

IBA NEWS

CAMPUS BULLETIN

MAY 2026

TOP NEWS



IBA-CED Ranked Among Pakistan's Top 8 Incubation Centers in Year One

Highest performance tier, achieved by only 8 out of 40 BICs nationwide.



IBA-CEJ Marks World Press Freedom Day

Journalists warn of a shift from violence to legal and regulatory control over media on World Press Freedom Day.



IBA-CEE: Chai, Conversation & Change: AI x Family Business, Let's Decode

An engaging evening of meaningful dialogue, practical insights, and thought-provoking discussions.



MoU Signing with The Kidney Center

Marking an important milestone in strengthening institutional collaboration to enhance healthcare access for the IBA community.

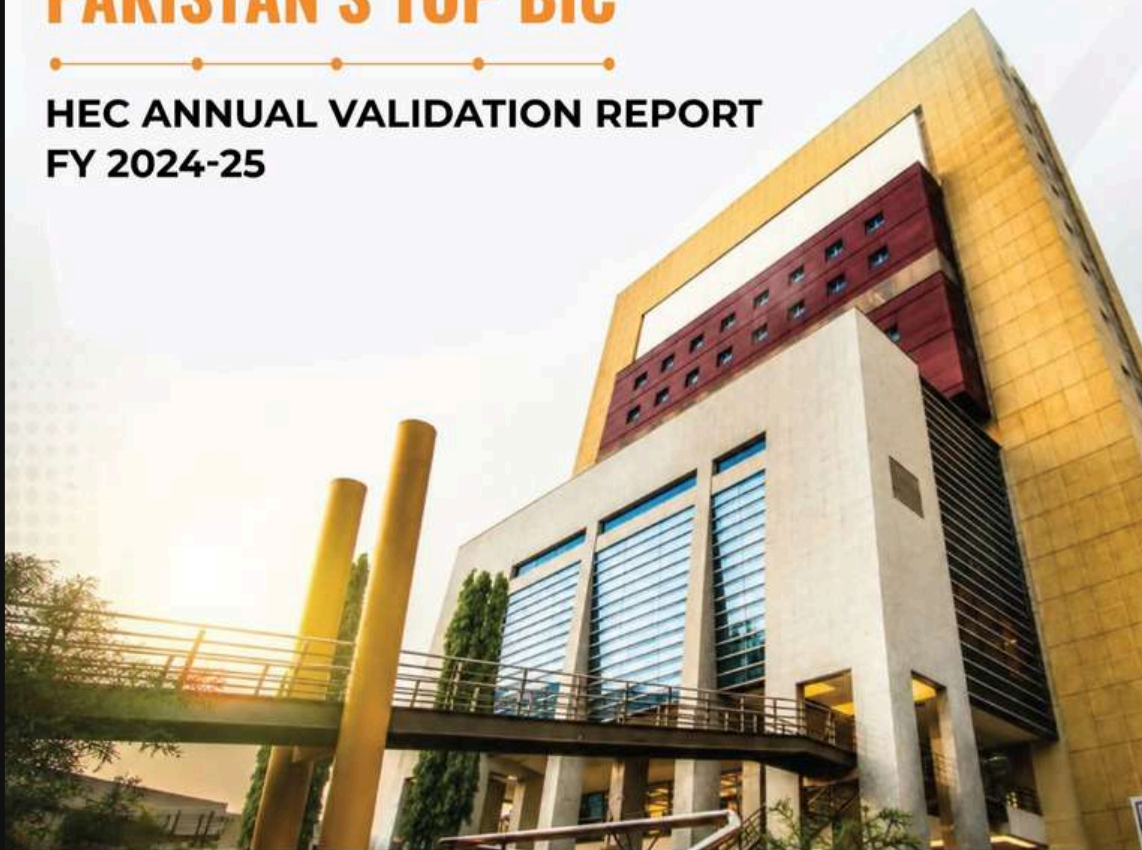
IBA-CED Ranked Among Pakistan's Top 8 Incubation Centers in Year One

IBA-CED's I-Incubate Program has been awarded the top 'W' category rating in the HEC Annual BIC Self-Assessment Scorecard FY 2024-25, the highest performance tier, achieved by only 8 out of 40 BICs nationwide. What makes this achievement even more significant: as a newly established BIC, participation was voluntary for us. We chose to step forward, be evaluated, and emerge among the country's top-performing incubation centers. A proud moment for IBA-CED, and every individual whose efforts made this possible.



IBA-CED'S I-INCUBATE PROGRAM RECOGNIZED AMONG PAKISTAN'S TOP BIC

HEC ANNUAL VALIDATION REPORT
FY 2024-25



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Admissions Marketing Campaign – Round 2 Strategic Rollout by MarComms

