



MEDIA MONITORING REPORT

NOVEMBER 24, 2024

IBA CELEBRATES GLOBAL ENTREPRENEURSHIP WEEK

MEDIUM: TV/PRINT/DIGITAL

PRINT MEDIA SECTION

#	DATE	MEDIUMS	NAME	KEYWORDS	LANGUAGE	SYNOPSIS	SENTIMENTS
01	Nov 24, 2024	Publication	Daily Dawn	IBA-CED	English	IBA celebrates Global Entrepreneurship Week	Positive
02	Nov 24, 2024	Publication	The News	IBA-CED	English	IBA-CED celebrates Global Entrepreneurship Week	Positive
03	Nov 24, 2024	Publication	The Nation	IBA-CED	English	IBA celebrates Global Entrepreneurship Week	Positive
04	Nov 24, 2024	Publication	Daily Times	IBA-CED	English	IBA-CED celebrates Global Entrepreneurship Week	Positive
05	Nov 24, 2024	Publication	Business Recorder	IBA-CED	English	IBA-CED celebrates GEW	Positive
06	Nov 24, 2024	Publication	Express Tribune	IBA-CED	English	IBA-CED celebrates Global Entrepreneurship Week 2024	Positive
07	Nov 25, 2024	Publication	Awami Awaz	IBA-CED	Sindhi	IBA celebrates Global Entrepreneurship Week 2024	Positive
08	Nov 25, 2024	Publication	Jahan-e-Pakistan	IBA-CED	Urdu	IBA celebrates Global Entrepreneurship Week 2024	Positive
09	Nov 26, 2024	Publication	Business Recorder	IBA-CED	English	IBA-CED celebrates 'Global Entrepreneurship Week 2024	Positive

Date : November 24, 2024

Publication: Dawn News, The News

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(respectively)**

DAWN

IBA celebrates Global Entrepreneurship Week

Dawn Report

KARACHI: The Institute of Business Administration's Centre for Entrepreneurial Development (IBA-CED) marked Global Entrepreneurship Week (GEW) 2024 with a series of events concluded on Saturday.

This year's theme, 'Entrepreneurship is for everyone,' was reflected in the diverse range of activities designed to engage students, faculty, investors, industry specialists, and entrepreneurs from all age groups, said a press release issued here.

IBA Executive Director Dr S Akbar Zaidi inaugurated the three-day events and said that most students now wanted to become entrepreneurs rather than work in multinationals.

IBA-CED Director Dr Lalarrukh Ejaz presented the welcome address and detailed

the activities being organised to mark GEW.

The first day's flagship event, E-Connect, featured two panel discussions, a fireside chat, and the launch of Pakistan's first university-based angel investor network. The panel discussions focused on sustainable impact and fuelling early-stage innovation, while the fireside chat explored entrepreneurial tales of triumphs and trials.

I-BAZAAR, a marketplace for 36 innovative student startups, showcased products in various categories.

On the second day, an interactive session with Shark Tank Pakistan allowed enthusiastic IBA students to engage with the Sharks.

The third day featured INVENT2024, Pakistan's pioneering university-based business plan competition. The top 10 shortlisted startups from across Pakistan, selected after a rigorous evaluation process, competed for cash prizes and one-year incubation services at IBA-CED.

INTERNATIONAL
THE NEWS

IBA-CED celebrates Global Entrepreneurship Week

Top 10 shortlisted startups from across Pakistan compete for cash prizes and one-year incubation services at IBA-CED

News Desk

The IBA Karachi's Centre for Entrepreneurial Development (IBA-CED) marked Global Entrepreneurship Week (GEW) 2024 with a series of events, held from November 21-23.

This year's theme, 'Entrepreneurship is for everyone,' was reflected in the diverse range of activities designed to engage students, faculty, investors, industry specialists, and entrepreneurs from all age groups.

IBA Executive Director Dr S Akbar Zaidi inaugurated the GEW and said that most students now want to become entrepreneurs rather than work in multinationals.

IBA CED Director Dr Lalarrukh Ejaz presented the welcome address and detailed the activities being organised to mark GEW.

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nect, featured two panel discussions, a fireside chat, and the launch of Pakistan's first university-based angel investor network. The panel discussions focused on sustainable impact and fuelling early-stage innovation, while the fireside chat explored entrepreneurial tales of triumphs and trials.

