



2025-2026

INSTITUTE OF BUSINESS
MANAGEMENT (IoBM)

SUSTAINABILITY & SDG IMPACT REPORT 2025–2026

Creating Impact Through Education, Innovation,
Community and Environmental Responsibility



2025-2026

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ABOUT THIS REPORT

The Institute of Business Management (IoBM) Sustainability and SDG Impact Report 2025–2026 presents the University's efforts to advance sustainable development through education, research, innovation, community engagement, institutional governance and environmental stewardship.

The report highlights initiatives undertaken during the academic year 2025–2026 and demonstrates IoBM's contribution towards the United Nations Sustainable Development Goals (SDGs). Through academic programs, student engagement, research activities, industry collaboration and sustainable campus operations, IoBM seeks to create meaningful impact for society while preparing future generations of responsible leaders.

This report has been developed using information gathered from institutional initiatives, academic and co-curricular activities, community engagement projects, sustainability programs and official university communications. Activities have been mapped against the relevant Sustainable Development Goals to illustrate IoBM's contribution to global sustainability priorities.

The report serves as a benchmark for continuous improvement and supports IoBM's participation in international sustainability frameworks, rankings and reporting mechanisms.



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ABOUT IoBM

Established in 1995, the Institute of Business Management (IoBM) is one of Pakistan's leading private universities, committed to academic excellence, innovation and societal impact. Over the past three decades, IoBM has grown into a multidisciplinary institution offering undergraduate, graduate and doctoral programs across business, engineering, computer science, social sciences, education, media studies, health sciences and emerging disciplines.



IoBM's mission extends beyond academic achievement. The University is committed to producing graduates who are ethical, socially responsible and equipped to address local and global challenges. Sustainability is embedded within IoBM's educational philosophy through its emphasis on responsible leadership, community engagement, innovation and environmental stewardship.

As a signatory and supporter of national and international sustainability initiatives, IoBM actively promotes the integration of sustainability principles into teaching, research, operations and partnerships.

Guided by its vision of creating positive societal impact, IoBM continues to strengthen its role as a catalyst for sustainable development in Pakistan and beyond.



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OUR COMMITMENT TO SUSTAINABILITY

At IoBM, sustainability is understood as a shared responsibility that encompasses environmental stewardship, social inclusion, economic resilience and ethical governance. The University recognizes that higher education institutions play a critical role in advancing sustainable development by generating knowledge, developing future leaders and contributing solutions to societal challenges.

IoBM is committed to:

- Integrating sustainability principles into teaching, learning and research. Promoting responsible use of natural resources and reducing environmental impact.
- Encouraging innovation and entrepreneurship that contribute to sustainable development.
- Supporting the health, safety and well-being of students, faculty, staff and surrounding communities.
- Building partnerships that advance the Sustainable Development Goals.
- Creating an inclusive and equitable learning environment that promotes opportunity for all.
- Embedding sustainability considerations into institutional planning, operations and decision-making.

Through these commitments, IoBM seeks to contribute meaningfully towards the achievement of the United Nations Sustainable Development Goals while fostering a culture of sustainability across the University community.



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CHAPTER 1

SUSTAINABILITY GOVERNANCE

1.1 SUSTAINABILITY GOVERNANCE FRAMEWORK

The Institute of Business Management (IoBM) recognizes that achieving long-term sustainability requires strong institutional leadership, effective governance structures, and a culture of shared responsibility. Sustainability at IoBM is integrated into strategic planning, academic activities, campus operations, student engagement, and community outreach initiatives.

The University adopts a holistic approach to sustainability, recognizing the interconnected nature of environmental stewardship, social responsibility, economic resilience, and good governance. Through policies, operational practices, academic programs, and stakeholder engagement, IoBM seeks to embed sustainability into all aspects of institutional life. Sustainability governance at IoBM is guided by the University's mission, strategic priorities, and commitment to the United Nations Sustainable Development Goals (SDGs).



1.2 INSTITUTIONAL COMMITMENT

IoBM is committed to:

- Advancing the United Nations Sustainable Development Goals through education, research, operations, and community engagement.
- Reducing the environmental footprint of campus operations.
- Promoting responsible resource management and sustainable consumption.
- Integrating sustainability principles into teaching and learning.
- Supporting research and innovation that address societal and environmental challenges.
- Creating an inclusive, safe, and healthy environment for all stakeholders.
- Building partnerships that contribute to sustainable development locally, nationally, and globally.

1.3 SUSTAINABILITY GOVERNANCE STRUCTURE

Board and Senior Leadership Oversight

The University's senior leadership provides strategic direction for sustainability initiatives and ensures alignment with institutional priorities.

The leadership supports sustainability through:

- Strategic planning and policy development.
- Allocation of resources for sustainability initiatives.
- Oversight of environmental, social, and governance performance.
- Support for sustainability reporting and benchmarking initiatives.



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SUSTAINABILITY COMMITTEE

Dr. Shahid Amjad	Chair
Dean or representative from CBM	Member
Dean or representative from CCSIS	Member
Dean or representative from CESD	Member
Representative from Maintenance Department	Member
Representative from HR Department	Member
Representative from Finance Department	Member
Representative from Student Affairs Department	Member
Representative from Marketing & Communication Department	Member
Representative from IT Department	Member
Representative from QEC/IQAE Department	Member
Representative from ORIC Department	Member
Two Student Representatives from SLS Society	Member



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The Sustainability Committee serves as the primary coordinating body for sustainability initiatives across the University.

Key responsibilities include:

- Monitoring implementation of sustainability policies.
- Identifying opportunities for sustainability improvement.
- Supporting GreenMetric, QS Sustainability, and other sustainability rankings.
- Promoting campus-wide sustainability awareness.
- Reviewing sustainability performance indicators.
- Coordinating sustainability-related events and campaigns.

Suggested representation:

- Senior Management Representative
- Facilities and Operations Representative
- Academic Representative
- Student Affairs Representative
- Research Representative
- Marketing and Communications Representative
- Student Sustainability Representative

These policies provide a structured framework for environmental management, responsible operations, stakeholder engagement, and sustainability integration across the University.

1.4 SUSTAINABILITY POLICIES AND FRAMEWORKS

During 2025–2026, IoBM strengthened its sustainability governance framework through the implementation and development of institutional sustainability policies.

These include:

- Waste Management Policy
- Water Conservation Policy
- Climate Action and Carbon Management Policy
- Biodiversity and Green Spaces Policy
- Sustainable Procurement Policy
- Sustainability Research Policy
- Green Curriculum Framework
- Community Engagement and SDG Policy
- Environmental Health, Safety and Well-being Policy
- Sustainability Code of Conduct and Environmental Responsibility Charter
- Green Events Guidelines

These policies provide a structured framework for environmental management, responsible operations, stakeholder engagement, and sustainability integration across the University.



1.5 SUSTAINABILITY REPORTING AND MONITORING

IoBM is committed to continuous monitoring and improvement of sustainability performance.

The University utilizes data-driven approaches to track:

- Energy consumption
- Water consumption
- Waste generation
- Recycling rates
- Carbon reduction initiatives
- Sustainability-related research
- Student engagement activities
- Community outreach programs
- SDG-aligned projects

Annual sustainability reporting enables IoBM to measure progress, identify improvement opportunities, and communicate impact to stakeholders.

1.6 STAKEHOLDER ENGAGEMENT

Sustainability is a shared responsibility involving multiple stakeholders.

IoBM engages:

Students

Through student societies, sustainability campaigns, volunteering activities, academic projects, and awareness programs.



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Faculty

Through curriculum development, sustainability-focused research, conferences, and community initiatives.

Staff

Through operational sustainability initiatives and workplace engagement programs.

Industry Partners

Through collaborative projects, knowledge sharing, internships, and sustainability partnerships.

Alumni

Through mentoring, community projects, philanthropy, and professional engagement.

Community

Through outreach initiatives, awareness campaigns, educational programs, and social impact projects.



CHAPTER 2

CAMPUS SUSTAINABILITY INITIATIVES

2.1 OVERVIEW

IoBM is committed to creating a sustainable campus environment that supports environmental stewardship, resource efficiency, and responsible operations. Through infrastructure improvements, resource management initiatives, and environmental awareness programs, the University continues to strengthen its sustainability performance while enhancing the campus experience for students, faculty, staff, and visitors.

The University's sustainability initiatives contribute directly to SDGs 6, 7, 11, 12, 13, and 15.

2.2 ENERGY MANAGEMENT AND RENEWABLE ENERGY

IoBM recognizes the importance of reducing energy consumption and transitioning toward cleaner sources of energy.

Solar Units Installed Capacity 2025: 535 kWp
Solar Units Installed Capacity 2026: 735 kWp



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The University's investment in renewable energy contributes to reducing greenhouse gas emissions while improving energy resilience and operational efficiency.

ENERGY EFFICIENCY MEASURES

Current and ongoing initiatives include:

- Energy-efficient lighting systems
- LED replacement programs
- Efficient HVAC systems
- Preventive maintenance of electrical infrastructure
- Energy conservation awareness campaigns



2.3 WATER CONSERVATION AND MANAGEMENT

IoBM recognizes water as a critical resource and is committed to its responsible use and management.

WATER CONSERVATION MEASURES

The University implements measures aimed at reducing water consumption and improving water efficiency across campus facilities.

Initiatives include:

- Water-efficient fixtures
- Leak detection and maintenance programs
- Responsible irrigation practices
- Water conservation awareness initiatives

GREY WATER RECYCLING SYSTEM

A significant component of IoBM's water management strategy is the recycling and reuse of grey water.

Recycled water is utilized for:

- Irrigation of green spaces
- Landscape maintenance
- Plantation support

IoBM utilizes an average of approximately 15,000 US gallons of treated wastewater per day for irrigation, landscaping, and plantation purposes, contributing to sustainable water management and the conservation of freshwater resources.



DRINKING WATER FACILITIES

IoBM continues to expand access to clean drinking water across campus through strategically located drinking water stations.

Metrics:

- Number of drinking water stations
- Estimated users served
- Water quality monitoring practices

2.4 WASTE MANAGEMENT

IoBM promotes responsible waste management practices to minimize environmental impact and encourage resource recovery.

Key initiatives include:

- Waste segregation
- Recycling initiatives
- Responsible disposal practices
- Reduction of single-use materials
- Awareness campaigns promoting responsible consumption

Future Goals

- Increase recycling rates
- Improve waste segregation infrastructure
- Reduce landfill contributions
- Expand campus awareness programs



2.5 DIGITAL TRANSFORMATION AND PAPER REDUCTION

The University continues to reduce paper consumption through digital transformation initiatives.

Examples include:

- Digital admissions processes
- Online student services
- Electronic communications
- Learning management systems
- Digital event registrations
- Online forms and approvals

In line with IoBM's Green Events Guidelines, departments are encouraged to minimize printed materials and replace standees, banners, and panaflex displays with digital alternatives wherever feasible.



2.6 BIODIVERSITY AND GREEN SPACES

IoBM recognizes the importance of maintaining green spaces that support biodiversity, improve campus aesthetics, and contribute to environmental well-being.

The campus landscape includes:

- Lawns and landscaped areas
- Trees and native vegetation
- Gardens and green zones
- Outdoor learning and recreational spaces

These areas contribute to:

- Improved air quality
- Carbon sequestration
- Temperature regulation
- Biodiversity support
- Student and staff well-being

Campus landscape comprises 1,196 trees and 26,427 plants.

Campus includes approximately 210,500 sq. ft. of green space and 122,350 sq. ft. of constructed building area, with the remaining area allocated to roads and parking facilities.



2.7 SUSTAINABLE PROCUREMENT

Through its Sustainable Procurement Policy, IoBM promotes responsible purchasing practices that consider environmental, social, and economic impacts.

The University seeks to:

- Prioritize environmentally responsible products.
- Encourage local sourcing where feasible.
- Reduce unnecessary consumption.
- Consider sustainability criteria in purchasing decisions.
- Promote ethical and responsible supply chains.



2.8 GREEN EVENTS AND SUSTAINABLE CAMPUS CULTURE

IoBM encourages all departments, societies, and event organizers to adopt sustainable event practices.

Green event measures include:

- Reduced printing
- Digital invitations and registrations
- Digital signage and backdrops
- Responsible waste management
- Reusable materials
- Sustainability awareness activities

The University further requires SDG alignment to be identified for student society activities and institutional events wherever applicable.

This practice promotes awareness of sustainability challenges while encouraging students to become active contributors to sustainable development.

2.9 ENVIRONMENTAL HEALTH, SAFETY AND WELL-BEING

IoBM is committed to maintaining a safe, healthy, and supportive environment for all stakeholders.

Areas of focus include:

- Occupational health and safety
- Emergency preparedness
- Mental health and well-being
- Campus security
- Accessibility and inclusion
- Student support services

The University continuously works to strengthen systems that promote the physical, emotional, and psychological well-being of the campus community.

2.10 FUTURE SUSTAINABILITY PRIORITIES

Looking ahead, IoBM aims to:

- Expand renewable energy generation.
- Increase water recycling capacity.
- Improve waste diversion and recycling rates.
- Strengthen biodiversity initiatives.
- Enhance sustainability reporting and monitoring.
- Increase sustainability integration across academic programs.
- Improve performance in international sustainability rankings.
- Foster a campus-wide culture of environmental responsibility and social impact.

These priorities support IoBM's long-term vision of becoming a leading sustainable university in Pakistan and the region.



CHAPTER 3

SUSTAINABILITY IN TEACHING, LEARNING AND RESEARCH

3.1 OVERVIEW

As a higher education institution, IoBM recognizes that its greatest contribution to sustainable development lies in educating future leaders, generating knowledge, and developing innovative solutions to complex societal challenges.

The University is committed to embedding sustainability principles throughout its academic ecosystem by integrating environmental stewardship, social responsibility, ethical leadership, innovation, and sustainable development into teaching, learning, research, and community engagement activities.

Through curriculum development, faculty engagement, student learning experiences, research initiatives, and industry collaboration, IoBM seeks to cultivate graduates who possess the knowledge, skills, and values required to contribute meaningfully to a sustainable future.



3.2 SUSTAINABILITY IN TEACHING AND LEARNING

IoBM believes that sustainability education should extend beyond specialized disciplines and become an integral component of the broader student learning experience.

The University promotes sustainability literacy by encouraging students to understand the environmental, social, economic, and governance dimensions of sustainable development and their relationship to local and global challenges.

Through classroom learning, experiential education, co-curricular activities, industry engagement, and community-based projects, students are encouraged to develop responsible leadership practices and a commitment to positive societal impact.

3.3 GREEN CURRICULUM FRAMEWORK

To strengthen sustainability education across disciplines, IoBM has adopted a Green Curriculum Framework that supports the integration of sustainability concepts into academic programs.

The framework seeks to ensure that students graduate with an understanding of sustainability principles regardless of their field of study.

FRAMEWORK OBJECTIVES

The Green Curriculum Framework aims to:

- Integrate sustainability concepts across academic programs.
- Promote awareness of the United Nations Sustainable Development Goals (SDGs).
- Encourage interdisciplinary approaches to problem-solving.
- Foster ethical decision-making and responsible leadership.
- Strengthen environmental and social responsibility among students.
- Support experiential and project-based learning opportunities related to sustainability.

CURRICULUM INTEGRATION APPROACH

Sustainability may be incorporated through:

- Learning outcomes
- Case studies
- Industry projects
- Community engagement activities



- Research assignments
- Capstone projects
- Co-curricular experiences

Rather than limiting sustainability education to standalone courses, IoBM promotes its integration throughout the student learning journey.

3.4 SDG INTEGRATION ACROSS ACADEMIC PROGRAMS

IoBM encourages academic departments to align teaching, research, projects, and outreach activities with the Sustainable Development Goals.

Faculty members are encouraged to identify opportunities for SDG integration within existing curricula and learning experiences.

Examples of SDG integration include:

- Social impact projects
- Entrepreneurship and innovation initiatives
- Community engagement activities
- Environmental sustainability projects
- Health and well-being initiatives
- Responsible business and governance discussions
- Technology and innovation for sustainable development

Through this approach, students gain practical exposure to real-world challenges while contributing to meaningful solutions.



3.5 EXPERIENTIAL LEARNING FOR SUSTAINABILITY

IoBM promotes experiential learning opportunities that allow students to apply knowledge in practical settings.

These experiences include:

Industry Engagement

Students engage with industry professionals through:

- Internships
- Industry projects
- Competitions
- Guest lectures
- Corporate partnerships

COMMUNITY-BASED LEARNING

Students participate in initiatives that address community needs and social challenges while developing civic responsibility and leadership skills.

STUDENT PROJECTS

Many academic projects encourage students to identify and address sustainability-related challenges through research, innovation, media campaigns, business solutions, technological applications, and community interventions.

LEADERSHIP DEVELOPMENT

Through student societies, volunteer programs, competitions, and university initiatives, students develop leadership skills aligned with responsible citizenship and sustainable development.

3.6 SUSTAINABILITY RESEARCH FRAMEWORK

Research plays a vital role in advancing sustainable development and generating evidence-based solutions to societal challenges.

IoBM encourages research that contributes to:

- Environmental sustainability
- Climate resilience
- Public health
- Education
- Social inclusion
- Innovation and technology
- Entrepreneurship
- Governance and public policy
- Sustainable economic development

The University's Sustainability Research Policy promotes research activities that contribute directly to national development priorities and the Sustainable Development Goals.

3.7 RESEARCH IMPACT AREAS

ENVIRONMENTAL SUSTAINABILITY

Research addressing environmental management, climate adaptation, renewable energy, resource conservation, waste management, biodiversity, and sustainable urban development.

HEALTH AND WELL-BEING

Research contributing to healthcare improvement, disease prevention, mental health, public health policy, healthcare access, and health education.



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EDUCATION AND HUMAN DEVELOPMENT

Research exploring educational innovation, teaching and learning, leadership development, access to education, and student success.

INNOVATION AND TECHNOLOGY

Research focused on emerging technologies, artificial intelligence, digital transformation, data analytics, and technology-driven solutions for societal challenges.

BUSINESS AND SUSTAINABLE ECONOMIC DEVELOPMENT

Research examining entrepreneurship, responsible business practices, financial inclusion, economic development, and sustainable organizational practices.

SOCIAL IMPACT AND INCLUSION

Research addressing equity, diversity, inclusion, community development, social mobility, and public policy.



3.8 RESEARCH CENTERS AND ACADEMIC UNITS

IoBM's schools, colleges, research centers, and academic departments contribute to sustainability-related research through interdisciplinary collaboration and engagement with industry, government, and civil society.

Areas of contribution include:

08 Research Centers

- Centre for Islamic Business & Finance (CIBF)
- CBM Centre for Research and Training (CCRT)
- Capstone and Case Study Center (CCSC)
- Quality Enhancement Cell (QEC)
- Centre of Information Technology (CIT)
- Entrepreneurship and Management Excellence Center (EMEC)
- Shahjehan Syed Karim Incubation Centre (SSKIC)
- Center for Executive Learning and Leadership (CELL)

The University encourages collaboration across disciplines to address complex sustainability challenges that require integrated solutions.



3.9 CONFERENCES, SEMINARS AND KNOWLEDGE EXCHANGE

IoBM actively promotes the dissemination of knowledge through conferences, seminars, workshops, public lectures, and academic forums.

These platforms enable:

- Knowledge sharing
- Research dissemination
- Industry-academic collaboration
- Policy dialogue
- Community engagement

During the reporting period, the University hosted and participated in numerous events addressing themes related to education, healthcare, innovation, technology, sustainability, entrepreneurship, leadership, and social impact.



REPORTING PERIOD HIGHLIGHTS

3 CONFERENCES

- 9th International Conference on Islamic Banking and Finance (ICIBF) by the Centre for Islamic Business & Finance (CIBF) on November 19-20, 2025
- 4th International Conference on Education by the Department of Education on December 13-14, 2025
- MACS Conference by the College of Computer Science and Information Systems (CCSIS) – November 12-13, 2025

9 SEMINARS

- Seminar on The SCO Summit in Tianjin (China) and the emerging New Global Order by the Global and Regional Studies Center-IoBM on September 11, 2025
- Seminar on Well-being and Resilience in the Age of Social Media by the Department of Psychology, on Thursday, 9th October 2025
- Climate Financing and Innovation: Shaping a Sustainable Tomorrow by ORIC-IoBM on September 25, 2025
- CSS Awareness and Career-Counselling Seminar by the Center for Policy & Area Studies-IoBM and COMEX Academy on October 2, 2025
- Drug Abuse Prevention organized by the Anti-Narcotics Force (ANF) and the Higher Education Commission (HEC) held on October 22, 2025
- Seminar about CIMA Exemptions for ACF Graduates of IoBM on October 23, 2025
- IoBM and Chinese Consulate Hold Seminar on “Pakistan–China Relations: A Global Model for Interstate Friendship” on November 5, 2025.
- Awareness Seminar on Workplace Harassment by the Federal Ombudsman Secretariat for Protection Against Harassment (FOSPAH) held on December 3, 2025
- Your First Professional Impression - Drafting a CV that communicates your value organized by the Department of Communication and Languages on December 23, 2025



3.10 FACULTY DEVELOPMENT FOR SUSTAINABILITY

Faculty members play a critical role in advancing sustainability education and research.

IoBM supports faculty development through:

- Professional development programs
- Research support initiatives
- Conferences and workshops
- Industry engagement opportunities
- International collaborations
- Teaching innovation programs

The University encourages faculty members to incorporate sustainability perspectives into teaching, research, and community engagement activities.

3.11 STUDENT RESEARCH AND INNOVATION

Students are encouraged to contribute to sustainability through research, innovation, entrepreneurship, and community engagement.

Opportunities include:

- Research projects
- Thesis and capstone projects
- Competitions
- Innovation challenges
- Startup development
- Community-based initiatives

Student-led initiatives help translate classroom learning into practical solutions that benefit society and contribute to the Sustainable Development Goals.

3.12 ENTREPRENEURSHIP AND INNOVATION FOR SUSTAINABLE DEVELOPMENT

Innovation and entrepreneurship are key drivers of sustainable development.

IoBM promotes entrepreneurial thinking and problem-solving by supporting initiatives that address societal and environmental challenges through innovative products, services, technologies, and business models.

Areas of focus include:

- Social entrepreneurship
- Technology innovation
- Sustainable business solutions
- Community development initiatives
- Startup incubation and mentorship

By encouraging innovation with purpose, the University seeks to create economic and social value while contributing to sustainable development.

3.13 MEASURING EDUCATIONAL AND RESEARCH IMPACT

To strengthen accountability and continuous improvement, IoBM seeks to monitor and evaluate its contribution to sustainability through teaching and research.

Suggested indicators include:

TEACHING AND LEARNING

- Number of programs incorporating sustainability concepts
- Number of courses with SDG-related learning outcomes
- Students participating in sustainability projects
- Community-based learning activities
- Sustainability-focused student events



RESEARCH

- Sustainability-related research projects
- Research publications aligned with SDGs
- Research grants secured
- Conferences and seminars conducted
- Industry and community partnerships

INNOVATION

- Student startups supported
- Innovation competitions conducted
- Industry collaborations
- Community impact initiatives

3.14 LOOKING FORWARD

IoBM remains committed to strengthening sustainability education and research by expanding interdisciplinary collaboration, enhancing SDG integration, supporting impactful research, and fostering innovation that addresses local and global challenges.

As sustainability challenges continue to evolve, the University aims to equip future generations with the knowledge, skills, values, and leadership capabilities necessary to create positive and lasting change.

Through teaching, research, innovation, and engagement, IoBM seeks to contribute meaningfully to the achievement of the Sustainable Development Goals and the advancement of a more sustainable and equitable future.



CHAPTER 4

COMMUNITY ENGAGEMENT AND SOCIAL IMPACT

4.1 OVERVIEW

The Institute of Business Management (IoBM) believes that universities have a responsibility not only to educate students but also to contribute meaningfully to the advancement of society. Through partnerships, outreach initiatives, volunteerism, research, capacity building, and public engagement, IoBM seeks to create positive social impact beyond the boundaries of the campus.

Community engagement is embedded within the University's mission and reflects its commitment to the United Nations Sustainable Development Goals (SDGs), particularly those related to quality education, health and well-being, gender equality, decent work, reduced inequalities, sustainable communities, and partnerships for development.

Through collaboration with government agencies, industry, civil society organizations, educational institutions, healthcare providers, development organizations, and local communities, IoBM continues to strengthen its contribution to sustainable development at the local, national, and international levels.



4.2 COMMUNITY ENGAGEMENT FRAMEWORK

IoBM's approach to community engagement is guided by the principle that meaningful impact is achieved through collaboration, inclusion, and shared responsibility.

The University's engagement activities are designed to:

- Address societal challenges through education and knowledge sharing.
- Promote civic responsibility and active citizenship.
- Support community development and social inclusion.
- Create opportunities for experiential learning.
- Strengthen partnerships with external stakeholders.
- Encourage volunteerism and service learning.
- Advance the Sustainable Development Goals through practical action.

Community engagement initiatives are undertaken through academic departments, student societies, research centers, alumni networks, administrative units, and institutional partnerships.

4.3 SDG-ALIGNED COMMUNITY ENGAGEMENT

IoBM actively encourages the alignment of community engagement activities with the Sustainable Development Goals.

In accordance with the University's Community Engagement and SDG Policy:

- Student society events are encouraged to identify relevant SDGs.
- Community outreach activities are mapped to SDG targets where applicable.
- University-wide events are encouraged to demonstrate social impact contributions.
- Partnerships and initiatives are evaluated based on their potential contribution to sustainable development.

This approach helps foster awareness of global challenges while encouraging students and stakeholders to become active contributors to positive change.



4.4 STUDENT ENGAGEMENT AND VOLUNTEERISM

Students play a central role in IoBM's social impact efforts.

Through student societies, volunteer initiatives, academic projects, awareness campaigns, fundraising activities, and community service programs, students contribute to addressing a wide range of societal challenges.

Areas of engagement include:

- Education and literacy
- Public health awareness
- Environmental sustainability
- Social welfare initiatives
- Youth empowerment
- Community development
- Fundraising and charitable causes
- Mental health awareness
- Gender equity and inclusion

These experiences help students develop leadership skills, empathy, civic responsibility, and a commitment to lifelong community engagement.

Volunteer Hours: 400

Student Volunteers: 120

Community Projects Completed: 08



4.5 COMMUNITY-BASED LEARNING AND SERVICE LEARNING

IoBM promotes experiential learning opportunities that connect academic learning with real-world societal needs.

Through community-based projects, students are encouraged to apply classroom knowledge to practical challenges while generating positive social impact.

These initiatives support:

- Problem-solving skills
- Leadership development
- Professional growth
- Civic engagement
- Social responsibility

4.6 HEALTH AND WELL-BEING INITIATIVES

Promoting community health and well-being remains an important aspect of IoBM's social impact strategy.

Throughout the reporting period, the University supported and participated in initiatives focused on:

- Public health awareness
- Women's health
- Mental health awareness
- Preventive healthcare education
- Community healthcare support
- Healthcare fundraising initiatives



Examples include healthcare awareness sessions, research collaborations, fundraising activities, and public engagement programs that contribute to improved health outcomes and community well-being.

SDG Alignment

- SDG 3: Good Health and Well-being
- SDG 5: Gender Equality
- SDG 10: Reduced Inequalities

4.7 EDUCATION OUTREACH AND CAPACITY BUILDING

As an educational institution, IoBM contributes to society by expanding access to knowledge, skills development, and lifelong learning opportunities.

The University engages with schools, colleges, educators, professionals, and community groups through:

- Educational outreach initiatives
- Workshops and training programs
- Career guidance activities
- Professional development programs
- Conferences and seminars
- Public lectures and knowledge-sharing events

These initiatives support educational advancement while contributing to workforce development and social mobility.



4.8 INDUSTRY ENGAGEMENT AND SOCIAL IMPACT PARTNERSHIPS

IoBM collaborates with industry partners to create opportunities for learning, innovation, employability, and community impact.

These partnerships support:

- Student internships
- Industry projects
- Mentorship opportunities
- Entrepreneurship initiatives
- Research collaboration
- Professional development
- Community-focused programs

By leveraging industry expertise and resources, IoBM enhances the practical relevance of education while contributing to broader economic and social development.

Partnership Categories

- Corporate Partners
- Professional Associations
- Healthcare Organizations
- Educational Institutions
- Government Agencies
- Non-Governmental Organizations
- International Organizations

4.9 ALUMNI ENGAGEMENT AND LIFELONG IMPACT

IoBM's alumni community represents an important extension of the University's social impact mission.

Through mentorship, networking, professional development, philanthropy, and community engagement initiatives, alumni contribute to the continued growth and development of both the University and society.

Key areas of alumni engagement include:

- Career mentoring
- Student support initiatives
- Industry engagement
- Professional networking
- Community service activities
- Knowledge sharing
- Philanthropic contributions

The University's alumni engagement initiatives strengthen intergenerational connections while creating opportunities for collaboration and social impact.

- Organized 05 alumni engagement events to strengthen alumni relations and networking.
- Invited 4 alumni mentors to guide and support participants.
- Engaged 2 alumni volunteers in event planning and execution.



4.10 INCLUSION, DIVERSITY AND EQUAL OPPORTUNITY

IoBM is committed to fostering an inclusive environment that values diversity, equity, respect, and equal opportunity.

Community engagement initiatives are designed to promote:

- Accessibility
- Gender inclusion
- Social inclusion
- Respect for diversity
- Equal access to opportunities
- Support for underserved communities

The University believes that inclusive participation is essential for sustainable development and social progress.

Related SDGs

- SDG 5: Gender Equality
- SDG 10: Reduced Inequalities
- SDG 16: Peace, Justice and Strong Institutions

4.11 COMMUNITY IMPACT THROUGH EVENTS AND CAMPAIGNS

Throughout the reporting period, IoBM organized and supported a variety of events, awareness campaigns, conferences, fundraising initiatives, educational activities, and public engagement programs.

These activities contributed to:

- Community awareness
- Health promotion
- Skills development
- Knowledge dissemination
- Youth engagement
- Professional capacity building
- Social inclusion
- Sustainable development awareness

A detailed mapping of these initiatives against the Sustainable Development Goals is presented in subsequent chapters of this report.

4.12 STRATEGIC PARTNERSHIPS FOR SUSTAINABLE DEVELOPMENT

Partnerships are essential to addressing complex societal challenges and achieving sustainable development. IoBM actively collaborates with stakeholders across sectors to expand its impact and contribute to national and global development priorities.

Partnership objectives include:

- Knowledge exchange, Research collaboration, Capacity building, Innovation development, Community outreach, Policy dialogue, Resource sharing.

Through collaborative action, the University seeks to amplify its contribution to sustainable development and create lasting value for society.

05 Partnerships during the highlighted period:

- **Ihsan Trust:** Scholarships and financial assistance for deserving students to improve access to higher education.
- SDG 4 – Quality Education, SDG 10 – Reduced Inequalities, SDG 17 – Partnerships for the Goals
- **TCN (Generative AI Conference):** Strategic academic partnership to promote research, innovation, and knowledge exchange in Generative AI.
- SDG 4 – Quality Education, SDG 9 – Industry, Innovation and Infrastructure, SDG 17 – Partnerships for the Goals
- **Sohail Zindani / Learning Minds:** Transformation and relaunch of executive education through EMEC to enhance professional learning and leadership development.



2025-2026

- SDG 4 – Quality Education, SDG 8 – Decent Work and Economic Growth, SDG 17 – Partnerships for the Goals
- **Legal Aid Society (MICADR):** Delivery of internationally accredited mediation training and professional capacity-building programs.
- SDG 4 – Quality Education, SDG 16 – Peace, Justice and Strong Institutions, SDG 17 – Partnerships for the Goals
- **Fatima Jinnah Dental College:** Collaboration in healthcare, education, research, professional development, and community outreach.
- SDG 3 – Good Health and Well-being, SDG 4 – Quality Education, SDG 17 – Partnerships for the Goals



4.13 MEASURING SOCIAL IMPACT

IoBM is committed to evaluating the outcomes of its community engagement activities through measurable indicators.

Suggested metrics include:

COMMUNITY ENGAGEMENT

- Number of outreach initiatives
- Number of beneficiaries reached
- Volunteer hours contributed
- Community partnerships established
- Awareness campaigns conducted

CAPACITY BUILDING

- Participants trained
- Workshops conducted
- Educational programs delivered
- Schools and organizations engaged

PARTNERSHIPS

- Active partnerships
- Joint initiatives completed
- Community projects implemented

ALUMNI ENGAGEMENT

- Alumni participants
- Mentorship sessions conducted
- Networking events organized



4.14 LOOKING FORWARD

IoBM remains committed to expanding its role as a socially responsible institution that contributes to sustainable development through education, engagement, and partnership.

Future priorities include:

- Expanding community outreach initiatives.
- Strengthening SDG-aligned engagement activities.
- Increasing student participation in volunteer programs.
- Enhancing alumni involvement in community development.
- Building new strategic partnerships.
- Measuring and reporting social impact more effectively.
- Creating additional opportunities for community-based learning.

By strengthening collaboration between the University and society, IoBM seeks to create meaningful, measurable, and lasting impact for communities while contributing to the achievement of the Sustainable Development Goals.



2025-2026

SDG 1 – NO POVERTY

GOAL OVERVIEW

Sustainable Development Goal 1 aims to end poverty in all its forms everywhere by ensuring access to economic resources, education, employment opportunities, social protection, and inclusive development.

As an institution of higher learning, IoBM contributes to poverty reduction primarily through education, scholarships, skills development, employability initiatives, entrepreneurship support, community engagement, and partnerships that create opportunities for social and economic mobility.

IoBM recognizes that access to quality education remains one of the most effective long-term tools for breaking cycles of poverty and empowering individuals, families, and communities.

IOBM'S CONTRIBUTION TO SDG 1

The University's contribution to poverty reduction is reflected through:

- Access to higher education opportunities.
- Merit and need-based financial assistance.
- Scholarships and tuition support programs.
- Skills development and employability initiatives.
- Career development and placement opportunities.
- Entrepreneurship and innovation support.
- Community outreach and capacity-building programs.
- Partnerships that promote economic inclusion.

Through these initiatives, IoBM seeks to improve opportunities for individuals from diverse socioeconomic backgrounds while contributing to sustainable economic development.



2025-2026

Financial Assistance and Scholarships

IoBM remains committed to ensuring that deserving students have access to quality education regardless of financial circumstances.

Financial support mechanisms may include:

- Merit scholarships
- Need-based assistance
- Financial aid programs
- Tuition support initiatives
- Partner-sponsored scholarships
- Student support funds

These programs help reduce financial barriers to education and enable students to pursue academic and professional success.

During 2025, IoBM provided PKR 75.15 million in financial assistance to 1,122 students and awarded PKR 30.19 million in merit scholarships to 460 students.

- In Spring 2025, financial assistance amounting to PKR 26.89 million supported 405 students, while 183 students received PKR 12.54 million in merit scholarships.
- In Summer 2025, 143 students benefited from PKR 3.36 million in financial assistance, and 50 students received PKR 1.0 million in merit scholarships.
- In Fall 2025, IoBM awarded PKR 44.90 million in financial assistance to 574 students and PKR 16.65 million in merit scholarships to 227 students.

Overall, a total of 1,582 scholarship and financial assistance awards were granted during the year, reflecting IoBM's commitment to ensuring educational accessibility and recognizing academic excellence.



2025-2026

Education as a Pathway to Economic Mobility

Education is a powerful driver of social and economic advancement.

By providing students with knowledge, professional skills, industry exposure, and leadership development opportunities, IoBM contributes to improving employability and long-term earning potential.

The University's academic programs prepare graduates for careers across multiple sectors, enabling them to contribute to economic growth and improve their quality of life.

Contribution Areas

- Undergraduate education
- Graduate education
- Professional development
- Executive education
- Skills enhancement programs
- Lifelong learning opportunities

CAREER DEVELOPMENT AND EMPLOYABILITY

IoBM supports students in transitioning successfully from education to employment through career development initiatives and industry engagement opportunities.

Key activities include:

- Career fairs
- Internship opportunities
- Employer engagement programs
- Career counseling
- Industry networking events
- Professional development workshops



2025-2026

REPORTING PERIOD HIGHLIGHTS

Career Fair 2026

IoBM organized its annual Career Fair, providing students and graduates with opportunities to connect directly with employers from various sectors.

The event supported employability, workforce readiness, and access to career opportunities, contributing directly to economic empowerment and poverty reduction.

- 132 employers engaged through the Career Fair and on-campus recruitment drives.
- 117 employers participated in the IoBM Career Fair.
- 15+ employers participated in on-campus recruitment drives throughout the year.
- Over 3,000 students participated in career development and recruitment activities.
- Internship opportunities facilitated for more than 150 students.



2025-2026

Entrepreneurship and Economic Empowerment

Entrepreneurship plays an important role in creating jobs, stimulating innovation, and supporting sustainable economic development.

IoBM promotes entrepreneurial thinking through:

- Innovation initiatives
- Startup support
- Business competitions
- Mentorship opportunities
- Industry collaboration
- Entrepreneurship-focused learning experiences

These initiatives encourage students and graduates to become job creators as well as job seekers.

The Shahjehan Syed Karim Incubation Center (SSKIC) at IoBM:

- Conducted 20 online startup training sessions for aspiring entrepreneurs.
- Delivered 5 mentorship workshop sessions to support startup development.
- Secured PKR 600,000 in startup award prizes for participating ventures.
- Engaged 5 expert industry practitioners for knowledge sharing and guidance.
- Onboarded 4 industry mentors to support startup growth and innovation.
- Facilitated the receipt of USD 4,000 in international awards by participating startups.
- Established 2 strategic partnerships to strengthen the entrepreneurial ecosystem.



2025-2026

Community Capacity Building

Beyond campus, IoBM contributes to poverty reduction through community-focused educational and training initiatives that strengthen skills, knowledge, and economic opportunities.

Examples include:

- Professional training programs
- Community workshops
- Educational outreach
- Skills development initiatives
- Capacity-building partnerships

These efforts support social mobility and contribute to inclusive development.



2025-2026

Partnerships Supporting Economic Inclusion

IoBM collaborates with industry, government agencies, educational institutions, development organizations, and community partners to expand opportunities for students and communities.

Partnerships contribute to:

- Scholarship opportunities
- Workforce development
- Skills enhancement
- Employment pathways
- Entrepreneurship support
- Community development initiatives

Key Partnerships

- Scholarship Opportunities: Ihsan Trust
- Workforce Development: UNESCO EE-Net, Microsoft Pakistan, Learning Minds, Industry Partners, Finance Lab Partners
- Skills Enhancement: Legal Aid Society, Microsoft Pakistan, UNESCO EE-Net, Learning Minds, Finance Lab Partners
- Employment Pathways: Career Development Industry Partners, Finance Lab Partners, Legal Aid Society
- Entrepreneurship Support: National Incubation Centre, Tufail Industries, SSKIC Startup Ecosystem
- Community Development Initiatives: Ihsan Trust and community-focused outreach partnerships



2025-2026

SDG 1 IMPACT SUMMARY

During the 2025–2026 reporting period, IoBM contributed to SDG 1 through its continued commitment to accessible education, student financial support, employability initiatives, entrepreneurship development, and community capacity building.

By empowering individuals with education, skills, opportunities, and professional pathways, the University supports long-term economic mobility and contributes to reducing poverty and inequality within society.

Key Metrics

Indicator

2025–2026

- Scholarships Awarded: 460 students received merit scholarships totaling PKR 30.19 million.
- Financial Aid Distributed: PKR 75.15 million distributed through financial assistance programs.
- Students Receiving Assistance: 1,122 students received financial assistance.
- Career Fair Participants: 3,000+ students participated in career fair and recruitment activities.
- Employers Engaged: 132 employers engaged (117 at the Career Fair and 15+ through recruitment drives).
- Student Startups Supported: 5 startups graduated from SSKIC Cohort 4.
- Community Training Beneficiaries: 120 students participated in community service, healthcare, social welfare, and outreach initiatives.



2025-2026

SDG 2 – ZERO HUNGER

GOAL OVERVIEW

Sustainable Development Goal 2 seeks to end hunger, achieve food security, improve nutrition, and promote sustainable agriculture.

While IoBM is not an agricultural institution, the University contributes to SDG 2 through community engagement, food support initiatives, awareness campaigns, fundraising activities, student-led service projects, research, and partnerships that address food security and nutrition-related challenges.

The University also recognizes the relationship between nutrition, health, education, and social well-being and supports initiatives that improve quality of life within communities.

IOBM CONTRIBUTION TO SDG 2

IoBM supports SDG 2 through:

- Community service initiatives.
- Food support and charitable drives.
- Student volunteer programs.
- Awareness campaigns.
- Health and nutrition education.
- Community partnerships.
- Research addressing public health and social development.

These efforts contribute to supporting vulnerable populations while fostering social responsibility among students and stakeholders.



2025-2026

STUDENT-LED COMMUNITY SUPPORT INITIATIVES

Student societies and volunteer groups regularly participate in activities aimed at supporting underserved communities.

Such initiatives may include:

- Food distribution drives
- Community welfare campaigns
- Charity collections
- Ramadan support programs
- Relief activities
- Social welfare initiatives

These programs provide students with opportunities to contribute directly to community well-being while developing empathy and civic responsibility.



2025-2026

COMMUNITY PARTNERSHIPS

IoBM collaborates with community organizations, charitable institutions, healthcare providers, and social welfare groups to support initiatives that address food insecurity and community needs.

Partnerships may support:

- Food assistance programs
- Community development initiatives
- Nutrition awareness
- Social welfare activities
- Emergency relief efforts



2025-2026

HEALTH, NUTRITION AND WELL-BEING AWARENESS

The University recognizes the importance of nutrition as a component of overall health and well-being.

Educational activities and awareness initiatives may address topics including:

- Healthy lifestyles
- Preventive healthcare
- Nutrition awareness
- Public health education
- Community health promotion

These initiatives contribute indirectly to improved nutrition outcomes by increasing awareness and promoting healthy behaviors.

RESEARCH AND KNOWLEDGE CONTRIBUTION

Faculty and students contribute to SDG 2 through research and knowledge generation related to:

- Public health
- Community development
- Nutrition awareness
- Social welfare
- Sustainable development

Relevant research findings and community-based projects help inform discussions and interventions that contribute to improved quality of life.



2025-2026

COMMUNITY IMPACT AND VOLUNTEERISM

Student volunteerism remains an important component of IoBM's contribution to SDG 2.

Volunteer activities may include:

- Community support programs
- Awareness campaigns
- Fundraising initiatives
- Welfare activities
- Social impact projects

These efforts strengthen community engagement while encouraging active citizenship among students.



2025-2026

SDG 2 IMPACT SUMMARY

Through community engagement, volunteerism, awareness initiatives, charitable activities, and partnerships, IoBM contributes to supporting vulnerable populations and strengthening community well-being.

While the University's role in SDG 2 is primarily indirect, its efforts help foster a culture of compassion, social responsibility, and community service that contributes to broader sustainable development objectives.

KEY METRICS

Indicator	2025–2026
Community Support Initiatives	
Volunteer Hours	
Beneficiaries Reached	
Food Assistance Activities	
Community Partnerships	
Awareness Programs Conducted	



2025-2026

SDG 3 – GOOD HEALTH AND WELL-BEING

GOAL OVERVIEW

Sustainable Development Goal 3 seeks to ensure healthy lives and promote well-being for all at all ages. As a higher education institution, IoBM contributes to this goal through health awareness, research, community engagement, mental health initiatives, partnerships with healthcare organizations, sports and fitness promotion, and policy dialogue on healthcare challenges.

During 2025–2026, IoBM significantly expanded its contribution to health and well-being through academic activities, student engagement, healthcare partnerships, and campus wellness initiatives.

PROMOTING HEALTH AND WELLNESS ON CAMPUS

Upgraded Gymnasium to Support Student Well-being

In May 2026, IoBM inaugurated an upgraded gymnasium facility to promote physical fitness, healthy lifestyles, and student well-being. The upgraded facility reflects the University's commitment to creating an environment that supports physical health, recreation, and overall wellness for students, faculty, and staff.

This initiative contributes to:

- Physical well-being
- Preventive health
- Student wellness
- Healthy lifestyle promotion



2025-2026

ADVANCING WOMEN'S HEALTH RESEARCH

Student Research in Partnership with Bayer

Students from IoBM conducted research in collaboration with Bayer examining factors affecting access to long-acting reversible contraceptive (LARC) methods in Pakistan. The project explored institutional, practical, and socio-cultural barriers affecting women's access to reproductive healthcare and involved engagement with healthcare providers across public and private healthcare systems. The initiative contributed to evidence-based discussion surrounding women's health challenges and healthcare access in Pakistan.

The project directly supports:

- Women's health awareness
- Healthcare accessibility
- Research-driven policy discussion
- Industry-academia collaboration

Related SDGs:

- SDG 3: Good Health and Well-being
- SDG 5: Gender Equality

Mental Health Awareness

Khayal Se Rooh Tak – From Chaos to Calm

IoBM organized a mental health awareness session titled "Khayal Se Rooh Tak – From Chaos to Calm" to promote understanding of mental health challenges and emotional well-being among students and stakeholders. The initiative reflected the University's commitment to creating a supportive and healthy campus environment where mental well-being is recognized as an important component of student success.



2025-2026

Areas of impact included:

- Mental health awareness
- Emotional resilience
- Student support
- Well-being education

HEALTHCARE POLICY AND PUBLIC HEALTH DIALOGUE

Decoding Healthcare Policy in Pakistan

IoBM hosted discussions focused on healthcare policy challenges and opportunities within Pakistan. Such forums provide a platform for academics, healthcare professionals, policymakers, and students to engage in informed dialogue regarding healthcare systems, public health priorities, and policy reform.

These engagements contribute to:

- Public health awareness
- Healthcare policy development
- Evidence-based dialogue
- Knowledge sharing

HEALTHCARE PARTNERSHIPS

Collaboration with Fatima Jinnah Dental College

IoBM signed an MoU with Fatima Jinnah Dental College to promote health-related collaboration, academic cooperation, and corporate social responsibility initiatives. The partnership strengthens opportunities for knowledge exchange, health awareness, and collaborative initiatives that support community well-being.



2025-2026

COMMUNITY HEALTHCARE SUPPORT

Padel for a Purpose

In April 2026, IoBM partnered with the Indus Hospital and Health Network (IHHN) and Padel Grove for "Padel for a Purpose," a fundraising and awareness initiative supporting healthcare causes. The event demonstrated how sports and community engagement can be leveraged to support healthcare access and social impact.

This initiative contributed to:

- Healthcare fundraising
- Community engagement
- Health awareness
- Social responsibility

SDG 3 IMPACT SUMMARY

Throughout the reporting period, IoBM contributed to SDG 3 through health-focused research, mental health awareness, healthcare partnerships, public policy discussions, sports and wellness initiatives, and community healthcare support programs.

By integrating health promotion into campus life, academic activities, and community engagement, IoBM continues to strengthen its contribution to improving health outcomes and well-being within society.