EMBA 60

DR. MUHAMMAD SHAFIQ
ASST. PROFESSOR & PROGRAM DIRECTOR MBA & EMBA - SSE

WATCH NOW

EBA 60

DR. KANZA SOHAIL
ASSISTANT PROFESSOR - EBS

WATCH NOW

BS-AF 60

DR. HATIM FIHRI
ASST. PROFESSOR - SBS

WATCH NOW

MS-MANAGEMENT 60

DR. ASHAR SALEEM
ASST. PROFESSOR & DIRECTOR GRADUATE PROGRAMS - SBS

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MS-MATHS 60

DR. AMIR BASHIR
ASST. PROFESSOR - SMCS CHAIRPERSON MATHEMATICS

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BS-CS 60

JAWWAD AHMED
PROFESSOR OF PRACTICE - SMCS

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BS-SSLA 60

DR. ALI GERAN
ASST. PROFESSOR - SSS

WATCH NOW

BS-ECO 60

DR. AMIR JAHAM
ASSOCIATE PROFESSOR & PROGRAM DIRECTOR UNDERGRADUATE PROGRAMS - SSS

WATCH NOW

DR. SHAKEEL A. KHAJA
PROFESSOR & DEAN - SMCS

WATCH NOW

MS MANAGEMENT
Graduate Program

WATCH NOW

MS GENERAL PSYCHOLOGY
Graduate Program

WATCH NOW

MS - JOURNALISM

ZARRA KHURO
SENIOR JOURNALIST

WATCH NOW

WHY? IBA
SCHOOL OF BUSINESS STUDIES

WATCH NOW

BECAUSE BUSINESS RUNS ON DECISIONS

WATCH NOW

BECAUSE NUMBERS
SMILE OFTEN THINK POSITIVE
LIFE IS FULL OF OTHER
MATHS

WATCH NOW

Admissions Marketing Campaign – Round 2 Strategic Rollout by MarComms

ADMISSIONS OPEN ROUND 2 FALL 2026

GRADUATE PROGRAMS

- MS - Management
- MS - Finance
- MS - Marketing
- MS - Islamic Banking and Finance

DEADLINE
Wednesday, June 10, 2026

IBA Provides Ample Financial Aid & Loans to all Deserving Students.

ADMISSIONS OPEN ROUND 2 FALL 2026

GRADUATE PROGRAM

MS - Management

DEADLINE
Wednesday, June 10, 2026

IBA Provides Ample Financial Aid & Loans to all Deserving Students.

ADMISSIONS OPEN ROUND 2 FALL 2026

GRADUATE PROGRAM

MS - Marketing

DEADLINE
Wednesday, June 10, 2026

IBA Provides Ample Financial Aid & Loans to all Deserving Students.

ADMISSIONS OPEN ROUND 2 FALL 2026

UNDERGRADUATE PROGRAM

BS - Mathematics

DEADLINE
Wednesday, June 10, 2026

IBA Provides Ample Financial Aid & Loans to all Deserving Students.

ADMISSIONS OPEN ROUND 2 FALL 2026

UNDERGRADUATE PROGRAM

BS - Computer Science

DEADLINE
Wednesday, June 10, 2026

IBA Provides Ample Financial Aid & Loans to all Deserving Students.

ADMISSIONS OPEN ROUND 2 FALL 2026

UNDERGRADUATE PROGRAM

BS - Accounting and Finance

DEADLINE
Wednesday, June 10, 2026

IBA Provides Ample Financial Aid & Loans to all Deserving Students.

ADMISSIONS OPEN ROUND 2 FALL 2026

GRADUATE PROGRAM

MS - Islamic Banking and Finance

DEADLINE
Wednesday, June 10, 2026

IBA Provides Ample Financial Aid & Loans to all Deserving Students.

ADMISSIONS OPEN ROUND 2 FALL 2026

UNDERGRADUATE PROGRAM

BBA
Bachelor of Business Administration

DEADLINE
Wednesday, June 10, 2026

IBA Provides Ample Financial Aid & Loans to all Deserving Students.

ADMISSIONS OPEN ROUND 2 FALL 2026

UNDERGRADUATE PROGRAM

BS - Computer Science

DEADLINE
Wednesday, June 10, 2026

IBA Provides Ample Financial Aid & Loans to all Deserving Students.

ADMISSIONS OPEN ROUND 2 FALL 2026

UNDERGRADUATE PROGRAM

BS - Mathematics

DEADLINE
Wednesday, June 10, 2026

IBA Provides Ample Financial Aid & Loans to all Deserving Students.

ADMISSIONS OPEN ROUND 2 FALL 2026

GRADUATE PROGRAM

MS - Journalism

DEADLINE
Wednesday, June 10, 2026

IBA Provides Ample Financial Aid & Loans to all Deserving Students.

ADMISSIONS OPEN ROUND 2 FALL 2026

GRADUATE PROGRAM

MS - Economics

DEADLINE
Wednesday, June 10, 2026

IBA Provides Ample Financial Aid & Loans to all Deserving Students.

ADMISSIONS OPEN ROUND 2 FALL 2026

GRADUATE PROGRAM

MS - General Psychology

DEADLINE
Wednesday, June 10, 2026

IBA Provides Ample Financial Aid & Loans to all Deserving Students.

ADMISSIONS OPEN ROUND 2 FALL 2026

UNDERGRADUATE PROGRAM

BS - Social Sciences and Liberal Arts

DEADLINE
Wednesday, June 10, 2026

IBA Provides Ample Financial Aid & Loans to all Deserving Students.

ADMISSIONS OPEN ROUND 2 FALL 2026

GRADUATE PROGRAM

MS - Development Studies

DEADLINE
Wednesday, June 10, 2026

IBA Provides Ample Financial Aid & Loans to all Deserving Students.

