

# ORIC ANNUAL REPORT

July 2022 – June 2023

Office of Research, Innovation  
& Commercialization (ORIC)

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# ABBREVIATIONS

<b>BBSYDP</b>	Benazir Bhutto Shaheed Youth Development Program
<b>CBM</b>	College of Business Management
<b>CCSIS</b>	College of Computer Science & Information Systems
<b>CES</b>	College of Engineering & Sciences
<b>CESD</b>	College of Economics & Social Development
<b>CIEC</b>	Charter Inspection & Evaluation Committee
<b>CIT</b>	Center of Information & Technology
<b>CIEC</b>	Charter Inspection & Evaluation Committee
<b>CTO</b>	Chief Technology Officer
<b>EMEC</b>	Entrepreneurship & Management Excellence Center
<b>HEC</b>	Higher Education Commission
<b>HRM</b>	Human Resource Management
<b>HI&amp;HM</b>	Health Informatics & Health Management
<b>ICE</b>	International Conference on Education
<b>IoBM</b>	Institute of Business Management
<b>NACTE</b>	National Accreditation Council for Teacher Education
<b>NAVTTTC</b>	National Vocational & Technical Training Commission
<b>NBEAC</b>	National Business Education Accreditation Council.
<b>NCEAC</b>	National Computing Education Accreditation Council
<b>ORIC</b>	Office of Research, Innovation & Commercialization
<b>PEC</b>	Pakistan Engineering Council
<b>SSK</b>	Shahjehan Syed Karim





## MESSAGE FROM THE PRESIDENT

It is with great pleasure and a sense of accomplishment that I present the Annual Report of the Office of Research, Innovation & Commercialization (ORIC) for the year July 2022 to June 2023. This report reflects our institution's dedicated efforts, achievements and progress in research and innovation.

Over the past year, ORIC has continued to be a catalyst for innovation and a driving force behind our institution's research endeavors. Our researchers have continued to excel in their respective fields, publishing groundbreaking research papers, winning prestigious awards and securing significant research grants. We have seen a substantial increase in the quality and quantity of research output, reaffirming our commitment to academic excellence. Our research resulted in several filed patents and had a tangible impact on society and the economy.

Collaboration has been a critical focus for ORIC, and we have established numerous partnerships with leading universities, research institutions, and industry leaders. These collaborations have enriched our research capabilities and led to innovative solutions to industry challenges.

As we aim to strive for even greater heights in research and innovation, I want to thank our dedicated ORIC team, researchers, partners, and all stakeholders who have contributed to our success.

Sincerely,

**Talib S. Karim**  
President  
Institute of Business Management (IoBM)  
Karachi



## MESSAGE FROM THE RECTOR



The annual report from July 2022 to June 2023, prepared by the Office of Research Innovation and Commercialization (ORIC) is an example of hard work and team work, as we embark on a journey of discovery, innovation, and transformation here at the Institute of Business Management (IoBM).

Our Office of Research Innovation and Commercialization (ORIC) plays a pivotal role in advancing our research agenda, fostering a culture of innovation, and facilitating the transformation of ideas into tangible products, services, and solutions. ORIC serves as the bridge between academia and industry, facilitating collaboration that drives progress, growth, and socio-economic development.

In recent years, we have witnessed remarkable achievements from our faculty and students. As we move forward, I encourage all members of the IoBM family to actively engage with ORIC. Whether you are a faculty member with a pioneering research idea, a student with an entrepreneurial spirit, or a member of the industry seeking to collaborate, ORIC is here to support and guide you.

I would like to express my gratitude to the entire ORIC team, led by Dr. Ather Akhlaq, for their dedication and relentless efforts in driving our research and innovation agenda forward. Together, we will continue to push the boundaries of knowledge and create a brighter future for IoBM and the communities, we serve.

Thank you for your unwavering support, and I look forward to witnessing the incredible achievements that lie ahead.

Prof. Dr. Tariq Rahim Soomro,  
Acting Rector,  
Institute of Business Management (IoBM)





## MESSAGE FROM THE DIRECTOR

My team and I are pleased to present the annual report for the Office of Research and Innovation Commercialization (ORIC) for the year 2022-2023.

I am writing to express my gratitude towards our President, Mr. Talib Karim, for his unwavering support and guidance in upholding the stature of ORIC. His attention towards observing ORIC's activities has been highly appreciated. I would also like to acknowledge the efforts of our Acting Rector, Prof. Dr. Tariq Rahim Soomro, for helping us understand the technicalities and issues related to ORIC scores. Moreover, I am thankful to the ORIC team, faculty, PISC members, and all partners in research for their constant support throughout the year. Together, we have made remarkable progress in advancing research and innovation.

We are fully committed to building upon our current momentum and driving positive change through our efforts. We remain steadfast in our dedication to our mission of fostering innovation, accelerating research impact, and contributing to the growth of our institution and community.

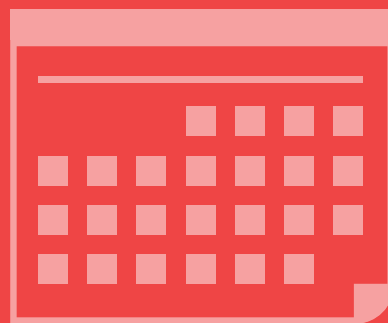
This report offers a comprehensive overview of our initiatives and accomplishments over the past year. We value your feedback and ideas as we continue to strive for improvement.

With best wishes to all,  
**Dr. Ather Akhlaq**  
Director,  
Office of Research, Innovation & Commercialization  
(ORIC)  
Institute of Business Management (IoBM)





**Office of Research, Innovation  
and Commercialization**



## IoBM - INTRODUCTION

The Foundation for Higher Education was established as a non-profit institution in 1994 by a group of dedicated citizens of Karachi, and was registered under the Societies Registration Act of 1860. The Foundation promotes the dissemination of quality education. Its first project was the setting up of a management university designed to serve trade, industry and commerce by producing highly competent and talented business executives. Teaching began at the College of Business Management (CBM), IoBM's first constituent college, in September, 1995.

