

ANNUAL  
MAGAZINE  
**2019**  
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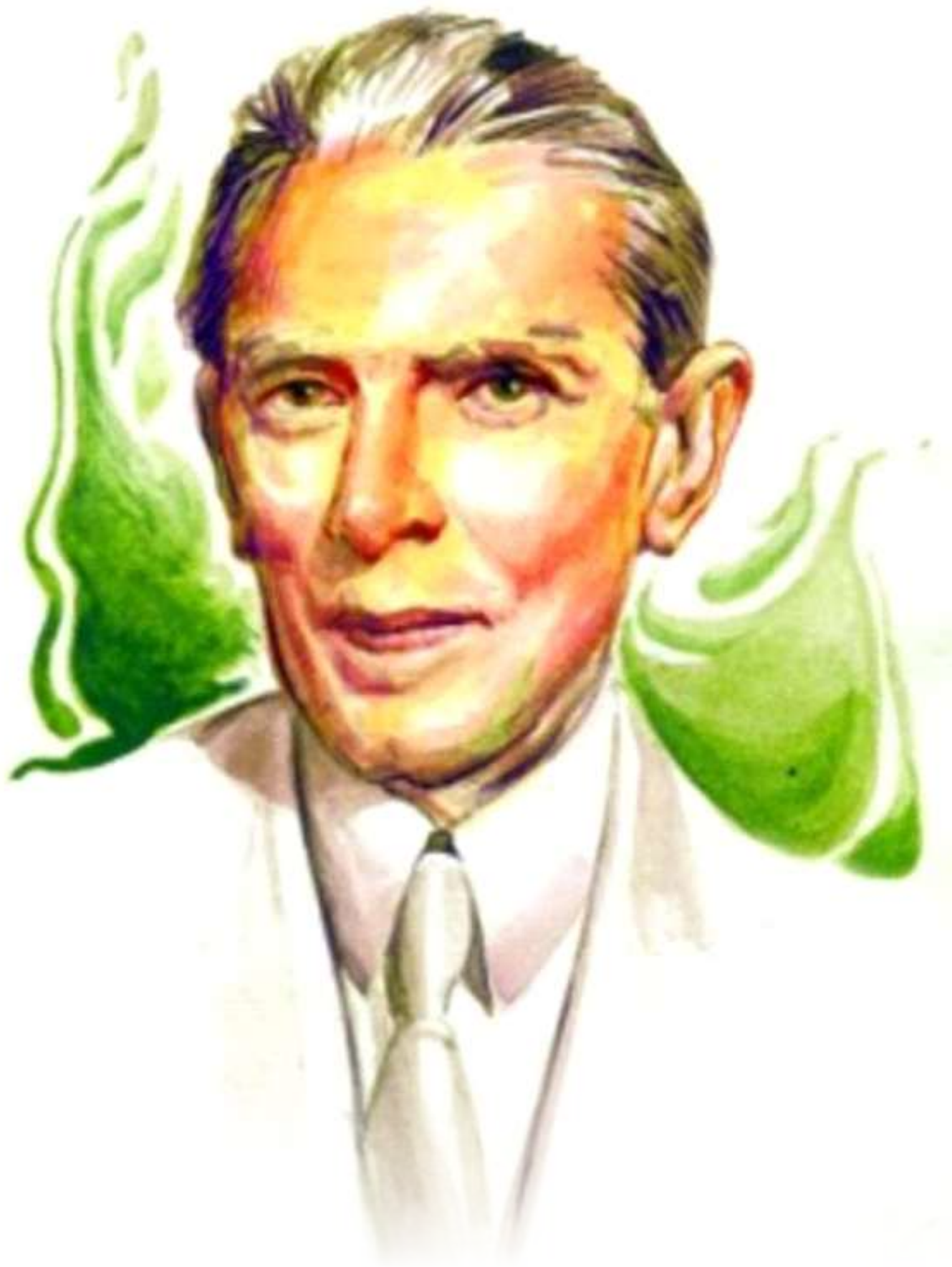


# IBA-PU Alumni Association



Institute of Business Administration  
University of the Punjab

Quaid-e-Azam Campus, Lahore  
[www.ibapu.edu.pk](http://www.ibapu.edu.pk)

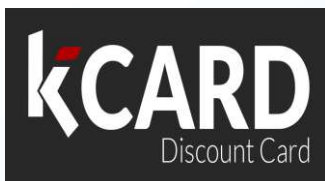


“I have no doubt that with unity, faith and discipline we will not only remain the fifth largest State in the world but will compare with any nation of the world....You must make up your mind now.”

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### Alumni Partners of the Year





## **IBA-PU ALUMNI ASSOCIATION VISION & MISSION**

IBA-PU Alumni Association is a registered body under Societies Registration Act 1860. Its purpose is to foster, maintain and support a mutually beneficial relationship between alumni and the IBA, University of the Punjab. The Executive Committee comprised of elected Fellow Members of Alumni and Senior Vice President (A Faculty member nominated by IBA) governs the Association by its approved Articles of Association, setting policy, providing guidance for the Association's programs and activities, and represents the interests of alumni to the IBA.

### **Vision Statement**

IBA-PU Alumni Association is a vibrant organization that is recognized as a valuable resource by the IBA-PU Community. A dedicated Executive Committee will partner effectively with Alumni Services to offer programs that foster its traditions and perpetuate a passion for a life-long involvement with the IBA.

### **The Mission Statement**

To provide a forum creating a life-long relationship between the IBA and its alumni.

# Director's Message



**Mrs. Sajida Nisar**

## The Director's Message

It is my utmost pleasure to honor the prestigious alumni that has evolved over so many years into a close-knit fraternity. Let me take this opportunity to wish you good fortune for the coming year. And for those friends and colleagues joining us for the very first time, a very special welcome to our humble yet prestigious community.

We have come together as the alumni of a prestigious institution – the Institute of Business Administration. This was only the second business school in Pakistan's history, and through your hard work and excellence, it is now amongst the most preeminent institutions of learning in the country. Founded in 1972, the IBA-PU is proud to be responsible for educating and grooming some of the leading figures in business, industry, and government. It is in furtherance of that proud tradition that we gather every year to share stories from the past, and to forge a successful path forward.

The alumni of any institution have a sacred duty to uphold. We are to act as beacons for the next generation, and an important source of guidance for the current crop of graduates, who are just finding their way in their chosen fields. It is with immense pleasure that I can report that the IBA-PU Alumni Association has scaled new heights of excellence in the previous year. From all across the country, alumni have contributed to improve access to recruitment for IBA, and fostered an encouraging environment of learning by coming back to the institution as teachers. For this, and many other

things, I offer thanks on behalf of the entire management of the Institute.