ADMISSIONS OPEN ROUND 2 FALL 2026

UNDERGRADUATE PROGRAM

BS - Economics

DEADLINE
Wednesday, June 10, 2026

IBA Provides Ample Financial Aid & Loans to all Deserving Students.

ADMISSIONS OPEN ROUND 2 FALL 2026

UNDERGRADUATE PROGRAM

BS - Economics and Data Science

DEADLINE
Wednesday, June 10, 2026

IBA Provides Ample Financial Aid & Loans to all Deserving Students.

IBA-CEJ Marks World Press Freedom Day with Call to Defend Public Interest Journalism

Journalists warn of a shift from violence to legal and regulatory control over media on World Press Freedom Day. In an age of misinformation and self-censorship, public interest journalism has never been more vital to promoting peace and prosperity and holding power to account.

Opening the event, Shahzeb Jillani, Director, IBA-CEJ, said that the gathering was being held at a critical time when press freedom was at its lowest globally, adding that it was an opportunity to renew commitment to public interest journalism—reporting the truth with courage while ensuring safety in holding power to account.

During a panel on ‘Shooting the messenger – the price we pay’, Iqbal Khattak warned of economic strangulation and abuse of cyber laws, while Adil Jawad highlighted increasing targeting of digital journalists under PECA. Shahzada Zulfiqar pointed to widening information gaps in Balochistan, with the session moderated by Nadia Naqi. Keynote speaker, Al Jazeera’s senior correspondent, Osama Bin Javid, paid tribute to Gaza’s journalists as defenders of global press freedom, in his session titled, ‘Eyewitness to history: reporting on war and genocide’.

In another panel, Sidra Dar, Kiran Khan, and Yusra Askari discussed online harassment and newsroom pressures, with Shahzeb Ahmed, the moderator of the panel, offering practical advice for journalists facing online abuse. Concluding the event, Dawn’s Editor, Zaffar Abbas emphasized that “surrender is not an option”, underscoring the need for editorial and financial independence.



IBA-CEJ Trains NEDian Campus Newspaper Team in Digital Tools for Online Publishing

IBA-CEJ recently hosted the editorial team of the NEDian Campus Newspaper, the student publication of NED University of Engineering and Technology, for an intensive hands-on workshop on Digital Tools for Online Newspaper Publishing.

Led by Dr. Tarik Emre, the training focused on practical skills and workflows used in modern digital newsrooms. Participants explored online publishing platforms, audience analytics, digital storytelling tools, and content management practices designed to enhance the reach and impact of student journalism.

Moving beyond traditional classroom instruction, the workshop emphasized experiential learning, providing participants with opportunities to engage directly with the tools and techniques shaping contemporary digital media.

The session was attended by Prof. Dr. Noman Ahmed, Pro Vice Chancellor, NED University; Dr. Engr. M. Amir Qureshi, Director UAFA; and Dr. Fawwad Masood, Faculty Editor of the NEDian Campus Newspaper, reflecting the university’s commitment to strengthening student media and preparing future journalists for an evolving digital landscape.



IBA-CEE: Chai, Conversation & Change: AI x Family Business, Let's Decode

An engaging evening of meaningful dialogue, practical insights, and thought-provoking discussions at “Chai, Conversation & Change: AI x Family Business, Let's Decode”, hosted by IBA-CEE. The session was opened and moderated by Adeel Shahid, Head of the Family Managed Business Program IBA-CEE, while the closing remarks were delivered by Kamran Bilgrami, Director, IBA-CEE. We extend our sincere gratitude to our distinguished panelists for sharing their valuable insights:

Saad Kalia – Partner Technology Consulting & Risk Assurance, PwC

Dr. Shakeel Khoja – Dean, School of Mathematics and Computer Science (SMCS)

Nazish Shekha – Head of Initiatives, Pakistan Business Council

Rafid Khawaja – Head Digital Transformation & Shared Services, United Bank Limited (UBL)



IBA-CEE: Five Days of Learning, Leadership, and Growth!

Ascend: Emerging Leaders Program by IBA-CEE brought together professionals from ILINK (Pvt) Limited, Telenor, Fauji Foundation, Digital Arts Pvt Ltd., and As-Siraat Serving Humanity for an immersive leadership journey designed to build future-ready capabilities.

The program commenced with Usman Nazir, DBA, PhD, setting the tone for an impactful week ahead. Throughout the training, participants engaged with distinguished trainers including Mehreen Khan, Amir Awan, Salman Shehzad, Dr. Abdul Basad Shaikh, Mohammad Kamran Mumtaz, and Aitzaz Ahsan Alias SARANG, each bringing unique insights and practical leadership perspectives.

The final session was led by Dr. Shakeel Khoja, culminating the learning experience on a powerful note, followed by closing remarks from Kamran Bilgrami, Director, IBA-CEE.



IBA-CED: Sindh Acceleration Program - The Journey Begins



The Sindh Acceleration Program officially kicked off with an electrifying onboarding & orientation event, in collaboration with Sindh Enterprise Development Fund (SEDF) and Sapphire Consulting Services, marking a bold new chapter for Sindh's entrepreneurial landscape.

