



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	<u>IBA-CED celebrates GEW</u>	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

Page 14, Page 15 (respectively)

DAWN

IBA celebrates Global Entrepreneurship Week

Down Report

KARACHI: The Institute of Business Authorization and popular Captien Entreprenourial Development (IBA-CED) marked Global Entrepreneurable Week (GEW) 2024 with a series of events conchided on Satorday.

This year's theme, Torrepreneurship is for everyone," was reflected in the diverserange of activities designed to engage stodents, faculty, investors, industry specialints, and entrepresents from all age groups, said a press release issued here.

IRA Executive Director Dr S Akbar Zaidi. immugurated the three-day events and said that most students now warned to become entreprenours rather than work in malitica-Linner Dr.

IHA-CED Director Dr Labarukh Ejaz preserred 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 char, and the Isomels of Pakistan's first only variety-based angel investor network. The parted discounters focused on sostainable impact and fuelling early-stage innovation, while the firewide chut explored entrepremetarial tales of triumples and trials.

I-BAZAAR, a marketplace for 36 innovarive student startups, showcased products in THE SCHOOL CASE OF SERVICES.

On the second day, an interactive session with Shark Tank Pakinger allowed enthrolian tic IBA students to engage with the Sharks.

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

THENEWS

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

held from November 21-23.

This year's theme, 'Entrepreneur-tales of triumphs and trials.

marked Global Entrepreneurship Week focused on sustainable impact and fuel-categories. (GEW) 2024 with a series of events, ing early-stage innovation, while the

ship is for everyone,' was reflected in The panelists included prominent gage with the Sharks. the diverse range of activities designed figures from the entrepreneurial ecosys- The third day featured INVENT2024. to engage students, faculty, investors, tem, such as Jehan Ara, CEO of Catalyst Pakistan's pioneering university-based industry specialists, and entrepreneurs Lab; Ayesha Mian, CEO of Synapse; business plan competition. The top 10 Azima Dhanjee, CEO of ConnectHear; shortlisted startups from across Pak-IBA Executive Director Dr S Akbar Jaffar Raza, Group Head of JS Bank; istan, selected after a rigorous evalua-Zaidi inaugurated the GEW and said Khaqqan Sikander, CEO of NavaJeevan; tion process, competed for cash prizes that most students now want to become Tabish Shahzad, CEO of KDSP; Atyab and one-year incubation services at the entrepreneurs rather than work in Tahir, Hugo Bank; Nadeem Sheikh, IBA-CED. YumKin Foods Pvt Ltd from Founder of Naeem; Amin Sheikh, Faisalabad secured the first position, IBA CED Director Dr Lalarukh Ejaz. YouPitchLive; Darakhshan Vohra, Legal. while Carbo Tech Dynamics from Lapresented the welcome address and de- Advisor and Angel Investor, and Sennen hore came in second, and Islamabad's tailed the activities being organised to Desouza, CEO of Investors Lounge. The NanoDrop took third place, receiving discourse kept the audience fully en- Rs300,000, Rs200,000, and Rs100,000, The first day's flagship event, E-Congaged, enabling them to develop a rorespectively.

nect, featured two panel discussions, a bust understanding of the startup fireside chat, and the launch of Pak- ecosystem. Concurrently, I-BAZAAR, a The IBA Karachi's Centre for Entrepre- istan's first university-based angel in- marketplace for 36 innovative student neurial Development (IBA-CED) vestor network. The panel discussions startups, showcased products in various

On the second day, an interactive fireside chat explored entrepreneurial session with Shark Tank Pakistan allowed enthusiastic IBA students to en-

Newspaper Clipping

Date: November 24, 2024

Publication: The Nation, Daily Times

Page 10, Page 06 (respectively)



IBA-CED celebrates Global Entrepreneurship Week

KARACHI

IBA Karachi's Centre for Entre- ing organised to mark GEW. preneurs from all age groups. umphs and trials.

