

Haier

Inspired Living



SM@RT TV

Powered By Android™
With Official GMS Certification



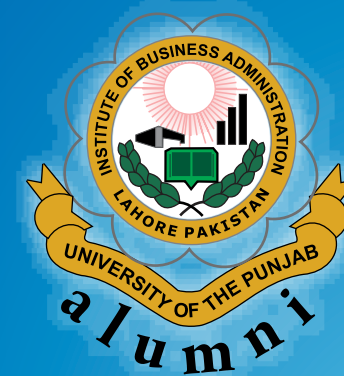
Android, Google, Google Play and other marks are trademarks of Android, Google Inc.

U5000A Series
SM@RT TV

www.haier.com

www.ibapualumni.org

IBA-PU-Alumni Association



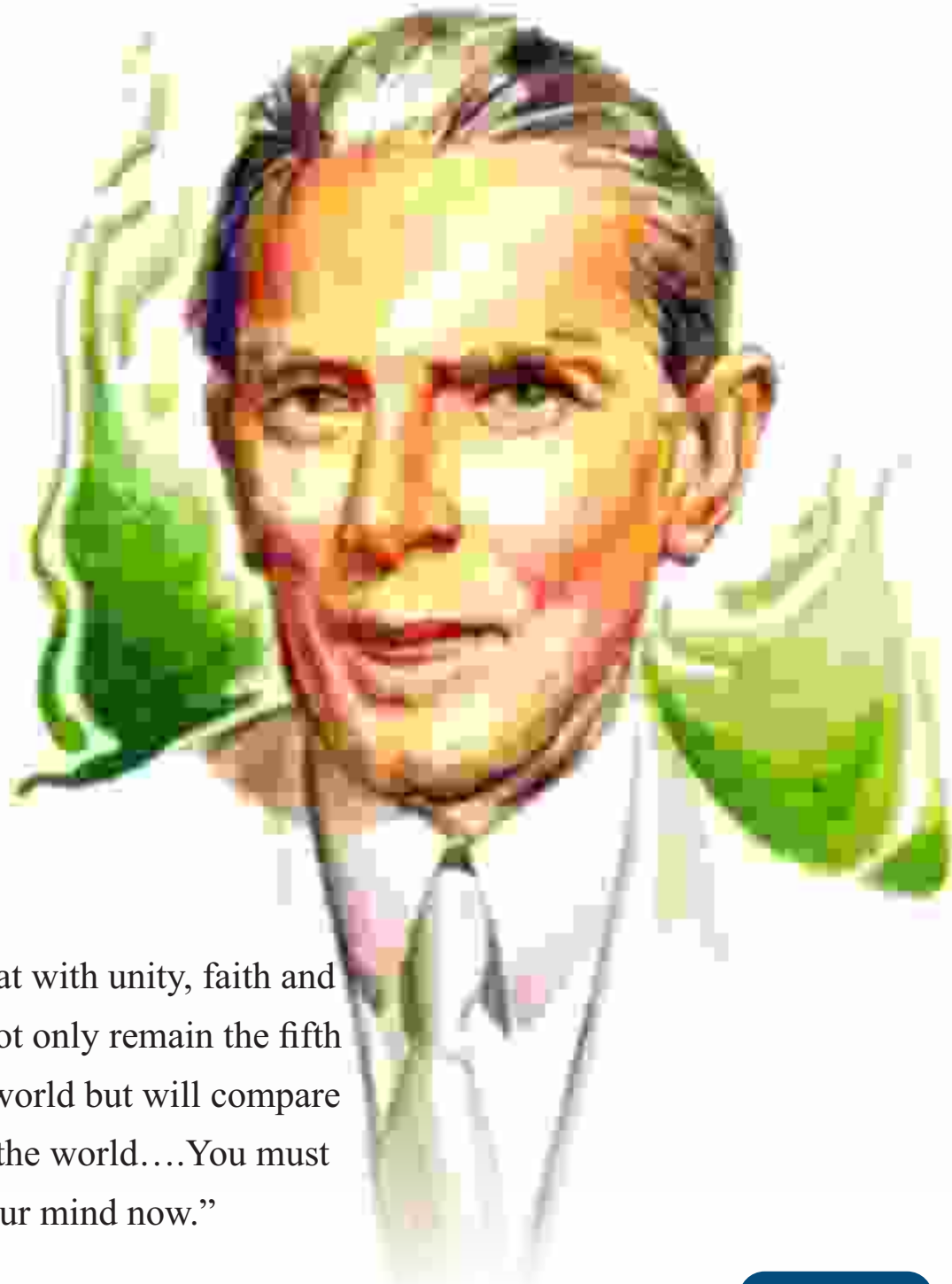
"Getting Connected"
ANNUAL MAGAZINE
2015



Institute of Business Administration
University of the Punjab
Quaid-e-Azam Campus, Lahore

ibapu-alumni@yahoogroups.com

Volume 09/12-15



“I have no doubt that with unity, faith and discipline we will not only remain the fifth largest State in the world but will compare with any nation of the world....You must make up your mind now.”

Sponsors



UNIFOAM



ASHRAFIA FOOD

QUANTUM LEAP FOR EXCELLENCE
SUAS



KETCHUP

COFFEE

INK

“A clean wall is just a wipe away.”

Big Stains are no longer a Big Problem
REMOVES STUBBORN STAINS FROM WALLS WITHOUT FADING THE COLOR



Repels stubborn stains of ketchup, ink and coffee



EDITOR'S NOTE



This has been a traditional and big responsibility to produce a quality magazine on annual basis with a sheer obligation of making it without any element of error. This is what it has traditionally been made and entrusted upon previously. The tradition is kept alive with the utmost care and hard work. It has never been easy to produce quality without any significant amount of hard work and innovation, but the quality and innovation has been blended in this very edition of Annual magazine of The Alumni association of the IBA, Punjab University.

It has been a team work and that very concept has kept the spirit alive throughout the making of such a marvel piece of art

where all the writers and creators are from the IBA ALUMNI who took every best possible effort to present each bit of the knowledge and wisdom. Getting into the difficult domain of quality literature, the writers have kept a very delicate balance of quality with humor and enlightenment. It is hoped that the tradition will remain alive and yet another blend of Alumni master piece is in your hands. The feedback will be an awaited hope from your busy schedule of Life.

Thanks

Aasim S Mullick
Editor-in-chief

ALUMNI MAGAZINE TEAM

Contents

Editor In chief
Aasim S. Mullick

Editor

Muhammad Saad Khan

Data Management Head

Mian Waqas Ahmad

Head of Publication

Athar Ehsan

Head corporate Communication

Anas Ghanai

Creative Designer

Zahid Rao

6 *Message From The Director IBA*

11 *Vision Statment*

16 *Art of a Sale*
By Aasim S Mullick

18 *My Biggest Adventure (M.B.A)*
By Dr.Wajeaha Shafqat

21 *Infoartech*
By Muhammad Jawad Iqbal

23 *Meri Mitti*
By Malik Umer Farooq

25 *Before You Know The Reality*
By Salman Sarwar Sheikh

28 *Medical Ghazal*
By Syed Wajahat Hussain

7 *Message From The President Alumni*

14 *Ideology, Forefathers
& Constitution Of Pakistan*
By M. Saad Khan

17 *The Leadership Role In An Organization*
By Mian Waqas Ahmed

20 *Beyond The Limits*
By Shah Faisal Naeem

22 *Bila Unwaan*
By Madiha Zainab

24 *Let's Get Connected*
By Hamid Raza Elahi

26 *Take A Break. By Shoaib Ali*
Wealth Of Mind.
By Muhammad Farooq Mahmood

Produced By



Biogrand Event Management Company

EC Members Since Inception



Mrs. Sajida Nisar
Patron-In-Chief



Sheikh M. Umar
President



Mudassir Latif Rawan
Sr. VP



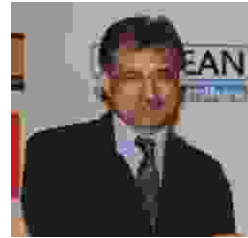
Aasim S. Mullick
VP



Prof. Dr. M. Ehsan Malik
EX Patron-In-Chief



Mian Nasir Mahmood
1st President



Sajjad H. Kirmani
Former President



Raza Saeed
Former President



Zeeshan Ahmar
EX Sr. VP



Shahid A Mian
EX Member EC



Khawaja Muhammad Almas
EX Member EC



Asad Ali Minhas
EX Member EC



Hamid Raza Elahi
EX Member EC



Anas Ganaie
Member EC



Khawaja Hammad Haider
EX Member EC



M Nauman Aslam Butt
EX Member EC



Fauzi Saleem
EX Member EC



Sheikh Azam Nazir
EX Member EC



Muhammad Akbar
EX Member EC



Malik M. Mubasher Khan
EX Member EC



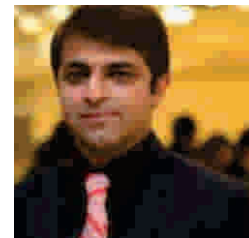
M. Asif Ali Gillani
Member EC



Abid Saeed
Member EC



Shoaib Ali
Member EC



Athar Ehsan-ul-Haq
Member EC



M. Saad Khan
Member EC



Kh. Waqas Ahmad
Member EC



Syed Wajahat Hussain
Member EC



Mian Waqas Ahmed
Member EC



Inspired by Nature

Brighto PAINTS

The Real Colors of Luxury

Introducing the premium acrylic paints
Sterling Silver and Gold.