The panelists included prominent figures from the entrepreneurial ecosystem, such as Jehun Ara, CEO of Catalyst Lab; Ayesha Mian, CEO of Synapse; Azima Dhanjee, CEO of ConnectHear; Jaffar Raza, Group Head of JS Bank; Khaqqan Sikander, CEO of NayaJeevan; Tabish Shahzad, CEO of KDSP; Atyab Tahir, Hugo Bank; Nadeem Sheikh, Founder of Naem; Amin Sheikh, YouPitchLive; Darakhshan Vohra, Legal Advisor and Angel Investor; and Sennan Desouza, CEO of Investors Lounge. The discourse kept the audience fully engaged, enabling them to develop a ro-

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Date : November 24, 2024

**Publication: The Nation, Daily
Times**

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(respectively)**



IBA-CED celebrates Global Entrepreneurship Week

PR
KARACHI

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[Newspaper Clipping](#)

Daily Times
Your right to know A new voice for a new Pakistan

IBA-CED celebrates Global Entrepreneurship Week

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[Newspaper Clipping](#)

Date : November 24, 2024

**Publication: Business Recorder,
Express Tribune**

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(respectively)**

**BUSINESS
RECORDER**
Founded by M.A. Zuberi



[Newspaper Clipping](#)

THE EXPRESS
TRIBUNE



[Newspaper Clipping](#)

Date : November 25, 2024

**Publication: Awami Awaz,
Jahan-e-Pakistan**

**Page: 02, Page 02
(respectively)**



[Newspaper Clipping](#)



[Newspaper Clipping](#)

Date : November 26, 2024

Publication: Business Recorder

Page: 04

**BUSINESS
RECORDER**
Founded by M.A. Zuberi

**IBA-CED
celebrates 'Global
Entrepreneurship
Week 2024'**

RECORDER REPORT
KARACHI: IBA's Center for Entrepreneurial Development (IBA-CED), held four events to mark Global Entrepreneurship Week 2024 at the IBA Main Campus. This year's theme, 'Entrepreneurship is for Everyone' was reflected in the diverse range of activities designed to engage students, faculty, investors, industry specialists, and entrepreneurs of all ages. Events under the GEW 2024 included E-Connect, I-Bazaar, INVENT, and an interactive session with the Shark Tank Pakistan team; all four events took place from November 21 to November 23 with students, faculty, and guests all taking part in the festivities.

Dr S Akbar Zaidi, Executive Director, IBA Karachi, delivered the opening remarks where he appreciated IBA-CED for becoming a hub for entrepreneurial expertise. Dr Lalarukh Ejaz, Director, IBA-CED, in her welcome address, said, "Entrepreneurship is a state of mind, and it is all about out-of-the-box thinking."

The first day's flagship event, E-Connect, featured two Panel Discussions, a Fireside Chat, and the launch of Pakistan's first university-based angel investor network. The panel discussions focused on sustainable impact and fuelling early-stage innovation, while the fireside chat explored entrepreneurial tales of triumphs and trials.

The discourse kept the audience fully engaged with the panel discussions enabling them to develop a robust understanding of the startup ecosystem.

I-BAZAAR, a marketplace for 36 innovative student startups, showcased products in various categories. Featuring four categories- Innovative Solutions, Green Ventures, Crafts and Beyond, and Taste Treasures, the event also saw E-Connect panelists interacting with young entrepreneurs at their stalls and providing valuable feedback on the products showcased.

On the second day, an Interactive Session with the Shark Tank Pakistan team took place. The Sharks - Rabeel Warraich and Karim Teli, with the Executive Producer, Shark Tank Pakistan, Muhammad Rizwan Siddiqui, were the guests. The session allowed enthusiastic IBA students to engage with the Sharks.

The third day featured INVENT2024, Pakistan's pioneering university-based business plan competition. The top 10 short-listed startups from across Pakistan, selected after a rigorous evaluation process, competed for cash prizes and one-year incubation services at IBA-CED. YumKin Foods Pvt Ltd (Faisalabad) secured first place with PKR 300,000, Carbo Tech Dynamics (Lahore) came in second with PKR 200,000, and NanoDrop (Islamabad) took third place, winning PKR 100,000.

The events under GEW 2024 concluded with resounding success, showcasing IBA's commitment to fostering innovation, entrepreneurship, and community engagement. The celebrations highlighted IBA-CED's pivotal role as a hub for nurturing entrepreneurial talent and driving impactful change in Pakistan's startup ecosystem.

