

IBA Karachi & Civil Aviation Training Institute Partner to Launch Diploma Program in Aviation Leadership & Management

IBA Karachi and the Civil Aviation Training Institute (CATI) formalized their collaboration through an MoU signing ceremony held at the Pakistan Airports Authority (PAA) headquarters. This strategic partnership aims to introduce a Diploma Program in Aviation Leadership and Management to equip professionals with the expertise required to navigate the evolving aviation landscape. The MoU was signed by Dr. S Akbar Zaidi, Executive Director, IBA Karachi, and AVM Zeeshan Saeed, Director General, PAA.

Engr. Sumair Saeed, Director CATI, delivered the welcome address, extending his heartfelt gratitude to all attendees and acknowledging the potential impact of the collaboration. Dr. Abdullah Zafar Sheikh, Dean, IBA-SBS, and Kamran Bilgrami, Director, IBA-CEE, emphasized the role of leadership programs in executive education and expressed their appreciation to the partner institute.



The event brought together key industry stakeholders, reflecting the sector's strong commitment to leadership development and capacity building. This partnership marks a significant milestone in nurturing leadership excellence within the industry.



IBA Karachi Awards Its First-Ever Braille Degree to Laiba Ghanyani

In a historic milestone, IBA Karachi proudly awarded its first-ever Braille degree to Laiba Ghanyani, its first visually impaired graduate. This achievement marks a significant step toward inclusivity and accessibility in education.

Maheen Ghauri, Dean, Student Affairs, presented the degree, reinforcing IBA's commitment to empowering students of all abilities. Laiba's journey is a testament to resilience, determination, and the transformative power of education.



Laiba's journey stands as a powerful testament to resilience, determination, and the transformative impact of education—paving the way for a more inclusive future and inspiring others to pursue their dreams without barriers.



IMF Delegation Visits IBA for Dialogue on Pakistan's Economic Future



IBA Karachi hosted an International Monetary Fund (IMF) delegation led by Nathan Porter, Mission Chief to Pakistan, Mahir Binici, Resident Representative for Pakistan, and Muhammad Ali, Office Manager, IMF Pakistan. The visit, organized by IBA-CBER, brought together faculty and students for insightful discussions on Pakistan's economic landscape.

Dr. Aadil Nakhoda, Assistant Professor and Research Fellow, IBA-CBER, welcomed the delegation. The visit commenced with a discussion featuring faculty members from IBA-SESS. Faculty included: Dr. Asma Hyder, Dr. Muhammad Nasir, Dr. Qazi Masood Ahmed, Dr. Muhammad Salman Khalid, Dr. Syed Ateeab Akhter Shah, and Ms. Javeria Younas Abbasi. They engaged in an in-depth exchange with the IMF representatives on key economic and policy matters.

The IMF delegation also interacted with students in a session titled 'Pakistan's Way Forward.' During the session, Porter shared valuable insights on Pakistan's macroeconomic landscape, policy development, and future economic challenges. The session concluded with a highly engaging Q&A session.



Exploring Modern Trade Facilitation: Session on Faceless Customs Assessment Systems

The Department of Economics at IBA-SESS hosted an engaging session on the Faceless Customs Assessment Systems (FCAS), featuring Jamil Nasir, Chief Collector of Customs.

Nasir discussed the effectiveness of the FCAS in terms of reduced litigations, increased revenues, and reduction in average clearance time. The discussion provided invaluable insights into modern customs processes, digital transformation, and the future of trade facilitation.



IBA-CICT & NIBAF Partner to Expand Nationwide Professional Training



IBA-CICT signed a Memorandum of Understanding (MoU) with the National Institute of Banking and Finance (NIBAF) to jointly advance professional development across Pakistan. The MoU, signed by Dr. Shakeel Khoja, Dean, IBA-SMCS, and Riaz Chunara, Managing Director, NIBAF, marks a strategic step toward delivering specialized, industry-driven training programs nationwide.

This collaboration aims to equip professionals with critical skills in banking, finance, digital transformation, and emerging technologies, ensuring they stay competitive in today's fast-evolving landscape. By extending its reach beyond Karachi, IBA-CICT, in partnership with NIBAF, will bring expert-led learning and hands-on training to major cities across the country, reinforcing its commitment to innovation, excellence, and inclusive capacity building.