The IBA-PU Alumni Association now marks 12 years since its founding. With each passing year, it further validates the purpose of its existence. While IBA-PU alumni have always played an important role, the creation of a structured organization has untapped the true potential of our alumni community. None of this would of course be possible without all of our alumni, and most critically, without the highly capable men and women who have devoted their time and resources to managing this Association. They have created new avenues for alumni to contribute to the betterment of the Institute and streamlined existing processes for students to interact with alumni. Their enthusiasm for work and the Institute has been infectious.

In my role as patron of the IBA-PU Alumni Association, I reiterate the commitment of the Institute in developing even stronger ties with its alumni base. In the time to come, I hope that our illustrious alumni continue to build bridges between the Institute and industry within Pakistan. As always, we will continue diligently in our efforts to expand outreach to a wider community of alumni, so that more of our brothers and sisters are inclined to return to their Alma Mater and participate in a positive and meaningful way.

Thank you everyone. I hope you renew your commitment and resolve towards giving back to your mother institution what it has given you – the prestige, honor and pride.

May Allah bless you all.



Asif Gilani

## The President's Message

By the grace of Allah, the most beneficent and the most merciful, the Executive Committee of the IBA-PU Alumni Association has been successful in publishing this magazine soon after its swearing-in on October 28, 2018. The only motivation behind this effort has been an endeavour to reach the alumni and strengthen the bond that has been maintained over the years. There is no Association without its members and without their active participation. I would congratulate the alumni for evincing a great sense of belonging with the Association. I feel particularly obliged to express my gratitude towards the continued support from the Director IBA and the faculty.

As the new Executive Committee is settling in, with its mix of old and new faces, it may need full support from the members. I can assure you that every member of this committee is fully cognizant of their responsibilities. All they need is more encouragement and support from those whom they represent.

The young people recently joining EC have many new ideas. The Committee also realizes there is even more need today than before to build up networking and linkages. For this we may be approaching you more often during the coming three years of our current tenure. The EC is also steadfast in unfinished agenda of previous Committees like Rozee.pk, Alumni Privilege Card, Endowment Fund and similar other initiatives. We hope to accomplish these tasks with the help of our honourable members.

I would also like to mention that the alumni chapters abroad are also thriving and providing great support to people struggling to establish in new cultures. Currently, alumni in Australia-New Zealand, North America, Saudi Arabia and UAE have created chapters for networking.

In the end I would again thank all members of IBA-PU Alumni Association who have reposed their trust upon this Executive Committee to serve them. I assure them that we would try our best to come up to their expectations. May Allah be with us.

# IBA-PU ALUMNI ASSOCIATION EXECUTIVE COMMITTEE 2018-21



**Muhammad Ali Asif Gilani**  
President

Session: 2001-03  
Director Audit Punjab  
Government of Pakistan.

Muhammad Ali Asif Gilani is a civil servant belonging to Pakistan Audit and Accounts Service. He has served in different positions in the Department of the Auditor General of Pakistan for the last seventeen years. During this period, he has also remained Director Commercial Audit, Director Audit (Punjab Government), Senior Executive Federal Support Unit, Chief Accounts Officer of the Collectorate of Sales Tax, Lahore and other positions. He holds a Masters degree in Business Administration with specialization in Finance from the IBA-PU from 2001-2003 session. He also holds a Masters in Public Policy from USA. Mr. Gilani is serving on the Executive Committee of the Defence Club (FF Sector, Lahore) for the last five years. Though a member of the civil service of the country himself, he is a strong proponent of developing entrepreneurial skills among the young professionals.



**Athar Ehsan-ul-Haq**  
Vice President

Session: 2000-02  
Director Digital Expressions

Mr. 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. 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 is also the Director of M/s Digital Expressions, a company that deals with all type of graphic & signage solutions. He has been traveling frequently to UK and USA for various business meetings and conferences. Pursuing his educational career, he has now completed his M.Phil in Business Administration from IBA in 2017. He is one of the Founder Member of IBA PU Alumni Association.



**Mudassir Latif Rawn**  
Sr. Vice President

Session: 1987-89  
Assistant Professor  
IBA-PU-Lahore. 0300-4261661

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 levels. His areas of special interest include Taxation Laws, Mercantile Laws, Corporate Laws, Labour laws, Corporate Finance and Corporate Governance.



**Muhammad Anas Ganaie**  
General Secretary

Session: 2002-04  
Senior Manager Sales  
Pegasus

Mr. Ganaie graduated with majors in Marketing from IBA Punjab University (2002-2004). He is currently associated as Senior Manager Sales with Pegasus, a large B2B International Event Management company. His areas of expertise are Corporate Sales & Relationship Management



**Hamid Raza Elahi**  
Joint Secretary

Session: 2005-07  
Business Unit Head  
Unity Solutions (Pvt.) Limited

Hamid is an Executive Director at Unity Solutions (Pvt.) Limited, an IT Solution Designing Company. He has two Master Degrees (Computer & Administrative Sciences) and started his IT profession in 1998. He is a skilled and self-motivated young entrepreneur having excellent communications skills with ability to relate wide range of personals; pursuing progressive, growing and sustainable career to practice strong and successful leadership skills. During his professional career, he attends various professional trainings Programs & complete certification i.e. PMP, ITIL, MCSE, DCP, VCP, IT Services Management, QMS Internal Quality Audits. Hamid is very proud of his association with IBA-Punjab University, he joined IBA in 2005 to pursue MBA program.



## IBA-PU ALUMNI ASSOCIATION EXECUTIVE COMMITTEE



**Mian Waqas Ahmed**

Treasurer

Session: 2005-07

Manager Fin. & Admin.

ADK Enterprises (Pvt) Ltd.

Mian Waqas Ahmed belongs to an entrepreneur family of Pakistan, who has been engaged in manufacturing of equipment plant machinery mechanical wet cooling tower system (HVAC) under the license of HAMON group (France) since 1981. He is alumnus from Institute of Business Administration (IBA), University of the Punjab Lahore with double specialization in Finance (MBAE-2005/2007) and HRM (MBAE-2011); also holds a professional certification of Diploma in cost Management Accountancy (DCMA-2003) from Hailey College of Commerce (2003). His professional experience covers the span of 15-years with expertise in the fields of Accountancy, Finance, Administration/Management, Corporate affairs and Taxation. Currently he is serving as Manager Finance & Admin in ADK Enterprises (Pvt.) Ltd, also providing operational consultancy to various organizations including but not limited to Unity Solutions (IT company), Sharaf-e-Raza Travel & Tour (Pvt.) Ltd, SA Enterprise (wholesale distributor FMCG products), Tax Advisory services, etc., under the title of "Mian Waqas Facilitation's



**Ammara Athar (PSP)**

EC Member

Session: 2005-07

Ammara was appointed as Assistant superintendent of police in 2009. Her focus has always been to create an effective policing and believes that policewomen like her give this profession a more palatable image. In 2018, Ammara Athar broke yet another glass ceiling by becoming the state's first woman District Police Officer (DPO) in Punjab Pakistan. Earlier, while serving in various posts and assignments; the officer had made history as well by being the first female police officer in Pakistan to be winning the Eisenhower Fellowship 2015 (Woman Leadership Award). The PSP officer earned much appreciation for her public service. She is also an active alumnus of Institute of Business Administration (IBA-PU); did MBA and specialization in Finance.



