



## Editor's Note

Excellence is something that can lead a business to the top. But in order to achieve excellence, the business owners need to be at the best of their potential. It is something that requires continuous improvement and improvement can only be achieved through hard work. Although the economy of our country is facing severe challenges which ultimately pose threats to the small and medium businesses, yet this is also a time when sheer hard work can bring out the best results for us. The choice is ours, whether we want to succumb to harsh environment or use our passion, grit and commitment to our cause in order to achieve excellence.

IBA-PU Alumni Association wishes everyone associated with it to be successful in all their endeavors.

### Patron:

Prof. Dr Muqqadas  
Rehman

### President:

Zoraiz Lashari

### Editorial Staff:

Ali Asif Gilani  
Abid Saeed

Fariha Hussain,

Mian Waqas

## Another session of "Bridging the Gap" Series held in IBA, Punjab University

4 September, 2023: A lecture titled "How to survive and thrive in challenging times" was arranged by the Executive Committee for the students and alumni of the Institute. The internationally acclaimed leadership consultant, Mr. Kamran Siddiqui (MBAE 2002-04) was the speaker. A large number of student and alumni, including the President of the Association and the Director of the IBA, attended the lecture held at the campus. Speaking on the occasion, the President thanked the IBA, Mr. Kamran and the participants.



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# Alumni Activities

## Recently Uploaded Videos on our YouTube Channel

The Executive Committee has been trying to bring success stories of our alumni as a motivation for the current students and young alumni. First in this series is an interview with Professor Azhar Ikram, who was a beacon of light for many. The second was a talk with Mr Zoraiz Lashari (1981-83) during which he talked about his recipe for success. Both these interviews are now uploaded for you to view.

Besides, there are a number of informational and educational videos on our YouTube Channel.



Interview with Prof Azhar Ikram



Meet the successful Alumni of IBA, Punjab University - Mr Zoraiz...



Join IBA PU Community in Canada for healthy activities

## “Bridging the Gap Series” (from page 1)

Mr. Kamran Ahmed Siddiqui is a thorough professional with more than 28 years of experience in leadership and developing business training modules. Besides he has authored two books, “24 Gold Coins” and “Talent Digger”.

His discourse focused on the ways through which the individuals could analyse their circumstances, bifurcated the factors into extraneous and internal and then make their choices about actions to be taken. He emphasized that the thing beyond the control of the beings should be left as such. One should concentrate on things in one’s control in order to make rational decisions and be successful in professional and personal life.

## Date for Annual Reunion 2023 Announced

The Executive Committee has finalized the date for the upcoming Annual Reunion 2023. The preparations are under way and it is hoped that a changed environment and a changed format would entertain our guests. In case any of our esteemed alumni has any suggestion, they can contact the Executive Committee.

Reunion also means publishing of our annual magazine. But in order to publish the magazine, we need to have contributions. So dear alumni, whatever you have created in the form of poem, essay, article or anything else, please feel free to share with our editorial staff.



Meeting of the Executive Committee to discuss the preparations for the Annual Reunion

Mr. Siddiqui also stressed on the importance of self-improvement at all the time. The session was followed by a Q-A session. Many thought-provoking questions were posed to the presenter who amply satisfied the audience with his to-the-point replies.

Prof. Dr Muqqadas Rehman also spoke on the occasion. She thanked the faculty present there as well as the Executive Committee for arranging such fruitful sessions for the students.

Mr. Siddiqui gave the soft copy of his book as a gift to the audience.

Mr. Asif Gilani, General Secretary of the Association, thanked everyone, especially Dr Danish and Dr. Humera and everyone else who attended the session and told that this series will continue in future.



## Contributions from our Alumni

### “Don’t be influenced by News” - by Muhammad Abad

**Breaking News**.....Terrorists attack in Pakistan. Plane crash in Russia. Earthquake in Jakarta. Russia enters Ukraine. A man held his family in captivity for 25 years. Bill Gate divorce cost him billions of US\$. Record salaries of CEOs.

#### Do you really need to know all of this information?

Since last 2 centuries when mankind invented a toxic form of knowledge i.e., “news” we think that we are well informed. But do we know just the news or the truth? I am afraid we do not know the truth, not right away. To me, news is to mind what sugar is to body: appetizing, easy to digest yet highly destructive not only in the short run but in the long run too as we lose habit of invention or mettle of critical thinking as we become used to absorbing instead of thinking on our own.

