Eureka Fair –Summer 2022
Technology, Operations & Innovation Course (MAN 608)
Management & HRM Department, Institute of Business Management
Held On: August 20, 2022

Technology has emerged as a key source in managing the business operations. In this era, a majority of organizations are executing their businesses with the help of technology and many of them are executing their operations online. **Management & HRM Department** offers the course of **Technology, Operations and Innovations** (MAN-608) in MBA program so that students can learn the role of innovative technologies in Business Management.

As part of the experiential learning system, students of **Technology, Operations and Innovations** are required to solve a business problem by working on an innovative prototype based on the technology oriented requirements. The students are encouraged to take part in competitions, exhibitions, and call for proposals so that they can avail the opportunity to present their projects. Some of the projects have participated in such events, which include DICE Health (organized by Dow University of Health Sciences) and EMRO Grant by WHO. Some students have pitched their ideas/projects to different companies and received the official endorsement, appreciation and acknowledgement from the respective organizations. Details of these projects are given as under:

Project	Pitched/Submitted To	Industry	Status/Reward	Students
AM Tracker	EMRO –WHO Grant	Healthcare	Submitted	Zuhair Humza, Kimberley Dsouza, Sahar Irfan Khan, Zareena Memon
Cancer Path	DICE – DUHS	Healthcare	Submitted	Syed Maaz Ali, Rija Khan, Ukasha Sheikh, Hafsa Rasheed
HCH Care	DICE – DUHS	Healthcare	Submitted	Chashma Nabi, Hazoor Bux, Syed Hizqueel Ahmed
Ecommerce Model	Indus Motor Company Ltd	Automotive	Letter of Acknowledgement	Tarab Wasi, Arham Baig
Chatbot	MAL Limited	Lubricants	Letter of Acknowledgement	Syed Ali Haider, Amna Siddiqui
Prime Tissues App	Progressive International	Blockchain	Letter of Acknowledgement	Hasan Ahmed Jafri, Ayesha Abdur Rehman
Defects Classification	Kassim Pvt Ltd	Textile	Letter of Appreciation	Sharjil Ahmed Khan, Dr. Shah Faisal, Ayesha Irshad, Shoaib Khan

From each section of TOI Course, the selected projects are showcased in the event entitled **Eureka Fair**, that is organized at the end of each semester, where students demonstrate their projects to academicians, industry experts, and other guests. Therefore, an event titled "**Eureka Fair - Summer 2022**" was organized on Saturday, August 20, 2022 in Room 314, CBM Building, IoBM. MBA students of **Technology, Operations, and Innovation** presented their projects in which they have applied all their learnings into developing innovations. Sixteen best projects from four sections were selected to participate in Eureka Fair. Students presented and demonstrated their projects to the guests invited from academia and industry in Eureka Fair. Several guests from industry have attended the event to encourage and motivate students and guided them to enhance their innovative capabilities. Details of the guests are provided as under:

S. No	Name	Designation	Affiliation
Experts from Industry			
1	Mr. Muhammad Imran Khan	CEO	SoftFit Technologies
2	Mr. Syed Saad Shah	CEO	Hafiz Consulting
3	Dr. Kashif Faroqui	Director	Cosmos Group
4	Mr. Tahir Hussain	Senior Manager	Dawlance
5	Mr. Zain Farooq	Deputy Manager IT & Cyber Security Audit	Engro Corporation Limited
6	Mr. Abdullah Saleem	Head of Supply Chain	Crescent Steel & Allied Products Limited
7	Dr. Muhammad Yasir	Head of Technology	Convex Interactive (Pvt) Ltd
8	Dr. Muhammad Sufyan Ramish	CEO	Images Unlimited
9	Mr. Tamjid Aijazi	CEO	Belasoft Corp
10	Mr. Furqan Ahmed Qureshi	Project Head	Cosmos Engineering
Academicians			
1	Ms. Sabina Mohsin	Executive Director - Human Resource, Administration and Admissions	IoBM
2	Dr. Shujaat Mubarik	Dean, CBM	IoBM
3	Dr. Shagufta Ghauri	HoD Management & HRM	IoBM
4	Dr. Shiraz Ahmed	Assistant Professor, Management & HRM	IoBM
5	Dr. Tayyaba Fasih	Senior Lecturer, Management & HRM	IoBM
6	Ms. Juveria Baig	Senior Lecturer, Management & HRM	IoBM
7	Mr. Rehan Muzammil Butt	Assistant Professor, Entrepreneurship	IoBM
8	Mr. Sardar Muhammad Nawaz	Senior Lecturer, Entrepreneurship	IoBM
10	Ms. Mavara Siddiqui	Lecturer, Commercial and Professional Studies	IoBM