**Sheikh Muhammad Umer**

EC Member

Session: 1995-97

Executive Director

Toyota Ravi Motors Ltd

Sheikh Muhammad Umer is an experienced and yet humble businessman with a political background. By grace of Allah Almighty he is a successor of a versatile business tycoon Sheikh Allaiddin (Member Provincial Assembly, Punjab). He works as a Director in a group of companies that include Toyota Ravi Motors, Toyota Shaheen Motors, Toyota Sahiwal Motors, Toyota Ravi Motors 1S, Al Rahim Homes, Synerysoft International, Shaheen Enterprises and Ravi Exchange Company (Pvt) Limited. He is also running a charity by the name of Omer Citizen Community Board and Zubaida Rafiuddin Trust. He holds a masters degree in Business Administration with specialization in Finance session 1994-96 from IBA PU. He got various certificates in law and banking from Institute of Bankers of Pakistan and also is an active member of Marketing Association of Pakistan.



**Aasim S. Mullick**

EC Member

Session: 2005-07

National Sales Manager

Pharma Health Pakistan (Pvt) Ltd.

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.



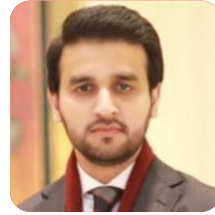
**Madiha Tahir**  
EC Member  
Session: 2008-10  
National Savings Officer(BS-17)  
Org/Ministry; National Savings  
Ministry of Finance

A confident and highly organised administrative professional with an eXperience of over 5 years in public sector,coupled with expertise in finance, operational and project management serving in the said organization to meet the goals of digitization and financial inclusion with the best service delivery to public and an easy job for the employees."



**Hamza Irfan**  
EC Member  
Session: 2010-12  
Director Business & Operations  
Bulls Eye Communications

Hamza joined Mobilink (March 2012) in Mobile Financial Services and being a member of the pioneer team, not only actively participated in the launch of 'Mobicash' (Now Jazzcash), but have also been responsible for managing all the operations, trouble shooting, visibility and distribution of the service etc. in the entire region. Have worked in the technology sector i.e. Alchemative in Business Development and later in Marketing. Currently working in Bulls Eye Communications Pvt. Ltd, a leading marketing agency which works with companies like Pepsi Cola , Total Parco, Huawei and Nestle for trade and consumer brand activations, corporate and PR events. Currently he is heading the region as Director Business and Operations (Central).



**Zain Khan**  
EC Member  
Session: 2008-12  
Brand Manager  
Nestle

After attaining his BBA-Hons. degree from IBA-PU, he pursued his Masters degree in Management for Business Excellence in 2012-13 from University of Warwick, United Kingdom. He joined Nestle Pakistan as MTO in 2014. At present, he is Brand Manager Nestle Bunyad.



**Hamayoun Bashir**  
EC Member  
Session: 2007-09  
Head of Marketing  
Haier Pakistan

Hamayoun Bashir has been associated with leading brands of the industry. At present he is associated with Haier Pakistan as Head of Marketing Department

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## Distinguished Alumni of IBA-Punjab University

Research credited to

Muhammad Anas Ganaie(MBA 2002-04)



**Ahmad Alman Aslam (1973-75)**

Mr. Kamran is majors in Finance and MA (Economics) from the Punjab University, Lahore besides holding Diploma in Banking (DAIBP) from Institute of Bankers in Pakistan. He is an Ex-Deputy Governor, State Bank of Pakistan (SBP). His professional career spreads over a period of more than 38 years. Presently, he is Chairman of BenchMatrix (Pvt.) Ltd., an international IT company, and MD of BenchMatrix Solutions DWC. Dubai, U.A.E. On 31st January, 2019 Federal Government has appointed him Banking Mohtasib Pakistan. He is also a professional trainer as well and is associated with a number of renowned training institutions and banks/DFIs.



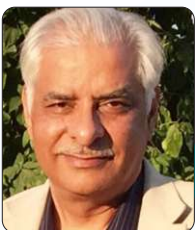
**Agha Saiddain (1973-75)**

Mr. Agha Saiddain is a successful name in the leather industry of Pakistan and is running with his venture Royal Leather Industries as Chief Executive. He was recently elected as Chairman Pakistan Tanners Association-Central for the year 2018-19.



**Mahmood Akhtar (1973-75)**

Mr. Mahmood is a seasoned professional having over 35 years of managerial experience spread across various industries. He is associated with Nishat Group of Companies since long. He serves on the board of Nishat Chunian Ltd. , Nishat Power Ltd., Pakgen Power Ltd., Security General Insurance, Nishat Hospitality (Pvt.) Ltd., and Lalpir Power Ltd.



**Irfan Nasr (1975-77)**

Mr. Irfan Nasr is a seasoned marketer with experience in different sectors in Pakistan. He was associated with PTC as Director Marketing & lately as Managing Director & CEO in Govt. Holdings (Pvt.) Ltd. He initiated his entrepreneurial venture EWorkz Power as CEO in 2014 fulfilling the needs of solar energy.



**Junaid Ahmed Zia (1976-78)**

Mr. Junaid is the founder of Qasar-e-Noor which is a well-recognized name in the field of Banquet Halls and Event Management Business at Lahore. He proudly carry forward the legacy of Roldoo Muhammad Din & Sons (The oldest tent maker industry in sub continent; Estb in 1880s at Delhi India). He joined family business at the age of 14 in year 1970 as Director – Modern Tentage & Textile Industries which was the major supplier of tents, tarpaulins and web equipment to Pakistan Army. Mr. Junaid was also appointed Director – Okara Textile (Pvt) Ltd and Sutlej Cotton Mills (A pre 1947 industrial unit). His operational projects are Lahore Garrison Golf & Country Club(3 Halls), Lamman Banquet Hall Gulberg, Model Town Community Centre (Barat Ghar), and Main Kitchen (Gulberg).



