured that at least 33 per cent of women were hired in decision-making positions. I made it a priority that every profession is respected, and that men also have an important role to play in this," she added.

"I had a dream, a purpose, and an idea, so I was determined to see it through. I began my career as a television host, gradually making my way through the industry. It wasn't easy, of course, but I aspired to succeed, and I ensured I achieved that," she shared.

Dr Farah Essa Zaidi addressed the pressing issue of gender bias in the field of medicine through her personal experience.

The event was followed by two panel discussions, both moderated by Dr Saba.

The first was titled "Need for Women Leadership Advocacy" and featured panelists Dr Farah Essa Zaidi, founder and CEO of Farah Essa Academy; Khalida Habib, executive director of the Securities and Exchange Commission of Pakistan (SECP); Sumera Baloch, head of the Analysis Division at the Financial Monitoring Unit; Sabina Khatri, founder of Kiran Foundation; and Dr Asma Hyder, professor and dean of the School of Economics & Social Sciences at IBA.

"There is 13pc representation of women in the political regime, and 19-20pc in the corporate ladder. We don't have a lack of educationally qualified women, however, we have a lack of women who have confidence in themselves," Ms Habib said.

"I have worked on multiple continents, and I want to emphasise that bias exists everywhere. As a woman, I had to work twice as hard to prove myself. Later in my career, when I held a leadership position, those around me struggled to accept that a woman could lead. Women can only demonstrate

their leadership through hard work, gentleness, and empathy—qualities that men often lack," she said.

Ms Baloch, sharing her experience of often being the only woman in numerous meetings, stated that female leadership, characterised by empathy, kindness, and a focus on team cohesion, brings 'unique insights' to organisations that are not achievable under male leadership.

She also stated that women should have the courage to advocate for themselves in the workplace, addressing issues such as the pay gap and other career-related matters, and ensure they secure "the right position at the right time."

The panel specifically focused on building future leaders and how mentorship is necessary for women leaders.

Similarly, Ms Hyder provided analytical insights regarding the number of women in leadership positions and referenced several research papers she has worked on. Concluding based on her findings, she suggested that organisations need to address issues from the grassroots level.

"Organisations need to mend their pipe-

lines from the ground up, ensuring that decisions are made based on merit rather than networking," she said.

The second panel was titled "Women Leadership: The Way Forward" and featured Malahat Awan, director of Corporate Relations and Alumni Affairs at IBA; Farah Asim, executive vice president of Faysal Bank; Kaif Khaznavi, actor and performer; Dr Muhammad Imran, group head of Islamic Banking at Bank Alfalah Limited; and Moneeza Usman, partner at Klynveld Peat Marwick Goerdeler (KPMG).

Ms Asim while seconding the views of Ms Hyder, said: "Women tend to overthink a lot, even if they make a small mistake, they'd think about it over and over again. Hence, they need to be mentored so that they're not overwhelmed by overthinking."

Ms Awan said: "Intent plays a significant role in leadership positions. One key point I emphasise is that as women, we must tune out negative comments and energy because we tend to doubt ourselves more than anyone else. We struggle to recognise our full potential, which is why we need strong role models and mentorship."

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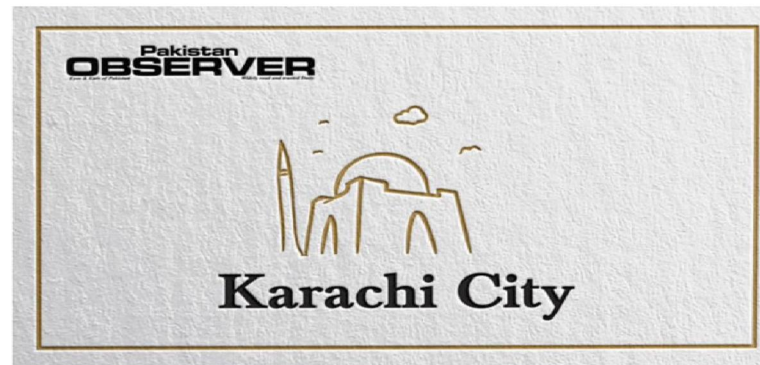
Date : 22-10-2024