The honorable guests provided their feedback and suggestions to the students that how can these projects may be commercialized and converted into successful marketable products. Mr. Abdullah Saleem, Mr. Imran Khan, and Mr. Syed Saad Shah guided the students regarding incubation opportunities and emphasized upon strengthening the social networks. Dr. Muhammad Sufyan, and Mr. Zain pointed out the strengths and weaknesses of the projects and suggested students to focus on the commercial aspect of the projects. Moreover, guests appreciated the efforts of faculty members teaching this course that include Dr. Junaid Ansari and Mr. Fawad Alam. Dr. Shujaat Mubarik, Dean CBM, concluded the session with the vote of thanks. He appreciated the suggestions and feedback given by the industry experts and acknowledged their presence in the event. Details of the projects presented in **Eureka Fair – Summer 2022** are given below:

Eureka Fair – Summer 2022
List of Projects Presented
MAN608- Technology, Operations & Innovation

S. No	Project	Description	Industry	Student Names
1	**Above The Bar**	We are providing a platform to all the lawyers who can put their profiles on this platform all the users who are in need for the lawyers to resolve their legal affairs and search through the various options for lawyers. Therefore, this website will allow users and lawyers to find better platform to digitize their manual way of dealing legal matters, with an ease of using services and consultation through their mobile phones at any place. This platform is designed to enhance user journey and lawyers work in more ordered and easy way. We will be providing relevant information through our search engine in a simplified manner. Secondly, we will be connecting users to lawyers in most trustworthy way of reference. Lastly, we will be facilitating lawyers to get clients and enhance their services through collaborating with wide Lawyers community with all the access to the case laws and other licensed material.	Legal	Abdul Aziz Jan Brohi (20121-14941), Urooj Sohail (20151-18749), Owais Ahmed (20201-27373), Mashood Ul Hassan (20163-20208)
2	**Defects Classification**	We have analyzed gap in the method of gathering correct and complete data from quality checking department due to manual paper report making system. We planned to convert reporting method from conventional paper report to systematic report using android application based graphic user interface and touch sensitive display that makes the defect data collection easy and may support department in analyzing defects to improve quality.	Textile	Shah Faisal (20191-25276), Sharjil Ahmed (20191-25374), Ayesha Irshad(20202-26871), Sohaib Khan(20191-25394)