DIGITAL MEDIA SECTION

#	DATE	MEDIUMS	NAME	KEYWORDS	LANGUAGE	SYNOPSIS	SENTIMENTS
01	Nov 24, 2024	Digital	The Azb	IBA-CED	English	Global Entrepreneurship Week 2024': IBA Karachi,	Positive
02	Nov 25, 2024	Digital	Media Post	IBA-CED	English	IBA Karachi celebrates Global Entrepreneurship Week	Positive
03	Nov 25, 2024	Digital	News update Time	IBA-CED	English	Global Entrepreneurship Week 2024	Positive
04	Nov 25, 2024	Digital	EDU News	IBA-CED	English	IBA-CED celebrates Global Entrepreneurship Week 2024	Positive
05	Nov 26, 2024	Digital	Academia Mag	IBA-CED	English	IBA Karachi Hosts Global Entrepreneurship Week 2024	Positive

Date : November 24, 25, 2024

Websites: The Azb, Media Post

Digital



Global Entrepreneurship Week 2024': IBA Karachi,



IBA Karachi celebrates Global Entrepreneurship Week



November 24, 2024: IBA's Center for Entrepreneurial Development (IBA-CED), held four events to mark **Global Entrepreneurship Week 2024** at the IBA Main Campus. This year's theme, 'Entrepreneurship Is For Everyone,' was reflected in the diverse range of activities

Date : November 25, 2024

Websites: NUT, EDU News

Digital



'Global Entrepreneurship Week 2024': IBA Karachi Celebrated a Week of Innovation, Resilience and Inclusivity



Empowering ideas, shaping futures 🚀 IBA-CED celebrates Global Entrepreneurship Week 2024

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Date : November 26, 2024

Websites: Academia Mag

Digital

ACADEMIA
INTERNATIONAL PREMIER EDUCATION MAGAZINE

IBA Karachi Hosts Global Entrepreneurship Week 2024

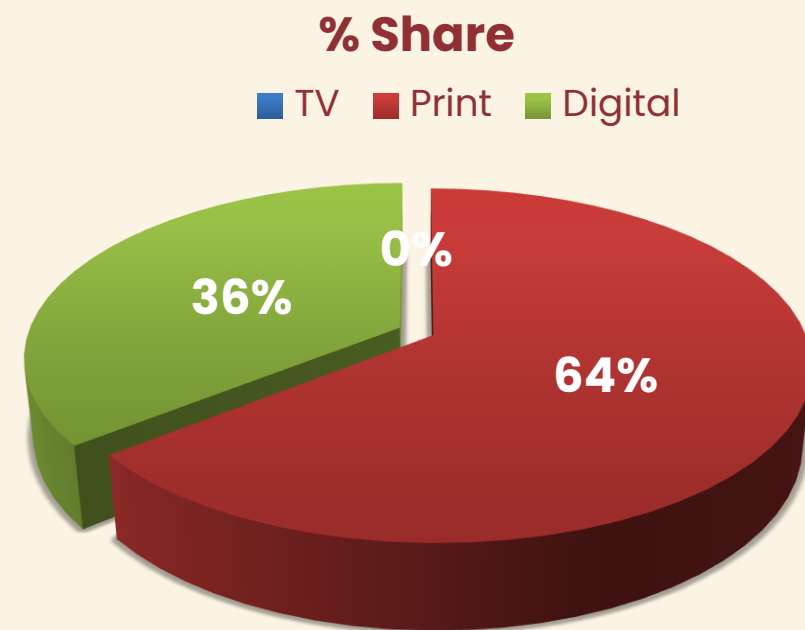


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COVERAGE ANALYSIS

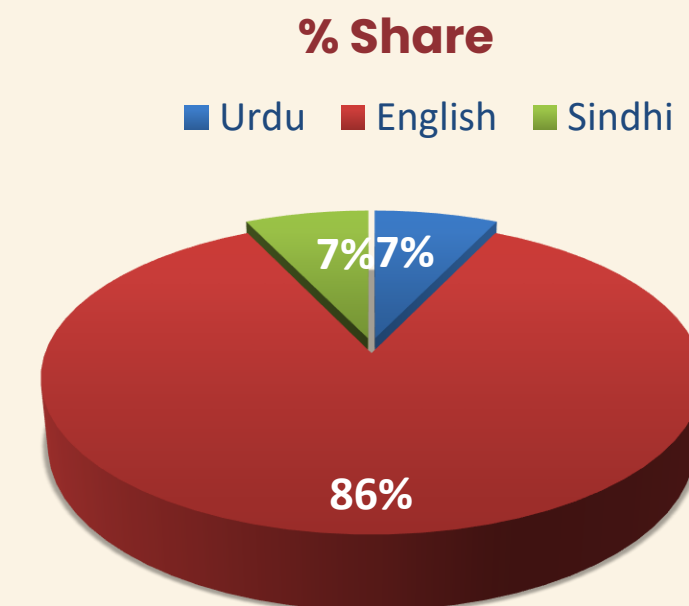
SHARE OF VOICE (SOV) BY MEDIUMS

MEDIUMS	NO. OF CLIPS
TV	00
Print	09
Digital	05



LANGUAGE SHARE BY ALL MEDIUMS

LANGUAGE (ALL MEDIUMS)	NO. OF CLIPS
English	12
Urdu	01
Sindhi	01



THANK YOU.