Message From The Director



Mrs. Sajida Nisar
In-charge Director IBA

Institute of Business Administration was founded in 1972, and was the second business school to be established in Pakistan. Since then, the Institute has played a vital role in producing dynamic individuals who have developed into successful, competent and reputed professionals. Some of them have risen to the very top, acting in leading positions at multi-national companies, bureaucracy and government organizations. It is a matter of pride for IBA to have names like Mr. Shaukat Tareen, Mr. Ramiz Raza, Mr. Zoraiz Lashari in the list of alumni of the Institute.

The alumni of a business school can play a unique and pivotal role in strengthening the outlook of the institution. Firstly, they can act as the role models for incumbent students towards whom the student body looks up for inspiration and guidance for future career choices. Then, they can act as a bridge between the industry and institution, improving access to hiring and recruitment. Thirdly, they can return to the institution in a teaching role to help the students learn about practical aspects of theoretical management topics. Finally, they can act as effective mentors for graduates entering their own organizations, guiding them to become successful members of that organization.

Since alumni are such a valuable asset of a business school, a collective and conscious effort is required to manage this resource. For this purpose, IBA established its alumni association in 2007. Various

IBA alumni had always been contributing to the Institute in their individual capacities, but as the number of passing out graduates kept increasing, an organized body was required to exploit the true potential of this immense resource. Since its establishment, the association has actively participated in bringing together the alumni community with each other and also with the institution. An annual dinner has been uninterruptedly organized by the alumni association to provide a platform for contact and opportunity for networking with other alumni and the Institute. The alumni association is being run by capable individuals who possess the willingness to work with the Institute, to contribute their time for the welfare of the Institute, and the enthusiasm to motivate and engage the alumni community in constructive activities for the Institute.

I, as patron-in-chief of the IBA alumni association carry greater aspirations regarding the role of the association for the betterment of the Institute and our student body. We hope to keep working together to build our linkage with the industry through them. We also hope to improve our outreach to a larger alumni community, so that more members can return back to their alma mater in a meaningful way.

Message From The President



Sheikh Muhammad Umer
President

2
0
1
5

First of all I would like to thank Allah (SWT) for giving me an opportunity to serve as President of Alumni Association of the Institute of Business Administration, University of the Punjab. I am thankful to the honorable Director and most importantly the faculty members of IBA for their support and cooperation in the uplifting and development of IBA-PU Alumni association. I earnestly thanks to members of the Executive Committee for their dedication and support in fulfillment of my responsibilities.

The basic and the prime objective of this association is to provide a platform-a forum for reunion and social interaction for the alumnus. Members at IBA PU Alumni Association hold different activities to share their work experiences with other members and students of IBA. This forum acts as a role model for students of IBA in helping them face different challenges of practical life.

IBA PU is our alma-mater and we are proud of the contributions and research work done by our Institute towards development of business studies. IBA PU is among the top business schools of Pakistan and is at par with international standards.

We are planning to chalk out a comprehensive plan of activities in consultation with IBA to further strengthen and uplift IBA Alumni Association.

I pray Allah Almighty for the success of IBA Alumni and to enable me to carry out my entrusted job with full passion, zeal and enthusiasm.

**IBA-PU Alumni Association Executive Committee
2014-16**



Sheikh M. Umar
Session: 1995-97

Executive Director
Toyota Ravi Motors Ltd. 0321-4994786

President

Sheikh Omer did Masters in Business Administration from IBA. 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.

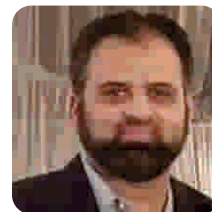


Mudassir Latif Rawn
Session: 1987-89

Assistant Professor
IBA-PU-Lahore. 0300-4261661

Sr. Vice President

He has two Master Degrees (Commerce and Administrative Sciences) with specialization in Finance from University of the Punjab. He secured Third position in M.Com. He is also a law graduate. He is holder of three professional post graduate diplomas i.e. Diploma in Cost and Management Accounting Diplomas in Labour Law with distinction and Diploma in Taxation Laws. Currently he is pursuing his Ph.D in Business Administration. He has vast teaching experience at post-graduate and undergraduate level. His areas of special interest include Taxation Laws, Mercantile Laws, Corporate Laws, Labour laws Corporate Finance and Corporate Governance.



Anas Ganaie
Session: 2002-04

Assistant Manager Sales
Pegasus. 0300-8446071

General Secretary

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), a large B2B International Event Management company. His areas of expertise are Corporate Sales & Relationship Management.



Shoaib Ali
Session: 2008-10

Product Manager
Sofizar Private Limited. 0333-4430668

Joint Secretary

Mr. Shoaib Ali is a progressive and result driven product manager with 10-years of professional experience in internet marketing, internet strategy building, marketing, internet promotions and process solutions. He is a great team player and have played crucial roles in brand development and click monetization projects.



Aasim S. Mullick
Session: 2005-07

Marketing Manager
Pharma Health Pakistan (Pvt) Ltd.
0345-4494444

Vice President

Mr Aasim S Mullick is currently working as the Marketing Manager of Pharma Health Pakistan Pvt Ltd. He is managing the Sales /Marketing as well as Human resource departments through his vast experience in the field of sales and marketing of Pharmaceuticals. He has already been working with Reko Pharmcal Pvt Ltd as the country head for Eight years and prior to that he served with Bosch Pharmaceutical pvt ltd Karachi & Eli Lilly Pakistan Pvt Ltd. Mr Aasim S Mullick has done his Masters in Business Administration from Institute of Business Management, Punjab University Lahore with Majors in Marketing. He has also done his double specialization in Human Resource management . He has been teaching in different universities of the city. He is the member of The Marketing Association of Pakistan and The training Forum Lahore.He is The Chairman of standing Committee of Training and Talent Development, Lahore Chamber of Commerce and Industry. He has arranged number of conferences on Youth development and career counseling etc.

**IBA-PU Alumni Association Executive Committee
2014-16**



M. Ali Asif Gilani
Session: 2001-03

Director Audit Punjab
Government of Pakistan. 0333-4333198

Executive Member

Muhammad Ali Asif belongs to Pakistan Audit and Accounts Service. He has served in different positions of Finance, Budgeting, Auditing and Accounting in various government organizations. His recent assignments include auditing expenditure audit of the Government of the Punjab as Director Civil Audit Punjab where he was instrumental in preparation of Audit reports of Punjab Government for the Years 2013-14 and 2014-15. Current position is Director Commercial Audit (Federal), Lahore. His assignment include preparation of Audit Plan for his organization, execution of audit and finalization of Audit Report of various Public Sector Enterprises. Mr Asif is very proud of his association with IBA Punjab University. He completed his MBA with CGPA of 4.00 in 2003. He believes in becoming a part of the team as its leader.

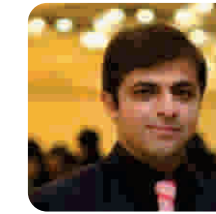


Raza Saeed
Session: 1979-81

SVP/ Company Secretary
Bank of the Punjab. 0300-4255812

Executive Member

Raza Saeed (1979-81)- MBA(Finance), a seasoned banker and a finance professional. He is member of the Professional bodies like ICMAP, ICSP, IBP and Certified Internal Auditor (CIA) from the IIA-USA. He has over 35 years experience in financial sector in the area of Credit- appraisal, marketing, recovery & monitoring, Audit and Secretarial services. Presently he is working in BOP as Company Secretary. He is the former President of IBA-PU Alumni Association and currently member of the Executive Committee of Alumni Association.



Athar Ehsan-ul-Haq
Session: 2000-02

Director
Digital Expressions. 0300-8406244

Executive Member

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



Abid Saeed
Session: 1981-83

DG. Press Information Department
Government of Pakistan. 0300-4200307

Executive Member

Mr. Abid Saeed, MBA(Finance) is a senior civil servant. He has more than 27 years rich experience in Administration, Public Relations, Media management/regulations, Project Appraisal/ Evaluation and credit banking. He qualified CSS examination in 1988 and was allocated to Information Group. Mr. Abid Saeed has served at various positions in Pakistan and abroad **including: Director General, Press Information Department, Ministry of information M/o Information Lahore.** He has over 17 years **experience in teaching** as Visiting Faculty at graduate/post graduate levels in various top ranking State/Private Sector Universities. **Mr. Abid Saeed** lead a delegation at SAARC Media Forum Conference held in Kathmandu, Nepal, November 4-5, 2014. **He** represented Pakistan at a number of international conferences, seminars, forums and meetings during diplomatic posting at Pakistan High Commission, New Delhi, India (2008-2011).