**Abid Sattar (1979)**

Mr. Abid Sattar has over 35 years of rich and diversified experience covering corporate, institutional, retail and consumer banking, both in Pakistan and overseas. He was based in Singapore heading International Business for Asia and Africa Regions for Habib Bank Limited. During his previous assignment at HBL Pakistan, he has held the positions of Head of Global Operations and Head of Retail and Consumer Banking. His earlier experience includes senior level positions with Citibank, Standard Chartered and Chase Manhattan banks. Currently he joined Askari Bank as President & Chief Executive. He holds Masters in Economic and Politics of Development from Cambridge University, UK and is a Gold Medalist in MBA Finance from the Punjab University



**Malik Abdul Hamid Bulghari (1981-83)**

Before joining Planning Commission of Pakistan in 1996, he has been associated with Regional Development Finance Corporation & Agha Khan Rural Support Program. Since then, he has worked in different positions in the government sector. At present, he is Chief (Energy Finance & Economics) in Energy Wing, Planning Commission of Pakistan.



**Sheikh Muhammad Umar (1983-85)**

Sheikh Muhamamd Umar joined is PSP 20th CTP & joined the Police Service of Pakistan in 1992. He served in Sindh & Punjab and has been Commanded Distt Police Nawab Shah, Jacob Abad, Sargodha, Bahawal Nagar & HafizaAbad. He remained posted as Counselor at Embassy of Pakistan, Washington DC (2011-15). Later served as DG NACTA and DIG Motorway. Presently he is serving as RPO DG Khan since June 2018.



**Salman Latif Rawn (1984-86)**

Salman Latif Rawn has over 25 years of extensive and successful international experience in the FMCG industry particularly with beverage giants like Coke & Pepsi. Currently he is working as Managing Director in Master Beverages Gujranwala.



**Shahid Latif (1984-86)**

Shahid belongs to PSP 18th Common & PCS 1989 batch and is majors in Finance. Prior to joining the Police service, he has been working as Financial consultant & banker at NDFC. During his police service, he has served in numerous positions in Sindh, KPK & Punjab. Currently he is Additional IG Police (Elite Force), Punjab.



**Razi ur Rahman (1984)**

Razi-ur-Rahman has been serving with Atlas Group since long now. He did Advance Management Program with INSEAD in 2014. He has been serving in various Group companies. Currently he is Chief Operating Officer of Shirazi Trading.



**Muhammad Farooq Mazhar Khan (1983-85)**

Mr. Farooq Mazhar is career police officer with enthusiastic history in Police Service of Pakistan. Prior to his recent promotion in PSP-21 as Additional Inspector General in Intelligence Bureau (IB) Punjab, he was posted in Special Branch as AIG. He was promoted as DIG in 2011. He has over three decades service in PSP posted in various positions like DIG Headquarters, DIG Operations Punjab, DIG Traffic Punjab, etc. Mr. Farooq studied Information System Security from Royal Holloway, University of London in 2001.



**Mian Javed Iqbal (1988)**

Mian Javed belongs to the industrial city of Faisalabad and has served as President Faisalabad Chamber of Commerce & Industry. He is CEO Sitara Energy Ltd., Sitara Fabrics Limited, Sitara Chemtek (Private) Limited, Sitara International (Private) Limited, Lyallpur Fabrics (Pvt.) Ltd., Sarosh Abdullah International (Private) Limited, Sitara Builders (Private) Limited, SA Pharmaceutical (Private) Limited, LCM (Private) Limited and Sitara Infotec (Private) Limited. In addition he is serving as Director Chemical Industries Ltd., Sitara Textile Industries, Sitara Peroxide and Sitara Chemical Industries. He is also serving as Syndicate Member of Government College University Faisalabad.



**Samita Khawar (1988-90)**

Samita's educational background is in Business and Project Management. Her career started in 1991 and her work span extends to South Asia, the Middle East and North America. Over the 27 years of professional exposures, she has focused on developing and delivering strategy-based solutions particularly in infrastructure planning and development areas. From managing varied and complex tasks in these challenging business areas, she acquired business knowledge and skills in leadership, strategic planning, client management, and business development. She has diverse experience working with private sector, governmental organizations, and international organizations. Samita joined UNOPS Asia Region (United Nations Office for Project Services )as Country Manager, Pakistan last year.



**Syed Hassan Imam (1989-91)**

Syed Hassan has over 26 years of experience in the field of Business Management, Sales/Marketing, Business Development and product management with the organizations like Syngenta, Bayer, DuPont, Solae, Engro Foods, Zong, etc. engaged in Crop Protection, Hybrid Seeds, Fertilizers, FMCG and Telecommunication. He is holding the appointment of Country Manager Jaffer Brothers (Pvt.) Ltd. since 2015.



**Ahsan Umar (1993)**

Mr. Ahsan Umar bags over twenty years of rich & diverse experience in General management, strategic planning, marketing, sales, retailing, CRM, Operations and Supply chain management. He has experience of working in Dairy, Food & Beverages, Oil, Automobile, Grocery, Fashion, Modern retail and wholesale industries like Haleeb, Nestle, Metro Cash & Carry Pakistan and Servis Sales Corporation. Currently he is working as Chief Operating Officer in Crescent Textile Mills Ltd. since May 2018.



**Imran Ghafoor (1994)**

Mr. Imran Ghafoor has over 15 years of entrepreneurial experience. He has undertaken several Industrial and Business, Finance, Marketing, Management and Leadership courses from Boston University and LUMS. Besides Sitara Group of Industries, he has been associated with a number of leading national and international business associations including FCCI, APTMA and APCEA. He is CEO Sitara Peroxide Ltd.



**Arsalan Khan (1996-98)**

Arsalan is a passionate, dedicated & enthusiastic sales person. He started his career with Nestle Pakistan as MTO in 1998 and has served in various positions at multiple locations in Pakistan and abroad. His last attachment in Pakistan was as Director Sales. Last year, he was promoted as Director Sales Thailand.



**Waseem Fareed (1996-98)**

Waseem is a seasoned FMCG industry sales professional. He started his career with Sufi Group of Industries. He joined Dalda Foods in 2007. Since then, he has been working at different positions in Sales department of Dalda. Only recently he was promoted as Vice President Sales.



**Hassan Yasser (1999-2001)**

Hassan has over 24 years professional banking experience with banks like Union Bank & Bank Alfalah. He recently joined Albaraka Bank as Regional Business Head Central & North. Prior to it, he worked in Bank Alfalah for over a decade & his last position was Regional Head SME (North).