Inauguration of Net Practice Cricket Pitches at IBA Karachi



IBA Karachi held the inaugural ceremony of its newly developed net practice cricket pitches at the IBA Cricket Ground, Main Campus. The ceremony was graced by renowned Test Cricketer and Pakistan Cricket Board (PCB) Selection Committee member Asad Shafiq, who officially inaugurated the facility, engaged with IBA's official student cricket team, bowled and played a few deliveries, and shared invaluable insights from his professional cricketing journey. As a symbol of growth and sustainability, he also planted a tree, reinforcing the importance of nurturing talent and the environment. The ceremony provided an opportunity for students to interact with the cricketing icon and gain inspiration from his journey.

The event was attended by key IBA officials, including Dr. Mohammad Asad Ilyas, Registrar; Fuad A. Mehdi, Head of Marketing & Communications; Syed Fahad Jawed, Associate Registrar, Resource Optimization; and Jamsheed Issa, Manager, Sports and Community Engagement.

As a token of appreciation, souvenirs were presented to Shafiq. The gathering also facilitated discussions on the future of sports at IBA, emphasizing the importance of strengthening sports infrastructure and fostering student participation in competitive cricket. Conversations centered on potential collaborations with PCB to provide aspiring student cricketers with professional training and exposure, furthering IBA's commitment to holistic student development.



IBA Hosts Annual Iftar Dinner 2025: An Evening of Unity & Gratitude



IBA hosted its Annual Iftar Dinner, bringing together over 300 faculty and staff members for a memorable evening of reflection, community, and celebration. Organized by the IBA HR Department, the event was designed to embrace the spiritual essence of Ramzan while offering a warm and engaging experience for all attendees.

The evening commenced with a soulful recitation from the Holy Quran, setting a reverent tone for the gathering. Adding a fun and educational element, the HR team organized the "Knowledge Knockout" Ramzan Quiz—a competition that tested participants' knowledge of Islam and its history. Winners were awarded exclusive Ramzan baskets as a token of appreciation.

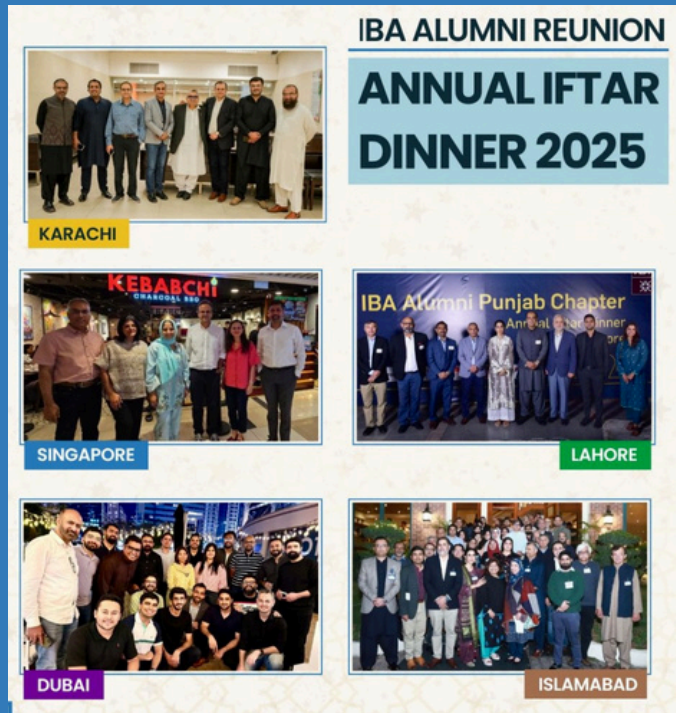
A heartfelt highlight of the evening was a tribute to Hamza Nisar Kushtiwala of the Nizamuddin Group, the generous donor of Masjid-e-Taqwa in Staff Town. His unwavering support was recognized with deep gratitude, honoring his role in nurturing a sense of faith and togetherness within the IBA community.

The evening concluded with a wholesome Iftar and dinner, where colleagues connected over shared meals and conversations, reinforcing the bonds of unity and the spirit of Ramzan at IBA.