**IBA-PU Alumni Association Executive Committee
2014-16**



Syed Wajahat Hussain
Session: 2001-03

AVP / SME Manager
Faysal Bank Ltd. 0331-4989123

Executive Member

Syed Wajahat Hussain has over 10 years of experience in banking sector. Currently he is working as an AVP in SME department of Faysal Bank Ltd. He holds a major role in credit appraisal, marketing and limit monitoring. He started his career as an MTO in Prime Commercial Bank. Also worked with ABN Amro Bank and The Royal Bank of Scotland. He is an IBA graduate (2001-2003) with majors in marketing and did double specialization in HRM (2011) from IBA, PU. Also hold B.Comm degree from Hailey College of Commerce, PU. He is deputy coordinator of National Peace Committee for Interfaith Harmony, member of Nazaria-e-Pakistan Trust and also a member of National Book Foundation - Reader's Club.



Kh. Waqas Ahmad
Session:
1995-97

Biz. Development Head
Orix Leasing Pakistan Ltd. 0300-8436444

Executive Member

Mr. Waqas Khwaja is an experienced professional, having worked for over 18 years in financial sector, holding senior and middle management positions. His areas of expertise include Marketing, Corporate Finance, Product Development, etc. Prior to joining ORIX Leasing Pakistan Limited in December 2012, he has worked with a number of financial institutions including Crescent Commercial Bank Ltd (Now SAMBA BANK), Pakistan Industrial Leasing Corporation (PILCORP), etc. He has also attended various seminars and courses related to Project Appraisal & Financing, Prudential Regulations, SMEs, Islamic Modes of Financing and Effective Branch Management. He did MBA in Finance from IBA in session 1994-96. He has also completed Diploma in Business Management from LUMS during 2003-05.



M. Saad Khan
Session: 2002-04

Advocate-High Court
Qayyum Khan & Co. 0321-4547992

Joint Secretary

Muhammad Saad Khan. Advocate High Court. MBA PU. LLB PU. LLM Cardiff Wales UK. I am placed in Lahore working as partner in a Law Firm named Qayyum Khan & Co. I have established my own law practice since 2008. I am also a visiting lecturer at Punjab Law college and Management professional department of Punjab government MPDD. I am also a regular columnist contributing in zindagi magazine of Daily Pakistan. TC.



Mian Waqas Ahmed
Session:
2005-07

Manager Fin. & Admin.
ADK Enterprises (Pvt) Ltd. 0333-4285800

Joint Secretary

Mian Waqas Ahmed belongs to a business family of Lahore which has been engaged in manufacturing of plant machinery, mechanical type wet cooling tower (HVAC product) under the license of HAMON group (Paris-France) since 1981 in Pakistani industry. He is a business graduate from Institute of Business Administration (IBA), University of the Punjab Lahore with major in Finance(2007) and did double specialization in HRM(2011) under pioneer batch from IBA. He also holds a professional certification of Diploma in Cost Management Accountancy (DCMA) from Hailey college of commerce (2003) after B.com from same college. His professional experience covers the span of over 12 – years with expertise in the fields of Accountancy, Finance, Administration/Management, Corporate Affairs and Taxation. Currently he provides operational management consultancy to various organizations including but not limited to IT companies (Unity Solutions), Travel & Tour operators (Sharaf-e-raza), wholesale distributors (S&A Enterprises), etc., under the title of “*Mian Waqas Facilitations*”.



Vision IBA-PU Alumni Association

“
Lovely times of our life will not return at any cost,
but the lovely relations & their sweet memories will
stay in the hearts forever.
”

We all truly believe that all Alumni members are the custodians of values of our ALMA MATER, the IBA and ALUMNI E.C. (executive committee / Office bearers) is not an inherited position of any member or any group.

Therefore, the manifesto of our newly elected team is not based on any self interest but it is designed by keeping in mind the mutual interest of all Alums and to bring more Alumni in the association and will produce healthy activities among us & will make this association more effective (Inshallah).

IBA-PU Alumni Association Jewels From The Beginning



Institute of business administration as it then was "Department of Business Administration"
Picture Contribution Courtesy: Mr Imran Raza Shah (MBA, 1972-1974)



First Elected Student Body Executive members present along with Chief Guest, **Syed Baber Ali** and **Kh. Amjad Saeed**, Head of IBA
Picture Contribution Courtesy: Mr Mubeen Afzal (MBA, 1973-1975)



First ever general body meeting of the Alumni IBA (batch, 1973-1975)
Picture Contribution Courtesy: Mr Imran Raza (MBA, 1972-1974)



First Oath taking ceremony, while oath was taken by Chief Guest, **Syed Baber Ali**
Picture Contribution Courtesy: Mr Mubeen Afzal (MBA, 1973-1975)



Lecture / Conference Room at Department of Business Administration



IBA Greens at Department of Business Administration

IBA-PU Alumni Association Jewels From The Beginning



Memorable pictures taken with Mr. Razzaq Dawood, during Field Visit of IBA Students



Memorable pictures taken with Mr. Razzaq Dawood, during Field Visit of IBA Students



Conference, Topic "The Role of Professional Business Managers, as viewed from different Standpoint"





Ideology, Forefathers And Constitution Of Pakistan

By:
MUHAMMAD SAAD KHAN
Advocate High Court
MBA PU, LLB (PU), LLM Cardiff UK.
Lecturer at Punjab Law College
Columnist Daily Pakistan Magazine Zindagi

Our 'independence day' on 14th August brings every year new hope to bring unity within our nation. In the last decade or so, inception of independent Private electronic media in Pakistan has multiplied our chances to express our thoughts freely however, the freedom to express variant views in respect of ideology of Pakistan sometimes cause confusion among the viewers, in particular, when two opposing sets of people on media hopelessly try to interpret the ideology of Pakistan in terms of personality, culture and above all the speeches delivered by our forefathers in particular keeping Muhammad Ali Jinnah (Quaid-e-Azam) in perspective. Unity of a nation obtains support from ideology it has, and Pakistan is no exception whereas Confusion as to Ideology of a nation is fatal to the nation's Unity.

Judging 'Jinnah' from his personality and outlook i.e. dressed in Sherwani or suit and for that matter by the speeches which he delivered on the eves of different nature, time, settings and capacity, can be misleading. A segment in the nation calls him "Wali-Allah (the friend of God)" the other quote his speeches considering him as torch-bearer for the people believing in secular tradition or secular value. Such Discussion leads to no conclusion! Without doubt, the Speeches of a leader like Jinnah are the best guidelines but not the sole way of interpreting a national consensus supported by the majority of nation.

To Advance this argument, one finds, on the other hand, the ideological thinker of Pakistan, Dr. Allama Muhammad Iqbal, Another supreme leader in the independence struggle of Pakistan. Ayesha Jalal in her book 'Self and Sovereignty' remarked that, Iqbal dubbed India, "the Greatest Muslim Country in the world". According to her, Iqbal thought the centralization of Muslim majority area in the northwest, whose military and police services were indispensable to British rule.. Miss Jalal also quoted 'Edward Thompson' a reputed author who according to her in his letter to London Times came close to charging Iqbal with 'Pan Islamic Plotting'. Iqbal's own son 'Javed Iqbal' in his book "ZINDA ROOD" described Iqbal's wish for an independent state in the following words; "In 19th Century, Iqbal Actively

made efforts to establish 'Islamic states' in north western and eastern region of India". Besides the aforementioned quotes the speeches of Iqbal are testimony of his unconditional support for Muslim state.

One cannot own or disown thoughts of Iqbal and Jinnah in one breath but one needs to understand that countries in Constitutional Democracies are governed in accordance with their constitutions and not by speeches delivered by their forefathers. It is also pertinent to mention that judging by thought may also hold some of the political parties and persons, who chose Pakistan as habitat post partition, as convicted for treason for being in opposition of the idea of Pakistan before partition of United India. Hence thoughts, ideas and speeches by persons or parties, no matter how big, small, popular, notorious, religious or secular they were before or after partition of United India are not true indicators of their ideology which keeps changing. The ideas and views conform to belief; personality conforms to culture, whereas speeches have conformity to time, place and audience. Therefore they have inherent nature to vary with the change in the above factors to which they conform or depend upon.

The above argument bring forth an important question that if ideology of a nation is not reflected through ideas, personality or speeches of its forefathers then what is an exact, concrete and effective way of interpreting the ideology leading the nation on the way of Unity.

The answer to this significant question in the words of Jinnah is as follows; Jinnah who was the greatest advocate for obedience to the constitution of a state, once in his speech on the first Anniversary of Pakistan on 14th August, 1948 said "Today we are celebrating the first anniversary of our freedom. A year ago complete power was transferred to the people of Pakistan, and the Pakistan Government, under the present constitution as adapted, took over charge of affairs of the country in its own hands." Jinnah unconditional surrender to the Government and Governance under the Constitution, even if that be an adapted constitution, is the supreme principle, to be followed.



Suzuki Motor House (Pvt) Ltd.