Director Dr Lalarukh Ejaz pre- CEO of ConnectHear; Jaffar teractive session with Shark

IBA Executive Director Dr S The panelists included Concurrently, I-BAZAAR, a Tech Dynamics from Lahore Akbar Zaidi inaugurated the prominent figures from the marketplace for 36 innova- came in second, and Islam-GEW and said that most stu- entrepreneurial ecosystem, tive student startups, show- abad's NanoDrop took third dents now want to become en- such as Jehan Ara, CEO of Cat- cased products in various place, receiving Rs 300,000, trepreneurs rather than work alyst Lab; Ayesha Mian, CEO categories. in multinationals. IBA CED of Synapse; Azima Dhanjee, On the second day, an in-respectively.

sented the welcome address Raza, Group Head of JS Bank; Tank Pakistan allowed enthuand detailed the activities be- Khaqqan Sikander, CEO of siastic IBA students to engage NayaJeevan; Tabish Shahzad, with the Sharks. The third day preneurial Development (IBA- The first day's flagship CEO of KDSP; Atyab Tahir, featured INVENT2024, Paki-CED) marked Global Entrepre- event, E-Connect, featured two Hugo Bank; Nadeem Sheikh, stan's pioneering universityneurship Week (GEW) 2024 panel discussions, a fireside Founder of Naeem; Amin based business plan compewith a series of events, held chat, and the launch of Paki- Sheikh, YouPitchLive; Dara- tition. The top 10 shortlisted from November 21-23. This stan's first university-based khshan Vohra, Legal Advisor startups from across Pakiyear's theme, 'Entrepreneur- angel investor network. The and Angel Investor; and Sen- stan, selected after a rigorous ship is for everyone,' was re- panel discussions focused on nen Desouza, CEO of Inves- evaluation process, competed flected in the diverse range of sustainable impact and fueling tors Lounge. The discourse for cash prizes and one-year activities designed to engage early-stage innovation, while kept the audience fully en- incubation services at IBAstudents, faculty, investors, in- the fireside chat explored gaged, enabling them to de- CED. YumKin Foods Pvt Ltd dustry specialists, and entre- entrepreneurial tales of tri- velop a robust understand- from Faisalabad secured the ing of the startup ecosystem. first position, while Carbo Rs 200,000, and Rs 100,000,

Newspaper Clipping

Daily Times

IBA-CED celebrates Global **Entrepreneurship Week**

Karachi's Centre for Entrepreneurial Development (IBAmarked Global Entrepreneurship Week (GEW) 2024 with a series of events, held from November 21-23. This year's '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 Lalarukh 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 fueling 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 Jehan 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; Atvab Tahir, Hugo Bank; Nadeem Sheikh, Founder of Naeem; Amin Sheikh, YouPitchLive; Darakhshan Vohra, Legal Advisor and Angel Investor; and Sennen Desouza, CEO of Investors Lounge. The discourse kept the audience fully engaged, enabling them to develop a robust understanding of the startup ecosystem. Concurrently, 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 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. YumKin Foods Pvt Ltd from Faisalabad secured the first position, while Carbo Tech Dynamics from Lahore came in second, and Islamabad's NanoDrop took third place, receiving PKR 300,000, PKR 200,000, and PKR 100,000, respectively. AGENCIES

Newspaper Clipping

Date: November 24, 2024

Publication: Business Recorder, Express Tribune

Page 02, Page 04 (respectively)

TRIBUNE

IBA-CED celebrates **GEW**

IBA KARACHI: 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.