2025-2026

KEY ACTIVITIES

Initiative	Contribution
Upgraded Gymnasium	Student health and fitness
Bayer Women's Health Research	Reproductive health research
Mental Health Awareness Session	Emotional well-being
Healthcare Policy Dialogue	Public health awareness
Fatima Jinnah Dental College MoU	Health collaboration
Padel for a Purpose	Healthcare fundraising

IoBM Claims Overall Champion Title at Inaugural Inter-University Summer Racket Sports Fest 2025

The Institute of Business Management (IoBM), in collaboration with its “Vanquisher” Sports Society, successfully hosted the 1st IoBM Inter-University Summer Racket Sports Fest 2025. This pioneering event, strategically held during the quieter summer session, successfully achieved its aim of keeping students engaged, active, and connected through the spirit of sport.



Despite the ongoing summer break, the Summer Racket Sports Fest 2025 garnered enthusiastic participation from 20 leading universities across Karachi, with over 150 student-athletes demonstrating their skills in three core racket sports disciplines: Table Tennis (Boys & Girls), Badminton (Boys & Girls), and Squash (Boys & Girls).

IoBM's sports teams delivered an exceptional performance, securing the Overall Champion Trophy with an impressive total of 178 points. Their dominant display translated into a substantial medal tally, comprising 07 Gold Medals and 07 Silver Medals. IQRA University was recognized as the Overall Runner-Up, earning 75 points

The Closing Ceremony was graced by the inspiring presence of Ms. Sabina Mohsin, Vice President, Foundation for Higher Education (FHE) and Chief Advisor, IoBM (Chief Guest); Mr. Mohsin (Guest of Honour); Mr. Arif Nakhuda, Ex-International Table Tennis Player (Guest of Honour); Mrs. Rubina Arif, Former National Table Tennis Player (Guest of Honour); and Mr. Muhammad Misbahuddin, GM, HR and Senior Advisor to the Vice President (Guest of Honour).



2025-2026

The IoBM Sports Department extended its heartfelt gratitude to the Senior Management of IoBM for their unwavering support and commitment to promoting sports as an essential component of holistic education. Their encouragement was instrumental in the successful execution of this inaugural event, which fostered healthy competition and a strong sense of unity among the participating institutions.

This event aligns with United Nations Sustainable Development Goal (SDG) 3: Good Health and Well-being. The 1st IoBM Inter-University Summer Racket Sports Fest 2025 directly supports SDG 3 by promoting physical fitness, healthy lifestyles, mental well-being, and active participation in sports among university students. By providing a platform for student-athletes to compete in table tennis, badminton, and squash, the event encouraged regular physical activity and highlighted the importance of sports in maintaining overall health. The event additionally aligns with SDG 4: Quality Education, as sports and co-curricular activities are integral components of a well-rounded educational experience that supports personal growth and leadership development. Furthermore, it supports SDG 17: Partnerships for the Goals by bringing together students and institutions from across Karachi in a spirit of collaboration, healthy competition, and mutual learning. Through inter-university engagement and community building, the Sports Fest strengthened relationships among educational institutions while promoting inclusivity, student engagement, and a culture of wellness.

IoBM marks Mental Health Day with Seminars and Engaging Activities



The Department of Psychology, College of Economics and Social Development (CESD), at the Institute of Business Management (IoBM) organized a series of seminars and interactive activities on Thursday, October 9, 2025, to commemorate Mental Health Day.

Held in collaboration with IoBM's Wellness Centre and the Egalitarian Society, the event brought together leading health practitioners who highlighted the importance of prioritizing mental well-being and encouraged participants to actively monitor their emotional and psychological health. Present at the event were Dr. Nadia Ayub, Dean CESD, IoBM; Dr. Sana Sadia, HoD Department of Psychology, IoBM along with the Institute's HoDs, faculty members, and students.

The event featured engaging sessions by Dr. Zeenat Pasha, Mental Health Counselor; Dr. Shahid Latif, Consultant Psychiatrist, Chair RCPsych Trent Division, and Chair of the British Pakistani Psychiatrist Association; and Dr. Hina Anis, Holistic Nutritionist and Founder of Wellness Concepts. Their talks covered diverse perspectives on building mental resilience and emotional strength.



2025-2026

Dr. Zeenat Pasha presented “Rewiring the Resilient Mind: A Clinical Guide to Overcoming Adversity”, Dr. Shahid Latif discussed “Well-being and Resilience in the Age of Social Media”, and Dr. Hina Anis spoke on “Building Resilience Through Nutrition in the Age of Social Media.”

The speakers shared their professional insights on coping with modern mental health challenges and the role of lifestyle, mindset, and social influences in shaping emotional balance. The seminars aimed to foster awareness, promote open dialogue, and strengthen a culture of psychological well-being within the IoBM community. Students and faculty also participated in interactive activities that encouraged mindfulness, empathy, and stress management.

The event provided valuable takeaways on maintaining mental resilience and supporting mental health initiatives both on and off campus. The Mental Health Day Celebration served as a meaningful reminder of IoBM’s commitment to holistic education—nurturing not only intellectual growth but also emotional well-being in an increasingly fast-paced world.

This event aligns with United Nations Sustainable Development Goal (SDG) 3: Good Health and Well-being. Through expert-led seminars and interactive activities, participants gained valuable insights into managing stress, building resilience, maintaining emotional balance, and addressing the challenges posed by modern lifestyles and social media. By encouraging open conversations around mental health, the event helped reduce stigma and fostered a supportive environment where individuals feel empowered to prioritize their psychological well-being. The initiative also aligns with SDG 4: Quality Education, as student success and lifelong learning are closely linked to mental and emotional health. By integrating wellness into the educational experience, IoBM reinforces a holistic approach to learning that values both intellectual and personal development. Furthermore, the collaboration between the Department of Psychology, the Wellness Centre, and the Egalitarian Society reflects SDG 17: Partnerships for the Goals, demonstrating the importance of collective efforts in promoting health awareness.

Through education, advocacy, and community engagement, the event strengthened IoBM's commitment to creating a healthier, more inclusive, and supportive academic environment.

IoBM Super League II (ISL '25) Powered by Myco Kicked Off with a Kit and Trophy Unveiling Ceremony

The IoBM Super League II (ISL '25) powered by Myco officially commenced with a vibrant Kit and Trophy Unveiling Ceremony held at the CBM Auditorium on Saturday, October 19, 2025.

The event brought together sports enthusiasts, university cricket teams, distinguished guests, and media partners to celebrate the spirit of university-level cricket. Organized by the



Sports Department in collaboration with MARCOM and the Vanquishers Sports Society, the event reflected IoBM's strong sports culture and set the tone for an exhilarating tournament ahead.

The ceremony was graced by Mr. Yahya Hussaini, Senior Sports Journalist; Advocate Ms. Hana Farhan from Essa Laboratories; and Mr. Nabhan S. Karim, Head of MARCOM at IoBM. The Director Sports and team officials from all eight participating universities — IoBM, IBA, FAST, KSBL, SZABIST, Indus University, UIT, and Denning Law School — were also in attendance.

The ceremony began with the recitation of the Holy Quran (Tilawat), followed by a recap video of ISL Season 1, which revived memories of last year's excitement and success. Team kits were unveiled one by one on stage, adding to the anticipation, while the energy peaked with the grand reveal of the ISL '25 Trophy, a symbol of passion, dedication, and sportsmanship.



2025-2026

The matches of ISLII will be played from October 20 to 31, 2025, at the Asghar Ali Shah Cricket Stadium, Karachi.

During his speech, Mr. Nabhan S. Karim, said that such events celebrate the essence of sportsmanship and teamwork, adding that IoBM was honored to host the second edition of ISL. He extended his best wishes to all participating teams for a competitive and spirited tournament. Addressing the audience, Mr. Yahya Hussaini remarked that cricket remains the most loved and followed sport in Pakistan. He said that ISL II stands as a testament to how deeply cricket is embedded in the roots of Pakistan's youth and expressed confidence that players from this league could one day represent the country at higher levels. The ceremony concluded with group photographs, capturing the enthusiasm and camaraderie of the event.

This event aligns with United Nations Sustainable Development Goal (SDG) 3: Good Health and Well-being. Sporting events such as ISL encourage students to actively participate in athletics, develop discipline, manage stress, and build resilience while fostering a culture of fitness and healthy competition. The tournament also provides a platform for young athletes to showcase their talent and pursue excellence in sports. The event additionally aligns with SDG 4: Quality Education, as sports play an important role in holistic student development by nurturing leadership, teamwork, communication, and interpersonal skills. It also supports SDG 17: Partnerships for the Goals by bringing together multiple universities, media representatives, sponsors, and educational institutions to promote collaboration, sportsmanship, and youth engagement. Through such initiatives, IoBM reinforces the importance of balancing academic achievement with personal growth and physical well-being.

Awareness Seminar on Drug Abuse Prevention by the Anti-Narcotics Force (ANF) at IoBM



The Awareness Seminar on Drug Abuse Prevention, organized by the Anti-Narcotics Force (ANF) in collaboration with the Higher Education Commission (HEC), was successfully held on Wednesday, October 22, 2025, at 11:00 A.M. in the CBM Auditorium, Institute of Business Management (IoBM). The session was conducted by Mr.

Maaz Tahmoor, Clinical Psychologist, who delivered an insightful and informative talk highlighting the psychological, social, and health impacts of drug abuse. The session emphasized the importance of creating a drug-free academic environment and encouraged students to make informed, positive lifestyle choices.

The speaker underscored the collective responsibility of students, faculty members, and institutions in preventing substance abuse and promoting mental well-being within educational settings. They stressed the vital role of awareness, counseling, and community engagement in sustaining a healthy and supportive campus culture. The event was well-attended by faculty, management staff, and students, and concluded with an engaging interactive discussion session. Participants shared their views and reaffirmed their commitment to maintaining a drug-free and safe learning environment at IoBM.

In his closing remarks, Dean CCSIS, Brig (R) Dr. Muhammad Abbas, expressed sincere appreciation to ANF Karachi for organizing this impactful awareness session and acknowledged their continued efforts toward promoting youth well-being and drug prevention in educational institutions.

This event aligned with SDG 3 – Good Health and Well-being, which aims to ensure healthy lives and promote well-being for all at all ages. Through expert guidance, awareness-building, and open dialogue, the event encouraged informed decision-making, positive lifestyle choices, and mental well-being among young people. By promoting a drug-free academic environment and emphasizing the importance of counseling, prevention, and community engagement, the seminar supported efforts to create a healthier, safer, and more supportive educational community.

Mental Health Awareness Session: “Khayal Se Rooh Tak – From Chaos to Calm”



The students of MBA Health & Hospital Management, IoBM, organized an insightful mental health awareness session titled “Khayal Se Rooh Tak – From Chaos to Calm.” The event was held in collaboration with the Department of Psychology, IoBM, and sponsored by Soul Mind Hospital.



2025-2026

The program began with opening remarks by Ms. Salma Atique, Consultant Psychologist at Soul Mind Hospital, setting the tone for an engaging and meaningful conversation around mental well-being.

The event featured two key expert talks:

- “Mental Health of Children and Adolescents” by Dr. Shafi Mansoor, Consultant Psychiatrist, Soul Mind Hospital
- “Echoes of the Past: Impact of Generational Trauma on Gen Y and Gen Z” by Dr. Ahmer Mairaj, Consultant Psychiatrist & CEO, Soul Mind Hospital

These talks highlighted the growing mental health challenges faced by young people, shedding light on emotional stressors, trauma, and the importance of early psychological support.

This was followed by an expert panel discussion titled “Breaking the Silence – Student Mental Health and Emotional Resilience.” The panel comprised:

- Dr. Ahmer Mairaj
- Dr. Shafi Mansoor
- Ms. Salma Atique
- Dr. Sana Sadia – Consultant Psychologist & HoD, Department of Psychology, IoBM
- Mr. Muhammad Hassan Ghoghari – Founder, Street To School (STS)

Mr. Ghoghari shared his rich experience in the social development sector, emphasizing child rights, early childhood education, community empowerment, and behavioral change. Panelists discussed academic stress, emotional resilience, stigma around mental health, and the importance of safe spaces for students. The audience engaged actively, asking questions and sharing concerns related to their own experiences.

The session concluded with a token of gratitude presented to the distinguished speakers. Certificates were awarded to the event hosts, Aymen Taimur and Rida Fatima Rajani, and the moderator, Azka Atif, from the Department of Psychology.



2025-2026

The event was organized by MBA Health & Hospital Management students: Dr. Zehra Noor Brohi, Dr. Umme Ammara, Ms. Maheen Moiz, and Ms. Umme Habiba, with valuable support from the Department of Psychology. A special word of appreciation was extended to Dr. Shagufta Ghauri (Acting Associate Dean, Undergraduate Programs; Associate Professor & HoD, Management & HR Department, IoBM), Dr. Sana Sadia (Head, Department of Psychology, IoBM), Dr. Omar Farooq Khan (Capstone Supervisor for MBA students) for their guidance and encouragement throughout the planning and execution of the session.

This event aligned primarily with SDG 3 – Good Health and Well-being, which promotes mental health awareness and emotional well-being. Through expert discussions on mental health, generational trauma, emotional resilience, and psychological support, the session encouraged students to prioritize their mental wellness and seek help when needed. The event also contributed to SDG 4 – Quality Education by fostering a supportive learning environment and SDG 17 – Partnerships for the Goals through collaboration between IoBM, Soul Mind Hospital, and community stakeholders to address an important social and health challenge.

IoBM Secures 5th Straight HEC Zone 'M' Badminton Boys Championship Title



The Institute of Business Management (IoBM) Badminton Team once again emerged victorious at the HEC Intervarsity Zone 'M' Boys Badminton Championship 2025–26, securing the championship title for the fifth consecutive time. This remarkable achievement underscores IoBM's continued dominance in intervarsity badminton competitions.

The championship was hosted by the IoBM Sports Department from November 15 to 17, 2025, at the CHS Badminton Court. Throughout the tournament, IoBM players delivered outstanding performances in both Singles and Doubles categories.

In the Doubles Event, the final match was contested between IoBM and NED University. The IoBM pairing demonstrated exceptional coordination and resilience, securing a decisive 2–0 victory to claim the Doubles Championship Trophy.



2025-2026

The Singles Event final featured an all-IoBM showdown between Ali Asif (ID: 20211-30988) and Muhammad Raahim Saeed (ID: 20251-37901). In a high-intensity match marked by skill and strategic play, Raahim Saeed won the final 2–0, earning the championship title, while both athletes displayed exemplary sportsmanship.

Final Results

Doubles

Champion: IoBM

Runner-Up: NED University

Third Position: IBA

Singles

Champion: IoBM

Runner-Up: IoBM

Third Position: IBA

The final matches were graced by the presence of Mr. Talib S. Karim, President IoBM; Ms. Sabina Mohsin, VP FHE and Chief Advisor IoBM; Mr. Nabhan S. Karim, Head of MARCOM; and Ms. Ammara, National Youth Badminton Champion, who distributed medals and trophies to the winners and finalists.

The consistent success of the IoBM Badminton Team reflects the institution's strong commitment to promoting sports and nurturing student talent. IoBM's senior management continues to play a vital role in encouraging athletic excellence through sustained support for sports initiatives. This event aligned primarily with SDG 3 – Good Health and Well-being, which promotes physical health, mental well-being, and active lifestyles. By hosting the HEC Intervarsity Zone 'M' Boys Badminton Championship and encouraging student participation in competitive sports, IoBM fostered fitness, teamwork, discipline, resilience, and sportsmanship among young people. The championship also contributed to SDG 4 – Quality Education by supporting holistic student development beyond academics and providing opportunities for leadership and personal growth. Through inter-university engagement and healthy competition, the event helped create an inclusive and supportive environment that promotes overall student well-being and community building.

IoBM and Fatima Jinnah Dental College sign MoU to promote health, academic collaboration, and CSR Initiatives

IoBM and the Fatima Jinnah Dental College & Hospital Trust (FJDC) have signed a Memorandum of Understanding (MoU) to establish a strategic partnership focused on promoting oral and general wellness, academic cooperation, and CSR-driven community outreach.



The MoU was signed by Prof. Dr. Tariq Rahim Soomro, Rector of IoBM, and Dr. Babur Ashraf, Principal of FJDC. The collaboration aims to create a meaningful impact for students, faculty, employees, and alumni communities of both institutions.

Present on the occasion representing IoBM were Ms. Juveria Baig, Head of Career Development Center, Mr. Imdad Mugheri, Manager QEC, and Ms. Maryam Qazi, Specialist, Strategic Alliances - CDC. Representing FJDC were Dr. Sabiha Mirza, Academic coordinator, and Dr. Hibba Kaukab, Manager, Outreach Programs.

Under the agreement, FJDC and IoBM will jointly conduct on-campus educational campaigns to raise awareness about oral hygiene, tobacco cessation, and preventive healthcare. The partnership also includes collaborative research initiatives, academic exchange, and joint innovation projects in health and wellness.

The collaboration further extends to CSR and community outreach programs, with special health awareness campaigns targeting vulnerable groups. Additionally, both institutions will engage in collaborative marketing initiatives and talent development, including internship opportunities for students to gain hands-on experience in healthcare, business, and



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marketing domains. This partnership reflects a shared commitment by FJDC and IoBM to integrate health, education, and social responsibility for broader community impact.

This event aligned primarily with SDG 3 – Good Health and Well-being and SDG 17 – Partnerships for the Goals. Through collaboration between IoBM and Fatima Jinnah Dental College & Hospital Trust, the initiative promotes preventive healthcare, oral hygiene awareness, tobacco cessation, and overall wellness among students, employees, and the wider community. The partnership also supports SDG 4 – Quality Education by encouraging academic exchange, research collaboration, and experiential learning opportunities. Furthermore, its community outreach and health awareness campaigns contribute to SDG 10 – Reduced Inequalities by extending health education and support to vulnerable populations. By combining education, healthcare, and social responsibility, the partnership aims to create a lasting positive impact on society.

Padel for a Purpose: IoBM, Indus Hospital and Health Network (IHHN), and Padel Grove Unite for Healthcare Cause



In a dynamic blend of sport and social impact, the Institute of Business Management (IoBM), in collaboration with the Indus Hospital & Health Network (IHHN) and Padel Grove, hosted a one-day padel tournament on April 18, 2026. All proceeds from the event were dedicated to supporting pediatric cancer treatment. The tournament attracted an enthusiastic turnout of players and spectators, with 108 participants competing across multiple categories, including Men's Doubles (Intermediate and Beginners), Women's Doubles, and Mixed Doubles. The matches showcased not only competitive spirit and skill but also a strong sense of camaraderie and sportsmanship.

The event was graced by distinguished guests, including Mr. Talib S. Karim, President, IoBM; Ms. Sabina Mohsin, Vice President (FHE) & Chief Advisor, IoBM; Dr. Abdul Bari Khan, President, IHHN; and Mr. Sarosh Afzal, Vice Chairman & CEO, Padel Grove.



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They commended the initiative and emphasized the importance of collective efforts in advancing accessible, quality healthcare through community engagement. Also present were senior representatives from IoBM and Padel Grove, including Ms. Kashang Afzal, Co-Founder, Padel Grove; Mr. Mohsin Furqan, IoBM; Mr. Nabhan S. Karim, Head of Marketing & Communications, IoBM; Mr. Hassan Irfan, Head of Sports & Student Societies, IoBM; Mr. Kamran Farooqui, Chief Operating Officer, Padel Grove; and Mr. Hamid Zahid, Partnerships Executive, Padel Grove.

Beyond the competition, the tournament stood as a testament to the power of collective action, bringing together individuals and institutions in support of a shared cause. By aligning sport with social responsibility, IoBM and Padel Grove contributed to IHHN's mission of providing free, high-quality healthcare to those in need.

This event aligns with United Nations Sustainable Development Goal (SDG) 3: Good Health and Well-being. The "Padel for a Purpose" tournament contributed directly to SDG 3 by supporting access to quality healthcare through fundraising for pediatric cancer treatment. By bringing together students, professionals, and community members in support of a healthcare cause, the initiative raised awareness about the challenges faced by children battling cancer while encouraging public participation in health-related philanthropy. The event highlighted the importance of collective action in improving health outcomes and supporting vulnerable patients who require specialized medical care. The initiative also aligns with SDG 17: Partnerships for the Goals, as it brought together IoBM, Indus Hospital & Health Network (IHHN), and Padel Grove to achieve a shared social objective. The collaboration demonstrated how educational institutions, healthcare organizations, and private-sector partners can work together to address community needs. By combining sports, community engagement, and healthcare advocacy, the event showcased the power of partnerships in advancing social well-being and creating positive impact.

Decoding Healthcare Policy in Pakistan



The Economics Department at the Institute of Business Management (IoBM), under the College of Economics and Social Development (CESD), hosted an insightful session titled “Healthcare Policies in Pakistan: An Economic Perspective” for students of Pakistan Economic Policy. The session, led by Dr. Muhammad Zubair and Dr. Aniqā Arsalan, was designed to connect academic learning with real-world

analysis. The guest speaker, Dr. Muhammad Ashraf Malik, a renowned health economist, founding member of the Health Economics and Policy Research Group, and Associate Dean (Education) and Assistant Professor at Aga Khan University—delivered a comprehensive lecture on the evolution of healthcare policies in Pakistan. He contextualized policy development within its historical trajectory while offering a critical assessment of both achievements and persistent structural challenges.

Emphasizing the centrality of economic analysis, Dr. Malik underscored how principles such as efficiency, equity, and sustainability are fundamental to effective healthcare policymaking. He also highlighted key considerations including resource allocation, cost-effectiveness, and financial protection mechanisms as essential to strengthening Pakistan’s health system. The session concluded with an engaging discussion, providing students with nuanced insights into the intersection of economics and public health policy. The initiative reflects CESD’s continued commitment to fostering critical thinking and policy-oriented learning.

This event aligns with United Nations Sustainable Development Goal (SDG) 3: Good Health and Well-being. The session on healthcare policies in Pakistan directly supported SDG 3 by encouraging informed discussion on the challenges and opportunities within the country’s healthcare system. Through expert insights into healthcare financing, resource allocation,

policy development, and service delivery, participants gained a deeper understanding of the factors that influence health outcomes and access to care. The discussion emphasized the importance of efficient, equitable, and sustainable healthcare policies in improving public health and strengthening national health systems. The event also contributes to SDG 4: Quality Education by providing students with opportunities to engage with real-world policy issues and learn from experts in the field. By connecting academic concepts with practical policy analysis, the session promoted critical thinking and evidence-based learning. Such initiatives help prepare future professionals and policymakers to contribute meaningfully to healthcare reform and public well-being.

IoBM Students Engage with Bayer on Women's Health Research

Recently, a group of students from the Institute of Business Management (IoBM) visited the head office of Bayer to present the findings of their research project examining factors affecting access to and utilization of long-acting reversible contraceptive (LARC)



methods across Pakistan's public and private healthcare systems, with a particular focus on healthcare providers in Karachi.

The project examined the practical, institutional, and socio-cultural barriers that influence the adoption of LARC methods in clinical practice. Through engagement with healthcare professionals from both sectors, the students gained valuable insights into the challenges and opportunities associated with expanding access to women's healthcare services. The visit also provided an opportunity for meaningful discussion and knowledge exchange on the evolving healthcare landscape in Pakistan and its implications for women's health interventions and outcomes.



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IoBM commends the students for their efforts in addressing this important and multifaceted issue. The University values industry-academia collaborations that foster research-driven dialogue, contribute to evidence-based decision-making, and support positive developments within the healthcare sector.

This event aligns with United Nations Sustainable Development Goal (SDG) 3: Good Health and Well-being. The research project on long-acting reversible contraceptive (LARC) methods contributes directly to SDG 3 by addressing critical issues related to women's health, reproductive healthcare, and access to quality medical services. Through the examination of practical, institutional, and socio-cultural barriers affecting the adoption of LARC methods, the project generated valuable insights that can support evidence-based interventions and improved healthcare outcomes. The initiative also aligns with SDG 5: Gender Equality, as improving access to reproductive health services empowers women to make informed decisions about their health and well-being. Additionally, the collaboration with Bayer supports SDG 17: Partnerships for the Goals, demonstrating how academia and industry can work together to address societal challenges through research, innovation, and knowledge sharing. Such partnerships contribute to more effective and inclusive healthcare solutions.



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IoBM Inaugurates Upgraded Gymnasium to Promote Health, Fitness, and Student Well-Being

The renovation of the gymnasium was recently completed, and the upgraded facility, equipped with modern fitness equipment, was inaugurated on Thursday, May 14, 2026, by President IoBM, Talib Karim, along with Vice President FHE and Chief Advisor IoBM, Sabina Mohsin.

Also present on the occasion were Lt Col (Retd) Muhammad Mazhar Uddin Ahmed, Senior Manager (Purchase & Security); Lt Col (R) Muhammad Faraz, Senior Manager (Maintenance, Housekeeping & Proctor); and Mr. Nabhan Karim, HoD MARCOM.

The upgraded gym facility has been developed to promote health, fitness, and overall well-being by providing students and staff with access to a modern, safe, and well-equipped workout environment. The initiative reflects the Institution's commitment to encouraging a balanced and healthy lifestyle within the campus community. On the occasion, the senior leadership also visited the renovated snooker and table tennis facilities and appreciated the institution's efforts to encourage students to actively participate in sports and recreational activities alongside their academic pursuits.

This event aligned primarily with SDG 3 – Good Health and Well-being, which promotes healthy lifestyles and physical well-being for all. By upgrading the gymnasium with modern fitness equipment and enhancing sports facilities such as snooker and table tennis areas, IoBM has created a safer and more accessible environment that encourages regular physical activity and recreational engagement. The initiative also supports SDG 4 – Quality Education by fostering holistic student development beyond academics and promoting a balanced campus experience. Furthermore, it contributes to SDG 11 – Sustainable Cities and Communities by strengthening inclusive community spaces that enhance the overall quality of life and well-being of students and staff.



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SDG 3 IMPACT SUMMARY

Throughout the reporting period, IoBM contributed to SDG 3 through health-focused research, mental health awareness, healthcare partnerships, public policy discussions, sports and wellness initiatives, and community healthcare support programs.

By integrating health promotion into campus life, academic activities, and community engagement, IoBM continues to strengthen its contribution to improving health outcomes and well-being within society.

KEY ACTIVITIES

Initiative	Contribution
Upgraded Gymnasium	Student health and fitness
Bayer Women's Health Research	Reproductive health research
Mental Health Awareness Session	Emotional well-being
Healthcare Policy Dialogue	Public health awareness
Fatima Jinnah Dental College MoU	Health collaboration
Padel for a Purpose	Healthcare fundraising



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SDG 4 – QUALITY EDUCATION

GOAL OVERVIEW

Quality education lies at the core of IoBM's mission. Through teaching excellence, research, innovation, faculty development, industry collaboration, scholarships, and lifelong learning opportunities, IoBM contributes directly to SDG 4 by expanding access to inclusive and quality education.

During 2025–2026, the University strengthened educational quality through curriculum enhancement, faculty development, academic partnerships, international engagement, conferences, and student success initiatives.

ACADEMIC EXCELLENCE AND STUDENT ACHIEVEMENT

President's Merit Scholarship Ceremony

IoBM honored outstanding student achievement through the President's Merit Scholarship Ceremony, recognizing academic excellence and supporting student success through scholarship opportunities.

Convocation 2025

The University's 28th Convocation celebrated the achievements of graduating students and reaffirmed IoBM's commitment to producing skilled and responsible graduates



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equipped for professional and societal leadership.

FACULTY DEVELOPMENT AND TEACHING EXCELLENCE

During the reporting period, IoBM organized multiple faculty development initiatives including:

- Faculty Training Programs
- Faculty Development Event on Business Case Teaching and Case Writing
- AI-Enabled Teaching & Research Excellence in Higher Education
- Quality Enhancement and Institutional Readiness Workshops

These initiatives strengthened teaching effectiveness, innovation, curriculum quality, and academic excellence.



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INTERNATIONAL ACADEMIC COLLABORATION

Partnership with Harvard Business Publishing

In January 2026, IoBM entered into a partnership with Harvard Business Publishing, providing opportunities to enhance teaching and learning through globally recognized educational resources and case-based learning methodologies.

EURIE Higher Education Summit Participation

IoBM was represented at the EURIE Higher Education Summit, strengthening international engagement and knowledge exchange within higher education.

EDUCATIONAL CONFERENCES AND KNOWLEDGE SHARING

4th International Conference on Education

IoBM hosted the 4th International Conference on Education, bringing together academics, researchers, practitioners, and policymakers to discuss educational innovation and emerging challenges in education.

Program Review for Effectiveness and Enhancement

The University conducted academic review initiatives focused on continuous quality improvement and institutional effectiveness.



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FINANCIAL INCLUSION THROUGH EDUCATION

ABL Financial Education Initiative

IoBM and ABL Funds signed an MoU to launch a Financial Education Initiative aimed at enhancing financial literacy and empowering individuals through education and awareness.

ACCESS TO EDUCATION

Partnership with Ihsan Trust

IoBM renewed its partnership with Ihsan Trust to support access to quality education through scholarship and financial assistance initiatives.

SDG 4 IMPACT SUMMARY

Quality education remains IoBM's primary contribution to sustainable development. Through academic excellence, scholarships, faculty development, international collaboration, educational conferences, financial literacy programs, and continuous quality enhancement, the University continues to expand educational opportunities and strengthen learning outcomes for its students and broader community.

UNESCO EE-Net Pakistan Chapter Hosts International Webinar on Design Thinking & Assessment



The UNESCO Entrepreneurship Education Network (EE-Net) Pakistan Chapter, hosted by the Institute of Business Management (IoBM), recently organized its fourth international webinar on “Design Thinking & Assessment” in collaboration with an expert from the National Curriculum Council (NCC). The session was co-moderated by Mr. Raza Abbas, Focal Person of UNESCO EE-Net Pakistan Chapter, and Ms. Saima Abbas, NCC Expert.

The webinar featured distinguished international speakers Professor Sheila Dingcong, Executive Director for External Affairs at Thames International School and Vice Chair of the UNESCO Entrepreneurship Education Network Philippine National Chapter, and Professor Shirley Yeung, Head of School Practice at Gratia Christian College and Associate Vice President of the UNESCO Hong Kong Association.



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Professor Sheila Dingcong discussed the importance of authentic assessments in entrepreneurship education, emphasizing their role in measuring knowledge, skills, and behavioral development. She shared innovative practices adopted at Thames International School, including the institution's 357 Learning Model Canvas, project expos in place of traditional final examinations, experiential learning through study tours, flexible learning pathways, and the integration of Education for Sustainable Development (ESD) into the curriculum. She highlighted the significance of formative assessments and design thinking in developing entrepreneurial mindsets that enable students to identify challenges and create meaningful solutions.

Professor Shirley Yeung presented practical applications of the five stages of Design Thinking—Empathy, Define, Ideate, Prototype, and Validation—through sustainability-focused entrepreneurial initiatives. Drawing on projects involving upcycled products, sustainable fashion, and cross-sector collaborations, she demonstrated how design thinking can be used to foster innovation, sustainability, and social impact across educational and entrepreneurial ecosystems.

The webinar provided participants with valuable international perspectives on integrating design thinking, entrepreneurship, and innovative assessment practices into education.

This event aligns with United Nations Sustainable Development Goal (SDG) 4: Quality Education. The UNESCO EE-Net international webinar on “Design Thinking & Assessment” directly supports SDG 4 by promoting innovative teaching methodologies, learner-centered assessment practices, and entrepreneurship education. Through the exchange of international best practices, the webinar encouraged educators and academic leaders to rethink traditional approaches to teaching and assessment and adopt models that better prepare students for the challenges of the modern world. The event also aligns with SDG 9: Industry, Innovation and Infrastructure by highlighting the role of design thinking in fostering innovation, entrepreneurship, and sustainable business solutions. The practical examples shared by the speakers demonstrated how innovative approaches can be applied to address

real-world challenges through technology, creativity, and social enterprise. Furthermore, the webinar supports SDG 17: Partnerships for the Goals by bringing together experts, educators, and institutions from Pakistan, the Philippines, and Hong Kong to facilitate international collaboration and knowledge exchange. Such partnerships strengthen educational ecosystems, encourage the sharing of best practices, and contribute to the development of globally connected learning communities.

Finance Lab Inaugurated at IoBM

On July 17, 2025, the Institute of Business Management (IoBM) made significant progress in enhancing its academic infrastructure by inaugurating a new Finance Lab. This advanced facility is designed to provide practical exposure to financial research, analytics, and business



intelligence. The inauguration was led by Chancellor Mr. Bashir Janmohammad, alongside Mr. Ali Syed, CEO of Alltrac (Pvt.) Ltd. and IDC (Pvt.) Ltd., who together unveiled the lab. The ceremony was attended by IoBM's President Mr. Talib S. Karim; Vice President FHE and Chief Advisor, Ms. Sabina Mohsin; Rector, Prof. Dr. Tariq Rahim Soomro; Dean of the College of Business Management (CBM) Prof. Dr. Muhammad Kashif; Dean of the College of Computer Sciences and Information Systems (CCSIS) Prof. Dr. Muhammad Abbas, as well as senior faculty members and management.

What differentiates this lab is its exclusive access to Capital IQ Pro by S&P Global—a widely recognized tool in the global finance industry. With this access, IoBM stands out as the only university in Pakistan offering students and faculty direct use of such a premium financial data platform, allowing them to engage in real-time research and applied learning.



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The Finance Lab is also equipped with industry-standard software, including R, Python, SPSS, Stata, EViews, Power BI, and Tableau. This setup provides students and researchers with a strong environment for advanced analytics, visualization, and decision-making exercises. The lab is designed to support a range of activities from thesis research to hands-on assignments, as well as training sessions and specialized workshops, integrating academic learning with practical financial tools.

In the future, IoBM plans to install a live stock ticker in the lab to replicate real-time market conditions and to initiate industry-led certification programs for both students and faculty. Additionally, dedicated research cells will be established, focusing on high-impact areas such as ESG, Islamic Finance, and FinTech, ensuring that the lab remains at the forefront of financial education and innovation.

This event aligns with United Nations Sustainable Development Goal (SDG) 4: Quality Education. The inauguration of IoBM's Finance Lab directly supports SDG 4 by enhancing the quality of higher education through access to advanced financial research tools, industry-standard software, and experiential learning opportunities. The facility provides students and faculty with practical exposure to financial analytics, business intelligence, and data-driven decision-making, enabling them to develop skills that are highly relevant to contemporary academic and professional environments. The initiative also aligns with SDG 9: Industry, Innovation and Infrastructure by promoting technological innovation, research excellence, and the development of modern educational infrastructure. The planned introduction of industry-led certification programs, live market simulation tools, and dedicated research cells focusing on ESG, Islamic Finance, and FinTech further strengthens the institution's role in fostering innovation and applied research.

IoBM Commemorates Eighth Anniversary of Late Founder President Mr. Shahjehan Syed Karim



The eighth memorial session for the Late Founder President of the Institute of Business Management (IoBM), Mr. Shahjehan Syed Karim, was held on Thursday, July 17, 2025. Present on this occasion were IoBM's Leadership and Senior Management including Mr. Bashir Janmohammad, Chancellor;

Mr. Talib S. Karim, President; Ms. Sabina Mohsin, VP FHE and Chief Advisor; Prof. Dr. Tariq Rahim Soomro, Rector; Prof. Dr. Muhammad Kashif, Dean College of Business Management (CBM); Prof. Dr. Muhammad Abbas, Dean College of Computer Science and Information Systems (CCSIS); Dr. Nadia Ayub, Dean College of Economics and Social Development (CESD). Heads of Departments, faculty members, management, and staff were also present to pay their respects.

The distinguished guest speakers for the occasion were Dr. Mohammad Ali Shaikh, Vice-Chancellor of Sindh Madressatul Islam University (SMIU), and Mr. Ali Syed, CEO of Alltrac (Pvt.) Ltd. and IDC (Pvt.) Ltd., a Board Member of the National Bank of Pakistan, and the Chairman of the National Insurance Company Limited (NICL).

Speakers shared heartfelt tributes, reflecting on the values and principles Mr. Shahjehan Syed Karim championed. These enduring ideals, which formed the very foundation of IoBM, continue to guide the institution.

The host on the occasion was Ms. Juveria Baig, Head of the Internship, Placement, and International Office. The ceremony commenced with a soulful recitation of verses from the Holy Quran by Hafiz Humayun Baig. Ms. Juveria Baig highlighted the remarkable journey of



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IoBM's late Founder President. She spoke of his dedicated service in key government positions, followed by his continued commitment to the field of education. He founded IoBM in 1995, and under his visionary guidance, the institution flourished into what it is today. Ms. Baig emphasized that his profound legacy continues to inspire and shape every aspect of learning within IoBM's classrooms.

While speaking on the occasion, Mr. Bashir Janmohammad, Chancellor IoBM, shared his heartfelt reflections: "It was in 1994 when I first had the privilege of meeting our Late Founder President, Mr. Shahjehan Syed Karim. I vividly remember that initial meeting, where we discussed the ambitious vision for establishing the College of Business Management. From that very first conversation, it was clear that the Late Founder President was absolutely determined to achieve greatness, and indeed, he did. I cherish the memory of his life and the profound impact he had."

He added that under his visionary leadership, IoBM was not just established, but it became an institution renowned for its strong financial assistance and robust endowment. This commitment to ensuring access to education, regardless of financial background, is a cornerstone of his philosophy. He added that the best tribute we can offer to Late Mr. Shahjehan Syed Karim is to continue pursuing and upholding the incredible legacy he left behind.

Dr. Mohammad Ali Shaikh, Vice-Chancellor of Sindh Madressatul Islam University (SMIU), in his speech, fondly remembered the Late Shahjehan Syed Karim as a great friend and a cherished mentor. He warmly reminisced about the life and profound impact of IoBM's Late Founder President. Dr. Mohammad Ali Shaikh recalled being deeply impressed by Mr. Shehjeahan Syed Karim's persona and words of wisdom during their encounters. He summarized the Late Founder President's essence with three powerful words: "struggle, excellence, and dedication," highlighting a life devoted to overcoming challenges and consistently striving for the highest standards. He said that after retirement, the Late Founder President continued his service to Pakistan as a dedicated educationist by establishing IoBM.



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Dr. Mohammad Ali Shaikh then drew a powerful parallel, stating that the lives of Sir Syed Ahmed Khan and Hassan Ali Effendi were akin to that of the Late Founder President, Mr. Shahjehan Syed Karim.

While addressing the occasion, President IoBM, Mr. Talib Karim, shared that the Late Founder President always believed in maintaining strong connections with his friends and family members. He even advised the family to always stay in touch with their friends' families. He highlighted that IoBM's strategic plan is entirely based on the vision and philosophy of the Late Founder President. Mr. Talib Karim also profoundly appreciated the support and guidance of Mr. Bashir Janmohammad, stating that we at IoBM have progressed over the years since the passing away of the Late Founder President. He concluded by emphasizing that IoBM cannot move forward without the continuous support of the Senior Management, Heads of Departments, Faculty, and staff.

Earlier, Prof. Dr. Muhammad Kashif, Dean CBM, delivered a heartfelt speech, emphasizing the profound honor and deep reflection he felt speaking in memory of IoBM's Late Founder President, Mr. Shahjehan Syed Karim. He underscored that the Founder's values continue to

profoundly shape IoBM. Prof. Dr. Muhammad Kashif admitted that while he did not have the privilege of working directly with the Founder President, he gained immense insight into the depth of his leadership and the clarity of his purpose by studying the foundational policy documents created under his guidance. He highlighted that the Late Founder President viewed education as a beacon of service. "Mr. Shahjehan Syed Karim did not merely create a university; he created a philosophy,"

Dr. Kashif stated passionately. He affirmed that this enduring legacy continues to thrive at IoBM through its commitment to academic excellence, research excellence, societal impact, and digital transformation. Prof. Dr. Muhammad Kashif further added that the Late Founder President firmly believed in empowering people, and it was under his visionary leadership that IoBM's robust infrastructure was developed. He concluded by noting that



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Mr. Karim's foresight extended to ensuring financial sustainability for decades, not just years, a testament to his long-term vision.

Sharing his alumni experience, Mr. Salman Baig revealed his three-decade-long association with IoBM's Late Founder President, Mr. Shahjehan Syed Karim. He vividly recalled a particular meeting where Mr. Karim spoke about integrity, a value that, for Mr. Baig, remains of paramount significance to this day. Mr. Salman Baig emphasized that the mentorship, guidance, and inspiration Mr. Karim extended to everyone he met were truly unprecedented. He concluded by affirming that IoBM, under the enduring vision of its Late Founder President, continues to advance with leaps and bounds.

Ms. Anjum Aziz, an IoBM alumna from the batch of 1995 and currently serving as the Proctor at IoBM, shared her heartfelt admiration for the Late Founder President's legacy. She specifically lauded his remarkable achievement in bridging the gap between academia and industry, a vision that continues to define IoBM. Ms. Anjum Aziz deeply attributed her own success in both academic and extracurricular activities to the invaluable guidance she received from the Late Mr. Shahjehan Syed Karim. She concluded her remarks by emphasizing a collective responsibility: "By taking care of IoBM, we will keep the legacy of Mr. Shahjehan S. Karim alive." Her words resonated with the audience, highlighting the enduring impact of his foundational principles on generations of IoBM students.

The memorial session for IoBM's Late Founder President, Shahjehan Syed Karim, underscored the institution's profound commitment to SDG 4: Quality Education. This dedication is evident in IoBM's focus on providing inclusive and equitable education, a cornerstone of its mission. The tribute highlighted Mr. Karim's pivotal role in establishing IoBM as a leading educational institution, thereby contributing significantly to national development by fostering a culture of academic excellence.

Haris Khatri Brings Cinematic Insight to IoBM



Haris Khatri, a highly acclaimed art director celebrated for his contributions to some of Pakistan's most visually stunning films, web series, and advertising campaigns, visited the Institute of Business Management (IoBM) on July 29, 2025. He shared insights into his remarkable creative journey with students, offering a unique glimpse into the world of professional art direction. During his engaging talk, Khatri elaborated on his meticulous process of set design, mood creation, and visual planning. He highlighted his ability to transform ordinary spaces into compelling visual narratives that significantly enhance storytelling in film and media. The session provided an invaluable opportunity for students, particularly those from the BS Studies program (faculty member, Mr. Shayan Hussain), to learn directly from a top-tier professional about the profound impact of art direction.

This event aligns with United Nations Sustainable Development Goal (SDG) 4: Quality Education. The visit of renowned art director Haris Khatri to IoBM contributed directly to SDG 4 by enriching students' learning experiences through exposure to industry expertise and real-world creative practices. By sharing insights into art direction, visual storytelling,

set design, and media production, the session provided students with practical knowledge that extends beyond traditional classroom instruction. The event also supports SDG 8: Decent Work and Economic Growth by equipping aspiring creatives with industry-relevant skills and knowledge that can enhance employability and professional development. Furthermore, it aligns with SDG 9: Industry, Innovation and Infrastructure, as it highlighted the role of creativity, design thinking, and innovation in modern media production. Through engagement with accomplished professionals, students gain valuable inspiration and practical insights that foster talent development, encourage innovation, and prepare them to contribute meaningfully to Pakistan's growing creative and cultural industries.

IoBM Alumnus Dr. Abdul Mueed Khan Inspires Students with Pharmaceutical Career Insights



Dr. Abdul Mueed Khan, an alumnus of the Institute of Business Management (IoBM) and the Asia Cluster Medical Lead at Sandoz Regional Hub in Malaysia, recently returned to his alma mater as a guest speaker. He completed his MBA in Health and Hospital Management from IoBM in 2012. He is currently a guest speaker at the IoBM Business Management (CBM) focused on career opportunities within the pharmaceutical industry.

The session was well-attended by faculty and students, including Dr. Shagufta Rafiq, Associate Dean of CBM; Dr. Aliya Sikander, Head of the Department of Communication and Languages; and Ms. Kishwer Nazli.

Dr. Abdul Mueed Khan's talk provided valuable insights into the diverse and impactful career paths available in the pharmaceutical sector. Dr. Abdul Mueed's session began with an interactive ice-breaker before he delved into the industry's significant global value of over USD 1.5 trillion. He highlighted its crucial role in curing diseases and cited the rapid



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development of COVID-19 vaccines as a prime example of its scientific and economic impact. While sharing his career journey, Dr. Abdul Mueed Khan provided students with a comprehensive overview of various career paths, including: Research and Development Manufacturing and Quality Control Regulatory and Medical Affairs Sales and Marketing Supply Chain and Logistics.

He also emphasized the importance of continuous learning, building credibility, and developing problem-solving skills to succeed in a fast-changing world. The session was highly engaging, with students actively participating in a Q&A about career growth and emerging trends in the life sciences. IoBM expressed its gratitude to Dr. Khan for inspiring the next generation of professionals with his practical advice and real-life experiences.

This event aligns with United Nations Sustainable Development Goal (SDG) 4: Quality Education. By sharing his academic and professional journey, Dr. Khan helped bridge the gap between classroom learning and industry practice, enabling students to better understand the knowledge, skills, and competencies required to succeed in a rapidly evolving healthcare and life sciences environment. His emphasis on continuous learning, adaptability, problem-solving, and professional credibility reinforced the importance of lifelong learning in achieving career success. The event also supports SDG 3: Good Health and Well-being, as it highlighted the pharmaceutical industry's critical role in improving healthcare outcomes, advancing medical research, and developing treatments that enhance quality of life. Furthermore, it aligns with SDG 8: Decent Work and Economic Growth by informing students about diverse career pathways in research and development, regulatory affairs, manufacturing, supply chain management, and healthcare marketing. Through alumni engagement and industry-academia collaboration, the session inspired students to pursue meaningful careers that contribute to both economic development and public health advancement.



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development of COVID-19 vaccines as a prime example of its scientific and economic impact. While sharing his career journey, Dr. Abdul Mueed Khan provided students with a comprehensive overview of various career paths, including: Research and Development Manufacturing and Quality Control Regulatory and Medical Affairs Sales and Marketing Supply Chain and Logistics.

He also emphasized the importance of continuous learning, building credibility, and developing problem-solving skills to succeed in a fast-changing world. The session was highly engaging, with students actively participating in a Q&A about career growth and emerging trends in the life sciences. IoBM expressed its gratitude to Dr. Khan for inspiring the next generation of professionals with his practical advice and real-life experiences.

This event aligns with United Nations Sustainable Development Goal (SDG) 4: Quality Education. By sharing his academic and professional journey, Dr. Khan helped bridge the gap between classroom learning and industry practice, enabling students to better understand the knowledge, skills, and competencies required to succeed in a rapidly evolving healthcare and life sciences environment. His emphasis on continuous learning, adaptability, problem-solving, and professional credibility reinforced the importance of lifelong learning in achieving career success. The event also supports SDG 3: Good Health and Well-being, as it highlighted the pharmaceutical industry's critical role in improving healthcare outcomes, advancing medical research, and developing treatments that enhance quality of life. Furthermore, it aligns with SDG 8: Decent Work and Economic Growth by informing students about diverse career pathways in research and development, regulatory affairs, manufacturing, supply chain management, and healthcare marketing. Through alumni engagement and industry-academia collaboration, the session inspired students to pursue meaningful careers that contribute to both economic development and public health advancement.

IoBM Students Explore Real-World Logistics Operations at APL Logistics

On Wednesday, 1st October 2025, students from IoBM's Operations, Environmental, and Supply Chain Management programs visited APL Logistics, where they gained first-hand exposure to large-scale industrial operations and valuable professional insights. The educational tour was coordinated by Hafiz Muhammad Ahmed Siddiqui, ensuring a well-organized and impactful learning experience.



