



### Editor's Note

Abstaining from food and drinks during a few hours of the day might help you purge toxins from your body. But the real spirit of Ramadan is to feel the empathy about your fellow human beings. So, when next time you start your fast at the call of the Fajr prayer, just remember that you have to show compassion for everyone you meet during the day. Also remember, these feelings should be carried throughout the year, not for one month alone.

Keeping in with the spirit of helping others, especially those in need, Executive Committee of the Alumni Association has ventured to initiate a support program for those needy students who face problems in financially meeting their cost of studies. Support from Alumni would be needed at every step of this arduous journey. May Allah help them in fulfilling their dream.

Happy Eid to everyone.

#### Patron:

Prof. Dr Muqqadas  
Rehman

#### President:

Zoraiz Lashari

#### Editorial Staff:

Ali Asif Gilani

Abid Saeed

Fariha Hussain

Mian Waqas

### Lecture on Cyber Security held in IBA

February 29, 2024: An awareness session on 'Cyber Threats & Preventive Measures' was organized at IBA under the "Bridging the Gap" series of the IBA-PU Alumni Association. The lecture which was delivered by Mr. Zain Qureshi, Joint Secretary of the Association was focused at various kinds of cyber threats confronted by a common man. The participants were sensitized on how to keep themselves safe from the menace of modern-day hazards. Lecture was attended by many EC members. The IBA and the Association presented certificate and memorable shield to guest speaker.



## Get Together of Australia/NZ Chapter

Convener IBA PU Alumni Association Australia / NZ Chapter Syed Wajahat Hussain (MBAE 2001-03) arranged a get together of alumni in Sydney. Khawaja Almas (MBA 1982-84) graciously hosted the event. Mr. Muhammad Usman and Mr. Jamshed Anwer (MBAE 2004-06) also joined while Syed Wajahat Hussain specially came from Melbourne.



## Student Scholarship Scheme

IBA PU Alumni Association is planning to initiate a Student Scholarship Scheme. Scholarships would be granted to a few students who are showing great progress in their studies and who find it challenging to meet the expenses related to their studies. In this regard a number of options are being considered by the Executive Committee. One it to start an Endowment Fund, the profits of which would be used to disburse such scholarships. The EC is also contemplating to assist these students with the help of some reputable Non-Governmental Organization already in the same field. In this regard, the initial work is being done. The Executive Committee is optimistic that the alumni would come forward and make this noble cause a reality by the end of this year.

In order to succeed, your desire for **success** should be greater than your fear of **failure**.

- Bill Cosby

## Campus News

- "**Future Tense of Universities**" seminar was held at IBA on January 19, 2024.



- IBA organized a **Job Fair** on February 14, 2024. A number of employers joined in the drive. The Alumni Association assisted the IBA in bringing employers to participate in the event.
- **Third International Conference on Business Administration** is organized to in April 2024. Interested alumni are requested to consult the flyer for details.

### 3<sup>rd</sup> INTERNATIONAL CONFERENCE ON BUSINESS ADMINISTRATION

Prof. Dr. M. Azam Beomri  
Professor of Entrepreneurship  
MBA College of Business & Entrepreneurship, IBA

Dr. Dehila El-Manstrly  
Associate Professor  
University of Chelmsford, UK

Prof. Dr. Faizal Mustafa  
Head, Business & Computing School  
Northumbria University, London, UK

**CONFERENCE THEME**

Green Climate, Business,  
and Sustainable Growth:  
A Way Forward

ISSN: 2789-1070

Registration & Submission

Abstract submission : 25th March 2024

Acceptance notification : 1st April, 2024

Registration deadline : 18th April, 2024

**CONFERENCE DATES**

**25 & 26 April, 2024**

[icba.ibapu.edu.pk](http://icba.ibapu.edu.pk)

## Obituary

- **Dr. S. M. Naqi**, former faculty member, passed away on December 16, 2023.
- **Mr. Saudagar Ali**, former staff of IBA, PU, passed away on December 21, 2023.
- **Mian Tariq Mahmud** (Chief Executive TAQ Logistics), the elder brother of Mian Nasir Mahmood (MBA 1972-74) passed away.
- **Sufi Abdul Haq**, Father of Muhammad Sarwar (MBA 1996-98) passed away on January 23, 2024.

