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Editor's Note

Ever since Novel Coronavirus has forced a lockdown situation in the world, businesses are finding it difficult to remain afloat. Some have found new ways to survive, while the others are succumbing to the pressure. At individual level too, people are struggling to keep their heads above water financially. At this critical juncture of our history, we need to find ways, not only to remain relevant in the changed environment, but also to take along the people who are less fortunate than us. This is the time to show true side of our humanity. Profit making is good, but helping others is much more beneficial for us.



Patron's Profile



In charge Director, Dr Labiba Sheikh, is the patron of IBA PU Alumni Association. In her, the Association has found a great supporter. Her affiliation for the Association is two fold as she is also an alumna of IBA from 1994-96 batch. Dr Labiba Sheikh attained her PhD degree from Institute of Administrative Sciences, University of the Punjab. She has experience extending over 18 years. She has interest in financial management and analysis and business research.

President's Profile



Current President of IBA PU Alumni Association, Mr Aasim S Mullick, is a member of Executive Committee since 2008. He did his MBA in Marketing in 2005-07 session. Mr. Mullick is currently Chief Operating Officer of Derresthetic International, a multinational concern in Pakistan. He has vast experience in sales and marketing of pharmaceuticals. He has worked with Reko Pharmed as their country head for eight years. He is member of Marketing Association of Pakistan. He is also Chairman of Standing Committee of Training and Talent Dev, LCCI.

Editorial Staff:

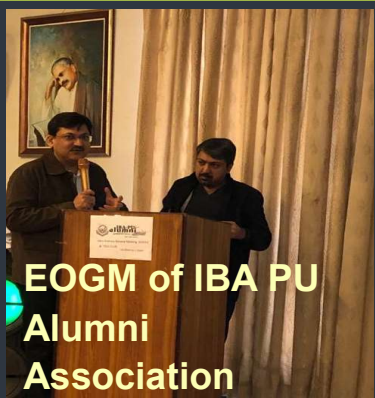
Muhammad Ali Asif Gilani

Muhammad Anas Ganaie

Mian Waqas Ahmed

"The key is to keep the DNA of the business intact so that when we come back out of this incredible, unique situation, we have all the building blocks we started with before to spring right back into business"

Kevin O'Leary - Entrepreneur



EOGM of IBA PU Alumni Association

ON a cool December morning of 2019, the alumni got together at a serene location in Lahore to vote for a change in the terms of their engagement. Holding of Extra Ordinary General Meeting was a legal requirement to culminate the efforts made to bring the existing Constitution in line with the changing milieu.

With the consent of those present, all the amendments were approved. The participants then relished a sumptuous breakfast thanks to Executive Committee of the IBA PU Alumni Association.

It is hoped that the EC would provide more opportunities for the members to enjoy each other's company.

Members of the Executive Committee

Executive Committee brings together experience and youth in order to serve the community of IBA PU alumni



Mr Aasim Mullick, President

Mr Mudassar Latif Rawn, SVP

Mr Ather Haq, VP

Ms Amara Ather, JS

Mr Muhammad Anas Ganaie, GS

Mr Mian Waqas, Treasurer

Sheikh M. Omer, Member

Mr Asif Gilani, Member

Dr Ayesha Nauman, Member

Mr Hamid Raza, Member

Mr Hamza Irfan, Member

Mr Hamayoun Bashir, Member

Mr Usman Waheed, Member

Ever since its taking oath after the elections in 2018, the Executive Committee is trying its bit to reach the alumni in a meaningful manner.

Regular holding of Annual Reunions, Printing of Magazine, Agreement with Rozee.pk, Lecture Series, participating in Job Fair at IBA, and Launch of YouTube Channel are some of the accomplishments EC takes pride in. And the newest addition in this list is the commencement of quarterly Newsletter.

Our work has been duly acknowledged by many quarters including Prof Dr Niaz Akhtar, Vice Chancellor of Punjab University, who during his meeting with the EC in January 2020 assured his full support at all times.

This Issue's Q&A Tip (from our expert)

Q: How should a young graduate conduct himself or herself during a job interview?

