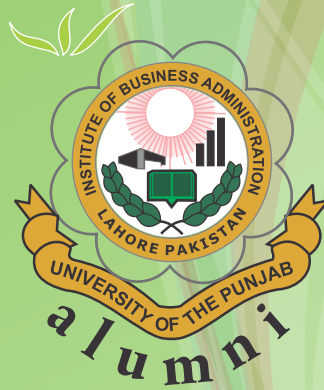


# **IBA-PU Alumni Association**

[www.ibapualumni.org](http://www.ibapualumni.org)



## **ANNUAL MAGAZINE**

# **2011**



**Institute of Business Administration**

**University of the Punjab**

**Quaid-e-Azam Campus, Lahore**

[www.ibapu.edu.pk](http://www.ibapu.edu.pk)



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**IBA-PU Alumni Association**

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University of the Punjab, Lahore

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## MESSAGE FROM THE DIRECTOR



**Prof. Dr. Muhammad Ehsan Malik**

I have the pleasure of giving you this message on the occasion of the IBA-PU Alumni Annual Dinner 2011. IBA enjoys national as well as international reputation for the excellence of its teaching programs and the strength of its research achievements. Since its establishment in 1972, it has blossomed into an institution of academic excellence not only in Pakistan but also in the world. We can be proud of its accomplishments which have established it as an institution of exemplary quality in business education and research.

As a Director of this prestigious institute, I hold a master degree in Commerce from the University of the Punjab and Ph.D. in Marketing from the University of Leicester, Leicester, United Kingdom (UK). I have over 29 years of teaching and research experience. I am also Dean, Faculty of Economics and Management Sciences, Punjab University since January 2009. I am Acting Dean, Faculty of Law, Punjab University since April 2009, Acting Dean, Faculty of Engineering & Technology, Punjab University since May 2011, Acting Dean, Faculty of Commerce, Punjab University since October 2011 and also Acting Dean, Faculty of Life Sciences, Punjab University since October 2011. I also hold the post of Director General Punjab University Gujranwala Campus since May 2008.

Alumni who have always been ambassadors for the institute all around the world can play a significant role. I hope that this grand reunion of IBA-PU Alumni at its Annual Dinner would provide a forum for interaction and an exchange of views to prepare its faculty and students to come across with the challenges of the 21st century.

I trust and wish that with the current teaching, research and alumni strengths, IBA will keep providing the best business education to its students and will emerge as one of the most renowned business institutes in Pakistan.



## MESSAGE FROM THE PRESIDENT



**Sajjad Kirmani**

As-Salam-O-Alaikum !

I am proud to say that the IBA-PU Alumni Association is growing stronger day by day. We now have an active web presence (<http://www.ibapualumni.org/>) as well as the data of over a thousand alumni in our database. We also maintain an active email group on Yahoo (<http://groups.yahoo.com/group/ibapu-alumni/>) where employment opportunities are posted and topics of interest to alumni are debated. I can't stress those numbers enough – whether you are a job seeker or a current student, retired or transitioning to a new career, the IBA-PU alumni network is the best place to make connections for professional advancement.

I am very pleased to say that we are organizing our 4th Annual Dinner this year. Over the last four years, we have laid solid foundations for this forum and hope that it would gain strength day by day with your active involvement and valuable support.

If you are an alumnus representing a company, please do consider to recruit IBA students for internships and full-time positions. In this context, please do make use of the Alumni email group to post employment opportunities up there.

Finally, let me thank Director IBA Dr. Ehsan Malik for the valuable support provided all along. I can't thank enough my entire team, i.e. the executive committee of IBA-PU Alumni Association for their belief and untiring efforts to bring it this far in a short time.

I hope this platform will help you enjoy and strengthen your ties to your Alma mater IBA and the Alumni fraternity.

Best wishes,

## GROUP PHOTOGRAPH



## IBA-PU ALUMNI ASSOCIATION - EXECUTIVE COMMITTEE



**Sajjad Kirmani**  
*President*

Mr. Sajjad Kirmani was the Director and part of core management team that helped transform NetSol Technologies from a start-up IT services company 14 years back to a global software business with an impressive customer base including some of the world's best known companies. He is also the recipient of CIO (Chief Information Officer) of the Year National ICT award in 2010.

He has over 25 years of professional IT experience in software development, project management, strategic planning and operations. Prior to joining NetSol, Mr. Kirmani worked for Coca-Cola Corporation as Information Services Manager for their South West Asia Region.

Mr. Kirmani holds a Masters degree in Computer Sciences from University of London along with a Masters of Business Administration (MBA) degree from IBA, University of the Punjab. He was the Vice President of IBA Alumni Association 2008-10 and also served as the Vice President of Pakistan Software Houses Association (P@SHA) and Executive Council member of Computer Society of Pakistan Lahore Chapter.



**Mian Nasir Mehmood**  
*Adviser*

Mian Nasir did his graduation from Government College, Lahore and Masters in Economics from University of the Punjab. He also did MBA, Major in Marketing, in the first batch of IBA Punjab in 1974.

He joined his family business after his studies, first in construction and later in the logistics areas. Presently, he is Director/CEO of Khaliqsons Logistics (Pvt.) Ltd and Head North Pakistan of Cargolux Airlines, Luxembourg, EU.

Mian Nasir was twice elected as Secretary, Old-Ravians Association Karachi in 1995 and 1996. He was also elected as member of The Managing Committee Old Ravians Union, Lahore, from 2000 to 2002. He contributed as freelance writer to various English dailies on current business, political, and literary issues.