57, the Mall, Lahore. Tel: 042-111-200-900

Suzuki Samanabad Motors

44/45, Main Samanabad Road, Lahore. Tel: 041-11-200-700



By:
Aasim S. Mullick
Session: 2005-07
Biz. Development Head PharmaHealth Pvt. Ltd

Art of a Sale

Millions of sales people consider themselves professionals. Many read books, listen to tapes, go to seminars, and practise to improve their selling skills. Very few, however, take the time to carefully dissect a sale and the selling process to analyse it, and find out it is really made of. Let's take a few moments to look at selling from this point of view. As we do, let's see if we can learn something that can make us better salespeople. Never sell any product or service that you do not firmly believe will offer benefits to yours customers that outweigh the cost. Also find a product or service that has broad applications or enough appeal to enable you to make a good living from selling it. Make your customers think of you as someone they would always like to talk to.

Self-confidence is the number one prerequisite for success in sales.

Self-confidence comes from focusing on three key issues. The first is knowledge. Learn everything there is to know about the product or service you are selling. The second is practice. Rehearse your sales presentation until you can say it perfectly and convincingly. The third is experience. It takes a long, determined effort and a sincere commitment to develop the skills needed to succeed in sales. **Identify and locate customers who will genuinely benefit from your product or service.** Qualify your customers to verify that they are able to make the buying decision. Questions such as "Are you the owner of the business?" or "Do you have a partner?" are appropriate and helpful. Do not waste your time trying to find a customer whom you think will buy. You cannot know who will buy before the selling process because perspective customers do not know whether or not they will buy at this point. **The first impression any professional salesperson make on a prospective customer is vitally important.**

True professionals know exactly what they are going to say, and they expect others to listen to them. Tell customers whom you work for, and do it with pride. Be sure to tell them what your company does, and where it is located. Doing so makes the company seem more real because customers can fix location in their minds. This in turn makes customers feel more comfortable and secure. **Show excitement as you introduce the product or service.** Excitement and enthusiasm are contagious. Create at least one good reason why your customer should take a look and consider your product or service now. You might say, "This product is new, and we have a special introductory offer for you today." Be brief. Put a premium on your time and use it wisely. If you do not, no prospective customer will take you seriously. At this point in the sale, your objective is to get the customer to look at your product or service. Do not jump ahead by trying to sell him or her on its merits. That comes later, after he or she has agreed to listen to your presentation.

The explanation Wise sales professionals set the stage for their presentations with a brief explanation before beginning the formal presentation. A sensible explanation might go something

like this: "Mr or Ms customer, I am going to take a minute to show you the difference between our product or service and the others that are out in the market. I am going to show you something new. If you like what you see, then I am going to make you a fantastic offer." When customers have been given a brief explanation of your plans, they can feel assured that they will not encounter any surprises.

Demonstration or presentation Be informative. People will always give you their time when they feel they are learning something new and interesting from you. Provide your prospective customers all the information they need to make an intelligent buying decision. Point out all the unique features and benefits of your product or service. Become a great actor. Learn your lines, choreograph your movements, and focus your entire performance on your basic objective to sell the product.

Clarity The salesperson depends on the customers to understand and retain vast array of facts presented in a single, casual offering. To make matters even more confusing, the salesperson peppers the presentation with jokes, anecdotes, and questions. Then when the salesperson attempts to close the sale, the customer slams on the breaks with line like, "I have to think about it." Of course, he has to think about it! The customer did not understand what the salesperson was saying! Remember that you cannot make a successful sale to every one understands your proposition.

Value of your customer The only reason anyone buys anything is that he or she perceives a real value or benefits in owning the product or service. You should master the art of building value into your product or service.

Crating urgency For any salesperson to be successful, he or she must master the skill of giving the customer a reason to do business now rather than later. Urgency is made up of two elements: the reason and the reward for doing the business now. To create urgency, the customer must first want your product or service. Until this desire is in plan, it is impossible to generate urgency.

Your proposition to the customer At this point in the sale, you describe the benefits of owning your product or service to the customer. You also point out or demonstrate the unique nature of your special offer. In addition, you describe the stability and reliability of your company. You demonstrate your own competency, ability, and knowledge. Clearly outline the terms and conditions of the sale. Make your proposition in straightforward manner. Be concise while still communicating all needed information. **The close** The close should always be the logical conclusion of your well-thought-out, carefully planned, and professionally delivered sales presentation. The proper time to close a sale is when the customer is ready to say yes. If you have done your job properly, you will get either a yes or a no at this point. If you have done your job convincingly, you will get more yeses than nos.



By:
Mian Waqas Ahmed
Manager Finance & Administration
MBA, Finance (PU) 2005-2007
MBA-Double Specialization, HRM (PU, 1st batch) 2011

The Leadership Role In An Organization

Leadership without follower-ship means nothing. It is the people who make a person a leader; they usually follow only him whom they find he can deliver the goods, satisfy their needs and solve their problems.

Leadership is sometimes unconsciously defined as *the art of influencing subordinates for the accomplishment of organizational goals*. This gives birth to misunderstanding and creates many complications in maintaining vertical, horizontal and diagonal relationships in an organization. The concept of boss subordinate relationship was challenged in late 60's by employees in Pakistan and the employers were made to realize that employees were equal partners in the production process and that subordination was in no way acceptable to them. This was, infact, done as a reaction to the centuries old subjugation and exploitation that they experienced during colonial and postcolonial days. Some of them even took the extreme position by stating that nobody works under anybody and that people work with each other if they are two and they work with one another if they are more than two. Throughout 70's, 80's and 90's, our business, commerce and industry and of course our public sector institutions suffered a great deal and its ramifications are even still felt to-date.

There is, however growing realization on the part of some sane elements to redefine these relationships so that these are mutually beneficial to both the segments of our society; neither the autocratic style of management is desirable or the paternalistic nor free rein can produce the desired results. *The consensus is to discover a golden mean whereby the leader is able to accomplish his/her goals by involving people in decision making at all levels as far as possible.*

The leader should take them along with him/her through top-down and bottom-up *administrative techniques* depending upon the situations. The Japanese style of management offers a model worth emulating and it is no longer difficult for a fair, firm and friendly leader to create a positive work environment so as to ensure efficiency, productivity and competitiveness within and outside Pakistan.

In this age of cut-throat competition, survival and future growth of his/her organization hinges very much upon his/her democratic sensibility coupled with his/her burning passion to be adaptable to the fast changing methods as a result of IT revolution and be proactive in employing hi/her inputs innovatively and creatively in view of the explosion of knowledge in the fields of science and technology.

It is encouraging to learn that with the spread of education and the rising human awareness level brought about by electronic/social media etc, the creation of positive work environment is now considered more important to maintain and boost the morale of employees. Adequate opportunities for grooming, empowerment and self-actualization and other incentives are built into the system of organizations operating both at national and international level. The result is that employees are considered as colleagues, team members and coworkers rather than subordinates. It has thus become easier for a business leader to influence them for the achievement of his/her goals. In sum, **'working with'** principle has proved to be more effective than the **'working under'** concept which discourages power sharing in an organization.

The fact of the matter is that our organizations have yet to make more sincere efforts to further improve their environments where people could enjoy feeling of belonging and togetherness, integrative unity and thus extend their willing cooperation and not just cooperation for the accomplishment of group and organizational goals.

In other words, this is possible if business leaders have happy teams around them.

Writer is also working as facilitator based in Lahore. He also holds Executive Director Position at Sharaf-e-Raza Travels Tours Private Ltd, and Operational consultant at Unity Solution (IT-Networks)



My Biggest Adventure (M.B.A)

Dr. Wajeeha Shafqat

It was not a regular morning nor was it a start of a regular day when I was coming to IBA to seek an admission into PGD program. Sweat was popping through my forehead and it seemed like someone had turned off my instincts for I was too nervous on that particular day. But having my brother with my side I had put on a confident mask. As we approached at the main building something clicked me that I submitted applications to get into MBA program. Some may call it luck while to some it was just a hunch but I call it destiny a very funny thing to blame or appreciate something in life on.

And it was the start of a whole new journey for a girl who had once a strong ambition to go into a medical field. But here again destiny knocks on the door and that same pharmacologist had two and half years to study the subjects she had never even touched, meet the people she had never met and of course achieve the accolades which she had never even heard of. It was truly 360 degrees turn in the life of a medical sciences student going to cross the gates in an uncharted territory and mark her first step on the moon of Management sciences.

These past two years of my life seemed to be nourishing in the hands of great teachers. Life would be the same if I never attended the classes of such prolific and knowledgeable teachers who have mastered themselves in the art of pedagogy. Names like Prof. Mobsher Munawar Khan, Mr. Mudassir Latif Rawn, Mr. Zeeshan Ahmad, Mr. Shahid Mehmood, Mr. Yasir Ashraf,

Mr. Zia-ur-Rehman will surely be in my warmest recollections. And there was of course Mr. Ehsan Malik who also taught us outside academic boundaries and shared his learning of life, understanding of man and philosophy. Through such brilliant minds we actually came to know that we are not only students but also we are knowledge seekers, the ones who love learning, those who are fulfilling the first command of Allah Almighty i.e. Iqra (Read) and most importantly we are the future of IBA.

