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# IBA IN THE MEDIA

DECEMBER 30, 2024 - JANUARY 05, 2025

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# **IBA KARACHI & STANFORD LIFE DESIGN LAB TEAMS JOIN HANDS WITH SINDH GOVERNMENT**

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# PRINT MEDIA SECTION

#	DATE	MEDIUMS	NAME	KEYWORDS	LANGUAGE	SYNOPSIS	SENTIMENTS
01	Jan 01, 2025	Publication	Pakistan Today	IBA Karachi and Stanford Life Design Lab	English	<a href="#">IBA Karachi &amp; Stanford Design Lab join Hands with Sindh Government to Reimagine Karachi's future</a>	Positive
02	Jan 01, 2025	Publication	The Frontier Post	IBA Karachi and Stanford Life Design Lab	English	<a href="#">IBA Karachi, Stanford Life Design Lab join hands with Sindh Govt</a>	Positive
03	Jan 01, 2025	Publication	Jehan Pakistan	IBA Karachi and Stanford Life Design Lab	Urdu	<a href="#">Collaboration of IBA Karachi and Stanford Life Design Lab with Government of Sindh</a>	Positive
04	Jan 01, 2025	Publication	Daily Jasarat	IBA Karachi and Stanford Life Design Lab	Urdu	<a href="#">The shield is being presented to Sindh Chief Minister Murad Ali Shah on the occasion of his visit to IBA</a>	Positive
05	Jan 01, 2025	Publication	Awami Awaz	IBA Karachi and Stanford Life Design Lab	Sindhi	<a href="#">We will tell you how beautiful Karachi is: Murad Ali Shah</a>	Positive
06	Jan 02, 2025	Publication	Pakistan observer	IBA Karachi and Stanford Life Design Lab	English	<a href="#">IBA, Stanford partner to reimagine Karachi</a>	Positive
07	Jan 03, 2025	Publication	Express Tribune	IBA Karachi and Stanford Life Design Lab	English	<a href="#">IBA, Stanford join hand with Govt</a>	Positive

## IBA, Stanford join hands with govt



KARACHI. IBA leadership and faculty from Stanford University's Life Design Lab met the Sindh government, led by Chief Minister Murad Ali Shah, for a high-stakes strategy meeting. This collaboration, which began in California earlier this year, has now gained extraordinary momentum with the Stanford team stationed in Karachi to tackle the city's most pressing challenges from within. The recent strategy meeting brought together key members of the Sindh cabinet, senior bureaucrats, and Stanford experts, focusing on how design thinking can address the critical issues faced by Karachi's 20 million plus residents. From easing the traffic crisis to improving public safety and creating accessible open spaces for families, the discussions revolved around delivering swift, meaningful, and sustainable solutions. The partnership's broader vision goes beyond Karachi's immediate challenges. OUR CORRESPONDENT

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## IBA, Stanford partner to reimagine Karachi

ZUBAIR YAQOUB

The Institute of Business Administration (IBA) Karachi and Stanford University's Life Design Lab have joined forces with the Sindh government to address Karachi's critical challenges through innovative design thinking. This initiative, spearheaded by Sindh Chief Minister Syed Murad Ali Shah, seeks to revolutionize urban planning, public welfare, and governance for Karachi's 20+ million residents.

The partnership, which began earlier this year in California, has intensified with Stanford experts now stationed in Karachi. A high-level strategy meeting brought together Sindh's cabinet members, senior bureaucrats, and Stanford faculty to explore immediate and long-term solutions to issues like traffic congestion, public safety, and the need for accessible open spaces. Chief Minister Syed Murad Ali Shah expressed opti-

mism, stating, "Karachi's challenges are immense, but so is our resolve. By combining Stanford's world-class expertise with local insight, we are setting a transformative course for the city's future."