S. No	Project	Description	Industry	Student Names
3	iTry	Our narrative begins with a shared frustration with Pakistan's vision industry's current system: the process of purchasing eyewear is not only difficult but expensive, and the technology frequently used to determine prescriptions has not changed in over a century, which makes it very difficult for the 3/10 people in Pakistan who need glasses. The process starts with checking your eyes online, then selecting your favorite eyewear from either our product catalog or a marketplace where you can find products from other brands at competitive prices. Try them on to see which suits you best. Also, one can consult an eye specialist at anytime, anywhere!	Healthcare	Agha Muhammad Moosa Raza (20201-27779), Fatima Bushra (20201-27287), Sana Fahim (20201-27525)
4	**EZ Audit Software**	Due to the limited financial resources of small and medium-sized businesses and the costly audit management software, the quality and effectiveness of audits are being compromised by audit firms or internal audit departments. In order to solve this problem for medium and small size audit firms as well as internal audit departments, we have developed EZ audit. EZ Audit is a web based audit management software. It provides free access to user to perform automated audit, plan, manage and execute audit through fundamental features. It also contains paid advance feature to perform audit through desired features chosen by clients.	Financial Services	Syeda Hira Fatima (20161-21339), Mohammad Saad Bin Irfan(20171-22579), Urooj Siddiqui (20222-31482), Haseeb Azam (20211-29632)
5	**Learnetz**	Generation alpha has been raised as screenagers. they are also called as generation glass. Children aged 2-12 years of age are so fond of screen time that it is nearly impossible to take them away. A kid in USA spends on an average 4 hours 44 minute for entertainment. This screen time is affecting the physical health, mental health as well as the behaviour of children. In order to devise a solution for making the screen time productive. we present our solution Learnetz, learning for netizens. Which is a platform that provide learning opportunity for children with fun!	Education	ZOHAIR FAKHRUDDIN 20191-25302GUL MAHMOOD KHAN: 20212-29246NEHA BAIG: 20191-25341KHADIJA MIR: 20212-29144
6	**JWRS Solar Appliances**	JWRS Solar Appliances caters to the basic needs of the consumers by providing them a solution for their increased electricity bills. We provide a Solar powered fan for the small shop owners who are operating their businesses on a small scale and struggling to cover for the recurring higher electricity expenses. We dont just sell our product but our after sales technical support as well and our team of professionals would be readily available to educate our customers about the product.	Electronics/ Technology	Sohaib Jawaid (20211-29493), Ramsha Ali (20171-23298), Waleed Farooq (20171-21999), Joher Hayat Khan (20171-22078)
7	**AMTracker**	The project is based upon the Anemia Tracking Application (AMTrack) that will be integrated with the Smartwatches/band (Amaze fil GTR2). Anemic-Tracker app can be beneficial for the female anemic patients who are planning their family. As a result of this application help Anemic, there will be higher chances to prevent and decrease the rate of maternal deaths in Pakistan, not only this the mortality rate among infants as well as delivery complications could also be prevented so that the mother and the baby both are healthy. Different healthcare institutions operating in Pakistan are using the technology	Healthcare	Zuhair Humza (20161-20477), Kimberly Dsouza (20201-27874), Sahar Irfan Khan (20201-27375), Zareena (20161-20380)

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		infrastructure to facilitate the doctors and patients. This device operates through noninvasive methods that includes taking picture of the finger using the camera of smartphone and provide real time data through smartwatch (Amaze fil GTR2) integration as well as it generates alerts and intimate to the patient's family member and the doctor in an alarming situation. This app is based on monthly subscription base pricing model. After the development and integration of with the smartwatch/band (Amaze fil GTR2), it requires testing on the anemic female patients with the support of the hospitals.		
8	**Supplychain App - Blockchain**	There are four key roles /components in the supply chain i.e. Supplier-> Manufacturer ->Distributer -> Retailer. If any of the components fail to perform, the whole chain suffers. Because there are a lot of transactions happening in all four roles on daily basis, therefore, it is very difficult to maintain data. Since data is maintained in an unorganized way, it is very difficult to trace the problems. To tackle the problem, we will be developing a Blockchain application to streamline information and track goods from one end to another. Our application contains 3 key elements of Blockchain i.e Distributed ledger technology, Immutable records and Smart contracts	Retail Industry	Hasan Ahmed Jafri (20191-25278) , Ayesha Abdur Rehman (20191-25354)
9	**e-Window Construction Solution**	We are providing a one-window solution for those who want to build their dream home and don't have much knowledge about the industry offerings, all that person has to do is log in to our website, answer a few simple questions and get the estimation/budget of their dream home accompanied by other services like Electrician, Plumbers, Painters and Marble and Tile suppliers etc. Along with the estimation our customers can also avail the service of getting this project assigned to trustworthy vendors. We will be assisting our customers to choose the best vendors and materials for their homes based on their budget details provided by them, our recommendation will rely on the budget of our customers. They will meet your demands while being genuine and reasonably priced. You can estimate your budget and also buy materials in just a few clicks by staying in comfort at home.	Real Estate	Adil Fazalabad (28023), Raheel Shaikh (27557), Sumran Rani (23221), Zulfiqar Ali (27770)
10	**Cancer Path**	Cancerpath is a system which allows cancer patients as well as oncologists to track the progress of cancer patients. It's basically for hospitals because due to increase of cancer patients, the hospitals are not able to manage the path of treatment. There is a lack of record management between the path, as this has created a lot of problems. The idea to bring this system in Pakistan is that doctors and patients will be able to monitor their path as it will tell both of them when they have an appointment with doctors, when they have to go for test, at what time they have to take medicines etc. It will monitor at every step.	Healthcare	Syed Maaz Ali(27994), Rija Khan(29321), Ukasha Sheikh(25595), Hafsa Rasheed(27910)
11	**Price Bataa**	Pricebtaa is E-Commerce platform providing a price comparison and checkout services to the Businesses and Consumers alike. This platform will provide a end to end	E-Commerce	Ishrat Fatima (20203) Sahibzada M. Yaqoob