Publication: Pakistan Observer

IBA hosts women leadership forum

by **News desk** October 22, 2024

**Pakistan
OBSERVER**



The IBA Women Leadership Forum held its inaugural ceremony, highlighting the crucial role of women in the workforce, with Dr. Erum Saba stating that 22 percent of women contribute to the labor market. She emphasized the need to create a new platform for women, aimed at training them in decision-making. Notably, 39 percent of women in the country are educated, which underscores the potential for growth in this

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Date : 23-10-2024

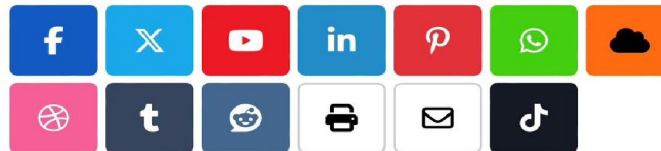
Publication: Academia

NEWS

IBA Launches Women Leadership Forum to Empower Future Leaders

BY ACADEMIA MAG 📅 OCTOBER 23, 2024

💬 0 COMMENTS 📶 38 VIEWS ⌚ 3 HOURS AGO



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Date : 23-10-2024

Publication: The Frontier Post

IBA hosts launch ceremony for 'Women Leadership Forum'

E.P. Report

KARACHI: Institute of Business Administration (IBA), Karachi hosted a launch ceremony for Women Leadership Forum (WLF), in collaboration with IBA-ORIC & IBA Leadership Club, at the IBA City Campus. The event attracted participants from various industries, including NGOs, banking, finance, health, and academia.

Commencing the event, Dr. Irum Saba, Associate Professor, School of Business Studies (IBA-SBS) and Founder, WLF, delivered the opening remarks, followed by a warm welcome from Dr. S Akbar Zaidi, Executive Director, IBA Karachi.

Ms. Sultana Siddiqui, President of Hum Network, graced the occasion as Special Guest, and Ms. Shazia Marri, Member of the National Assembly, as Chief Guest, who shared a recorded video message with the audience and offered her support for the



cause.

The event featured insightful panel discussions on the 'Need for Women Leadership Advocacy' and 'Women Leadership: The Way Forward,' which sparked engaging conversations on the challenges and solutions in the path to leadership for women. The panels featured specialists

from diverse fields including academia, entertainment, banking and financial sectors. The Women Leadership Forum aims to empower women by providing a supportive platform for sharing experiences, mentorship, and networking with allies committed to fostering women's leadership. The

event underscored the importance of collaboration between men and women in driving change and highlighted that family support plays a crucial role in women's achievements.

Dr. Abdullah Sheikh, Dean IBA-SBS, delivered the vote of thanks, and the event concluded with a Networking Tea.



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Date : 22-10-2024

Publication: NUT

BLOG

IBA Karachi Hosts Launch Ceremony for “Women Leadership Forum”



BY **YASIR** — OCTOBER 22, 2024 NO COMMENTS



Institute of Business Administration (IBA), Karachi hosted a launch ceremony for **Women Leadership Forum (WLF)**, in collaboration with IBA-ORIC & IBA Leadership Club, at the IBA City Campus. The event attracted participants from various industries, including NGOs, banking, finance, health, and academia.

NUT
News Update Times

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Date : 23-10-2024

Publication: Jehan Pakistan

جس نے خواتین کے لیے قیادت کی راہ میں درپیش چیلنجز اور ان کے حل پر دلکش گفتگو کو جنم دیا۔ پینلز میں مختلف شعبوں کے ماہرین بشمول اکیڈمیا، تفریح، بینکنگ اور مالیاتی شعبے۔ ویمن لیڈرشپ فورم کا مقصد خواتین کی قیادت کو فروغ دینے کے لیے پر عزم اتحادیوں کے ساتھ تجربات، رہنمائی اور نیٹ ورکنگ کے لیے ایک معاون پلیٹ فارم فراہم کر کے خواتین کو بااختیار بنانا ہے۔ اس تقریب نے ڈرائیونگ کی تبدیلی