The students were warmly welcomed by Mr. Bilal (HR) and Mr. Malik and Mr. Zafar from the Operations Team, whose hospitality and informative discussions provided deep insights into modern supply chain practices.

APL Logistics, a global supply chain specialist and part of the KWE Group, provides integrated, end-to-end logistics solutions for industries such as automotive, consumer, and industrial goods. Its services include freight management, customs brokerage, warehousing, and distribution—supported by advanced technology for real-time visibility and operational control. The company focuses on building long-term partnerships and delivering customized solutions to help businesses optimize their supply chains and address complex logistical challenges.

The primary objective of the visit was to bridge the gap between classroom learning and industrial practice by exposing students to real-world supply chain operations. They observed how warehousing, transportation, and inventory management are executed in a large-scale logistics setup, gaining insights into customer service, compliance, and safety standards. The visit also allowed students to interact with industry professionals, ask career-related questions, and connect theoretical knowledge with practical processes.



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The experience strengthened students' problem-solving and analytical skills through live operational examples, broadening their professional outlook and preparing them for future roles in the logistics and supply chain sector. Overall, the visit to APL Logistics proved to be an enriching learning experience that deepened students' understanding of global logistics systems and highlighted their critical role in business success.

This event aligns with United Nations Sustainable Development Goal (SDG) 4: Quality Education. Through direct exposure to warehousing, transportation, inventory management, compliance procedures, and advanced logistics technologies, students gained practical insights into the complexities of modern supply chain management. Such industry engagement helps bridge the gap between academic theory and professional practice, enabling students to develop critical thinking, problem-solving, and analytical skills that are essential for success in their future careers. The initiative also aligns with SDG 8: Decent Work and Economic Growth by preparing students for employment in the logistics and supply chain sector, an industry that plays a vital role in economic development and global trade. Furthermore, it supports SDG 9: Industry, Innovation and Infrastructure by exposing students to advanced logistics systems, operational technologies, and infrastructure that drive efficiency and innovation in modern business operations. By fostering industry-academia collaboration and practical learning, the visit equipped students with the knowledge and professional awareness needed to contribute effectively to the evolving logistics and supply chain landscape.

IoBM hosts HEC's 5-day NCRC meeting on Computing & IT



The Institute of Business Management (IoBM) hosted the 5-day National Curriculum Revision Committee (NCRC) Meeting on Computing & IT, organized in collaboration with the Curriculum Division of the Higher Education Commission (HEC), Government of Pakistan, and the British Council. Held from September 30 to October 4, 2025, the event brought together academic leaders, industry experts, and policymakers to align Pakistan's computing education with global standards and evolving market needs. Representing IoBM at this meeting were Prof. Dr. Tariq Rahim Soomro, Rector and Prof. Dr. Muhammad Abbas, Dean, College of Computer Science & Information Systems (CCSIS). The opening ceremony featured a welcome address by Prof. Dr. Tariq Rahim Soomro, followed by remarks from Dr. Amjad Hussain, Director General (Academics), HEC, and Mr. Abdul Hafeez Abbasi, EU TVET Technical Advisor, British Council.

During the five-day meeting, the committee finalized the structure of computing programs, introduced AI, cybersecurity, and other IT specializations, and agreed on common core courses for BS Computing. It also reviewed industry-linked final year projects, certifications, electives, and soft skills. The committee approved the learning outcomes,



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degree requirements, and eligibility criteria for BS Computer Science programs. At the closing ceremony, held on the fifth and last day, the speakers highlighted the importance of digital skills, academia-industry collaborations, and preparing graduates for the future of work. The event concluded with the presentation of the final revised curriculum and the distribution of souvenirs and certificates among the participants. In his closing remarks, Mr. Nasir Shah, Director General QAA, HEC, commended the participants for their dedication throughout the five-day session and for successfully finalizing the BS Computer Science curriculum.

This event aligns with United Nations Sustainable Development Goal (SDG) 4: Quality Education. By bringing together academic leaders, industry experts, policymakers, the Higher Education Commission, and international partners, the initiative ensured that computing curricula remain aligned with global standards and emerging technological trends. The inclusion of areas such as Artificial Intelligence, cybersecurity, industry-linked projects, certifications, and soft skills reflects a commitment to equipping students with the competencies required in a rapidly evolving digital economy. The revised curriculum will help prepare graduates with the knowledge and practical skills necessary to succeed in contemporary and future workplaces. The initiative also aligns with SDG 9: Industry, Innovation and Infrastructure by promoting technological advancement, innovation-driven education, and the development of a skilled digital workforce. Furthermore, it supports SDG 17: Partnerships for the Goals through collaboration among academia, industry, government institutions, and international organizations such as the British Council. By fostering collective action and curriculum modernization, the NCRC meeting contributes to building a stronger technology ecosystem and a more competitive higher education sector capable of meeting national and global development needs.

IoBM Students Gain Industry Insights During Visit to DSV Pakistan



Students from the Institute of Business Management (IoBM) recently visited DSV Pakistan, the local operation of DSV, a leading global transport and logistics company headquartered in Denmark. The visit was organized to provide students with practical exposure to real-world logistics and supply chain operations, helping them bridge the gap between classroom learning and industry practice.

During the visit, students observed how DSV Pakistan efficiently manages key logistics functions such as warehousing, distribution, freight forwarding, and transportation—both locally and globally. They witnessed live operations, engaged with industry professionals, and developed a deeper understanding of how large-scale logistics networks function within Pakistan's dynamic supply chain sector.

The session offered valuable insights into the challenges, opportunities, and global best practices shaping the logistics industry. Students benefited from meaningful interactions with DSV's professionals, who shared their expertise on current industry trends, operational strategies, and evolving career opportunities in the field.



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The educational tour was coordinated by Hafiz Muhammad Ahmed Siddiqui, ensuring a well-organized and impactful learning experience. IoBM's Operations, Environmental, and Supply Chain Management students expressed their appreciation for the hospitality and knowledge shared by Mr. Sibtey, Mr. Qamar, and Mr. Asif, whose warm welcome and informative sessions enriched the students' understanding of real-world business practices.

This industry visit reaffirmed IoBM's commitment to experiential learning and industry-academia collaboration, equipping students with both the theoretical foundation and practical insights essential for success in today's competitive business landscape.

This event aligns with United Nations Sustainable Development Goal (SDG) 4: Quality Education. Through direct exposure to logistics, warehousing, freight forwarding, and transportation operations, students gained valuable insights into the real-world application of supply chain management concepts. Such industry visits help strengthen critical thinking, problem-solving, and professional awareness while preparing students for future careers. The initiative also aligns with SDG 8: Decent Work and Economic Growth by enhancing students' employability and understanding of one of the world's most important economic sectors. Additionally, it supports SDG 9: Industry, Innovation and Infrastructure by exposing participants to modern logistics systems and operational technologies that drive efficient supply chains. The visit reflects IoBM's commitment to experiential learning and meaningful industry-academia collaboration.

Guest Speaker Session with Ms. Maria Ahsan, General Manager Marketing, Candyland, Ismail Industries Ltd.



The College of Business Management (CBM), in collaboration with the Career Development Center (CDC), organized a guest speaker session on Wednesday, October 15, 2025, as part of the Leadership Journey course. The session featured Ms. Maria Ahsan, General Manager Marketing at Candyland

Ismail Industries Ltd., and an IoBM alumna. Ms. Maria shared insightful perspectives on leadership, strategic thinking, and the evolving landscape of marketing in the fast-moving consumer goods (FMCG) sector. Drawing from her extensive professional experience, she discussed how to overcome challenges, lead teams effectively, and drive innovation in competitive markets. The interactive session encouraged students to connect academic learning with practical leadership experiences, reinforcing CBM's commitment to experiential learning and developing future leaders through direct engagement with accomplished industry professionals.

This event aligns with United Nations Sustainable Development Goal (SDG) 4: Quality Education. Through the sharing of real-world experiences in marketing, leadership, and strategic decision-making, students gained a deeper understanding of the skills and competencies required to succeed in today's competitive business environment. Such interactions enhance experiential learning and help bridge the gap between theory and practice. The event also supports SDG 8: Decent Work and Economic Growth by preparing students for future careers through exposure to industry trends, leadership challenges, and professional development opportunities. Furthermore, the participation of a successful IoBM alumna demonstrated the importance of lifelong learning, mentorship, and career progression. By connecting students with accomplished professionals, the session

encouraged leadership development, innovation, and workforce readiness, reinforcing IoBM's commitment to nurturing capable graduates who can contribute meaningfully to organizations and society.

IoBM Students Gain Practical Insights During Industrial Visit to Rajby Textiles



The Institute of Business Management (IoBM) organized an industrial visit to Rajby Textiles as part of its commitment to experiential learning. The visit, conducted under the Operations, Environment, and Supply Chain Management (OESCM) Department, aimed to bridge the gap between classroom knowledge and real-world industry practices.

Students engaged in insightful discussions with Mr. Nadeem Malik, Mr. Khalil Rehman, and Mr. Wajahat Ali from Rajby Textiles, who shared their expertise on strategic supply chain decisions, warehousing operations, and process innovations. The visit allowed students to observe the company's production processes firsthand, linking their academic learning with practical applications in a real industrial setting. This experience provided students with valuable exposure to modern operational practices and strengthened their understanding of supply chain management—a core focus of the OESCM department across its courses.

Founded in 1972, Rajby Textiles is one of Pakistan's leading names in the textile sector, renowned for producing high-quality denim fabrics. With a strong emphasis on quality, innovation, and sustainability, Rajby Textiles integrates cutting-edge technology across its operations and proudly weaves over 3.2 million meters of denim fabric per month, setting benchmarks for excellence in the industry.

This event aligns with United Nations Sustainable Development Goal (SDG) 4: Quality Education. Through direct exposure to textile manufacturing, supply chain operations, warehousing practices, and process innovation, students gained valuable insights into how theoretical concepts are applied in real business environments. Such experiential learning opportunities enhance students' understanding of industry challenges, operational excellence, and professional best practices. The visit also aligns with SDG 8: Decent Work and Economic Growth by preparing students for future careers in operations, manufacturing, and supply chain management through industry engagement and skills development. Additionally, it supports SDG 9: Industry, Innovation and Infrastructure by showcasing modern production technologies, innovation-driven processes, and efficient industrial operations within Pakistan's textile sector.

Panel Discussion on “The Pakistan Pulse: The Power of Strategy Fueled by Creativity”

The Marketing and Communications Department (MARCOM) at the Institute of Business Management (IoBM) hosted a thought-provoking panel discussion titled “The Pakistan Pulse: The Power of Strategy Fueled by Creativity” on Saturday, October 25, 2025.



The event brought together leading professionals from Pakistan's media landscape, including Furqan Moin, Senior Manager Sales at Dawn; Daniyal Shahid, Founder of Metronome and Co-founder of Adcave; Sibte Hassan, Correspondent at Nukta Pakistan; and Muhammad Faraz, Media Faculty at IoBM.

Delivering the welcome address, Mr. Ejaz Wasay, Head of the Media Studies Department,



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IoBM, welcomed the distinguished guests and emphasized the value of industry-academia interaction. He expressed confidence that the session would offer valuable learning opportunities for students. “Today’s event brings together industry professionals from print and digital media: two powerful platforms that, when combined with creativity and strategy, shape how stories are told, how audiences connect, and how brands earn lasting trust,” he said.

The panel session, moderated by Muhammad Omar Iftikhar, Head of Communications, MARCOM, explored how creativity and strategy work hand-in-hand to create meaningful brand narratives. Furqan Moin highlighted how supplements at Dawn are crafted through meticulous planning to resonate with readers and reaffirmed the ongoing relevance of print media in the digital age. Daniyal Shahid shared insights on Metronome’s role in amplifying news and events through strategic creative communication that connects deeply with audiences. Muhammad Faraz discussed the logical framework behind creativity, emphasizing how words, sentence structure, and tone work together to shape perception and meaning. Sibte Hassan reflected on his journey from television to digital media, underscoring the importance of research in developing effective content and the growing dominance of short-form storytelling in today’s fast-paced media environment.

The guest panelists shared the view that creativity and strategy must be integrated thoughtfully, ensuring that each campaign reflects its intended objectives and upholds values meaningful to its audience. The session inspired students through the diverse experiences and practical insights shared by the panelists.

This event aligns with United Nations Sustainable Development Goal (SDG) 4: Quality Education. Through discussions on strategic thinking, creativity, storytelling, branding, journalism, and digital media, students gained practical insights that complement their academic studies and prepare them for evolving professional environments. Such interactions help bridge the gap between classroom learning and industry practice while encouraging critical thinking and innovation. The event also aligns with SDG 8:

Decent Work and Economic Growth by enhancing students' understanding of career opportunities within the media, marketing, and communications sectors. Additionally, it supports SDG 17: Partnerships for the Goals through meaningful collaboration between academia and industry professionals. By fostering knowledge exchange, professional networking, and experiential learning, the session contributed to developing future-ready graduates equipped with the skills and perspectives needed to succeed in Pakistan's dynamic media landscape.

IoBM Represents Pakistan at GEEM 2025



The Global Entrepreneurship Education Meeting (GEEM) 2025, held from October 21–24, 2025, in Tangerang, Indonesia, brought together 150 delegates from 23 countries united by one purpose — to reimagine how the world teaches and practices entrepreneurship.

Hosted by Universitas Multimedia Nusantara (UMN)—ranked #78 in the Asian University Rankings (Southeast Asia 2025)—and Sociopreneur Indonesia, the UNESCO Entrepreneurship Education Network (EE-Net) National Chapter for Indonesia,



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GEEM served as a global platform to inspire collaboration and action toward a more just, inclusive, and sustainable future through entrepreneurship education.\

Representing Pakistan and IoBM, Mr. Raza Abbas, Head of Incubation at the Shahjehan Syed Karim Incubation Center (SSKIC-IoBM) and Head of the UNESCO Entrepreneurship Education Network (Pakistan Chapter), played an active leadership role throughout the event. He facilitated a powerful opening-day workshop titled “Cultivating Hope – Entrepreneurial Agility,” which received overwhelming feedback from participants worldwide. Ms. Claire, a renowned youth futurist, reflected: “Raza Abbas’s session shifted my entire perspective. Hope isn’t just a feeling—it’s a powerful tool for entrepreneurs that fuels curiosity, optimism, and resilience. Every entrepreneurship curriculum should include this.”

During the UNESCO EE-Net National Chapters Working Session, Mr. Abbas shared Pakistan’s key achievements in advancing entrepreneurship education. He highlighted IoBM’s institutional commitment to fostering an entrepreneurial mindset through its degree programs and the inclusive, tech-driven initiatives of SSKIC.

He also contributed to the panel discussion on “National Chapters in Action: Building Sustainable Entrepreneurship Education Ecosystems through UNESCO EE-Net,” and moderated a global dialogue on “Translating Academic Research into Entrepreneurship Education Practice,” featuring distinguished speakers from the Philippines, Indonesia, and Malaysia.

A key highlight of GEEM 2025 was the signing of a Letter of Intent (LoI) between the Institute of Business Management (IoBM) and Universitas Multimedia Nusantara (UMN), Indonesia, represented by Dr. Andrey Andoko, Rector of UMN. This collaboration aims to foster student exchanges, start-up initiatives, faculty and staff mobility, joint research, and academic events. In a significant milestone for regional cooperation, Pakistan, Indonesia, and Sri Lanka also agreed to jointly launch the Train-the-Educators Program, marking a concrete step toward advancing cross-country partnerships in entrepreneurial education.



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GEEM 2025 reaffirmed that when educators, innovators, and institutions collaborate across borders, they ignite the collective hope and creativity needed to shape the future of entrepreneurship education. As GEEM envisions “The future of education belongs to those who create, care, and choose to start again.”

This event aligns with United Nations Sustainable Development Goal (SDG) 4: Quality Education. GEEM 2025 supports SDG 4 by advancing entrepreneurship education through global knowledge sharing, innovative teaching practices, and international collaboration. The conference provided educators, researchers, and practitioners with a platform to exchange ideas on developing entrepreneurial mindsets and preparing learners for future challenges. The event also aligns with SDG 8: Decent Work and Economic Growth by promoting entrepreneurship as a driver of innovation, employment, and sustainable economic development. Furthermore, it strongly supports SDG 17: Partnerships for the Goals through cross-border collaboration among universities, UNESCO EE-Net chapters, and international stakeholders. The partnerships and initiatives launched during GEEM 2025, including the IoBM–UMN collaboration and regional educator training programs, demonstrate the power of global cooperation in strengthening entrepreneurship ecosystems and creating opportunities for future generations.

Lok Sahaita STEM Talent Search Awareness Session at CCSIS (IoBM)



learning journeys.

The College of Computer Science and Information Systems (CCSIS) on November 1, 2025, hosted an awareness session for the Lok Sahaita STEM Talent Search, a national initiative aimed at discovering brilliance across universities in Pakistan. The program seeks to identify and nurture exceptional STEM talent through competitive evaluation, hands-on exposure, and guided

Distinguished guests, including DIG Traffic Syed Pir Muhammad Shah and faculty representative Dr. Majida Kazmi, Professor, NED University, graced the occasion. The Dean of CCSIS, Brig (R) Dr. Muhammad Abbas TI, highlighted the range of opportunities available for Final Year Projects (FYPs) in computing programs, emphasizing that this session served as a vital continuation of efforts to align academic learning with industrial requirements.

Engr. M. Asghar Khan expressed his gratitude to all participants and collaborators for contributing to the event's success. To conclude the session, Prof. Dr. M. Abbas distributed souvenirs among participants as a token of appreciation. The event reinforced the commitment of CCSIS and Lok Sahaita to fostering innovation, collaboration, and excellence in STEM education nationwide.

This event aligned with SDG 4 – Quality Education, which seeks to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. The event also exposed students to opportunities that bridge academia and industry, helping them prepare for future careers in science, technology, engineering, and mathematics (STEM). Through talent identification, mentorship, and experiential learning, the initiative contributed to building a skilled workforce capable of driving innovation and sustainable development in Pakistan.

IoBM's 28th Convocation Celebrates Academic Excellence



The Institute of Business Management (IoBM) marked a significant milestone with its 28th Convocation, which conferred degrees upon 1,515 graduates across diverse programs, including BBA, BS, MBA, MPhil, and PhD. The graduating class featured notable academic achievements, with 19 students receiving gold medals and 64 earning Merit Certificates. The Convocation was held on Saturday, December 06, 2025. This year's ceremony was particularly special as it coincided with IoBM's 30th anniversary, celebrating three decades since the College of Business Management (CBM) welcomed its first students in September 1995.

The planning and preparations for the 28th Convocation of the Institute of Business Management (IoBM) were conducted under the leadership and guidance of Ms. Sabina Mohsin, Vice President of the Foundation for Higher Education (FHE) and Chief Advisor at IoBM. She presided over the Convocation Planning Committee (CPC) meetings, which included Heads of Departments and representatives from Academics, Administration, Admissions, Career Development Center, Examination, Finance, Housekeeping, Human Resources, Maintenance, MARCOM, Purchase, Registrar's Office, and Security.



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This year, Dr. Shagufta Rafif, was appointed as the Co-Convener of the CPC. Dr. Shagufta is also the Acting Associate Dean Undergraduate Programs, and Associate Professor and HoD of the Management & HR Department.

Guest of Honor, the President of The Aga Khan University, Dr. Sulaiman Shahabuddin, said that among the graduates, he sees a generation with immense potential and recognizes in them the emerging leaders of Pakistan. He urged them to remain optimistic, noting that the future will be shaped by their ideas and their efforts. He advised the graduates to become regular readers, safeguard their health, and remain lifelong learners.

During his Welcome Address, IoBM Chancellor Mr. M. Bashir Janmohammad said that the true chief guests of the day were the graduates' parents, who had made countless sacrifices. He urged the graduates to uphold honesty and a commitment to contributing positively to Pakistan. He encouraged them to give back to the country and develop an entrepreneurial mindset as they step into their professional lives.

Presenting the progress report, IoBM President Talib Syed Karim described the past year as "one of the most defining" in the institute's thirty-year history. He noted that IoBM strengthened its global standing by submitting its AACSB application and becoming the first university in Pakistan to be recognized as a member institution of the Business Graduate Association and the Association of MBAs. IoBM's President praised students for their commitment to welfare initiatives, reaffirming the institute's dedication to community service. He said the graduates were celebrating not only their academic success but also their representation of IoBM beyond the classroom. Their dedication to sports, he added, brought pride to the institution, with students earning several victories in karate, badminton, bodybuilding, hockey, mountaineering, and football at national and international levels.

During his keynote address, Mirza Salman Beg, CEO of Enterprising Manufacturing Co. Pvt.



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Ltd. and an IoBM alumnus (MBA 1998), encouraged the graduates to leverage their education and commit to lifelong learning to achieve meaningful success. He said that perfection should not be the goal; instead, one should master the art of continuous improvement. He emphasized the importance of developing a clear direction in life and channeling one's focus. He urged the graduates to avoid measuring themselves by titles.

Valedictorian Ammar Shahkar Sayied (BBA Honors), who received the Shahjehan Syed Karim Gold Medal for the highest CGPA, spoke about how IoBM's faculty, classmates, and learning environment helped him succeed. He encouraged his fellow graduates to follow their dreams with determination and confidence.

The Convocation of the Institute of Business Management (IoBM) was attended by the Senior Leadership including Chancellor, Mr. M. Bashir Janmohammad; the Board of Governors, President, Mr. Talib Syed Karim; Vice President FHE and Chief Advisor, Ms. Sabina Mohsin; Rector, Prof. Dr. Tariq Rahim Soomro; Dean CBM, Prof. Dr. Muhammad Kashif; Dean CCSIS, Prof. Dr. Muhammad Abbas; Dean CESD, Dr. Nadia Ayub; along with HoDs, Faculty, Management and Staff.

Ms. Juveria Baig, Head of the Career Development Center & Office of International Cooperation, served as the Master of Ceremonies. When speaking in memory of IoBM's late Founder President, Mr. Shahjehan Syed Karim, she said that this is the ninth convocation since his passing. In his honor, she quoted from his 2013 convocation speech: "Never forget that where you are today, is the result of your parents' loving care, their prayers and their sacrifices. Respect them under all circumstances."

This event aligned primarily with SDG 4 – Quality Education, which seeks to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. By conferring degrees upon graduates across diverse disciplines, recognizing academic excellence, and encouraging lifelong learning, innovation, and leadership, IoBM reinforced the transformative role of higher education in personal and professional development.



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This event aligned primarily with SDG 4 – Quality Education, which seeks to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. By conferring degrees upon graduates across diverse disciplines, recognizing academic excellence, and encouraging lifelong learning, innovation, and leadership, IoBM reinforced the transformative role of higher education in personal and professional development.

The convocation also supported SDG 8 – Decent Work and Economic Growth by preparing graduates for meaningful careers and entrepreneurship, while contributing to SDG 10 – Reduced Inequalities through access to higher education and opportunities for social mobility. The event celebrated education as a catalyst for sustainable development and nation-building.

Inside the World of War Journalism: Ayesha Tanzeem Speaks at IoBM



An insightful guest speaker session, organized by IoBM in collaboration with OPEN Karachi, was held on Thursday, December 11, 2025. The event featured Ms. Ayesha Tanzeem, Director, Voice of America for South & Central Asia. Addressing BS Media Studies students, she delivered a powerful and thought-provoking

talk on courage in war journalism, drawing on her extensive experience reporting from conflict zones and high-pressure news environments.

The session began with welcome remarks by Mr. Nabhan Karim, Head of Media Production. Ms. Tanzeem was introduced by Mr. Salman Beg, IoBM alumnus (MBA 1998), General Secretary of OPEN Karachi, and General Secretary of the IoBM Alumni Association. Mr. Ejaz Wasay, Head of Media Studies at IoBM was also present.

Ms. Tanzeem began by outlining the fundamentals of news reporting, emphasizing accuracy, balance, and clarity as the core pillars of responsible journalism. She discussed how strong newsroom practices such as fact-checking, source verification, and cross-referencing multiple perspectives form the backbone of credible news.

A significant part of her session focused on the realities and challenges of war journalism. She explained the complexities of reporting from conflict zones, the need for situational awareness, and the protocols journalists must follow to protect themselves and others. She also discussed the broader dynamics of global media, including evolving audience expectations and technological shifts reshaping news consumption. Following her talk, an engaging question-and-answer session took place. In his Vote of Thanks, Mr. Ejaz Wasay, expressed appreciation for Ms. Tanzeem Ayesha's insights and noted that her guidance will add lasting value to the students' academic and professional journeys.

This event aligned primarily with SDG 4 – Quality Education and SDG 16 – Peace, Justice and Strong Institutions. Through expert insights on journalism, media ethics, fact-checking, responsible reporting, and the challenges of reporting from conflict zones, the session enhanced students' understanding of professional standards and ethical communication. By emphasizing accuracy, accountability, transparency, and the role of credible media in society, the event promoted informed citizenship and strengthened awareness of the importance of trustworthy institutions. The collaboration between IoBM and OPEN Karachi also supported SDG 17 – Partnerships for the Goals, fostering knowledge exchange between academia and media professionals to prepare future journalists for responsible and impactful careers.

4th International Conference on Education held at IoBM



The inaugural session of the two-day International Conference on Education (ICE 2025) was held at the Institute of Business Management (IoBM) on Saturday, December 13, 2025, under the theme “Integrating Curriculum, Research and Lifelong Learning in Education.”



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The conference brought together academics, practitioners, scholars, and education administrators to deliberate on the future of education in Pakistan. ICE 2025 was organized by the Department of Education, College of Economics and Social Development (CESD), IoBM.

ICE 2025 was planned and organized under the leadership of Dr. Nadia Ayub, Dean CESD; Dr. Kiran Hashmi, Head of the Department of Education at IoBM, in collaboration with her dedicated team of committed faculty members and professionals, all working collectively to strengthen and advance the fabric of education at IoBM and across Pakistan.

Conference Patron and President of IoBM, Mr. Talib Karim, highlighted the importance of adapting teaching approaches to align with the learning styles and perspectives of Gen Z, and stressed the need for focused faculty training. In her welcome address, Dr. Nadia Ayub, Dean of CESD, emphasized the need for a holistic education system that equips learners to meet future societal and economic challenges. Keynote Speaker, Dr. Luís Miguel Cardoso, Professor at the Polytechnic University, Portugal, spoke on the growing importance of AI literacy and digital skills in education.

The Chief Guest, Ms. Durdana Ansari, former producer at the BBC, noted that education plays a critical role in equipping students to address real-world challenges. Dr. Sussane Beiweis, Assistant Professor at Habib University, underscored the importance of fostering interactive learning environments, encouraging both faculty and students to actively ask questions and engage in meaningful discussions. Dr. Iain Keith Riley, Head of School at TNS Beaconhouse, Pakistan, emphasized the role of teachers in building meaningful connections with students to better understand their perspectives, needs, and challenges.

The two-day ICE 2025 aimed to contribute meaningfully to Pakistan's education landscape by promoting innovative and inclusive curriculum models, ethical research practices, and the use of AI-driven insights to inform education policy and practice.



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The conference addressed key challenges and emerging trends in education, with a strong focus on curriculum innovation, educational technology, research methodologies, and workforce readiness. Discussions emphasized the importance of translating research into actionable policy, fostering collaboration, and driving evidence-based, sustainable educational reform.

The conference featured distinguished speakers and panellists from academia, government, and the education sector, including representatives from Oxford University Press, Habib University, Nordic International School, the Government of Sindh, Iqra University, and the University of Sufism and Modern Sciences. A concluding open dialogue session, Narratives, provided a platform for practitioners, policymakers, and education leaders to share on-ground experiences and realities from across Pakistan's education system.

On Day 2, ICE 2025 hosted a panel discussion on school curriculum (CIRCLE) and conducted a series of professional development workshops for teachers and researchers. Teacher-focused sessions explored decolonizing classroom practices, holistic early learning, social and emotional learning, AI in education, and lateral leadership. Research workshops covered conceptual frameworks, mixed methods, structural equation modeling, research proposal development, and data collection design for postgraduate research. Day 2 also featured an online session with Dr. Melissa, followed by the Two-Minute MPhil/PhD Challenge, offering emerging researchers a platform to present their work concisely. The conference concluded with appreciation for all speakers, facilitators, and the organizing team for their collective efforts in making ICE 2025 a meaningful and impactful event.

This event aligned primarily with SDG 4 – Quality Education, which seeks to ensure inclusive, equitable, and high-quality learning opportunities for all. Through discussions on curriculum innovation, lifelong learning, teacher development, educational research, AI literacy, and evidence-based policymaking, ICE 2025 promoted the advancement of education in Pakistan. The conference also contributed to SDG 17 – Partnerships for the Goals by bringing together educators, researchers, policymakers, and institutions to address shared

educational challenges. Furthermore, its focus on digital skills, educational technology, and workforce readiness supported SDG 9 – Industry, Innovation and Infrastructure and SDG 8 – Decent Work and Economic Growth, helping prepare learners for the future of work and sustainable development.

MACS-15 Conference at IoBM: Advancing Research, Innovation & Academic Excellence



The 15th Conference on Mathematics, Actuarial Science, Computer Science & Statistics (MACS-15) was successfully held at the Institute of Business Management (IoBM) on Saturday, December 20, 2025, under the distinguished leadership of the College of Computer Science & Information Systems (CCSIS).

Organized by CCSIS, IoBM, MACS-15 reflected the university's strong commitment to cutting-edge research, global knowledge exchange, and interdisciplinary collaboration. The conference provided a vibrant platform for researchers, academicians, and industry professionals to engage in meaningful dialogue across technology, data science, and emerging computing domains.

The conference commenced with a Welcome Address by Mr. Talib Karim, President IoBM.



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Prof. Dr. Tariq Rahim Soomro, Rector IoBM and Co-Chair IEEE Karachi Section, highlighted the pivotal role of IEEE in fostering high-quality scholarly research and international collaboration.

A key highlight of MACS-15 was the presentation of the conference theme and technical roadmap by Prof. Dr. Muhammad Abbas, Dean CCSIS-IoBM, who outlined the vision, objectives, and session structure of the two-day conference, reinforcing CCSIS's leadership in advancing computing education and research excellence.

The event was graced by Chief Guest Prof. Dr. Atta-ur-Rahman, Professor Emeritus, ICCBS, University of Karachi, and Guest of Honor Mr. Muhammad Ali Rashid, Special Assistant to the Chief Minister of Sindh for Science, Information & Technology. Insightful keynote addresses were delivered by Prof. Luis Miguel Cardoso (Polytechnic Institute of Portugal), Dr. Muhammad Zeeshan Shakir (University of the West of Scotland), Mr. Naaz Scheik (CEO, SoftPak Systems USA), and Syed Hussain Sajjad (COO, TELECOM Group).

MACS-15 was attended by Vice Chancellors, senior academicians, technology leaders, and industry experts, underscoring its national and international significance. The session concluded with a vote of thanks by HoD Computer Science Engr. Asghar Khan, acknowledging the conference academic partner, Shaheed Benazir Bhutto University; technical sponsor, IEEE Karachi Section; and financial partners HEC Sindh, Gobi's Paint, and Sunny Software Inc.

By hosting MACS-15, CCSIS-IoBM once again reaffirmed its dedication to research leadership, academic innovation, and global engagement, strengthening IoBM's position as a hub for excellence in Computer Science and allied disciplines.

This event aligned primarily with SDG 4 – Quality Education and SDG 9 – Industry, Innovation and Infrastructure. Through the promotion of research, innovation, data science,

computing, mathematics, and emerging technologies, MACS-15 provided a valuable platform for advancing scientific knowledge and academic excellence. The conference facilitated collaboration among researchers, educators, industry experts, and policymakers, encouraging the exchange of ideas and the development of innovative solutions to contemporary challenges. The event also contributed to SDG 17 – Partnerships for the Goals by fostering national and international collaboration, while supporting SDG 8 – Decent Work and Economic Growth through discussions that strengthen workforce readiness, technological advancement, and the future of knowledge-based industries.

CBM hosts “Marketing Plan Poster Competition”



Management Plan Poster Competition.

The basement of the Shahjehan Syed Karim Center of Excellence (SSKCE) at IoBM was transformed into a vibrant hub of creativity and strategic thinking as the Department of Marketing at the College of Business Management hosted its much-anticipated first Marketing

The event featured 38 groups of students from nine sections, mentored by eight faculty members of the Fundamentals of Marketing Management course, and evaluated by seven industry professionals. This marked the first and one of the most significant collaborative displays of foundational marketing knowledge in Fall semester 2025.

Bridging Theory and Practice

The competition served as a platform for budding marketing learners to translate class learnings into visually compelling and actionable marketing plans. From segmentation and targeting strategies to innovative "4Ps" applications, the posters showcased a deep understanding of how brands navigate the modern marketplace.



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Event Highlights

- **Massive Participation:** Students from nine different sections competed, fostering a healthy spirit of academic rivalry and peer learning.
- **Diverse Concepts:** Projects ranged from sustainable product launches and digital-first branding to traditional consumer goods repositioning.
- **Expert Evaluation:** A panel of esteemed faculty members and seven industry experts served as evaluators, providing students with real-world critiques and professional insights.

Events like these are critical to the IoBM experience. They take learning out of the classroom and challenge students to communicate their ideas with clarity, passion, and visual impact.

Empowering the Marketers of Tomorrow

The Department of Marketing at CBM continues to prioritize experiential learning. By organizing large-scale competitions such as this, IoBM ensures that its graduates are not only academically proficient but also possess the presentation and communication skills to industry marketing professionals in the competitive global marketing landscape.

The event concluded with high energy, as the top-performing teams were recognized for their analytical depth and creative execution. We also thank our valued partners, Shangrila Foods (Private) Limited and GreenO for gifts to the winning and runners-up teams.

This event aligned primarily with SDG 4 – Quality Education and SDG 8 – Decent Work and Economic Growth. By providing students with an opportunity to apply classroom concepts to real-world marketing challenges, the competition promoted experiential learning, critical thinking, creativity, and professional communication skills. Through interaction with industry experts and practitioners, participants gained valuable insights into contemporary marketing practices and workplace expectations. The event also supported SDG 9 – Industry, Innovation and Infrastructure by encouraging innovative business and marketing solutions, while contributing to SDG 17 – Partnerships for the Goals through collaboration between academia and industry. Such initiatives help prepare students to become competent professionals and future business leaders.

Faculty Training at IoBM



IoBM organized a series of faculty development sessions under the Cascading Training of Trainers initiative, coordinated by the IQAE, to extend and institutionalize learning previously shared through the Sindh Higher Education Commission (SHEC) program.

Conducted over four weekends, the workshops brought faculty together for focused, practice-oriented discussions that addressed the realities of teaching and research supervision, while aligning with the Sustainable Development Goals—particularly SDG 4 on Quality Education.

The series began with a session on Research Supervision, led by Dr. Muhammad Azeem Qureshi on 25 October 2025, which emphasized ethical research practices, effective communication, and structured supervisory frameworks to help faculty clarify roles, responsibilities, and expectations. This was followed by a session on Teaching Methodologies, where discussions centered on active learning, outcome-based planning, and practical classroom strategies designed to enhance student engagement.

The third session, Simulation and Gamification, conducted by Dr. Hassan Ahmed, introduced digital tools and experiential learning techniques, prompting faculty to explore innovative ways of integrating these approaches into their own courses. The series concluded with Inclusive Education, led by Dr. Sadaf Hafeez Chohan on 15 November 2025, which focused on Universal Design for Learning and equitable teaching practices to ensure diverse learners feel supported and included. Throughout the program, IQAE managed coordination, logistics, nominations, attendance, and documentation for SHEC, ensuring a structured and well-documented process.

The successful completion of the training reinforced IoBM's commitment to faculty development and quality education—contributing to meaningful improvements in teaching and learning that gradually but steadily take root in classrooms.

This event aligned primarily with SDG 4 – Quality Education, which seeks to ensure inclusive and equitable quality education while promoting lifelong learning opportunities. Through faculty development in business case teaching and case writing, the initiative strengthened teaching effectiveness, enhanced academic competencies, and encouraged the adoption of innovative, experiential learning methodologies. By developing locally relevant business case studies, the program enabled educators to deliver contextualized learning experiences that better reflect Pakistan's business environment. The event also supported SDG 17 through collaboration with academic experts from IBA Sukkur and contributed to SDG 9 by promoting innovation in higher education and research-based teaching practices.

IoBM and Ihsan Trust renew their MoU to support access to quality education

The Memorandum of Understanding (MoU) between Ihsan Trust and the Institute of Business Management (IoBM) was renewed during a ceremony held on December 29, 2025. The renewed MoU reaffirms the spirit of cooperation between Ihsan Trust and IoBM, aimed at mutually strengthening

each organization's capacity to support access to quality education. The MoU was signed by Ms. Sabina Mohsin, Vice President, Foundation for Higher Education (FHE) and Chief Advisor, IoBM, and Mr. Fayyaz-ur-Rehman Khan, General Manager, Ihsan Trust.

This event aligns with United Nations Sustainable Development Goal (SDG) 4: Quality Education.





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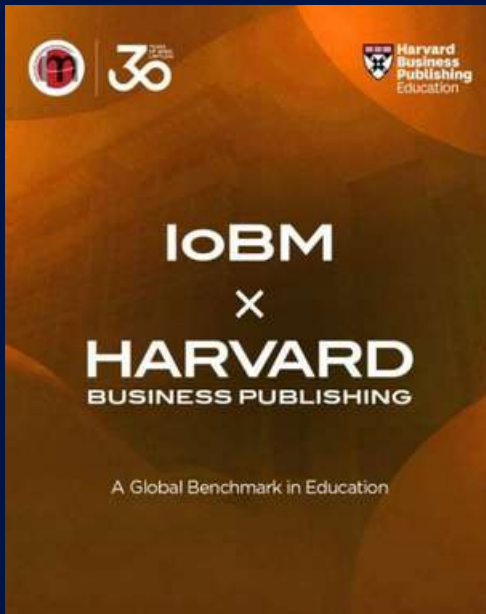
The collaboration also supports SDG 10: Reduced Inequalities by creating pathways for students from disadvantaged backgrounds to access quality education and achieve upward social mobility. Furthermore, it contributes to SDG 17: Partnerships for the Goals, demonstrating how educational institutions and philanthropic organizations can work together to address social challenges. Through sustained cooperation, IoBM and Ihsan Trust are helping create a more inclusive educational environment and empowering future generations through knowledge and opportunity.

This event aligned primarily with SDG 4 – Quality Education and SDG 10 – Reduced Inequalities. Through the renewal of the partnership between IoBM and Ihsan Trust, the initiative reaffirmed a shared commitment to providing access to quality higher education for talented students from underserved and underprivileged communities. By supporting deserving students in pursuing their academic goals, the collaboration helps reduce barriers to education and promotes greater social mobility and inclusion. The initiative also contributes to SDG 17 – Partnerships for the Goals by demonstrating the value of collaboration between educational and philanthropic institutions, while indirectly supporting SDG 1 – No Poverty by empowering individuals with education, skills, and opportunities that can improve their long-term economic prospects.



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IoBM partners with Harvard Business Publishing



The Institute of Business Management (IoBM) has entered into a strategic academic partnership with Harvard Business Publishing (HBP), marking a significant milestone in IoBM's continued pursuit of globally benchmarked business education. Through this collaboration, IoBM's undergraduate students and faculty are granted unlimited digital access to Harvard Business Publishing's internationally acclaimed academic resources. This partnership provides IoBM with comprehensive access to an extensive portfolio of learning materials, including Harvard Business School

case studies, scholarly articles, simulations, and multimedia content. In addition, faculty and students will benefit from core curriculum readings, Ivey and third-party case collections, as well as Harvard ManageMentor (HMM)—a globally recognized platform for leadership development and professional learning.

The integration of HBP resources will significantly enhance IoBM's curriculum by embedding rigorous, case-based learning methodologies that mirror real-world business challenges. Faculty members will gain access to exclusive teaching notes and instructional frameworks, enabling more engaging, discussion-led, and practice-oriented classroom experiences. This approach strengthens students' analytical reasoning, critical thinking, and strategic decision-making skills, all of which are essential in today's rapidly evolving business landscape.

For IoBM students, this collaboration offers a distinct academic and professional advantage. By engaging with the same learning materials used at leading business schools worldwide, students are exposed to global best practices, contemporary management perspectives, and complex business scenarios across diverse industries and markets. This subscription has been exclusively tailored for IoBM's undergraduate programs, ensuring that the IoBM

community benefits from Harvard-quality academic content delivered within a locally relevant learning context in Karachi.

At IoBM, the development of future-ready leaders with a global outlook remains central to its mission. This partnership with Harvard Business Publishing reinforces IoBM's commitment to academic excellence and its objective of nurturing thoughtful, innovative, and ethical business leaders equipped to succeed in an increasingly interconnected world.

This event aligns with United Nations Sustainable Development Goal (SDG) 4: Quality Education. IoBM's partnership with Harvard Business Publishing enhances access to high-quality educational resources, case studies, simulations, and leadership development tools that support innovative and experiential learning. By integrating globally recognized academic content into its curriculum, IoBM strengthens students' critical thinking, analytical, and decision-making skills. The initiative also supports SDG 9: Industry, Innovation and Infrastructure by promoting modern learning methodologies and preparing students for evolving business environments. Furthermore, it contributes to SDG 17: Partnerships for the Goals through international academic collaboration that facilitates knowledge exchange and strengthens the quality and relevance of higher education.

AI-enabled Teaching & Research Excellence in Higher Education



The Sindh Higher Education Commission (SHEC) organized a one-day training workshop on “AI-Enabled Teaching & Research Excellence” on 10th February 2026, hosted at the Institute of Business Management (IoBM), Karachi.

The workshop brought together academicians and quality assurance experts to explore how Artificial Intelligence can strengthen teaching practices, research output, and institutional quality systems in higher education.

The session featured distinguished speakers including Prof. Dr. Gulfam K. Khalid (Skillsrator) and Prof. Dr. Altaf Hussain Samo from Sukkur IBA University, who shared their insights on AI integration in teaching and research, emerging academic trends, and the evolving role of technology in higher education. Participants engaged in focused dialogue around AI-enabled academic change.

This event aligns with United Nations Sustainable Development Goal (SDG) 4: Quality Education. The workshop on AI-Enabled Teaching and Research Excellence supported the advancement of higher education by equipping academics and quality assurance professionals with knowledge of emerging technologies and innovative teaching practices. By exploring the integration of artificial intelligence into teaching, research, and institutional quality systems, the initiative promoted modern, effective, and future-focused learning environments. The event also aligns with SDG 9: Industry, Innovation and Infrastructure by encouraging the adoption of technological innovation within educational institutions and fostering a culture of digital transformation. Such initiatives strengthen institutional capacity and prepare educators to meet evolving academic and professional demands.

IoBM, ABL Funds Signed MoU to Launch Financial Education Initiative in Karachi



The Center of Information & Technology (CIT) at IoBM has signed a Memorandum of Understanding (MoU) with ABL Funds to jointly launch a financial education initiative in Karachi. The MoU was signed by Dr. Imran Batada, Chief Digital Officer and

Ms. Zufa Kanwal, Head of Marketing at ABL Funds. Under the partnership, the two institutions announced the launch of a professional program titled “ABL Funds Financial Management, Mutual Funds & Stock Trading Workshop.”

The workshop is scheduled to be hosted at IoBM Karachi in April 2026. The signing ceremony was attended by Prof. Dr. Tariq Rahim Soomro, Rector IoBM; and Mr. Nasir Ali Shujauddin, Head of Institutional Sales & Business Strategy, ABL Funds. The collaboration reflected a shared commitment to strengthening financial literacy in Pakistan and promoting structured, professionally managed investment solutions.

This event aligns with United Nations Sustainable Development Goal (SDG) 4: Quality Education. The collaboration between IoBM and ABL Funds promotes financial literacy and professional learning by providing participants with knowledge of financial management, mutual funds, and stock trading. By equipping students and professionals with practical financial skills, the initiative enhances informed decision-making and promotes lifelong learning. The program also supports SDG 8: Decent Work and Economic Growth by improving financial awareness and investment knowledge, enabling individuals to make better economic choices and contribute more effectively to economic development. Through industry-academia collaboration, the initiative strengthens professional education and prepares participants to navigate an increasingly complex financial landscape.

CIT, IoBM concludes EFU Life's Mastery in Power BI program



The certificate ceremony for EFU Life's Mastery in Power BI program was held on Thursday, February 12, 2026, marking the successful completion of Cohort 3 of the professional development initiative. Designed as an applied learning experience rather than a conventional training course, the program emphasized practical

Participants worked extensively with live business datasets, developed industry-relevant Power BI solutions, and successfully deployed their projects. The dashboards created



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during the program were structured for direct integration into business decision-making processes, delivering measurable and outcome-driven impact.

The ceremony was attended by Mr. Mohammed Ali Ahmed, Managing Director and CEO of EFU Life, along with senior leadership members Shazia Wajid, Jalal Curmally, and Nimra Khan. Their presence highlighted the organization's active leadership involvement in capability-building initiatives. Throughout the program lifecycle—from design and execution to final deployment—senior management engagement ensured that newly developed skills translated into tangible business value.

Special recognition was awarded to the top four performers of the cohort: Dr. Haya A., Dr. Quratulain S. Sikandar, Arqam Raza, and Shaharyar Wadood. All participants of Cohort 3 were congratulated for successfully completing the program and contributing to a strong demonstration of analytical excellence. The program was conducted at the Institute of Business Management (IoBM) by Dr. Imran Batada, Chief Digital Officer and Director, Center of Information Technology (CIT), IoBM, who has trained over 3,000 industry professionals in data analytics.

The initiative reflected EFU Life's continued commitment to strengthening its data and analytics capabilities as part of a broader digital transformation agenda, with further advanced learning collaborations anticipated in the future.

This event aligns with United Nations Sustainable Development Goal (SDG) 4: Quality Education. The Mastery in Power BI program contributed to SDG 4 by providing participants with advanced data analytics and business intelligence skills through hands-on, industry-oriented learning. By working with real-world datasets and developing practical solutions, participants gained competencies that are highly relevant in today's data-driven environment. The initiative also supports SDG 8: Decent Work and Economic Growth by enhancing employability and professional capability in high-demand analytical fields. Furthermore, it aligns with SDG 9: Industry, Innovation and Infrastructure by promoting

digital transformation, technological innovation, and the effective use of data analytics to support organizational performance and informed decision-making.

Awareness Session on PREE and RIPE revised Frameworks

The Institute of Business Management (IoBM) organized an informative awareness session on “Program Review for Effectiveness & Enhancement (PREE)” and “Review of Institutional Performance and Enhancement (RIPE)” on Saturday, March 28, 2026. The session featured distinguished guest speaker Mr.



Director of the Quality Enhancement Cell (QEC) at Sukkur IBA University.

The session was designed to enhance the understanding of revised requirements, reporting standards, and institutional best practices associated with these quality evaluation frameworks. During the workshop, Mr. Irfan Qasim provided comprehensive insights into the Pakistan Precepts Standards & Guidelines-2023 (PSG-2023), focused on implementing the structural standards of PREE and RIPE, and applying the 'PERLI' analytical methodology.