In January 1998, a bill was unanimously approved by the Sindh Provincial Assembly for establishing a university known as the Institute of Business Management in the private sector. At present, the Institute has four constituent colleges, the College of Business Management (CBM), the College of Computer Science & Information Systems (CCSIS), the College of Economics & Social Development (CESD) and the College of Engineering and Sciences (CES).

IoBM's vision is to be among the leading educational institution locally and internationally. To achieve this vision, IoBM strives to contribute to the development of economy and society through innovative research, faculty development, and impactful engagement with industry and society; nationally and globally. Hence, it is actively pursuing international accreditations such as AACSB and QS Ranking, and its programs are accredited by national accreditation councils such as PEC, NBEAC, NCEAC, NACTE and regulatory bodies such as HEC and CIEC. The essence of IoBM's academic programs pertains to career focused education towards Individual fulfillment, professional excellence, institutional credibility, family welfare and social responsibility. The net result is reflected in the net product.



## ORIC - INTRODUCTION

IoBM's Office of Research Innovation and Commercialization (ORIC) is the focal point for all research, Innovation and Commercialization related activities of IoBM. The IoBM's ORIC offers opportunities and infrastructure to exhibit the innovation of faculty and research students and simultaneously facilitates university-industry linkages for commercialization. The IoBM's ORIC was notified by the Higher Education of Pakistan on December 12, 2017.

Under the guidelines and directives of HEC, ORIC has started working to organize the research activities by ensuring availability of well-established and fully functional offices having with required staff as per minimum criteria. The ORIC is headed by a Director supported by Manager Research operation & Development, Manager University Industry Linkages and Manager, Technology Transfer, Manager Intellectual Property, a Communication specialist, and other staff members. Strong coordination with the ORIC team will set the pace to meet the challenges in the field of Research and Innovation.

The ORIC provides strategic and operational support to the IoBM's research activities and have an eternal role facilitating the university-Industry linkages. ORIC is focal point for all research related activities of the institute. It facilitates the Institute's researchers to promote their research work, nationally and internationally by addressing the important factors for creating a research environment.

## ORIC VISION

The ORIC-IoBM supports IoBM's vision of lifelong learning, as well as its long-term goal of seeking high quality research which believes in the engagement of societal impact.

## ORIC MISSION

Encourage and accelerate the process of creation and diffusion of knowledge and dedicated towards promoting and strengthening the research culture and welfare activities for academia, industry and society locally and globally.



## DOMAINS OF ORIC



# KEY PERFORMANCE INDICATORS

Key Performance Indicators include a mix of input, process, output, and outcome measures that seek to collectively capture the core objectives of an ORIC. The following Key Performance Indicators shall be reported to HEC annually and validated through the annual review process.

## VISION OF ORIC

01. Dedicated ORIC Functional Office with ICT facilities
02. All human resource positions
03. Status of ORIC-Steering Committee: constitution, number of meetings, minutes, actions taken.
04. Support Positions (full-time or part-time) for effective functioning of ORIC
05. ORIC Website, social media presence
06. Number and volume of research proposals submitted, approved, and completed
07. Number and volume of joint research projects submitted, approved, and completed
08. Research links established with other universities, industries, government, or NGOs
09. Contract research awarded by industry or government organizations
10. Acceptance ratio of proposals
11. Annual research revenue generated
12. Research grant opportunities identified and circulated to faculty
13. Consultancy opportunities identified and circulated to faculty
14. Consultancy contracts
15. Number of IP disclosures
16. Number of policy briefs
17. Number of IP licensing negotiations-initiated Number of non-exclusive or exclusive licenses signed
18. Yearly revenue earned from licensing, royalties, policy advocacy, or other academic activities.
19. Number of visits by representatives of industry or community members regarding potential research subjects.
20. Number of events organized for industry or entrepreneurial stimulus, or for community engagement or community awareness
21. Number of agreements signed for collaboration with industry



# PRESIDENT INNOVATION STEERING COMMITTEE (PISC) MEETINGS – FY 2022-23

01

**Agenda:** Roadmap of ORIC, five years;  
strategic plan & a way forward strategy

**Facilitator:** Dr. Samra Javed,  
Director, ORIC

02

**Agenda:** ORIC progress on research  
projects, mapping of research work  
on sustainable development goals,  
new collaborations, initiatives taken by  
ORIC team

**Facilitator:** Dr. Ather Akhlaq,  
Director, ORIC

03

**Agenda:** Work done regarding  
capstone projects in industries and  
proposed that how can they be  
converted in case studies

**Facilitator:** Dr. Shujaat Mubarik ,  
Dean, CBM

04

**Agenda:** Faculty members can also be  
helpful in policy advocacy or case studies  
which can be presented to Government  
Departments. (Areas Advocated can  
be Political, Law & Order, Economic)  
Development, Social Progress)

**Facilitator:** Dr. Shahida Wizarat, Dean,  
CESD & Prof. Dr. Tariq Rahim Soomro,  
Acting Rector

05

**Agenda:** Role of ORIC in Academia  
& faculty development in terms of  
consultancy projects and joint research  
projects