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		purchasing solutions that allow consumers to instantly compare the prices across the specific category and brands, saving the time and money. This gateway will provide opportunity to the small and medium size enterprises to showcase their products to the online audience and the customers are getting the best price before making purchase with a seamless user experience and user interface. Select the desired product, compare the prices, and get the same under one umbrella. A quick and instant delivery in your doorstep.		Khan(21352) Agha Asfandyar(29110) Mashood Ahmed Channa (29029)
12	**The Cotton Bazar**	A B2B marketplace for raw cotton and allied by-products, The Cotton Bazaar will provide solution to cotton ginners (Sellers) and textile mills owners (Buyers) as our app based solution enables cotton sellers to increase their reach/sales as textile mills will be registered on our ecosystem so instead of relying on brokers who have limited contacts or reach, Ginners will have reach to more buyers through this app leading to increase their margins, on the other hand, cotton buyers can also reduce their raw material and procurement costs.	Textile	Abdul Haseeb, Abdullah Aslam, Sarwa Ahmed, Rumaisa Siddiqui, Pawan Kumar Sagar
13	**Architectural Intelligence**	Architectural intelligence is about creating dimensions for buildings or homes or floor plans for rooms to design or redesign for people who cannot afford architects. The app will provide 3 model deliveries as well upon request	Architecture	Mohsin Shahid, Rabia Ahmed, Shamir Shoukat, Talha Tariq
14	**Eco Healing**	A way to address current packaging issues of Appliances/ products that will contribute to recyclability, sustainability and resource-efficient processes.	Environment	Rajender Kumar, Syed Abdul Rafay, Syed Affan Shah, Uroosa Naz
15	**Infinite Horizon**	The product will introduce a new way to market the product and make it possible to prepare & market unique designs of products, manufacture these products and communicate on a mass basis. Bridge the gap between prototype and computer generated imaging. A QR code with a marker that redirects the user to the mobile app. Augmented Reality codes lets you add an extra dimension to the product by creating interactive content to the real world around you.	Live in Reality	Adil Usmani, Ikhlas Ahmed, Talal Saleem, Bilal Arif
16	**Chatbot**	Hundreds of existing and potential customers visit MAL Pakistan Limited's website daily for different queries and information for which they have to explore and find information on the website which becomes frustrating at times when they are not able to navigate to the correct section. To resolve their queries timely and enhance customer engagement and experience, here comes our idea of integrating a chat-bot on MAL Pakistan Limited's website to facilitate all existing and potential customers who can use this to get answers in real time by chatting with the bot asking their desired questions and getting answers in real time and even links to the sections containing pin point needed information, etc. which would be available 24/7.	Oil/ Lubricants	Syed Ali Haider (25445), Amna Siddiqui (26843)