



Editor's Note

Just when you start delving into the old boxes rummaging for winter clothes that you have bought many years ago but could not wear for more than once due to heated indoors and lack of outdoor activities, you find out that these are not needed any more. The winters are shrinking in Pakistan, but we tend to wear heavy clothing just to make ourselves believe that it is cold. Many in other parts of the world, especially near the poles may not agree with this statement, but they are a minority, so their opinion may not be statistically significant. Instead ask Karachiites, who need to adorn a sweater just to show solidarity with their relatives in Lahore and Islamabad, or to post some pictures on social media.

The changing climatic conditions are not only making phenomenal change in the behaviors of the general public, but also compelling the businesses to rethink about their options. If they do not find new ways to cope with these issues, they are not likely to succeed. New ways to sell products which may not be needed or needed for a brief period of time is developing very fast. Look at the things we buy for weddings. One dress is hardly worn more than once but the manufacturers manage to sell them to you at exorbitant rates. This gives us a lesson to learn: be innovative in our ideas if we are to sell our products.

Stay blessed and stay warm for the winter days, no matter how short lived they are.

Patron:

Prof. Dr Muqqadas Rehman

President:

Sheikh Muhammad Omer

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Ali Asif Gilani

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Mian Waqas

Annual Reunion 2022 Held

December 17, 2022 was a memorable day for the people associated with IBA, PU as the Executive Committee of their Alumni Association arranged the Annual Reunion on this day. The event, which took place in Royal Palm Club, Lahore was graced by the honorable Governor of the Punjab, Mr. Muhammad Baligh ur Rehman. Other distinguished guests included Prof. Dr. Asghar Zaidi, Vice Chancellor, PU, Khawaja Ahmed Hassan, Choudhry Abdul Rehman, Mr. Yawar Irfan and others. A large number of alumni and their families enjoyed the evening which was studded with lots of lucky draws and giveaways.

Keeping up with its traditions, the Executive Committee awarded shields and certificates to the position holders of IBA, PU. Honorable Governor distributed the awards to the position holders. Speaking on the occasion, Vice Chancellor appreciated the efforts of the Association in bridging the gap between the Institute and the old students. Prof. Dr. Muqqadas also appreciated the Executive Committee. President of the Association, Sheikh Omer highlighted the achievements of the past year and resolved to continue supporting the newly passing out students. Vice President, Mr. Zoraiz Lashari thanked the sponsors. The evening ended with a mesmerizing musical programme and a sumptuous dinner.



Collage – Annual Reunion 2022



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Recognition Awards

In recognition of their hard work and dedication which earned them the top positions in their academic programmes, the Executive Committee awarded shields and certificates during the Annual Reunion 2022 to the following position holders.

1. **Fatima Khalid, first position, MBA**
2. **Muhammad Munzir, first position, BBA**
3. **Gohar Nazir, Second position, MBA**
4. **Amna Salman Malik, Third Position, MBA**
5. **Iqra Rustam, Second Position, BBA**
6. **Nomira Tariq, Third Position, BBA**

Honorable Governor of the Punjab, Mr. Muhammad Baligh ur Rehman gave away recognition awards to these talented students. Executive Committee wish these brilliant passed outs best of luck and declared cash awards from next year for position holders.



Alumni News

- A lecture on Digital Marketing was arranged for the students and the alumni in IBA, PU campus on 16th Nov, 2022. Mr. Shoab Ali was the guest speaker. The session was very helpful for the participants as the practical aspects of the digital marketing were thoroughly discussed in detail. The lecture was broadcast live on YouTube channel of the IBA PU Alumni Association.
- A get together of the IBA PU Alumni Association, Canada Chapter, was held on 26th Dec, 2022 in Mississauga. A large number of alumni participated and discussed matters of professional and other nature. It was agreed that such meetings should be continued in future as well.
- MOU Signing Ceremony between Kashif Iqbal Thalassemia Care Centre (KITCC) and Institute of Business Administration (IBA) regarding volunteer work & awareness of deadly disease Thalassemia, held in University of the Punjab, Quaid-i-Azam Campus, Lahore on 20th Dec, 2022.

Recently uploaded videos at YouTube Channel

- i. Coverage of IBA PU Alumni Association Annual Reunion by various TV channels.
- ii. Digital Marketing lecture delivered by Mr. Shoab Ali.
- iii. A short video clip of the snaps taken by the participants during the Annual Reunion 2022.

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