This event aligns with United Nations Sustainable Development Goal (SDG) 4: Quality Education. The awareness session on the revised PREE and RIPE frameworks supported SDG 4 by strengthening institutional understanding of quality assurance, academic standards, and continuous improvement in higher education. By enhancing knowledge of evaluation frameworks, reporting requirements, and best practices, the session contributed to improving educational quality and institutional effectiveness. The initiative also supports SDG 16: Peace, Justice and Strong Institutions by promoting transparency, accountability, and evidence-based governance within academic institutions.

Strengthening quality assurance mechanisms helps universities maintain high standards, improve academic outcomes, and build institutional systems that support responsible and effective educational management.

digital transformation, technological innovation, and the effective use of data analytics to support organizational performance and informed decision-making.

Marketing Department Hosts "Brand You" Workshop on Personal Branding for the course of "Brand Management"



The Department of Marketing at the Institute of Business Management (IoBM), College of Business Management (CBM), successfully organized a specialized workshop titled "Brand You: A Personal Branding Workshop" for students of Brand Management course on 9th April 2026 at Design Thinking Lab, CBM.

The workshop was designed to bridge the gap between theoretical brand management concepts and their practical application in students' professional lives. The session was led by Mr. Ameeque Mallick, widely recognized as "The Personal Branding Guy" – a prominent Pakistani digital branding expert, storyteller, and community builder based in Karachi. Mr. Mallick is known for helping individuals and organizations build authentic online presences through community-driven, human-centric strategies. Currently serving as Assistant Manager – Sponsorships and Alliances at Port Grand Limited, Mr. Mallick brought a unique blend of corporate experience and digital branding expertise to the session.



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The workshop enabled students to 1: Conduct a rigorous self-audit using brand strategy frameworks (brand identity, brand personality, and core values) 2: Develop a clear and differentiated personal brand positioning statement, 3: Create a LinkedIn profile, elevator pitch, and personal brand narrative ready for professional use. Workshops such as "Brand You" reflect the Department of Marketing's ongoing commitment to providing career-ready, industry-aligned learning experiences. By equipping students with both theoretical knowledge and practical personal branding skills, IoBM – CBM continues to prepare graduates who are not only employable but distinctive. Gratitude to the HoD, Marketing Department Dr. Syeda Fariha Raza and Ms. Sanam Pathan, Head of Institute, BIC, Karachi for sharing perspective.

This event aligns with United Nations Sustainable Development Goal (SDG) 4: Quality Education. The "Brand You" Workshop contributed to SDG 4 by equipping students with practical skills that complement their academic learning and prepare them for professional success. Through hands-on activities focused on personal branding, self-assessment, LinkedIn optimization, and professional communication, participants gained valuable insights into how they can effectively position themselves in an increasingly competitive job market. The initiative also supports SDG 8: Decent Work and Economic Growth by helping students build competencies that enhance employability and professional growth. By enabling participants to articulate their strengths, establish a professional identity, and engage strategically with career opportunities, the workshop contributed to workforce preparedness and lifelong learning. Such initiatives play an important role in developing graduates who are adaptable, skilled, and capable of thriving in evolving professional environments.

Dr Nadia Ayub represents IoBM at the EURIE Higher Education Summit



Dr. Nadia Ayub, Dean of the College of Economics and Social Development (CESD), Institute of Business Management (IoBM), represented the institution as a plenary speaker at the EURIE Higher Education Summit, held in Istanbul from April 7–9, 2026. At the closing session, Dr. Nadia Ayub delivered a talk titled “A Personal

Leadership and Impact in Higher Education,” reflecting on her academic journey, leadership experiences, and her commitment to creating meaningful impact through education.

The summit, one of the world’s leading academic gatherings, brought together representatives from 61 countries, including more than 380 universities and higher education institutions, alongside ministers, policymakers, and academic leaders. Dr. Nadia Ayub’s participation at the EURIE Higher Education Summit underscores IoBM’s continued engagement with global academic platforms and its contribution to advancing thought leadership in higher education.

This event aligns with United Nations Sustainable Development Goal (SDG) 4: Quality Education. IoBM’s participation in the EURIE Higher Education Summit reflects its commitment to advancing quality education through international engagement, academic collaboration, and knowledge exchange. By contributing to discussions on leadership, innovation, and higher education, the event provided a platform for sharing experiences and best practices that can strengthen teaching, research, and institutional development. Exposure to global perspectives helps educational institutions enhance academic quality and remain responsive to emerging challenges and opportunities in higher education. The summit also supports SDG 17: Partnerships for the Goals by fostering collaboration among

universities, policymakers, and academic leaders from around the world. Such international partnerships encourage the exchange of ideas, promote cross-border cooperation, and create opportunities for joint initiatives that advance educational excellence. Through active participation in global forums, IoBM strengthens its international engagement while contributing to the broader development of higher education and academic leadership.

Students Visit Data Vault Pakistan for Industry Learning Experience



Fourth-semester students of the College of Computer Science and Information Systems (CCSIS) at IoBM recently visited Data Vault Pakistan, one of the country's leading data centers, to gain practical exposure to modern digital infrastructure and data management systems. The visit provided students with a valuable opportunity to observe the operations of a facility that serves major corporations and key government institutions across Pakistan.

During the visit, students were introduced to various aspects of data security, uptime management, digital infrastructure, and emerging technologies shaping the future of the IT industry. The experience aimed to bridge the gap between classroom learning and



real-world industrial practices. Chief Operating Officer Syed Zeeshan Ali shared insights on the evolving landscape of IT infrastructure and digital transformation in Pakistan. He discussed the growing importance of secure digital systems and the expanding role of technology in both public and private sectors.

Students also attended an interactive session with Syed Ali Salar Raza, Head of Artificial Intelligence at Data Vault Pakistan, who highlighted the integration of artificial intelligence into modern data ecosystems. The session focused on how AI is transforming data management, analytics, and operational efficiency.

Salman Haider, Brand Manager at Data Vault Pakistan, briefed students on the company's positioning as a trusted industry leader and emphasized the importance of innovation, reliability, and service excellence in the technology sector. The educational visit was arranged by Ms. Noor-ul-Huda from the Faculty of Computer Science as part of efforts to provide students with greater industry exposure and hands-on learning opportunities. The group was also accompanied by Dr. Asim Iftikhar and Dr. Sana Alam, whose academic guidance helped students better understand the technical demonstrations and discussions throughout the visit. Faculty members noted that such industry engagements are essential in preparing students for the professional world by connecting theoretical concepts with practical applications. The visit also highlighted the progress of Pakistan's digital infrastructure sector and its ability to operate at international standards. The students described the experience as insightful and inspiring, particularly in understanding the real-world applications of cybersecurity, artificial intelligence, and large-scale data operations.

This event aligns with United Nations Sustainable Development Goal (SDG) 9: Industry, Innovation and Infrastructure. The educational visit to Data Vault Pakistan provided students with direct exposure to advanced digital infrastructure, cybersecurity systems, artificial intelligence applications, and large-scale data management operations. By enabling students to engage with industry professionals and observe real-world technological environments, the initiative strengthened their understanding of innovation-driven industries and emerging technologies.

The visit also supports SDG 4: Quality Education by extending learning beyond the classroom and providing practical exposure to industry practices. Through interaction with experts and demonstrations of cutting-edge technologies, students gained valuable insights into the evolving digital economy and the skills required for future careers.

Marketing Department Training “Retail Intelligence & Analytics”



The Department of Marketing at the Institute of Business Management (IoBM), College of Business Management (CBM), organized a specialized two-day Retail Intelligence & Analytics Training for faculty members and students enrolled in the Retail Management course on May 11 and 13, 2026. The training was designed to

strengthen participants' understanding of retail operations, key performance indicators (KPIs), and data-driven decision-making through Microsoft Power BI. The sessions were conducted by Mr. Arfeen Khan, Manager Data & BI, who brought extensive industry expertise and practical insights to the program.

Held at the Design Thinking Lab, the first day focused on building a strong foundation in retail management by exploring core retail business models, operational processes, and industry-standard KPIs. Participants gained practical insights into how these performance metrics are used to evaluate and improve retail performance.

The second day, conducted at the Finance Lab, SSK, demonstrated how retail operations can be integrated with business intelligence and analytics tools. Participants were introduced to Microsoft Power BI and learned how to transform retail data into actionable insights through interactive dashboards and visualizations.



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A highlight of the training was the hands-on Power BI challenge, during which participants created calculated measures such as sell-through rate, GMROI, and footfall conversion. They also developed interactive dashboards using slicers and filters to address real-world retail business problems. The session emphasized the interpretation of data visualizations and their application in answering key business questions and supporting strategic decision-making.

The Department of Marketing extends its sincere appreciation to Mr. Arfeen Khan for his expert facilitation and for generously sharing industry-grade knowledge and resources. The Department also acknowledges the active participation of the faculty members and students, whose engagement contributed significantly to the success of the training. Special thanks are extended to Dr. Sarah Wali Qazi, CCRT, for her support in facilitating this valuable learning initiative.

This event aligns with United Nations Sustainable Development Goal (SDG) 4: Quality Education. The Retail Intelligence & Analytics Training contributed to SDG 4 by equipping students and faculty members with practical knowledge and analytical skills relevant to modern business environments. Through hands-on training in retail operations, business intelligence, key performance indicators, and Microsoft Power BI, participants gained competencies that complement academic learning and enhance professional capability. The initiative also supports SDG 8: Decent Work and Economic Growth by helping participants develop industry-relevant skills that improve employability and professional effectiveness. In addition, it aligns with SDG 9: Industry, Innovation and Infrastructure through its focus on business analytics, digital tools, and technological innovation in retail management.

Quality Enhancement in Higher Education: Insights, Innovation & Institutional Readiness



The Institute of Business Management (IoBM) organized an interactive session on “Quality Enhancement in Higher Education: Insights, Innovation & Institutional Readiness” on Saturday, May 16, 2026, at the IoBM SSK Building. The session featured distinguished speakers Dr. Muhammad Wasif, Director QEC, NED University, and Dr. Abdul Wahid

Director QEC, JSMU, Karachi. The event highlighted key discussions on the future of higher education with Artificial Intelligence, quality enhancement practices, policy frameworks, meta-evaluation, and institutional readiness. The session provided participants with valuable insights into emerging trends and innovative approaches in higher education quality assurance.

This event aligns with United Nations Sustainable Development Goal (SDG) 4: Quality Education. Through discussions on quality enhancement practices, policy frameworks, artificial intelligence, and institutional readiness, the event encouraged educational leaders and faculty members to adopt innovative approaches that strengthen academic standards and improve student learning outcomes. The exchange of knowledge and best practices helped participants better understand emerging trends that are shaping the future of higher education. The event also aligns with SDG 9: Industry, Innovation and Infrastructure, as it explored the role of technological innovation and artificial intelligence in transforming educational systems. By encouraging institutions to embrace innovation while maintaining quality standards, the session contributed to building resilient academic systems capable of meeting future challenges. Such initiatives support continuous improvement, institutional effectiveness, and the development of future-ready educational environments that benefit students, educators, and society as a whole.

Program Review For Effectiveness and Enhancement

The Quality Enhancement Cell (QEC) of the Institute of Business Management (IoBM) successfully conducted the Programme Review for Effectiveness and Enhancement (PREE) for undergraduate and graduate programs offered by the



College of Management (CBM) as part of the (2025–2026 annual quality assurance cycle. The review took place on June 2, 2026, and formed an important component of IoBM's ongoing efforts to strengthen academic quality and institutional effectiveness.

The external evaluation was carried out by a distinguished panel of academic experts comprising Dr. Noman Soomro (SZABIST), Dr. Arsalan Hashmi (Dow University of Health Sciences), Dr. Usman Aleem (Bahria University), Dr. Sana Tauseef (IBA Karachi), and Dr. Hina Shehnaz (Sindh Madressatul Islam University). During the review, the panel conducted a comprehensive assessment of the academic programs, examining curriculum effectiveness, learning outcomes, assessment practices, faculty engagement, and overall program quality. The evaluators provided constructive feedback and strategic recommendations aimed at further enhancing program effectiveness, academic standards, and continuous improvement initiatives.

The PREE process serves as a vital mechanism for ensuring that academic programs remain relevant, responsive, and aligned with evolving educational and industry requirements. It also supports evidence-based decision-making and fosters a culture of quality enhancement across the institution. IoBM extends its sincere appreciation to the external reviewers for their valuable time, expertise, and professional insights. The University also acknowledges the dedicated efforts of CBM faculty members, academic leadership, and other stakeholders whose contributions facilitated the successful completion of the review process. The successful conduct of the PREE evaluation reflects IoBM's unwavering commitment to academic excellence, quality assurance, and adherence to national and



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international standards in higher education.

This event aligns with United Nations Sustainable Development Goal (SDG) 4: Quality Education. The Programme Review for Effectiveness and Enhancement (PREE) reflects IoBM's commitment to maintaining high academic standards and continuously improving the quality of education it provides. By evaluating curriculum design, learning outcomes, assessment methods, faculty engagement, and program effectiveness, the review process ensures that academic offerings remain relevant, responsive, and aligned with evolving educational and industry needs. The initiative also supports SDG 16: Peace, Justice and Strong Institutions by promoting transparency, accountability, and evidence-based decision-making within the higher education sector. External reviews and quality assurance mechanisms strengthen institutional governance and encourage a culture of continuous improvement. Through systematic evaluation and stakeholder engagement, the PREE process helps build resilient academic institutions that are capable of delivering quality education while meeting national and international standards of excellence.



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SDG 5 – GENDER EQUALITY

GOAL OVERVIEW

Sustainable Development Goal 5 aims to achieve gender equality and empower all women and girls by eliminating discrimination, ensuring equal participation in leadership and decision-making, improving access to education and healthcare, and creating opportunities for social and economic advancement.

IoBM is committed to fostering an inclusive and equitable environment where all members of the University community have equal opportunities to learn, lead, innovate, and succeed. Through academic programs, research initiatives, awareness campaigns, institutional policies, student engagement activities, and partnerships, the University actively contributes to advancing gender equality both on campus and within society.

During the 2025–2026 reporting period, IoBM supported SDG 5 through research, awareness initiatives, educational opportunities, leadership development, and community engagement activities focused on women's empowerment and inclusion.

INSTITUTIONAL COMMITMENT TO GENDER EQUALITY

IoBM promotes a culture of respect, inclusion, and equal opportunity through institutional policies and practices designed to create a safe and supportive environment for students, faculty, staff, and visitors.

The University's commitment includes:

- Equal access to educational opportunities.
- Gender-inclusive participation in academic and co-curricular activities.
- Safe learning and working environments.



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- Awareness and prevention initiatives.
- Support for women's leadership and professional development.
- Research addressing gender-related challenges.
- Promotion of diversity and inclusion across the institution.

These efforts align with the University's broader commitment to equity, social justice, and sustainable development.

ADVANCING WOMEN'S HEALTH RESEARCH

IoBM Students Engage with Bayer on Women's Health Research

One of the most significant contributions to SDG 5 during the reporting period was a collaborative research initiative between IoBM students and Bayer examining barriers to access for long-acting reversible contraceptive (LARC) methods in Pakistan.

The research explored institutional, social, cultural, and healthcare-related factors that influence women's access to reproductive healthcare services. Students engaged directly with healthcare professionals and stakeholders to better understand challenges faced by women in accessing healthcare and family planning services.

The project contributed to:

- Women's health awareness.
- Research-informed discussion on healthcare access.
- Evidence-based understanding of gender-related health challenges.
- Industry-academia collaboration addressing societal issues.
- This initiative demonstrates how student-led research can contribute to advancing gender equity through knowledge generation and public awareness.



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- Awareness and prevention initiatives.
- Support for women's leadership and professional development.
- Research addressing gender-related challenges.
- Promotion of diversity and inclusion across the institution.

These efforts align with the University's broader commitment to equity, social justice, and sustainable development.

SUPPORTING WOMEN'S LEADERSHIP AND PROFESSIONAL DEVELOPMENT

IoBM actively encourages the participation and leadership of women across academic, professional, and extracurricular activities.

The University provides opportunities for women to engage in:

- Student leadership positions.
- Academic excellence programs.
- Research initiatives.
- Industry engagement activities.
- Conferences and seminars.
- Entrepreneurship and innovation programs.

By creating opportunities for leadership development and professional growth, IoBM supports women's empowerment and long-term career advancement.

Impact Areas

- Educational attainment
- Leadership development
- Professional advancement
- Skills development
- Economic empowerment



2025-2026

GENDER INCLUSION THROUGH EDUCATION

Education remains one of the most powerful tools for achieving gender equality.

IoBM contributes to SDG 5 by providing an inclusive educational environment that enables women to pursue higher education, professional development, research, and leadership opportunities

The University's efforts include:

- Equal academic opportunities.
- Merit-based scholarships.
- Student support services.
- Mentorship and guidance.
- Participation in academic and professional events.

Through these initiatives, IoBM helps create pathways for women's social and economic advancement.

SAFE AND RESPECTFUL CAMPUS ENVIRONMENT

Creating a safe campus environment is an essential component of gender equality.

IoBM promotes awareness and prevention of discrimination, harassment, and inappropriate conduct through institutional policies, reporting mechanisms, and awareness initiatives.

The University is committed to:

- Respectful conduct.
- Equal treatment.
- Safe learning environments.
- Accessible support systems.
- Inclusive campus culture.

These efforts support the well-being and success of all members of the University community.



2025-2026

Relevant Policies

- Environmental Health, Safety and Well-being Policy
- Sustainability Code of Conduct and Environmental Responsibility Charter
- Community Engagement and SDG Policy
- Student Conduct and Support Frameworks

[Insert Additional Policies and Support Mechanisms]



2025-2026

RESEARCH AND ACADEMIC ENGAGEMENT

IoBM contributes to gender equality through research, academic discourse, and knowledge sharing that address issues affecting women and underrepresented groups.

Areas of contribution include:

- Women's health
- Gender inclusion
- Leadership development
- Social equity
- Public policy
- Education

Faculty, students, and research initiatives help generate evidence that informs discussions and solutions related to gender-related challenges.

Research Highlights

- Bayer Women's Health Research Project
- [Insert Additional Gender-Focused Research Projects]



2025-2026

COMMUNITY ENGAGEMENT AND AWARENESS

The University supports awareness initiatives and community engagement activities that contribute to greater understanding of gender equality and social inclusion.

These activities may include:

- Awareness campaigns.
- Workshops and seminars.
- Community outreach initiatives.
- Leadership forums.
- Professional development events.

Such initiatives encourage dialogue, challenge stereotypes, and promote inclusive participation across society.

Reporting Period Activities

[Insert Gender-Focused Events]

[Insert Awareness Campaigns]

[Insert Outreach Activities]



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WOMEN IN RESEARCH, INNOVATION AND ENTREPRENEURSHIP

IoBM encourages the participation of women in research, innovation, entrepreneurship, and leadership activities.

Through academic programs, innovation initiatives, industry engagement opportunities, and mentorship, the University supports women in pursuing careers across diverse fields and disciplines.

The University seeks to foster an environment where women can:

- Lead research projects.
- Launch entrepreneurial ventures.
- Participate in innovation initiatives.
- Pursue professional growth opportunities.
- Contribute to societal development.

MEASURING PROGRESS

To strengthen accountability and continuous improvement, IoBM seeks to monitor indicators related to gender inclusion and participation.

Suggested indicators include:

Students

- Female student enrollment
- Female graduation rates
- Female scholarship recipients
- Women in student leadership positions



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Faculty and Staff

- Female faculty representation
- Female leadership representation
- Professional development participation

Research and Engagement

- Gender-focused research projects
- Women-led initiatives
- Gender equality events and campaigns

Dr. Nadia Ayub, Dean CESD, IoBM, among 20 global fellows at the Women in Higher Education Fellowship.



We are proud to share that Dr Nadia Ayub, Dean CESD at the Institute of Business Management (IoBM), has been selected as one of only 20 global fellows for the highly prestigious Women in Higher Education Fellowship, awarded by Professors Without Borders. This 10-month fellowship, is designed to empower and support women leaders in academia. As part of the program, fellows will engage in monthly training sessions aimed at enhancing leadership capacity and addressing the unique challenges faced by women in higher

education. The fellowship also offers global networking opportunities with distinguished scholars and academic administrators, tailored professional development workshops, and mentorship connections to guide and support each fellow's leadership journey. This achievement not only reflects Dr Nadia's unwavering commitment to academic excellence and equity but also highlights IoBM's continued focus on supporting and celebrating women leaders in education. We extend our heartfelt congratulations to Dr Nadia Ayub and look forward to the positive impact she will create through this fellowship.

This event aligns with United Nations Sustainable Development Goal (SDG) 5: Gender Equality. The fellowship recognizes accomplished women leaders and provides opportunities for advanced leadership development, mentorship, professional growth, and international collaboration. By equipping women academics with the skills, networks, and support needed to excel in leadership roles, the program contributes to reducing gender disparities in higher

education and strengthening women's participation in decision-making processes. The achievement also aligns with SDG 4: Quality Education, as the fellowship seeks to enhance leadership capacity among educators and academic administrators, ultimately contributing to stronger educational institutions and improved learning environments. Furthermore, it supports SDG 17: Partnerships for the Goals through its global network of scholars, mentors, and higher education leaders working collectively to advance educational excellence and gender inclusion. Dr. Ayub's recognition reflects IoBM's commitment to fostering an environment where women can thrive as academic leaders and change-makers.

Sindh HEC, SSKIC-IoBM Host Impactful Women Entrepreneurs Bootcamp



empowering women entrepreneurs across Sindh.

In a strategic collaboration between the Sindh Higher Education Commission (Sindh HEC) and the Shahjehan Syed Karim Incubation Center (SSKIC) at the Institute of Business Management (IoBM), the SheLeads Women Founders Bootcamp 2025 was organized, marking a significant milestone in

Building on the pilot initiative launched in 2024, this year's expanded bootcamp—supported by Sindh HEC—reached 64 public and private universities across the province. The program specifically targeted women founders with validated prototypes, offering them an opportunity to strengthen and scale their business ideas through an immersive, hands-on learning experience.



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As many as 28 women founders from leading institutions, including Shaheed Zulfikar Ali Bhutto University of Law, Jinnah University for Women, NED University, Iqra University, Sindh Madressatul Islam University, Ziauddin University, and Liaquat University of Medical & Health Sciences, Jamshoro, participated in the bootcamp. The sessions were led by Ms. Ziana Sakhia, CEO of Bechlo.pk and IoBM alumnus, and Mr. Raza Abbas, Head of SSKIC-IoBM and Head of the UNESCO EE-Net Pakistan Chapter.

The bootcamp concluded with a certificate ceremony graced by Ms. Memona Shah, Director of Academics at Sindh HEC, as the Guest of Honor. She commended the participants' innovation and commitment, emphasizing Sindh HEC's dedication to fostering women's entrepreneurship. Present at the closing ceremony were Dr. Imran Batada (Chief Digital Officer and Director CIT, IoBM) and Mr. Saleemuddin (Director of Quality Assurance, HEC), who also delivered the vote of thanks.

The bootcamp received an overwhelming response, with participants demonstrating passion for building innovative and sustainable ventures. Top-performing founders will now be shortlisted for SSKIC's Cohort 5 Incubation Program, leading to a final pitching round in December 2025. The SheLeads initiative reflects Sindh HEC and IoBM's shared commitment to advancing United Nations Sustainable Development Goals (SDGs)—notably SDG 5 (Gender Equality), SDG 8 (Decent Work and Economic Growth), and SDG 9 (Industry, Innovation, and Infrastructure)—by equipping women with entrepreneurial, financial, and innovation-driven skills.

Through initiatives like SheLeads, IoBM continues to champion women's empowerment and entrepreneurship, nurturing the next generation of impactful women leaders and changemakers across Pakistan.



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This event aligns with United Nations Sustainable Development Goal (SDG) 5: Gender Equality. By specifically targeting women founders from universities across Sindh, the initiative helps address barriers that often limit women's participation in entrepreneurship and leadership roles. Through training in leadership, business model development, innovation, digital transformation, and strategic growth, participants were equipped to build sustainable ventures and contribute more actively to economic and social development. The initiative also aligns with SDG 8: Decent Work and Economic Growth by fostering entrepreneurship, job creation, and economic participation among women. Additionally, it supports SDG 9: Industry, Innovation and Infrastructure through its focus on innovation, artificial intelligence, startup development, and technology-enabled business solutions. The collaboration between Sindh HEC and IoBM further reflects SDG 17: Partnerships for the Goals, demonstrating how academic institutions, government bodies, and entrepreneurial ecosystems can work together to create meaningful opportunities for underrepresented groups. By nurturing women-led enterprises and promoting inclusive innovation, the bootcamp contributes to a more equitable, resilient, and prosperous entrepreneurial landscape in Pakistan.

IoBM Hosts Awareness Session on Protection Against Workplace Harassment in Collaboration with FOSPAH



The College of Business Management (CBM), Institute of Business Management (IoBM), organized an awareness session on the Protection Against Workplace Harassment on Wednesday, December 03, 2025. The event was held under the patronage of Prof. Dr. Tariq Rahim Soomro, Rector, IoBM;

Dr. Shagufta Rafif, Associate Dean CBM; and Dr. Shahid Amjad, Acting Registrar, in collaboration with the Federal Ombudsman Secretariat for Protection Against Harassment (FOSPAH) Sindh.

Present on the occasion were Prof. Dr. Muhammad Abbas, Dean CCSIS, IoBM; Dr. Nadia Ayub, Dean CESD, IoBM, Dr. Sarah Wali Qazi is Acting Associate Dean for Graduate and Postgraduate Programs, IoBM along with the Institute's HoDs, faculty, management and staff. The event was hosted by Ms. Kishwer Nazli, Senior Lecturer, Communication and Languages Department, IoBM.

Distinguished speakers from FOSPAH who attended the session were: Ms. Sabika Shah, Regional Head, Sindh; Mr. Muhammad Aliyan, Assistant Law Officer; and Ms. Sidra Altaf, Assistant Registrar. During the speeches, FOSPAH representatives delivered a comprehensive and insightful presentation. They clearly defined workplace harassment, outlined its various forms (including sexual, gender-based, and power-based), and explained the legal framework under the laws and regulations.

The speakers clarified that harassment, especially of a sexual nature, is defined not only by intent but also by its impact. They guided participants through the proper procedure



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for submitting formal complaints to FOSPAH and emphasized the Ombudsman's mandate to ensure swift, free, and confidential redressal. The session received an enthusiastic response from faculty, staff, and students, reinforcing IoBM's commitment to fostering a safe, respectful, and inclusive environment for all.

This event aligned primarily with SDG 5 – Gender Equality and SDG 16 – Peace, Justice and Strong Institutions. Through awareness on workplace harassment, legal protections, reporting mechanisms, and the importance of respectful conduct, the session promoted a safe, inclusive, and equitable environment for all. By educating students, faculty, and staff about their rights and responsibilities, the event encouraged dignity, fairness, and accountability in educational and professional settings. The collaboration with FOSPAH also strengthened awareness of institutional mechanisms that protect individuals from harassment and discrimination, contributing to safer workplaces and supporting equal opportunities for participation and professional growth.



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SDG 6 – CLEAN WATER AND SANITATION

GOAL OVERVIEW

Sustainable Development Goal 6 aims to ensure the availability and sustainable management of water and sanitation for all. Access to safe drinking water, responsible water consumption, wastewater management, and water conservation are essential for environmental sustainability, public health, and community well-being.

As a responsible higher education institution, IoBM recognizes the importance of sustainable water management and is committed to reducing water consumption, promoting water conservation, ensuring access to safe drinking water, and implementing systems that support the efficient use of water resources.

Through infrastructure investments, operational practices, environmental policies, and awareness initiatives, the University contributes to the responsible stewardship of water resources while supporting a healthy campus environment.

IOBM'S COMMITMENT TO WATER SUSTAINABILITY

Water conservation forms an important component of IoBM's sustainability strategy.

The University's approach focuses on:

- Efficient water use.
- Water conservation measures.
- Grey water recycling and reuse.
- Access to safe drinking water.



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- Sustainable landscape irrigation.
- Water infrastructure maintenance.
- Awareness regarding responsible water consumption.

These initiatives support both environmental sustainability and the long-term resilience of campus operations.

GREY WATER RECYCLING AND REUSE

Sustainable Water Reuse System

One of IoBM's most significant contributions to SDG 6 is its grey water recycling and reuse system.

The University recycles grey water and utilizes it for irrigation and landscape maintenance across campus. By reusing water that would otherwise be discharged, IoBM reduces demand on freshwater resources while supporting the maintenance of green spaces and biodiversity.

The system contributes to:

- Reduced freshwater consumption.
- Sustainable irrigation practices.
- Improved water efficiency.
- Environmental conservation.
- Climate resilience.



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Impact Indicators

Indicator	2025–2026
Grey Water Recycled	
Irrigated Green Areas Supported	
Freshwater Savings	

This initiative demonstrates IoBM's commitment to circular resource management and sustainable campus operations.



ACCESS TO SAFE DRINKING WATER

Campus Drinking Water Facilities

IoBM is committed to providing access to safe and clean drinking water for students, faculty, staff, and visitors.

Drinking water facilities are available across campus to ensure convenient access to potable water throughout the day.

The University continuously works to enhance these facilities as part of its commitment to health, well-being, and environmental sustainability.

Benefits include:

- Improved student well-being.
- Reduced dependence on bottled water.
- Increased accessibility to safe drinking water.
- Support for healthy campus lifestyles.

IMPACT INDICATORS

Indicator	2025–2026
Drinking Water Stations	
Daily Users Served	
Water Quality Tests Conducted	



WATER CONSERVATION MEASURES

IoBM promotes responsible water consumption through operational practices and maintenance initiatives designed to reduce wastage and improve efficiency.

Current measures include:

- Routine monitoring of water systems.
- Leak detection and maintenance.
- Efficient irrigation practices.
- Responsible landscape management.
- Water conservation awareness initiatives.

The University continuously evaluates opportunities to improve water efficiency across campus facilities.

Future Enhancements

- Expansion of water monitoring systems.
- Increased use of recycled water.
- Additional conservation technologies.
- Enhanced awareness programs.



WATER MANAGEMENT SUPPORTING BIODIVERSITY

The University's water conservation efforts are closely connected with its Biodiversity and Green Spaces Policy.

Recycled water supports:

- Trees and plantation areas.
- Landscaped green spaces.
- Biodiversity enhancement initiatives.
- Outdoor recreational environments.

Through sustainable irrigation practices, IoBM maintains healthy green spaces while minimizing the environmental impact associated with water consumption.

This integrated approach contributes to:

- SDG 6 – Clean Water and Sanitation
- SDG 13 – Climate Action
- SDG 15 – Life on Land

WATER AWARENESS AND RESPONSIBLE CONSUMPTION

IoBM recognizes that infrastructure alone is insufficient to achieve long-term sustainability. Responsible behavior and awareness are equally important.

The University promotes a culture of environmental responsibility through:

- Sustainability awareness campaigns.
- Student engagement initiatives.
- Environmental education.
- Sustainability policies and guidelines.
- Green events practices.



Through these efforts, members of the University community are encouraged to use water responsibly and contribute to conservation efforts.

POLICY FRAMEWORK SUPPORTING SDG 6

Water sustainability efforts are supported by institutional policies including:

Water Conservation Policy

The Water Conservation Policy establishes principles and practices for responsible water management across campus.

Key objectives include:

- Reducing water consumption.
- Improving water-use efficiency.
- Expanding water recycling initiatives.
- Protecting water resources.
- Promoting awareness and responsible behavior.

Related Policies

- Climate Action and Carbon Management Policy
- Biodiversity and Green Spaces Policy
- Sustainability Code of Conduct and Environmental Responsibility Charter
- Green Events Guidelines

Together, these policies provide a comprehensive framework for responsible environmental management.



WATER SUSTAINABILITY AND CAMPUS OPERATIONS

IoBM seeks to integrate water stewardship into daily campus operations.

Water sustainability considerations are incorporated into:

- Facilities management.
- Landscape maintenance.
- Infrastructure planning.
- Sustainability reporting.
- Environmental performance monitoring.

This operational approach ensures that water conservation remains an ongoing institutional priority.

FUTURE PRIORITIES

Looking ahead, IoBM aims to further strengthen its contribution to SDG 6 through:

- Expansion of water recycling initiatives.
- Increased monitoring and reporting of water consumption.
- Enhanced water conservation technologies.
- Greater integration of sustainable irrigation systems.
- Continued improvement of drinking water infrastructure.
- Increased awareness among students and staff.

These initiatives will support the University's broader sustainability goals while contributing to the responsible management of natural resources.



SDG 6 IMPACT SUMMARY

Through its grey water recycling system, access to clean drinking water facilities, water conservation measures, sustainable irrigation practices, and environmental policies, IoBM demonstrates its commitment to responsible water stewardship.

The University's efforts contribute to reducing freshwater consumption, supporting campus biodiversity, improving environmental performance, and promoting sustainable resource management.

KEY ACTIVITIES

Initiative	Contribution
Grey Water Recycling System	Water reuse and conservation
Drinking Water Facilities	Access to safe drinking water
Water Conservation Measures	Reduced water wastage
Sustainable Irrigation Practices	Efficient landscape management
Water Conservation Policy	Institutional water stewardship



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SDG 7 – AFFORDABLE AND CLEAN ENERGY

GOAL OVERVIEW

Sustainable Development Goal 7 aims to ensure access to affordable, reliable, sustainable, and modern energy for all. The transition towards clean energy is essential for addressing climate change, reducing greenhouse gas emissions, improving energy security, and supporting sustainable economic development.

As part of its commitment to environmental sustainability, IoBM recognizes the importance of responsible energy management and the adoption of renewable energy solutions. Through investments in clean energy, energy-efficient infrastructure, sustainable campus operations, and environmental stewardship, the University contributes to the advancement of SDG 7.

The University's approach aligns with its broader sustainability strategy, supporting climate action, resource conservation, and responsible campus development.

IOBM'S COMMITMENT TO WATER SUSTAINABILITY

IoBM is committed to reducing its environmental footprint through the responsible use of energy resources and the gradual transition towards cleaner and more sustainable energy systems.

The University's energy strategy focuses on:

- Renewable energy adoption.
- Energy efficiency improvements.
- Responsible energy consumption.



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- Sustainable infrastructure development.
- Reduction of greenhouse gas emissions.
- Environmental awareness and stewardship.

These efforts contribute to both environmental sustainability and long-term operational resilience.

SOLAR ENERGY INITIATIVE

Renewable Energy Generation

As part of its sustainability journey, IoBM has invested in solar energy infrastructure to reduce dependence on conventional energy sources and lower carbon emissions.

The solar installation contributes to:

- Renewable energy generation.
- Reduced electricity consumption from the grid.
- Lower greenhouse gas emissions.
- Improved energy resilience.
- Long-term environmental sustainability.

The initiative reflects the University's commitment to integrating renewable energy into campus operations and supporting Pakistan's transition towards cleaner energy systems.



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FUTURE EXPANSION

IoBM continues to explore opportunities for expanding renewable energy generation and improving energy efficiency across campus facilities.



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ENERGY-EFFICIENT INFRASTRUCTURE

The University seeks to improve energy efficiency through infrastructure upgrades, operational improvements, and responsible resource management.

Current initiatives may include:

- LED lighting systems.
- Energy-efficient electrical equipment.
- Efficient cooling and ventilation systems.
- Preventive maintenance programs.
- Energy conservation measures.

These initiatives help reduce overall energy consumption while maintaining a high-quality campus environment.

Impact Areas

- Reduced energy demand.
- Lower operational costs.
- Reduced carbon footprint.
- Improved environmental performance.



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SUSTAINABLE CAMPUS OPERATIONS

Energy management is integrated into campus operations through ongoing monitoring, maintenance, and conservation efforts.

Areas of focus include:

- Responsible electricity use.
- Infrastructure maintenance.
- Energy-efficient planning.
- Sustainability considerations in new projects.
- Operational efficiency improvements.

The University recognizes that effective energy management requires both technological solutions and responsible behavior among campus users.



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ENERGY CONSERVATION AND AWARENESS

IoBM promotes awareness regarding responsible energy consumption among students, faculty, and staff.

Through sustainability campaigns, institutional policies, and environmental education, members of the University community are encouraged to:

- Minimize unnecessary energy use.
- Support energy conservation efforts.
- Adopt environmentally responsible practices.
- Participate in sustainability initiatives.

Building a culture of sustainability helps maximize the impact of infrastructure investments and supports long-term environmental goals.

DIGITAL TRANSFORMATION AND ENERGY EFFICIENCY

The University's digital transformation initiatives contribute indirectly to energy conservation by reducing dependence on resource-intensive administrative processes.

Examples include:

- Online admissions systems.
- Digital student services.
- Learning management platforms.
- Electronic communication systems.
- Online event registration and management.

These initiatives improve operational efficiency while supporting broader sustainability objectives.



2025-2026

POLICY FRAMEWORK SUPPORTING SDG 7

The University's energy-related initiatives are supported by a number of sustainability policies and frameworks.

Climate Action and Carbon Management Policy

This policy establishes IoBM's commitment to reducing greenhouse gas emissions, improving energy efficiency, and promoting renewable energy adoption.

Key objectives include:

- Reducing carbon emissions.
- Increasing renewable energy use.
- Improving energy efficiency.
- Monitoring environmental performance.
- Supporting climate resilience.

Related Policies

- Sustainable Procurement Policy
- Green Events Guidelines
- Biodiversity and Green Spaces Policy
- Sustainability Code of Conduct and Environmental Responsibility Charter

Together, these policies support responsible environmental management and continuous improvement.



2025-2026

RENEWABLE ENERGY AND CLIMATE ACTION

The University's investment in renewable energy contributes not only to SDG 7 but also supports broader sustainability goals.

Related SDGs include:

SDG 13 – Climate Action

Reducing carbon emissions through renewable energy adoption.

SDG 11 – Sustainable Cities and Communities

Promoting sustainable infrastructure and responsible resource management.

SDG 12 – Responsible Consumption and Production

Encouraging efficient use of resources and reducing environmental impact.

FUTURE PRIORITIES

Looking ahead, IoBM aims to further strengthen its contribution to sustainable energy through:

- Expansion of solar energy generation.
- Increased energy efficiency initiatives.
- Improved energy monitoring systems.
- Integration of sustainability considerations into infrastructure planning.
- Greater awareness and engagement among stakeholders.
- Continued reduction of greenhouse gas emissions.

These efforts will support the University's long-term sustainability goals and enhance its contribution to national and global climate objectives.



2025-2026

SDG 7 IMPACT SUMMARY

Through investments in solar energy, energy-efficient infrastructure, sustainable campus operations, and environmental awareness, IoBM is contributing to the transition towards cleaner and more sustainable energy systems.

The University recognizes that responsible energy management is essential for environmental sustainability and remains committed to improving energy performance while reducing its carbon footprint.

KEY ACTIVITIES

Initiative	Contribution
Solar Energy Installation	Renewable energy generation
Energy-Efficient Infrastructure	Reduced energy consumption
Energy Conservation Measures	Improved resource efficiency
Sustainable Campus Operations	Reduced environmental impact
Climate Action Policy	Institutional commitment to clean energy



2025-2026

SDG 8 – DECENT WORK AND ECONOMIC GROWTH

GOAL OVERVIEW

Sustainable Development Goal 8 aims to promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all. Universities play a critical role in achieving this goal by equipping students with relevant knowledge and skills, fostering innovation and entrepreneurship, supporting workforce development, and strengthening connections between education and industry.

As one of Pakistan's leading higher education institutions, IoBM contributes significantly to SDG 8 through quality education, career development, industry engagement, entrepreneurship support, executive education, professional training, research, and partnerships that enhance employability and economic opportunity.

During the 2025–2026 reporting period, IoBM continued to strengthen pathways between education and employment while supporting innovation, professional growth, and economic development.

PREPARING GRADUATES FOR THE FUTURE WORKFORCE

A core contribution of IoBM to SDG 8 is the preparation of graduates who are equipped with the skills, knowledge, and professional competencies required in a rapidly evolving global economy.

Through academic programs, experiential learning opportunities, internships, industry projects, and professional engagement, the University seeks to bridge the gap between education and employment.



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Key focus areas include:

- Workforce readiness.
- Professional skills development.
- Leadership development.
- Industry engagement.
- Entrepreneurship.
- Lifelong learning.

These efforts contribute to both individual career success and broader economic development.

Career Fair 2026

Connecting Students with Employment Opportunities

One of the University's flagship employability initiatives during the reporting period was Career Fair 2026.

The event brought together employers, recruiters, industry leaders, and students from a wide range of disciplines, creating opportunities for internships, graduate recruitment, networking, and professional development.

The Career Fair contributed directly to:

- Student employability.
- Workforce readiness.
- Employer engagement.
- Professional networking.
- Internship opportunities.

By facilitating meaningful interactions between students and employers, the University supports smoother transitions from education to employment and helps strengthen the talent pipeline for industry.



2025-2026

INDUSTRY-ACADEMIA COLLABORATION

IoBM actively collaborates with industry partners to ensure that educational experiences remain relevant to workforce needs and emerging economic trends.

Industry engagement contributes to:

- Curriculum relevance.
- Skills development.
- Applied learning opportunities.
- Knowledge exchange.
- Internship pathways.
- Graduate employability.



2025-2026

During the reporting period, IoBM expanded partnerships with organizations across sectors, strengthening opportunities for students and faculty to engage with industry challenges and opportunities.

Examples from 2025–2026

Financial Education Initiative with ABL Funds

IoBM signed an MoU with ABL Funds to launch a Financial Education Initiative aimed at enhancing financial literacy and developing practical financial knowledge among students and participants.

This initiative contributes to workforce readiness and economic empowerment through education and skill development.

Industry Engagement Through Professional Events

Numerous conferences, seminars, workshops, and guest lectures hosted during the reporting period enabled students to engage directly with industry leaders and professionals.

These interactions provided valuable exposure to current industry practices, emerging trends, and professional expectations.

ENTREPRENEURSHIP AND INNOVATION

Entrepreneurship serves as a powerful driver of economic growth, job creation, and innovation.

IoBM promotes entrepreneurial thinking through:

- Innovation initiatives.
- Startup support.
- Business competitions.



2025-2026

- Mentorship opportunities.
- Industry collaboration.
- Entrepreneurial education.

Students are encouraged to develop innovative solutions to societal and business challenges while exploring opportunities for venture creation and economic impact.

Economic Impact

Entrepreneurial initiatives contribute to:

- Job creation.
- Innovation development.
- Economic diversification.
- Community development.
- Sustainable business growth.



2025-2026

EXECUTIVE EDUCATION AND PROFESSIONAL DEVELOPMENT

IoBM contributes to lifelong learning and workforce development through executive education, professional training, and capacity-building programs.

These initiatives support:

- Upskilling professionals.
- Leadership development.
- Workforce competitiveness.
- Organizational effectiveness.
- Professional advancement.

Throughout the reporting period, the University organized training programs, workshops, seminars, and conferences that strengthened professional competencies across sectors.

Areas of Focus

- Leadership and management
- Digital transformation
- Artificial intelligence
- Finance and business
- Education leadership
- Professional communication

These programs contribute to economic growth by enhancing human capital and workforce capabilities.



2025-2026

FINANCIAL LITERACY AND ECONOMIC EMPOWERMENT

Financial literacy is an important component of sustainable economic development. The partnership between IoBM and ABL Funds reflects the University's commitment to equipping individuals with the knowledge and skills necessary to make informed financial decisions.

Benefits include:

- Improved financial awareness.
- Better personal financial management.
- Greater economic participation.
- Increased financial confidence.

This initiative contributes directly to economic empowerment and inclusive growth.

ALUMNI ENGAGEMENT AND CAREER DEVELOPMENT

IoBM's alumni community plays an important role in supporting student employability and professional development.

Through mentoring, networking events, industry engagement, and knowledge sharing, alumni contribute to:

- Career guidance.
- Professional networking.
- Industry exposure.
- Internship opportunities.
- Workforce readiness.

These initiatives strengthen the connection between education and employment while fostering a culture of lifelong engagement.



2025-2026

Reporting Period Highlights

Alumni Networking and Mentorship Initiatives

Through alumni engagement activities and professional networking events, IoBM created opportunities for students and graduates to interact with experienced professionals and industry leaders.

These interactions support career growth and professional development while strengthening the University's contribution to workforce development.

RESEARCH SUPPORTING ECONOMIC DEVELOPMENT

IoBM contributes to economic growth through research addressing:

- Business innovation.
- Entrepreneurship.
- Finance.
- Economic development.
- Technology adoption.
- Workforce transformation.

Faculty and student research generates insights that support organizational effectiveness, policy development, and sustainable economic growth.

INTERNATIONAL ENGAGEMENT AND WORKFORCE COMPETITIVENESS

Global engagement helps prepare graduates for participation in increasingly interconnected economies.

During the reporting period, IoBM strengthened international collaborations and academic partnerships that enhanced:



2025-2026

- Global learning opportunities.
- Cross-cultural understanding.
- International exposure.
- Workforce competitiveness.

Examples include participation in international conferences, academic partnerships, and global knowledge exchange initiatives.

DECENT WORK WITHIN THE INSTITUTION

As an employer, IoBM seeks to provide a professional environment that supports:

- Equal opportunity.
- Professional growth.
- Employee well-being.
- Safe working conditions.
- Skills development.
- Respect and inclusion.

The University recognizes that promoting decent work begins within the institution itself and remains committed to supporting the development and well-being of its faculty and staff.

MEASURING ECONOMIC AND EMPLOYMENT IMPACT

To evaluate progress toward SDG 8, IoBM monitors indicators related to employability, industry engagement, professional development, and economic opportunity.

Suggested Indicators:



2025-2026

Employability

- Graduate employment rates
- Internship placements
- Employer participation
- Career fair participation

Entrepreneurship

- Startups supported
- Innovation projects
- Entrepreneurship programs

Professional Development

- Executive education participants
- Professional training programs
- Industry workshops conducted

Industry Engagement

- Active industry partnerships
- Collaborative projects
- Guest speakers and mentors



2025-2026

SDG 8 IMPACT SUMMARY

During the 2025–2026 reporting period, IoBM contributed significantly to SDG 8 through career development initiatives, industry partnerships, entrepreneurship support, executive education, financial literacy programs, professional development opportunities, and alumni engagement.

By preparing graduates for meaningful careers, supporting lifelong learning, fostering innovation, and strengthening industry collaboration, the University continues to contribute to sustainable economic growth and workforce development in Pakistan and beyond.



2025-2026

SDG 8 IMPACT SUMMARY

During the 2025–2026 reporting period, IoBM contributed significantly to SDG 8 through career development initiatives, industry partnerships, entrepreneurship support, executive education, financial literacy programs, professional development opportunities, and alumni engagement.

By preparing graduates for meaningful careers, supporting lifelong learning, fostering innovation, and strengthening industry collaboration, the University continues to contribute to sustainable economic growth and workforce development in Pakistan and beyond.

KEY ACTIVITIES

Initiative	Contribution
Career Fair 2026	Employment and internship opportunities
ABL Financial Education Initiative	Financial literacy and economic empowerment
Industry Partnerships	Workforce development
Entrepreneurship and Innovation Programs	Job creation and innovation
Alumni Mentorship and Networking	Career development
Executive Education Programs	Professional upskilling

IoBM's Shahjehan S. Karim Incubation Centre celebrates 4th Cohort Startup Graduation

The Shahjehan Syed Karim Incubation Centre (SSKIC) at IoBM hosted the graduation ceremony of its fourth Cohort on Saturday, July 12, 2025. It marked a significant milestone for five promising startups poised to make an impact across various sectors. The event celebrated the successful



of their intensive incubation journey, equipping them with the tools and mentorship needed to thrive in Pakistan's dynamic entrepreneurial landscape.