The event was graced by Qassim N. Qamar, Special Assistant to the CM of Sindh, as Chief Guest, and Raja Khurrum Shahzad Umar as Guest of Honor. The Institutional Address was delivered by Dr. Mohammad Asad Ilyas, Registrar, IBA, alongside the valued presence of Khizar Pervaiz, CEO, SEDF. The welcome note was delivered by Dr. Lalarukh Ejaz, Director - IBA-CED and concluded with powerful Closing Remarks by Dr. Abdullah Zafar Sheikh, Professor & Dean, IBA-SBS.

After a rigorous selection process, 18 promising startups have earned their spot, and the laptop distribution ceremony marked a powerful symbol of the opportunities ahead.

This is more than a program. It's a launchpad for the next generation of changemakers.

IBA-CEE: Leadership Bootcamp & Networking Session at Textile Institute of Pakistan

From leadership learning to meaningful connections, the Leadership Bootcamp & Networking Session at Textile Institute of Pakistan brought together energy, collaboration, and experiential learning in an engaging full-day experience for IBA-CEE Diploma participants.

The event commenced with a welcome note by Dr. Salman Abbasi, President, Textile Institute of Pakistan, followed by an address from Kamran Bilgrami, Director, IBA-CEE, who shared insights on leadership, learning, and professional growth.

The session featured an interactive Leadership Bootcamp led by Salman Shehzad, alongside a special poetic session by Yousuf Bashir Qureshi that added a unique and engaging dimension to the participant experience.

Participants experienced a blend of leadership exercises, networking opportunities, indoor and outdoor activities, entertainment, and collaborative discussions, creating an environment focused on teamwork, communication, and future leadership development.

A memorable day of learning, connection, and shared experiences.



IBA-CED: What does it really take for Pakistani startups to survive globally?

Former Federal Board of Revenue - FBR Chairman Syed Shabbar Zaidi joined IBA founders for a powerful session on Securing Capital and Global Survival for Pakistani Startups.

The conversation moved beyond startup buzzwords and focused on ground realities:

- Why founders must build for Pakistan before chasing global templates
- Why funding is bigger than just venture capital
- Why resilience and adaptability matter in weak institutional environments

Referencing success stories such as TRG and Rehmat-e-Shereen, Mr. Zaidi encouraged founders to think independently, build sustainably, and stay rooted in local market understanding.

The next generation of Pakistani founders got a masterclass today. And IBA-CED made it happen.



IBA-CED & KHADIJAH Women Entrepreneurship Program, hosted by Pakistan Single Window (PSW)

This Mother's Day, IBA-CED celebrated the women who don't just nurture families, but also build businesses, create opportunities, and transform economies. The KHADIJAH Women Entrepreneurship Program, hosted by Pakistan Single Window (PSW) and IBA-CED, brought together women founders and aspiring entrepreneurs for a day focused on innovation, export readiness, digital growth, and business expansion beyond borders.

The session featured insights from Dr. Lalarukh Ejaz, Maria Gulzar, Faisal Butt, Rizwan Samad, Sukaina Abbas, Azra Maqsood, and Dr. Kanza Sohail, with the discussion masterfully moderated by Tahleel Mumtaz. From AI and automation to export pathways, trade intelligence, finance, and global business growth, the program equipped participants with practical tools and knowledge. Each participant also received a complimentary PSW subscription, making this initiative a meaningful step toward empowering women to reshape Pakistan's entrepreneurial landscape.



Recruitment Drives – Hosted by IBA–CDC

Utopia Brands, Jaffer Business Systems, UBL, and US Mobile engaged with the Career Development center at IBA through on-campus recruitment drives and career engagement sessions. These activities included company presentations, internship briefings, interviews, mock interviews, and recruitment opportunities, providing students with valuable industry exposure, career insights, and direct pathways to internships and employment.



IBA–CDC: Mentorship – Maverick Plus



Maverick Plus, powered by HBL, brought together students and industry professionals for a day of mentorship, networking, and career development. Through one-on-one interactions and insightful discussions, students received guidance on career planning, resume building, interview preparation, and industry expectations. The session provided a valuable platform for meaningful connections and practical learning, supporting students in their professional growth and career journeys.

IBA–CDC: Study Trip

Students enrolled in the Topics of History course, under the supervision of Dr. Muhammad Moiz Khan, visited the National Museum of Pakistan as part of an experiential learning activity. The visit enabled students to engage directly with historical artifacts and exhibits, enhancing their understanding of history and cultural heritage. Facilitated with the support of CDC, the experience encouraged critical reflection and practical learning, which students will further explore through museum report assignments.



IBA-CEJ Highlights Media Innovation and AI Challenges During German Embassy Visit

Jan Gerald Krausser, Head of Communications and Cultural Affairs at the German Embassy in Islamabad visited IBA-CEJ in May to learn about our training activities and the UNDP-supported fact checking project, iVerify. Shahzeb Jillani, Director, IBA-CEJ, informed him that the technological shift led by the AI is rapidly transforming journalism globally. In Pakistan, legacy media is grappling with unsustainable business models and growing restrictions, he said. Mr Krausser toured our facility and learned about our work in addressing the challenges and opportunities facing Pakistan's media landscape.