**Zeshan Ahmer**  
*Senior Vice President*

A dynamic academician, Mr. Zeeshan has the experience of teaching IT subjects for over five years to his credit. Furthermore, as an active researcher, he participates frequently in both national and international conferences, seminars and workshops. He is also responsible for the administration of IT infrastructure at IBA.

His academic background includes M.Sc. in Computer Science with distinction from PU and Masters of Business Administration. His areas of interest are Innovation Management, Databases, Human Resource Information Systems, and Project Management.



**Raza Saeed**  
*Vice President*

Mr. Raza has over twenty-eight years of diversified professional experience at various banks/DFIs mainly in the areas of credit-appraisal, marketing, recovery & monitoring, audit and secretarial services. He did his MBA from IBA, University of the Punjab, in 1982. He is also a fellow member of ICMAP, Associate member of ICSP, Associate member of IBP, and Certified Internal Auditor-(CIA) from The IIA-USA. He holds various positions at The Institute of Internal Auditors (IIA)-Pakistan Chapter, Lahore. Presently, he is Sr. Vice President and Chairperson of CIA of The IIA- Pakistan Chapter, Lahore.

Currently he is working as Senior Vice President/Secretary to the Board, The Bank of Punjab, Head Office, Lahore. He is also holding the position as President BACHS, a residential society at Bedian Road, Lahore Cantt.



**Athar Ehsan ul Haq**  
*General Secretary*

Athar Ehsan-ul-Haq graduated from IBA in 2003 with specialization in finance. After his graduation, he completed various computer diplomas and certifications that include



## IBA-PU ALUMNI ASSOCIATION - EXECUTIVE COMMITTEE

E-Commerce and e-ACCP. He is an old Hailian and graduated in B. Com with flying colors after completing his F.Sc. in pre-engineering.

He is a young and energetic businessman who joined his family business after his graduation, expanding the business horizontally as well as vertically. He has a number of CNG and fuel stations throughout Pakistan. He has been traveling frequently to UK and USA for various business meetings and conferences.



**Asad Ali Minhas**  
*Treasurer*

After completing MBA in 2003, Asad joined his family business of manufacturing auto parts, particularly the filters. He is in charge of imports and a CNG filling station.

Asad held the position of Secretary Finance of LG&RD, an 800 kanal society adjacent to DHA Phase V. He vigorously pursued the merger with DHA Phase-V, successfully bringing it to completion, to the entire satisfaction of all the members, despite heavy odds and hurdles by vested interest. Today all members stand to gain from it.



**Aasim S. Mullick**  
*Joint Secretary*

Mr Aasim S Mullick is currently working as the Business Unit head of Pharma Health Pakistan Pvt Ltd. He is managing the Human Resource department through his vast experience in the field of sales and marketing of Pharmaceuticals. He has already worked with Reko Pharmcal Pvt Ltd as the country head for eight years and prior to that he served with Bosch Pharmaceutical Pvt. Ltd. of Karachi for two years. He started his career with the sales department of Eli Lilly Pvt Ltd Karachi.

Mr. Mullick has done his Masters in Business Administration from the Institute of Business Management, Punjab University Lahore with majors in Marketing. He has done his double specialization in Human Resource management also from IBA. He has been teaching in different universities of the city namely, IBA Punjab University and Superior University Lahore. He is a member of The Marketing Association of Pakistan and The Training Forum Lahore. He is serving as the Joint Secretary of Alumni executive counsel as well.

Despite all of his official and social activities, he is also a good

anchorpersion and has been hosting a number of events in the city. He has been writing in different magazines of repute on general sales related topics.



**Hamid Raza, PMP**  
*Member EC*

Hamid Raza is the Sr. Services Manager at Corvit Networks. He has been associated with Corvit Networks since August 2002. As Sr. Services Manager, he manages the sales and operations of SLAs (Service Level Agreements) at the company.

Mr. Raza has over ten years of professional IT experience in project management, training, and consulting.

Mr. Raza holds a Masters degrees in Computer Science and Business Administration along with a number of career certifications in the fields of IT and Project Management. These include ITIL® V3, PMP, CCNA, CCNP, MCSE, MCBDA, AWLANFE, Ethical Hacking and Penetration Testing, TQM, and Certified Quality Assurance Auditor (ISO 9001-2000), ISO 20000:2005.



**Kh. Hammad Haider**  
*Member EC*

Mr. Hammad is currently working as Manager Products in Sofizar ConstellationCK a Carlsbad, CA based B2C Internet Marketing Company. He has more than ten years of experience in the areas of Digital Marketing, information systems, network design, implementation and project management.

Mr. Hammad has also served many public and private entities including WAPDA, PTCL, Punjab Govt. and COMSATS. He holds a Masters in Computer Sciences degree from Hamdard University and MBA Marketing with distinction from IBA, Punjab University along with many international certifications.



**Kh. Muhammad Ilmas**  
*Member EC*

Kh. Ilmas has a varied experience of over 25 years with ABL at different levels. Presently, he is holding a senior position (Executive Vice President) as Head User Team (Core Banking



## IBA-PU ALUMNI ASSOCIATION - EXECUTIVE COMMITTEE

Software Project). He is also heading the User Team of the core banking software implementation project. He did his MBA from IBA, University of the Punjab, Lahore in 1983.



**Mian Shahid Akhter**  
Member EC

Shahid Akhter has over 25 years of experience in electronic media, marketing and advertising industry. He is currently working with Pakistan Television Corporation as General Manager Sales. He has introduced many innovative and industrious ideas in the field and has been awarded the title of "The Marketing Man of PTV".