Global IBA Alumni Reunite for Annual Iftar Dinners 2025

In a heartwarming display of unity, IBA alumni came together across cities and continents — from Karachi, Lahore, and Islamabad to Dubai and Singapore — for the Annual Iftar Dinners 2025. The gatherings celebrated IBA's 70 Years of excellence, leadership, and lifelong connections.



Islamabad Chapter's Memorable Evening



Held on March 10 at Yum, F-7, the IBA Islamabad Chapter Iftar brought together a dynamic mix of alumni. Organized by Chapter President Raza Chinoy and his dedicated team, including Shabbir Halai, Zaid Shahid, Owais Zaidi, and Khawar Sher. The evening featured industry leaders like Amir Khan, CEO, HBL Microfinance, Shahnaz Kapadia Rahat, CEO, Mera Maan, Abu Bakar, CEO, PSEB, Khuram Rahat, Senior Country Director, Unifonic, Mehwish Owais, CHRO, The Hive, Babur Aziz Beg Chief Accounts Officer, Ministry of Foreign Affairs. Malahat Awan, Director, Alumni Affairs, Resource Mobilization and Corporate Relations (ARC) highlighted the importance of alumni engagement in nurturing future generations.

Punjab Chapter's Generational Celebration

On March 15, the IBA Punjab Chapter hosted an intergenerational Iftar at Defence Raya Golf & Country Club, uniting graduates from 1964 to 2024. Led by Naveed Mushtaq, Aitzaz Khalid, Izhar Karamat Chaudhry, and Fahad Bhatti.

Malahat Awan, Director, ARC, emphasized the enduring value of alumni networks in fostering connection, mentorship, and community support.

Across all chapters, the spirit of Ramadan and the IBA bond shone through, proving once again that the IBA family knows no borders.



CELEBRATING WOMEN LEADERS AT IBA

Together, Let's **#AccelerateAction** for Gender Equality



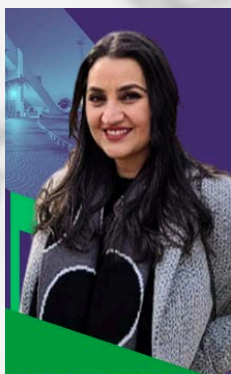
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Independent Director,
Atlas Insurance, &
Berger Paints Pakistan



SHAISTA AYESHA

CEO, SEED Ventures



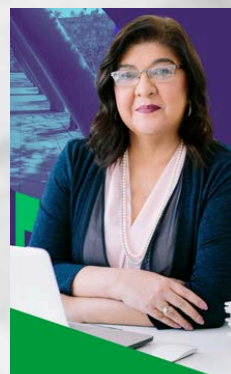
EEMAAN SIDDIQI

Senior Director, Software
Development & User Experience,
Princeton University, USA



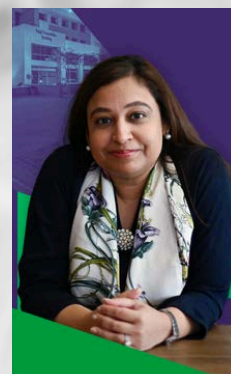
SABA KAMAL

Director HBL, Independent
Director Packages Ltd. &
Member, IBA Board of Governors



MALIHA AHAD

Founder & CEO,
AIM Middle East, UAE



FARHEEN SALMAN

CEO, Lipton Teas and Infusions



This International Women's Day, we celebrate 70 glorious years of IBA by honoring our trailblazing alumnae — leaders, changemakers, and pioneers who continue to break barriers, shape industries, and inspire change.



Maheen Ghauri

Deans - Office of Student
Affairs (IBA-GSA)

Dr. Asma Hyder

Deans - School of Economics
& Social Sciences
(IBA-SESS)



KANZA AFZAL

General Manager, Finance &
Planning, Engro Polymer &
Chemicals



NAUSHIN SHAHID

Category Head, Dawlance



SAADYA RIAZ

Head - Wealth Management &
Retail Banking (WRB), Standard
Chartered Bank Pakistan



MAHOOR SHAHZAD

Olympian & National Badminton
Champion of Pakistan



SHEEZA AHMED

Group Head - Marketing &
Communications, Habib Bank
AG Zurich

IBA Karachi Celebrates International Women's Day 2025



IBA Karachi commemorated International Women's Day with great enthusiasm at the Main and City Campuses, bringing together female faculty, staff, and students to celebrate empowerment, equality, and progress. Organized by the IBA HR Department, a key highlight of the event was the symbolic "Pledge Tree," where participants penned down their personal commitments on colorful notes, reaffirming their dedication to accelerating action for women's empowerment and fostering an inclusive work environment. To mark the occasion, the HR department distributed a special Women's Day giveaway as a token of appreciation and encouragement.