Last year I decided to stop listening to or reading the news. First month was hard as I was constantly getting the feeling of missing something but from 2<sup>nd</sup> month onwards, I had a new outlook and now after a year I have clear thoughts, valuable insight, better handling of day-to-day affairs and much more time to enjoy great mornings, sunshine, evenings and life. And the best thing – I have not missed anything important. My flesh and blood acquaintances and friends work as a news filter and keep me in the loop.

#### Lesson learned:

First lesson is that the news is irrelevant. During my abstinence, people might have consumed thousands of news, but let me assure you none of these have helped them make a better decision about them, for their family, career, etc.

News is waste of time. An average person squanders half a day each week on reading about current affairs – practically this is an immense loss of productivity. This time can be effectively utilized for something beneficial to the self or the society.

News consumption results in distorted mental map. Our brains react disproportionately to different types of information. Scandalous, shocking, loud, fast-changing details – all stimulate us while complex and unprocessed information sedates us. Newspapers very intelligently capitalize on this. Sensational “facts” Gossips capture our attention. All this results in a distorted mental map of the risks and threats we face.

**Conclusion:** kick off this habit – completely. Instead, read long background articles and books. Yes, nothing beats books for understanding the world. A quote by AUSTIN PHELPS. **“Wear old coat and buy new book”.**

### Joke of the Issue

SPECIAL EDITION EXTRA!

## BREAKING NEWS!

The doctor told my boss he probably won't be able to walk again after getting into an accident with a newspaper delivery truck.

He was crushed by the news.

### Quote of the Issue

**“Be who you are and say what you feel, because those who mind don't matter, and those who matter don't mind.”**

- **Bernard M. Baruch**



## Office Bearers for Next Year

The following office bearers of the IBA-PU Alumni Association have started working with effect from 21st September, 2023:

- Mr. Zoraiz Lashari, President
- Mr. Abid Saeed, Vice President
- Mr. Asif Gilani, General Secretary
- Mr. Zain Qureshi, Joint Secretary
- Mr. Mian Waqas, Treasurer

Mr. Zoraiz Lashari is a successful entrepreneur and a great human being. He has expressed his desire to engage with alumni more vigorously and enthusiastically. We wish that the change brings new heights for the Alumni Association.

EC also nominated below mentioned EC Members as Conveners of the Standing Committees 2023-24:

- Marketing: Zain Ali Qureshi
- Events: Athar Ehsan ul Haq
- Database: Hamid Raza
- Legal Affairs: Raza Saeed
- Publications: Abid Saeed
- Qarz-e-Hasna: Sheikh Omer

Qarz-e-Hasna Committee will develop a Fund to support the needy students of IBA, PU. Best wishes to new Office Bearers & Conveners.

## Campus News

- IBA-ELPRC arranged Youth Skills Day for students and the IBA Alumni on July 15th, 2023 on which the skillful alumni and talented students shared their insights on the essential skills needed in today's dynamic business landscape.
- Independence Day was celebrated on 14th August. The IBA family stood united in a flag hoisting and cake cutting ceremony. The ceremony was graced by the esteemed presence of Director IBA Professor Muqqadas Rehman, along with the dedicated In-charge of ELPRC, Ma'am Tahira, faculty members and members of the IBA PU Alumni Association.

## News from International Chapters

One of the most vibrant and active chapters of IBA PU Alumni Association is Canada Chapter. Convener Canada Chapter Salman Salmi (MBA 1981-83) has been playing an active role since the inception. Monthly meetings on Zoom are one way the alumni get connected to discuss the topics of mutual interest and establish relationship.

Recently one of the group members Mr. Saqib Cheema (1992-94) has initiated a hiking activity with other members. It has now become a regular activity known as Alumni Hiking Group. This energetic group intends to continue this healthy exercise and meet up every Sunday.

IBA Punjab University Alumni Association

Office # 105, 30-M, Civic Centre, Model Town, Lahore, Pakistan

[www.ibapualumni.org](http://www.ibapualumni.org)

email: [publications@ibapualumni.org](mailto:publications@ibapualumni.org)

Phone Numbers: ☎ 0092 300 8446071 ☎ 0092 333 4285800 ☎ 0092 321 4975768

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