He is also the Vice President of PTV Executives Association. Shahid Mian was the General Secretary of the Students Association and editor of Management Horizons, the student magazine of IBA Punjab University, in the year 1980-81.



**Muhammad Nauman Aslam**  
Member EC

Mr. Nauman belongs to a businessman family of Lahore and has been serving his organization in financial matters.

He is a science postgraduate and then a Masters degree holder in Business Administration in 2007 from IBA, University of the Punjab, Lahore with major in Finance. He also holds a degree of Law (LLB) and has taken advocacy as his professional career.

Nauman is the General Secretary of the Bab-e-Muhammad Trust and also gives his freelance services to Lahore Trader Council as legal advisor.



**Sheikh Muhammad Umer**  
Member EC

Sheikh Omer did Masters in Business Administration from IBA Punjab in 1997. He has been working as Executive Director at Toyota Ravi Motors, an authorized dealership of Toyota and Daihatsu products. He is also Director of Ravi Exchange Company (Pvt.) Ltd, a Category A exchange company licensed by State Bank of Pakistan.

During his professional career, he attended various professional trainings from Indus Motor Company Limited and Institute of Bankers of Pakistan.



**Muhammad Anas Ganaie**  
Honorary Member EC

Mr. Ganaie graduated with majors in Marketing from IBA-Punjab University (2002-2004). He is currently associated as Assistant Manager Sales with Pegasus ([www.pegasus.com.pk](http://www.pegasus.com.pk)), a large B2B International Event Management company. His areas of expertise are Corporate Sales & Relationship Management.



**Muhammad Akbar**  
Honorary Member EC

Muhammad Akbar is a young banker serving The Bank of Punjab as Unit Head Consumer Banking Division since 2003. In a short span of time, he successfully surmounted the career challenges and proved himself a competent banker in the area of Product Development, Consumer & SME Financing and Risk Management. He was also awarded the best organizer award by the President of the bank.

He graduated from the Institute of Business Administration (IBA), University of the Punjab in 2003 with specialization in Finance (with 80% OPM) after graduation (B.Com) from Punjab College of Commerce, Canal Campus-Lahore where he got top position. Higher Education Commission (HEC) of Pakistan has awarded him Scholarship for PHD based on his edified & enlightened educational & professional carrier.

## IBA - EXCELLENCE THY NAME

### **Abid Hameed Chughtai**

*MBA: 2009 - 11*

It was a cool winter morning in 2008 when I walked into Director IBA's office, to be greeted by a pleasant, tall, and graceful man wearing a broad smile on his lips. This was my first encounter with the often heard but never seen before Professor Dr. Ehsan Malik. On the very outset, he impressed me with his warmth and plain talking. I introduced myself and explained the purpose of my visit, which was, to seek his advice regarding the merits of pursuing an MBA program vis-à-vis another discipline. Professor Malik ordered some tea and believe me before I took the last sip, he had already convinced me about the value of taking up MBA studies. His lucid arguments made the decision-making easy for me. I was so touched that, besides withdrawing from the other program where I had already been admitted, I decided to wait for a year to join the next MBA session.

Come the following year, I applied for admission in the MBA program but was utterly dismayed to know that Professor Malik had left the IBA and Professor Akram Azhar was now the Director. I cleared the requisite admission formalities and joined the IBA but remained immensely saddened for having missed the opportunity of interacting with a man whom I adored for his forthright attitude and straight talking.

As the program commenced, our first period was of Business Communication, to be taught by Professor Kauser Jaffrey. The class had a huge strength of nearly seventy five students belonging to diverse professional backgrounds. There was a large group of PGD students who had been together for a considerably long time and looked well adjusted as compared to us, the proverbial freshmen. The class gradually became chirpy, slowly degenerating into the age-old noisy fish market. At this moment, I walked Professor Kauser Jaffery, an elegant, glowing personality whose mere presence was enough to hush the class. Acting like a seasoned military commander, she pronounced the rules of the game and also her expectations in terms of academic performance and behavior from each one of us. She appeared, and later proved to be, not only a disciplinarian but also a hard task master. She set the tempo for us to follow during the rest of the program.

The next class was 'mathematics' taught by a young and exuberant teacher, Mr. Dawood. Mr. Dawood was hard working, but the subject he taught has never been a favorite with most students. This love-hate relationship was, therefore, bound to produce fireworks, which it did occasionally. At the peak of this simmering conflagration, the matter was referred to the Director IBA who used his wisdom and far sight to diffuse it for the course to conclude peacefully.

The high point of the course came on the day when waiting for our 'Management' teacher, a familiar personality, none other than my favorite Dr Ehsan Malik walked in. My joy knew no bounds when he informed us that he had once again assumed the charge of Director IBA. He recognized me in the class and exchanged pleasantries. This was the beginning of our formal student-teacher relationship. I consider it a unique privilege to be the pupil of a person who is honest to the core, thoroughly professional, exceedingly competent and above all untiring. Whether it be 8 in the morning or 9 in the evening, one would always find him as pleasant as ever. His ubiquitous nature overpowers the vagaries of his exacting daily routine.

## **IBA - EXCELLENCE THY NAME**

Another legendary figure, Professor Naseer Ajmal, taught us 'Financial Accounting' in the first semester. He would always announce his presence in the class by his famous words 'alright please, pay attention'.

The first term was a landmark experience where we absorbed and assimilated the IBA norms along with its culture and pulled up our socks to face the future challenges. In the subsequent semesters, we were able to adapt ourselves to come up to the expectations of the IBA. We were privileged with the opportunity of benefiting from one of the finest faculty in the country. Some names in this respect merit special mention.