**Rukhsana Gilani (2000-02)**

Mrs. Rukhsana Gillani belongs to Audit and Accounts Group of Pakistan and has a career spanning over three decades in public service. She remained posted at various executive posts and has made valuable contributions towards improving transparency in utilization of public sector resources.. She is an eminent proponent of socio-economic empowerment of the women to enhance their role in national development of Pakistan. She assumed the charge of Ombudsperson, Punjab in April 2018.



**Atique Khawaja (2001-03)**

Atique Khawaja is MSc Chemistry with diplomas in beverage technology. He bags enormous experience in the beverage industry with the names like Murree Brewery, The Coca-Cola Co., Nestle & Narjan Mineral Water Co. Saudi Arabia. Atique is a qualified TCCC Auditor and has trained over 200 manufacturing & Quality Assurance staff. At present, he is Senior Quality Environment Occupational Safety & Health (QEOSH) Manager in The Coca-Cola Company Pakistan.



**Khilat Bari (2001-03)**

Khilat is a professional banker with a couple of decades experience. He initiated his career with The Bank of Punjab as Trainee Officer in 1997 and remained there till 2005 working on various positions. In 2006, he joined MCB and has worked in multiple positions and locations in Lahore. Last year he was promoted as Regional Head Jhang.



**Yousaf Siddiqui (2001-03)**

Yousaf is a seasoned management generalist having work experience with reputable multinational and national companies for the last 15 years. He has in depth industry exposure of FMCG, Non-Food; Sales, Operation, Distribution, buying and merchandising, brand management, Multi-Channel Retailing, and Modern Wholesale & Retail with proven track record in the organizations like Samsung, Metro Cash & Carry, Ruba SEZ Group & Enviro. He is working as Director Marketing Riphah Group that deals in university, hospitals, and media.



**Qasim Mahmood (2002-04)**

Qasim is a qualified Chemical Engineer and has worked in the industry of pulp & paper, polyester & soda ash and petroleum & gas sector covering R&D, plant operations and projects. He joined the Coca Cola Pakistan in 1999 as Quality Programs Manager covering Pakistan, Iran and Turkmenistan and moved to QA Manager for Southern Eurasia BU and reached Senior QEOSH Manager for Pakistan & Afghanistan. Currently he is working as Technical Services Manager.





**Malik Adnan (2003-05)**

Adnan has a diversified work experience pertained to pharmaceuticals & automobile industries. He has been associated with Abbott, GSK, ICI, Bayer & Roche in multiple positions & locations. He joined Indus Motors in 2008 as ASM where he was promoted as NSM in 2017.



**Javed Ahmed (2003-05)**

He is triple degree holder from Punjab University which include MA English (1984-86), MBA Evening majors in Finance in 2003-05, and LLB (2003-07). He is serving with Punjab Government since long. He joined Punjab Revenue Authority in 2013 as Commissioner where he was promoted as Chairman in 2018.



**Khawaja Hammad (2005-07)**

Hammad has passion for E-commerce and Digital Marketing. He has held a variety of roles within Information Technology field including but not limited to E-Commerce product development, Web Monetization, Information Systems Design and Audits, Information Communication solutions development and Digital Marketing. At present, he is associated with PakWheels.com is Head of Marketing.



**Aamer Ejaz (2005-07)**

Usman is a qualified Electrical Engineer from UET Lahore. He possesses 15+ years of diverse experience in the Information, Communication and Technology (ICT) sector with renowned Global Leaders in Telecom Industry like Siemens and Nokia where he worked in Europe, Middle East & Africa and North America. For the last 2 years, he has been working as Senior Programme Manager at the Punjab Information Technology Board.



**Malik Usman Waheed (2006-08)**

Usman is a qualified Electrical Engineer from UET Lahore. He possesses 15+ years of diverse experience in the Information, Communication and Technology (ICT) sector with renowned Global Leaders in Telecom Industry like Siemens and Nokia where he worked in Europe, Middle East & Africa and North America. For the last 2 years, he has been working as Senior Programme Manager at the Punjab Information Technology Board.



**Kamran Azhar Jafri (2007-09)**

Kamran attained Mechanical Engineering degree from UET in 2002 & joined Nestle Pakistan as Management Trainee same year. He is skilled in FMCG, Strategic Planning, Management, and Leadership. Currently he is Head of Engineering Nestle Pakistan Ltd.



**Fawad Malik (2007-09)**

Fawad is a qualified Computer Scientist with exuberant experience with a European engineering giant SIEMENS for as much as 13 years in Lahore region. Only recently he found an even bigger opportunity with another European engineering company ABB as Head of Sales-Industrial Segments.



**Zain Ali (2008-12)**

Zain is an Advocate by profession offering legal assistance to clients in different cities in Punjab. He is running his own law firm Zain & Hassan Law Associates as CEO with clients in FMCG, academia, banking & government sector. He has expertise in cyber law and is invited by media & academia as the expert.



**Muhammad Ali Jan (2009-11)**

Ali Jan is a qualified textile professional with exuberant experience in the textile sector. He has been associated with leading names like Nishat & KMLG. Currently he is GM Processing in Shafi Texcel Ltd.



**Mahinder Pall Singh (2010)**

With over 10 years of fully devoted political hard work for PTI, Sardar Mahinder Pal Singh was elected MPA from Multan on a reserved seat for minorities in the provincial assembly last year on the ticket bestowed by PTI. He is also President PTI Minorities (South Punjab).

DEPARTMENT OF BUSINESS ADMINISTRATION  
 UNIVERSITY OF THE PANJAB  
 NEW CAMPUS, LAHORE  
 Session 1973 - 1975



*Standing Left to Right*

Afrah Ahmad Qurshidi Dr. Amjad Pervaiz Sheikh Prof. Ata ur rehman Khawaja Amjad Saeed, Chairman  
 Seih Razzak Dawood Miran Abdul Aziz Kh. Mohammad Aslam Miss Niloler Shah  
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 Zulfqar H. Joffery Sh. Shahbaz A. Akhtar Mohammad Rafique Alzal Hassan  
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 Ahmad Aliman Aslam Shaikat Fayyaz Ahmad Tareen Anceq Khawar Aftab Anwar Nadeem Iftikhar  
 Haniz Haseeb Ahmad G. B. Ali Syed Shah Kausar Qazi Tariq Nazir Mohammad Tariq  
 Marris Mustafa Sh. Mubashir Zaman Ahmad Yousef Hamid Makhdom

*First Row Standing*

*2nd Row Standing*

### AN INFAMOUS TALE

It is a tale  
A tale of a time

A time that has elapsed  
A time that lost its tracks

It is a tale  
A tale of a smile

A smile that touches the soul  
A smile wide and whole

It is a tale  
A tale of a tear

A tear that falls off the eye  
A tear that asks "why?"