Such eye-opening experiences made me realize how true the following quote is

“The most important days in your life are when you are born and when you realize why you are born”
The adventure what started as Alice in Wonderland ended in a triumph. There had followed then a time of such happiness that I am remembering it after a while. I still have fresh recollections of hitting my head in books and yes I did hit them hard. I remember the long nights and sleep deprived conditions for surviving in the competitions my friends and class peers. But in the end it was all worth it when I became the Valedictorian of IBA. Not only did I topped in all semesters but the feeling of holding not one but two shield in my arms surely made my eyes a little watery. And my memory still took me to the first day where it all started. I must say that IBA harnessed my abilities, improved my hidden abilities and made me realize my potential. And now the adventure still continues in MPhil.



CD 70

وہی معیار...
وہی اعتماد... نیا انداز

چاپانی ٹیکنالوجی
انجن کی 3 سالہ وارنٹی
پیٹرول اور دیکھ بھال کا کم خرچ



Atlas Honda

ہیلمٹ اور صحیح لباس پہنیے، سینیٹی رائیڈنگ کے طریقے سیکھیں اور محفوظ سواری کا لطف اٹھائیے۔





By:
Shah Faisal Naem
BBA, (PU) 2011-2015
Expert Scholar, Columnist

Beyond The Limits

I do not know when I was born because my mom says that the date which is on my documents is not correct but it is not a big deal for me I do not want to know when I was born. The thing which matters a lot for me is: "The world must remember the date on which I shall leave this world". I opened my eyes in a lower middle class. I never be an intelligent student throughout my education but hardworking. I got most of my education from government institutions. I was struck off from the school at Primary Level due to not obtaining good grades in mathematics. Then I got admission in another school the situation was almost same here no group leader wants me in his group. I passed my Middle Class as a normal student. When I was in 9th one day there was a test of Mathematics I got 24 out of 25 my teacher asked the whole class to clap for me. That was turning point of my life after this I started working hard to get recognition and God helped me in it. When 9th result was declared I was 2nd in Humanities Group in Gujranwala Board. My teacher infused me a new spirit to work hard for getting distinction. There was a tragedy a month before final exams of Matriculation my father passed away but I did not lose heart. My mother supports me at every stage in my life. I am elder brother out of four brothers and a sister. A night before declaration of 10th result I got a call from Gujranwala Board: "You got position from Gujranwala Board. Kindly be there tomorrow to receive your award". I forgot all the hardships in a moment which I have to bear to reach at this place and next day I got 3rd Position from Gujranwala Board in Arts Group in 2009 and I was happy about the decision of Allah SWT. Not only from Gujranwala Board but I was 3rd in Humanities Group Boys in All Punjab Boards. I got first Bronze Medal of my life, received different other awards and repute. Due to this brilliant achievement I got nomination by Government of Punjab for visiting different European and Scandinavian Countries. In this way God opened the doors of world for me. In 2010 I visited Sweden, Germany, France, Holland, Scotland and England as an ambassador of Pakistan. During this tour I visited 6 countries, 17 cities and 27 top ranking universities of the world including Cambridge and Oxford. I honored with Gold Medal by House of Lords at British Parliament and Gold Medal by Pakistani Community Manchester U.K. in recognition of my struggle. Credit goes to my mother for her prayers, my friends who always want to see me on climax and specially my teacher who discovered my hidden talent. One night after an award ceremony at Chamber of Commerce Gujranwala, I was sitting in front of teacher when he asked me: "Shah Faisal! You got this medal, cash prizes, awards, national and international tours just because of me. You were nothing and without me you will not get any other distinction in future". These words put me on fire and I decided that I will bring so much repute to my teacher that

one day he will say to me: "Though you were nothing but you replace the word nothing into something". In 2011 as a student of The Educators College Gujranwala I again got 3rd Position in I.Com from Gujranwala Board. I went to my teacher's home and present my new medal and cash prize. At that moment he was so proud of me. He kissed my head and said:

"I am proud of you my son. I shall again say you that you are nothing so that you can make me proud in future". It is a long story but I shall narrate here shortly. After my intermediate I got admission in IBA University of the Punjab, Lahore. In Lahore, it was a new life, new people, new hopes from life and sky high aims for future. In my university life I had too much free time so I started reading Urdu literature. One day I was reading a book when I think: "One who wrote this book, he was a person like me then why I cannot write"? I started writing motivational stories by experiences of my life and inspiring from other gems to whom I met in my life. My writings were honored by different publishing forums, local and national dailies. Nowadays I am writing motivational stories and columns for different national dailies, different online publishing forums of Pakistan and sometimes for neighboring countries. I am first person in my family who reached to any university so there was no one for guiding me about my career planning and I faced different difficulties then I sketched my own future. But I did not want that the guys who do not have someone to guide them will feel difficulties like me. I took an initiative with some of my friends and founded a welfare organization named Pakistan Tomorrow. Its main purpose is to provide Free Career Counselling Services to the students, to make them aware about availability of scholarships inland and outside the country and help them in obtaining these scholarships. In this organization I am working as Secretary General, Motivational Speaker and Career Counselor with a vision to bring a change at least in the lives of people around me wherever I am. In 2015 I got nomination by EXPERTS – SUSTAIN for an Undergraduate Exchange Program in Faculty of Economics and Business, University of Zagreb Croatia. In August 2015 I visited Iran by German Government. Nowadays I am representing IBA University of the Punjab for an Undergraduate Exchange Program in University of Zagreb Croatia and above all PAKISTAN. I do not feel any hesitation to say:

"I was NOTHING whatever I achieved is due to great mercy of Allah Almighty, special prayers of my mother, support from my friends and a little hard work from me". At the end I cannot forget the ONES who came to my life made me aware about me and left me I call them my well-wishers.



By:
Muhammad Jawad Iqbal
MBA, (PU) 2010-2002
Managing Director: Creative Holdings (Pvt) Ltd.

Infoartech

Term 'Infoartech' refers to solitary platform of information, talent and technology and has been scouted through several experiments. The main limitation in the human beings; their food requirements and they fell into the category of warm blooded living beings, they are unable to change their internal body temperature according to external environment. Correspondingly they are the only creature that has been blessed with the quality of 'wit'. Thus the smarter nature of humans make them able to secure their-selves with changing climates and also their crazy nature for new technology that reduce their efforts to live effusively and healthy life.

Main element for the establishment of healthy environment can be explained through Maslow's hierarchy of needs; Human's third need is their interactive nature, they are social animals and live together. Entertainment is the one of the important element of society; just because people are busy in the race of more grossing and achievements; and they need mental refreshments. With the passage of time the advancement of information technology, people are overloaded with the work burden. They want to learn more and also want to live pleasurable life. It is required to let the both information and entertainment at one platform and then the term infotainment introduced with mixture.

Now a days the real hangover is the fame of mobility of technology. Population of world moving towards the mobile technology especially in smart phone technology. They use it for various purposes like for the communication, entertainment and information. When all three elements exists in smart phone technology why not we utilize it to communicate our marketing by converting our messages through infotainment. There are certain areas that must be consider while developing infotainment marketing campaigns with consideration of advertisement values on mobile technology. We must learn the infotainment

triangle. The triangle of infotainment consist of three stakeholders e.g. Brand, People and Style. Let it to be explain one by one. When we talk about the "Brand", we have to consider the pyramid of brand and all its core values as your brand is your assurance to your consumers, through the image and performance of your offer in the form of goods and services. If people consider, eventually it will generate the feelings to let them able to judge by differentiating it from the competitive products. In short you have to tell them what they can expect from you. When we talk about the "People" we must consider all core values geographically and demographically like cultures, subcultures, societies, family values and behaviors on both ends (collective and individual). Finally "Communication style" is the most significant area to make an effective campaign. We have to focus the target audience (People) first then accordingly create a message within the limitation and boundaries of your brand imagery. Make sure the design must be current and representing the new generation. Establish your advertisement as latest fashion primer, something reinstate from the history enormous with an amendment of innovative cohorts. It should be informative, fiction or story based with a touch of comicality, adventurous or interesting. Finally it should be attached with relevant links according to your target market or you can introduce Mobile Apps or games representing your product among your target audience.

One step ahead when infotainment includes a sense of aptitude and get benefit through and usage of latest technology is known as "Infoartech", this is what the people want today. It is all about the creativity by utilizing all sources and resources and develop something fresh, different and innovative and is the phase when you are able to ask people "I am creative, are you?".