آئی بی اے کراچی کی جانب سے ”ویمن لیڈر شپ فورم“ کی تقریب رونمائی کی میزبانی

زیدی، ایگزیکٹو ڈائریکٹر، IBA کراچی نے پرتپاک استقبال کیا۔ ہم نیٹ ورک کی صدر محترمہ سلطانہ صدیقی نے اس موقع پر بطور مہمان خصوصی شرکت کی اور مہمان خصوصی کے طور پر رکن قومی اسمبلی محترمہ شازیہ مری نے شرکت کی جنہوں نے

کراچی (سٹی ڈیسک) انسٹی ٹیوٹ آف بزنس ایڈمنسٹریشن (IBA)، کراچی نے IBA-ORIC اور IBA لیڈرشپ کلب، IBA سٹی کیمپس میں تقریب نے مختلف صنعتوں سے شرکاء کو اپنی طرف متوجہ کیا، بشمول این جی



میں مردوں اور عورتوں کے درمیان تعاون کی اہمیت کو اجاگر کیا اور اس بات پر روشنی ڈالی کہ خواتین کی کامیابیوں میں خاندانی تعاون ایک اہم کردار ادا کرتا ہے۔ ڈاکٹر عبداللہ شیخ، ڈین IBA-SBS نے شکریہ کا کلمہ پیش کیا۔

ایک ریکارڈ شدہ ویڈیو پیغام حاضرین کے ساتھ شیئر کیا اور اس مقصد کے لیے اپنے تعاون کی پیشکش کی۔ ایونٹ میں نیڈ فار پربصیرت انگیز پینل مباحثے پیش کیے گئے۔ خواتین کی قیادت کی وکالت اور ویمن لیڈرشپ: دی وے فار ورڈ،

اوز، بینکنگ، فنانس، صحت اور اکیڈمیا۔ تقریب کا آغاز کرتے ہوئے، ڈاکٹر ارم صبا، ایسوسی ایٹ پروفیسر، اسکول آف بزنس اسٹڈیز (IBA-SBS) اور بانی، WLF نے افتتاحی کلمات ادا کیے، جس کے بعد ڈاکٹر ایس اکبر

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Date : 24-10-2024

Publication: Business Recorder

PAKISTAN PRINT 2024-10-24

IBA hosts launch ceremony for WLP

Recorder Report Published about 2 hours ago



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Date : 24-10-2024

Publication: Awami Awaz



روزاني عوامي آواز (6) خميس 24 آڪٽوبر 2024 ع

آءِ بي اي ڪراچي پاران 'رومين ليڊرشپ فورم' جي حوالي سان افتتاحي تقريب

اين جي اوز، بئنڪنگ، فنانس، صحت سميت مختلف شعبن جي ماهرن جي شرڪت

رومين ليڊرشپ جو مقصد عورتن کي بااختيار بڻائڻ ۽ کين بهتر پائيدار ترقي مهيا ڪرڻ آهي؛ ماهر