The celebration served as a heartfelt reminder of IBA's ongoing commitment to cultivating a supportive environment where women are empowered to thrive, lead, and create lasting impact.

Celebrating Strength & Empowerment on International Women's Day

IBA-OSA proudly celebrated International Women's Day, honoring the strength, resilience, and achievements of the incredible women in our community. In a heartfelt gesture of appreciation, OSA distributed special goodies to female students, spreading positivity and recognizing their contributions. The celebration was a vibrant reminder of the importance of inclusivity, support, and empowerment. Through this initiative, IBA-OSA aims to foster a sense of encouragement and appreciation, making every woman at IBA feel valued and celebrated.



Voices of Empowerment: IBA Community Unites to Celebrate International Women's Day

In celebration of International Women's Day, Team MarComms created a special tribute video that spotlighted the vibrant voices of IBA's community. Featuring heartfelt messages from faculty, staff, and students, the video celebrated the strength, resilience, and achievements of women at IBA.

This initiative aimed to inspire and uplift, while reinforcing the values of diversity, inclusion, and empowerment that are at the heart of IBA's culture. Through shared stories and messages of appreciation, the video served as a powerful reminder that when we celebrate women, we celebrate progress, possibility, and a more equal future for all.



The Career PlayBook – Skill-Building Workshop for Student Advisors & HR Professionals



IBA-CDC organized an insightful workshop for student advisors and HR representatives from various universities. Led by Syed Atif Murtaza Qaiser, Head, IBA-CDC, the workshop focused on essential job market skills, effective mentoring practices, and cultivating a growth mindset. Participants also explored Design Thinking and the Odyssey Plan as innovative tools to navigate career challenges.



Recruitment Drives Open Career Pathways for IBA Students



Throughout March, several leading companies visited IBA Karachi for on-campus recruitment drives, offering students valuable opportunities to explore diverse career paths. IBA-CDC efficiently organized and facilitated the process, ensuring seamless operations and meaningful employer-student engagement.



Industry Engagements: IBA-CDC Strengthens Corporate Ties with Lakson Group & HBL

In its continued efforts to enhance student-industry linkages, IBA-CDC visited Lakson Group to explore strategic collaborations to increase student placements—particularly with Cybernet—and expand B2B career opportunities. During the visit, CDC representatives engaged with key professionals, including Amir Ali Shaikh and Mohammed Adnan Siddiqui, to discuss the diverse career avenues available for IBA students. Syed Atif Murtaza Qaiser, Head of CDC, emphasized the role of initiatives like study trips and recruitment drives in promoting industry awareness among students.



As part of these ongoing efforts, students from the Introduction to Services Marketing course, led by Qaiser, also visited HBL for an enriching learning session. Highlights included discussions on “The Future of Sports Marketing in Pakistan” by Ali Habib, Chief Marketing and Communications Officer, HBL, and “Customer Experience & Service Excellence” by Wasif Rana, Head, Contact Centre Services, HBL. The visit featured an engaging Q&A, an ice-breaking activity, and a PSL ticket giveaway, making it an insightful and memorable experience for all.



Full Circle: IBA-CICT Alumnus Returns as Industry Expert for Business Intelligence Diploma



IBA-CICT celebrated the successful completion of Batch 3 of its Business Intelligence Diploma, reinforcing its mission to develop data-savvy professionals. The final session was especially meaningful with the return of Asif Mehmood, Head of Commercial Excellence, AGP Limited, who joined as a guest speaker and jury member for the students' final project presentations.

A graduate of Batch 1, Mehmood's journey from a diploma participant to an industry leader stands as a powerful testament to the program's impact. He shared valuable insights from his career in business intelligence and analytics, highlighting how data-driven decision-making is transforming industries.

The session concluded with students showcasing their final projects and applying analytical skills to real-world scenarios. With a growing alumni network making strides in the corporate sector, IBA CICT continues to bridge the gap between classroom learning and industry application—empowering the next generation of BI professionals.