” بلا عنوان“

یہ بھی باقی دنوں کی طرح معمول کی ایک صبح تھی۔ حاجرہ کام پر جانے کے لیے اٹھی تو ایک نظر اپنے بچوں پر ڈال کر دل گرفتہ سی ہو گئی رات بھی اُس کے بچوں نے فاقے کر کے گزارا ہی تھی۔ وہ بنا آہٹ کیے صحن میں آگئی جہاں اُس کا معذور شوہر بیٹھیوں کے قریب پڑی چار پائی سے کھڑکی میں جھکا کھانس رہا تھا اور اپنی زندگی کے باقی ماندہ دن پورے کر رہا تھا۔ شوہر پر نظر پڑتے ہی حاجرہ کو ماضی کے خوشگوار نہ سہی مگر کافی حد تک بہتر دن یاد آگئے جب اُس کا شوہر ایک فیکٹری میں معقول تنخواہ پر ملازم تھا اور دونوں میاں بیوی مل کر بچوں کا پیٹ پال رہے تھے کم از کم فاقے کی نوبت تو کبھی نہیں آئی تھی۔

حاجرہ کا شوہر کمزور ایک دن فیکٹری سے واپسی پر تیز رفتار موٹر سائیکل کی نکلر سے معذور ہو گیا تھا اور اسی وجہ سے کمزور فیکٹری سے بھی نکال دیا گیا تھا۔ اب حاجرہ اکیلی بچوں کو پالنے کے ساتھ ساتھ اپنے معذور شوہر کا بوجھ بھی اٹھا رہی تھی۔ ابھی حاجرہ انہی سوچوں میں گم تھی کہ ایک بچہ جاگ گیا اور ماں کا ہاتھ جھلاتے ہوئے کہنا لگا کہ اماں اب تو کھانے کو کچھ دے دو بھوک لگ رہی ہے رات بھی کچھ نہیں کھایا۔ حاجرہ نے اپنے بچے کو بہلاتے ہوئے کہا کہ میں بس کام پر جا رہی ہوں واپسی پر کھانا لے کر آؤں گی تو نیچے جا کر گلی میں کھیل۔ اتنا کہہ کر حاجرہ کام پر روانہ ہو گئی اور دل میں سوچنے لگی کہ آج واپسی پر ماں سے کھانے کو کچھ مانگ لے گی جلدی جلدی کام سے فارغ ہوئی اور ماں کے پاس جانے کا سوچ رہی تھی کہ ماں نے اُسے خود ہی بلا بھیجا اور کہا کہ یہ کھانے کا لگانہ جو میز پر رکھا ہے لے جانا اور فضلہ کی بیوی مختاروں کو دے دینا بے چاری بیوہ ہے اور بچے بھی یتیم ہے اُن کی مدد کرنا ہمارا فرض ہے۔

فضلہ کی بیوی مختاروں، حاجرہ کی پڑوسن تھی اور لوگوں کے گھر میں کام کر کے گزر بسر کرتی تھی ابھی دو مہینے پہلے ہی اُس کے شوہر کا انتقال ہوا تھا۔ حاجرہ نے خاموشی سے کھانے کا لگانہ اٹھایا اور گھر کی طرف چل پڑی اپنی گلی میں داخل ہوتے ہی اُس کی نظر اپنے بچوں پر پڑی جو میلے کھیلے کپڑوں میں گلی میں کھیل رہے تھے۔ اُس نے بچوں سے نظر بچا کر کھانے کا لگانہ مختاروں کے حوالے کیا لیکن بڑے بچے نے دیکھ لیا اور وہ دوڑتا ہوا ماں کے پاس آ کر پوچھنے لگا کہ اماں کوئی ہمیں کھانا اور کپڑے کیوں نہیں دیتا وہ کہنے لگا کہ اماں تمہیں پتا ہے اب فضلہ چاچا کے بچے اچھے کپڑوں میں ہوتے ہیں اور تو اور انہیں بھوکا بھی نہیں سونا پڑتا اماں کیا وہ امیر ہو گئے ہیں؟

بتاؤ نا اماں حاجرہ بولی نہیں بیٹا وہ بیچارے تو یتیم ہو گئے ہیں سب اُن کی مدد کرتے ہیں اُس کے بیٹے نے نہ سچی کے انداز میں اپنی ماں کو دیکھا اور کہنے لگا کہ اماں بتاؤ ہم یتیم کب ہوں گے؟ یہ بات سن کر حاجرہ نے اپنے بیٹے کو ڈپٹے ہوئے کہا بری بات ہے ایسے نہیں کہتے حاجرہ اپنے بیٹے کو اس بات سے منع کرتے ہوئے گھر میں داخل ہوئی اور کچھ دال دلیہ بچوں کو کھلایا۔ کچھ دیر بعد وہ شوہر کو دیکھنے بیٹھیوں کے قریب پڑی چار پائی کی طرف آئی تو اُس کا شوہر کھانس کھانس کر بے دم ہو رہا تھا حاجرہ کچھ دیر خاموشی سے شوہر کو دیکھتی رہی کہ موتھوکنے کے لیے کھڑکی پر جھکا تو جانے کس خیال کے تحت حاجرہ نے پیچھے سے دھکا دے دیا وہ کھڑکی سے گلی میں جا کر اور دم توڑ گیا باہر گلی میں شور کی آواز سنائی دینے پر حاجرہ روتے ہوئے باہر نکلی تو اُس کا بڑا بیٹا بھی کرمو کے ارد گرد موجود تھا بیٹے نے جب ماں کو روتے ہوئے دیکھا تو پوچھنے لگا کہ کیا ہوا؟

محلے کی ایک عمر رسیدہ خاتون نے اُس کے ہاتھ پر شفقت سے ہاتھ پھیرتے ہوئے کہا کہ بیٹا تیرا باپ مر گیا ہے تم لوگ یتیم ہو گئے ہو۔ حاجرہ کے بیٹے نے جب یہ سنا تو تصدیق کے لیے ماں کی طرف دیکھا، ماں نے اثبات میں سر ہلایا تو وہ دوڑتا ہوا اپنے دوسرے بہن بھائیوں کی جانب لپکا اور کہنے لگا کہ ایک ”خوشخبری“ ہے ہم یتیم ہو گئے اب ہمیں بھوکا نہیں سونا پڑے گا ہمیں بھی کپڑے اور کھانے ملیں گے۔

مدیکہ زہنب

بی بی اے آنرز (2006-2010)

ایم بی اے (2010-2012)

IBA پنجاب یونیورسٹی لاہور

میری مٹی



ملک عمر فاروق ایم بی اے فنانس اینڈ بینکنگ آر
2008-2011

ہر رنگ و بچ نظر آؤے مٹی

انت مٹی دامکاں وی مٹی

نہ تو ایدہانہ اے ہے تیری

بھرے پیٹ تیرا ایہو تیری

ہر فرقے دی ذات ہے مٹی

و کیکہ بندیا اس مٹی والوں

ہے مٹی تے اووی کچی

نہ کر بندیا دنیا ہے میری

نہ کراتھے میرا میری

فرقیاں دیو بچ جاندا کیوں

LUNA TRAVELS

**Offering
Maximum
Travel Services
Minimum Cost
with
Professionalism**

Our Services

- Domestic & International Air ticketing
- 3,4,& 5 Star Umrah Packages
- Executive Short Hajj Package
- Visas for more than 10 Countries
- Tour Packages and Worldwide hotel reservation
- Travel Insurance

LUNA Group of Companies

16-Ferozepur Road, Mozang Chungi, Lahore - Pakistan
Tel: 042-37426042-37426043-37426044 Fax: 92-42-37426045
Cell: 0322 4481265 E-mail: reservation@luna.pk



BY
Hamid Raza Elahi
MBA, (PU) 2005-2007
Business Development Head, Unity Solutions (IT solutions).

Let's Get Connected

ایک بار ۵۰ لوگوں کے گروپ نے ایک سیمینار میں شرکت کی

اچانک خطیب خاموش ہو گیا، اور ایک گروپ ایکٹیویٹی کرنے کا کہا گیا، ہر ایک کو ایک غبارا دیا گیا اور مارکر کا استعمال کرتے ہوئے اس پر اپنا نام لکھنے کو کہا گیا اس کے بعد سارے غبارے ایک کمرے میں ڈال دیئے گئے اس کے سب کو دو اور پانچ منٹ کے اندر اندر اپنے نام کا غبارہ ڈھونڈنے کو کہا گیا سب لوگ

بدحواسی میں ادھر ادھر اپنے نام کا غبارا تلاش کرنے لگے کچھ لوگوں کے نام

والے غبارے دوسروں کے پاؤں کے نیچے آکر پھٹ گئے مگر کوئی بھی اپنا

مطلوبہ غبارا تلاش نہ کر سکا پھر ان سے کہا گیا کہ آپ کوئی بھی غبارہ لیں اور

اس کے نام والے شخص کو دے دیں فقط چند منٹوں میں سب لوگوں کے پاس

اپنے نام والا غبارہ موجود تھا ان خطیب نے سب کو مخاطب کیا اور بولے بالکل

اسی طرح ہماری زندگی ہے، ہم بدحواسی میں اپنی خوشیاں ڈھونڈتے ہیں، اس

افرائقری اور آپ دھڑاپی میں ہمیں پتا ہی نہیں چلتا ہم دوسروں کی خوشیاں اپنے

پاؤں تلے کچلتے چلے جاتے ہیں

ہم لوگ یہ نہیں سمجھتے ہماری خوشیاں دوسروں کی خوشیوں سے وابستہ ہیں

دوسروں کو ان کی خوشیاں دے دیں تو ہمیں باسانی ہماری خوشیاں مل سکتی

ہیں،

اور یہ ہی ہماری زندگی کا مقصد ہے



BY
Salman Sarwar Sheikh
MBA, (PU) 2005-07; MBA Double Specialization (HRM)
Non-Voice Channel Specialist, Telenor Pakistan