A: The interviewers start analyzing a candidate immediately after he or she enters the interview room, even earlier in some cases where waiting rooms are also monitored. Therefore, it is for the candidate to show proper demeanor at

all times. The most important thing to exhibit is confidence. During interview, the candidate has to show seriousness and a little eagerness for the job. Unnecessary smiles and useless remarks may earn him or her negative grading.



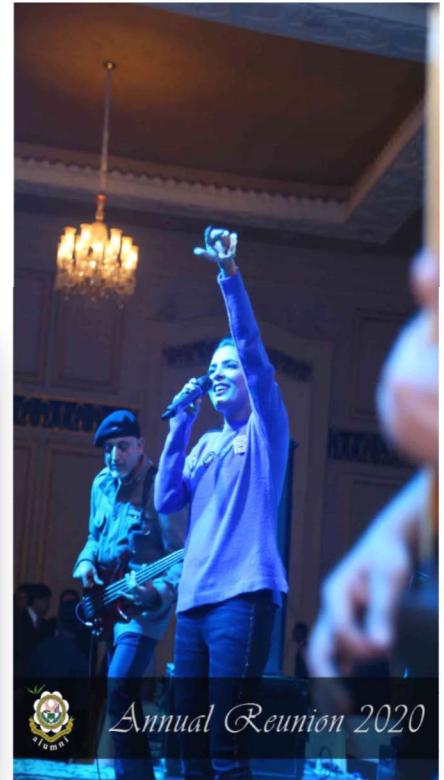
Pictorial Notes from Annual Reunion 2020



Annual Reunion 2020



Annual Reunion 2020



Annual Reunion 2020



Annual Reunion 2020



Annual Reunion 2020



Annual Reunion 2020

		<p>Brand Partners of the Association for Annual Reunion 2020. Executive Committee thank their contributions.</p>			



Annual Reunion 2020



Lecture Series (Bridging the Gap)

- i. A session with renowned inspirational speaker, **Mr Qasim Shah**, was held in IBA PU Seminar Room, which was full to the capacity. The speaker talked about how to achieve satisfaction in one's career.
- ii. Another session was held with **Mr Kamran Saeed**. This session was also a success. Alumni and students who attended gave a very positive response.



Alumni News in Brief

• IBA PU Alumni Association has its own office now

IBA PU Alumni Association proudly announces that it has acquired an office space in Model Town Extension, Lahore for its permanent use. This is not only a matter of pride for the Association but also for the whole alumni.

• Conveners for each international chapter appointed

Conveners for each Foreign Chapters, including Saudi Arabia, UAE, UK, Canada, USA and Australia/NZ, of IBA PU Alumni Association have been nominated by the Association.

• EOGM of the Association on Constitutional amendments held

In order to bring the Association in line with the changing scenarios, amendments have been incorporated in its Constitution through Extraordinary General Meeting held in December 2019. The EC thank the alumni for their continued support.

• YouTube channel launched for alumni activities

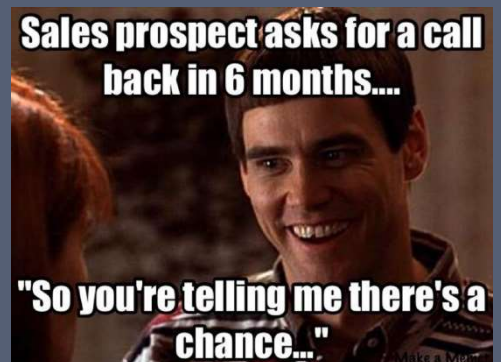
Reaching alumni physically was difficult during lockdown, therefore, a YouTube Channel has been launched which provides a platform to members to interact with each other by sharing their expertise and experiences.

Sales and Marketing

Overworked Office Manager

Salesperson: "This computer will cut your workload by 50%."

Office manager: "That's great! I'll take two of them."



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Twitter: twitter.com/pu_iba?s=17

Facebook: [Facebook.com/IBA-PU-ALUMNI](https://www.facebook.com/IBA-PU-ALUMNI)