The ceremony was graced by esteemed guests, including Mr. Talib Karim, President IoBM; Prof. Dr. Tariq Rahim Soomro, Rector IoBM; Mr. Zubair Tufail, CEO of Tufail Chemical Industries Ltd., who served as the Guest of Honour, and Syed Azfar Hussain, Project Director of the National Incubation Centre (NIC), who was present as the Start-Up Choice Mentor. Their presence underscored the growing synergy between academia, industry, and the startup ecosystem in fostering innovation and economic growth. Present on the occasion were IoBM's Dr. Seema Ansari, Director ORIC; Ms. Juveria Baig, HoD, Internship, Placement and International Office; along with guests and team members of the graduation startups.

During his address, Mr. Talib Karim, admired Tufail Industries' consistent support for IoBM. He reflected on the economic conditions in 2020 when the Cohort program began, recalling concerns about a saturated job market and the challenges youth faced in finding employment. He noted that recent years had seen mergers and acquisitions further shrinking the job market. To address this, IoBM decided to aim for 20% of its graduates to emerge as startups, thereby becoming job creators rather than merely job seekers.

He explained their decision to launch a degree program focused on entrepreneurship, linking it directly with SSKIC. Mr. Talib Karim advised startups to concentrate on scaling their ideas. He also stressed the need for business schools to write case studies on failed startups, allowing emerging entrepreneurs to learn from past mistakes. He concluded by appreciating Raza Abbas's efforts, which led to IoBM becoming the Pakistan Chapter for UNESCO EE NET.

When speaking on the occasion, Mr. Zubair Tufail commended the innovative ideas brought forth by youth-led startups. He urged industrialists to step up and continue contributing to the SSKIC-IoBM Cohorts to support these budding ventures. Congratulating the young entrepreneurs on their Cohort 4 graduation, he affirmed that Tufail Industries will continue to support this initiative at IoBM. Mr. Zubair Tufail also touched upon the reasons for companies leaving Pakistan, noting that overseas Pakistanis' remittances are crucial for maintaining economic stability. He advised the youth to identify new global trends and observe the changes unfolding in the USA, Europe, and Asia. He expressed optimism about the growing economy, encouraging Pakistani students and startups to pursue opportunities in line with these trends.

Syed Azhar Hussain, thanked President IoBM, Mr. Talib Syed Karim, for his vision in initiating the Cohort sessions five years ago. He noted that this ecosystem was created to foster a community of startups that can engage with industry and mentors, providing opportunities to scale their businesses. He observed the progress of the cohorts over time and extended his best wishes to the graduating cohort.

Earlier, during his welcome address, Mr. Raza Abbas, HoD, SSKIC-IoBM, emphasized that this graduation ceremony marks a new journey for the incubatees to contribute to Pakistan's economic landscape. He also paid tribute to the legacy of IoBM's late Founder President, Shahjehan Syed Karim. Mr. Raza Abbas highlighted that Cohort 4 incubatees gained valuable industry insights and are now prepared to become job creators. He acknowledged that entrepreneurship is rarely a straightforward path and encouraged the incubatees to follow



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their passion, continuously learn from mentors, expand their professional networks, remain humble, and give back to the community.

Syed Sehal Masoor, the valedictorian and Founder of Bioraff, described his journey as transformative. He stated that this graduation ceremony celebrates those who dared to chase their dreams. He acknowledged the SSKIC-IoBM team for their unwavering support to the startups and urged everyone to maintain belief and continue working hard.

The graduating startups from SSKIC Cohort 4 represent a diverse range of innovative ideas and dedicated teams. They are:

- Bioraff: Founded by Syed Sehal Masoor, with team members Muhammad Bilal, Hamza Najam, and Hania Khan.
- Burraq: Led by Founder Zafeer Ahmed Khan, alongside team members Maaz Hassan and Saad Sarmad Sattar.
- Osteo AI: Pioneered by Founder Maha Shujaat, with a team comprising Hania Binte Khurram, Aliza Rafique, Maliha Shujaat, and Ayesha Nasir.
- Raahi Travels: Helmed by Founder Syeda Rida Shahid.
- Edible Chamchey: Founded by Atiya.

Throughout their time at SSKIC, these startups received comprehensive support, including mentorship, access to resources, and networking opportunities, enabling them to refine their business models and develop viable solutions. The graduation ceremony not only acknowledges their hard work and dedication but also signals their readiness to contribute to the nation's progress through their entrepreneurial ventures. The event was organized by the SSKIC-IoBM team under the guidance of Mr. Raza Abbas with support from his team including Agha Muhammad Hassaan, Syed Abdul Rafay and Maham Saleem.

This event aligns with United Nations Sustainable Development Goal (SDG) 8: Decent Work and Economic Growth. Through mentorship, capacity building, industry engagement, and access to professional networks, the incubation program empowers aspiring entrepreneurs

to transform innovative ideas into viable businesses capable of contributing to economic growth. The event also aligns with SDG 9: Industry, Innovation and Infrastructure, as the graduating startups developed innovative solutions across diverse sectors, demonstrating the role of entrepreneurship in driving technological advancement and business innovation. Furthermore, it supports SDG 17: Partnerships for the Goals through the collaboration between academia, industry leaders, mentors, and innovation support organizations such as the National Incubation Centre. The collective efforts of these stakeholders create an enabling environment for startups to thrive and scale. By nurturing entrepreneurial talent, promoting innovation, and strengthening industry-academia collaboration, the SSKIC Cohort program contributes to building a more dynamic, resilient, and opportunity-driven economy while preparing the next generation of business leaders and innovators.

IoBM & OPEN Karachi pledge to promote Entrepreneurial Growth



Organization of Pakistani Entrepreneurs (OPEN Karachi) has signed a major strategic pledge with the Institute of Business Management (IoBM) and the UNESCO Education for Entrepreneurship Network (EE Net) – Pakistan Chapter, which is represented by and

housed at IoBM. The collaboration aims to leverage OPEN Karachi's extensive global diaspora network to advance the UNESCO EE Net's mission of promoting entrepreneurial education and sustainable development.



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The agreement was signed by Mr. Talib Syed Karim, President of IoBM, and Mr. Tariq Khan, President of OPEN Global. Raza Abbas, the Focal Person for the UNESCO EE Net – Pakistan Chapter and Head of the Shahjehan Syed Karim Incubation Centre (SSKIC) at IoBM, also signed the pledge, representing the UNESCO EE Net. Representing IoBM at the occasion were Prof. Dr. Muhammad Abbas, Dean College of Computer Science and Information Systems (CCSIS); Nabhan Karim, HoD MARCOM; and Muhammad Omar Iftikhar, Senior Assistant Manager, MARCOM.

This partnership will concentrate on several key initiatives, all aimed at fostering a more robust and inclusive entrepreneurial ecosystem. By promoting entrepreneurial education, the collaboration seeks to equip learners with the essential skills and mindset for success in a dynamic global economy. The partnership will also advocate for industry Corporate Social Responsibility (CSR) to secure vital seed funding for tech-enabled startups, helping them grow from the incubation stage. A core focus is on empowering youth, women, and other underrepresented groups through mentorship, specialized training, and global exposure. Additionally, the initiative will facilitate greater collaboration among academia, industry, and policymakers to create inclusive growth opportunities, while championing innovation and sustainability.

This event aligns with United Nations Sustainable Development Goal (SDG) 8: Decent Work and Economic Growth. The strategic pledge between OPEN Karachi, IoBM, and the UNESCO Entrepreneurship Education Network (EE Net) Pakistan Chapter directly supports SDG 8 by promoting entrepreneurship, innovation, and economic opportunity. By fostering an entrepreneurial mindset among learners, the collaboration contributes to building a workforce that is adaptable, innovative, and capable of driving economic growth. The initiative also aligns with SDG 10: Reduced Inequalities through its commitment to empowering youth, women, and other underrepresented groups by providing access to mentorship, training, and global exposure. Furthermore, it strongly supports SDG 17: Partnerships for the Goals by bringing together academia, industry leaders, entrepreneurs, policymakers, and international networks to achieve shared development objectives.

Through collaboration, knowledge exchange, and collective action, the partnership seeks to strengthen Pakistan's entrepreneurial ecosystem while promoting inclusive growth, innovation, and sustainable development. By connecting local talent with global expertise and opportunities, the initiative contributes to creating a more resilient and equitable economic future.

Dr. Omar Javaid's latest book explains how to achieve socioeconomic sustainability through collective entrepreneurial efforts

Dr. Omar Javaid, Associate Professor in the Department of Entrepreneurship, College of Business Management (CBM) at the Institute of Business Management (IoBM), has published his new book, "Socioeconomic Sustainability Through Moral and Social Capital: A Tale of Three Enterprising Communities."

This book examines how entrepreneurial communities in Pakistan and beyond counteract social disintegration fuelled by neoliberal economic practices. It highlights the role of moral and social capital in mitigating social pathologies such as alienation, exclusion, and inequality caused by the disintegration of traditional family and community networks. Through a detailed analysis of family, community, market, and firm dynamics in ethnic entrepreneurial communities, the book emphasizes how these groups prevent disintegration by cultivating and maintaining moral and social capital.

Comparative insights from ethnic, minority, and community-based entrepreneurial contexts further enrich the analysis and contribute to current debates in economic sociology, development studies, and the anthropology of entrepreneurship. It also offers a valuable resource for policymakers and development practitioners interested in community-based



strategies for achieving socioeconomic sustainability. This volume will appeal to scholars and advanced students in sociology, political economy, organizational studies, and community development.

This event aligned with SDG 8 – Decent Work and Economic Growth, which promotes sustained, inclusive, and sustainable economic growth, productive employment, and decent work for all. Dr. Omar Javaid's book highlights the role of entrepreneurial communities in fostering socioeconomic sustainability through moral and social capital. By examining how community-based networks help address challenges such as exclusion, inequality, and social disintegration, the work contributes valuable insights into building resilient economies and strengthening local enterprise. The book also supports broader discussions on inclusive development, social cohesion, and community-driven approaches that can enhance economic opportunities.

9th ICIBF at IoBM Emphasizes Technology and Sustainability



The inaugural session and day one of the 9th International Conference on Islamic Banking & Finance (ICIBF-2025), themed “Islamic Finance 5.0: Embracing Technology, Sustainability, and Ethical Excellence,” was organized by the College of Business Management (CBM), Institute of Business Management (IoBM) at a local hotel on Wednesday, November 19, 2025.



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The event was hosted by IoBM's Center for Islamic Business & Finance (CIBF), with Cambridge IFA as Conference Partner. The two-day ICIBF is expected to bring together over 20 international speakers, more than 50 C-suite level executives, 50+ representatives from national and global institutions, and over 70 industry partners.

Present during the inaugural session representing IoBM were Mr. Talib Syed Karim, President; Prof. Dr. Tariq Rahim Soomro, Rector; Prof. Dr. Muhammad Kashif, Dean CBM; Prof. Dr. Muhammad Abbas, Dean College of Computer Science & Information Systems (CCSIS), along with HoDs, Faculty, Management, and Students.

Senator Muhammad Aurangzeb, Federal Minister for Finance and Revenue, Pakistan, shared his message for ICIBF. He said that ICIBF has grown into a leading platform for dialogue and thought leadership in Islamic finance. He noted that this year's theme reflects the global shift toward technology, sustainability, and ethical excellence. As Pakistan's financial sector continues to evolve, he emphasized that IoBM's commitment to digital innovation, sustainable finance, and research will help develop future leaders and strengthen the country's financial landscape.

In his Welcome Address, Mr. Talib Syed Karim, President of IoBM, said Islamic banking is growing faster than conventional banking, bringing greater responsibility upon the policymakers. He stressed the need for trained professionals, regulatory alignment, and understanding new technologies. In his Opening Remarks, Prof. Dr. Muhammad Kashif highlighted that we are at a transformative moment as digital transition reshapes the future. He noted that Islamic finance, founded on shared prosperity and justice, is evolving within this new landscape. He also pointed to the participation of over 20 international speakers as a testament to the rising global and national significance of Islamic banking.



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Prominent figures from Pakistan's banking and finance sector who addressed the audience at the inaugural session were Mr. Yousuf Hussain, President & CEO, Faysal Bank; Prof. Dr. S. M Tariq Rafi, Chairman Sindh HEC; Dr. Ishrat Husain, Former Governor, State Bank of Pakistan; Mr. M. Bashir Janmohammad, Chancellor, IoBM; Mr. Irfan Siddiqui, President & CEO, Meezan Bank; Dr. Mohamed Lamine M. Sylla, Head of Research and Studies Division, International Islamic Fiqh Academy, Saudi Arabia; Mr. Muhammad Atif Hanif, CEO, Al Baraka Bank Pakistan, Mr. Saleem Ullah, Deputy Governor of SBP, and Justice Dr. Syed Muhammad Anwar, Aalim Judge, Federal Shariah Court.

The event also presented the Global Islamic Finance Report by Cambridge IFA. Speakers were Prof. Humayon Dar, Managing Director, Cambridge IFA, along with Prof. Dr. Kabir Hassan (University of New Orleans, USA); Prof. Dr. Eskandar Shah Mohd, CEO, ISRA Consulting, Malaysia; and Prof. Dr. Dawood Ashraf, Senior Researcher, Islamic Research and Training Institute (IRTI), Islamic Development Bank.

An exclusive dialogue between Irfan Siddiqui, President & CEO, Meezan Bank, and Dr. Ishrat Husain, Former Governor, State Bank of Pakistan, presented forward-looking insights that will help shape the trajectory of Islamic banking in Pakistan.

At the Conference, two books co-authored by Prof. Dr. Imam Uddin, Director CIBF-IoBM and Co-Chair of ICIBF, were also unveiled. The first book was *Islamic Financial Institutions: An Introduction* (Routledge, UK), has been published. The second book was *Islamic Transformation of Conventional Finance and Economy: Navigating Opportunities, Overcoming Challenges, and Implementing Solutions*, which will be released soon by Emerald Publishing. Prof. Dr Tariq Rahim Soomro, Rector of IoBM, and Prof. Dr. Muhammad Kashif, Dean of CBM-IoBM, revealed both books. The President of IoBM, Mr. Talib Syed Karim, presented a special appreciation shield to Dr. Imam Uddin, Director CIBF and Co-Chair ICIBF, in recognition of his dedicated leadership and valuable contributions to the conference.



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IoBM signed two MoUs at ICIBF (day one) with the Bahrain Institute of Banking & Finance (BIBF) and Universiti Malaysia Sarawak (UNIMAS). The objective of these partnerships was to foster academic collaboration, promote research in Islamic finance, and enhance knowledge exchange between institutions.

Day One of ICIBF 2025 concluded with a grand gala dinner hosted by Cambridge IFA in partnership with IoBM, which also featured the 11th Islamic Retail Banking Awards (IRBA). It is a globally recognized Islamic banking award known for its academically rigorous evaluation of Islamic banking efficiency and performance.

Day 2 of ICIBF 2025 featured a series of impactful panel sessions covering key themes such as Sustainable Finance, Islamic Finance Standards, Green Governance, the Future of Modaraba and Takaful, Halal Financing, Islamic Social Finance, Green Halal Finance, and Digital Transformation in Islamic Finance.

These discussions brought together industry leaders, CEOs, founders, and seasoned experts from various domains across the banking and finance sector. Their insights highlighted emerging trends, shared best practices, and emphasized the crucial role of Islamic finance in shaping a sustainable economic future.

Distinguished leaders of Pakistan's banking sector, who addressed the inaugural session and the panel sessions on both days of the ICIBF, emphasized how the conference brought together industry experts to assess the current landscape and chart a roadmap for sustainable growth. Speakers underscored the sector's ethical foundations, commitment to financial inclusion, and adherence to Shariah-compliant principles, key factors in reinforcing resilience, expanding market share, and contributing to national economic development. The discussions focused on emerging areas such as Islamic fintech, sustainable finance, harmonizing Shariah standards, and smart sukuk.



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Experts highlighted the rapid digital transformation propelled by AI, fintech collaborations, and automation, all aimed at enhancing customer experience and operational efficiency. ICIBF will also feature research paper presentations, where students will showcase their work on various topics related to Islamic business and finance.

In his closing remarks, Prof. Dr. Tariq Rahim Soomro, Rector IoBM, reflected on the proceedings of the two-day conference. He thanked all national and international speakers and expressed his hope that the discussions and deliberations that had taken place would add value to the Islamic financial sector of Pakistan. Prof. Dr. Soomro further urged attendees to carry forward the spirit of collaboration, scholarship, and innovation that had defined the two days. He asserted that Islamic finance was not merely an industry but a moral commitment, an intellectual endeavor, and a global movement for economic justice. He concluded by stating that, together, they could shape financial systems that uplifted humanity, safeguarded the environment, and honored the principles of equity, transparency, and shared prosperity.

The conference showcased the shared vision and expertise of Pakistan's leading banking executives, who are playing a crucial role in shaping the next phase of Islamic finance. Their insights at ICIBF 2025 are set to influence policy, drive innovation, and reinforce Pakistan's standing as a regional leader in Islamic banking.

This event aligned primarily with SDG 8 – Decent Work and Economic Growth, which promotes sustainable economic growth, productive employment, and innovation-driven development. Through discussions on Islamic finance, financial inclusion, sustainable finance, fintech, artificial intelligence, and ethical banking, ICIBF 2025 highlighted the role of responsible financial systems in supporting economic prosperity. The conference also contributed to SDG 9 – Industry, Innovation and Infrastructure, SDG 4 – Quality Education, and SDG 17 – Partnerships for the Goals by fostering research, technological innovation, academic collaboration, and international partnerships aimed at advancing sustainable and inclusive financial development.

President of IoBM, Mr. Talib Syed Karim, receives the Cambridge Award at the first-ever IRBA held in Pakistan



For the first time in Pakistan, the prestigious Islamic Retail Banking Awards (IRBA) were held in the country — a landmark moment for Pakistan's Islamic finance landscape. Organized by Cambridge IFA, the 11th IRBA took place on November 19, 2025.

At the ceremony, the IRBA Awards Committee presented the Cambridge Award for Distinguished Contribution to Islamic Finance Education & Advocacy 2025 to IoBM President Mr. Talib Syed Karim, honoring his outstanding leadership and tireless dedication as the patron of the International Conference on Islamic Banking and Finance (ICIBF), an annual event organized by IoBM, which has become one of Pakistan's foremost forums for Islamic finance.

The Islamic Retail Banking Awards are the world's first awards dedicated to evaluating Islamic retail banking through academically rigorous performance analysis. Recognized for their credibility, the IRBA honor outstanding institutions and individuals whose contributions drive innovation, growth, and excellence in the Islamic retail banking sector. Winners are selected by an independent panel using Cambridge IFA's efficiency model: one of the most trusted assessment frameworks in the industry.

As a global financial services intelligence provider, Cambridge IFA uses advanced analytical tools to assess market performance, leadership, and brand strength across the international financial sector. Over the past 11 years, IRBA has celebrated more than 400 institutions and professionals worldwide — and with this year's ceremony, Pakistan now stands proudly among the countries shaping the future of Islamic retail banking.

This event aligned primarily with SDG 8 – Decent Work and Economic Growth, which promotes sustainable economic growth, innovation, and the development of resilient financial systems. By recognizing excellence and leadership in Islamic retail banking, the Islamic Retail Banking Awards (IRBA) encouraged best practices, innovation, and responsible growth within the financial sector. The event also supported SDG 9 – Industry, Innovation and Infrastructure through the promotion of advanced financial assessment frameworks, SDG 4 – Quality Education through advocacy for Islamic finance education, and SDG 17 – Partnerships for the Goals by strengthening collaboration among financial institutions, academia, and industry leaders working to advance the global Islamic finance ecosystem.

SSKIC Hosts Exciting Cohort 5 Pitching Round for Startups



On December 18, 2026, the Shahjehan Syed Karim Incubation Center (SSKIC) at the Institute of Business Management (IoBM) successfully executed the Final Pitching Round for Cohort 5, providing aspiring startups with a wonderful structured incubation platform to present their business ideas to an esteemed panel of industry experts and academic leaders. The participating startups showcased

concepts, which were evaluated on their practicality, innovation, and scalability. Over the past 4 cohorts, SSKIC has successfully graduated 24 start-ups and various success stories have emerged and scaled both nationally and globally contributing to the start-up ecosystem. Notable start-ups that have graduated from SSKIC are: Creative 3D, Chiragh Education Technologies, Zarai Baramdaat, Filtresha, Arm Rehab Technologies etc.

The distinguished jury comprised Mr. Danish Ejaz, CEO, MAdvertising; Mr. Shahrukh Nadeem, CEO, MyWater Pakistan; Ms. Maheen Salman, CEO, Global Innovatrix (Pvt.) Ltd, Dr. Imran Batada, Chief Digital Officer and Director, Center of Information Technology, IoBM; Ms. Zehra Raza, Manager Human Resources – People & Culture, Seagold (Private) Limited; Dr. Muhammad Imran Majid, Associate Professor and Head of the Department of Electrical Engineering, IoBM; Mr. Nabhan S. Karim, Head of MARCOM, IoBM; Ms. Abeer Saleem, Chief Representative – Pakistan, Dubai Chambers; Mr. Jibran Siddiqui, Founder, Money Matters and Dr. Bazla Mukhtar, Assistant Professor, Department of Entrepreneurship, IoBM.

The start-up founders really valued the pitching opportunity, one of the Founder and CEO of Curesofts, Mr. Rayyan Shah shared: 'I genuinely valued this experience. The pitching sessions were disciplined, purposeful and treating pitching the way it should be treated seriously. The jury didn't just listen they challenged assumptions and raised the kind of uncomfortable questions that real businesses must answer whether prepared or not.

The insights shared by the eminent jury members were especially practical and experience-driven. The kind of guidance that comes from years in the field. We'll be applying these learnings immediately, In shaa Allah. Thank you to IoBM and SSKIC for the wonderful opportunity'.

One of the jury members and prominent IoBM alumni, Ms. Zehra Raza, shared, 'Thanking Institute of BusinessManagement – for giving me the opportunity to be the Jury for their 5th Incubation Flagship Program – Pitching Round. Amazed to see some very interesting potential business ideas from our talented youth and glad to provide them with the direction they needed.





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Raza, shared, 'Thanking Institute of Business Management – for giving me the opportunity to be the Jury for their 5th Incubation Flagship Program – Pitching Round. Amazed to see some very interesting potential business ideas from our talented youth and glad to provide them with the direction they needed. They are fortunate and my message to them is to make the most of whatever is being invested in them as we come from an era where there was seldom direction and guidance – we learned it all the hard way'.

The interactive session enabled participants to receive valuable feedback and insights from the jury, reinforcing SSKIC's commitment to nurturing entrepreneurial talent and supporting the development of viable, growth-oriented startups.

Mr. Raza Abbas, SSKIC- Head of Incubation shared the outreach of SSKIC increased in cohort 5, pleased to witness rise in out of city applicants and few start-ups especially travelled from Lahore and Khairpur for the final pitching round which reflects SSKIC-IoBM inclusion in practice and equal opportunity for our talented youth.

This event aligned primarily with SDG 8 – Decent Work and Economic Growth and SDG 9 – Industry, Innovation and Infrastructure. Through its incubation program and startup pitching platform, SSKIC empowered aspiring entrepreneurs to transform innovative ideas into viable business ventures capable of generating employment and contributing to economic development. The event provided participants with mentorship, industry exposure, and practical feedback from experienced professionals, fostering innovation and entrepreneurial thinking. It also supported SDG 4 – Quality Education by promoting experiential learning and skill development, SDG 10 – Reduced Inequalities by encouraging participation from diverse regions, and SDG 17 – Partnerships for the Goals through collaboration between academia, industry leaders, investors, and startup founders.

IoBM Hosts Annual Career Fair 2026



With aspirations in their eyes and determination in their stride, students of the Institute of Business Management (IoBM) attended the annual Career Fair with a goal to secure their professional future. Across the venue, HR professionals from 117 leading organizations engaged with emerging talent and identify future contributors to their industries.

In that defining moment at IoBM, the gap between classroom learning and corporate reality visibly began to close.

This was the aura during the annual Career Fair hosted by IoBM on Wednesday, February 11, 2026. Leading exhibitors representing a broad spectrum of industries, from IT services and pharmaceuticals to consumer goods, fast-food chains, personal care, banking and financial services, media, among others came together under one roof. Each stall told a different story of growth, innovation, and demand, offering students not only exposure to diverse career pathways but also a clearer understanding of the evolving dynamics shaping today's professional landscape.

The occasion was graced by IoBM Chancellor Bashir Janmohammad and Zubair Tufail, Chairman and CEO of Tufail Chemical Industries Limited. Members of IoBM's senior management also graced the occasion.

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Organized by IoBM's Career Development Centre (CDC), the Career Fair is designed to facilitate a structured transition from academia to the professional world. HR leaders and corporate representatives engaged directly with final-year students, providing insights into recruitment processes, competency frameworks, and industry expectations. Conversations extended beyond immediate vacancies to long-term career planning, emerging roles, and in-demand skill sets, encouraging students to strategically align their academic preparation with contemporary market realities.

Participating organizations expressed strong enthusiasm for IoBM's Career Fair, describing it as an effective channel for identifying and engaging with emerging talent. Representatives appreciated the opportunity to interact directly with students in an environment that fosters curiosity, ambition, and professional readiness.

Exhibitors noted that the Career Fair enabled meaningful dialogue rather than routine recruitment exchanges. They were particularly encouraged by the level of preparation demonstrated by students, who asked pertinent and well-informed questions about career progression, required competencies, and long-term professional growth. Such interactions, they observed, reflected a maturing workforce that is not only seeking employment but also striving to make strategic career decisions.

Representatives remarked that engaging with students at this stage allows organizations to better understand the aspirations, expectations, and skill sets of the next generation. They described the event as a valuable opportunity to connect with future professionals who are eager to contribute significantly to Pakistan's evolving economic landscape. Over the years, IoBM's Career Fair has developed into one of the country's most prominent university-led recruitment initiatives. Its continued growth reflects IoBM's sustained commitment to bridging the gap between academic excellence and industry requirements. By integrating employment opportunities with academic strengths, the initiative reinforces professional awareness, practical insight, and informed career decision-making.



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A distinguishing feature of the 2026 Career Fair was the depth and quality of engagement between students and industry leaders. These interactions moved beyond transactional hiring conversations, allowing students to explore job functions, growth trajectories, organizational culture, and performance expectations, insights that are seldom captured in formal job descriptions. Through structured networking and purposeful dialogue, the event fostered enduring connections between emerging professionals and reputable employers.

Career Fair 2026 featured leading national and multinational organizations, including ABACUS, Adamjee Life, The Aga Khan University, BankIslami, Chase Up, Continental Biscuits, easypaisa, Engro, Getz Pharma, ibex, JS Bank, L'Oréal, Dalda Foods, Ismail Industries Limited, Suzuki, Saeed Ghani, RAJBY, Reon, PharmEvo, Jubilee Insurance, Dun & Bradstreet, and Martin Dow, among others, reflecting strong industry confidence in IoBM's talent pool.

This event aligns with United Nations Sustainable Development Goal (SDG) 8: Decent Work and Economic Growth. Career Fair 2026 directly supported SDG 8 by connecting students with leading employers from diverse industries and creating pathways to meaningful employment opportunities. The event enabled students to engage with industry professionals, gain insights into workplace expectations, and explore emerging career prospects. By facilitating interactions between academia and industry, the Career Fair helped bridge the gap between education and employment, promoting workforce readiness and professional development. The initiative also supports SDG 4: Quality Education by complementing classroom learning with industry exposure, and SDG 17: Partnerships for the Goals through collaboration between IoBM and numerous national and multinational organizations.

IoBM Partners with Sohail Zindani to Reimagine Executive Education

The Institute of Business Management (IoBM) has signed a Memorandum of Understanding (MoU) with Sohail Zindani, Management Consultant and Founder of Learning Minds, to lead the strategic transformation and relaunch of executive education at the University's Entrepreneurship and Management Excellence Center (EMEC).



This partnership goes beyond a program update. It marks a decisive move to redefine executive learning in Pakistan, aligning academic rigor with real-world leadership demands and recalibrating executive education for a fast-changing economic and technological landscape.

Under the agreement, Sohail Zindani will serve as Partner-in-Residence at EMEC, a strategic role designed to integrate industry insight, global exposure, and institutional innovation into IoBM's executive education framework.

The initiative envisions a ground-up relaunch of EMEC, focused on:

- Designing programs aligned with emerging industry realities
- Embedding leadership, innovation, and culture into curriculum design
- Strengthening IoBM's bridge between academia and enterprise
- Positioning EMEC as a benchmark for executive learning in Pakistan and the region

IoBM leadership reaffirmed their commitment to staying ahead of evolving leadership and learning expectations. As industries transform and lifelong learning becomes imperative, IoBM is positioning EMEC at the forefront of executive capability development.



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The MoU was signed by Mr. Talib Syed Karim, President of IoBM, and Sohail Zindani, in the presence of senior university leadership including Prof. Dr. Tariq Rahim Soomro, Rector; Prof. Dr. Muhammad Kashif, Dean CBM; Prof. Dr. Muhamad Abbas, Dean CCSIS; Dr. Nadia Ayub, Dean CESD; Dr. Imran Batada, CDO and Director CIT; and Nabhan Karim, Head of MARCOM. This collaboration reflects IoBM's forward-looking academic leadership, committed to rethinking legacy models and redesigning executive education for relevance, impact, and global competitiveness.

The MoU was signed by Mr. Talib Syed Karim, President of IoBM, and Sohail Zindani, in the presence of senior university leadership including Prof. Dr. Tariq Rahim Soomro, Rector; Prof. Dr. Muhammad Kashif, Dean CBM; Prof. Dr. Muhamad Abbas, Dean CCSIS; Dr. Nadia Ayub, Dean CESD; Dr. Imran Batada, CDO and Director CIT; and Nabhan Karim, Head of MARCOM. This collaboration reflects IoBM's forward-looking academic leadership, committed to rethinking legacy models and redesigning executive education for relevance, impact, and global competitiveness.

The ceremony was attended by IoBM leadership, faculty, students, and distinguished guests. In his welcome remarks, IoBM President Mr. Talib S. Karim reaffirmed the university's commitment to research and academic scholarship, noting the book's contribution to understanding the role of moral and social capital in entrepreneurial success.

This event aligns with United Nations Sustainable Development Goal (SDG) 8: Decent Work and Economic Growth. The partnership between IoBM and Sohail Zindani to transform executive education supports SDG 8 by strengthening leadership capabilities, professional competencies, and lifelong learning opportunities for working professionals. The initiative aims to develop executive programs aligned with evolving industry needs, helping organizations and individuals remain competitive in a rapidly changing economy. The collaboration also contributes to SDG 4: Quality Education through the delivery of high-quality executive learning experiences and SDG 9: Industry, Innovation and Infrastructure by integrating innovation, leadership, and contemporary business practices into curriculum design. The initiative reflects IoBM's commitment to preparing professionals for future economic and organizational challenges.

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Book exploring entrepreneurship and social cohesion launched at IoBM

The Institute of Business Management (IoBM) launched Socioeconomic Sustainability Through Moral and Social Capital, a book by Dr. Omar Javaid, Associate Professor in the Entrepreneurship Department at the College of Business Management (CBM), on April 26, 2026. Organized by the Entrepreneurship Department, the event highlighted the book's exploration of how entrepreneurial communities sustain social cohesion amid changing economic conditions.





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Speakers, including Dr. Irfan Hyder, Vice Chancellor of Salim Habib University, Maulana Bashir Farooq Qadri, Founder and Chairman of Saylani Welfare International Trust, Mr. Afzal Chamadia, President of Chamadia Group, Dr. Abdul Wahab Suri of the University of Karachi, and Prof. Aamir Firoz Shamsi of Bahria University, praised the book for its original research and practical insights into entrepreneurship, community development, and social responsibility.

Dr. Omar Javaid reflected on his research and publication journey, emphasizing the persistence required to bring the work to completion. The event concluded with remarks from Dr. Junaid Ansari, HoD Entrepreneurship Department, who acknowledged IoBM's support in publishing the book.

This event aligns with United Nations Sustainable Development Goal (SDG) 8: Decent Work and Economic Growth. The launch of Socioeconomic Sustainability Through Moral and Social Capital contributed to SDG 8 by highlighting the role of entrepreneurship in fostering economic resilience, sustainable livelihoods, and community development. The book explores how entrepreneurial communities create opportunities for economic growth while maintaining social cohesion and shared values. By encouraging discussion on entrepreneurship, innovation, and responsible business practices, the event promoted a deeper understanding of how economic progress can be achieved in a sustainable and inclusive manner. The event also supports SDG 10: Reduced Inequalities by examining community-based approaches that enable broader participation in economic opportunities. Additionally, it aligns with SDG 16: Peace, Justice and Strong Institutions through its emphasis on trust, social capital, ethical conduct, and strong community networks. By fostering dialogue on sustainable development and social responsibility, the event encouraged a holistic view of entrepreneurship that balances economic success with societal well-being.



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SDG 9 – INDUSTRY, INNOVATION AND INFRASTRUCTURE

GOAL OVERVIEW

Sustainable Development Goal 9 aims to build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation. Universities play a critical role in advancing this goal by generating new knowledge, supporting research and innovation, strengthening industry collaboration, developing future talent, and creating ecosystems that encourage entrepreneurship and technological advancement.

As a multidisciplinary institution committed to academic excellence and societal impact, IoBM contributes to SDG 9 through research, innovation, industry engagement, technology adoption, infrastructure development, entrepreneurship initiatives, and strategic partnerships.

During the 2025–2026 reporting period, IoBM strengthened its contribution to innovation and sustainable development through academic collaborations, research initiatives, technology-driven learning, and engagement with industry leaders.

INNOVATION AS A STRATEGIC PRIORITY

Innovation is central to IoBM's mission of preparing graduates to address emerging challenges and contribute to economic and societal progress.

The University promotes innovation through:

- Research and knowledge creation.



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- Industry collaboration.
- Technology-enabled learning.
- Entrepreneurship initiatives.
- Interdisciplinary problem-solving.
- Professional and executive education.

Through these efforts, IoBM seeks to foster a culture of creativity, experimentation, and continuous improvement.

ARTIFICIAL INTELLIGENCE AND DIGITAL INNOVATION

AI-Enabled Teaching and Research Excellence

One of the most significant innovation-focused initiatives during the reporting period was the University's event on **AI-Enabled Teaching and Research Excellence in Higher Education**.

The initiative explored the transformative potential of artificial intelligence in education, research, decision-making, and institutional effectiveness. Faculty members and academic leaders engaged in discussions regarding emerging technologies and their application within higher education.

The initiative contributed to:

- Digital transformation.
- Innovation in teaching and learning.
- Research enhancement.
- Future-ready education.
- Technology adoption.

This activity demonstrates IoBM's commitment to preparing students and faculty for an increasingly technology-driven future.



STRENGTHENING INDUSTRY-RELEVANT EDUCATION

Partnership with Harvard Business Publishing

In January 2026, IoBM entered into a strategic partnership with Harvard Business Publishing to strengthen teaching and learning through globally recognized educational resources and case-based learning methodologies.

The partnership supports:

- Practical learning experiences.
- Industry-oriented education.
- Critical thinking development.
- Evidence-based decision-making.
- International academic standards.

By incorporating globally relevant learning resources, the University strengthens its ability to prepare students for modern business and professional environments.

RESEARCH AND INNOVATION ECOSYSTEM

Research remains a key driver of innovation and sustainable development.

IoBM supports research activities that contribute to:

- Technological advancement.
- Organizational innovation.
- Sustainable development.
- Economic growth.
- Social progress.
- Public policy improvement.



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Faculty and students engage in research that generates knowledge, informs practice, and contributes to solving real-world challenges.

Research Priority Areas

- Artificial intelligence and emerging technologies.
- Business innovation.
- Data analytics.
- Education innovation.
- Public policy.
- Health and well-being.
- Sustainability and environmental management.

CONFERENCES AND KNOWLEDGE EXCHANGE

International Conferences

During the reporting period, IoBM hosted and participated in numerous conferences that supported innovation, knowledge sharing, and interdisciplinary collaboration.

Examples include:

4th International Conference on Education

The conference brought together educators, researchers, and practitioners to discuss educational innovation, emerging challenges, and future directions for teaching and learning.

Academic and Professional Forums

The University hosted seminars, workshops, panel discussions, and professional events that promoted knowledge exchange and encouraged collaboration between academia and industry.

These activities support the dissemination of research and contribute to innovation ecosystems within Pakistan and beyond.



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INDUSTRY-ACADEMIA COLLABORATION

Strong partnerships between universities and industry are essential for innovation and economic development.

IoBM actively collaborates with organizations across multiple sectors to:

- Address industry challenges.
- Support applied research.
- Enhance curriculum relevance.
- Provide experiential learning opportunities.
- Facilitate internships and professional development.

These collaborations ensure that students and researchers remain connected to evolving industry needs and technological trends.

Reporting Period Examples

Bayer Women's Health Research Collaboration

Students collaborated with Bayer on a research project examining barriers to women's healthcare access in Pakistan.

The initiative demonstrated how academic research can contribute to addressing real-world challenges while strengthening industry engagement.

Financial Education Initiative with ABL Funds

The partnership between IoBM and ABL Funds promoted financial literacy and practical knowledge development through collaborative educational programming.

These partnerships highlight the University's role as a bridge between knowledge generation and practical application.



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INFRASTRUCTURE SUPPORTING INNOVATION

Modern infrastructure is essential for fostering innovation, creativity, and learning.

IoBM continues to invest in facilities and technological resources that support:

- Teaching and learning.
- Research activities.
- Student engagement.
- Industry collaboration.
- Innovation and entrepreneurship.

Infrastructure investments contribute to creating an environment where students and faculty can develop ideas, conduct research, and engage with emerging technologies.

Examples

- Technology-enabled classrooms.
- Research facilities.
- Collaborative learning spaces.
- Digital learning platforms.
- Professional development facilities.

[Insert Additional Infrastructure Projects]



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ENTREPRENEURSHIP AND STARTUP DEVELOPMENT

Innovation often leads to entrepreneurship, which in turn contributes to economic growth and job creation.

IoBM encourages entrepreneurial thinking through:

- Innovation-focused learning.
- Industry engagement.
- Mentorship opportunities.
- Business competitions.
- Startup support initiatives

Students are encouraged to develop innovative ideas and explore opportunities to transform those ideas into sustainable ventures.

Impact Areas

- Job creation.
- Innovation commercialization.
- Economic development.
- Social entrepreneurship.
- Technology-driven solutions.

DIGITAL TRANSFORMATION AND INSTITUTIONAL INNOVATION

IoBM continues to leverage technology to improve institutional effectiveness and service delivery.



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Digital transformation initiatives include:

- Online admissions systems.
- Learning management platforms.
- Digital student services.
- Online communication tools.
- Data-driven decision-making processes.

These efforts contribute to operational efficiency while supporting innovation throughout the institution.

INNOVATION THROUGH INTERNATIONAL COLLABORATION

Global partnerships play an important role in advancing innovation and knowledge exchange.

During the reporting period, IoBM strengthened its international engagement through participation in global academic forums and collaboration with international institutions and organizations.

These initiatives contribute to:

- Global knowledge exchange.
- International research collaboration.
- Academic innovation.
- Cross-cultural learning.
- Institutional development.



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Examples

- Harvard Business Publishing Partnership
- Participation in EURIE Higher Education Summit
- International academic collaborations and conferences

Measuring Innovation and Industry Impact

IoBM seeks to evaluate its contribution to SDG 9 through indicators related to research, innovation, infrastructure, and industry engagement.

Suggested Indicators

Research

- Research publications
- Research projects
- Research grants
- Industry-funded research

Innovation

- Innovation initiatives
- Startup projects
- Technology adoption programs
- Innovation competitions

Industry Collaboration

- Active industry partnerships
- Joint projects
- Internship opportunities
- Industry engagement events



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Infrastructure

- Technology investments
- Learning infrastructure upgrades
- Research facility enhancements

SDG 9 IMPACT SUMMARY

During the 2025–2026 reporting period, IoBM contributed to SDG 9 through research, innovation, technology adoption, industry collaboration, infrastructure development, and entrepreneurship initiatives.

Through partnerships with organizations such as Harvard Business Publishing, Bayer, and ABL Funds, as well as initiatives focused on artificial intelligence, educational innovation, and research excellence, the University continues to strengthen its role as a catalyst for innovation and sustainable development.

KEY ACTIVITIES

Initiative	Contribution
AI-Enabled Teaching and Research Excellence	Digital innovation and technology adoption
Harvard Business Publishing Partnership	Industry-relevant learning and innovation
Bayer Women's Health Research	Applied research and industry collaboration
ABL Financial Education Initiative	Knowledge transfer and practical innovation



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Initiative	Contribution
International Conferences and Academic Forums	Research dissemination and collaboration
Digital Transformation Initiatives	Institutional innovation and efficiency

TechNova 2025 leads the way to AI growth in Pakistan



Industry leaders and practitioners from the technology sector, along with academicians and government leaders, convened at TechNova 2025 to discuss strategies for fostering AI-led growth. The event was organized at the Institute of Business Management (IoBM) by its College of Computer Science and Information Systems (CCSIS) on July 26, 2025. Later, the Closing Ceremony of TechNova 2025 was graced by the presence of Ms. Sabina Mohsin, VP FHE and Chief Advisor, IoBM as the Chief Guest. She presented mementos and awards to the participants and winners of the various competitions.

The event included an AI symposium where the speakers addressed the future of artificial intelligence. This dedicated segment brought together C-level Industry CEOs who shared their expert insights and engaged in critical discussions about the future trajectory of Artificial Intelligence. Mr. Jibran Jamshad, Country Education Lead at Microsoft Pakistan, and Brig. Musharraf Khan, Additional Director, Strategic Relations, TELECOM Group. Mr. Jibran Jamshad underscored the ongoing shift from the third to the Fourth Industrial Revolution, with artificial intelligence serving as its core. He emphasized that generative AI was the pivotal path forward in the tech age, urging individuals to acquire the necessary credentials for the AI industry. Jamshad advised students to gain foundational AI knowledge through online courses.



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Brig. Musharraf Khan, speaking on “AI in Education,” outlined the vast opportunities, challenges, and the future direction of AI's role in assisting education. He detailed how AI could revolutionize learning by enabling interactive experiences, supporting blended models, enhancing accessibility for remote areas, providing virtual tutoring, and empowering learners with disabilities, among other benefits.

Invited as panelists were Prof. Dr. Tariq Rahim Soomro (Rector, IoBM), Dr. Syed Nadeem Ahsan (Division Head IT & Cyber Security, KINPOE), Prof. Dr. Najeed Ahmed (NED University), Mr. Ahsan Mashkooor (Co-Founder, wAI and C-Square), Mr. Adnan Zaidi (Chief AI Officer, Proxima.pk) and Syed Kashif Rafi (Registrar, ILMA University). Prof. Dr. Muhammad Abbas, Dean, CCSIS-IoBM moderated the session. The participants engaged in discussions about various aspects of Artificial Intelligence and related technological advancements, sharing insights, innovations, strategies, and how they can benefit academia and the industry.

Across diverse fields, speakers consistently highlighted AI's profound and transformative impact. A clear consensus emerged: students must embrace AI technology, recognizing its power to streamline tasks. Discussions also underscored the critical role of ethics in AI implementation, particularly in how AI is reshaping academia and redesigning education. Ultimately, AI was presented as a robust platform for accessing data, information, and innovative solutions. The speakers collectively agreed that smart tools and applications are enabling faster task completion, noting a bombardment of such tools across all industries. Importantly, they also discussed how AI will not supersede human creativity, opinion, or the invaluable learning acquired through independent task execution.

A significant highlight of TechNova 2025 was the Inter-University Competitions, which drew students from over 25 universities across Karachi and Islamabad. These competitions provided a valuable opportunity for young talent to demonstrate their technical prowess and entrepreneurial spirit across various modules. The competitions included: Final Year Project Competition, Speed Programming, Prompt Engineering, Web & Logo Design, Startup Launchpad, MathsMania, and E-Sports.



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TechNova 2025 proved to be a resounding success, fostering collaboration and knowledge exchange at the intersection of academia, industry, and government, all with a focus on advancing AI-led growth in Pakistan.

TechNova 2025 stood as a remarkable testament to the hard work, dedication, and commitment demonstrated by the CCSIS – IoBM. Leading this significant endeavor was Prof. Dr. Muhammad Abbas, whose guidance, blended with the invaluable support of his dedicated faculty and the dynamic contributions of student societies, notably IEEE and Digicon, ensured the event's resounding success. This collaborative spirit and collective effort were the true driving forces behind TechNova 2025's impactful culmination.

This event aligns with United Nations Sustainable Development Goal (SDG) 9: Industry, Innovation and Infrastructure. TechNova 2025 directly supports SDG 9 by promoting technological innovation, digital transformation, and industry-academia collaboration in the field of Artificial Intelligence. By bringing together technology leaders, researchers, policymakers, educators, and students, the event created a platform for discussing emerging technologies and their role in driving economic and societal progress. The symposium highlighted the transformative potential of AI in sectors such as education, business, cybersecurity, and digital services, while encouraging participants to develop the skills and knowledge required for the Fourth Industrial Revolution. The event also aligns with SDG 4: Quality Education by exposing students to cutting-edge developments in AI, fostering technical learning, critical thinking, and innovation. The inter-university competitions provided practical opportunities for participants to apply their knowledge in programming, entrepreneurship, design, and problem-solving. Furthermore, TechNova supports SDG 17: Partnerships for the Goals by strengthening collaboration among academia, industry, and government stakeholders. Through knowledge exchange, networking, and collaborative dialogue, the event contributed to building an innovation-driven ecosystem that empowers future professionals, encourages technological advancement, and supports Pakistan's journey toward a knowledge-based economy.

Workshop on Predictive Maintenance held at IoBM



The Entrepreneurship and Management Excellence Center (EMEC) and the Institute of Business Management (IoBM) organized a workshop on “Advanced Predictive Maintenance Using AI, Data Visualization, and Power BI” on August 27-28, 2025. The workshop facilitators were Mr. Mehboob Karim and Dr. Imran Batada.

Mr. Mehboob Karim, a Subject Matter Advisor for Digital Asset Performance Management (DAPM), is also a registered Professional Engineer in Ontario, Canada, and a senior member of the Pakistan Engineering Council. Dr. Imran Batada is the Chief Digital Officer and Director of the Center for Information and Technology at IoBM.

This two-day workshop provided a practical methodology for implementing the IoT framework using intelligent connectivity of smart devices through the internet. Using real-life case studies, the workshop explained and demonstrated various digital technologies that could be instrumental in building an end-to-end digital maintenance solution. It also helped participants understand how adopting digital technologies could uplift the performance of their critical assets.



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Mr. Talib Karim, President of IoBM, expressed his delight at the workshop's successful completion. He was hopeful that these initiatives would provide participants with the skills and knowledge needed to add significant value to their professional careers and their organizations.