Madam Sajida Nisar, hard on the core but soft from inside, could scream, intimidate or put you on the mat but deep inside had such a caring heart. It may appear an exaggeration, but I earnestly believe that the subject of 'Finance' is difficult to learn without the attendant fury and ferocity of Professor Shahid. His ruthlessly fair treatment of students is sometimes taken with a pinch of salt but then he is cast in that mould by nature. I rate him very high on account of his professional competence and personal attributes. Who can ignore the charisma of Professor Rawn and the quiet charm of Mr. Zeeshan Ahmer. Dr. Zafar Hayat could measure the temperature of the class without a thermometer and dish out appropriate treatment. Mr. Ahmed Sharjeel and Professor Zia-ur-Rehman were special. They were both experts par excellence in their fields and knew the art and science of effective transfer of knowledge to the target audience. Professor Basharat Naeem deserves a special mention. Besides being a competent HR professional, he has all the ingredients of a change agent.

It would not be fair if I fail to mention the great services being rendered by the support staff of the IBA. People like Mr. Zaheer and Mr. Sodagar have devoted major portions of their lives to nurture the IBA with their blood and sweat. The front desk boys Inayat, Babar, Khan, the computer lab staff, the librarians, the gardeners and the sanitation staff, all play a significant role in the smooth running of the IBA.

IBA's description will be incomplete without a comment on its infrastructure facilities. In my view, IBA can conveniently boast of having the best infrastructure in Punjab University, perhaps rivaling some of the best anywhere in the world. The imposing façade of the main block surrounded by artistically manicured lush lawns present a breathtaking view. The premises are purpose-built, consisting of distinct Administration and Academic blocks. Exquisitely furnished lecture theatres, equipped with state of the art teaching appliances, are available for course-work learning, seminars and workshops, etc. Excellent computer laboratories and a well-stocked library add immense value to the academic climate. The only weak links are the canteen and the absence of a retiring room for male students.

By way of some constructive criticism, it is worth mentioning that more emphasis needs to be laid on research, enhanced interaction with the business and industry, creation of more opportunities for practical/hands-on experience for the students, real life thesis/projects and last but not the least, proactive career-counseling, mentoring and coaching besides facilitation regarding job-placement and career-development opportunities. Institution of a mechanism of teachers' evaluation and an early commencement of advanced studies, i.e., MPhil and PhD need to be prioritized.

In a nutshell, I would like to conclude that learning at the IBA was a hugely enriching experience. I found it to be a great business-education institution, comparable to the finest of its creed anywhere. It has the potential to attain further glory, and I am sure that the incumbent leadership and the faculty have set their sights on making it one of the finest in the world. It is my cherished dream to one day return to my Alma Mater and pay it back by passing its legacy to the future generation.



## INFINITY - A DAY AT IBA

### **Awais Aftab Butt**

*MBA 2008-10*

Working in the corporate world, sitting in the office, reclining on a chair, I receive a call from one of my IBIAN friends. After a formal exchange of greetings, we dive into a bottomless sea of memories we garnered at IBA. The memories touching our minds shook our souls by laughters and simultaneously a nostalgic feeling. Today I would like to put those memories in black and white.

Rushing for the University Point (term used for University Bus) that arrives earlier than the sun, used to be the start of the journey to our Alma Mater. Creeping our way through a jostling crowd of students, we travelled to IBA in the Point. Strolling towards IBA, whenever we caught sight of any fellow, the continuous smile on our faces is still a mystery. Hugging each other in desolate IBA and sometimes even eyeing sweepers doing their jobs, we were proud of our time consciousness and punctuality.

After a chit chat of around an hour, we marched towards our lecture halls. The first lecture used to be the luckiest one in terms of gathering our attention but it squeezed all our listening and focusing abilities in just an hour. Subsequent lectures used to entail our daily pranks, in-class targeting each other and a minimal proportion (what we call in urdu "Hasb-e-Zaiqa") of listening to the lecturer. 11:30 used to be the peak time in terms of party and insane fun. Gathering in the café and celebrating occasional birthday parties had become the order of the day. At noon we used to saunter towards hostels to replenish our energies by having lunch or milk-shake.

Passing time in IBA library and computer Labs was not less than a fun as well. Looking for the optimum seat was the one thing we rushed for and you, being an IBAIN, very well know the meaning of optimum. Computer Labs also gave birth to a host of creative and innovative ideas regarding our projects and group presentations. Bidding farewell to one another with a lively hope of meeting again the next day and moving towards the University Point again used to conclude our day at IBA.

One thing we used to detest the most being Day scholars was any sort of vacation and at this point we always gathered hostilities from the hostellites. Farewell parties given to teachers at the last day of each semester used to ignite many fun-flames and constituted group and individual singing in the class. Spending a day at IBA has always been fun and pleasure for all of us and even today, we find opportunities for a get-together at IBA. IBA is a place that gives you a great learning environment coupled with complete freedom to enjoy what you expect, being a university student.

In the end, I would like to salute and thank IBA and definitely its management for creating such a wonderful place for our professional and spiritual learning. We made life-time friends at IBA and we will keep owing a great deal to our Alma Mater forever.

Love Youuuuuuuuuu IBA A place of infinite fun.

## CUSTOMERS; IN BUSINESS AND IN LIFE

**Mohammed Shakeel Salyani**

2002-2004

Life is a give and take relationship...

With the first cry, you make an entry into the world - a demand has been placed, a desire fulfilled as the demand me - and there begins the customer-provider relationship..

