



IBA ORIENTATION REPORT

01

iVentures inaugurated at IBA for showcasing students' ventures

News Desk

The IBA Center for Entrepreneurial Development (CED) has inaugurated iVentures on August 17 during IBA Orientation Gala 2023.



IBA Executive Director Dr S Akbar Zaidi talks to students

Wahab asks po grills and po

Diverse themed event at

02



IBA CED inaugurates iVentures

https://tinyurl.com/er9uyp93

03

IBA launches iVentures for students

KARACHI: Dr S. Akbar Zaidi, the executive director of the Institute of Business Administration (IBA), on Thursday inaugurated iVentures, a first of its kind initiative in IBA where students will be able to showcase their ventures.

According to a press release, students can showcase their ventures three days in a semester and sale their products and services and build networks for the growth of their startups.



IBA launches iVentures for students

https://tinyurl.com/yv96z9sn

04



IBA holds four-day orientation for first time

https://tinyurl.com/4jnnz5aw

05

IBA's four-day orientation event concludes

By Our Staff Reporter

KARACHI: The Institute of Business Administration (IBA) has organised the four-day Orientation Gala that concluded over the weekend to welcome the new batch of 2023.

According to a press release, it was the first time in IBA's history that a four-day orientation was arranged, which also included the participation of parents of the new students.

The gathering brought together approximately 1,500 people, including new students, parents, faculty, staff and alumni.

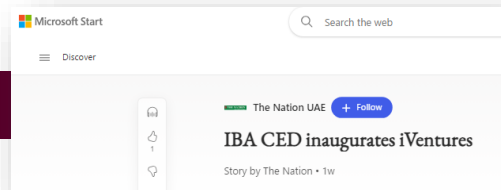
IBA Executive Director Dr S Akbar Zaidi welcomed the new students and said: "The best four years of your life lie in front of you - make the most of this opportunity."



IBA's four-day orientation event concludes

https://tinyurl.com/yjfk8zrf

06



https://tinyurl.com/cc2xdh8e

07



https://tinyurl.com/5n6juku7

08



https://tinyurl.com/5dzbu35

IBA Karachi launched the iVentures on the August 17 during their annual orientation week. Dr S Akbar Zaidi, executive director IBA, was present the ceremony as chief guest. Tier 1 newspaper and publications such as The Nation, Dawn and The News published articles regarding the event.

The coverage was 80% positive while 20% was neutral with no negative coverage whatsoever.

The total reach of the articles published was 80,000

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