IBA-CEJ Hosts UNESCO Delegation for Dialogue on AI, Misinformation and Media Literacy



As AI-led disinformation challenges newsrooms globally, the need for credible journalism and fact-checking has become more urgent than ever. Against this backdrop, Mr. Fuad Pashayev, UNESCO Representative in Pakistan, visited IBA Karachi to meet the team behind iVerify Pakistan, the CEJ's fact-checking initiative aimed at countering misinformation. Hosted by Shahzeb Jillani, Director, IBA-CEJ, the visit brought together veteran journalist Mazhar Abbas and Pakistan Press Foundation's, Ms. Sana Ali, for a candid discussion on the pressures facing journalists in Pakistan's media industry. Mr. Pashayev toured the IBA-CEJ facility and learned about our ongoing work in digital journalism, the need for training in ethical use of AI and media literacy.

IBA-CEJ Strengthens AKU Faculty Capacity for Media Communication and Digital Platforms



IBA-CEJ in collaboration with the Department of Surgery at Aga Khan University (AKU), conducted a one-day Media and Interview Training for faculty members aimed at strengthening their capacity for effective media communication and digital engagement.

The training focused on helping participants identify stories of public interest, build a professional presence on digital platforms such as LinkedIn, X, and Facebook, and prepare confidently for media interviews. Faculty members also explored how to develop clear communication objectives that align with their academic, research, and institutional goals.

Through interactive discussions and exercises, participants gained insights into engaging with the media, communicating complex issues to broader audiences, and enhancing the visibility and impact of their work.

Two-day Workshop: AI as Your Creative Co-Marketer



The Center for Innovation in Learning & Educational Transformation (IBA-CILET) successfully conducted a two-day workshop titled "AI as Your Creative Co-Marketer", facilitated by Dr. Ubedullah Khoso, Assistant Professor, IBA-SBS. The workshop provided participants with hands-on experience in using mostly free AI tools for content creation, idea generation, visual design, script writing, and digital marketing. Participants from diverse backgrounds explored how Artificial Intelligence can enhance creativity, improve productivity, and support modern marketing practices. IBA extends its appreciation to Dr. Khoso and all participants for making the workshop engaging and impactful.

MoU Signing with The Kidney Center

IBA HR Department in collaboration with the IBA Clinic and The Kidney Center, facilitated the formal signing of a Memorandum of Understanding (MoU), marking an important milestone in strengthening institutional collaboration to enhance healthcare access for the IBA community.

The ceremony was attended by representatives from both organizations. The Kidney Center was represented by Mr. Kashif Ghaniyani, Chief Finance Officer, and Mr. Syed Muhammad Saqib Hussain, Assistant Manager Accounts & Corporate Billing. From IBA, Irfan Qamar, Director - HR, along with his team, and Dr. Naushin Fahad along with her team from the IBA Clinic, played a key role in fostering this collaboration and reinforcing IBA's commitment to employee well-being. The ceremony concluded on a note of mutual agreement to sustain collaboration and advance shared objectives related to health, wellness, and institutional support.



Mother's Day 2026

IBA HR Department organized a heartfelt Mother's Day appreciation initiative to honor and recognize the invaluable contributions of mothers within the IBA community. The initiative was designed to provide faculty and staff members with a meaningful platform to express their love, gratitude, and respect for their mothers. As part of the activity, participants were invited to submit photographs with their mothers along with short written messages reflecting their appreciation and the deep emotional bond they share. The response was overwhelmingly positive, with many faculty and staff members enthusiastically participating and sharing deeply personal and emotional tributes. HR compiled all submissions into a specially designed Mother's Day poster, which was shared across the IBA community.

To all the incredible mothers of the IBA community, the mothers within the IBA family, and the cherished ones in heaven...

A beautiful Mother's Day!

DR. ISMAT ABAS WITH HER MOTHER
EVERYTHING I AM TODAY REFLECTS MY MOTHER'S UNWAVERING SUPPORT, HEARTFELT PRAYERS, AND IMMENSE PRIDE IN MY ACHIEVEMENTS.

IRFAN QAMAR WITH HIS FAMILY
NO MATTER HOW MANY YEARS PASS, THE VOID YOU LEFT CAN NEVER BE FILLED. YOUR LOVE, KINDNESS, AND GENEROSITY.

ASMA TOQUIR WITH HER SON
BEHIND EVERY STRONG PERSON IS A STRONGER MOTHER.

DR. TEHZEER WITH HER MOTHER
MISS YOU MUMMY!

ANAM NOOR WITH HER MOTHER
LOVE TO ALL THOSE MOTHERS WHO COULD NOT HOLD THEIR CHILDREN, YOU ARE STILL A MOTHER!

S. RIZWAN BUKHARI WITH HIS MOTHER
YOUR LOVE, SACRIFICES, AND PRAYERS SHAPED MY LIFE - FOREVER GRATEFUL TO MY BELOVED MOTHER, MY GREATEST STRENGTH AND BLESSING.

DR. HASLIP POLIMENIS WITH HIS FAMILY
NOT A SINGLE DAY GOES BY THAT I DON'T REMEMBER YOU.

KOMAL ALI WITH HER SON
A MOTHER'S LOVE IS THE QUIET STRENGTH THAT HOLDS EVERYTHING TOGETHER TODAY AND ALWAYS; YOU ARE TRULY IRREPLACEABLE.