It takes some time before we achieve financial stability or financial success to actually go and purchase according to need or want. However our parents are already in the process of making us a customer to fulfill our desires from the clothing aspect, feeding, hygiene, and so on.

What does the provider get as profit for the effort? Just that one smile, that one step, that one hug, the charm, that is their satisfaction.

As we all know, the demand and supply aspect is what creates the equilibrium pricing and thus the whole world of economics comes to reality which then places the needs and wants into place as per demands.

All of us, knowing the process of buying and selling in exchange for money, have been customers in our lives, whatever the age, from buying a sweet to a vehicle to a house, and so on. We all have undergone and experienced the process of being a customer. We have had good experiences and bad ones as well, from being cheated with the wrapper or being satisfied with the contents, although the wrapper was unattractive. Such experiences have made us consider revisiting the vendor or opting for a better one.

On the other hand, with us being the vendor, our utmost goal is customer satisfaction, approval and return. The sure way to achieve this is by ensuring quality control and supply on demand.

With this said, let us apply this to relationships in our real lives. Here, we assume that the family is a business market with vendors and customers.

Beginning with being vendors, do we deliver what our customers, the parent or the child are demanding? Or do we lie and brush off the request? Or do we end up delivering a substandard thing? As an example, when a child has requested for a sweet, we either deliver immediately or divert the child's focus.

Each action sends a message to the child on how he or she should respond when requested from the parent to deliver, whether it is to wake up for prayers in the morning or to go to bed early. For the parent, it becomes a nightmare to ensure the child accomplishes the simplest of tasks.

Remember that the child will deliver in the same way as the parent delivered. He or she is still a part of the customer-vendor relationship. Indeed, the child, on a later stage, will find alternate ways to request for the

## CUSTOMERS; IN BUSINESS AND IN LIFE

same sweet and simultaneously, the parent will start looking for other tricks to make the child go to bed. With time, all tricks are exhausted and frustrations set in.

The million dollar question erupts - WHO is to blame for that child's behavior? Not forgetting, the child is also asking the same question: WHO is to blame for my parent's behavior?

As we continue to assume we have authority to do what we want, we tend to ignore the child who grasps each of our deeds. We fail to acknowledge that we, the parents, are the ideal role model for our children. Our behavior with our spouses, in social circles, in business dealings, etc. directs them on how to portray themselves. Therefore, the aspect of children delivering to their parents is up to the parents themselves.

As age sets in, the parents move to the receiving end; they become the customers and the child the vendor. As such, the child should ask himself/herself how best to satisfy his/her customer, on demand, and with the best quality, in a way that is even better than what the parents did when they were the vendors... that is business after all!! Everyone wants to be ahead, right? His profit? Immeasurable blessings, which, regardless to mention, will advance him by leaps.

Now let's look at marital relationships. The request placed by our spouses and delivered on a timely basis and to their satisfaction plays a major positive role in the bonding of relationships. Contrarily if the same is not met with, dissatisfaction sets in, correspondent delivery is impaired, a vicious circle kicks in, and eventually there is a mountain out of an anthill, and the relationship goes dwindling.

Again the question: WHO is to blame? No one would later admit to be a component of the failing "business" relationship, yet it is none other than you and me to blame!! It started with customer dissatisfaction, remember?

An old proverb: that which ignites outside, cools in the home. That which ignites in the home has nowhere to cool....

In conclusion, life is short. Family and beloved ones are God-given gifts and their satisfaction and reciprocation is what real happiness is all about. It all begins with providing the best and ends with receiving even better. The goal in life is not monetary achievement; that is just a component of life. Remember.... Life is a give and take.....

*I was a student of IBA PU in 2002-2004 in the 29th batch of IBA. However I was a foreign student and have been keeping track of IBA all along.*

*Nairobi, Kenya*

.....  
*We are what we repeatedly do. Excellence, therefore, is not an act but a habit. - Aristotle*  
.....



## A TRUTH ABOUT SPECIAL PEOPLE



**Haseeb Khalid**

MBA, Marketing & HRM  
Session 2008-2011

Is it really true that all men are created equal? And if so, does society ultimately treat everyone as equal?

According to my analysis (since childhood), society does not treat everyone as equal.

*"I am only one. But still, I am one. I cannot do everything, but still I can do something, and because I cannot do everything, I will not refuse to do something that I can do".*

I have met all types of special people, who want their rights, who face major problems in every society and in every community, who want to display their creativity in front of others, who await love from others, who want others to accept them as normal beings.

I have heard their voices, their wishes, their expectations. But still, they need everyone in the society to hear them, to care for them and to love them.

I want to be their voice to tell you the problems which these special people are facing. Some problems I have identified are:

- They want to get proper EDUCATION.
- They want to get their RIGHTS.
- They want others to TREAT THEM PROPERLY.
- They want everyone to stop calling them SPECIAL.
- They want others to treat them as NORMAL HUMAN BEINGS OF THE SOCIETY.
- They want to MARRY.
- They want FREEDOM OF SPEECH.
- They want JOBS to begin their INDEPENDENT LIVES.
- They want SOCIAL SECURITY.
- They want to participate in INTERNATIONAL COMPETITIONS.
- They want PLATFORMS to show their talents to this world.
- They want everyone in the society to MAKE THEM THEIR FRIENDS.

Their weeps, their words, their expressions, their gestures, all have made me realize just one thing - that in Pakistan, in all major communities, special people are not treated as normal human beings.

The problems need to be resolved, but the question is, who will solve the problems and issues of the special people in every community? Who will guide them?

The answer is, it can be possible by joining hands.