Before You Know The Reality

مفتی صا # ذرا بت گنا۔

یہ میری مسجد کے ای۔۔۔ نئے نئے آواز تھی جس نے حجرے کی طرف بڑھتے ہوئے میرے قدم روک لیے۔ جی بھائی فرما N میں نے خندہ پیانی سے جواب دیا۔ اس نے جواب دیا میں آپ سے علیحدگی میں ملنا چاہتا ہوں میں ای۔ ایسا کام کر چکا ہوں جواب مجھے کسی بھی پل چین نہیں دیتا۔ میں نے کہا آئیے میرے ساتھ اور میں اس کو ساتھ لیکر مسجد سے متصل اپنے رہا دکرے میں لے آئیے۔ میں نے اسکی حات کا بغور جائزہ لیا تو ڈھلتی عمر، بوسیدہ کپڑے، الجھے ہوئے بل اور تفکرات سے بھرا ہوا چہرہ ان بے مستزاد اس کے ای۔ ای۔ عضو سے چھلکتی ہوئی بے چینی اس کی اس حات نے مجھے تجسس کے ساتھ تشویش میں بھی ڈال دیا۔ میں نے کہا بلا تکلف اپنی بت کہئے اور اس کے بعد جیسے جیسے اس کی داستان آگے بڑھتی گئی میری پایشانی میں بھی اضافہ ہو گیا۔

اس کی زبانی آپ بھی کچھ حصہ پڑھیں۔ حضرت صا # میں پانچ بہنوں کا اکلوتا بھائی ہوں۔ # عمر کے ساتوں سال میں تھا والد صا # کا سایہ سر سے اٹھا یہ میری ماں نے محنت مزدوری کر کے ہمیں پلا پوسا اور بتی بہنوں پر توجیح دے کر مجھے سکول میں داخل کروا دیا کہ میں مستقبل کا سہارا بن سکوں اپنا پیٹ کاٹ کر میری تعلیم جاری رکھوائی لیکن دسویں جماعت (میں پہنچ کر میری بختی کا آغاز کچھ آوارہ لڑکوں کے ساتھ دوستی کی صورت میں ہوا۔) میں نے ان کے ساتھ مل کر ہر طرح کا غلط کام کرنا شروع کر دیا اس کے بعد ہر آنے والے دن میں میری ماں کی آزمائش سخت ہوتی گئی۔ میں پیسے حاصل کرنے کے لیے ہر طرح سے اپنی ماں کو تنگ کرنا جو کام وہ میرے ذمہ لگاتیں میں وہ کبھی نہ کرنا البتہ بعض اوقات ان کے ساتھ تکرار کی بھی نو۔ آجاتی اور اس طرح ہر آئے دن میری فرمایوں کا سلسلہ بڑھتا گیا۔ اس پچاری کے پاس سوائے آجوں کے اور کچھ نہ بچتا یہاں۔ کہ ای۔۔۔ رات ماں سوئی تو یہ اس کی ای ہی نیند۔ \$ ہوئی۔ اس کی ذہنی میں تو شاید اس کی دعا N مجھے بچا N ہوئے تھیں۔ لیکن اس کے آنکھیں بند کرتے ہی مکافات عمل شروع ہوا۔ وہ دن اور آج کا دن مجھے کبھی چین اور سکون نصیب نہ ہوا۔ رزق کے معاملے میں تو ہمیشہ ہی پایشان رہا ہوں اب تو میری اپنی اولاد بھی فرمایوں پر اتاری ہے۔ مفتی صا # کیا اب واپسی کا کوئی راستہ ہے۔ کیا میری بھی بخشش ہو سکتی ہے کیا میری ماں مجھ سے راضی ہو سکتی ہے۔ اس کی بتیں g ہوئے میں h کی کیفیت میں تھا کہ کیا کوئی شخص اتنی محسن ہستی کے ساتھ ظلم میں اس حدت۔ بھی جاسکتا ہے اور اس کے علاوہ طرح طرح کے خیالات تھے جو دل میں بگمائی پیدا کر رہے تھے۔ لیکن # میں نے اس کے یہ امت بھرے آہی الفاظ سنے اور اس کا آجوں سے بھرا چہرہ دیکھا تو ای۔ حدی۔ \$ مبارکہ اچا۔ ذہن میں روشن ہو گئی۔

ترجمہ: حضور اقدس ﷺ نے فرمایا۔ بلاشبہ (ایسا بھی ہوگا ہے) کہ بندے کے ماں پ وفات پ جاتے ہیں دونوں میں سے ای۔ فوت ہو جاگا ہے اس حال میں کہ یہ شخص ان کی ذہنی میں ان کی فرمائی کر رہا اب موت کے بعد ان کے لیے دعا کر رہتا ہے یہاں۔ کہ اللہ جل شانہ اس کو ماں پ کے ساتھ حسن سلوک کرنے والوں میں لکھ دیتے ہیں۔

یہ حدی۔ \$ مبارکہ اسے سنا کر یہ کہتے ہوئے رخصت کر دیا کہ جا بھائی اب تیرے پاس یہی راستہ بچا ہے اس نئے عمل کر لے اور دعا N دے اور سنتیں پڑھ کر ان محسن کائنات ﷺ کی کچھ پاحسان بھی فرما گئے۔

Take A Break

Have A Laugh; Laughter Is The Best Medicine...



BY
Shoaib Ali
MBA, (PU) 2008-2010
Product Manager, Sofizar, Constellationck

Doctor: Which soap do you use?

Patient: K. P. Namboodiri's soap.

Doctor: Paste?

Patient: K. P. Namboodiri's paste

Doctor: Shampoo?

Patient: - K. P. Namboodiri's shampoo.

Doctor: Is K.P. Namboodiri an international brand?

Patient: No. K. P. Namboodiri is my roommate!

A bookseller conducting a market survey asked a woman – “Which book has helped you most in your life?” The woman replied – “My husband's cheque book!!”

A Prospective husband in a book store “Do you have a book called, 'Husband – the Master of the House'?”

Sales Girl : “Sir, Fiction and Comics are on the 1st floor!”.



BY
Muhammad Farooq Mahmood
MBA, (PU) 2006-2008
Revenue Management Officer, Fly Dubai.

Wealth Of Mind

A wealthy woman goes to a saree store and tells the boy at the counter 'Bhaiya show some cheap sarees. It is my son's marriage and I have to give to my maid.'

After sometime, the maid comes to the saree shop and tells the boy at the counter 'Bhaiya show some expensive sarees.

I want to gift my Mistress on her son's marriage'

Poverty is in the mind or in the purse?

Who is Rich?

Once, a lady with her family was staying in a 3-star hotel for a picnic. She was the mother of a 6 month old baby.

'Can I get 1 cup of milk?' asked the lady to the 3-star hotel manager.

'Yes madam ', he replied.

'But it will cost 100 bucks '. 'No problem ', said the lady.

While driving back from hotel, the child was hungry again. They stopped at a road side tea stall and took milk from the tea vendor

'How much?' she asked the tea vendor.

'Madam, we don 't charge money for kid 's milk ', the old

Someone asked an old man: “Even after 70 years, you still call your wife – Darling, Honey, Luv.

What's the secret?

Old man: I forgot her name and I'm scared to ask her.

Husband to wife – Today is a fine day. Next day he says: Today is a fine day. Again next day, he says same thing – Today is a fine day. Finally after a week, the wife can't take it and asks her husband – since last one week, you are saying this “today is a fine day'. I am fed up. What's the matter?

Husband: Last week when we had an argument, you said, “I will leave you one fine day.” I was just trying to remind you.....

man said with a smile.

'Let me know if you need more for the journey '. The lady took one more cup and left.

She wondered, 'Who's richer? The hotel manager or the old tea vendor?

Sometimes, in the race for more money, we forget that we are all humans. Let 's help someone in need, without expecting something in return. It will make us feel better than what money can.

We are good as individuals but become better when we meet and blend with the right people....

The world is full of nice people... If you can't find one... Be one.

If you want to become the richest one, start counting the things that Allah has blessed you with that cannot be bought with money. Within few minutes, you will feel that you are the richest person on the earth.

Stay connected.

SUAS

QUATUM LEAP FOR EXCELLENCE

The objective of SUAS is to bring about the revolution in the overall corporate functioning through Re-structuring of your current status-quo in the organization, Strategic Implications and Forecasting, Sharpening the skill set of the human capital, Communicating to the outside world out-and-loud and / or Outsourcing your Administrative, Marketing and Human Resourcing functions to focus on your core business.