It is a tale  
A tale of a city

A city that knows to hide  
A city that bore pain and cried

It is a tale  
A tale of truth

A truth under a seal  
A truth that wishes to unveil

It is a tale  
A tale that is unheard

Unheard by humankind  
Unwritten and confined

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## IBA Sports Gala 2018

IBA is such a prestigious institute which not only believes in the academic achievements of the students but also moulds the students physically. IBA has never left any stone unturned towards arranging cocurricular activities as these are the source of refreshing break for the students. The most awaited event of the year."SPORTS GALA" finally took place from 5th to 8th March. Students, administration and the faculty members participated with full enthusiasm. The event was sponsored by ECS, Wilshire and CCL.

IBA was embellished with luminous ribbons and flags. Dr. Talat Islam, the incharge of sports, as

well as the sports society toiled hard from dawn to dusk to make this event worth remembering. Opening ceremony took place with high zest and zeal. Closing ceremony took place on Thursday 8th March, 2018. Winners as well as runners up were awarded with cash prizes and the medals. Every team tried to give its best but team Popeyes lifted the trophy of IBA Sports Gala 2018. IBA is optimistic to arrange such events in near future for the corporeal development of the students.

Asra Faheem.  
BBA 4th Semester.

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ہوا کی زد پہ دیا جلانا جلا کے رکھنا کمال یہ ہے

ذرا سی لغزش پہ تو ڈ دیتے ہیں سب تعلق زمانے والے  
تو ایسوں ویسوں سے بھی تعلق بنا کے رکھنا کمال یہ ہے

کسی کو دینا یہ مشورہ کہ وہ دکہ بچھڑنے کا بھول جائے  
اور اسے لمحے میں اپنے آنسو چھپا کے رکھنا کمال یہ ہے

خیال اپنا، مذاج اپنا، پسند اپنی، کمال کیا ہے  
جو یار چاہے وہ حال اپنا بنا کے رکھنا کمال یہ ہے

کسی کی راہ سے خدا کی خاطر اٹھا کے کانٹے ہٹا کے پتھر  
پھر اس کے آگے اپنی نگاہ جھکا کے رکھنا کمال یہ ہے

وہ جس کو دیکھے تو دکہ کا لشکر بھی لڑکھڑائے شکست کھائے  
لبوں پہ اپنے وہ مسکراہٹ سجا کر رکھنا کمال یہ ہے

ہزار طاقت ہوں سو دلیلیں ہوں پھر بھی لہجے میں عاجزی سے  
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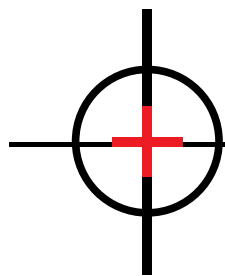
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## MISSION CRITICAL

## SKILLS IN HUMAN RESOURCE

Research by **Mian Waqas Ahmed**



Some job seekers are always in demand like engineers, nurses, certain types of IT professionals. Other fields seem to be overly populated with plenty of capable and willing applicants to fill the all too few open positions; unfortunately, HR can be one of those fields.

While that can be disheartening to those competing for these positions, there are ways in which HR job seekers can stand out from the crowd. They can identify, nurture and develop skills that address certain “mission critical” functions in organizations.

In fact, according to Manpower Group study, 52% of 1,300 U.S. employers surveyed say they have experienced difficulty filling “mission-critical” positions, up from 14% few years ago.

Kathy Albarado is founder and CEO of Helios HR, a company that works with executives to fill human resources openings with professionals who can guide the organization to its next evolution of growth. She says professionals who understand and articulate the current and future needs of an organization are always in demand. “Executives looking to fill leadership roles target individuals who can build capacity, capability and sustainability within an organization,” says Albarado.

**“HR professionals who understand the business and the business drivers and can align HR programs and initiatives in support of corporate and organizational goals are in demand.”**

According to Kathy Albarado, HR profession to grow by 22% over the next decade; Specific skills that Albarado sees in high demand include:

- The ability to identify competencies to improve organizational performance.
- Experience with succession planning.
- The capability to create compensation programs focusing on total rewards.
- Knowledge of technologies that streamline operational efficiencies.

Specific areas of focus have a tendency to ebb and flow, says Duncan Ferguson, managing director of leadership development at BPI Group ([www.bpi-group.com](http://www.bpi-group.com)), a global management and HR consulting firm.

**“Understanding societal and industry trends can help HR professionals identify areas in which they could add value to organizations”.**

Today, says Ferguson, there are three things that organizations are wrestling with:

1. Learning how to better collaborate both internally and across different boundaries as more and more people are working virtually,
2. Staying ahead of competitors through successful innovation, and
3. Successfully engaging staff.

To be successful in their job search, he says,

HR leaders should **“understand what the marketplace needs before worrying about what they have to offer.”**

In other words, thoroughly understand the company's business needs, and then determine how your HR background and skills can help the company address those needs.

**“I notice that just about everybody in the job search process hasn't thought as robustly as they should about what their offer is to the marketplace and why that offering is unique,”** he says.

**“Think like a business person first and an HR professional second,”** he advises.

HR professionals who have, or who can identify and then work to develop, skills in these business-specific areas can set themselves apart.

**“To me, it's a really exciting time to be in human resources 'development', because the opportunity to really make an impact is right there in front of you,”** says Ferguson.

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## *A (very) rough guide to life at IBA*

Our institute bears vivacity and high spirits of its own kind. It forwards and breeds a new class of executives imbued with change and innovation. It is committed to nurture well versed business generalists.

If any IBIAN would come across such piece of sacred text, probability of two immediate thoughts is very high. First, they would find it coaxing by any of their class's nerd who himself is not taken much serious. Second, they would assume such lines belong to IBA of Michigan or Toronto and if not them then surely Harvard since it's one of few foreign universities everyone admires or most probably knows.

If pupils are asked of what you like the most here, they would immediately reply lunch break and leaving! Oh... They are missing gossips and politics. Attendance is a cosmopolitan, subject under over discussion though everyone knows that eventually everybody makes out to the examination hall in the end. Morning classes grab the second course of torments and sufferings. They say 9 A.Ms are like arranged marriages - you don't want to go through them but you made a promise to your parents...

Social life, I would be with you in just --- four years!! Guess how many societies and clubs I wish I was a part of --- 'zero'. "SHOOT!" what was that, 'a due date!' and if inquired object of not doing it earlier, they say "if tomorrow isn't the due date, today isn't the do date!" Apart from deadlines hitting the given word count (limit) is a challenge where a string of unwanted adjectives is always a good idea. Something like, very young small early peas... The enigma of citing sources is no more an issue, they site the sources from Wikipedia.