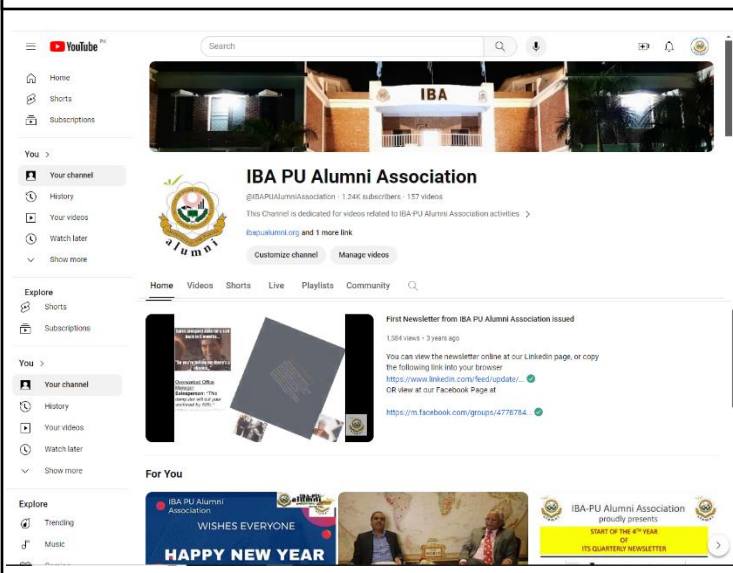
## Accolades for our Alumni



Our alumni always make us proud. Here are the most recent examples where graduates of IBA, Punjab University receive rewards in recognition of their services. It is our responsibility to laud Prof Dr Shahid Munir, Ms. Shaista Hassan and Mr. Amir Rafique. These are the role models to tell to IBA students and young alumni.



## YouTube Channel of the IBA PU Alumni Association



"After the ice breaker, team building, brainstorming, two truths and a lie, and motivational huddle, it seems we've run out of time for the actual meeting."

## Joke of the Issue

## Alumni News

- Ms. Ammara Athar (MBA 2001-03) has been appointed as Chief Traffic Officer (CTO) of Lahore City. She is the first ever female to assume this role. Ms. Ammara has been very active in the Association activities and had been part of its Executive Committee. She has also served as Vice President of the Association. We wish her best of luck on her new assignment and hope her enthusiasm for perfection improves the city traffic conditions for the commuters.
- Dr. Shahinshah Faisal Azim (MBAE 2004-06) has been appointed as Special Secretary, Agriculture Marketing, Agriculture Department, Government of the Punjab. Dr. Shahinshah has a vast experience of serving as a civil servant and will bring a new wave of innovation in this field.
- Mr. Ali Akbar Choudhary (Pioneer session 1972-74) has joined Gulab Devi Teaching Hospital, Lahore as its Chief Financial Officer. Mr. Ali Akbar is a prolific writer and always obliges the Association members with his contributions for Newsletters and Annual Magazines.
- Mr. Hamid Asghar Khan (MBA 1989-91) has joined the Ministry of Foreign Affairs, Islamabad as Additional Secretary. His lectures on various topics may be found in our Annual Magazines (available at our website [ibapualumni.org](http://ibapualumni.org)). He has also a video talk available on our YouTube Channel.
- Mr. Laique Ahmed (MBA 2003-05) has started a new position as Industrial Segment Manager, Fuels & Lubricants - IP Markets (APAC, Asia, ME, EU) at Chevron.
- Ms. Shaista Hassan belonging to the MBAE 2001-03 session is a seasoned HR professional. The Association congratulates her on receiving the prestigious award for Financial Inclusion and Business Transformation, Human Resource Development from President of Pakistan, Dr. Arif Alvi, in Feb 2024.
- Mr. Amir Rafique (MBA 1998-2000) has recently received the Gallantry Award on ANF Day in Feb 2024. This prestigious award is given to officers showing acts of courage and bravery in the field of operations and on their outstanding performance during the year.
- Prof. Dr. Shahid Munir (MBAE 2001-03) has been awarded Tamgha-e-Imtiaz, the highest civil award of the country. His contributions in the field of education were duly recognized.

IBA Punjab University Alumni Association

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