The workshop aimed to provide participants with a framework to successfully implement IoT and innovative machine concepts to analyze, visualize, and model machine data for timely decision-making. Key topics included: Familiarizing Participants with the Latest Technologies, Enhancing Operational Performance, Optimizing Business Processes, Timely Decision-Making, and Harnessing Data Visualization and Modelling.

The workshop attracted a diverse group of professionals and industry experts, offering them valuable insights from both academic and industry leaders in IoT and maintenance management. Attendees gained practical, hands-on experience by learning about real-world projects with measurable outcomes. The key topics covered included connectivity, where participants learned about sensors and the design of hardware and software; acquisition, which focused on how to gather machine data and notify staff for timely action; data analysis, which involved using cloud services for real-time monitoring; and data visualization, where they were taught to use a Graphic User Interface (GUI) to spot data trends and assist technicians in making informed decisions. The workshop proceedings were facilitated by Umair Kirmani, Business Development Executive.

This event aligns with United Nations Sustainable Development Goal (SDG) 9: Industry, Innovation and Infrastructure. The workshop on "Advanced Predictive Maintenance Using AI, Data Visualization, and Power BI" directly supports SDG 9 by promoting technological innovation, digital transformation, and the adoption of advanced industrial practices. Through practical training in Artificial Intelligence, the Internet of Things (IoT), predictive maintenance, and data analytics, participants gained valuable knowledge on how emerging technologies can improve operational efficiency, optimize asset performance, and support smarter decision-making. Furthermore, the workshop contributes to SDG 8: Decent Work



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Decent Work and Economic Growth by helping professionals develop future-ready skills that improve employability, support workforce development, and enable organizations to leverage technology for sustainable growth. Through knowledge sharing and capacity building, the workshop strengthened the connection between academia, industry, and technological innovation.

This event aligns with United Nations Sustainable Development Goal (SDG) 9: Industry, Innovation and Infrastructure. The strategic partnership between IoBM and TCN for the Generative AI Conference directly supports SDG 9 by fostering innovation, technological advancement, and knowledge exchange in the rapidly evolving field of Artificial Intelligence. By establishing IoBM as the Exclusive Academic Strategic Partner, the collaboration creates a platform for researchers, industry professionals, technology experts, and students to explore emerging developments in Generative AI and its applications across various sectors. The partnership also aligns with SDG 4: Quality Education by providing students and academics with access to cutting-edge knowledge, industry expertise, and emerging technological trends. Through conferences, discussions, and collaborative learning opportunities, participants can develop future-ready skills essential for the digital economy. Furthermore, the initiative supports SDG 17: Partnerships for the Goals by bringing together academia, industry leaders, technology firms, and professionals to address common challenges and create opportunities for innovation. By promoting collaboration, research, and technological advancement, the partnership contributes to building a knowledge-driven ecosystem capable of supporting sustainable development and future economic progress.

IoBM Alumnus S. M. Abdul Basit Imam Excels in Industrial Automation in the United States



S. M. Abdul Basit Imam, an alumnus of the Institute of Business Management (IoBM), has brought his university pride through his outstanding contributions to industrial automation in the United States. A graduate of the Bachelor of Engineering program in Electrical Engineering (Class of 2019) from IoBM's College of Engineering and Sciences (CES), Basit has made remarkable progress in advancing automation systems for foundry operations.

In the challenging world of foundry manufacturing, Basit addressed one of the most common issues in the industry: sudden machine downtime caused by unpredictable faults. These unexpected halts often resulted in significant production losses and made troubleshooting difficult. He also tackled one of the most demanding aspects of automation, handling molten aluminum safely and accurately. By integrating robotic arms, PLC-based control systems, and advanced safety measures aligned with OSHA standards, he helped improve efficiency while minimizing human exposure to hazardous environments.

Reflecting on his journey, Basit shared that his time at IoBM played a central role in building his technical foundation and problem-solving mindset. "Coming from a lower-middle-class background, pursuing higher education was not easy," he said. "IoBM's need-based and merit scholarships, as well as the Sindh Endowment Fund, made it possible for me to continue my studies. The supportive environment, dedicated teachers, and hands-on learning approach at CES helped me grow as an engineer and as a person."

His recently published article in the Palmer Journal presents an innovative real-time HMI diagnostics and data acquisition system that connects PLCs with Ignition software. This system allows operators to detect faults instantly, monitor machine performance in real time, and keep a complete record of production activities, and creates separate protected



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screens for Engineers and managers. Also, they can manage it through mobile applications and a website. The innovation was showcased at the ISA Foundry Automation Expo in Atlanta, where it received recognition from industry professionals for its role in improving efficiency, safety, and reliability in manufacturing operations.

Currently, Basit is leading the design, integration, installation, and commissioning of a fully automated aluminum pouring and filling system at one of the top leading foundries in the United States. The project involves using KUKA robotic arms alongside 3R and 6R robotic systems, all integrated through PLCs, to manage molten aluminum with precision and safety. These robots perform all pouring and filling tasks autonomously, equipped with automatic tool-changing features that allow continuous operation while keeping workers safe and maintaining full OSHA compliance.

Basit's work represents a major step forward in bringing intelligent and safe automation to American foundries. His efforts support the vision of strengthening "Made in the USA" manufacturing by showing how robotics and smart control systems can transform traditional industries into modern, sustainable, and high-performing operations.

This event aligned with SDG 9 – Industry, Innovation and Infrastructure, which promotes sustainable industrialization, technological innovation, and resilient infrastructure. Through his pioneering work in industrial automation, robotics, and intelligent manufacturing systems, IoBM alumnus S. M. Abdul Basit Imam has contributed to advancing modern industrial practices that improve efficiency, safety, and productivity. His innovations demonstrate how technology can transform traditional manufacturing processes while reducing workplace risks and enhancing operational performance.

IoBM Applauds a Landmark Achievement by Prof. Dr. Afaq Ahmed Kazi



The Institute of Business Management (IoBM) proudly announces the launch of *Investorisk AI* (www.investoriskai.com), Pakistan's first AI-powered public data portal for investors, bankers, researchers, and academics.

Developed by Prof. Dr. Afaq Ahmed Kazi, IoBM faculty member, researcher, and consultant, at the College of Business Management (CBM), Institute of Business Management (IoBM), this initiative was completed under the support of the Higher Education Commission (HEC) NRPU program after two years of rigorous applied research.

Prof. Dr. Afaq Ahmed Kazi

Key Features of Investorisk AI

- Investment Risk Index (research-based) for PSX-listed companies. Credit Risk
- Evaluation – – Scorecard (research-based) for bankers and financial institutions.
- Credible datasets combining SBP firm-level data with World Bank macroeconomic indicators.
- Interactive dashboards & downloadable reports for easy and reliable financial analysis.
- Historical data & future risk prediction models for researchers, academics, and policy analysts.

This milestone reflects IoBM's commitment to applied research and its role in supporting Pakistan's economic revival. Prof. Dr. Afaq Kazi has successfully transformed his corporate experience into impactful research, previously contributing case studies for local industries, groundbreaking research on Pakistan's pharmaceutical sector, and engagement with industry bodies like KATI and FPCCI, PIDE on Policy Research.

This event aligned with SDG 9 – Industry, Innovation and Infrastructure, which promotes innovation, technological advancement, and the development of resilient infrastructure. The launch of Investorisk AI demonstrates how applied research can be transformed into practical digital solutions that support informed decision-making in finance, investment, and economic planning. By providing AI-powered risk assessment tools, reliable datasets, and predictive analytics, the platform contributes to strengthening Pakistan's financial ecosystem.

Building Tech Startups in Emerging Markets: Challenges and Success Stories



The College of Computer Science & Information Systems (CCSIS), in collaboration with the IEEE IoBM Student Branch, proudly hosted an insightful and thought-provoking session on 27th November at CBM Auditorium titled: “Building Tech Startups in Emerging Markets: Challenges and Success Stories”

We were honored to welcome Mr. Ahsan Mashkoor, Co-Founder and CEO of C Square and wAI Industries, who shared his expert perspective from navigating Pakistan's startup ecosystem to sharing real-world lessons. The session brought forward invaluable perspectives for aspiring founders and innovators.

In the end, Dean CCSIS Brig. Rtd. Prof. Dr. Muhammad Abbas, HOD Computer Science Engr. Muhammad Asghar Khan and Dr. Khalid Mahboob, IEEE IoBM Student Branch Counsellor and Faculty Advisor, presented a token of appreciation to the guest speaker in recognition of his valuable insights and contribution.

Bioraff, incubated at SSKIC-IoBM, shines at the national level ins at FPCCI Start-up Event



A prize distribution ceremony for emerging start-ups was recently held at the Federation House, bringing together leading voices from industry and academia to highlight the role of youth-led innovation in driving Pakistan's economic growth. The event was attended by Vice Chancellors, along with representatives from Offices of Research, Innovation and Commercialization (ORICs) and Business Incubation Centers (BICs) from prominent public and private universities across Sindh.

From a highly competitive pool of 80 startups across the province, only five were selected for awards. Among them, Syed Sehal Masroor, founder of Bioraff and an incubatee of Cohort 4 at the Shahjehan Syed Karim Incubation Center (SSKIC), Institute of Business Management (IoBM), secured a cash prize of Rs. 500,000. The recognition was



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conferred at the Inaugural Sindh Innovative Startups Exhibition & Award Ceremony 2026, jointly organized by the Sindh Higher Education Commission and the Federation of Pakistan Chambers of Commerce & Industry at their head office.

The cheque was formally presented by Chancellor IoBM, Bashir Jan Mohammad; Chairman Sindh HEC, Dr. S.M. Tariq Rafi; and Vice President FPCCI, Saquib Fayyaz Magoon. The ceremony also highlighted the pivotal role of SSKIC, led by Raza Abbas, whose efforts continue to expand its reach and support a growing portfolio of emerging startups.

This achievement reflects the strengthening of IoBM's innovation ecosystem, where incubated ventures are consistently demonstrating impact and scalability. Chancellor IoBM, Bashir Jan Mohammad, emphasized that sustainable economic progress depends on the innovative and forward-thinking ideas of the younger generation, reaffirming the business community's commitment to supporting and mentoring emerging entrepreneurs.

Through its structured six-month incubation program, SSKIC provides startups with the support and opportunities needed to scale their ideas into viable ventures. Bioraff's success stands as a testament to this enabling environment and the institution's continued commitment to nurturing entrepreneurial talent.

This event aligns with United Nations Sustainable Development Goal (SDG) 9: Industry, Innovation and Infrastructure. The recognition of Bioraff at the FPCCI Startup Event highlights the importance of innovation, entrepreneurship, and technology-driven solutions in supporting sustainable economic development. By providing incubation support, mentorship, and resources, IoBM's Shahjehan Syed Karim Incubation Center (SSKIC) helps transform innovative ideas into viable ventures capable of creating value and addressing market needs. The success of Bioraff demonstrates the impact of nurturing innovation ecosystems that encourage creativity, research, and enterprise development. The achievement also contributes to SDG 8: Decent Work and Economic Growth by promoting entrepreneurship as a driver of employment generation, productivity, and economic

opportunity. Startups play a critical role in strengthening local economies, fostering innovation, and creating new career pathways for young professionals. The event underscores IoBM's commitment to supporting entrepreneurial talent and building an environment where innovation can contribute to long-term economic and social progress.

Engaging session on bridging technology with social impact

The College of Computer Science and Information Systems (CCSIS) at IoBM, in collaboration with the IEEE IoBM Student Branch, successfully hosted an engaging guest speaker session that bridged technology with social impact. Engr. Muhammad Umer Khan, President PYFP, delivered a compelling talk on AI for Social



Good, emphasizing how emerging technologies can be applied to address real-world challenges and drive meaningful change. Complementing this, Dr. Ali Hussain Ansari from Omair Sana Foundation shared powerful insights on thalassemia awareness, encouraging students to take an active role in blood donation initiatives and community service.

As a token of appreciation, the distinguished speakers were recognized by Dean CCSIS, Prof. Dr. Muhammad Abbas (P.E., Tamgha-i-Imtiaz), HoD CS Engr. Muhammad Asghar Khan, and IEEE IoBM Student Branch Counsellor, Dr. Khalid Mahboob (Ph.D.). The session stood as a strong reminder of the importance of collaboration, awareness, and collective responsibility in creating a positive societal impact.

This event aligns with United Nations Sustainable Development Goal (SDG) 9: Industry, Innovation and Infrastructure. The session on technology and social impact promoted the responsible use of emerging technologies to address societal challenges and improve community well-being. By highlighting the potential of artificial intelligence and digital innovation to solve real-world problems, the event encouraged students to view technology as a tool for sustainable development and social progress. The event also supports SDG 3: Good Health and Well-being through its emphasis on thalassemia awareness and community health initiatives, including the promotion of blood donation. Additionally, it aligns with SDG 10: Reduced Inequalities by encouraging the use of technology to address social challenges and improve access to opportunities and services for underserved populations.

Book on North Korea by Ambassador Hasan Habib launched at IoBM



The Institute of Business Management (IoBM) hosted the launch of "North Korea: Never Ending Tragedy", authored by Ambassador Syed Hasan Habib, on Saturday, April 18, 2026. Ambassador Syed Hasan Habib, a former Ambassador of Pakistan to North Korea, is currently serving as a Senior Fellow at IoBM. The event was attended by IoBM's

senior leadership, including President, Mr. Talib Karim; Rector, Prof. Dr. Tariq Rahim Soomro, along with faculty members, management, and students. Representatives from the Thai Consulate and Pakistan Council on Foreign Relations were also present.

Addressing the audience, Mr. Talib Karim, highlighted that the Institute has significantly benefited from the engagement of former ambassadors. He shared that nearly ten books across diverse genres have been published over the past eighteen months with IoBM's



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support. He further noted that students have learned extensively from ambassadors who have contributed to teaching at the Institute.

In his opening remarks, Ambassador G. R. Baluch, Director at IoBM's Global and Regional Studies Center (GRSC), commended Ambassador Syed Hasan Habib for his courage in undertaking the work. Reflecting on the author's experience, he described it as both emotionally and morally challenging, adding that the book goes beyond a scholarly exercise and should encourage deeper reflection.

Prof. Dr. Tanweer Khalid, Secretary General of the Pakistan Institute of International Affairs, remarked that the author's work offers a valuable contribution by exploring North Korea's evolution from ancient to modern times. He further noted that the book addresses the country's isolationist policies, with each chapter dedicated to a distinct aspect.

Ambassador Alam Brohi remarked that, within the Foreign Service of Pakistan, postings such as Sudan and North Korea are regarded as especially difficult due to social isolation and limited facilities. He noted that the author has vividly captured the harsh realities of North Korea and praised Ambassador Syed Hasan Habib's resilience, both during his service and in his continued academic contributions.

Prof. Dr. Riaz Ahmed Shaikh, Dean, Social Sciences & Education Department, SZABIST, observed that the book offers a concise account of North Korea's history. He highlighted the difficulty of capturing such reflections and commended IoBM for bringing the work to publication. He further outlined North Korea's historical trajectory in relation to its geopolitical strategy.

Ambassador Syed Hasan Habib stated that the book is grounded in credible sources, offering a reliable and insightful account. He emphasized that he was driven to present the truth, especially for students. He further noted that the work explores nuclear developments, international sanctions, and the realities of life in a tightly controlled state defined by surveillance and cyber operations.



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This event aligns with United Nations Sustainable Development Goal (SDG) 16: Peace, Justice and Strong Institutions. The launch of North Korea: Never Ending Tragedy provided a platform for informed discussion on governance, international relations, diplomacy, and the societal consequences of political systems. By examining issues such as state institutions, international sanctions, security dynamics, and human rights, the event encouraged critical reflection on the factors that shape peace, stability, and governance in the modern world. The event also supports SDG 4: Quality Education by promoting intellectual engagement, scholarly dialogue, and the dissemination of knowledge. Through interaction with diplomats, academics, and students, participants gained valuable insights into international politics and contemporary global challenges.



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SDG 10 – REDUCED INEQUALITIES

GOAL OVERVIEW

Sustainable Development Goal 10 seeks to reduce inequalities within and among countries by promoting social, economic, and political inclusion for all, regardless of age, gender, disability, race, ethnicity, origin, religion, or economic status.

Higher education institutions play a critical role in reducing inequalities by expanding access to education, creating pathways for social mobility, promoting inclusion and diversity, supporting underrepresented groups, and fostering equitable opportunities for personal and professional growth.

As a university committed to excellence, inclusion, and social responsibility, IoBM contributes to SDG 10 through scholarship programs, student support initiatives, inclusive educational opportunities, community engagement, research, partnerships, and policies that promote equal access and participation.

During the 2025–2026 reporting period, IoBM continued to strengthen its contribution to reducing inequalities by supporting educational access, promoting inclusion, and creating opportunities for diverse communities.

EDUCATION AS A DRIVER OF SOCIAL MOBILITY

Education remains one of the most effective mechanisms for reducing inequality and improving long-term social and economic outcomes.

Through its academic programs, financial support mechanisms, industry engagement opportunities, and student development initiatives, IoBM enables individuals from



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diverse backgrounds to access quality higher education and improve their future prospects.

The University contributes to social mobility by:

- Expanding access to education.
- Supporting financially deserving students.
- Enhancing employability.
- Promoting leadership development.
- Encouraging civic engagement.
- Creating pathways to professional success.

These efforts help reduce barriers to opportunity and contribute to a more equitable society.

SCHOLARSHIPS AND FINANCIAL ASSISTANCE

Supporting Access to Higher Education

IoBM remains committed to ensuring that financial circumstances do not become a barrier to educational attainment.

The University supports students through:

- Merit-based scholarships.
- Need-based financial assistance.
- Sponsored scholarship programs.
- Tuition support initiatives.
- Educational partnerships.
-

These programs help expand access to quality education and promote equal opportunity.



2025-2026

President's Merit Scholarship Ceremony

During the reporting period, IoBM recognized and supported academic excellence through its President's Merit Scholarship Ceremony.

The initiative rewarded outstanding academic achievement while encouraging students to pursue educational excellence regardless of socioeconomic background.

PARTNERSHIP WITH IHSAN TRUST

Expanding Educational Opportunity

IoBM renewed its partnership with Ihsan Trust to support educational access through scholarship and financial assistance initiatives.

This collaboration helps deserving students pursue higher education and supports the University's commitment to educational inclusion and opportunity.

The partnership contributes directly to:

- Educational accessibility.
- Social mobility.
- Financial inclusion.
- Reduced educational inequality.

INCLUSIVE EDUCATIONAL ENVIRONMENT

IoBM is committed to creating a campus environment where students from diverse backgrounds can thrive academically, socially, and professionally.

The University promotes inclusion through:

- Equal access to academic opportunities.



2025-2026

- Student support services.
- Inclusive campus policies.
- Accessible learning environments.
- Diversity and inclusion initiatives.

These efforts support the success and well-being of all students while fostering a culture of respect and belonging.

SUPPORTING UNDERREPRESENTED AND VULNERABLE GROUPS

The University recognizes the importance of creating opportunities for individuals and communities that may face barriers to participation and advancement.

Through community engagement, educational outreach, scholarships, and awareness initiatives, IoBM contributes to greater inclusion and equitable access to opportunity.

Areas of support include:

- Educational outreach.
- Community capacity building.
- Student support initiatives.
- Health awareness programs.
- Financial literacy initiatives.
- Professional development opportunities.

These initiatives help expand opportunities for individuals and communities that may otherwise face social or economic barriers.



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2025-2026

WOMEN'S HEALTH RESEARCH AND INCLUSION

Research Addressing Healthcare Access Inequalities

A notable contribution to SDG 10 during the reporting period was the collaborative women's health research project conducted by IoBM students in partnership with Bayer.

The research explored barriers affecting women's access to reproductive healthcare services in Pakistan, including social, institutional, and practical challenges.

The initiative contributed to:

- Greater understanding of healthcare inequalities.
- Evidence-based dialogue.
- Inclusive health research.
- Women's empowerment.

By addressing disparities in healthcare access, the project contributed to broader efforts aimed at reducing inequality and improving well-being.

Related SDGs:

- SDG 3 – Good Health and Well-being
- SDG 5 – Gender Equality
- SDG 10 – Reduced Inequalities

FINANCIAL LITERACY AND ECONOMIC INCLUSION

ABL Financial Education Initiative

IoBM partnered with ABL Funds to launch a Financial Education Initiative aimed at improving financial literacy and empowering individuals with practical financial knowledge.



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Financial literacy plays an important role in reducing economic inequalities by enabling individuals to make informed financial decisions, manage resources effectively, and participate more fully in economic opportunities.

The initiative contributes to:

- Economic inclusion.
- Financial empowerment.
- Skills development.
- Social mobility.

STUDENT SUPPORT AND WELL-BEING

Reducing inequality requires ensuring that students have access not only to education but also to the support systems necessary for success.

IoBM supports student well-being through:

- Academic advising.
- Career development services.
- Mental health awareness initiatives.
- Student engagement opportunities.
- Leadership development programs.

These services help create an environment where students can succeed regardless of their background or circumstances.

Mental Health Awareness

The University's "Khayal Se Rooh Tak – From Chaos to Calm" initiative contributed to student well-being by promoting mental health awareness and encouraging open conversations around emotional and psychological wellness.



2025-2026

COMMUNITY OUTREACH AND CAPACITY BUILDING

IoBM contributes to reducing inequalities through community engagement initiatives that expand access to knowledge, skills, and opportunities.

Activities may include:

- Educational outreach.
- Professional development programs.
- Community workshops.
- Public awareness campaigns.
- Capacity-building initiatives.

These efforts help empower communities while supporting broader social and economic inclusion.

Reporting Period Activities

[Insert Outreach Initiatives]

[Insert Community Projects]

[Insert Capacity Building Programs]



2025-2026

DIVERSITY, INCLUSION AND EQUAL OPPORTUNITY

The University believes that diversity strengthens learning, innovation, and community development.

IoBM is committed to:

- Equal opportunity.
- Non-discrimination.
- Respect and inclusion.
- Accessible participation.
- Fair treatment.

These principles guide institutional policies, academic activities, and community engagement efforts.

Supporting Policies

- Community Engagement and SDG Policy
- Environmental Health, Safety and Well-being Policy
- Sustainability Code of Conduct and Environmental Responsibility Charter

Together, these frameworks help create an inclusive and supportive university environment.

MEASURING INCLUSION AND EQUITY

To monitor progress toward SDG 10, IoBM seeks to track indicators related to educational access, inclusion, participation, and student success.

Suggested Indicators

Educational Access

- Scholarship recipients.



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- Financial aid beneficiaries.
- Students from underserved backgrounds.

Student Success

- Graduation rates.
- Student retention rates.
- Student support utilization.

Inclusion

- Diversity indicators.
- Participation in student leadership.
- Inclusion-focused initiatives.

Community Impact

- Outreach beneficiaries.
- Capacity-building participants.
- Community partnerships.

SDG 10 IMPACT SUMMARY

During the 2025–2026 reporting period, IoBM contributed to SDG 10 by expanding access to education, supporting students through scholarships and financial aid, promoting financial literacy, advancing research on healthcare inequalities, and fostering an inclusive educational environment.

Through partnerships such as the Ihsan Trust scholarship initiative and the ABL Financial Education Initiative, as well as broader efforts related to student support and community engagement, the University continues to create opportunities that reduce barriers and promote social mobility.



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KEY ACTIVITIES

Initiative	Contribution
Ihsan Trust Partnership	Educational access and financial support
President's Merit Scholarship Ceremony	Educational opportunity
Bayer Women's Health Research	Addressing healthcare inequalities
ABL Financial Education Initiative	Economic inclusion and empowerment
Student Well-being Initiatives	Inclusive student support
Community Outreach Programs	Expanded access to opportunities

IoBM Marks International Day of Persons with Disabilities with a Powerful Message of Empathy and Inclusion



The Institute of Business Management (IoBM) marked the International Day of Persons with Disabilities on Tuesday, December 03, 2025, with inspiring and thought-provoking sessions addressed by Prof. Dr. Tariq Rahim Soomro, Rector of IoBM. Prof. Dr. Tariq Rahim Soomro was accompanied by IoBM's Dr. Nadia

Avub, Dean of the College of Economics and Social Development (CESD); Dr. Shagufta Ghauri, Acting Associate Dean for Undergraduate Programs; Dr. Shahid Amjad, Acting Registrar; and Mr. Imdad Ali Mugheri, Manager of the Quality Enhancement Cell & Internal Audit for Quality Enhancement (QEC/IAQE). Their collective presence alongside the Rector underscored IoBM's deep institutional commitment to fostering a truly inclusive, accessible, and empathetic campus environment for every member of its community.

Speaking to students, Prof. Dr. Tariq Soomro stressed that this day is much more than a ceremonial observance. He described it as a powerful global reminder that every individual, irrespective of physical or cognitive ability, possesses unique talents and deserves dignity, equal opportunity, and full participation in society. The Rector urged the IoBM community to move beyond mere sympathy and cultivate genuine empathy: truly understanding the lived realities of persons with disabilities, dismantling both visible and invisible barriers, and proactively building an environment where everyone can flourish. He outlined practical measures such as accessible infrastructure, inclusive recruitment policies, assistive technologies in classrooms, and a campus culture rooted in respect and support.

Dr. Tariq Soomro reaffirmed IoBM's unwavering commitment to further strengthening its inclusivity initiatives, fully aligning them with United Nations Sustainable Development Goal

The session ended on an uplifting note with the Rector's heartfelt call to action: Let us make empathy our daily practice. IoBM continues to set a shining example of inclusive education and workplace practices in Pakistan, ensuring no one is left behind.

This event aligned primarily with SDG 10 – Reduced Inequalities, which seeks to empower and promote the social, economic, and political inclusion of all individuals, regardless of ability. By observing the International Day of Persons with Disabilities, IoBM highlighted the importance of accessibility, inclusive education, equal opportunities, and respect for diversity. The event also contributed to SDG 4 – Quality Education by advocating for learning environments that accommodate all students and SDG 16 – Peace, Justice and Strong Institutions by promoting fairness, dignity, and participation. Through its commitment to inclusive policies and practices, IoBM reinforced the principle of leaving no one behind.



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SDG 11 – SUSTAINABLE CITIES AND COMMUNITIES

GOAL OVERVIEW

Sustainable Development Goal 11 aims to make cities and human settlements inclusive, safe, resilient, and sustainable. Universities contribute to this goal by developing sustainable campuses, supporting community engagement, preserving culture and heritage, promoting responsible urban development, fostering civic participation, and creating safe and inclusive environments for learning and collaboration.

As an institution deeply connected to the city of Karachi and the broader national community, IoBM contributes to SDG 11 through sustainable campus development, environmental stewardship, community outreach, cultural engagement, public dialogue, and initiatives that improve quality of life for students, staff, and surrounding communities. During the 2025–2026 reporting period, IoBM strengthened its contribution to sustainable communities through infrastructure improvements, environmental initiatives, community engagement activities, cultural programs, and partnerships that support social development.

SUSTAINABLE CAMPUS DEVELOPMENT

IoBM recognizes that university campuses serve as living laboratories for sustainability and community development.

The University seeks to create a campus environment that is:

- Safe and accessible.
- Environmentally responsible.
- Pedestrian-friendly.
- Inclusive and welcoming.



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- Supportive of learning and well-being.
- Integrated with sustainability principles.

Campus planning and development initiatives seek to balance environmental sustainability, user comfort, operational efficiency, and community needs.

GREEN SPACES AND BIODIVERSITY

Creating a Healthy Campus Environment

Green spaces play a vital role in improving environmental quality, supporting biodiversity, enhancing well-being, and creating more sustainable communities.

IoBM maintains landscaped areas, trees, gardens, and open spaces that contribute to:

- Improved air quality.
- Urban biodiversity.
- Carbon sequestration.
- Temperature moderation.
- Recreation and well-being.
- Outdoor learning opportunities.

These green spaces enhance the campus experience while contributing to environmental sustainability.



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WATER REUSE SUPPORTING SUSTAINABLE LANDSCAPES

Grey Water Recycling for Green Spaces

IoBM's grey water recycling system supports the maintenance of campus landscapes while reducing dependence on freshwater resources.

Recycled water is utilized for:

- Irrigation of lawns and gardens.
- Landscape maintenance.
- Plantation support.
- Biodiversity enhancement.

This initiative demonstrates how resource-efficient infrastructure can support sustainable urban environments and responsible environmental management.

Related SDGs:

- SDG 6 – Clean Water and Sanitation
- SDG 11 – Sustainable Cities and Communities
- SDG 15 – Life on Land



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SAFE AND INCLUSIVE CAMPUS ENVIRONMENT

Creating safe and inclusive spaces is fundamental to building sustainable communities.

IoBM is committed to maintaining an environment that supports:

- Student well-being.
- Accessibility.
- Inclusion.
- Security.
- Health and safety.
- Respect and dignity.

The University continuously works to strengthen systems, infrastructure, and policies that promote a positive campus experience for all stakeholders.

Supporting Frameworks

- Environmental Health, Safety and Well-being Policy
- Sustainability Code of Conduct and Environmental Responsibility Charter
- Community Engagement and SDG Policy

These frameworks support the University's commitment to creating a safe, inclusive, and resilient campus community.



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COMMUNITY ENGAGEMENT AND CIVIC PARTICIPATION

Universities contribute to sustainable communities by serving as centers of dialogue, knowledge exchange, and civic engagement.

During the reporting period, IoBM organized and hosted numerous initiatives that brought together students, professionals, policymakers, industry leaders, alumni, and community stakeholders.

Examples include:

- Conferences and seminars.
- Public lectures.
- Community outreach initiatives.
- Awareness campaigns.
- Professional forums.
- Alumni engagement programs.

These activities strengthen civic participation and contribute to community development.

STRENGTHENING COMMUNITIES THROUGH EDUCATION

Education is a critical component of sustainable and resilient communities.

Through academic programs, outreach activities, training initiatives, and professional development opportunities, IoBM contributes to:

- Human capital development.
- Community empowerment.
- Workforce readiness.



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- Social mobility.
- Civic awareness.

By equipping individuals with knowledge and skills, the University contributes to the long-term sustainability of communities and institutions.

CULTURAL AND CREATIVE CONTRIBUTIONS

Supporting Arts, Culture and Creative Expression

Culture plays an important role in building vibrant and inclusive communities.

Through activities in media, communication, arts, and creative industries, IoBM contributes to cultural development and creative expression.

- Examples include:
- Media and creative exhibitions.
- Film and media projects.
- Student cultural events.
- Creative competitions.
- Public showcases of student work.

These initiatives encourage cultural engagement, creative thinking, and community participation.

Impact Areas

- Cultural preservation.
- Creative expression.
- Community engagement.
- Youth participation.
- Social cohesion.



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PARTNERSHIPS SUPPORTING COMMUNITY DEVELOPMENT

IoBM collaborates with government agencies, industry partners, educational institutions, healthcare organizations, and civil society groups to support sustainable community development.

Partnerships contribute to:

- Educational access.
- Capacity building.
- Community outreach.
- Public awareness.
- Social development.
- Professional training.

Reporting Period Examples

Partnership with Fatima Jinnah Dental College

The collaboration between IoBM and Fatima Jinnah Dental College supports academic cooperation and community-oriented initiatives that contribute to health, education, and social well-being.

Community-Focused Initiatives

The University's outreach activities, awareness campaigns, and social impact programs continue to strengthen connections between the institution and the broader community.



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SUSTAINABLE INFRASTRUCTURE AND RESOURCE MANAGEMENT

The University continues to strengthen sustainability through responsible infrastructure planning and resource management.

Areas of focus include:

- Renewable energy adoption.
- Water conservation.
- Waste reduction.
- Green spaces.
- Sustainable procurement.
- Digital transformation.

These initiatives contribute to creating a more resilient and environmentally responsible campus environment.

COMMUNITY WELL-BEING THROUGH SPORTS AND RECREATION

Promoting Healthy and Connected Communities

Sports and recreational activities contribute to healthier and more connected communities.

Examples during the reporting period include:

Upgraded Gymnasium

The upgraded gymnasium supports physical activity, health, and well-being among students and staff.



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Padel for a Purpose

The fundraising initiative organized in partnership with healthcare organizations demonstrated how sports can be leveraged to promote social impact, community engagement, and charitable causes.

These activities strengthen community connections while supporting health and well-being.

CLIMATE RESILIENCE AND ENVIRONMENTAL STEWARDSHIP

Sustainable communities require proactive environmental stewardship and resilience planning.

IoBM contributes through:

- Water conservation.
- Renewable energy initiatives.
- Biodiversity enhancement.
- Climate awareness.
- Sustainable operational practices.

The University's sustainability policies provide a framework for long-term environmental responsibility and resilience.

MEASURING COMMUNITY SUSTAINABILITY IMPACT

To assess progress toward SDG 11, IoBM seeks to monitor indicators related to campus sustainability, community engagement, and environmental performance.



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Suggested Indicators

Campus Environment

- Green space area.
- Trees and biodiversity indicators.
- Water reuse statistics.
- Renewable energy generation.

Community Engagement

- Community events hosted.
- Outreach beneficiaries.
- Public engagement initiatives.

Infrastructure

- Sustainability-focused infrastructure projects.
- Accessibility improvements.
- Resource efficiency initiatives.



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SDG 11 IMPACT SUMMARY

During the 2025–2026 reporting period, IoBM contributed to SDG 11 through sustainable campus development, biodiversity conservation, water reuse initiatives, community engagement activities, cultural programs, partnerships, and efforts to create a safe and inclusive environment.

By integrating sustainability into campus operations while serving as a center for education, dialogue, culture, and community engagement, the University continues to contribute to the development of more resilient, inclusive, and sustainable communities.

KEY ACTIVITIES

Initiative	Contribution
Green Spaces and Biodiversity Initiatives	Environmental quality and well-being
Grey Water Recycling System	Sustainable landscape management
Community Engagement Programs	Civic participation and social development
Cultural and Creative Activities	Community enrichment
Upgraded Gymnasium	Community health and well-being
Padel for a Purpose	Community engagement and social impact



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SDG 12 – RESPONSIBLE CONSUMPTION AND PRODUCTION

GOAL OVERVIEW

Sustainable Development Goal 12 aims to ensure sustainable consumption and production patterns through the efficient use of resources, waste reduction, responsible procurement, sustainable operational practices, and increased awareness of environmental responsibility.

Universities have a unique role in advancing SDG 12 by integrating sustainability into institutional operations, influencing the behavior of students and staff, promoting responsible resource use, and serving as models for sustainable practices.

IoBM contributes to SDG 12 through sustainable procurement, waste management initiatives, resource conservation measures, digital transformation, environmentally responsible event management, and sustainability-focused policies that guide campus operations.

During the 2025–2026 reporting period, the University strengthened its commitment to responsible consumption and production through institutional policies, operational improvements, awareness initiatives, and sustainable campus practices.

COMMITMENT TO RESPONSIBLE RESOURCE MANAGEMENT

IoBM recognizes that sustainable development requires responsible management of resources throughout the University's operations.



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The University's approach focuses on:

- Reducing resource consumption.
- Minimizing waste generation.
- Promoting recycling and reuse.
- Encouraging sustainable purchasing decisions.
- Supporting digital transformation.
- Raising awareness regarding environmental responsibility.

Through these efforts, IoBM seeks to reduce its environmental footprint while promoting a culture of sustainability throughout the campus community.

SUSTAINABLE PROCUREMENT

Sustainable Procurement Policy

During the reporting period, IoBM strengthened its sustainability framework through the implementation of a Sustainable Procurement Policy.

The policy encourages the consideration of environmental, social, and economic impacts in purchasing decisions and seeks to ensure that procurement activities support broader sustainability objectives.

Key principles include:

- Preference for environmentally responsible products.
- Consideration of lifecycle impacts.
- Responsible supplier engagement.
- Reduction of unnecessary consumption.
- Support for sustainable and ethical practices.
- Promotion of local sourcing where feasible.

The policy recognizes procurement as a strategic tool for advancing sustainability beyond campus boundaries.



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Areas of Application

- Office supplies.
- Equipment procurement.
- Facility operations.
- Event management.
- Service contracts.
- Infrastructure projects.

WASTE MANAGEMENT AND RESOURCE RECOVERY

Waste Management Policy

IoBM is committed to reducing waste generation and promoting responsible waste management practices.

The University's Waste Management Policy provides a framework for:

- Waste reduction.
- Waste segregation.
- Recycling initiatives.
- Responsible disposal practices.
- Environmental awareness.

The policy supports efforts to minimize environmental impact while encouraging responsible behavior among students, faculty, staff, and visitors.

Waste Reduction Objectives

- Reduce waste generation at source.
- Increase recycling and recovery rates.
- Improve waste segregation systems.
- Promote responsible disposal.
- Enhance sustainability awareness.



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GREEN EVENTS AND SUSTAINABLE CAMPUS CULTURE

Green Events Guidelines

IoBM has adopted Green Events Guidelines to reduce the environmental impact of university events and activities.

The guidelines encourage event organizers to integrate sustainability considerations into planning and execution.

Key recommendations include:

- Minimizing printed materials.
- Utilizing digital invitations and registrations.
- Reducing single-use materials.
- Encouraging waste segregation.
- Promoting responsible consumption.
- Supporting sustainability awareness.



Reducing Event Waste

The University encourages departments, student societies, and event organizers to reduce the use of:

- Printed brochures.
- Flyers and handouts.
- Disposable materials.
- Temporary promotional materials.

Where possible, digital alternatives are utilized to reduce resource consumption and waste generation.

DIGITAL TRANSFORMATION AND PAPER

REDUCTION

Moving Towards a Paper-Lite Campus

Digital transformation has become one of the most effective mechanisms for reducing resource consumption and improving operational efficiency.

IoBM continues to expand the use of digital systems across academic and administrative functions.

Examples include:

- Online admissions processes.
- Digital student services.
- Learning management systems.
- Electronic communication.
- Digital approvals and workflows.
- Online event registration systems.



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These initiatives contribute to:

- Reduced paper consumption.
- Lower printing requirements.
- Improved operational efficiency.
- Reduced resource use.

Sustainable Communication Practices

The University encourages the replacement of printed promotional materials with digital alternatives wherever feasible.

This includes reducing the use of:

- Standees.
- Panaflex backdrops.
- Printed banners.
- Physical marketing materials.

Digital displays, electronic communication channels, and digital event branding are encouraged as more sustainable alternatives.



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RESPONSIBLE WATER CONSUMPTION

Resource stewardship extends beyond materials and procurement to include responsible water use.

IoBM contributes to SDG 12 through:

- Grey water recycling.
- Water conservation measures.
- Sustainable irrigation practices.
- Responsible resource management.

These initiatives demonstrate the University's commitment to maximizing resource efficiency and reducing environmental impact.

Related SDGs:

- SDG 6 – Clean Water and Sanitation
- SDG 12 – Responsible Consumption and Production
- SDG 13 – Climate Action

SUSTAINABLE ENERGY CONSUMPTION

The University's solar energy initiative and energy-efficiency measures contribute to more responsible consumption of energy resources.

Through renewable energy adoption and energy conservation efforts, IoBM seeks to:

- Reduce dependence on non-renewable energy.
- Lower greenhouse gas emissions.
- Improve resource efficiency.
- Support long-term sustainability goals.



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Related SDGs:

- SDG 7 – Affordable and Clean Energy
- SDG 12 – Responsible Consumption and Production
- SDG 13 – Climate Action

SUSTAINABILITY AWARENESS AND BEHAVIORAL CHANGE

Achieving responsible consumption requires changes in behavior as well as infrastructure improvements.

IoBM promotes sustainability awareness through:

- Student engagement initiatives.
- Sustainability campaigns.
- Community outreach activities.
- Environmental education.
- Sustainability policies and guidelines.

The University seeks to cultivate a culture where responsible consumption becomes part of everyday decision-making.

Areas of Awareness

- Waste reduction.
- Recycling.
- Energy conservation.
- Water conservation.
- Sustainable purchasing.
- Responsible event management.



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SUSTAINABLE OPERATIONS AND GOVERNANCE

The University's commitment to responsible consumption is reinforced through institutional governance and sustainability policies.

Supporting frameworks include:

- Sustainable Procurement Policy.
- Waste Management Policy.
- Green Events Guidelines.
- Water Conservation Policy.
- Climate Action and Carbon Management Policy.
- Sustainability Code of Conduct and Environmental Responsibility Charter.

Together, these policies provide an integrated framework for sustainable campus operations.

MEASURING RESPONSIBLE CONSUMPTION

To evaluate progress toward SDG 12, IoBM seeks to monitor indicators related to resource efficiency, waste reduction, and sustainable operations.

Suggested Indicators

Waste Management

- Waste generated.
- Waste diverted from landfill.
- Recycling rates.
- Segregation participation.



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Procurement

- Sustainable procurement initiatives.
- Environmentally preferred purchases.
- Responsible supplier engagement.

Digital Transformation

- Paper savings achieved.
- Digital workflows implemented.
- Reduction in printed materials.

Events

- Green events conducted.
- Reduction in event-related waste.
- Use of digital alternatives.

FUTURE PRIORITIES

Looking ahead, IoBM aims to:

- Strengthen waste segregation systems.
- Increase recycling and recovery rates.
- Expand sustainable procurement practices.
- Further reduce paper consumption.
- Increase adoption of digital event solutions.
- Enhance sustainability awareness across campus.
- Improve sustainability data collection and reporting.

These initiatives will support continuous improvement and reinforce the University's commitment to responsible consumption and production.



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SDG 12 IMPACT SUMMARY

During the 2025–2026 reporting period, IoBM contributed to SDG 12 through sustainable procurement practices, waste management initiatives, digital transformation, responsible resource use, and environmentally conscious event management.

Through policies such as the Sustainable Procurement Policy, Waste Management Policy, and Green Events Guidelines, the University continues to strengthen its commitment to sustainable operations and responsible stewardship of resources.

KEY ACTIVITIES

Initiative	Contribution
Sustainable Procurement Policy	Responsible purchasing and supply chain practices
Waste Management Policy	Waste reduction and recycling
Green Events Guidelines	Reduced event-related environmental impact
Digital Transformation Initiatives	Reduced paper consumption
Grey Water Recycling	Resource efficiency
Energy Conservation Measures	Responsible resource use

Marketing for a Better World – Industry Masterclass 1.0



The Department of Marketing at the College of Business Management (CBM), IoBM, in collaboration with NextGen Leaders, went beyond traditional classroom learning to offer students practical insights, real-world stories, and contextualized perspectives on sustainability in marketing. The event was held on Wednesday, November 12, 2025, and served as a platform for students to connect academic concepts with real industry practices. Centered around the theme of “Sustainability in Marketing,” the engaging panel discussion featured the following distinguished guests:

Syed Hasan Jameel, Director Sales and Marketing, Dawlance Group; Mr. Yasser Akhtar, Chief Commercial Officer, Brainchild Communications Pakistan; Mr. Adil Mohammed Sami, Executive Vice President & Head of Marketing, Meezan Bank Limited; Ms. Zohra Hanif, Head of Marketing, TPL Trakker Ltd.; Ms. Ashifa Parach, CEO NextGen Leaders.

Key Takeaways from the Panel Discussion

1. Continuous student engagement is vital to ensure meaningful and practical learning experiences.
2. Collaborate with AI marketing tools, but maintain critical thinking — avoid complete dependence on automation.



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3. Green Marketing and Sustainability are not just buzzwords; they hold real value and relevance within Pakistan's marketing landscape.
4. Understanding customer insights and feedback is an ongoing process — it helps build authentic, empathetic brands that earn and sustain consumer trust.

The Department of Marketing at IoBM is committed to nurturing purpose-driven and responsible future marketing leaders equipped to create meaningful impact in the industry. This event aligned with SDG 12 – Responsible Consumption and Production, which encourages sustainable business practices and responsible consumer behavior. Through discussions on sustainability in marketing, green marketing strategies, ethical branding, and the responsible use of AI tools, the event highlighted the importance of creating value while minimizing environmental and social impacts.



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SDG 13 – CLIMATE ACTION

GOAL OVERVIEW

Sustainable Development Goal 13 calls for urgent action to combat climate change and its impacts through mitigation, adaptation, education, awareness, and institutional commitment.

Climate change represents one of the most significant challenges facing humanity, affecting ecosystems, economies, public health, food security, water resources, and communities worldwide. Higher education institutions have a critical role to play in addressing these challenges through research, education, operational sustainability, policy development, and community engagement.

As a responsible institution of higher learning, IoBM is committed to integrating climate action into its operations, academic activities, governance frameworks, and campus development initiatives. Through renewable energy adoption, resource conservation, sustainability policies, environmental awareness, and climate-conscious decision-making, the University contributes to national and global efforts to address climate change.

IOBM'S COMMITMENT TO CLIMATE ACTION

IoBM recognizes that climate action requires a comprehensive approach that addresses both environmental impact and long-term resilience.

The University's climate strategy focuses on:

- Reducing greenhouse gas emissions.
- Increasing renewable energy use.
- Improving resource efficiency.



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- Conserving water resources.
- Protecting biodiversity.
- Promoting environmental awareness.
- Integrating sustainability into education and research.
- Strengthening climate resilience.

Through these efforts, IoBM seeks to contribute meaningfully to a more sustainable and climate-resilient future.

CLIMATE ACTION AND CARBON MANAGEMENT POLICY

Institutional Commitment

During the reporting period, IoBM strengthened its sustainability framework through the development and implementation of a Climate Action and Carbon Management Policy.

The policy establishes a framework for:

- Monitoring environmental performance.
- Reducing carbon emissions.
- Improving energy efficiency.
- Expanding renewable energy adoption.
- Promoting sustainable practices.
- Supporting climate resilience initiatives.

The policy reflects the University's commitment to embedding climate considerations into institutional planning and decision-making.

Strategic Objectives

- Reduce the University's carbon footprint.



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- Increase renewable energy generation.
- Promote responsible resource management.
- Enhance environmental awareness.
- Strengthen sustainability reporting.
- Support climate-conscious campus development.

RENEWABLE ENERGY AND EMISSIONS REDUCTION

Solar Energy Initiative

A key component of IoBM's climate action strategy is its investment in solar energy infrastructure.

By generating electricity from renewable sources, the University reduces reliance on conventional energy systems and lowers greenhouse gas emissions associated with campus operations.

Benefits include:

- Reduced carbon emissions.
- Increased renewable energy generation.
- Improved energy resilience.
- Long-term environmental sustainability.



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WATER CONSERVATION AND CLIMATE RESILIENCE

Climate resilience requires responsible management of natural resources, particularly water.

Grey Water Recycling

IoBM's grey water recycling system supports sustainable water management by reducing dependence on freshwater resources and promoting resource efficiency.

Recycled water is used for:

- Landscape irrigation.
- Green space maintenance.
- Biodiversity support.
-

This initiative contributes to both climate adaptation and environmental sustainability.



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Water Conservation Measures

The University continues to implement water conservation practices designed to improve efficiency and strengthen resilience in the face of increasing environmental pressures.

Related SDGs:

- SDG 6 – Clean Water and Sanitation
- SDG 13 – Climate Action
- SDG 15 – Life on Land

BIODIVERSITY AND CLIMATE RESILIENCE

Green Spaces and Ecosystem Support

Healthy ecosystems play a critical role in climate resilience.