BIBI SAMAN'S MOTHER IN LAW
MORE THAN A MOTHER-IN-LAW, SHE IS A TRUE MOTHER TO ME AND THE SAFEST PLACE FOR MY SON. I GO TO WORK PEACEFULLY KNOWING HE IS LOVED AND CARED FOR LIKE MY OWN HEART.

IBRIM KAIKAB MUHAMMAD & HER DAUGHTER
BEHIND EVERY HAPPY FAMILY IS A MOTHER WHO GIVES ENDLESSLY.

HANAN YOUSUF WITH HIS FAMILY
MISS YOU AMMI!

AYESHA ZAFAR WITH HER CHILDREN
MOTHER: THE MOST BEAUTIFUL WORD ON THE LIPS OF MANKIND

TAHIRA RIZZ AND HER SON
HAPPY MOTHER'S DAY TO ALL THE AMAZING MOTHERS WHOSE LOVE AND SACRIFICES MAKE LIFE BEAUTIFUL.

S. EHTESHAM A. REHMANI AND HIS MOTHER
HAPPY MOTHERS DAY!!

S. ALI A. NAQVI & HIS MOTHER
مائی دنیا میں رحمت ہو جائے تو پورا گھر خاموشی ہو جاتا ہے، اور انسان ساری عمر ایک اواز ڈھونڈتا رہتا ہے، کبھی کبھی کہا گیا تھا کیا؟

ABD E ALI KALIMEE & HIS MOTHER
EVERYTHING I AM IS BECAUSE OF YOU - YOUR LOVE IS ENDLESS LIKE SKY, DEEP LIKE OCEAN, PURE LIKE DAWN.

M. KAMRAN KHAN & HIS MOTHER
PARENTS' PRAYERS ARE ALLAH'S GREATEST BLESSING WITHOUT THEM, TRUE SUCCESS IS INCOMPLETE.

NADEEM ANJUM'S MOTHER
A MOTHER IS THE HEARTBEAT OF HER CHILDREN'S LIVES, LOVING THEM ENDLESSLY.

TABASSUM JEHAN & HER CHILDREN
MOTHERS' LOVE, STRENGTH, AND SACRIFICES BEAUTIFULLY SHAPE GENERATIONS. ALHAMDULILLAH ALWAYS.

S. FUAD MENDI & HIS MOTHER
UNCONDITIONAL LOVE!

ZOHRA SONIA & HER MOTHER
A MOTHER'S LOVE IS THE PUREST AND MOST SELFLESS OF ALL

REHAN HUMAYUN & HIS MOTHER
A MOTHER'S LOVE IS SILENT STRENGTH, SACRIFICE, AND PURE UNCONDITIONAL CARE.

MENDONA RAUF WITH HER MOTHER
A MOTHER IS THE BEACON OF LIFE, GUIDING US WITH LOVE AND STRENGTH.

RODAIYA KHAN WITH HER MOTHER
HOME MEANS MY MOTHER - HER PRESENCE, VOICE, AND LOVE ARE MY TRUE COMFORT.

ZEEESHAN ISMAIL & HIS MOTHER
MY SWEET MOTHER, YOU ARE MY GREATEST BLESSING. YOUR LOVE ALWAYS GIVES ME STRENGTH AND PEACE.

M. DIRYAS KHAN & HIS MOTHER
A MOTHER'S LOVE IS A DIVINE BLESSING - A SOURCE OF MERCY, STRENGTH, AND ENDLESS PRAYERS.

BARBAR SHARIF & HIS MOTHER
YOU ARE THE GREATEST BLESSING IN MY LIFE, YOUR LOVE, CARE, AND SACRIFICES CAN NEVER BE FULLY EXPRESSED IN WORDS.

Thank you to all our colleagues for sharing heartfelt Mother's Day moments and messages, on this Mother's Day!

IBA Icons: Leaders, Mentors & Rising Stars

#IAMIBA

Team MarComms celebrates the spirit of excellence at IBA by highlighting inspiring leaders, dedicated faculty, and exceptional students. Through exclusive communication, we honor their impact, achievements, and lasting contributions to the IBA community and beyond.

IBA SESS
School of Economics and Social Sciences
Leadership • Excellence • Impact

FACULTY PROFILE

DR. HEMAN LOHANO

Professor - Economics, School of Economics and Social Sciences (SESS)

Dr. Lohano's teaching connects theoretical models with real-world applications, empowering students to critically analyze complex economic issues. He holds a PhD in Applied Economics from the University of Minnesota and brings international experience from his work with ICMIG. His research focuses on environmental and natural resource economics with current work in vector autoregressions.

He has contributed to policy discussions and academic research that address sustainability challenges in developing economies.



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FACULTY PROFILE

DR. AADIL NAKHODA

Assistant Professor, School of Economics and Social Sciences (SESS)

Dr. Aadil Nakhoda specializes in international trade, with a distinct focus on trade policy and business reform. His research explores trade liberalization and strategies to enhance the productive capabilities of Pakistani firms. In the classroom, he teaches courses such as international trade, bringing academic concepts into practical context.

He bridges the gap between theory and real-world policy challenges by integrating his advice into public discourse and industry experience into the curriculum. Dr. Nakhoda equips students with the analytical frameworks needed to address complex economic issues. Furthermore, he serves on the Chair of the Economic Advisory Group, a premier economic think tank based in Islamabad.