Empowering the Future: IBA-CICT Celebrates the Graduation of Digital Marketing Diploma – Batch 16

IBA-CICT proudly celebrated the successful completion of the 16th batch of its Digital Marketing Diploma, reaffirming its dedication to delivering cutting-edge, industry-relevant learning experiences.

This cohort represented a vibrant mix of professionals from corporate marketing teams, entrepreneurs, and freelancers—each bringing unique perspectives to the classroom. Throughout the program, participants engaged in hands-on projects, data-driven campaigns, and expert-led sessions, sharpening their skills in content marketing, SEO, social media management, performance analytics, and more.

More than just technical skills, the program cultivated a strategic mindset, preparing graduates to lead impactful digital transformations in a rapidly evolving landscape. As they move forward, these professionals are equipped to drive innovation and adaptability in the digital marketing space.



Marketing Beyond Strategy: Ethics & Sustainability Take Center Stage



Students from IBA-SBS recently had the opportunity to participate in an insightful session featuring Ovais Ilyas, General Manager, EM Pakistan, and Khan Kashif Khan, Managing Director, Acacia Advisory.

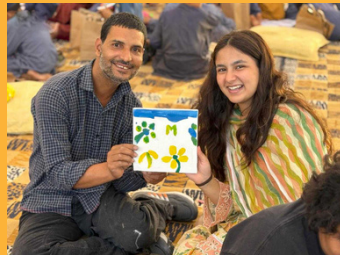
The session explored the evolving role of strategic marketing while emphasizing the critical importance of ethics and sustainability in today's ever-changing business environment. Through real-world perspectives and thought-provoking dialogue, students gained a deeper understanding of how responsible marketing practices shape the industry's future.

Muskurahaton Ka Mela Spreading Smiles & Joy



The IBA Community Welfare Society (CWS) organized a Muskurahaton Ka Mela, a heartfelt initiative aimed at bringing joy to children from orphanages and underprivileged backgrounds.

The event was a day full of laughter, excitement, and meaningful moments, offering these children a warm and welcoming environment where they could feel valued and celebrated. Through fun-filled games, interactive activities, and thoughtful engagement, the Mela created lasting memories and highlighted the spirit of compassion and community that CWS strives to uphold.



IBA Karachi Participates in Best Place to Work Survey 2025

**BEST PLACE
TO WORK PAKISTAN**

The Best Place to Work Study is a collaborative effort between PSHRM and Engage Consulting to recognize best workplaces in Pakistan. It is the most credible and comprehensive employee engagement study in Pakistan, conducted every other year for the last 17 years.

IBA Karachi has been nominated amongst 275 plus organizations / institutes to compete.

PRESENTED BY

PSHRM
PAKISTAN SOCIETY OF HUMAN
RESOURCE MANAGEMENT

POWERED BY

engage consulting
PACIFIC CONSULTING

The survey is expected to take place in the month of March 2025, and this email is a heads up to IBA Faculty & Staff.

The Engagement model revolves around four areas as mentioned below:

THE ENGAGEMENT MODEL

BELONGING

The sense of belonging, pride and trust employees have in the organization.

GROWTH

The development growth and support opportunities employees receive.

ALIGNMENT

The understanding, alignment and commitment towards the strategic goals.

FUTURE

The clarity and enthusiasm employees have in the organization's future.

WHAT DOES A BEST PLACE TO WORK ENTAIL?

INTRINSIC MOTIVATION AND PERSONAL GROWTH

Employees will be driven to excel and develop when their work provides meaningful challenges and opportunities for advancement, fueling their desire to contribute beyond expectations.

ACHIEVEMENT-DRIVEN CULTURE

An environment where success is recognized and celebrated, enabling employees to take pride in their accomplishments and feel confident in their professional capabilities.

TEAM COHESION AND PRIDE

Employees will be driven to excel and develop when their work provides meaningful challenges and opportunities for advancement, fueling their desire to contribute beyond expectations.

LONG-TERM ORGANIZATIONAL ATTACHMENT

Employees envision their future within the organization, demonstrating loyalty through their intention to stay and grow with the company long-term.

WHAT WE HAVE TO DO?

Survey Email from Engage Consulting will be received on your email address in Mar 2025.

50 questions, and 2 NPS questions needs to be answered by the recipient. It will take 15 minutes only.