IoBM's Biodiversity and Green Spaces Policy supports the protection and enhancement of campus green areas that contribute to:

- Carbon sequestration.
- Temperature regulation.
- Air quality improvement.
- Biodiversity conservation.
- Environmental education.

The University's landscaped areas, trees, gardens, and open spaces help create a healthier and more resilient campus environment.



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SUSTAINABLE OPERATIONS AND RESOURCE EFFICIENCY

Reducing environmental impact requires responsible management of resources throughout campus operations.

IoBM contributes to climate action through:

Sustainable Procurement

The Sustainable Procurement Policy encourages environmentally responsible purchasing practices that consider lifecycle impacts and resource efficiency.

Waste Management

The Waste Management Policy promotes waste reduction, recycling, and responsible disposal practices that help reduce environmental impact.

Digital Transformation

The University's transition toward digital systems reduces paper consumption and supports more resource-efficient operations.

Green Events

The Green Events Guidelines encourage environmentally responsible event management practices that reduce waste and unnecessary resource consumption.

Together, these initiatives contribute to reducing the University's overall environmental footprint.



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CLIMATE EDUCATION AND AWARENESS

Building Climate Literacy

Education is one of the most powerful tools for addressing climate change. Through its academic programs, sustainability policies, awareness initiatives, and community engagement activities, IoBM seeks to increase understanding of climate challenges and sustainable development.

Climate-related learning opportunities may include:

- Sustainability-focused coursework.
- Research projects.
- Student initiatives.
- Conferences and seminars.
- Environmental awareness campaigns.

These activities help prepare graduates to become responsible leaders capable of addressing environmental challenges.



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SUSTAINABILITY RESEARCH SUPPORTING CLIMATE ACTION

IoBM encourages research that contributes to environmental sustainability and climate resilience.

Areas of contribution may include:

- Environmental management.
- Renewable energy.
- Climate adaptation.
- Sustainable development.
- Resource conservation.
- Urban sustainability.

Faculty and student research plays an important role in generating knowledge and supporting evidence-based solutions to climate-related challenges.



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PARTNERSHIPS SUPPORTING CLIMATE ACTION

The University recognizes that effective climate action requires collaboration.

IoBM works with:

- Industry partners.
- Government agencies.
- Educational institutions.
- Non-governmental organizations.
- Community stakeholders.

These partnerships support sustainability initiatives, knowledge sharing, research collaboration, and community engagement related to environmental stewardship and climate resilience.



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MEASURING CLIMATE IMPACT

To strengthen accountability and continuous improvement, IoBM seeks to monitor and report environmental performance indicators.

Suggested Indicators

Energy

- Renewable energy generation.
- Energy consumption.
- Carbon emissions reductions.

Water

- Water consumption.
- Grey water recycled.
- Water savings achieved.

Biodiversity

- Trees planted and maintained.
- Green space coverage.
- Biodiversity initiatives.

Waste

- Waste diverted from landfill.
- Recycling rates.
- Waste reduction achievements.

Awareness

- Sustainability events conducted.
- Participants engaged.
- Climate awareness campaigns delivered.



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CLIMATE ACTION ROADMAP

IoBM's long-term climate ambitions include:

Short-Term Priorities

- Improve environmental performance monitoring.
- Strengthen sustainability reporting.
- Increase climate awareness initiatives.
- Expand resource conservation programs.

Medium-Term Priorities

- Expand renewable energy generation.
- Improve waste diversion rates.
- Increase water recycling capacity.
- Strengthen biodiversity initiatives.

Long-Term Priorities

- Reduce institutional carbon emissions.
- Integrate sustainability across all academic programs.
- Strengthen climate resilience planning.
- Position IoBM among leading sustainable universities in the region.



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SDG 13 IMPACT SUMMARY

During the 2025–2026 reporting period, IoBM advanced climate action through renewable energy initiatives, water conservation measures, biodiversity enhancement, sustainable operations, environmental governance, and sustainability education.

The University's Climate Action and Carbon Management Policy, combined with investments in solar energy, grey water recycling, green spaces, sustainable procurement, and responsible campus operations, demonstrates a comprehensive commitment to environmental stewardship and climate resilience.

By integrating sustainability into governance, infrastructure, education, and community engagement, IoBM continues to strengthen its contribution to national and global climate action efforts.



SDG 14 – LIFE BELOW WATER

GOAL OVERVIEW

Sustainable Development Goal 14 seeks to conserve and sustainably use oceans, seas, and marine resources for sustainable development. The goal emphasizes the protection of aquatic ecosystems, reduction of marine pollution, sustainable management of water resources, and increased awareness of the importance of healthy marine environments. As a higher education institution primarily focused on education, research, innovation, and community engagement, IoBM does not currently operate dedicated academic programs or research centers specifically focused on marine sciences, fisheries, or ocean conservation.

However, the University recognizes the critical importance of protecting aquatic ecosystems and contributes indirectly to SDG 14 through responsible water management, pollution prevention, environmental stewardship, sustainability education, and resource conservation initiatives.

IOBM'S APPROACH TO SDG 14

IoBM's contribution to SDG 14 is primarily achieved through initiatives that reduce environmental impact and promote responsible management of water resources.

The University's efforts focus on:

- Water conservation.
- Grey water recycling and reuse.
- Responsible waste management.
- Pollution prevention.
- Sustainability education.



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- Environmental awareness.
- Climate action initiatives.

These measures help reduce pressures on natural water systems while promoting a culture of environmental responsibility.

WATER CONSERVATION AND RESOURCE STEWARDSHIP

Water Conservation Policy

IoBM's Water Conservation Policy provides a framework for responsible water management across campus operations.

The policy promotes:

- Efficient water use.
- Reduction of water wastage.
- Sustainable water management practices.
- Long-term conservation of water resources.

By reducing overall water consumption, the University contributes to the sustainable management of freshwater resources that ultimately support broader aquatic ecosystems.

GREY WATER RECYCLING AND REUSE

Supporting Responsible Water Management

One of IoBM's most significant environmental initiatives is its grey water recycling system. The University recycles grey water and utilizes it for landscape irrigation and maintenance



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of green spaces across campus.

This initiative contributes to:

- Reduced freshwater consumption.
- Resource efficiency.
- Reduced pressure on municipal water systems.
- Sustainable water stewardship.

Although primarily linked to SDG 6 (Clean Water and Sanitation), responsible water reuse practices also support the broader objective of protecting water resources and reducing environmental impact.

POLLUTION PREVENTION THROUGH WASTE MANAGEMENT

Waste Management Policy

Improper waste disposal remains a significant contributor to water pollution globally.

IoBM's Waste Management Policy supports pollution prevention through:

- Waste reduction.
- Responsible disposal practices.
- Waste segregation.
- Recycling initiatives.
- Environmental awareness.

By promoting responsible waste management, the University contributes to reducing the likelihood of waste entering natural drainage systems and aquatic environments.



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RESPONSIBLE CONSUMPTION AND ENVIRONMENTAL PROTECTION

Sustainable Campus Operations

The University's sustainability initiatives encourage responsible resource use and environmental stewardship.

Examples include:

- Sustainable procurement practices.
- Reduced paper consumption.
- Digital transformation initiatives.
- Green event management.
- Resource conservation measures.

These efforts contribute to reducing environmental pressures that can negatively affect water ecosystems.

ENVIRONMENTAL AWARENESS AND EDUCATION

Promoting Environmental Responsibility

IoBM recognizes that long-term protection of aquatic ecosystems requires awareness, education, and responsible behavior.

The University promotes environmental literacy through:

- Sustainability education.
- Student engagement initiatives.
- Environmental awareness campaigns.
- Community engagement activities.
- Sustainability policies and frameworks.



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These efforts help cultivate future leaders who understand the importance of environmental stewardship and sustainable resource management.

CLIMATE ACTION AND WATER ECOSYSTEMS

Climate change represents a significant threat to aquatic ecosystems worldwide.

IoBM's Climate Action and Carbon Management Policy contributes indirectly to the protection of water resources by supporting:

- Renewable energy adoption.
- Resource efficiency.
- Carbon emissions reduction.
- Environmental sustainability.

The University's broader climate action initiatives help support environmental resilience and sustainable development.

FUTURE OPPORTUNITIES

IoBM recognizes opportunities to strengthen its contribution to SDG 14 in the future through:

- Student-led environmental projects.
- Research related to water resources and sustainability.
- Community awareness campaigns.
- Partnerships focused on environmental conservation.
- Coastal and marine ecosystem engagement initiatives.
- Water pollution awareness activities.

As sustainability efforts continue to evolve, the University will explore opportunities to expand its engagement with issues related to aquatic ecosystem protection.



SDG 14 IMPACT SUMMARY

While IoBM does not currently operate dedicated marine conservation or ocean-focused programs, the University contributes indirectly to SDG 14 through responsible water management, grey water recycling, waste reduction, pollution prevention, sustainability education, and climate action initiatives.

Through its commitment to environmental stewardship and sustainable resource management, IoBM supports broader efforts to protect natural ecosystems and promote environmental sustainability.

KEY ACTIVITIES

Initiative	Contribution
Water Conservation Policy	Responsible water stewardship
Grey Water Recycling System	Reduced freshwater demand
Waste Management Policy	Pollution prevention
Sustainable Procurement Policy	Reduced environmental impact
Climate Action and Carbon Management Policy	Environmental protection
Sustainability Awareness Initiatives	Environmental literacy



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SDG 15 – LIFE ON LAND

GOAL OVERVIEW

Sustainable Development Goal 15 aims to protect, restore, and promote the sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, halt biodiversity loss, and support the conservation of natural habitats.

Universities play an important role in advancing SDG 15 by integrating biodiversity conservation into campus planning, promoting environmental stewardship, supporting sustainability education, conducting research, and fostering awareness regarding the protection of natural ecosystems.

As an urban university located in Karachi, IoBM recognizes that campuses can serve as important green spaces that support biodiversity, environmental quality, and community well-being. Through responsible landscape management, water conservation, environmental policies, sustainability education, and climate-conscious campus operations, the University contributes to the protection and enhancement of terrestrial ecosystems.

COMMITMENT TO BIODIVERSITY AND ENVIRONMENTAL STEWARDSHIP

IoBM recognizes that healthy ecosystems are essential for environmental sustainability, climate resilience, and human well-being.

The University's approach focuses on:

- Protecting and enhancing campus biodiversity.
- Expanding and maintaining green spaces.
- Supporting sustainable landscape management.



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- Promoting environmental awareness.
- Conserving natural resources.
- Integrating biodiversity considerations into campus planning.

These efforts contribute to creating a healthier and more sustainable campus environment while supporting broader environmental goals.

BIODIVERSITY AND GREEN SPACES POLICY

Institutional Framework for Biodiversity Conservation

During the reporting period, IoBM strengthened its sustainability framework through the development and implementation of a Biodiversity and Green Spaces Policy.

The policy establishes a framework for:

- Protecting existing green spaces.
- Enhancing biodiversity on campus.
- Supporting native and climate-appropriate vegetation.
- Integrating sustainability into landscape management.
- Promoting environmental awareness and stewardship.

The policy recognizes the important role that universities can play in preserving urban biodiversity and promoting ecological sustainability.

GREEN CAMPUS ENVIRONMENT

Maintaining Green Spaces

IoBM has developed and maintained green areas throughout the campus that contribute to environmental quality and campus well-being.



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These spaces include:

- Landscaped gardens.
- Lawns and open green areas.
- Tree-lined pathways.
- Recreational green spaces.
- Outdoor gathering and learning areas.

The University's green spaces contribute to:

- Improved air quality.
- Reduced urban heat effects.
- Carbon sequestration.
- Stormwater management.
- Biodiversity support.
- Enhanced student and staff well-being.



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SUSTAINABLE LANDSCAPE MANAGEMENT

Supporting Biodiversity Through Responsible Practices

IoBM utilizes sustainable landscape management practices to maintain healthy green spaces while minimizing environmental impact.

These practices include:

- Efficient irrigation.
- Responsible plant management.
- Water conservation.
- Resource-efficient maintenance.
- Support for long-term ecological health.

The University seeks to balance environmental sustainability with the creation of attractive and functional outdoor spaces.

GREY WATER RECYCLING SUPPORTING BIODIVERSITY

Water Reuse for Green Spaces

A key component of IoBM's biodiversity strategy is the use of recycled grey water for irrigation and landscape maintenance.

This initiative provides multiple environmental benefits:

- Reduced freshwater consumption.
- Sustainable irrigation.
- Improved resilience of green spaces.
- Support for trees and vegetation.
- Resource-efficient campus operations.

The integration of water conservation and biodiversity management demonstrates the University's holistic approach to environmental sustainability.



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Related SDGs

- SDG 6 – Clean Water and Sanitation
- SDG 13 – Climate Action
- SDG 15 – Life on Land

TREES AND CARBON SEQUESTRATION

Trees provide important ecological services that contribute to environmental sustainability and climate resilience.

Benefits include:

- Carbon absorption.
- Improved air quality.
- Habitat creation.
- Temperature regulation.
- Noise reduction.
- Enhanced campus aesthetics.

IoBM's commitment to maintaining and expanding tree coverage contributes to both biodiversity conservation and climate action objectives.



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BIODIVERSITY AND STUDENT WELL-BEING

Research consistently demonstrates that access to green spaces contributes positively to physical and mental well-being.

The University's green environment supports:

- Outdoor recreation.
- Informal learning.
- Stress reduction.
- Physical activity.
- Community interaction.

These benefits reinforce the connection between environmental sustainability and human well-being.

Supporting Initiatives

Upgraded Gymnasium and Outdoor Environment

The University's investment in health and wellness infrastructure complements its commitment to maintaining outdoor spaces that encourage active and healthy lifestyles. Together, these initiatives contribute to a healthier campus environment.



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ENVIRONMENTAL AWARENESS AND EDUCATION

Building a Culture of Environmental Responsibility

IoBM recognizes that biodiversity conservation requires awareness and engagement.

The University promotes environmental stewardship through:

- Sustainability education.
- Student engagement activities.
- Environmental campaigns.
- Sustainability policies.
- Community outreach initiatives.

Students are encouraged to understand the importance of biodiversity, ecosystem services, and responsible environmental management.

SUSTAINABILITY RESEARCH AND ECOLOGICAL AWARENESS

Through its academic programs and sustainability framework, IoBM supports learning and research related to:

- Environmental sustainability.
- Resource conservation.
- Climate resilience.
- Urban sustainability.
- Biodiversity protection.

Faculty and student initiatives contribute to broader understanding of environmental challenges and opportunities.



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Reporting Period Activities

[Insert Environmental Research Projects]

[Insert Sustainability Research Initiatives]

[Insert Ecology-Related Activities]

SUSTAINABLE CAMPUS PLANNING

IoBM continues to integrate sustainability considerations into campus planning and infrastructure development.

Areas of focus include:

- Preservation of green spaces.
- Resource-efficient landscape management.
- Sustainable infrastructure development.
- Environmental impact reduction.
- Enhanced outdoor learning and recreation spaces.

Future Campus Enhancements

Potential future initiatives include:

- Expansion of shaded pedestrian walkways.
- Additional plantation drives.
- Biodiversity enhancement projects.
- Increased outdoor learning spaces.
- Climate-resilient landscaping.

These initiatives support both environmental sustainability and improved campus quality of life.



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PARTNERSHIPS SUPPORTING ENVIRONMENTAL SUSTAINABILITY

The University recognizes the importance of collaboration in advancing environmental stewardship.

IoBM works with:

- Academic institutions.
- Industry partners.
- Government agencies.
- Community organizations.
- Environmental stakeholders.

These partnerships support sustainability initiatives, environmental awareness, research, and community engagement.



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MEASURING BIODIVERSITY IMPACT

To evaluate progress toward SDG 15, IoBM seeks to monitor indicators related to biodiversity, green spaces, and environmental stewardship.

Suggested Indicators

Green Spaces

- Total green space area.
- Percentage of campus under green cover.
- Outdoor recreational areas.

Trees and Vegetation

- Trees maintained.
- Trees planted annually.
- Plantation initiatives.

Water and Landscape Management

- Grey water utilized for irrigation.
- Water savings achieved.
- Sustainable irrigation coverage.

Awareness and Engagement

- Environmental campaigns conducted.
- Student participation.
- Sustainability-related activities.



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FUTURE PRIORITIES

Looking ahead, IoBM aims to:

- Preserve and expand campus green spaces.
- Increase biodiversity-supporting initiatives.
- Strengthen sustainable landscape management.
- Expand plantation activities.
- Enhance environmental monitoring and reporting.
- Integrate biodiversity considerations into future campus development projects.
- Strengthen environmental awareness among students and staff.

These priorities support the University's long-term sustainability vision while contributing to biodiversity conservation and ecosystem resilience.

SDG 15 IMPACT SUMMARY

During the 2025–2026 reporting period, IoBM contributed to SDG 15 through biodiversity conservation, sustainable landscape management, green space preservation, water reuse initiatives, environmental education, and sustainability governance.

The University's Biodiversity and Green Spaces Policy, combined with its commitment to maintaining green spaces, supporting tree coverage, utilizing recycled water for irrigation, and promoting environmental stewardship, reflects a comprehensive approach to protecting and enhancing terrestrial ecosystems.

Through these efforts, IoBM continues to strengthen its contribution to biodiversity conservation and sustainable environmental management while creating a healthier and more resilient campus environment.



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KEY ACTIVITIES

Initiative	Contribution
Biodiversity and Green Spaces Policy	Institutional biodiversity protection
Campus Green Spaces	Ecosystem support and environmental quality
Grey Water Recycling for Irrigation	Sustainable landscape management
Tree Maintenance and Plantation	Carbon sequestration and habitat support
Environmental Awareness Initiatives	Biodiversity education
Sustainable Campus Planning	Long-term ecological stewardship



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SDG 16 – PEACE, JUSTICE AND STRONG INSTITUTIONS

GOAL OVERVIEW

Sustainable Development Goal 16 seeks to promote peaceful and inclusive societies, provide access to justice for all, and build effective, accountable, and inclusive institutions at all levels.

Universities play a vital role in advancing this goal by fostering ethical leadership, promoting civic responsibility, supporting evidence-based policymaking, encouraging dialogue and critical thinking, strengthening institutional governance, and creating inclusive environments where diverse perspectives can be discussed and respected.

As a higher education institution committed to developing responsible leaders and engaged citizens, IoBM contributes to SDG 16 through academic excellence, institutional governance, ethical conduct, public policy engagement, community participation, student development, and partnerships that support societal progress.

During the 2025–2026 reporting period, IoBM continued to strengthen its contribution to SDG 16 through governance frameworks, academic dialogue, leadership development, civic engagement, and initiatives that promote transparency, accountability, inclusion, and social responsibility.

INSTITUTIONAL GOVERNANCE AND ACCOUNTABILITY

Strong institutions are built upon principles of accountability, transparency, ethical conduct, and responsible leadership.



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IoBM's governance framework supports:

- Strategic planning and institutional development.
- Ethical decision-making.
- Policy-based management.
- Accountability and oversight.
- Stakeholder engagement.
- Continuous improvement.

The University's commitment to good governance is reflected through institutional policies, reporting mechanisms, leadership structures, and quality assurance processes that support effective and responsible management.

BUILDING ETHICAL AND RESPONSIBLE LEADERS

A central component of IoBM's contribution to SDG 16 is the development of graduates who are prepared to lead responsibly and contribute positively to society.

Through academic programs, student leadership opportunities, community engagement initiatives, and professional development experiences, students are encouraged to develop:

- Ethical decision-making skills.
- Civic responsibility.
- Leadership capabilities.
- Critical thinking.
- Respect for diversity and inclusion.
- Commitment to public service.

These attributes help prepare graduates to strengthen institutions and contribute to more inclusive and equitable societies.



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POLICY DIALOGUE AND PUBLIC DISCOURSE

Decoding Healthcare Policy in Pakistan

During the reporting period, IoBM hosted discussions focused on healthcare policy and public sector challenges.

These engagements provided a platform for academics, practitioners, students, and stakeholders to explore policy issues, governance challenges, and opportunities for reform within Pakistan's healthcare system.

The initiative contributed to:

- Evidence-based policy discussion.
- Civic engagement.
- Public awareness.
- Informed decision-making.

By facilitating dialogue on important public issues, IoBM supports informed citizenship and stronger institutions.

ACADEMIC FREEDOM AND KNOWLEDGE EXCHANGE

Universities contribute to peaceful and inclusive societies by creating spaces where ideas can be debated openly and constructively.

Throughout the reporting period, IoBM organized:

- International conferences.
- Academic seminars.
- Professional forums.



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- Public lectures.
- Research discussions.

These activities promote intellectual engagement, knowledge exchange, and informed dialogue while encouraging respect for diverse viewpoints.

Key Examples

4th International Conference on Education

The conference brought together educators, researchers, practitioners, and policymakers to discuss educational challenges and opportunities while promoting collaborative problem-solving and evidence-based practice.

Academic and Professional Forums

A range of academic events provided opportunities for meaningful discussion regarding leadership, governance, education, innovation, healthcare, and societal development.

STUDENT PARTICIPATION AND LEADERSHIP

Developing Active Citizens

IoBM encourages students to participate actively in campus life and decision-making through:

- Student societies.
- Leadership opportunities.
- Community engagement activities.
- Volunteer initiatives.
- Academic projects.
- Awareness campaigns.

These experiences help students develop the skills and values associated with democratic participation, civic responsibility, and ethical leadership.



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Impact Areas

- Leadership development.
- Civic engagement.
- Community participation.
- Social responsibility.
- Inclusive decision-making.

SAFE, INCLUSIVE AND RESPECTFUL CAMPUS ENVIRONMENT

Peaceful and inclusive institutions require environments where individuals feel safe, respected, and supported.

IoBM is committed to maintaining a campus culture based on:

- Respect and dignity.
- Equal opportunity.
- Inclusion and accessibility.
- Student well-being.
- Responsible conduct.
- Ethical behavior.

The University continuously works to strengthen systems and policies that support a positive and inclusive campus experience.

Supporting Frameworks

- Environmental Health, Safety and Well-being Policy
- Community Engagement and SDG Policy



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- Sustainability Code of Conduct and Environmental Responsibility Charter
- Student Support and Well-being Initiatives

Together, these frameworks contribute to a safe and supportive institutional environment.

TRANSPARENCY AND INSTITUTIONAL EFFECTIVENESS

Continuous Quality Improvement

Strong institutions require regular evaluation and continuous improvement.

Throughout the reporting period, IoBM undertook initiatives focused on:

- Program review and enhancement.
- Quality assurance.
- Faculty development.
- Institutional effectiveness.
- Academic excellence.

Examples include:

Program Review for Effectiveness and Enhancement

The University conducted academic review activities designed to strengthen educational quality and ensure continuous institutional improvement.

Faculty Development Initiatives

Workshops and training programs supported excellence in teaching, leadership, governance, and academic effectiveness.

These efforts contribute to institutional resilience and long-term sustainability.



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COMMUNITY ENGAGEMENT AND SOCIAL RESPONSIBILITY

Strong institutions are closely connected to the communities they serve.

IoBM contributes through:

- Community outreach.
- Capacity-building initiatives.
- Professional development programs.
- Public awareness campaigns.
- Educational engagement activities.

These initiatives strengthen trust, social cohesion, and civic participation while supporting sustainable development objectives.

PARTNERSHIPS SUPPORTING INSTITUTIONAL DEVELOPMENT

Collaboration is essential for addressing complex societal challenges and strengthening institutions.

IoBM actively engages with:

- Government agencies.
- Educational institutions.
- Industry partners.
- Healthcare organizations.
- Professional associations.
- Civil society organizations.



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These partnerships support:

- Knowledge exchange.
- Policy dialogue.
- Capacity building.
- Research collaboration.
- Community development.

Examples from the Reporting Period

Partnership with Harvard Business Publishing

The collaboration supports excellence in teaching, learning, and institutional development through access to globally recognized educational resources.

Partnership with Fatima Jinnah Dental College

The agreement promotes academic collaboration and contributes to professional and institutional capacity building.

Financial Education Initiative with ABL Funds

The initiative promotes informed decision-making and responsible citizenship through financial literacy and education.

PROMOTING INTEGRITY AND ETHICAL CONDUCT

IoBM recognizes that integrity is fundamental to institutional effectiveness and public trust.

The University promotes ethical behavior through:

- Codes of conduct.
- Institutional policies.
- Professional standards.



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- Academic integrity principles.
- Responsible leadership practices.

These values are integrated throughout academic, administrative, and community activities.

MEASURING INSTITUTIONAL IMPACT

To monitor progress toward SDG 16, IoBM seeks to evaluate indicators related to governance, participation, inclusion, and institutional effectiveness.

Suggested Indicators

Governance

- Institutional policies implemented.
- Quality assurance reviews conducted.
- Governance committees established.

Participation

- Student leadership positions.
- Student society activities.
- Community engagement programs.

Inclusion

- Inclusion initiatives implemented.
- Student support services utilized.
- Well-being programs delivered.



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Partnerships

- Strategic partnerships established.
- Public policy forums conducted.
- Community collaborations undertaken.

FUTURE PRIORITIES

Looking ahead, IoBM aims to:

- Strengthen institutional governance frameworks.
- Expand civic engagement opportunities.
- Enhance student leadership development.
- Promote ethical and responsible leadership.
- Increase policy dialogue and public engagement initiatives.
- Strengthen transparency and accountability mechanisms.
- Expand community participation and partnership development.

These priorities will support the University's mission of contributing to stronger institutions and more inclusive societies.

SDG 16 IMPACT SUMMARY

During the 2025–2026 reporting period, IoBM contributed to SDG 16 through institutional governance, leadership development, academic dialogue, public policy engagement, community participation, quality assurance initiatives, and partnerships that strengthen knowledge exchange and institutional capacity.

By fostering ethical leadership, promoting informed dialogue, supporting transparency and accountability, and creating an inclusive campus environment, the University continues to contribute to the development of stronger institutions and more engaged communities.



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KEY ACTIVITIES

Initiative	Contribution
Decoding Healthcare Policy in Pakistan	Public policy dialogue
International Conferences and Academic Forums	Knowledge exchange and civic engagement
Program Review for Effectiveness and Enhancement	Institutional quality and accountability
Faculty Development Initiatives	Leadership and institutional capacity
Student Leadership and Engagement Programs	Civic participation and leadership
Strategic Academic Partnerships	Institutional strengthening

IoBM Strengthens Sindh Police Examination Protocols Through Strategic Training Initiative



The Institute of Business Management (IoBM) continues to affirm its commitment to academic outreach and capacity building through a meaningful collaboration with the Sindh Police. Initiated by the College of Business Management (CBM) and the Centre for Research and Training (CCRT), this initiative saw IoBM experts serve as lead facilitators in a one-day “Training of Trainers (ToT) on Invigilation” held on August 12, 2025. Organized by the office of the Deputy Inspector General of Police (DIGP), Training Directorate, the program aimed to enhance invigilation practices and strengthen examination security across six districts. Drawing on IoBM’s academic expertise, the program successfully trained over 50 police personnel, equipping them with improved skills and knowledge to maintain high standards of invigilation.

IoBM’s Key Contribution:

The IoBM delegation was led by Dr. Sarah Wali Qazi, Acting Associate Dean Graduate and Postgraduate, Head of Department and Associate Professor at CBM, who served as the Lead Trainer. She was supported by her Co-Trainer, Mr. Muhammad Kamran, Assistant Controller of Examination. Together, they delivered expert modules on:



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- Exam Security & Invigilator Roles
- Crisis Management & Practical Skills
- Trainer Competency & Assessment
- Leadership Commendation and Long-Term Impact:

The DIGP leadership formally appreciated IoBM's professional approach, and the tangible value delivered by the training. Officials emphasized the importance of such academic outreach initiatives in promoting institutional discipline and professional standards within the public sector. This engagement is more than a single event; it establishes a framework for a long-term academia-police partnership, aimed at continuously improving management practices in the region.

The program was aligned with the United Nations Sustainable Development Goals (SDGs)

SDG 16: Peace, Justice, and Strong Institutions

By improving exam integrity and invigilation protocols, the ToT enhances justice, fairness, and institutional trust, key elements of SDG 16. Upholding and secure examination processes to fosters confidence in public institutions and ensures fair opportunities for all candidates.

SDG 17: Partnerships for the Goals

The collaboration between IoBM and Sindh Police exemplifies a multi-stakeholder partnership for public sector reform. By bringing together academia and law enforcement, this initiative demonstrates how cross-sector alliances can drive sustainable development and systemic improvement. This training initiative exemplifies a multi-stakeholder partnership by engaging diverse actors from different sectors working collaboratively toward shared goals: Government and Accreditation Bodies, Public Sector (Sindh Police), and Academic Institution (IoBM) for Community and Society.



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SDG 4: Quality Education

As an educational intervention, this ToT advances SDG 4 by building skills and knowledge among police personnel. Enhancing training standards contributes directly to lifelong learning and professional development.

SDG 8: Decent Work & Economic Growth

By professionalizing the public sector and strengthening institutional capacity, this training indirectly contributes to SDG 8. Enhanced service delivery and ethical standards promote a more efficient, effective, and trustworthy workforce.

Commitment to Institutional and National Goals

This initiative directly supports IoBM's accreditation objectives (NBEAC and AACSB) by demonstrating leadership, societal impact, and a commitment to national capacity-building. The achievement was made possible through the sincere guidance and vision of IoBM's senior management.

This event aligns with United Nations Sustainable Development Goal (SDG) 16: Peace, Justice and Strong Institutions. By enhancing invigilation practices, examination security protocols, crisis management skills, and professional standards, the initiative contributes to fair, transparent, and credible assessment processes. Such efforts help build trust in public institutions and reinforce principles of fairness, merit, and responsible governance. The training also reflects the importance of capacity building in creating stronger institutions capable of delivering quality services to the public. The initiative additionally aligns with SDG 4: Quality Education by promoting professional learning and skills development among police personnel through structured training and knowledge transfer. Furthermore, it supports SDG 17: Partnerships for the Goals by demonstrating the value of collaboration between academia and the public sector. Through the combined expertise of IoBM and Sindh Police, the program created a platform for sustainable institutional improvement and professional development. By fostering cross-sector cooperation, strengthening

organizational capacity, and promoting ethical standards, the initiative contributes to both educational excellence and institutional resilience in support of broader national development goals.

An interactive session on “Imagine Pakistan 2030” held at IoBM



An interactive session titled “Imagine Pakistan 2030 – A Youth Awareness Initiative by APSUP” was held at the Institute of Business Management (IoBM) on Wednesday, November 26, 2025. The event was graced by Mian Amer Mahmood, Chairman of the Punjab Group of Colleges and Chairman of the Pakistan

Broadcasters Association (PBA), as the Chief Guest. The welcome address was delivered by Prof. Dr. Chaudhry Abdul Rehman, Chairman of the Association of Private Sector Universities of Pakistan (APSUP) and Chairman Superior Group of Colleges. Prof. Sohail Afzal, Executive Director of the Punjab Group, and Mr. Talib Syed Karim, President of IoBM, also graced the session. The event was attended by IoBM’s Senior Management, Faculty, and Students. The event was skillfully coordinated by Prof. Dr. Muhammad Abbas, Dean CCSIS, and Dr. Shagufta Rafif, Associate Dean CBM, whose efforts ensured a well-organized and impactful program.

In his opening remarks, Prof. Dr. Chaudhry Abdul Rehman emphasized that this event was specifically designed to help Pakistan’s brightest young minds find clear direction and achieve meaningful success. He highlighted APSUP’s ongoing commitment to empowering youth, acknowledging their common concern about the lack of relevant job opportunities in the market. Dr. Abdul Rehman urged young people to cultivate a clear vision, empathy, and selflessness, stressing that strong character and values are the true

foundations of lasting success. He also emphasized that APSUP is dedicated to providing guidance and support to help youth navigate their career paths and personal development effectively. Additionally, he called for a nationwide focus on improving literacy, transparency, good governance, and key human development indicators, all of which are essential pillars for sustainable national progress.

Chief Guest, Mian Amer Mahmood, reminded the audience that Pakistan is our only home and protecting it is a shared responsibility. He emphasized that the primary duty of any government is to provide public welfare. He reiterated a need to build an empowering ecosystem that unlocks the potential of Pakistan's youth, enabling them to become the visionary leaders the country needs. Highlighting key national pillars of social welfare, efficient administration, transparency, law and order, equality, and security, he presented a comparative analysis of Pakistan against developing countries, particularly in terms of economic performance and trade. He underscored the urgent need to prioritize health, the economy, trade, and commerce for sustainable progress. Expressing concern, he shared that 25 million children remain out of school, a number that continues to grow, and called for immediate action to address this crisis. Concluding his address,

he stressed that Pakistan needs effective administrative units and a sharp focus on resolving the root causes of its challenges.

Delivering the closing acknowledgements, Mr. Talib Syed Karim, President of the Institute of Business Management (IoBM), thanked the distinguished guests for their insightful contributions. He said the youth are not only the future, they are also the hope of Pakistan. He emphasized the urgent need for the nation to rediscover its direction and restore its pride. With conviction, he urged young Pakistanis to hold firm to their faith in the country, rise with renewed determination, work harder, and pursue excellence, for their success is the key to a stronger Pakistan.

This event aligned primarily with SDG 16 – Peace, Justice and Strong Institutions. Through discussions on youth empowerment, literacy, leadership, good governance, transparency, and national development, the session encouraged students to become informed and responsible citizens capable of contributing to Pakistan's future. The event also supported SDG 8 – Decent Work and Economic Growth by addressing employment challenges and career development opportunities for young people. Furthermore, it contributed to SDG 10 – Reduced Inequalities by highlighting the importance of educational access and equal opportunities, while promoting inclusive and sustainable social progress through active youth engagement.

Book Launch of "The Third Dimension: Policy Prism – Insights into Global, Regional and National Challenges"



The Institute of Business Management (IoBM) hosted the book launch of "The Third Dimension: Policy Prism – Insights into Global, Regional and National Challenges", authored by Ambassador Ghulam Rasool Baluch, former senior diplomat, academic, and public intellectual.

The event was attended by a distinguished gathering of academicians, intellectuals, former ambassadors, senior government officials, policy practitioners, and students. A panel of eminent scholars and diplomats presented objective and scholarly reviews of the book, followed by concluding remarks from the leadership of IoBM.

In his address, Ambassador Baluch reflected on the intellectual journey behind the book, describing it as emerging from "the romance with writing and the agony of awareness."



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He noted that writing often begins with curiosity and reflection, but deeper engagement with global conflicts and structural injustices inevitably leads to emotional and moral reckoning.

“Awareness has a cost,” Ambassador Baluch remarked. “The more one understands injustice, the harder silence becomes. Yet writing remains an act of resistance against despair. This book does not claim to offer easy answers; it seeks to add a third dimension—beyond rhetoric and raw power—by insisting on context, ethics, history, and the human consequences of policy choices.”

He emphasized that the book is intended not as a conclusion but as an invitation—to question dominant narratives, resist intellectual complacency, and foreground the human cost of global, regional, and national policy decisions.

Dr. Masuma Hasan, Chairperson of the Pakistan Institute of International Affairs, in her scholarly review, observed that despite addressing a wide range of pressing issues—ranging from the Gaza crisis and Kashmir to great-power rivalry, shifting global order, South Asian regional dynamics, and national social challenges—the book is unified by a strong civilizational and humanistic thread. She highlighted the author’s emphasis on empathy, shared human destiny, and ethical responsibility, noting that his articulation of the “romance with writing and the agony of awareness” lends the work philosophical depth.

Ambassador Alam Brohi noted that the essays selected for the book address issues under persistent global debate and analytical scrutiny and are too important to be ignored by scholars and policymakers in Pakistan. He remarked that Ambassador Baluch writes with a strong sense of global citizenship, humanism, and commitment to the rule of law in interstate relations.

Professor Dr. Moonis Ahmar referred to the book’s articulation of a shifting global order,



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moving away from a rules-based framework toward increasing unilateralism, noting the clarity and relevance of the author's analysis.

In his concluding remarks, Mr. Talib S. Karim, President of IoBM, congratulated Ambassador Baluch on the publication of his second book and reaffirmed the vision of IoBM's founder, the late Mr. Shahjehan S. Karim, to establish the university as a center of excellence in Pakistan. "The Third Dimension: Policy Prism – Insights into Global, Regional and National Challenges" adds a reflective and human-centered lens to contemporary policy discourse and is expected to resonate with students, scholars, policymakers, and thoughtful readers alike.

This event aligns with United Nations Sustainable Development Goal (SDG) 16: Peace, Justice and Strong Institutions. The launch of The Third Dimension: Policy Prism promoted informed dialogue on global, regional, and national challenges, encouraging critical reflection on governance, international relations, ethics, and policymaking. By examining issues such as conflict, justice, diplomacy, and human rights, the event fostered greater understanding of the importance of peaceful societies and strong institutions. The initiative also supports SDG 4: Quality Education by providing students, academics, and policymakers with opportunities to engage in intellectual discourse and deepen their understanding of contemporary policy issues. Such discussions contribute to informed citizenship and evidence-based decision-making.

IoBM and Legal Aid Society sign an MoU



On Tuesday, April 28, 2026, the Institute of Business Management (IoBM) and Legal Aid Society (LAS), on behalf of Musaliha International Centre for Arbitration and Dispute Resolution (MICADR), have signed an MoU to collaborate on professional training initiatives. The agreement focuses on delivering an internationally accredited mediation training programme at IoBM through its Center for Executive Learning and Leadership (CELL). The signatories of the event were Mr. Talib Karim, President IoBM, and Justice Arif Hussain Khilhi, Managing Director, MICADR and Chief Legal Advisor, Legal Aid Society.

The purpose of this partnership is to provide structured, globally recognized mediation skills training to Pakistan's corporate and professional community, while expanding access to alternative dispute resolution expertise. Through this collaboration, both parties aim to strengthen professional development opportunities, enhance dispute resolution capacity, and promote internationally aligned training standards within Pakistan's evolving business and legal landscape. Present on the occasion were the associates, legal team and partners at the Legal Aid Society including Barrister Haya Emaan Zahid, Mr. Sohail Khwaja, Ms. Sumera Salim, Justice (R) Muhammad Ather. Representing IoBM were

Mr. Nabhan Karim, HoD MARCOM; Mr. Sohail Zindani, Partner-in-Residence, CELL, and Ms. Sana J. Khan, Advisor, CELL.

This event aligns with United Nations Sustainable Development Goal (SDG) 16: Peace, Justice and Strong Institutions. The Memorandum of Understanding between IoBM and the Legal Aid Society supports SDG 16 by promoting access to justice, dispute resolution mechanisms, and professional capacity building in mediation and arbitration. Through the introduction of internationally accredited mediation training programs, the partnership seeks to strengthen the skills of professionals and organizations involved in conflict resolution and legal processes. Enhancing mediation expertise contributes to more effective, transparent, and accessible mechanisms for resolving disputes within society and the business community. The initiative also aligns with SDG 4: Quality Education by expanding access to specialized professional learning opportunities and internationally recognized training. Furthermore, it supports SDG 17: Partnerships for the Goals by bringing together academic and legal institutions to address societal and professional needs through collaboration. The partnership reflects a commitment to strengthening institutional capacity, professional development, and access to justice through education and cooperation.

IoBM hosts panel on “The Future of News” to mark World Press Freedom Day



The Marketing and Communications (MARCOM) Department at the Institute of Business Management (IoBM) recently organized a panel discussion to commemorate World Press Freedom Day, bringing together leading media professionals to examine the evolving



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landscape of journalism in Pakistan. The session titled “The Future of News”, featured prominent figures from the media industry: Khawaja Burhan Uddin, News Editor at Geo Digital (English); Afreen Mirza, News Editor – Strategy at Interlink Multimedia; Dua Shakil Paracha, Reporter at 24 News; and Amber Shamsi, Pakistan Editor at Nukta, who also delivered the keynote address.

The session aimed to foster meaningful dialogue on the future of journalism in Pakistan, focusing on both the challenges and emerging opportunities within the field. Panelists discussed the transition from traditional newsroom practices to increasingly digital and algorithm-driven storytelling, highlighting how technology continues to reshape news production and consumption. A key theme of the discussion was the growing concern around the credibility of information in an era dominated by rapid content dissemination and social media influence. Speakers emphasized the need for ethical journalism, media literacy, and adaptability as the industry navigates this transformation. The event reinforced the importance of informed discourse in strengthening the future of journalism in Pakistan.

This event aligns with United Nations Sustainable Development Goal (SDG) 16: Peace, Justice and Strong Institutions. The panel discussion on “The Future of News” contributed to SDG 16 by promoting dialogue on press freedom, ethical journalism, access to reliable information, and the role of media in democratic societies. As information ecosystems continue to evolve, the session examined the challenges posed by misinformation, digital transformation, and changing audience behaviors. Discussions emphasized the importance of credible journalism, media accountability, and informed public discourse in supporting transparent and inclusive institutions. The event also supports SDG 4: Quality Education by encouraging media literacy, critical thinking, and informed engagement with contemporary issues. Through interaction with experienced journalists and media professionals, participants gained valuable insights into the responsibilities and challenges of modern journalism.

ISSI and IoBM Hosts Launch of The Third Dimension Policy Prism Authored by Ambassador G. R. Baluch



On May 12, 2026, the Institute of Strategic Studies Islamabad (ISSI), in collaboration with the Institute of Business Management (IoBM), hosted the launch of The Third Dimension Policy Prism by Ambassador G. R. Baluch. The event brought together diplomats,

academics, scholars, and media representatives. The panel of discussants included General Khalid Naeem Lodhi, former Defense Secretary of Pakistan; Ambassador Masood Khalid, former diplomat; Dr. Munawar Hussain, Associate Professor at Quaid-i-Azam University (QAU); Dr. Shazia Khalid Cheema, Associate Professor at QAU; and columnist and anchor Farukh Pitafi.

In her introductory remarks, Dr. Neelum Nigar, Director of the Centre for Strategic Perspectives (CSP) at ISSI, thanked Ambassador Baluch for choosing ISSI as the venue for the launch and acknowledged his contribution to strategic and policy discourse. Welcoming the participants, Ambassador Khalid Mahmood described the book as a timely scholarly contribution in an era marked by geopolitical competition, technological disruption, economic shifts, and evolving security challenges. He noted that Ambassador Baluch combines academic reflection with diplomatic experience to present foreign policy through a multidimensional lens shaped by politics, economics, technology, climate change, information flows, and non-state actors.

Introducing his work, Ambassador G. R. Baluch described the contemporary world as a “battle of narratives,” where influence increasingly depends on ideas and discourse. He characterized the book as a conversation aimed at shaping understanding, policy, and debate.



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The reviewers collectively praised the book as a significant contribution to contemporary strategic thought. General Khalid Naeem Lodhi highlighted its emphasis on ethics and humanity alongside national interests, while Ambassador Masood Khalid commended its analysis of Pakistan's foreign policy, South Asia, and the Gaza conflict.

Dr. Munawar Hussain noted the book's focus on values, ideology, and multilateralism in international relations. Dr. Shazia Khalid Cheema appreciated its exploration of the moral, psychological, and cultural dimensions of geopolitics, as well as its analysis of narratives and identity formation. Farukh Pitafi observed that the book successfully bridges diplomacy and academia, combining policy relevance with conceptual depth while addressing topics ranging from global politics to education and artificial intelligence.

This event aligns with United Nations Sustainable Development Goal (SDG) 16: Peace, Justice and Strong Institutions. Through engagement with diplomats, academics, policymakers, and students, the event encouraged critical reflection on the importance of ethical leadership, multilateral cooperation, and evidence-based policymaking. Discussions surrounding global conflicts, international cooperation, and the human consequences of policy decisions highlighted the importance of strong institutions and informed public discourse in addressing contemporary challenges. The event also supports SDG 4: Quality Education by fostering intellectual engagement and encouraging students and scholars to explore complex geopolitical and policy issues. By providing a platform for knowledge sharing and scholarly debate, the event contributed to the development of critical thinking and informed citizenship. Such initiatives strengthen academic culture and support the exchange of ideas necessary for building peaceful, inclusive, and well-governed societies.



SDG 17 – PARTNERSHIPS FOR THE GOALS

GOAL OVERVIEW

Sustainable Development Goal 17 emphasizes the importance of strengthening the means of implementation and revitalizing global partnerships for sustainable development. Achieving the Sustainable Development Goals requires collaboration across sectors, disciplines, institutions, industries, governments, and communities.

Universities play a vital role in advancing SDG 17 by serving as conveners of knowledge, innovation, research, and dialogue. Through partnerships and collaboration, higher education institutions can amplify their impact, expand opportunities for students and faculty, strengthen research and innovation ecosystems, and contribute more effectively to addressing societal challenges.

As a university committed to excellence, innovation, and social impact, IoBM actively develops partnerships with industry, educational institutions, government agencies, healthcare organizations, international networks, civil society organizations, and community stakeholders.

During the 2025–2026 reporting period, partnerships remained a cornerstone of IoBM's strategy for advancing education, research, innovation, sustainability, and community development.

PARTNERSHIP PHILOSOPHY

IoBM believes that sustainable development cannot be achieved in isolation.

The University's partnership approach is guided by the following principles:



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- Mutual value creation.
- Knowledge exchange.
- Capacity building.
- Innovation and collaboration.
- Community impact.
- Sustainable development.
- Long-term relationship building.

Partnerships are developed not only to advance institutional objectives but also to create meaningful impact for students, industry, communities, and society.

STRATEGIC ACADEMIC PARTNERSHIPS

Harvard Business Publishing

One of the most significant academic collaborations during the reporting period was IoBM's partnership with Harvard Business Publishing.

The partnership provides access to globally recognized educational resources, case studies, teaching methodologies, and learning materials that strengthen educational quality and enhance the student learning experience.

Key outcomes include:

- Improved teaching and learning practices.
- Greater exposure to global business knowledge.
- Enhanced academic quality.
- Strengthened faculty development opportunities.

Related SDGs:

- SDG 4 – Quality Education
- SDG 9 – Industry, Innovation and Infrastructure
- SDG 17 – Partnerships for the Goals



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INTERNATIONAL ENGAGEMENT AND GLOBAL COLLABORATION

EURIE Higher Education Summit

IoBM participated in the Eurasia Higher Education Summit (EURIE), strengthening international engagement and collaboration with higher education institutions, academic leaders, and global education stakeholders.

Participation in international forums contributes to:

- Knowledge exchange.
- Internationalization.
- Global academic collaboration.
- Institutional development.
- Research partnerships.

Such engagements strengthen IoBM's position within the international higher education community and create opportunities for future collaboration.

INDUSTRY PARTNERSHIPS

ABL Funds Financial Education Initiative

IoBM partnered with ABL Funds to launch a Financial Education Initiative designed to improve financial literacy and practical financial knowledge among students and participants.

The collaboration demonstrates how industry and academia can work together to create meaningful educational opportunities while addressing real-world challenges.

Impact areas include:

- Financial literacy.
- Workforce development.



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- Economic empowerment.
- Industry-academia collaboration.

HEALTHCARE PARTNERSHIPS

Fatima Jinnah Dental College

IoBM signed a Memorandum of Understanding with Fatima Jinnah Dental College to strengthen collaboration in education, healthcare, research, and community engagement.

The partnership supports:

- Academic collaboration.
- Professional development.
- Community outreach.
- Healthcare awareness.
- Knowledge exchange.

This collaboration demonstrates the University's commitment to interdisciplinary partnerships that contribute to societal well-being.