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STUDENT ACHIEVEMENT

TOOBA ZAHEER

BS Economics - Class of 2026

has accepted an admission offer for

MS Economics
at Osnabrück University
Lower Saxony, Germany



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STUDENT ACHIEVEMENT

AHSAN KAMRAN

BS-AF Class of 2024

has accepted Admission Offer from

Columbia University
United States of America (USA)



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STUDENT ACHIEVEMENT

SANIA ZEHRA

BS Economics - Class of 2026

has accepted an admission offer for

MS Economics
at University of Geneva
Switzerland



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STUDENT ACHIEVEMENT

TALHA SALEEM

BS-CS Class of 2026

has accepted Admission Offer from

University of Chicago
United States of America (USA)



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IBA SMCS
School of Mathematics and Computing Sciences
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SOCIETY OF ACTUARIES

STUDENT ACHIEVEMENT

**OUR STUDENTS
OUR PRIDE**

**IBA Students Secure
2nd Position at the
ACTUMINDS 3.0**



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IBA SESS
School of Economics and Social Sciences
Leadership • Excellence • Impact

STUDENT ACHIEVEMENT

QURATULAIN SHAFIQUE

Student - MS Economics

IBA proudly celebrates Quratulain Shafique an MS Economics student, for her selection to the SBAUC Research Membership Program and for presenting her original climate finance research at the COP-ASAC Annual Meeting in Bogotá, Colombia.

Her research on Article 6 and sustainable urban waste management in Karachi was developed under the guidance of the UNEP Copenhagen Climate Centre and the Global Green Growth Institute (GGGI).

This achievement reflects IBA's commitment to advancing impactful research and nurturing scholars who contribute to global conversations on sustainability and climate policy.



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Media Integration

SYNERGIZER



Beyond The Brochure

SYED FUAD MEHDI on IBA

Fuad Mehdi reflects on his journey across banking, media, and education to define what makes a brand legitimate. He reveals how IBA Karachi articulates its standards to the world, ensuring that excellence is never under-recognised in a crowded market.

By Ayesha Anjum

Synergizer: How do you market IBA's "soul" so it does not feel like a premium commodity?

Fuad Mehdi: IBA's soul cannot be marketed like a commodity because it is not built on cosmetic features; it is built on standards that are proven, enforced, and sustained. AACSB accreditation, for example, is not brochure language; it signals disciplined governance, academic rigour, and quality assurance. But the deeper differentiator is consistency. IBA delivers excellence year after year through merit-based intake, rigorous academics, and an institutional culture that does not compromise. We do not sell illusion; we highlight verifiable pillars: standards, merit, outcomes, and access. Over 20,000 alumni, strong leadership outcomes, and a commitment to accessible education give the brand real gravity. In a crowded market, IBA's soul is not hype. It is credibility, repeatedly proven.

Synergizer: What differences did you notice moving from corporate marketing to higher education?

Fuad Mehdi: The biggest difference is that in higher education, you are not marketing a product; you are stewarding an institution with memory, legitimacy, and long-term consequence. In corporate settings, speed, campaigns, and commercial outcomes dominate. At a university, every message carries reputational weight because it shapes trust among students, parents, faculty, alumni, regulators, and society at large. The audience is broader, and the emotional contract is deeper. You are not simply driving transactions; you are communicating purpose, standards, and institutional character. That requires more restraint, responsibility, and alignment with the truth. In higher education, branding cannot outrun substance. If the institution does not live up to the promise, communications will eventually be exposed. That is what makes this space both harder and more meaningful.

Synergizer: In a crowded space, what makes IBA's communication strategy distinctive?

Fuad Mehdi: What makes IBA's communication strategy distinctive is that it is anchored in proof, not packaging. Many institutions market aspiration. We market evidence. Our communication is built around four pillars: standards, merit, outcomes, and access. We do not rely on inflated claims or generic prestige language.

We spotlight what is verifiable, academic excellence, disciplined admissions, alumni impact, faculty strength, and the institution's role in shaping leadership in Pakistan. We also humanise the brand through credible storytelling. Campaigns such as alumni achievement narratives, "It Happens With Us," and "IAMIBA," do not manufacture identity; they activate what already exists within the institution. That is the difference. Our strategy is not to appear premium. It is to communicate why IBA has earned that position.

Synergizer: What role does communications strategy play in shaping a university's global perception?

Fuad Mehdi: Communications strategy plays a decisive role because global perception is not formed only by rankings or accreditations; it is shaped by how clearly an institution articulates its standards, strengths, and distinctiveness. A university may be excellent, but if it communicates inconsistently, the world sees fragments rather than a coherent institution. Strategic communications align narrative, visual identity, digital presence, media engagement, and stakeholder storytelling into one clear signal. For IBA, that means presenting the institution not as a local success story alone, but as a serious academic ecosystem with rigour, credibility, and relevance. In a global environment, perception is built through repeated proof points. Communication is the bridge between institutional substance and external understanding. Without that bridge, excellence remains under-recognised.

Synergizer: Will universities market themselves more like global lifestyle brands, or will academic credibility resist that?

