

Editor's Note

What should we do when we are entrusted with something for safekeeping? Should we take care of it or just squander it? Life is a gift of Allah to us all. We need to take care of it as much as possible. These are the times when our lives are put to greater risk due to peculiar nature of Covid-19. So we should take full precautions that would keep us safe from this unpredictable malaise. We wish that these difficult times are over soon and we are able to lead our lives in whatever manner we want.

We wish our alumni and their families a blissful upcoming Ramazan, full of Allah's blessings and safety.

Patron

Prof Dr Muqqadas Rehman

President

Athar Ehsan ul Haq

Editorial Staff

Ali Asif Gilani

Muhammad Anas Ganaie

Mian Waqas Ahmed

Postponement of Annual Reunion 2021

The Executive Committee of the IBA PU Alumni Association had to postpone the annual reunion which was scheduled on 27th March, 2021 due to Covid-19 related restrictions on public gatherings. The event was being eagerly awaited by the alumni as it was after a few years that they were to get together at their parent institute. It is hoped that the Committee would be able to hold this homecoming function immediately after Ramazan. The Committee has expressed its desire to launch this event as soon as the restrictions are lifted.

Annual Sports Gala 8th-12th March 2021



Collage - Annual Sports Gala 8th- 12th March 2021



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“

The most successful entrepreneurs I know are optimistic. It's part of the job description.

CATERINA FAKE, FOUNDER, FLICKR

”

Who led the digital transformation of your company?

- A) CEO
- B) CTO
- C) COVID-19**

Recently Uploaded Videos at YouTube Channel



Director Interview with the Media
IBA PU Alumni Association · 23 views · 6 days ago

- Interview of the Director, IBA, PU with the media
- Sharing of knowledge and ideas by Mr Kamran Siddiqui (MBAE 1999-2001) with the alumni under “Bridging the Gap” series of IBA-Punjab University Alumni Association

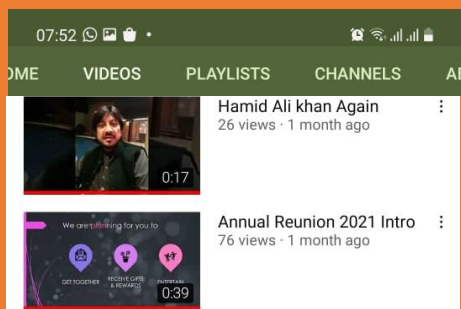


Kamran Siddiqui MBAE (1999-2001) - Sharing the Expertise Part 1
75 views · 2 months ago



President's new year message
127 views · 3 months ago

- Message from the newly elected President of IBA-PU Alumni Association on the eve of new year
- The legendary Ustad Hamid Ali Khan, the famous classical singer inviting alumni to the Annual Reunion 2021
- Introduction to the Annual Reunion 2021 of the Association



Campus News



IBA PU Alumni Association and ELPRC, IBA-PU arranged a webinar on CV Writing Skills for BBA-Hons. Final semester student on 16th March, 2021. Director IBA Prof. Dr. Muqqadas Rehman invited the CV Writing skills expert Ms. Lubna Zahid on 26th March, 2021 at tea to express her gratitude for rendering knowledge to IBA students.



On campus classes, started in Feb 2021 were warmly welcomed by the students and faculty alike.



A meeting of all affiliated colleges of Punjab University was conducted to discuss the syllabi & course of reading for BBA 4-Years Program under Semester System, at IBA, PU. Controller of Examinations Mr. Muhammad Rauf Nawaz, Director-IBA Prof. Dr. Muqqadas Rehman, Principals, and representatives of affiliated Colleges joined the meeting session.



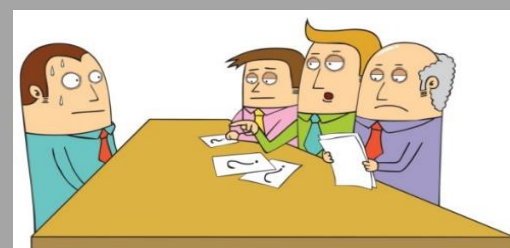
Blood camp for SKMCRH was arranged at IBA, PU on 4th March, 2021.

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

Q: How will you contribute towards achievements of our organization?

A (Part I): The best preparation that a candidate can do before an interview is knowing about the organization he or she is applying for. With so much information available online these days, it is not very difficult. But it is advisable to consult someone who is or has been working in that Company or

Organization. It would be more helpful if you know the interviewers as well.





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Role of Women Entrepreneurs During Lock Down

Farah Rizwan, MBAE (2001-2003) | Woman Entrepreneur

Apart from individual grievances to several closed and mostly dissolved small and medium badly hurt businesses owned by men, women entrepreneurs came forward and proved their remarkable abilities in the drowning financial circumstances by knitting together cohesive plan through e-commerce. Timely planning and management remained the key to success where people earned millions with their self-driven ambitions of reforming the financial equation, in turn, overcoming the depression, melancholy and down heartedness at an alarming and threatening time of recession.

The pandemic and lockdown has played on the nerves of women entrepreneurs in some form or the other by straining and stretching their already precariously balanced gender role like never before. Nonetheless, in any situation or context they felt that

they would always be at their performative best in their multifaceted roles. This turned out to be a regular challenge for every woman entrepreneur.

They were motivated by an unsaid obligation to fulfil their role expectations and to multi task but were also compelled to do most of the house work where maids or servants were also not available.

A woman is made as a multi-tasking magic and a warrior organizer helping and supporting the businesses owned by their male family members by carrying on online selling in terms of promotional activities done as live shows on Facebook and Instagram where a huge number of audience is present. The most selling products during lockdown included masks, women branded clothes, readymade garments, toys, hand washing materials and sanitizers.

Where women were selling items online, several of their male family members played the role of riders themselves for delivering items.

Women have an art to deal with their own gender in an effective and persuasive manner recognizing the fashion choices from an elderly woman to a young college girl. Female customers are always comfortable with female sellers as compared to male sellers especially in a society where men are always keen to call every elderly woman "Aunty". By the way most women consider it disgusting. Men are actually making it difficult for them and ruining their business while doing this.

It is always important for a woman to look optimistically at everything believing that the world is full of endless opportunities and her contribution to the personal and work front is everlasting, unique and meaningful.

IBA Punjab University Alumni Association

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