- Head Hunting
- Strategic Solutions
- Marketing Solutions
- Event Management
- Human Capital Management Solutions

Coming soon

Pharmaceutical Distribution

✉ hr.suas@gmail.com

☎ 0321-88884085

📘 www.facebook.com/SUAS-583275695087791



BY
Syed Wajahat Hussain
(MBA, 2001-2003)
AVP SME-Unit, Faysal Bank Ltd

میڈیکل غزل

چلو آؤ اب موسم کا مزا چکھیں
تمام دوا N بچوں کی پہنچ سے دور رکھیں
تم سے ملنے کی اب کیا جستجو کریں
طبیعت زی* ۵% اب ہو تو ڈاکٹر سے رجوع کریں
ہماری چاہت کا کچھ تو خیال کریں
سیرپ اچھی طرح ہلا کر استعمال کریں
دل میرا ٹوٹا اٹھی۔ # اس کی ڈولی
صبح دوپہر شام، ای۔ ای۔ گولی
دل میرا عشق کرنے پہ رضا مندر ہے گا
جمعہ کے دن کلینک بند رہے گا

For Clear Skin
EVENTONE
WHITENING FACE WASH

Soap Free
Dermoteen
ACNE FACE WASH

PIGMENTATION SPOTS
Exfoliating Revealing Face Wash

EVENTONE 4
REVEALING FACE WASH

CLEANSING
LIGHTENING
NON DRYING

Anti Acne
Improves skin with imperfections

Purifying, Cleansing, Non-Drying
تھوڑا سا صابن، بجز خشکی

Forever For Everybody

HOUSE OF QUALITY COSMECEUTICAL



Pharma Health Pakistan (Private) Limited
* Scientific Collaboration with Pharma Health (P) Limited
Corporate Office: 57-D, Model Town, Lahore-Pakistan
Info@pharmahealth.com



For more details please visit
Website: www.pharmahealth.com



Standup Champions of the IBA-PU-Alumni

Research by: Muhammad Anas Ganaie (MBA, 2002-2004)



Razi-ur-Rahman (1984-1986)

Mr. Razi-ur-Rahman has a vast experience in the field of HR, Admin and is a seasoned HR practitioner. He has been serving in Atlas Honda Pakistan since long and currently enjoying the position of Director Corporate Affairs, Atlas Honda Pakistan.



Ahmad Sharjeel (2004-06 Evening)

Ahmad Sharjeel bags a rich experience in the field of supply chain and operations. He is Head of Supply Chain Coca-Cola Beverages Pakistan Ltd.



Hamid Mirza (1982-84)

Mr. Mirza is a seasoned marketer and has served with organizations like Bata Pakistan & Footlib Ltd. He jumped in to banking industry in 2004 and has enjoyed various positions in Union Bank, Standard Chartered Bank & Bank Alfalah Ltd. Currently he is Head of Marketing Services, Silkbank Ltd.



Sajjad Kirmani (1979-1981)

Mr. Kirmani has over 28 years experience in Information Technology and has served in leadership positions in MNCs across Middle East & Pakistan. He has been associated with NetSol Technologies for 14 years as Director & EVP. He initiated his own ventured INFOGISTIC in 2012 and CloudClinik EMR (Qatar) in 2014 & is one of the fastest growing set ups in the field of Information Technology.



Zahid Chaudhry (1977-78)

After graduating from IBA-Punjab University, Zahid joined the banking industry for his professional development. He has been serving in multiple banks and at various positions both inside Pakistan and abroad. His last attachment was in Bank Al-Habib as HR Head. He joined National Bank of Pakistan only recently as SEVP Group Chief Human Resource.



Rashid Qureshi (1987-1989)

Rashid graduated from IBA in 1989 with distinctions in Marketing & Advertising. He started his professional career with Nestle as Management Trainee and has been serving in multiple positions & locations across Pakistan and abroad. Currently he is Country Manager Nestle Indonesia.



enjoy the **new** taste
of the **WORLD'S**
No.1 Tea Brand

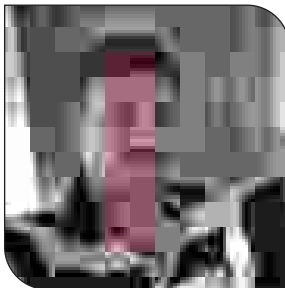


Standup Champions of the IBA-PU-Alumni
Research by: Muhammad Anas Ganaie (MBA, 2002-2004)



Hamayoun Bashir (2007-2009)

Hamayoun Bashir has been associated with leading brands of the industry. At present he is associated with HAIER-Pakistan as Marketing Manager.



Asad Mahmood Khan (1994-1996)

Asad has been associated with FMCG industry in major part of his career stream. At present he is associated with Gourmet as Deputy General Manager Sales.



Arsalan Khan (1996-1998)

Arsalan is a seasoned sales professional. He joined Nestle right after his MBA as Management Trainee and enjoyed various positions in up country. Currently he is heading the Sales department as Director Sales.



Maqbool Ahmed (2004-2006 Evening)

He bags rich experience in FMCG industry and has a long marketing career in Nestle Pakistan. Currently he is Head of Modern, Organized Trade & Imports.



Mansoor Zaman (2003-2005 Evening)

Mansoor is Electrical Engineer by qualification. He attained his MBA degree from IBA in 2005 Evening batch. He started his career with KAPKO as an engineer. He joined Tetra Pak in 2001 and enjoyed various positions both in Pakistan and abroad. Currently he is Factory Director Tetra Pak Pakistan.



Omar A Rehman (MBA in Finance – IBA, PU 2010-2012)

He is a Corporate & Investment Banker in Islamic Banking. He is currently working as a Relationship Manager in Meezan Bank Limited. He has the honor of youngest Relationship Manager in the history of Meezan Bank Limited. In a short span of his stay at Meezan Bank Limited he received the Certificate of Appreciation from President for maintaining highest individual portfolio for last 2 years. He received the Best transaction of the Year award from Malaysia for introducing Short Term Sukuks for first time in the history of Banking Industry. He topped in Islamic Banking Certification on Pan Pakistan basis.

McDONALD'S SPECIALTY COFFEE NOW THAT'S COFFEE!



i'm lovin' it

1112-44-622 111-BIG-MAC
www.mcdonalds.com.pk



100% ARABICA BEANS

IBA-PU ALUMNI ASSOCIATION GALLERY (Picture from the past)



Session 1973 – 1975



Session 1991 – 1993



Session 1998 – 2000



Session 2002 – 2004

UNI GelMat

Cool Gel Mattress and Pillows



Cool GelMat significantly reduces body temperature through direct contact



Good for all Seasons
Summer Months:
Use GelMat Side
Winter Months:
Use Memory / Foam Side



Knitted / Mesh Breathable Fabric Cover



UNIFOAM



IBA-PU ALUMNI ASSOCIATION GALLERY (Picture from the past)



Session 2005 – 2007



Session 2008 – 2010



Farewell – Professor
Dr. M Ehsan Malik (Ex-Director IBA)



Present Faculty IBA with
Asst. Professor Madam Sajida Nisar (Incharge Director IBA)

Western Union

Money in Minutes.

WESTERN UNION WU

moving money for better




Ravi Exchange
Company (Pvt) Ltd.

Deals In:

- ★ Buying & Selling of Foreign Currency
- ★ Send Money Via WU & T.T
- ★ Receive Money Worldwide
- ★ Foreign Currency D.D

Toll Free No: 0800-36739 (Forex)

Glimpses From 2014 Dinner



Glimpses From 2014 Dinner



Glimpses From 2014 Dinner



Product Mix

- High Speed Diesel (HSD)
- Light Diesel Oil (LDO)
- Petrol
- Furnace Oil
- Kerosene Oil
- Lubricants

Attributes

- Explicit Quality & Quantity at Competitive Price
- Shell Dealership
- Registered Tax Payer
- Self Logistic Services
- Free Freight
- Scheduled Delivery



HEAD OFFICE:
20-D3 Wapda Town, Lahore.
Ph: +92 42 35186612-4
Fax: +92 42 35186615
Mail: kgp@khalidgroup.com.pk
Web: www.khalidgroup.com.pk



Shell Sites:
RAIWIND FILLING STATION
Lahore Road, Raiwind.
Ph: +92 42 35390907
Fax: +92 42 35393787
KHALID SERVICE STATION
Manga Road, Raiwind.
Ph: +92 42 35390240

Glimpses From The Past



Ashrafia Food & Processing Industries,

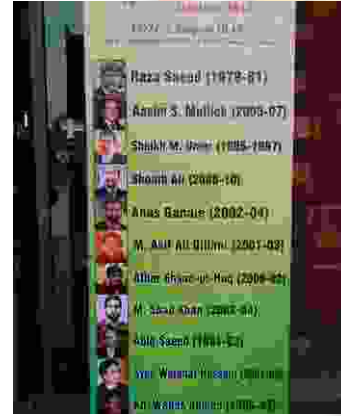
G.T. Road, Rahwali, Gujranwala

Deals in all kind of Export Quality Rice.
Brand: Khanam Rice, Super Kernel Basmati Rice

Khawaja Zawar Ashraf 0300 864 2384, 055 3863002



Alumni Election 2014 (2015)



FOR THE WORKAHOLIC



Religion

Family

Health

Profession

Leisure



WORK FOR LIFE
OR
LIFE FOR WORK
?????????

THINK

AN ALUMNI SERVICE MESSAGE

www.ibapualumni.org