RESEARCH AND INDUSTRY COLLABORATION

Bayer Women's Health Research Initiative

A notable example of collaborative research during the reporting period was the partnership between IoBM students and Bayer on research related to women's health and access to reproductive healthcare services in Pakistan.

The initiative demonstrated how industry and academia can work together to:

- Address societal challenges.
- Generate evidence-based insights.



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- Promote public awareness.
- Support informed decision-making.

The project contributed to SDG 3, SDG 5, and SDG 17 simultaneously, highlighting the power of cross-sector collaboration.

EDUCATIONAL ACCESS PARTNERSHIPS

Partnership with Ihsan Trust

IoBM renewed its partnership with Ihsan Trust to support educational access through scholarship and financial assistance initiatives.

The collaboration contributes directly to:

- Educational inclusion.
- Social mobility.
- Student success.
- Reduced barriers to higher education.

Through partnerships such as this, the University helps ensure that deserving students have access to quality educational opportunities.

CONFERENCES AND KNOWLEDGE-SHARING PLATFORMS

Throughout the reporting period, IoBM served as a platform for collaboration by organizing conferences, seminars, workshops, and academic forums that brought together stakeholders from diverse sectors.



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Examples include:

4th International Conference on Education

The conference brought together researchers, educators, policymakers, and practitioners to discuss challenges and opportunities in education while promoting collaboration and knowledge sharing.

AI-Enabled Teaching and Research Excellence

The event created opportunities for educators, researchers, and professionals to exchange ideas regarding artificial intelligence and its applications in higher education.

These initiatives support the development of collaborative networks that extend beyond institutional boundaries.

COMMUNITY AND SOCIAL IMPACT PARTNERSHIPS

IoBM actively collaborates with community organizations, professional bodies, healthcare institutions, NGOs, and social impact organizations.

These partnerships support:

- Community outreach.
- Awareness campaigns.
- Professional development.
- Capacity building.
- Public engagement.
- Social impact initiatives.



Padel for a Purpose

One example was the University's collaboration with the Indus Hospital and Health Network (IHHN) and Padel Grove for the "Padel for a Purpose" initiative.

The event demonstrated how partnerships can be leveraged to support healthcare causes, community engagement, and fundraising efforts.

ALUMNI AS STRATEGIC PARTNERS

IoBM recognizes its alumni community as one of its most valuable stakeholder groups.

Through mentoring, networking, professional engagement, and knowledge sharing, alumni contribute significantly to the University's mission and impact.

Areas of alumni contribution include:

- Career development.
- Student mentoring.
- Industry engagement.
- Community service.
- Professional networking.

Alumni engagement strengthens the University's ability to connect students with professional opportunities and real-world experience.

PARTNERSHIP ECOSYSTEM

IoBM's partnership network spans multiple sectors and stakeholders.

Academic Partners

- Universities



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- Research institutions
- Educational organizations

Industry Partners

- Corporate organizations
- Financial institutions
- Technology companies
- Media organizations

Healthcare Partners

- Hospitals
- Healthcare providers
- Public health organizations

Community Partners

- NGOs
- Civil society organizations
- Community groups

International Partners

- Global education networks
- International institutions
- Academic consortiums

This diverse ecosystem strengthens the University's capacity to create impact across multiple dimensions of sustainable development.



PARTNERSHIPS SUPPORTING SUSTAINABILITY

Partnerships contribute directly to many of the University's sustainability objectives.

Examples include:

Partnership Area	Sustainability Contribution
Education Partnerships	Quality Education (SDG 4)
Healthcare Partnerships	Good Health and Well-being (SDG 3)
Industry Partnerships	Economic Growth and Innovation (SDGs 8 & 9)
Community Partnerships	Reduced Inequalities (SDG 10)
Sustainability Collaborations	Climate Action and Environmental Stewardship (SDGs 13 & 15)

This interconnected approach demonstrates how partnerships accelerate progress across multiple SDGs simultaneously.



MEASURING PARTNERSHIP IMPACT

IoBM seeks to evaluate the effectiveness and impact of partnerships through a range of indicators.

Suggested Indicators

Academic Partnerships

- Active academic collaborations.
- Joint programs and initiatives.
- International engagements.

Industry Partnerships

- Corporate collaborations.
- Internship opportunities created.
- Industry-led learning initiatives.

Research Partnerships

- Joint research projects.
- Collaborative publications.
- Industry-funded research.

Community Partnerships

- Outreach initiatives conducted.
- Community beneficiaries reached.
- Social impact projects implemented.

International Partnerships

- Global collaborations.
- International conferences attended.
- Exchange and networking opportunities.



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FUTURE PRIORITIES

Looking ahead, IoBM aims to:

- Expand international partnerships.
- Increase collaborative research initiatives.
- Strengthen industry engagement.
- Enhance sustainability-focused collaborations.
- Develop new community impact partnerships.
- Increase interdisciplinary and cross-sector cooperation.
- Strengthen global engagement and knowledge exchange.

Through these efforts, the University seeks to further amplify its contribution to sustainable development and societal impact.

SDG 17 IMPACT SUMMARY

During the 2025–2026 reporting period, IoBM demonstrated a strong commitment to SDG 17 through strategic partnerships spanning education, research, healthcare, industry, community development, and international collaboration.

Partnerships with organizations such as Harvard Business Publishing, Bayer, ABL Funds, Fatima Jinnah Dental College, Ihsan Trust, and the Indus Hospital and Health Network illustrate the University's collaborative approach to advancing sustainable development.

By serving as a connector between academia, industry, government, communities, and international stakeholders, IoBM continues to strengthen its capacity to create meaningful and lasting impact across multiple Sustainable Development Goals.



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KEY ACTIVITIES

Initiative	Contribution
Harvard Business Publishing Partnership	Academic excellence and global collaboration
ABL Funds Financial Education Initiative	Industry-academia engagement
Bayer Women's Health Research Project	Collaborative research and social impact
Fatima Jinnah Dental College MoU	Healthcare and education partnership
Ihsan Trust Partnership	Educational access and inclusion
Padel for a Purpose with IHHN	Community engagement and healthcare support

IoBM and Chinese Consulate Hold Seminar on “Pakistan–China Relations: A Global Model for Interstate Friendshi



The Institute of Business Management (IoBM), in collaboration with the Consulate General of the People's Republic of China in Karachi, organized a seminar on Wednesday, 5 November 2025 titled “Pakistan–China Relations: A Global Model for Interstate Friendship.” The event was attended by students and faculty members of IoBM and featured addresses by Mr. Yang Yundong, Consul General of China in Karachi; Dr. Tariq Rahim Soomro, Rector IoBM; and Ambassador Ghulam Rasool Baluch, Director, Global & Regional Studies Center (GRSC), IoBM.

In his keynote, Consul General Yang Yundong highlighted the strategic and time-tested nature of Pakistan–China ties, grounded in mutual trust, respect, and win-win cooperation. He reaffirmed the centrality of CPEC as the flagship of President Xi Jinping's Belt and Road Initiative (BRI). He also outlined priorities of China's forthcoming 15th Five-Year Plan (2026–2030)—technological self-reliance, green transformation, expansion of domestic demand, and high-quality international cooperation—as pillars for sustainable, innovation-driven growth.

Delivering the main address, Ambassador Ghulam Rasool Baluch described Pakistan–China relations as a historic, multidimensional, value-driven partnership. He recalled Pakistan’s early recognition of the PRC in 1951 and Islamabad’s bridge-building role in China’s global engagement. He stressed CPEC as a model of South–South cooperation based on partnership rather than patronage, rejecting the “debt-trap” narrative as a geopolitical distortion. He noted close coordination at the UN, SCO, and BRICS+ to uphold sovereign equality and peaceful coexistence. He further stated that Pakistan fully supports China’s recently announced “Global Governance Initiative (GGI)”, which seeks reforms grounded in the UN Charter and advances a philosophy of “togetherness instead of dominance” toward a rules-based, multipolar order. He urged the youth of both countries to be custodians of this friendship, especially in an AI-driven future.

In his closing remarks, Dr. Tariq Rahim Soomro, Rector IoBM, thanked the Chinese Consulate for continued collaboration, shared reflections from his doctoral studies in China in the 1990s, and reaffirmed IoBM’s commitment to deeper research, academic exchange, and innovation partnerships with Chinese institutions.

Dr. Junaid Ahmed presented highlights from his recent book on international relations. During a vibrant Question-and-Answer session, students raised pertinent questions on how youth in both countries can meet future challenges—particularly in the era of Technology, including Artificial Intelligence (AI). The seminar concluded with a vote of thanks by Mr. Xie Shye, official of the Chinese Consulate in Karachi.

This event aligned with SDG 17 – Partnerships for the Goals, which emphasizes strengthening cooperation among countries, institutions, and stakeholders to achieve sustainable development. The seminar highlighted the longstanding partnership between Pakistan and China and underscored the importance of international collaboration in education, research, innovation, infrastructure development, and economic growth. It also reinforced IoBM’s commitment to fostering international partnerships that promote knowledge sharing, innovation, and mutual understanding among nations.

IoBM Alumni Silsila: An Evening of Connection, Community, and Memories



IoBM Alumni Silsila was more than just a reunion. Held on Saturday, May 16, 2026, it was an evening filled with memories, friendships, shared journeys, and a renewed sense of belonging. Sarah Mashhood, an IoBM alumna and the host of Celebrating Sweet Success, IoBM's talk show for alumni, served as the Master of Ceremonies.

The gathering brought together IoBM alumni from 1995, the year the Institute was established, to 2025. The event was graced by the presence of IoBM's Chancellor, Mr. Bashir Janmohammad; President, Mr. Talib Karim; Vice President FHE and Chief Advisor, Ms. Sabina Mohsin; Rector, Prof. Dr. Tariq Rahim Soomro; along with members of the management and faculty. The evening truly reflected the meaning of Silsila, a bond that continues beyond classrooms and Convocations. A special video collage honoring the Founder President, Late Mr. Shahjehan Syed Karim, celebrated the vision that brought thousands of students together and built a proud community of over 18,000 alumni.

Addressing the alumni, Mr. Bashir Janmohammad, expressed his joy at seeing former students return to their alma mater. He emphasized that the bond between IoBM and its



alumni must remain strong through continued engagement, collaboration, and support. He encouraged alumni to stay connected, create networks, help one another grow professionally, and contribute to their alma mater in meaningful ways. Mr. Talib Karim reflected on the importance of alumni culture globally, noting that some of the world's strongest universities are built upon active and engaged alumni networks. He highlighted the evolving landscape of higher education and the need for universities to adapt to a new generation shaped by technology, innovation, and changing learning dynamics. He also called for the establishment and strengthening of the IoBM Alumni Endowment Fund to support future generations of students.

During her address, Ms. Sabina Mohsin expressed her affection and pride for every alumni. She encouraged them to continue growing and staying connected with the Institution and with one another. Her words reflected the emotional core of the evening, that IoBM is not just a university, but a lifelong community. Members of the alumni association and graduates from IoBM's earliest batches shared heartfelt reflections on their time at IoBM. They reminisced about friendships, classrooms, mentors, campus life, and the experiences that shaped their personal and professional journeys. As conversations continued and memories were revisited, one message echoed throughout the evening: the Silsila must continue.

This event aligns with United Nations Sustainable Development Goal (SDG) 17: Partnerships for the Goals. IoBM Alumni Silsila celebrated the enduring relationship between the University and its graduates while strengthening a network built on collaboration, mentorship, and mutual support. Strong alumni networks play an important role in supporting current students, creating employment opportunities, facilitating mentorship, and promoting institutional development. The event also supports SDG 4: Quality Education by encouraging alumni to remain engaged with their alma mater and contribute to the educational experiences of future generations. Discussions surrounding the Alumni Endowment Fund further highlighted the role of alumni in expanding access to educational opportunities and supporting institutional sustainability.



CHAPTER 5

SUSTAINABILITY PERFORMANCE DASHBOARD

5.1 OVERVIEW

The Sustainability Performance Dashboard provides a consolidated view of IoBM's sustainability performance across environmental, social, economic, governance, and educational dimensions.

The dashboard serves as a mechanism for monitoring progress, measuring impact, supporting transparency, and informing future sustainability planning. It also provides a foundation for reporting against international sustainability frameworks and ranking systems including:

- UI GreenMetric World University Rankings
- QS Sustainability Rankings
- Times Higher Education (THE) Impact Rankings
- United Nations Sustainable Development Goals (SDGs)

As IoBM continues to strengthen its sustainability initiatives, the dashboard will support evidence-based decision-making and continuous improvement.

5.3 SDG CONTRIBUTION DASHBOARD

SDG	Contribution Level	Key Areas
SDG 1 – No Poverty	High	Scholarships, Financial Aid, Career Development
SDG 2 – Zero Hunger	Moderate	Community Welfare and Outreach
SDG 3 – Good Health and Well-being	High	Health Research, Wellness, Healthcare Partnerships
SDG 4 – Quality Education	Very High	Core Institutional Mission
SDG 5 – Gender Equality	High	Women's Health Research, Inclusion
SDG 6 – Clean Water and Sanitation	High	Water Conservation, Grey Water Recycling
SDG 7 – Affordable and Clean Energy	High	Solar Energy Initiatives
SDG 8 – Decent Work and Economic Growth	Very High	Employability, Entrepreneurship, Industry Engagement
SDG 9 – Industry, Innovation and Infrastructure	Very High	Innovation, Research, Partnerships
SDG 10 – Reduced Inequalities	High	Scholarships, Inclusion, Student Support



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SDG 11 – Sustainable Cities and Communities	High	Sustainable Campus and Community Engagement
SDG 12 – Responsible Consumption and Production	Moderate	Sustainable Procurement, Waste Management
SDG 13 – Climate Action	High	Climate Policy, Resource Conservation
SDG 14 – Life Below Water	Very High	Water Stewardship and Pollution Prevention
SDG 15 – Life on Land	High	Biodiversity and Green Spaces
SDG 16 – Peace, Justice and Strong Institutions	High	Governance, Leadership and Inclusion
SDG 17 – Partnerships for the Goals	High	Strategic Partnerships



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5.4 ENVIRONMENTAL SUSTAINABILITY INDICATORS

ENERGY AND CLIMATE

Progress Highlights

- Solar energy adoption supporting renewable energy generation.
- Climate Action and Carbon Management Policy implemented.
- Energy conservation measures integrated into campus operations.



5.5 KEY ACHIEVEMENTS SNAPSHOT

Environmental

- ✓ Solar energy adoption
- ✓ Grey water recycling system
- ✓ Biodiversity and green spaces enhancement
- ✓ Climate Action and Carbon Management Policy
- ✓ Sustainable Procurement Policy

Social

- ✓ Expanded scholarship and educational access initiatives
- ✓ Student health and well-being programs
- ✓ Community outreach and capacity building
- ✓ Mental health awareness initiatives
- ✓ Alumni engagement and mentoring

Academic

- ✓ Harvard Business Publishing partnership
- ✓ International conferences and academic engagement
- ✓ AI-enabled teaching and research initiatives
- ✓ Green Curriculum Framework
- ✓ Sustainability-focused policies and governance

Partnerships

- ✓ Healthcare collaborations
- ✓ Industry engagement initiatives
- ✓ International academic participation
- ✓ Community impact partnerships
- ✓ Strategic educational collaborations



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LOOKING AHEAD

The Sustainability Performance Dashboard will continue to evolve as IoBM strengthens data collection, monitoring, and reporting systems. Future reporting cycles will focus on establishing measurable sustainability targets and tracking year-on-year progress toward institutional sustainability goals and the United Nations Sustainable Development Goals.



CHAPTER 6

AWARDS, RECOGNITION AND SUSTAINABILITY RANKINGS

6.1 OVERVIEW

Recognition through rankings, accreditations, awards, certifications, and external benchmarking serves as an important indicator of institutional quality, performance, and impact.

As IoBM continues to strengthen its commitment to sustainability, academic excellence, research, innovation, and community engagement, participation in national and international benchmarking frameworks provides valuable opportunities to evaluate progress, identify areas for improvement, and demonstrate impact to stakeholders. This chapter highlights the University's achievements, recognitions, accreditations, rankings, and sustainability-related benchmarking efforts during the reporting period.

6.2 COMMITMENT TO CONTINUOUS IMPROVEMENT

IoBM views rankings and benchmarking exercises not merely as measures of reputation but as tools for institutional learning and continuous improvement.

Participation in national and international assessment frameworks enables the University to:

- Evaluate institutional performance.
- Benchmark against peer institutions.



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- Strengthen accountability and transparency.
- Identify opportunities for improvement.
- Demonstrate impact and outcomes.
- Support evidence-based planning.

The University remains committed to aligning its development with internationally recognized standards and best practices.

6.3 NATIONAL AND INTERNATIONAL RANKINGS

Institutional Rankings

The University actively participates in ranking and benchmarking initiatives that evaluate institutional quality, academic excellence, research performance, internationalization, employability, and sustainability.

Current Rankings and Recognition

Ranking / Framework	Latest Status
QS Asia University Rankings	Asia 632 - South Asia 179
UI GreenMetric University Ranking	Pakistan Rank 33



6.4 SUSTAINABILITY RANKINGS AND BENCHMARKING

Sustainability as a Strategic Priority

IoBM recognizes sustainability rankings as an important mechanism for assessing institutional impact and environmental responsibility.

The University is committed to strengthening its performance across sustainability frameworks by integrating sustainability into:

- Campus operations.
- Governance.
- Teaching and learning.
- Research.
- Community engagement.
- Partnerships.



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Key Sustainability Benchmarking Frameworks

UI GreenMetric World University Rankings

The GreenMetric framework evaluates universities based on:

- Setting and Infrastructure.
- Energy and Climate Change.
- Waste Management.
- Water Conservation.
- Transportation.
- Education and Research.

IoBM's sustainability initiatives—including solar energy, grey water recycling, biodiversity conservation, sustainability governance, and environmental policies—support performance across multiple GreenMetric categories.

QS Sustainability Rankings

The QS Sustainability Rankings evaluate institutions across:

Environmental Impact

- Environmental sustainability.
- Environmental education.
- Environmental research.

Social Impact

- Employability and outcomes.
- Equality and inclusion.
- Health and well-being.
- Education impact.
- Knowledge exchange.



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IoBM's contributions to SDGs 3, 4, 5, 8, 10, 11, and 17 align strongly with the social impact indicators within this framework.

Times Higher Education Impact Rankings

The Impact Rankings assess universities against the United Nations Sustainable Development Goals.

IoBM's strongest areas of alignment include:

- SDG 3 – Good Health and Well-being
- SDG 4 – Quality Education
- SDG 8 – Decent Work and Economic Growth
- SDG 9 – Industry, Innovation and Infrastructure
- SDG 10 – Reduced Inequalities
- SDG 16 – Peace, Justice and Strong Institutions
- SDG 17 – Partnerships for the Goals

The University's sustainability reporting efforts help establish a stronger foundation for future participation in SDG-focused ranking systems.

6.5 ACADEMIC ACCREDITATIONS AND QUALITY ASSURANCE

Academic quality remains central to IoBM's mission.

The University maintains a commitment to quality assurance, continuous improvement, and academic excellence through accreditation and review processes.



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Institutional Quality Assurance

Key quality assurance mechanisms include:

- Program reviews.
- Curriculum evaluation.
- Faculty development initiatives.
- Learning outcome assessment.
- Continuous improvement processes.

Professional and Programmatic Accreditations

[Insert Relevant Accreditations]

Examples may include:

- National accreditation bodies.
- Professional councils.
- International accreditation agencies.
- Specialized program accreditations.

6.6 RECOGNITION FOR RESEARCH AND INNOVATION

Research and innovation contribute significantly to institutional impact and reputation.

During the reporting period, IoBM strengthened its research ecosystem through:

- Industry partnerships.
- Research collaborations.
- Academic conferences.
- Knowledge-sharing initiatives.
- Faculty development programs.



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Notable Initiatives

AI-Enabled Teaching and Research Excellence

The University's focus on artificial intelligence and innovation demonstrates its commitment to preparing students and faculty for emerging technological and societal challenges.

Bayer Women's Health Research Collaboration

The research partnership with Bayer highlights IoBM's contribution to applied research and industry engagement while addressing important public health challenges.

International Conferences and Academic Forums

The University's conferences and knowledge-sharing initiatives contributed to academic excellence and institutional visibility.

6.7 RECOGNITION THROUGH PARTNERSHIPS

The quality and diversity of an institution's partnerships are indicators of its relevance, impact, and credibility.

During the reporting period, IoBM expanded and strengthened partnerships with:

Academic Partners

- Harvard Business Publishing
- International academic networks
- Educational institutions

Industry Partners

- ABL Funds



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- Corporate organizations
- Professional associations

Healthcare Partners

- Bayer
- Fatima Jinnah Dental College
- Indus Hospital and Health Network

Community and Development Partners

- Ihsan Trust
- Community organizations
- Civil society stakeholders

These partnerships contribute to teaching, research, innovation, employability, sustainability, and community impact.

6.8 INSTITUTIONAL ACHIEVEMENTS DURING THE REPORTING PERIOD

Sustainability Governance

- Development of a comprehensive sustainability policy framework.
- Establishment of institutional sustainability reporting practices.
- Integration of SDGs into community engagement activities.

Environmental Sustainability

- Continued investment in solar energy.
- Grey water recycling and water conservation efforts.



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- Strengthened biodiversity and green space initiatives.
- Implementation of climate action and sustainability policies.

Academic Excellence

- Harvard Business Publishing partnership.
- Faculty development and innovation initiatives.
- International conferences and educational forums.
- AI-enabled teaching and research initiatives.

Community Impact

- Healthcare awareness and research initiatives.
- Financial literacy and education programs.
- Student wellness and mental health initiatives.
- Community engagement and outreach activities.

Partnerships

- Expansion of strategic academic and industry collaborations.
- Increased international engagement.
- Strengthened healthcare and community partnerships.

6.9 FUTURE RANKING AND RECOGNITION GOALS

As part of its sustainability and institutional development strategy, IoBM aims to strengthen participation and performance in international benchmarking frameworks.

Short-Term Goals

- Strengthen sustainability data collection.



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- Improve sustainability reporting processes.
- Enhance documentation of SDG-related activities.
- Increase participation in sustainability benchmarking initiatives.

Medium-Term Goals

- Improve performance in sustainability rankings.
- Expand sustainability-related research and partnerships.
- Strengthen environmental performance indicators.
- Increase visibility of institutional impact initiatives.

Long-Term Goals

- Position IoBM among leading sustainable universities in Pakistan.
- Achieve recognition in international sustainability frameworks.
- Strengthen global engagement and impact.
- Become a regional leader in sustainability-focused higher education.

6.10 CONCLUSION

Awards, rankings, accreditations, and external recognitions provide valuable validation of institutional performance while supporting continuous improvement.

Although sustainability benchmarking remains an evolving area for the University, IoBM has established a strong foundation through its commitment to quality education, sustainability governance, environmental stewardship, community engagement, research, innovation, and strategic partnerships.

As the University continues to strengthen its sustainability journey, participation in national and international ranking frameworks will help demonstrate impact, drive improvement, and reinforce IoBM's position as a leading institution committed to sustainable development and societal progress.



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SUSTAINABILITY HIGHLIGHTS

2025–2026

ADVANCING SUSTAINABILITY THROUGH EDUCATION, INNOVATION AND IMPACT

The 2025–2026 academic year marked an important period in IoBM's sustainability journey. Through strategic initiatives, institutional policy development, academic excellence, community engagement, environmental stewardship, and collaborative partnerships, the University continued to strengthen its contribution to the United Nations Sustainable Development Goals (SDGs).

The following highlights represent some of the most significant achievements and milestones during the reporting period.

TOP SUSTAINABILITY ACHIEVEMENTS

1. Development of a Comprehensive Sustainability Policy Framework

During the reporting period, IoBM established a comprehensive suite of sustainability policies and frameworks to guide institutional decision-making and sustainability performance.

Key policies developed and implemented included:

- Waste Management Policy
- Water Conservation Policy



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- Climate Action and Carbon Management Policy
- Biodiversity and Green Spaces Policy
- Sustainable Procurement Policy
- Sustainability Research Policy
- Green Curriculum Framework
- Community Engagement and SDG Policy
- Environmental Health, Safety and Well-being Policy
- Sustainability Code of Conduct and Environmental Responsibility Charter
- Green Events Guidelines

These policies provide the foundation for long-term sustainability governance and institutional accountability.

2. Strengthening Renewable Energy Adoption

IoBM continued its commitment to reducing environmental impact through investment in renewable energy infrastructure.

The University's solar energy initiative contributes to:

- Reduced dependence on conventional energy sources.
- Lower greenhouse gas emissions.
- Increased renewable energy generation.
- Improved environmental performance.

Key Indicator

Installed Solar Capacity: [Insert Data]



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3. Grey Water Recycling Supporting Sustainable Resource Management

The University's grey water recycling system remained one of the most impactful environmental sustainability initiatives on campus.

Recycled water is utilized for:

- Landscape irrigation.
- Maintenance of green spaces.
- Biodiversity support.

The initiative contributes directly to:

- SDG 6 – Clean Water and Sanitation
- SDG 13 – Climate Action
- SDG 15 – Life on Land

Key Indicator

Grey Water Recycled Annually: [Insert Data]

4. Advancing Sustainability Through Education

As an educational institution, IoBM's greatest contribution to sustainable development lies in preparing future leaders and change-makers.

Key milestones included:

- Development of the Green Curriculum Framework.
- Expansion of sustainability-related learning opportunities.
- Integration of SDG principles across institutional activities.
- Faculty development initiatives focused on innovation and teaching excellence.



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Related SDGs

SDG 4 – Quality Education

SDG 8 – Decent Work and Economic Growth

SDG 13 – Climate Action

5. Harvard Business Publishing Partnership

The strategic partnership with Harvard Business Publishing strengthened academic quality and expanded access to globally recognized educational resources and case-based learning methodologies.

The partnership supports:

- Teaching excellence.
- Innovation in education.
- Faculty development.
- International academic standards.

Related SDGs

SDG 4 – Quality Education

SDG 9 – Industry, Innovation and Infrastructure

SDG 17 – Partnerships for the Goals

6. AI-Enabled Teaching and Research Excellence

IoBM strengthened its focus on innovation and future-ready education through initiatives exploring the application of artificial intelligence in higher education.

The University's AI-focused initiatives contributed to:

- Educational innovation.
- Research excellence.



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- Digital transformation.
- Future workforce preparedness.

Related SDGs

SDG 4 – Quality Education

SDG 8 – Decent Work and Economic Growth

SDG 9 – Industry, Innovation and Infrastructure

7. Advancing Health and Well-being

The University expanded its contribution to health and wellness through:

Women's Health Research with Bayer

A student-led research collaboration examining barriers to women's healthcare access in Pakistan.

Mental Health Awareness

The "Khayal Se Rooh Tak – From Chaos to Calm" initiative promoted mental health awareness and emotional well-being.

Campus Wellness

Investment in upgraded fitness facilities to support healthy lifestyles and student well-being.

Related SDGs

SDG 3 – Good Health and Well-being

SDG 5 – Gender Equality



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8. Expanding Educational Access and Inclusion

IoBM continued to support educational access and social mobility through scholarships, financial assistance programs, and strategic partnerships.

Key Initiative

Partnership with Ihsan Trust supporting educational access and student success.

Related SDGs

SDG 1 – No Poverty

SDG 4 – Quality Education

SDG 10 – Reduced Inequalities

9. Strengthening Community Impact

Throughout the reporting period, IoBM engaged with communities through outreach programs, awareness campaigns, educational initiatives, and social impact partnerships.

Examples included:

- Healthcare awareness initiatives.
- Professional development programs.
- Community engagement activities.
- Student volunteer initiatives.

These efforts contributed to building stronger and more inclusive communities.

Related SDGs

SDG 3 – Good Health and Well-being

SDG 10 – Reduced Inequalities

SDG 11 – Sustainable Cities and Communities



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10. Building Strategic Partnerships for Sustainable Development

Partnerships remained one of the University's greatest strengths during the reporting period.

Notable collaborations included:

- Harvard Business Publishing
- Bayer
- ABL Funds
- Fatima Jinnah Dental College
- Ihsan Trust
- Indus Hospital and Health Network

These partnerships contributed to education, research, innovation, healthcare, employability, financial literacy, and community development.

Related SDGs

SDG 17 – Partnerships for the Goals



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MOST SIGNIFICANT SDG CONTRIBUTIONS

SDG 4 – Quality Education

Academic excellence, faculty development, educational innovation, international collaboration.

SDG 8 – Decent Work and Economic Growth

Career development, employability initiatives, entrepreneurship, industry engagement.

SDG 9 – Industry, Innovation and Infrastructure

Research, AI initiatives, innovation, digital transformation, academic-industry collaboration.

SDG 13 – Climate Action

Renewable energy, water conservation, climate governance, sustainability policies.

SDG 17 – Partnerships for the Goals

Strategic collaborations supporting education, research, healthcare, innovation, and community development.

LOOKING FORWARD

The achievements highlighted in this report demonstrate IoBM's growing commitment to sustainability and responsible institutional development.

Building upon these accomplishments, the University will continue to strengthen sustainability governance, environmental performance, educational impact, research



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excellence, community engagement, and strategic partnerships as part of its long-term vision for sustainable development.

The next phase of this journey is outlined in the Sustainability Roadmap 2026–2030, which sets the direction for future growth, innovation, and impact.

LOOKING FORWARD

The achievements highlighted in this report demonstrate IoBM's growing commitment to sustainability and responsible institutional development.

Building upon these accomplishments, the University will continue to strengthen sustainability governance, environmental performance, educational impact, research



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CHAPTER 7

SUSTAINABILITY ROADMAP 2026–2030

7.1 VISION FOR 2030

As IoBM approaches the next phase of its institutional development, sustainability will continue to serve as a guiding principle across teaching, research, operations, governance, and community engagement.

The Sustainability Roadmap 2026–2030 outlines the University's strategic direction for advancing environmental stewardship, social impact, academic excellence, innovation, and responsible governance while contributing to the achievement of the United Nations Sustainable Development Goals (SDGs).

By 2030, IoBM aspires to be recognized as a leading sustainable university in Pakistan and a respected contributor to regional and global sustainability efforts through its commitment to education, research, community engagement, and responsible campus operations.

7.2 STRATEGIC SUSTAINABILITY PILLARS

The Sustainability Roadmap is organized around six interconnected strategic pillars:

Pillar 1

Sustainable Campus Operations

Creating an environmentally responsible, resource-efficient, and climate-resilient campus.



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Pillar 2

Sustainability in Education and Learning

Embedding sustainability principles throughout the student learning experience.

Pillar 3

Sustainability Research and Innovation

Generating knowledge and solutions that contribute to sustainable development.

Pillar 4

Community Engagement and Social Impact

Strengthening partnerships and creating measurable societal impact.

Pillar 5

Governance and Institutional Leadership

Integrating sustainability into institutional decision-making and accountability systems.

Pillar 6

Partnerships and Global Engagement

Expanding collaboration to accelerate progress toward the SDGs.



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PILLAR 1

SUSTAINABLE CAMPUS OPERATIONS

STRATEGIC OBJECTIVE

Reduce the University's environmental footprint while improving operational efficiency and resilience.

Key Priorities

RENEWABLE ENERGY EXPANSION

- Increase solar energy generation capacity.
- Expand renewable energy adoption across campus.
- Reduce dependence on conventional energy sources.
- Improve energy efficiency through infrastructure upgrades.

2030 Targets

- Increase renewable energy generation annually.
- Establish renewable energy as a significant component of campus energy consumption.
- Monitor and report carbon emissions annually.

WATER STEWARDSHIP

- Expand water conservation measures.
- Strengthen water monitoring systems.
- Increase efficiency of water use.



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- Maintain and enhance grey water recycling initiatives.

2030 Targets

- Increase volume of recycled water utilized on campus.
- Improve water efficiency indicators.
- Strengthen water conservation awareness programs.

WASTE REDUCTION

- Improve waste segregation systems.
- Increase recycling and recovery rates.
- Reduce landfill waste.
- Expand responsible consumption initiatives.

2030 Targets

- Establish measurable waste diversion targets.
- Increase recycling participation across campus.
- Reduce single-use materials in campus activities.

BIODIVERSITY AND GREEN SPACES

- Preserve and expand green spaces.
- Increase tree coverage.
- Enhance biodiversity-supporting initiatives.
- Integrate sustainability into future campus development.

2030 Targets

- Increase campus green cover.
- Implement annual plantation initiatives.
- Expand biodiversity enhancement programs.



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PILLAR 2

SUSTAINABILITY IN EDUCATION AND LEARNING

STRATEGIC OBJECTIVE

Ensure that sustainability becomes an integral component of the educational experience across all disciplines.

Key Priorities

GREEN CURRICULUM IMPLEMENTATION

- Operationalize the Green Curriculum Framework.
- Expand sustainability-related learning outcomes.
- Promote interdisciplinary sustainability education.

2030 Targets

- Sustainability learning outcomes integrated across academic programs.
- Increased student participation in sustainability-related projects.
- Sustainability awareness incorporated into student experiences.

FACULTY DEVELOPMENT

- Support faculty capacity building.
- Promote innovative teaching approaches.
- Encourage sustainability-focused pedagogy.

2030 Targets

- Annual sustainability-focused faculty development initiatives.
- Increased faculty engagement with sustainability education.



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STUDENT ENGAGEMENT

- Strengthen student leadership in sustainability.
- Support sustainability-focused student initiatives.
- Encourage experiential learning opportunities.

2030 Targets

- Increase student participation in SDG-related activities.
- Expand sustainability-focused student projects.



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PILLAR 3

SUSTAINABILITY RESEARCH AND INNOVATION

STRATEGIC OBJECTIVE

Strengthen research and innovation that contribute to addressing environmental, social, and economic challenges.

Key Priorities

Sustainability Research

- Promote research aligned with the SDGs.
- Encourage interdisciplinary collaboration.
- Strengthen partnerships supporting research impact.

2030 Targets

- Increase sustainability-related research outputs.
- Expand research addressing national and global challenges.
- Strengthen external research collaborations.

INNOVATION AND ENTREPRENEURSHIP

- Promote innovation-driven problem-solving.
- Support entrepreneurship initiatives.
- Encourage technology-enabled solutions.

2030 Targets

- Increase student innovation initiatives.
- Expand entrepreneurship and startup support.
- Strengthen industry collaboration in innovation activities.



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PILLAR 4

COMMUNITY ENGAGEMENT AND SOCIAL IMPACT

STRATEGIC OBJECTIVE

Create meaningful and measurable impact through partnerships, outreach, and community engagement.

Key Priorities

COMMUNITY DEVELOPMENT

- Expand outreach programs.
- Increase community participation.
- Strengthen capacity-building initiatives.

2030 Targets

- Increase beneficiaries reached through community engagement activities.
- Expand outreach partnerships.
- Increase student volunteer participation.

HEALTH AND WELL-BEING

- Strengthen health awareness initiatives.
- Promote mental health and wellness.
- Expand community-focused health programs.



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2030 Targets

Increase participation in wellness initiatives.
Strengthen healthcare partnerships.

EDUCATIONAL ACCESS

- Expand scholarship opportunities.
- Strengthen inclusion initiatives.
- Support social mobility through education.

2030 Targets

- Increase educational access partnerships.
- Expand student financial assistance initiatives.



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PILLAR 5

GOVERNANCE AND INSTITUTIONAL LEADERSHIP

STRATEGIC OBJECTIVE

Embed sustainability into institutional planning, decision-making, and accountability systems.

SUSTAINABILITY GOVERNANCE

- Strengthen sustainability oversight structures.
- Improve sustainability reporting.
- Enhance institutional accountability.

2030 TARGETS

- Annual sustainability reporting.
- Regular sustainability performance reviews.
- Expanded sustainability data collection systems.

POLICY IMPLEMENTATION

- Monitor implementation of sustainability policies.
- Evaluate policy effectiveness.
- Update policies based on emerging needs and best practices.

2030 TARGETS

- Full operational implementation of sustainability policies.
- Regular policy review and improvement processes.



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INSTITUTIONAL CULTURE

- Promote sustainability awareness.
- Encourage responsible behavior.
- Foster a culture of environmental stewardship and social responsibility.

2030 TARGETS

- Sustainability integrated into institutional culture and practices.
- Increased participation in sustainability initiatives across stakeholder groups.



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PILLAR 6

PARTNERSHIPS AND GLOBAL ENGAGEMENT

STRATEGIC OBJECTIVE

Expand collaboration to accelerate progress toward institutional and global sustainability goals.

STRATEGIC PARTNERSHIPS

- Strengthen industry partnerships.
- Expand academic collaborations.
- Increase sustainability-focused partnerships.

2030 TARGETS

- Growth in active strategic partnerships.
- Increased collaborative initiatives supporting SDGs.

INTERNATIONAL ENGAGEMENT

- Strengthen global collaborations.
- Participate in international sustainability initiatives.
- Expand opportunities for international knowledge exchange.

2030 TARGETS

- Increased international sustainability engagement.
- Expanded participation in global higher education networks.



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SUSTAINABILITY RANKINGS AND BENCHMARKING

- Strengthen participation in sustainability rankings.
- Improve institutional sustainability performance.
- Enhance global visibility.

2030 TARGETS

- Participation in major sustainability benchmarking frameworks.
- Continuous improvement in sustainability performance indicators.



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7.3 ALIGNMENT WITH THE SUSTAINABLE DEVELOPMENT GOALS

The Sustainability Roadmap 2026–2030 supports all 17 Sustainable Development Goals, with particular emphasis on:

Primary Areas of Impact

- SDG 4 – Quality Education
- SDG 8 – Decent Work and Economic Growth
- SDG 9 – Industry, Innovation and Infrastructure
- SDG 11 – Sustainable Cities and Communities
- SDG 12 – Responsible Consumption and Production
- SDG 13 – Climate Action
- SDG 15 – Life on Land
- SDG 17 – Partnerships for the Goals

These goals represent areas where IoBM is positioned to create the greatest impact through its core mission and strategic priorities.



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7.4 SUCCESS INDICATORS FOR 2030

By 2030, IoBM seeks to demonstrate progress through measurable outcomes including:

ENVIRONMENTAL

- Increased renewable energy generation.
- Improved water conservation performance.
- Enhanced waste diversion and recycling.
- Expanded green spaces and biodiversity initiatives.

ACADEMIC

- Greater integration of sustainability into teaching and learning.
- Increased sustainability-focused research outputs.
- Expanded innovation and entrepreneurship activities.

SOCIAL

- Increased community beneficiaries.
- Expanded educational access initiatives.
- Enhanced student engagement and volunteerism.

GOVERNANCE

- Strong sustainability reporting systems.
- Effective policy implementation.
- Improved sustainability performance monitoring.

PARTNERSHIPS

- Expanded local and international collaborations.
- Increased sustainability-focused partnerships.
- Greater participation in global sustainability initiatives.



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7.5 CONCLUSION

The Sustainability Roadmap 2026–2030 reflects IoBM's commitment to becoming a more sustainable, resilient, and impactful institution.

The University recognizes that sustainability is an ongoing journey requiring collaboration, innovation, accountability, and continuous improvement. Through the implementation of this roadmap, IoBM aims to strengthen its contribution to environmental stewardship, educational excellence, social development, and sustainable growth while preparing future generations to address the challenges and opportunities of a rapidly changing world.

Guided by its mission, values, and commitment to the Sustainable Development Goals, IoBM will continue to create positive impact through education, research, partnerships, and responsible institutional leadership.

Together, we are building a more sustainable future for our campus, our communities, and the generations to come.



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APPENDIX A

EVENT-TO-SDG MAPPING MATRIX (2025–2026)

PURPOSE

This appendix provides a consolidated mapping of major institutional activities, events, partnerships, initiatives, research projects, conferences, and sustainability efforts undertaken during the 2025–2026 reporting period against the United Nations Sustainable Development Goals (SDGs).

The matrix demonstrates how IoBM's activities contribute to sustainable development beyond the classroom and provides evidence for sustainability reporting, benchmarking frameworks, accreditation processes, and impact assessments.

ACADEMIC EXCELLENCE AND EDUCATION

Activity / Initiative	SDGs Supported
Harvard Business Publishing Partnership	SDG 4, SDG 9, SDG 17
AI-Enabled Teaching and Research Excellence	SDG 4, SDG 8, SDG 9
4th International Conference on Education	SDG 4, SDG 9, SDG 17



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Bayer Women's Health Research Project	SDG 3, SDG 5, SDG 10, SDG 17
AI Research and Innovation Activities	SDG 4, SDG 8, SDG 9
Industry-Academia Collaboration Initiatives	SDG 8, SDG 9, SDG 17
Innovation and Entrepreneurship Activities	SDG 8, SDG 9
Research Conferences and Academic Forums	SDG 4, SDG 9, SDG 17
Professional Knowledge Exchange Events	SDG 8, SDG 9, SDG 17

HEALTH, WELLNESS AND WELL-BEING

SDGs Supported	SDGs Supported
Khayal Se Rooh Tak – From Chaos to Calm	SDG 3
Women's Health Research with Bayer	SDG 3, SDG 5, SDG 10
Upgraded Gymnasium Facilities	SDG 3, SDG 11

Health Awareness and Wellness Campaigns	SDG 3
Healthcare Education and Awareness Activities	SDG 3, SDG 17
Fatima Jinnah Dental College Partnership	SDG 3, SDG 4, SDG 17

STUDENT SUCCESS, EMPLOYABILITY AND ECONOMIC GROWTH

SDGs Supported	SDGs Supported
Career Fair 2026	SDG 4, SDG 8
Industry Networking Events	SDG 8, SDG 17
Internship and Employability Initiatives	SDG 8
Alumni Mentorship and Networking Activities	SDG 4, SDG 8, SDG 17

Entrepreneurship and Startup Activities	SDG 8, SDG 9
Executive Education and Professional Development Programs	SDG 4, SDG 8
Financial Education Initiative with ABL Funds	SDG 8, SDG 10, SDG 17

SCHOLARSHIPS, INCLUSION AND SOCIAL MOBILITY

SDGs Supported	SDGs Supported
President's Merit Scholarship Ceremony	SDG 4, SDG 10
Ihsan Trust Partnership	SDG 1, SDG 4, SDG 10, SDG 17
Student Financial Assistance Programs	SDG 1, SDG 4, SDG 10
Educational Access Initiatives	SDG 4, SDG 10
Student Support and Well-being Programs	SDG 3, SDG 10
Diversity and Inclusion Initiatives	SDG 5, SDG 10, SDG 16



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COMMUNITY ENGAGEMENT AND SOCIAL IMPACT

SDGs Supported	SDGs Supported
Community Outreach Programs	SDG 1, SDG 4, SDG 10, SDG 11
Capacity Building Initiatives	SDG 4, SDG 8, SDG 10
Public Awareness Campaigns	SDG 3, SDG 11
Student Volunteer Activities	SDG 10, SDG 11
Community Engagement and SDG Policy	SDG 11, SDG 17
Social Impact Partnerships	SDG 10, SDG 11, SDG 17



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SUSTAINABILITY AND ENVIRONMENTAL STEWARDSHIP

SDGs Supported	SDGs Supported
Solar Energy Initiative	SDG 7, SDG 13
Grey Water Recycling System	SDG 6, SDG 13, SDG 15
Water Conservation Policy	SDG 6, SDG 13, SDG 14
Climate Action and Carbon Management Policy	SDG 7, SDG 13
Biodiversity and Green Spaces Policy	SDG 13, SDG 15
Waste Management Policy	SDG 12, SDG 13, SDG 14
Sustainable Procurement Policy	SDG 12
Green Events Guidelines	SDG 12, SDG 13
Sustainability Research Policy	SDG 4, SDG 9, SDG 13



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Sustainability Code of Conduct and Environmental Responsibility Charter	SDG 12, SDG 13, SDG 16
Environmental Health, Safety and Well-being Policy	SDG 3, SDG 11, SDG 16

GOVERNANCE, LEADERSHIP AND INSTITUTIONAL DEVELOPMENT

SDGs Supported	SDGs Supported
Program Review for Effectiveness and Enhancement	SDG 4, SDG 16
Institutional Quality Assurance Activities	SDG 4, SDG 16
Leadership Development Initiatives	SDG 8, SDG 16
Academic Policy Development	SDG 4, SDG 16
Sustainability Governance Framework	SDG 13, SDG 16
Faculty Development Programs	SDG 4, SDG 16



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Student Leadership Programs	SDG 16
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POLICY DIALOGUE AND CIVIC ENGAGEMENT

SDGs Supported	SDGs Supported
Decoding Healthcare Policy in Pakistan	SDG 3, SDG 16
Public Policy Dialogues and Forums	SDG 16
Academic Conferences and Thought Leadership Events	SDG 4, SDG 16, SDG 17
Public Lectures and Knowledge-Sharing Events	SDG 4, SDG 16
Civic Awareness and Engagement Activities	SDG 11, SDG 16



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PARTNERSHIPS AND INTERNATIONAL ENGAGEMENT

SDGs Supported	SDGs Supported
Harvard Business Publishing Partnership	SDG 4, SDG 9, SDG 17
Bayer Women's Health Research Collaboration	SDG 3, SDG 5, SDG 10, SDG 17
ABL Funds Financial Education Initiative	SDG 8, SDG 10, SDG 17
Fatima Jinnah Dental College Partnership	SDG 3, SDG 4, SDG 17
Ihsan Trust Partnership	SDG 1, SDG 4, SDG 10, SDG 17
Indus Hospital and Health Network Collaboration	SDG 3, SDG 11, SDG 17
EURIE Higher Education Summit Participation	SDG 4, SDG 17
International Academic Collaborations	SDG 4, SDG 9, SDG 17
Industry-Academia Collaborations	SDG 8, SDG 9, SDG 17



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SDG CONTRIBUTION SUMMARY

The table below summarizes the primary institutional contributions to each Sustainable Development Goal.

SDG	Major Areas of Contribution
SDG 1	Scholarships, Financial Assistance, Educational Access
SDG 2	Community Support and Welfare Activities
SDG 3	Health Research, Wellness, Mental Health, Healthcare Partnerships
SDG 4	Education, Research, Faculty Development, Academic Excellence
SDG 5	Women's Health Research, Inclusion Initiatives
SDG 6	Water Conservation, Grey Water Recycling
SDG 7	Solar Energy and Renewable Energy Adoption
SDG 8	Employability, Career Development, Entrepreneurship



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SDG	Major Areas of Contribution
SDG 9	Research, Innovation, AI, Industry Collaboration
SDG 10	Scholarships, Inclusion, Student Support
SDG 11	Community Engagement, Sustainable Campus Development
SDG 12	Sustainable Procurement, Waste Management, Green Events
SDG 13	Climate Action, Renewable Energy, Resource Conservation
SDG 14	Water Stewardship, Pollution Prevention
SDG 15	Biodiversity Conservation, Green Spaces
SDG 16	Governance, Leadership, Policy Dialogue
SDG 17	Strategic Partnerships and Collaboration



APPENDIX CONCLUSION

The activities listed in this appendix demonstrate that sustainability at IoBM extends beyond environmental initiatives and is embedded throughout education, research, innovation, governance, community engagement, student development, and institutional partnerships.

By aligning institutional activities with the Sustainable Development Goals, IoBM continues to strengthen its contribution to sustainable development while creating positive impact for students, communities, industry, and society.