**Facilitator:** Dr. Riazuddin  
(Director, ORIC, NED)

06

**Agenda:** Role of industry in Higher  
Education Institutes & how to bridge  
the gap between academia and  
industry

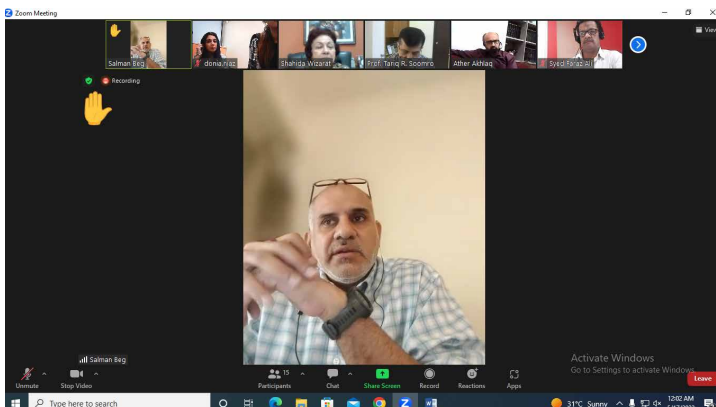
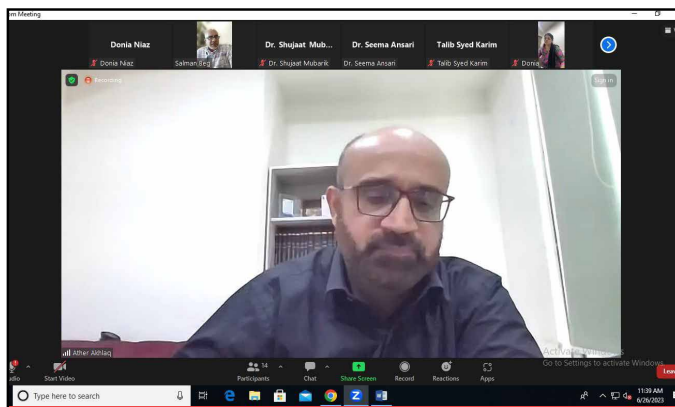
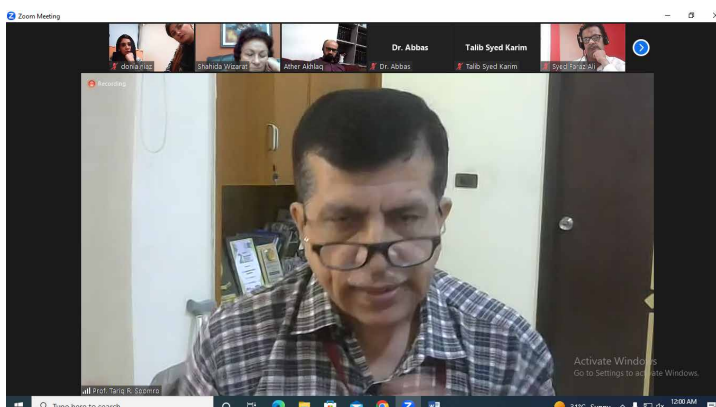
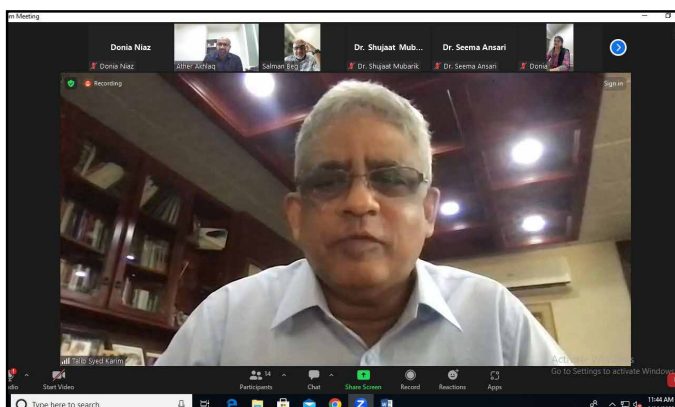
**Facilitator:** Ms. Maheen Salman  
(Member of Korangi Association of Trade &  
Industry)

07

**Agenda:** Overview of ORIC activities  
July 2023- June 2023, Way forward  
plan & also welcome suggestions from  
the PISC Members for future ORIC  
activities

**Facilitator:** Dr. Ather Akhlaq,  
Director, ORIC







## RESEARCH EXCELLENCE





The Research Excellence domain in ORIC provides an overview of the academic and research-related activities and projects within the institution, showcasing an increase in submission of research proposals, grant opportunities, project management, research funds utilization as well as civic engagement initiatives.



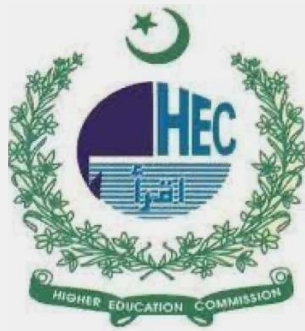
**Grant Opportunities:** More than 55 grant opportunities have been circulated to esteemed faculty members. Opportunities include research grants, funding opportunities, and awards that researchers can apply to support their academic and research endeavors.



**Research Proposal Submissions:** The number of research proposal submissions increased from 35 in FY (Fiscal Year) 2021-22 to 40 in FY 2022-23. This suggests that there has been a slight increase in the number of research proposals submitted for consideration, indicating a growing interest in research activities within the institution.

# Research Projects Awarded

(International & National)





## RESEARCH PROJECTS AWARDED

01

**Funder:** NRPU - HEC  
**Project:** Investment Risk Assessment  
 Model Development of AI based software  
**Amount:** PKR 5.3 million  
**PI:** Dr. Afaq Kazi

02

**Funder:** NRPU - HEC  
**Project:** Stakeholders' Perspectives on  
 the Digitization of Hospitals in Pakistan:  
 Barriers, Facilitators & Recommendations  
**Amount:** PKR 4 million  
**PI:** Dr. Ather Akhlaq

03

**Funder:** NRPU - HEC  
**Project:** Measuring the Telehealth  
 Inclusion & its Influence on Attitude  
 towards Telehealth Services &  
 Satisfaction of the Patients and Doctors  
**Amount:** PKR 1.79 million  
**PI:** Dr Junaid Ansari

04

**Funder:** NRPU - HEC  
**Project:** Seeking Entrepreneur-  
 ial Education Opportunities for the  
 Disadvantaged Fishermen Community  
 in Karachi: Challenges and Redressal  
**Amount:** PKR 4.91 million  
**PI:** Dr Sarwat Nauman

05

**Funder:** NRPU - HEC  
**Project:** SDN Based Educational  
 Backbone Development  
**Amount:** PKR 6.18 million  
**PI:** Dr Imran Majid

06

**Funder:** NRPU - HEC  
**Project:** Investment Risk Assessment  
 Model Development of AI based  
 software  
**Amount:** PKR 5.3 million  
**PI:** Taqi Shaheen

07

**Funder:** NAVTTC, Government of Sindh  
**Project:** To Enhance Skill Development  
 of the Youth  
**Amount:** PKR 7.5 million  
**PI:** Dr. Imran Batada