## A TRUTH ABOUT SPECIAL PEOPLE

### How our society can solve the problems of special people:

- Awareness campaigns for students, parents, and teachers should be raised in every community.
- Awareness should be raised through telecasting movies and dramas on the issues of special people.
- Special students should not be called 'special'.
- Competitions should be held in every community for younger students to make them aware about their rights.
- They must get rights to study in normal schools with special needs.
- Government should set up new curriculum for them.
- They must get work opportunity, which is lacking in Pakistan. They must be given jobs in government institutions also.
- They should be motivated.
- They should be made to participate in international contests.

IBIANS must also devote their time to listen to and care for special people. IBIANS must educate everyone in their families about their rights. IBIANS must try to sort out the problems they are facing. IBIANS must love and respect them like I do, in every aspect of life and must learn something from their lives.

I believe that every individual can make a difference!

.....  
*"I've missed more than 9000 shots in my career. I've lost almost 300 games. 26 times, I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed." - Michael Jordan*  
.....

*Vision without action is daydream. Action without vision is nightmare. - Japanese Proverb*  
.....

*Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover. - Mark Twain*  
.....

*A happy person is not a person in a certain set of circumstances, but rather a person with a certain set of attitudes. - Hugh Downs*  
.....

*Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great. - Mark Twain*  
.....

## STUDY TOUR \_\_ A PART OF MBA PROGRAM



**Fauzi Saleem**

*First Chief Editor (Session 1978-80)*

The journey of a thousand kilometers had started as the train slowly rolled away from the platform. The MBA class of 1978-80 was on board in this Karachi bound train. Each one of the un-hatched executives believed himself to be a hero in his own class.

The train stopped at the Hyderabad station. The fruit chaat vendor had already extended dozens of passengers the privilege of enjoying his specialty. He had intelligently saved water by avoiding the luxury of washing the plates one by one. He dumped the dirty plates in a pail of water, which served as an automatic dishwasher. These business operations were a case study.

Our classmates Zoraiz Lashari and Shahraz Aziz were quarrelling with each other over some silly issue, floating like butterflies on the platform. Following the US footprints of striking against Japan to conclude the second world war, Zoraiz lifted the dish-wash bucket and threw the water on Shahraz. He was equally agile and turned to a side like a panther. Someone standing unaware of the happening came in the front-line of the splash (a true Pakistani). The whole bucket with pieces of leftover fruit, onion, curd, and sauces gushed from head to toe. The taste of chaat enjoyed by dozens of customers was running over the innocent onlooker. Soon, he was cleaning the pieces of onion from his hair. Everyone on the platform was wickedly looking at him and laughing like mad. He could not hear their remarks as he was engulfed in shame and the water had also entered his left ear. He could see nothing due to the thick slush of leftover chaat on his glasses. But, he could feel the sudden movement of the train, and hopped on the train with disgust, shame and anger. I can still recollect his feelings and expressions. Because, it was me.

I shot to lodge my complain to Dr. Khawaja Amjad Saeed, accompanying us on the tour. I knew he would take my side and thrash Zoraiz for his gross indiscipline. Nevertheless, the news had reached him and he was already laughing at the scene. I came back to my seat without a comment. I kept on sitting until the dress dried up. A shower was possible only after reaching Karachi. The thrill of the trip soon overcame the anger. After all, this was a part of the study tour. But I planned a revenge at an appropriate time (that is still due).

Perhaps, the act committed on the previous station was repaid in this form. In fact, it used to be a legend that the students were notorious for stealing free treats at the stations and departing without paying. The tradition was well maintained, and notes about such adventures were exchanged after departure from the stations. Some fellows famous for not offering a single cup of tea at the canteen had treated groups. However, some fellows thought that I was a gentleman and dared me. Well, the ones who went with me to the tea stall at the Rohri station enjoyed not only tea but also cake pieces. The vendor did not notice, at least not until the departure of the train. It was an act of pride to secure the poor vendor from the labor of counting his sales revenue. Not only this, the coffee mugs on top of our makeshift table indicated that his inventory of mugs was short by two.

Study tours are meant for learning and enhancing vision. After this tour, I made a point never to steal food, dodge a bill, and stand near two quarrelling persons.



## PROFESSIONAL ROLE OF ALUMNI



**Raza Saeed**

*Vice President (MBA 1979-81)*

The University of the Punjab offered the Business Administration course in 1973, when it established the Department of Business Administration. With the passage of time, the department developed into the Institute of Business Administration (IBA), a symbol of excellence in producing qualitative business graduates in meeting the market demand. Thousands of graduates passed out from this institution but there was no formal alumni association of this IBA. It is a great contribution of the present association to maintain rhythm and continuity in managing various professional activities and annual dinners for the last four years regularly. It has provided a permanent structure through its formation and registration with the regularity authority.

The main objective of any alumni association is to provide a forum to bring together the old graduates of the university where they can share information and experience in their respective professions and update their knowledge of other professional fields. Secondly, with gratitude and reverence in their hearts, the alumni wish to contribute to the enrichment and enhancement of the quality of education being offered to the students, and also make a contribution to the society at large. They foster professional, academic and social links with the institution.

The Alumni, as a stakeholder, is playing a significant role in the different stages of institutional activities such as requirement analysis phase, curriculum design phase, implementation phase and evaluation phase.

**Requirement Analysis Phase:** Alumni can be considered the largest source of private contributors to education. They can be instrumental in gaining valuable insight into various industries, employers and society. They can identify what kind of experience and skills are needed to obtain specific positions in professional life. They can provide feedback through which the institution can update academic courses so that these are most relevant to the current requirements. Besides, they can identify career opportunities available in a particular field, based upon which academic programs can be decided and upgraded.