Led by Dr. S. Akbar Zaidi (IBA Karachi), Bill Burnett (Stanford Life Design Lab), and Junaid Aziz (Stanford Fellow and IBA alumnus), the partnership will train ministers, bureaucrats, and students to adopt modern problem-solving techniques. The initiative will embed human-centered design practices into governance, ensuring that Karachi's challenges are tackled with innovative and effective strategies. The collaboration's early prototypes focus on optimizing traffic flow, enhancing public spaces, and improving community-driven security measures.

These projects aim to provide immediate relief while establishing a foundation for long-term development. Junaid Aziz, a key figure in the



partnership, remarked, "Returning to Karachi and IBA feels like a full-circle moment. It's an honor to bring the tools I've learned at Stanford to create meaningful change here. The Chief Minister's visionary leadership in-

spires us to think big and act fast." Bill Burnett, Executive Director of Stanford Life Design Lab, highlighted the

partnership's broader implications: "This collaboration isn't just about solving Karachi's problems; it's about creating a blueprint for innovation that Pakistan can showcase globally. Karachi's potential is immense, and this partnership demonstrates the power of combining local insights with global methodologies." The Sindh government has also formed provincial action committees to fast-track the implementation of these initiatives.

Under Junaid Aziz's leadership, Stanford experts and IBA students will work closely with these committees, ensuring that solutions are practical, sustainable, and impactful. Chief Minister Murad Ali Shah's decision to collaborate with Stanford reflects his commitment to revolutionizing how Karachi's challenges are addressed. By leveraging global expertise and innovative methodologies, the partnership aims to transform Karachi into a model of modern urban governance.

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## IBA Karachi and Stanford Life Design Lab Join Hands with Sindh Government to Reimagine Karachi's Future

KARACHI  
STAFF REPORT

In a groundbreaking initiative, IBA leadership and faculty from Stanford University's Life Design Lab met with the Sindh government, led by Chief Minister Syed Murad Ali Shah, for a high-stakes strategy meeting. This collaboration, which began in California earlier this year, has now gained extraordinary momentum with the Stanford team stationed in Karachi to tackle the city's most pressing challenges from within.

The recent strategy meeting brought together key members of the Sindh cabinet, senior bureaucrats, and Stanford experts, focusing on how design thinking can address the critical issues faced by Karachi's 20+ million residents. From easing the traffic crisis to improving public safety and creating accessible open spaces for families, the discussions revolved around delivering swift, meaningful, and sustainable solutions.

The partnership's broader vision goes beyond Karachi's immediate challenges. Over the next three years, IBA team led by Dr. S Akbar Zaidi,

Executive Director, IBA Karachi; Professor Azam Ali, Assistant Professor; IBA-SBS & Faculty Lead- Stanford & IBA Collaboration; Bill Burnett, Executive Director, Stanford Life Design Lab and Junaid Aziz, the IBA alumnus, Fellow and Faculty Member at Stanford's Life Design Lab, will work closely with the Sindh government to establish a new culture of problem-solving, training ministers, bureaucrats, and students to think differently and act decisively. The Chief Minister has tasked these committees with ensuring that no challenge.