# POLICY ADVOCACY

Policy advocacy is a crucial aspect of our work, as it reflects our commitment to drive positive change and influence decision-makers in areas that align with our mission. We have been actively engaged, highlighting our efforts to address pressing issues and contribution to society. Each entry in the section represents a distinct area where we have dedicated our expertise, resources, and advocacy to make a difference. Section 3 depicts our Policy Advocacies at the Institute of Business Management (IoBM) by our worthy faculty members

01

**Forum:** Training Management & Research Wing, Services and General Administration & Coordination Dept, Govt of Sindh  
**Topic:** Analyzing the disparities between the priorities of economic managers & the welfare of Pakistan's 220 million citizens.  
**Consultant:** Prof. Dr. Tariq Rahim Soomro

02

**Forum:** Ministry of Foreign Affairs & Economic Division  
**Topic:** Anticipating & addressing potential risks of third-world colonization in the 21st century to safeguard global equity and autonomy.  
**Consultant:** Dr Shahida Wizarat

03

**Forum:** Ministry of Foreign Affairs  
**Topic:** Examining potential synergies & challenges in envisioning a Hindu-Jewish world order, exploring cultural and geopolitical implications.  
**Consultant:** Dr Shahida Wizarat

04

**Forum:** Ministry of Foreign Affairs  
**Topic:** A candid open letter to the IMF, expressing the Pakistani perspective on economic challenges, reforms, & mutual collaboration for sustainable development.  
**Consultant:** Dr Shahida Wizarat

05

**Forum:** Ministry of Finance  
**Topic:** The dynamic & geopolitically significant region encompassing the Asia Pacific or 'Indo-Pacific' with evolving strategic interests and alliances.  
**Consultant:** Dr Shahida Wizarat

06

**Forum:** Ministry of Interior  
**Topic:** "Vultures Let Loose on Pakistan" typically implies a critical portrayal of exploitative practices or predatory actions by external factors affecting Pakistan's sovereignty & resources  
**Consultant:** Dr Shahida Wizarat

07

**Forum:** Ministry of Finance  
**Topic:** Examining Pakistan's stance & engagement within the context of the evolving New World Order, shaping geopolitical dynamics and regional alliances.  
**Consultant:** Dr Shahida Wizarat

Section: 3



08

**Forum:** Ministry of Foreign Affairs  
**Topic:** Promoting bilateral trade, investment, & strategic partnerships to boost economic ties & enhance cooperation between Pakistan and Russia for accelerated economic growth.  
**Consultant:** Prof. Dr. Tariq Rahim Soomro

09

**Forum:** Ministry of Foreign Affairs & Economic Divisions  
**Topic:** Alternative to the IMF & other Out of the Box Solutions  
**Consultant:** Dr. Shahida Wizarat

10

**Forum:** Federation of Pakistan Chamber of Commerce & Industry (FPCCI), Islamabad  
**Topic:** Alternative to the IMF & other Out of the Box Solutions  
**Consultant:** Dr. Shahida Wizarat

11

**Forum:** Federation of Pakistan Chamber of Commerce & Industry (FPCCI), Karachi  
**Topic:** Revitalizing Economic Liberty for Sustainable Prosperity Amidst Pakistan's Present Turmoil  
**Consultant:** Dr. Shahida Wizarat

12

**Forum:** Expert Centre for Policy & Market Research (ECMPR), Islamabad  
**Topic:** Alternative to the IMF" at the National Conference on Traditional & Non-Traditional Security Imperatives for Pakistan  
**Consultant:** Dr. Shahida Wizarat

13

**Forum:** University of Karachi & Centre for International Strategic Studies, Karachi,  
**Topic:** Prosperity Through Economic Freedom  
**Consultant:** Dr. Shahida Wizarat

14

**Forum:** Expert Centre for Policy & Market Research (ECMPR), Islamabad  
**Topic:** On the issue of Kashmir & prosperity in Kashmir  
**Consultant:** Dr. Shahida Wizarat

15

**Forum:** Pakistan Mission at United Nations, New York  
**Topic:** Analyzing the disparities between the priorities of economic managers & the welfare of Pakistan's 220 million citizens.  
**Consultant:** Dr. Shahida Wizarat

Section: 3



## CONTRACT RESEARCH AWARDED BY INDUSTRY/ GOVERNMENT ORGANIZATIONS (NATIONAL/INTERNATIONAL)

Contract research plays a pivotal role in advancing scientific knowledge and technological innovation across various sectors. In this section, we will delve into the details of Contract Research Awards received by our institution, highlighting both industry and government organizations.

These awards represent our commitment for collaborative research efforts and our dedication to drive innovation. Through these partnerships, we aim to address complex challenges, push the boundaries of knowledge, and create solutions that benefit society as a whole. Section.4 showcases the diverse range of projects we have undertaken and the trust placed in us by various stakeholders.

### NATIONAL

01

**Department:** Center of Information & Technology (CIT)  
**Organization:** NAVTCC, Pakistan  
**Resource:** Dr. Imran Batada, CTO & Director CIT

02

**Department:** Engineering & Technology  
**Organization:** GIK University of Engineering & Technology  
**Resource:** Ekhlauque Ahmed, HoD, Marketing

03

**Department:** Management Sciences  
**Organization:** The Citizens Foundations  
**Resource:** Ekhlauque Ahmed, HoD, Marketing

04

**Department:** Computer Science & Informatics  
**Organization:** MKV (SMC-PVT) Limited  
**Resource:** Ekhlauque Ahmed, HoD, Marketing

05

**Department:** Management Sciences  
**Organization:** Shabbir Tiles & Ceramics Ltd  
**Resource:** Ekhlauque Ahmed, HoD, Marketing

06

**Department:** Management Sciences  
**Organization:** Ore gain Care Products Company Limited  
**Resource:** Ekhlauque Ahmed, HoD, Marketing

07

**Department:** Engineering & Technology  
**Organization:** Searle Pakistan Limited  
**Resource:** Ekhlauque Ahmed, HoD, Marketing