Fuad Mehdi: Universities will absolutely adopt some techniques from global lifestyle brands: stronger storytelling, sharper visual systems, better digital experiences, and more emotionally resonant campaigns. But academic institutions cannot become lifestyle brands in the pure commercial sense because credibility remains their core currency. A lifestyle brand can survive on aspiration. A university cannot. It must withstand scrutiny on faculty quality, learning outcomes, governance, research, and graduate readiness. So, the future is

not "style over substance"; it is institutions learning to express substance more powerfully. The winners will be those who combine intellectual seriousness with contemporary brand discipline. In that sense, academic credibility will not resist modern positioning; it will demand that modern positioning remain anchored in truth, rigour, and long-term institutional legitimacy.

Synergizer: If IBA's brand were stripped of its logo, campus imagery, and rankings, what core idea should remain?

Fuad Mehdi: If everything visual were stripped away, the core idea that should remain is this: IBA stands for credible excellence built on merit. That is the essence. The public should still recognise IBA as an institution that does not compromise on standards, does not dilute merit, and does not rely on empty prestige. It is a place where capable people are tested, shaped, and prepared for leadership. That idea matters because it explains why the brand carries weight beyond marketing. It is not just about being elite; it is about being legitimate. When people hear IBA, they should think of rigour, discipline, seriousness, and leadership outcomes. In simple terms, the brand should still mean: this institution is demanding, trusted, and worth earning.

Synergizer: Which professional experience most shaped your understanding of brand and reputation management?

Fuad Mehdi: What shaped my understanding most was working across sectors that operate under very different forms of scrutiny. Banking teaches discipline, trust, and the cost of inconsistency. Media teaches speed, perception, and how quickly narrative can shape reality. Higher education teaches stewardship, because you are not only managing visibility, you are protecting institutional legitimacy. If I had to identify the most formative lesson, it is this: reputation is not built by communication alone; communication only amplifies what the institution consistently is. That realisation becomes sharper when you move across sectors. You learn that a brand is not the campaign, the logo, or the tagline. It is the accumulation of standards, conduct, outcomes, and public memory. Communicators can sharpen it, but they cannot invent it.

Trainings @ IBA – May 2026.

The training calendar for the month of May 2026 was successfully executed for IBA Staff.

Course Name	Participants	Trainers
Introduction to Python	22	Mr. Kashif Hussain
Facility Care - Cleanliness & Basic Maintenance	42	Mr. Baber Majeed & Mr. Faheem Ahmed Khan
HTV Maintenance & Operational Awareness Training by Hinopak Motors	13	Hinopak Motors
Grand Total	77	

Introduction to Python

On May 7 and 12, 2026, the IBA HR Department, in collaboration with IBA-CICT, conducted a two-day training program titled "Introduction to Python" for IBA staff at the Main Campus. The program was designed to introduce participants to the fundamentals of Python programming and its practical applications in improving workplace efficiency, problem-solving, and data-driven decision-making.

The session was facilitated by Mr. Kashif Hussain, Data Analyst, and trainer at IBA-CICT. Delivered as an interactive and hands-on workshop, the training enabled participants to understand core Python concepts, apply basic coding practices, and develop practical solutions for real-world tasks. The session emphasized automation of routine processes, basic data handling, and building a strong foundation for further learning in programming and analytics. Through live demonstrations, guided exercises, and hands-on practice, participants explored how Python can be applied in professional contexts such as automating tasks, analysing data, and generating insights.



Facility Care - Cleanliness & Basic Maintenance

On May 26, 2026, the IBA HR Department, in collaboration with the Administration and Security functions, organized a training session titled "Facility Care – Cleanliness & Basic Maintenance" for IBA support staff at the City Campus. The session was conducted by Mr. Baber Majeed, Assistant Manager Administration, and Mr. Faheem Ahmed Khan, Senior Executive Security, focusing on facility upkeep, cleanliness standards, basic maintenance, fire safety, and campus safety protocols. Participants also received practical guidance on the proper use of fire extinguishers, their designated applications, identification markers, and emergency response procedures.

The session featured interactive discussions on workplace hygiene, timely reporting of maintenance issues, and proactive facility care. Practical demonstrations covered proper cleaning methods, safe use of basic maintenance tools, and issue-escalation protocols between support and security staff. The training emphasized the role of cleanliness, organization, and safety compliance in enhancing campus safety, risk prevention, and emergency preparedness.



HTV Maintenance & Operational Awareness Training by Hinopak Motors

The IBA HR Department, in collaboration with Hino Pak, organized a two-phase training program titled "Heavy Transport Vehicle (HTV) Maintenance & Operational Awareness Training" for IBA transport staff. The initiative aimed to enhance technical knowledge, preventive maintenance practices, and operational efficiency of HTV vehicles.

The first phase (March 16, 2026), conducted for drivers, focused on practical aspects of vehicle maintenance, including routine servicing, engine functionality, suspension systems, and identification of potential mechanical issues. The second phase (May 13, 2026), designed for transport supervisors, emphasized diagnostic and strategic understanding of vehicle systems to support informed maintenance decisions and effective coordination with drivers.

Participants valued the practical insights shared by Hino Pak experts, which strengthened their ability to address vehicle-related challenges and contribute to safer and more efficient transport operations at IBA.





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