Whole class is my friend means nobody is my mate and if not that, I am a CR. And you need to need me. My sister from another mister alike friend of first semester is most probably not my cousin's cousin alike friend in the last semester. In such case, if anybody interrogates, an IBIAN may say, "I don't treat people badly, I treat them accordingly".

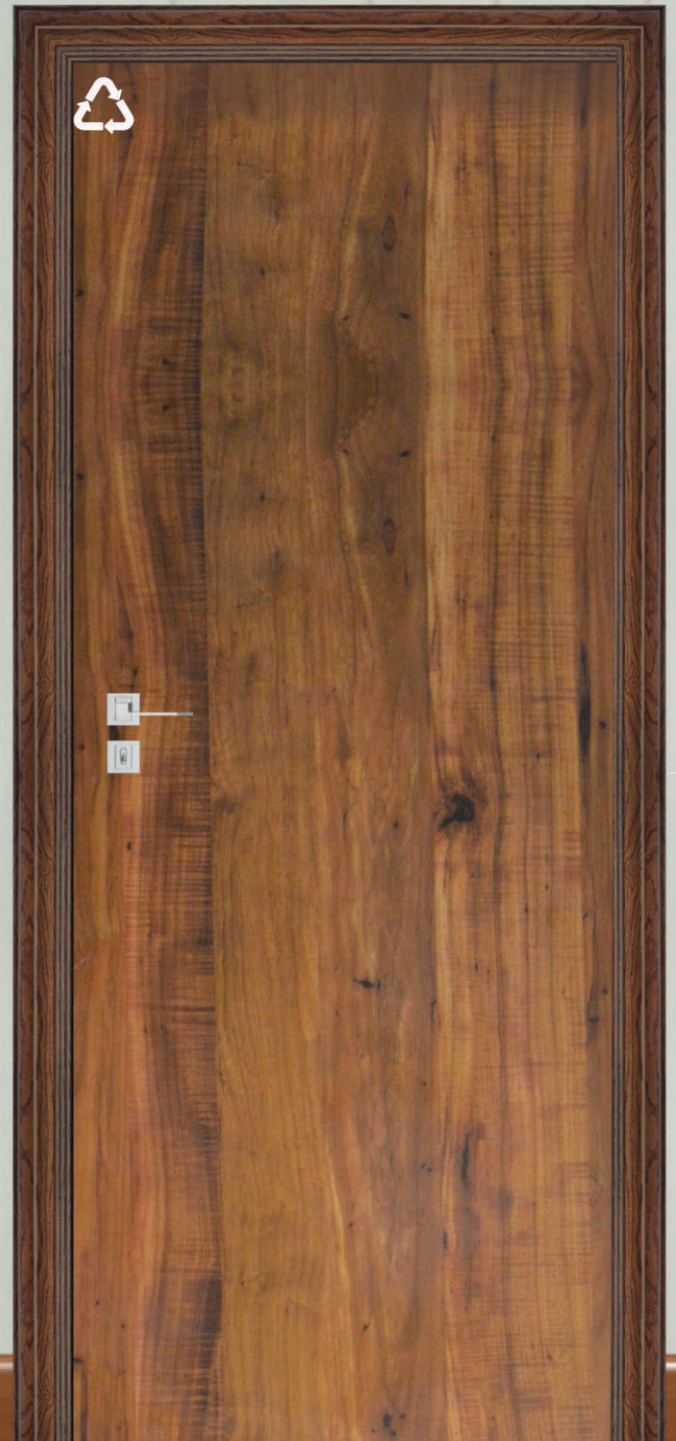
In short, we are not frantic - we just mimic it. We cherish spending time together. We relish making plans decade earlier so everybody fits in. IBA is our beloved as it lends myriad experiences and it's almost okay if we ourselves jibe it but we are undoubtedly in a genitive association with our institute possessing such immense academic excellence. We know these halcyon days here are shrinking but we understand that those we held in our arms for a little while, we hold in our hearts forever.

Fatima Dawood  
BBA hons. – IBA

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## Check the Facts



Sleeping with clarity is better than being vigilant and observant with confusion. According to all Divine Books the first human being on earth was Adam and Eve. According to these books it was animal skin used by Adam,

Eve, and their children for dressing, storage of food, and water and even housing (Tents). From the very beginning animal meat and skin were essential partner of human race. The human race would have vanished to exist without animal meat and skin. Both remained as important as water and oxygen till human started growing other foodstuffs and fabrics. Later on it might be wheat, potato, rice and may be animal wool to offer human being substitute for meat and skin. But both meat and skin remained partner of human race on earth. The use of animal meat, milk, and animal skin is inborn and natural among human beings. Majority among human race are both carnivorous and vegetarian. This is how human kind was created by God. The Need Hierarchy Theory of famous Psychologist Maslow Says that hunger and thirst are two basic needs of human and animal. The creator arranged both water and food before His creation on this planet. Any interference in this natural system is unnatural and bound to disappear after some time. Some NGOs through publicity and advertising using false facts are busy in creating dissonance among consumers about natural leather. Their ultimate goal is

to raise dissonance level at a point where consumers will check the label before buying any leather product and will prefer to buy only plastics and synthetics materials. These NGOs want to distort perception of consumer to the level where big brands will write on the labels "No animal skin is used only synthetic material". What we can see in their publicity campaigns is that all these are based on element of fear and hypocritical love for animal. They enjoy meat and beef before creating stories about animal welfare, traceability, animal killing etc. The other fears they use are fear of environment, chrome tanning, emission of methane gas during the life cycle of animal. With their incorrect information they are busy in developing perception among masses that leather making is toxic and rearing of livestock is only major source for global warming. Uptill now global tanning sector has not really challenged these false claims. Tanning sector has information and valid arguments which is based on honest truth and solid facts.