08

**Department:** Engineering & Technology  
**Organization:** Metre 360  
**Resource:** Ekhlauque Ahmed, HoD, Marketing



09

**Department:** Management Sciences  
**Organization:** Meezan Bank Limited,  
Pakistan  
**Resource:** Ekhlague Ahmed, HoD,  
Marketing

10

**Department:** Management Sciences  
**Organization:** Meezan Bank Limited  
**Resource:** Ekhlague Ahmed, HoD,  
Marketing

11

**Department:** Management Sciences  
**Organization:** Leadgerwise Private  
Limited, Pakistan  
**Resource:** Ekhlague Ahmed, HoD,  
Marketing

12

**Department:** Computer Science &  
Informatics  
**Organization:** IT Panda -  
Software House  
**Resource:** Ekhlague Ahmed, HoD,  
Marketing

13

**Department:** Management Sciences  
**Organization:** Habib Oils Limited  
**Resource:** Ekhlague Ahmed, HoD,  
Marketing

14

**Department:** Management Sciences  
**Organization:** FAMCO Associates Pvt  
Limited  
**Resource:** Ekhlague Ahmed, HoD,  
Marketing

15

**Department:** Management Sciences  
**Organization:** FAMCO Associated Pvt  
Limited  
**Resource:** Ekhlague Ahmed, HoD,  
Marketing

16

**Department:** Management Sciences  
**Organization:** Central Depository  
Company Limited  
**Resource:** Ekhlague Ahmed, HoD,  
Marketing

17

**Department:** Health Sciences  
**Organization:** Searle Pakistan Limited,  
Pakistan  
**Resource:** Ekhlague Ahmed, HoD,  
Marketing

18

**Department:** Management Sciences  
**Organization:** Unet Consultants,  
Pakistan  
**Resource:** Ekhlague Ahmed, HoD,  
Marketing



19

**Department:** Health Sciences  
**Organization:** Unet Consultants,  
Pakistan  
**Resource:** Ekhlague Ahmed, HoD,  
Marketing

20

**Department:** Management Sciences  
**Organization:** Unet Consultants,  
Dr. Minhaj A. Qidwai-CEO, Pakistan  
**Resource:** Ekhlague Ahmed, HoD,  
Marketing

21

**Department:** Biotechnology  
**Organization:** Tufail Group, Pakistan  
**Resource:** Ekhlague Ahmed, HoD,  
Marketing

Section: 4

## INTERNATIONAL

22

**Department:** Management Sciences  
**Organization:** University of Malaysia  
**Resource:** Dr Azeem Qureshi,  
Assistant Professor, Management &  
HRM

Section: 4



## JOINT RESEARCH PROJECTS AWARDED

Section 5 depicts an overview of the awarded joint research projects, the funding agencies that have supported us in achieving the outcomes which have the huge impact on society. These projects are a testament to our institution's collaborative spirit, our talented researchers, and our enduring pursuit of knowledge that transcends borders.

01

**Project:** Capstone Project  
**Facilitator:** Farooq Sheikh, Lecturer, IoBM

02

**Project:** Searle Pakistan  
**Facilitator:** Afzal Shahabuddin, Lecturer, IoBM

03

**Project:** Capstone Project  
**Facilitator:** Muhammad Shahnawaz, Lecturer, IoBM

04

**Project:** Central Depository Company of Pakistan (Ltd)  
**Facilitator:** Muhammad Shahnawaz, Lecturer, IoBM

05

**Project:** Capstone Project  
**Facilitator:** Dur e Afshan, Lecturer, IoBM

06

**Project:** FAMCO Associates (Pvt.) Limited  
**Facilitator:** Muhammad Shahnawaz, Lecturer, IoBM

07

**Project:** Capstone Project -Ledger wise (Private) Limited  
**Facilitator:** Fariha Raza, Lecturer, IoBM

08

**Project:** MKV (SMC-PRIVATE) LIMITED  
**Facilitator:** Ekhlake Ahmed, Assistant Professor, IoBM

Section: 5



09

**Project:** Capstone Project

**Facilitator:** Ambreen Bashir, Lecturer,  
IoBM

10

**Project:** Meezan Bank Limited

**Facilitator:** Naveed Ilyas Sala, Lecturer,  
IoBM

11

**Project:** Capstone Project - Shabbir  
Tiles & Ceramics Ltd.

**Facilitator:** Dur e Afshan, Lecturer,  
IoBM

12

**Project:** Meezan Bank Limited

**Facilitator:** Afshan Gul Khan, Lecturer,  
IoBM

13

**Project:** Capstone Project - Unet  
Consultant

**Facilitator:** Muhammad Tabish,  
Lecturer, IoBM

14

**Project:** Ledger wise (Private) Limited

**Facilitator:** Dr Azeem Qureshi,  
Assistant Professor, Management &  
HRM

15

**Project:** Capstone Projects

**Facilitator:** Dr. Seema Ansari, Associate  
Professor, CES

Section: 5





## NATIONAL/INTERNATIONAL HONORS/AWARDS WON

In recognition of our dedication to advancing research excellence, fostering innovation, and achieving remarkable success in commercialization efforts, we are proud to showcase the impressive array of National and International Honors and Awards, our prestigious Institute of Business Management has garnered. These honors stand as a testament to our unwavering commitment to pushing the boundaries of knowledge and driving impactful change in various fields. Section 6 depicts the detail of honors/awards won by the faculty of the institute

01

**Award:** Post-Doctoral Program on Research (Certificate of Completion)  
Department IoBM  
**Organization:** University Malaysia Perlis (UniMAP) Management  
**Resource:** Dr. Junaid Ansari, Assistant Professor, Management & HRM Department

02

**Award:** Top-notch IT experts  
**Organization:** World CIO 200 Legend Awards 2022, Management  
**Resource:** Dr. Imran Batada, CTO & Director CIT

03

**Award:** Speaker & Author in Pakistan Mission at UN, New York  
**Organization:** Pakistan Mission at United Nations, New York  
**Resource:** Dr. Shahida Wizarat, Dean, CESD

04

**Award:** Speaker & Author  
**Organization:** Expert Centre for Policy & Market Research (ECMPR), Islamabad, Management  
**Resource:** Dr. Shahida Wizarat, Dean, CESD