**Curriculum Design Phase:** The alumni can help the institution to include courses on entrepreneurship skills and leadership qualities for students by giving feedback periodically. They help identify the current requirements for development, which ensure the inclusion of essential skill elements relevant to successful employment. They also help identify the professional organizations which fall in a particular field.

**Implementation Phase:** In this phase, the alumni can involve themselves in providing orientation programs or bridge courses for new comers. The alumni may institute awards/prizes in order to encourage the brilliant students. They can provide educational CDs, software packages and other types of learning resources to further the knowledge of the students.

They can purchase equipment, machinery and other resources for the use of the institution. The alumni can

## PROFESSIONAL ROLE OF ALUMNI

pass on information online by developing 'blogs' which enable the students to post their responses. By such online means or through websites, the alumni can share their information in the following manner:

- e-alerts including job opportunities
- e-message centre
- e-Newsletters
- Online discussions
- e-seminars and video conferencing
- PowerPoint presentations

The alumni can arrange for business forums, guest speakers, workshops, lectures, conferences, exhibitions, field trips, surveys, symposia, and programs to enhance the students' employment potential, and improve their awareness on career options. They can also establish on a temporary or permanent basis, a training/coaching centre to offer free coaching to deserving students. Alumni awards for outstanding students can be given every year.

They can assist the institutions for establishing MOUs and industry-institution linkages, counseling centers and self-employment training centers and organizing campus interviews.

**Evaluation Phase:** The alumni are instrumental in getting the opinion of the parents, employers and society about the performance and functioning of the institution. Gathering feedback from the alumni helps to improve the teaching-learning process, research and development, infrastructure development and industry-institution partnership. They provide support services that help to identify areas of research and development. The alumni can develop a website which is a powerful data acquisition tool to capture demographic participation and collect behavioral database over years. The alumni can then offer an opportunity through that website to personalize what information they will share, type of news to receive, how the website looks to them, by what methods they want to be contacted, the frequency of contact, and provide opportunities to integrate 'friend-raising and fund raising'.

**Conclusion:** Thus the alumni can play a significant role in the advancement of higher education as donors and also contribute time and expertise in the development and advancement of the institution. They can work for dissemination of a value system of the educational institution and add value to its ideals of service to mankind.

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*The surest way not to fail is to determine to succeed. - Richard B. Sheridan*

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*There are only two rules for being successful. One, figure out exactly what you want to do, and two, do it. - Mario Cuomo*

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## JOKES

### "HARVARD GRADS"

Two young men who had just graduated from Harvard were excited and talkative about their future plans as they got into a taxi in downtown Boston. After hearing them for a couple of minutes, the cab driver asked, "You men Harvard graduates?"

"Yes Sir! Class of 99!" they answered proudly.

The cab driver extended his hand back to shake their hand, saying, "Class of 75."

### SITTING HIGH

An eagle was sitting on a tree resting, doing nothing. A small rabbit saw the eagle and asked him, 'Can I also sit like you and do nothing?' The eagle answered: 'Sure, why not.'

So, the rabbit sat on the ground below the eagle and rested.

All of a sudden, a fox appeared, jumped on the rabbit and ate it.

Moral of the story:

To be sitting and doing nothing, you must be sitting very, very high up.

### POINTS TO REMEMBER

Opportunity always knocks at the least opportune moment.

Other people's tools work only in other people's gardens.

Others will look to you for stability, so hide when you bite your nails.

Our present business is not to exchange compliments but arguments. – Robert Boyle, 17th century chemist

People can be divided into three groups: Those who make things happen, those who watch things happen, and those who wonder what happened.

People do not change, they only become more so.

People don't care how much you know until they know how much you care.

People specialize in their area of greatest weakness.

People tend to make rules for others and exceptions for themselves.

People who are resistant to change cannot resist change for the worse.

### OFFICE EQUIPMENT

A young executive was leaving the office at 6pm when he found the CEO standing in front of a shredder with a piece of paper in hand.

"Listen," said the CEO, "this is important, and my secretary has left. Can you make this thing work?"

"Certainly," said the young executive. He turned the machine on, inserted the paper, and pressed the start button.

"Excellent, excellent!" said the CEO as his paper disappeared inside the machine. "I just need one copy."





ANNUAL DINNER 2008

*Alumni in Pictures*



ANNUAL DINNER 2008

*Alumni in Pictures*



ANNUAL DINNER 2009

*Alumni in Pictures*





ANNUAL DINNER 2009

*Alumni in Pictures*





ANNUAL DINNER 2010

*Alumni in Pictures*



ANNUAL DINNER 2010

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ANNUAL DINNER 2010

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PICTURES GALLERY

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PICTURES GALLERY

*Alumni in Pictures*



**MBA Double Specialization Prog:** 1st Row from left: Syed Waqar Hussain, Hassan Khalid, Prof Adil Gh. Prof Iqbal Hussain, Prof Rashid Naveed, Kazim Rabbani, A. Ghaffar, Waqar Farooq, Umar Farooq  
 2nd Row from left: Saad Ullah, Tariq Hameed, Mubashir Malik, Muhammad Naveed, Abdul Wahab, Muzfar Raza, Khushal Durrani, Ghulam Qadir, Muhammad Usman  
 3rd Row from left: Tariq Muneer Khan, Waqar Ahmed, Abbas Hameed, Saad Khan, Naveed Akbar Raza, Mubashir Iqbal