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BUSINESS

RECORDER

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IBA-CED celebrates GEW 2024

KARACHI. 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 Akbar Zaidi inaugurated the GEW and said that most students want to become entrepreneurs rather than working in multinationals. IBA CED Director Dr Lalarukh Ejaz presented the welcome address and detailed the activities being organised to mark the 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 fueling early-stage innovation, while the fireside chat explored entrepreneurial tales of triumphs and trials. OUR CORRESPONDENT

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

IBA-CED celebrates 'Global Entrepreneurship Week 2024'

Global Entrepreneurship investor network. The panel engage with the Sharks. Week 2024 at the IBA Main discussions focused on sus-Campus. This year's theme, tainable impact and fuelling INVENT2024, Pakistan's 'Entrepreneurship is for early-stage innovation, while pioneering university-based Everyone' was reflected in the fireside chat explored business plan competition. the diverse range of activi- entrepreneurial tales of tri- The top 10 short-listed starties designed to engage stu- umphs and trials. Bazaar, INVENT, and an startup ecosystem. interactive session with the I-BAZAAR, a market- first place with PKR Shark Tank Pakistan team; place for 36 innovative stu- 300,000, Carbo Tech

expertise. Dr Lalarukh Ejaz, on the products showcased. engagement. The celebra-Director, IBA-CED, in her On the second day, an tions highlighted IBA-

The first day's flagship Karim Teli, with the ecosystem.

dents, faculty, investors, The discourse kept the selected after a rigorous industry specialists, and audience fully engaged with evaluation process, competentrepreneurs of all ages. the panel discussions ed for cash prizes and one-Events under the GEW 2024 enabling them to develop a year incubation services at included E-Connect, I- robust understanding of the IBA-CED. YumKin Foods

all four events took place dent startups, showcased Dynamics (Lahore) came in from November 21 to products in various cate- second with PKR 200,000, November 23 with students, gories. Featuring four cate- and NanoDrop (Islamabad) faculty, and guests all taking gories-Innovative Solutions, took third place, winning part in the festivities. Green Ventures, Crafts and PKR 100,000. Dr S Akbar Zaidi, Beyond, and Taste The events under GEW Executive Director, IBA Treasures, the event also 2024 concluded with Karachi, delivered the open- saw E-Connect panelists resounding success, showing remarks where he appre- interacting with young entre- casing IBA's commitment to ciated IBA-CED for becom- preneurs at their stalls and fostering innovation, entreing a hub for entrepreneurial providing valuable feedback preneurship, and community

welcome address, said, Interactive Session with the CED's pivotal role as a hub "Entrepreneurship is a state Shark Tank Pakistan team for nurturing entrepreneurial of mind, and it is all about took place. The Sharks talent and driving impactful out-of-the-box thinking." -Rabeel Warraich and change in Pakistan's startup

RECORDER REPORT event, E-Connect, featured Executive Producer, Shark KARACHI: IBA's Center two Panel Discussions, a Tank Pakistan, Muhammad Entrepreneurial Fireside Chat, and the Rizwan Siddiqui, were the Development (IBA-CED), launch of Pakistan's first guests. The session allowed held four events to mark university-based angel enthusiastic IBA students to

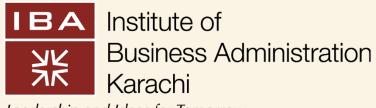
> tups from across Pakistan, Pvt Ltd (Faisalabad) secured



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

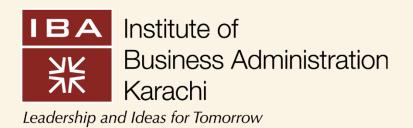




Empowering ideas, shaping futures # IBA-CED celebrates Global Entrepreneurship Week 2024

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Date: November 26, 2024

Websites: Academia Mag

Digital



IBA Karachi Hosts Global Entrepreneurship Week 2024



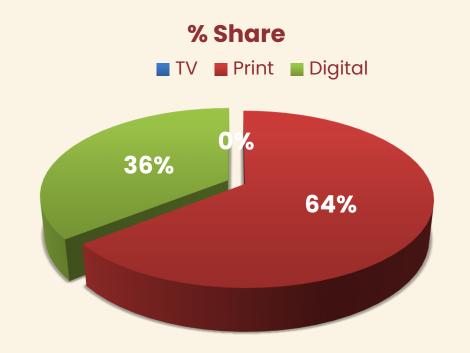
Online Clipping



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