05

**Award:** Designing A Research Module  
**Organization:** Training & Research Wing, Services General Administration & Coordination Department, government of Sindh  
**Resource:** Prof. Dr. Tariq Rahim Soomro, Acting Rector

06

**Award:** Reviewer Certificate  
**Organization:** Social Sciences Quarterly - Southwestern Social Science Association  
**Resource:** Dr. Muhammad Azeem Qureshi, Assistant Professor, Management & HRM

07

**Award:** Review contributions to The International Journal of Health Planning & Management  
**Organization:** The International Journal of Health Planning & Management  
**Resource:** Dr. Ather Akhlaq, Director, ORIC & Associate Professor, HI&HM



08

**Award:** Outstanding Contribution to  
Higher Education Award  
**Organization:** State Bank  
**Resource:** Mr. Talib Karim, President,  
IoBM

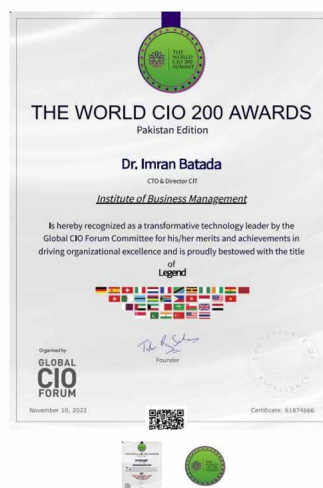
09

**Award:** Unilever Hackathon 2022  
**Organization:** Unilever Pakistan  
**Resource:** Elec novate, Startup, SSK  
Incubation Center (SSKIC) - IoBM

10

**Award:** Final Year Design Project  
Financing  
**Organization:** Pakistan Engineering  
Council (PEC)  
**Resource:** Dr. Seema Ansari, Associate  
Professor, Department of Electrical  
Engineering

Section:..6



Dr. Shahida Wizarat Publications, Conferences, Seminars and Advocacy 2023

**Publications:**

**Book:**

Alternative to the IMF and Other Out of the Box Solutions, Partridge Singapore, 2022.

**Papers, Articles:**

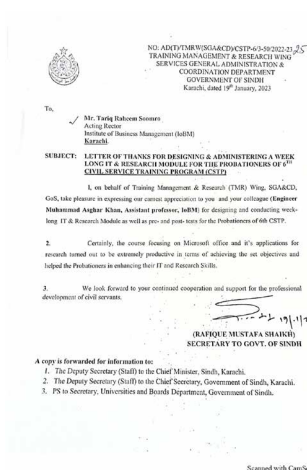
1. Some Thoughts on Evolving a New World Order, (2022), East Asia: Facts and Analytics, Moscow, 2: 6-12.  
DOI: 10.24412/2686-7702-2022-2-6-12.
2. The Rise of China in the XXIst Century: Domestic and Global Levels, China in World and Regional Politics: History and Modernity, Fall 2023, Moscow.
3. Genetically Modified (GM) Food: Impact on Health and the Economy, Rizwan Ali and Shahida Wizarat, Counsel, January 2023.
4. An Open Letter to the IMF, Counsel, July 2022.
5. Values Let Loose on Pakistan, Counsel, August 2022.
6. New World Order and Pakistan, Counsel, September 2022.
7. Accelerating the Pace of Economic Relations between Pakistan and Russia, Counsel, October, 2022.
8. Asia Pacific or "Indo Pacific", Counsel, December, 2022.
9. Preempting Third World Colonization in the 21st Century, Counsel, February, 2023.
10. Disconnect Between the Interests of Economic Managers and Twenty-two Core Pakistanis, Counsel, March, 2023.
11. Preparing for a Hindu-Jewish World Order, Counsel, April 2023.

**Book Review:** Ambassador Hassan Javed's book "China as No 1" Counsel, November, 2022.

**Advocacy, Seminars, Webinars:**

- Gilgit Baltistan Round Table, participated in round table and discussion, NUST Institute of Policy Studies, 26 January 2022.
- Central Bank Independence: Reformation or Deformation, Paper presented at the Centre for Aerospace and Security Studies Conference, Islamabad, 9 February 2022.
- Presented my paper "Expanding the Pace of Economic Relation between Pakistan and Russia," Valdivia

1








# CONGRATULATIONS!

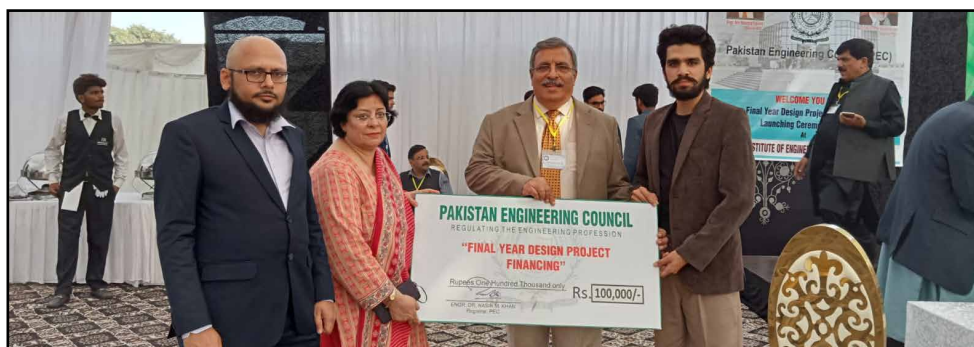
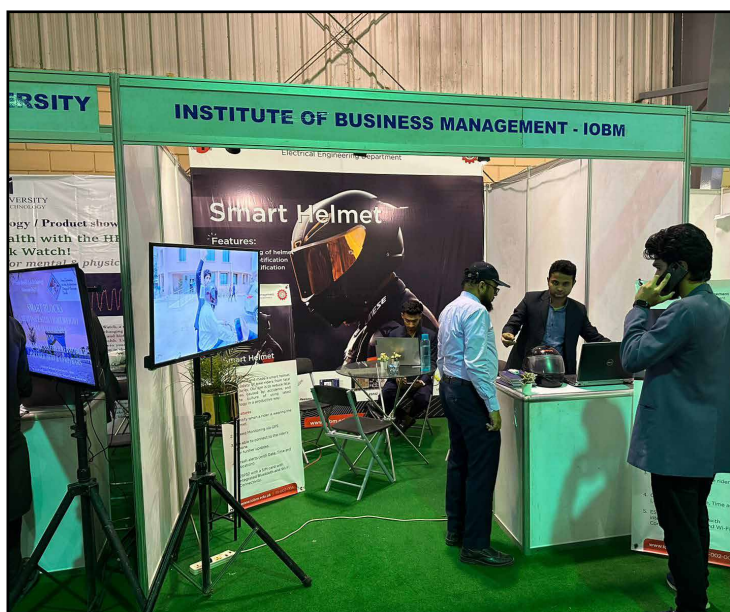
## TEAM ELECNOVATE