**MBA (Evening) - 11th Batch - Session 2005/2007**  
 R-1: Zubda, Sumera, Sunila, Zainab; Prof Shahid Mahmood, Prof Mian Ahmed Faran, Famukh, Rasim, Ghaffar, Naqvi, Ansara, Samina, Sumera  
 R-2: Zeshan, Ata, Bilal; Riaz, Khan; Hamid Raza, Sarneullah, Babar, Bilal, Malik Butt, Sohail Bari, Aurangzeb, Tariq, Azhar, Imran  
 R-3: Salman, Shyeryar, Atjad, Umer; Faisal; Fahad, Haris, Zeshan, Arslan Sajid, Nauman Aslam, Mian Saeed, Zeshan, Gulzar  
 L-R: HBL, Rasheed, Habib, Sajid; Naveed, Naeem, Asif, Hamirad Asghar, Kh Hamirad, Aamir Ijaz, Javeed, Nauman, Waqar Ahmed;



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A public service message by

# UNIFOAM

## 5 Essential Steps

to choose & care for your UNIFOAM Mattress

### 1 Thickness

Choose a mattress according to your body weight

#### Body Weight

30 to 60 kg  
60 to 80 kg  
80 to 100 kg  
100 & Above

#### Mattress Thickness

4-Inches  
5-Inches  
6-Inches  
8-Inches

### 2 Bed Surface

Bed surface should be absolutely flat. Ply board should cover the entire width & length of the bed from headboard to footboard.

### 3 Damage Prevention

Do not ever bend/ fold your mattress.

### 4 Care

Revolve and flip the mattress once a month.

### 5 Usage

Don't get your mattress wet either by water or fluids

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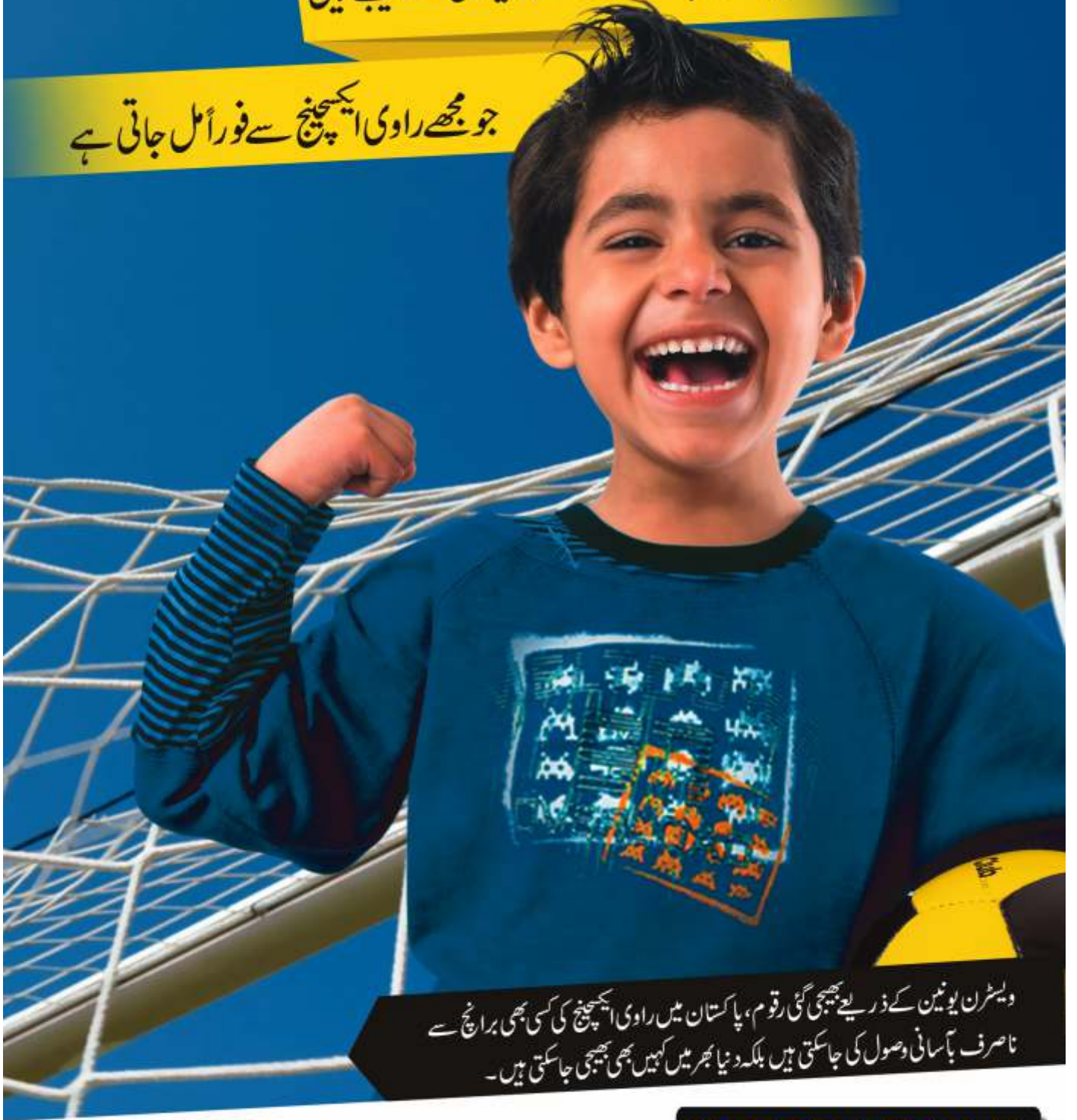




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