ڪراچي (پ ر) انسٽيٽيوٽ آف بزنس ايڊمنسٽريشن (IBA) ڪراچي پاران IBA اسٽي ڪيمپس ۽ ORIC ۽ IBA ليڊرشپ ڪلب جي سهڪار سان رومين ليڊرشپ فورم (WLF) جي لائيننگ تقريب منعقد ڪئي وئي. تقريب ۾ اين جي اوز، بئنڪنگ، فنانس، صحت ۽ اڪيڊميا سميت مختلف صنعتن جي ماهرن جي شرڪت ڪئي. ان موقعي تي هر نيت ورڪ جي صدر محترمہ سلطانہ صديقي خاص مهمان طور شرڪت ڪئي ۽ قومي اسيمبلي جي ميمبر محترمہ شازيه مري خاص مهمان طور شرڪت ڪئي. تقريب ۾ 'نيد فار رومين ليڊرشپ ايڊوڪيسي' ۽ 'رومين ليڊرشپ: دي وي فارورڊ' تي بصيرت رڪنڊز پيٽل بحث پيش ڪيو ويو، جنهن ۾ عورتن لاءِ قيادت جي راهه وڃي پيش ڪئي وئي. پيٽل ۽ اڪيڊميا، تفریح، بئنڪنگ ۽ مالياتي شعبن سميت مختلف شعبن جا ماهر شامل هئا. رومين ليڊرشپ فورم جو مقصد عورتن کي بااختيار بڻائڻ آهي. هڪ مددگار پوليٽ فارم فراهم ڪرڻ لاءِ تجربا شيئر ڪرڻ، رهنمائي ڪرڻ ۽ اتحادين سان نيت ورڪنگ لاءِ عورتن جي قيادت کي فروغ ڏيڻ آهي.

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Our CEO [Marium Adnan,CHRP](#) was invited at the Launching Ceremony of the Women Leadership Forum (WLF) at the Institute of Business Administration (IBA) City Campus. The forum is initiated by [Dr. Irum Saba](#) with great panel discussions. Panelists were top female leadership who have made their success stories [Sultana Siddiqui](#), [Dr Farah Essa Zaidi](#), [Khalida Habib](#), [Sumera Baloch](#), [Sabina Khatri](#), [Malahat Awan](#), [Farah Asim](#), [Dr. Muhammad Imran](#), Ph.D. and [Moneeza Butt](#). It was a pleasure meeting [Anila Khan](#) and [Rabia Khokhar](#).

Our society should take more steps for developing women forums where females can utilise their skills and make their success stories.

[#womanleadership](#) [#hrplugin](#) [#iba](#) [#femaleleadership](#)



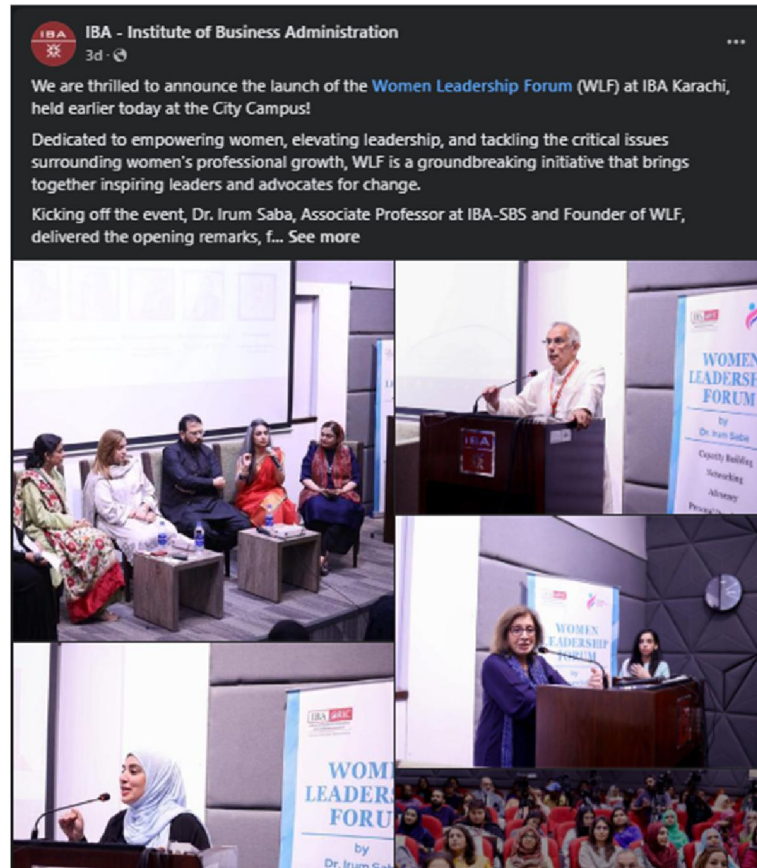
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