On securing the



## 3<sup>rd</sup> POSITION

Elecnovate secured 3<sup>rd</sup> Place in the Competition. The team from IOBM displayed a fully functional prototype with real-time reporting and tracking of data. The prototype displayed a strong grasp of the fundamental problem.

## CIVIC ENGAGEMENTS

In the spirit of community involvement and social responsibility, Institute of Business Management has been actively engaged in various civic initiatives. Section 7 highlights our commitment to make a positive impact in the communities we serve.

01

**Activity:** Meat Drive (Packaging)

**Description:** The “Meat Drive (Packaging)” event involves the preparation and packaging of meat for distribution to those in need. This initiative takes place during as during Eid-ul-Adha when the distribution of meat is a common charitable practice. The packaged meat is then distributed to disadvantaged individuals and families, ensuring that they can also partake in the festivities and have access to nutritious food. This event embodies the spirit of giving and community engagement, as volunteers work together to provide essential food items to those who may be less fortunate.

02

**Activity:** Eid-ul-Fitr (Day 03) - Anmol Zindagi Old Age Home

**Description:** SWAT visited Anmol Zindagi Old age home where our members distributed Eidi, had lunch & conversation with the lovely citizens.

03

**Activity:** Farzana Orphanage on Eid day 2

**Description:** SWAT team spent time with the children and had lunch with them.

04

**Activity:** Eid-ul-Fitr (Day 01) - Aaghosh Old Age Home

**Description:** Our team distributed Eidi and also arranged lunch to spend time with elderly.

05

**Activity:** Animal Drive (ACF Animal Rescue Shelter)

**Description:** Team SWAT distributed pet food and grooming tools for the improvement of the animal’s hygiene and safety.

06

**Activity:** Aisha Islamic Academy (Ramadan Drive)

**Description:** SWAT team distributed some goody bags and had a lively Iftar with the orphans.

07

**Activity:** Ramadan Drive

**Description:** Team SWAT shared a total of 8000+ iftar boxes and 5000+ sehri boxes in the entire month of Ramadan.

Section: 7



08

**Activity:** Ration Drive

**Description:** 1200+ Ration bags were packed and distributed during Ramadan in areas of Sindh, Balochistan and among the guards and janitorial staff of IoBM.

09

**Activity:** Social Development Project 7

**Description:** A sewing machine was arranged for Ms. Summan to help her earn income to fulfill her needs, after acquiring stitching and tailoring skill through a Hunar Foundation Course.

10

**Activity:** Social Development Project 6

**Description:** A new bike was arranged for Mr. Altaf to help him earn as a bykea rider.

11

**Activity:** Social Development Project 5

**Description:** A French Fries' stall was arranged for Mr. Daniyal to help him earn for his livelihood.

12

**Activity:** Social Development Project 4

**Description:** A new sewing machine was arranged for Ms. Seema; widow and sole earner of her household.

13

**Activity:** Social Development Project 3

**Description:** Our team arranged a bike to Mr. Asif that will enable him to earn through Bykea.

14

**Activity:** Winter Drive 2022-23 (IoBM)

**Description:** Distributed 260+ winter bags to the Janitorial staff and the Guards of IoBM.

15

**Activity:** IoBM Blood Drive

**Description:** Blood donations were collected from the entire IoBM community with the help of Agha Khan Hospital, Indus Hospital, and Saylani Welfare.

16

**Activity:** Social Development Project 2

**Description:** Team SD arranged a new sewing machine to assist Ms. Razia with paying her regular expenses.

17

**Activity:** Women's Day Drive

**Description:** The SWAT Team conducted another follow-up drive in three villages of Thar (Shah Jahan jo goth, SabMoh goth 1, SabMoh goth 2) and distributed menstrual essentials amongst the women.





18

**Activity:** Food Drive (Ibrahim Hyderi)

**Description:** A food drive was arranged for the underprivileged people of Ibrahim Hyderi.

19

**Activity:** Social Development Project 1

**Description:** A kiosk of unstitched men garment was arranged for Mr. Rafeeq to help him fulfill his needs through a reliable source.

20

**Activity:** Pinktober Drive

**Description:** Raised funds on IoBM and donated the collected amount to Bait ul Sukoon Cancer Hospital.

21

**Activity:** Food Drive (Farzana Orphanage)

**Description:** Spent some quality time with the orphans and distributed pizzas & juices among them.

22

**Activity:** Flood Drive Phase 3 (Sindh & Balochistan)

**Description:** Distributed 900+ ration bags, 500+ mosquito nets, 200 tents, and nearly 1000 blankets in the areas of BALOCHISTAN (Bahodeen sheikh goth Shae, Wahid sheikh goth, Sher Mohammad Chana goth, Master Attaullah goth, Lakhara) and SINDH (Kandiyari in Naushero Feroze).

Section: 7





## INNOVATION & COMMERCIALIZATION



## PATENTS

Section 8 shows the detail of the patent filed by the ORIC - IoBM.