SUBMIT
Submit the form as your responses are recorded.

FOR MORE INFORMATION, CONTACT US

Fargan Harneed / Senior Manager L&OD on fargan.harneed@iba.edu.pk or Ext: 2411
Touba Ahmed / Executive L&OD on toba@iba.edu.pk or Ext: 2412

HUMAN RESOURCES

IBA Karachi participated in the Survey for Best Place to Work Survey 2025 by Engage Consulting & PSHRM, reaffirming its commitment to fostering a positive and inclusive workplace. Through employee feedback, the survey has been designed on the engagement model assessing employees' sense of belonging, growth opportunities, alignment toward the strategic goal, and enthusiasm employees have for the institute's future. This initiative reflects IBA's dedication to continuous improvement and employee well-being, ensuring a thriving and supportive work environment and an opportunity to see how we evolve to improve our workplace culture.



Welcoming Our New Team Members!

A warm welcome to the newest members of the IBA family who joined us in March 2025! We are thrilled to have you on board and look forward to your contributions in shaping excellence at IBA. As you embark on this exciting journey, we hope you find inspiration, collaboration, and success in your new roles. Wishing you all a fantastic start—welcome aboard!



Arsalan Ahmed

Assistant Manager,
Internal Audit (Project Based)



**Dania Mustafa
Qureshi**

Assistant Manager – Marketing
MarComms



**Syed Muhammad
Ahmed**

Senior Executive Finance,
IBA-CEE (Project Based)



**Amber Rafique
Shaikh**

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IBA-OSA



**Malik Asadullah
Awan**

Executive,
IBA-CDC



Savira Malik

Executive Wellness Centre,
IBA-OSA (Project Based)



**Muhammad Yahya
Arshad**

Executive,
IBA-CEIF (Project Based)



Saif Ur Rehman

Assistant,
Library

Re-Branding IBA – Bringing the Legacy to Life

Team MarComms' branding campaign celebrates IBA's journey and achievements across both campuses. In March, the team successfully executed the following rebranding initiatives:

■ Vision, Mission & Core Values Installation:

As part of reaffirming IBA's purpose and guiding principles, the Institute's Vision, Mission, and Core Values have been thoughtfully placed in the Fauji Foundation Building lobby, providing a daily reminder of what IBA stands for.

■ 70-Year Milestone Wall:

IBA's seven-decade journey has been visually reimagined through an aesthetically updated Milestones Wall, capturing defining moments in IBA's history and celebrating its evolution as a premier academic institution.

■ Refreshed AMAN CED Entrance:

The entrance of the IBA AMAN-CED has been refreshed with a sleek new look featuring 70-year branding elements, adding a dynamic and contemporary touch to the building's façade.

■ Celebratory Building Banners:

Celebratory banners have been installed on prominent campus buildings, reinforcing IBA's historic 70-year milestone and enhancing the festive atmosphere across both campuses.

These initiatives are more than just branding—they are a tribute to our remarkable past, a celebration of our present, and a vision for an even greater future. IBA's legacy of excellence continues to grow, and this is just the beginning.

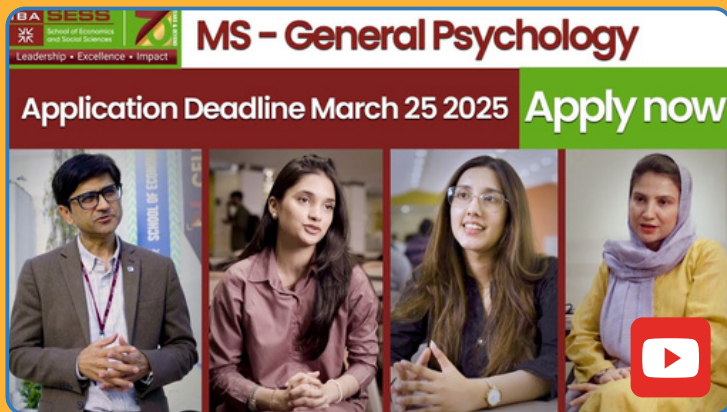


ADMISSIONS CAMPAIGN

FALL 2025

ROUND 1

From concept to creation,
Team MarComms produced
these admissions videos in-house
inviting aspiring students to apply
to IBA Karachi.



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