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# DIGITAL MEDIA SECTION

#	DATE	MEDIUMS	NAME	KEYWORDS	LANGUAGE	SYNOPSIS	SENTIMENTS
01	Dec 31, 2024	Digital	PPI News Agency	IBA Karachi and Stanford Life Design Lab	English	<a href="#">IBA, Stanford Life join hands with Sindh Govt to reimagine Karachi's future</a>	Positive
02	Dec 31, 2024	Digital	News Update Time	IBA Karachi and Stanford Life Design Lab	English	<a href="#">IBA Karachi and Stanford Life Design Lab Join Hands with the Sindh Government to Reimagine Karachi's Future"</a>	Positive
03	Dec 31, 2024	Digital	The AZB	IBA Karachi and Stanford Life Design Lab	English	<a href="#">"IBA Karachi and Stanford Life Design Lab Join Hands with the Sindh Government to Reimagine Karachi's Future"</a>	Positive
04	Dec 31, 2024	Digital	Local News	IBA Karachi and Stanford Life Design Lab	English	<a href="#">Stanford and IBA Join Hands with Sindh Government to Revolutionize Karachi's Future</a>	Positive
05	Jan 01, 2025	Digital	Press Reader	IBA Karachi and Stanford Life Design Lab	English	<a href="#">"IBA Karachi and Stanford Life Design Lab Join Hands with the Sindh Government to Reimagine Karachi's Future"</a>	Positive
06	Jan 02, 2025	Digital	Pakistan Observer	IBA Karachi and Stanford Life Design Lab	English	<a href="#">IBA, Stanford partner to reimagine Karachi</a>	Positive
07	Jan 06, 2025	Digital	Dawn Interpage Magazine	IBA Karachi and Stanford Life Design Lab	English	<a href="#">IBA and Stanford collaborate with Sindh Government</a>	Positive



DAWN

IBA and Stanford collaborate with Sindh Government

IBA Karachi and faculty from Stanford University's Life Design Lab met with Chief Minister Syed Murad Ali Shah to discuss how design thinking can address the critical issues of the city, as per a press release. From easing the traffic crisis to improving public safety and creating accessible open spaces for families, the discussions revolved around delivering swift, meaningful, and sustainable solutions.

Over the next three years, the IBA and Stanford teams will work closely with the Sindh government to establish a new culture of problem-solving, training ministers, bureaucrats, and students to think differently and act decisively. Mr Shah has tasked these committees with ensuring that no challenge — be it urban planning, environmental sustainability, or public welfare — is met with outdated approaches.

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IBA, Stanford Life join hands with Sindh govt to reimagine Karachi's future

December 31, 2024

In a groundbreaking initiative, IBA leadership and faculty from Stanford University's Life Design Lab met with the Sindh government, led by Chief Minister Syed Murad Ali Shah, for a high-stakes strategy meeting.

According to IBA information on Tuesday, this collaboration, which began in California earlier this year, has now gained extraordinary momentum with the Stanford team stationed in Karachi to tackle the city's most pressing challenges from within.

The recent strategy meeting brought together key members of the Sindh cabinet, senior bureaucrats, and Stanford experts, focusing on how design thinking can address the critical issues faced by Karachi's 20+ million residents. From easing the traffic crisis to improving public safety and creating accessible open spaces for families, the discussions revolved around delivering swift, meaningful, and sustainable solutions.

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Pakistan OBSERVER

IBA, Stanford partner to reimagine Karachi



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IBA Karachi and Stanford Life Design Lab Join Hands with the Sindh Government to Reimagine Karachi's Future"



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## “IBA Karachi and Stanford Life Design Lab Join Hands with the Sindh Government to Reimagine Karachi’s Future”



**Karachi December 2024:** In a groundbreaking initiative, IBA leadership and faculty from Stanford University’s Life Design Lab met with the Sindh government, led by Chief Minister Syed Murad Ali Shah, for a high-stakes strategy meeting. This collaboration, which began in California earlier this year, has now gained extraordinary momentum with the Stanford team stationed in Karachi to tackle the city’s most pressing challenges

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## LOCAL NEWS



## Stanford and IBA Join Hands with Sindh Government to Revolutionize Karachi’s Future

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## IBA Karachi and Stanford Life Design Lab Join Hands with Sindh Government to Reimagine

Stanford University • Karachi  
 1 Jan 2025 [+1 more](#) KARACHI STAFF REPORT

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The recent strategy meeting brought together key members of the Sindh cabinet, senior bureaucrats, and Stanford experts, focusing on how design thinking can address the critical issues faced by Karachi’s 20+ million residents. From easing the traffic crisis to improving public safety and creating accessible open spaces for families, the discussions revolved around delivering swift, meaningful, and sustainable solutions.



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# THANK YOU.

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