According to FAO statistics the Global Cattle herd was 1035.3 million in 2013 and average annual growth rate of cattle herd is 0.8% as such the size of cattle herd in 2017 should be 1068.83 million. According to the study conducted by US Hide Skin and Leather Association (USHSLA) the annual slaughter of cattle at global level was 240 million heads during the year 2013 the same source says that average weight per hide is approximately 30 kilos meaning that total annual weight of hides would 7.2 billion Kilos. To dump these in landfill will cost US\$ 950 million per year. Similarly, global population of Sheep and Goat was 1172 million and 1005 million heads respectively and according to FAO source the annual slaughter of Sheep and Goat



was 542.50 million and 424 million heads respectively. Based on average weight of Sheep and Goat 700 gms per skin the total weight of sheep and goat works out 675 million Kilos which cost another US\$ 90 million per annum to dump. Every year developing nations are spending US\$ 45 billion on Municipal Waste Management which is estimated to reach US\$ 150 billion in 2025 (Source: PROPARCO). Adding another 7.875 billion kilos to this would cost huge amount with many kinds of ground contamination and air pollution. The tanning industry itself is pollution controlling and waste management sector handling 7.875 billion kilos of waste of hide and skin. Hides and Skins are by product of beef and meat industry. Who on earth raises animal for leather, the answer is none. Why would these NGOs blame leather sector for degradation of Amazon, methane emissions, and bad practices during animal rearing and for other environmental issues. The tanning industry is recycling hides and skins (by product of meat industry) into leather and beautiful leather goods like shoes, garments, gloves, bags, auto upholstery, furniture and many other articles. This recycling industry of hides and skins provide jobs to million of people in the world and specially in poor and developing countries. The developed nations are also benefitted by selling their leather chemicals, accessories, and machinery for this industry. The industry need to face anti leather NGOs and challenge their narrative based on falsehoods. As Mike Redwood says tanners must raise their honest voice and we must combine and sing in harmony. The most alarming news is that brands like NIKE have gone on back foot and are telling their end consumers that they use only FLYLEATHER in their shoes which is produced only from discarded leather scrap like unused splits, shavings, and trimmings and then combined these with synthetic fibers and fabric. This material is ultimately

in shape of rolls which is easy to cut and good for mass production. The Global Leather Coordinating Committee (GLCC) which bring together ICT, ICHSLTA and IULTCS have informed NIKE that they are unconvinced by claims of environmental footprints of FLYLEATHER due to system boundaries NIKE has used in calculation are not clear. The leather sector need to raise combined voice to disallow to use word "leather" with such products and terms like synthetic leather, bonded leather and e-leather must be discouraged. We must introduce "LEATHER MARK" like "WOOL MARK" to save this ancient industry which has put lot of effort in R&D to reduce consumption of water and energy together with use of environmental friendly chemicals. If we compare pollution load of tanning industry as compared to other industries and carbon emission of fossil fuels it is only a fraction. The leather industry need to work on comparison between synthetics and natural leather. To create liking and love for this ancient material we have to join together and develop a narrative based on honest truth and follow it strongly and aggressively.

Agha Saiddain  
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# The **8** Most Common IT Security Mistakes You Make



Cyber-attacks continue to grow in the world and businesses that don't properly secure their systems and inform their employees are exposing themselves. Symantec revealed in their Internet Security Threat Report that 430 million unique pieces of malware were created in 2015 alone. Below are some shocking stats from the report:

- Over half a billion personal records were lost or stolen in 2015
- Spear-phishing campaigns targeting employees increased 55%
- Ransomware increased 35%

We asked our IT Security team to put together a list of the most common mistakes they see on a daily basis that put organizations at risk. Review the mistakes below and learn how they can easily be remedied and lead to more secure business practices.

## Email Security

### OPENING EMAIL ATTACHMENTS FROM PEOPLE YOU DON'T RECOGNIZE

- Check the context of the email message. If anything looks suspicious or the person is asking you something that they wouldn't usually ask you to do, it's more than likely spam.
- Check the sender. Don't recognize it? Google the domain name after the @ symbol to see if

it is a legitimate domain/business

- Still unsure? Send the email to your email administrator to get verification if it is a spam email

### FORWARDING EMAILS WITH ATTACHMENTS FROM PEOPLE YOU DON'T RECOGNIZE

- Notify your IT administrator Even if you haven't opened the attachment, other employees could have been targeted as well
- Do not forward the email to anyone else in your organization. This increases the chance of a malicious attachment being clicked on accidentally.

## Password Security

### USING COMMON PASSWORDS

- While this password security tip is more commonly enforced when signing up for online services, we still see employees using yourname123 and your birthday.
- Re-work your current passwords, using numbers and capital letters intermittently along with uncommon symbols. If you have "newyork" as your password, try changing it to something like "N3wY0rK!" Even though it is not very complex, it would not be guessed as easily.

### LEAVING STICKY NOTES WITH PASSWORDS ON YOUR DESK

- Anyone could walk up and gain access to files or systems with confidential information. Physical security is important if you have to write your passwords down, like a locked desk drawer.

#### USING THE SAME PASSWORD FOR MULTIPLE ACCOUNTS AND YEARS

- It's important to change your passwords frequently. We just spoke with a client who had the same password for 10 years...that is a security no-no!
- For sensitive, business-critical information it is important to change your password every three months
- Do not use the same password for every account you have. Having different passwords for all of your accounts reduces the possibility of all of your accounts being compromised at once. With the vast increase in daily cyber-attacks, password age (how long you've had it for), complexity and length are very important.

#### NOT ADDING A PASSWORD OR PASSCODE ON YOUR WORK DEVICES

- It is highly recommended that you have added a password or passcode to the devices you use at work. The longer and more variation in characters, the more secure.
- When you walk away from your computer, lock it – the same goes for your work phone. Unlocked devices entice people to use them for snooping or malicious activity.

## Web Security

#### CLICKING ON ADVERTISEMENTS

- Most ads are harmless, but the ones that are too good to be true – *how to instantly make \$1 million dollars or you WON'T believe what Hillary/Trump/Kimye just did* are often *clickbait advertisements* that could lead you to sites with malware

#### SEARCHING THE DEEP WEB

- The deep web is the shady part of the internet, not seen on common search engines like Google and Bing. CNN Money outlines the deep web in a safe-for-work infographic.
- Work computers should be used for business only, there are a lot of deep web sites that

will instantly track you and install malicious code.

## Mobile security

Mobile security is not top-of-mind for many mobile workers, according to recent research by Cisco and the National Cyber Security Alliance.

The study, conducted by independent market research firm, examined behaviors of mobile wireless workers using smartphones, PDAs, laptops and other devices and found that as companies continue to mobilize, the security risks increase as a result of unsafe and sometimes reckless end-user behavior. Ron Teixeira, executive director of NCSA, an organization that educates the public and corporations about online security and safety, said the study highlights some frightening trends. One of the most startling, he said, is that companies are falling short on making mobile workers acknowledge and sign a security agreement, and if there is an agreement signed, it frequently isn't followed up. Teixeira made the following suggestions to enhance mobile security:

- Use effective passwords that are changed every 90 days
- Update antivirus and anti-spyware programs regularly
- Download necessary patches to the operating systems regularly
- Create backups of all-important data files
- Encrypt sensitive data
- Have an emergency response plan for mobile and wireless security breaches
- Marry proactive education with proper technology that protects network, mobile and wireless connections both inside and outside the corporate environment. That includes wired and wireless security infrastructure, incorporating VPNs, device and endpoint protection, intrusion detection, admission control and effective management.

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