01

**Project:** PICO Hydropower Harvesting  
from Water System Flows  
**PI:** Dr. Imran Majid, Associate Professor,  
Department of Electrical Engineering

02

**Project:** Multi-Catecean Sonar Tracking  
and Habitat Monitoring System Design  
**PI:** Dr. Imran Majid, Associate Professor,  
Department of Electrical Engineering

03

**Project:** Hassan Shaikh & Company  
**PI:** Dr. Imran Majid, Associate Professor,  
Department of Electrical Engineering

Section: 8

## TRADEMARKS

Trademarks play a crucial role in protecting an institution's brand identity and intellectual property. Section 9 depicts the detail of the trademarks filed by the SSK Incubation Center – IoBM

01

**Project:** ELECIVONATE  
**Department:** SSK Incubation Center,  
IoBM

02

**Project:** DISINFECTION ROBOT  
**Department:** SSK Incubation Center,  
IoBM

03

**Project:** SEHATLINGS  
**Department:** SSK Incubation Center,  
IoBM

04

**Project:** WIZZYO Digital  
**Department:** SSK Incubation Center,  
IoBM

05

**Project:** ARM REHAB Technologies  
**Department:** SSK Incubation Center,  
IoBM

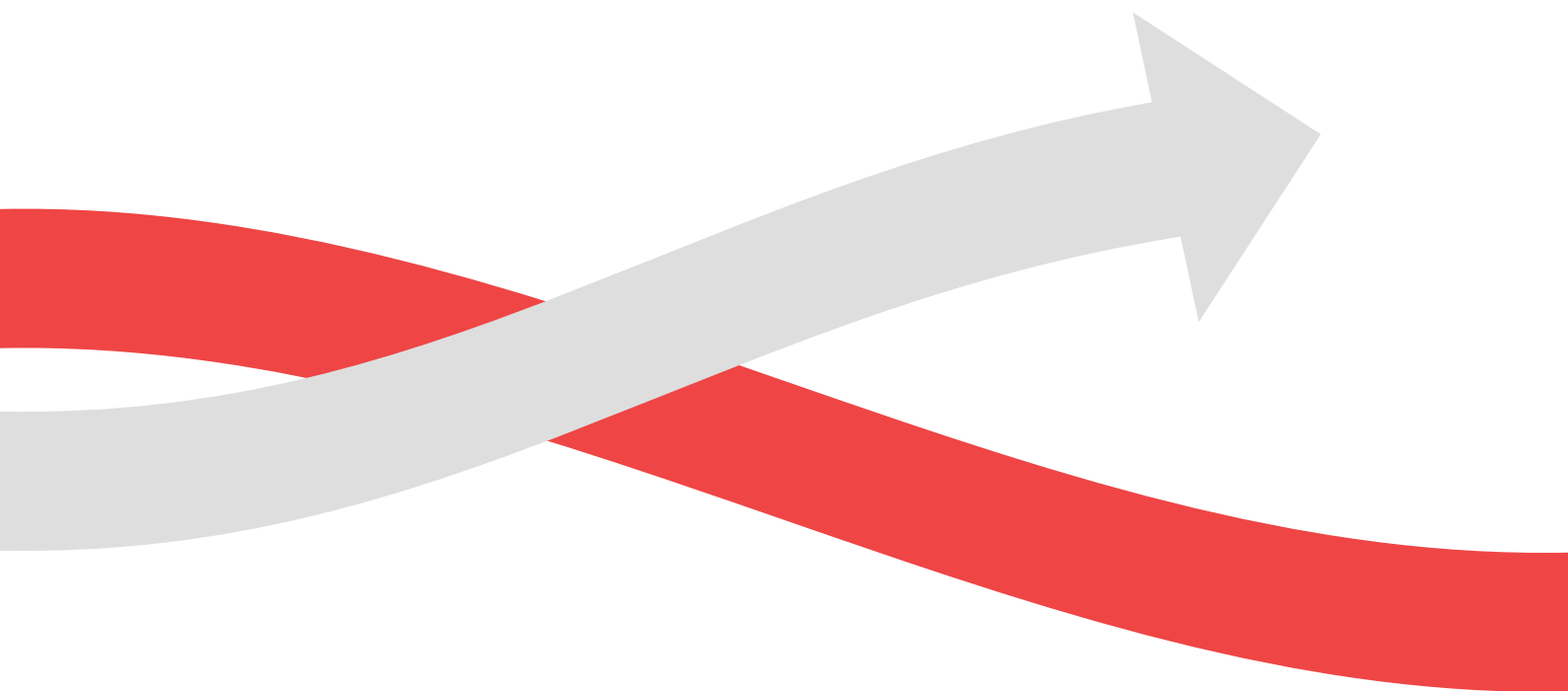
Section: 9







## INDUSTRIAL LINKAGES



## VISITS BY RESENTATIVES OF INDUSTRY OR COMMUNITY MEMBERS

Industrial visits organized by an Office of Research, Innovation, and Commercialization (ORIC) at Institute of Business Management (IoBM). ORIC-IoBM plays a vital role in facilitating connections between academia and industry. The purposes of these initiatives vary widely, and it's important to understand their significance in fostering research, innovation and industry-academia collaboration.

01

**Industry:** Venture Drive

**Agenda:** Guest Speaker Session in the Technology, Operations & Innovation course

02

**Industry:** Founder of throughcares

**Agenda:** Guest Speaker Session in the Technology, Operations & Innovation course

03

**Industry:** IBM

**Agenda:** Guest Speaker Session in the Technology, Operations & Innovation

04

**Industry:** Corporate Advisory Board

**AV:** Academia - Industry Linkages, capstones, Research Areas

05

**Industry:** Jaffer Business Systems

**Agenda:** Business Management & Capstone Discussion to Final Year Students

06

**Industry:** Industries of Karachi

**Agenda:** Academia & Industry Linkages

07

**Industry:** Wavetec

**Agenda:** Academia & Industry Linkages

08

**Industry:** Shell Tameer Ltd.

**Agenda:** Action plan of MoU and capstone discussion

09

**Industry:** Korangi Association of Trade & Industry (KATI)

**Agenda:** Connect with the industrial sector of Korangi Association, Karachi for Contract Research Awards

10

**Industry:** SDGs Support Unit, UNDP.

**Agenda:** Collaboration was signed between the IoBM and the SDGs Support Unit, UNDP

11

**Industry:** Touchwood

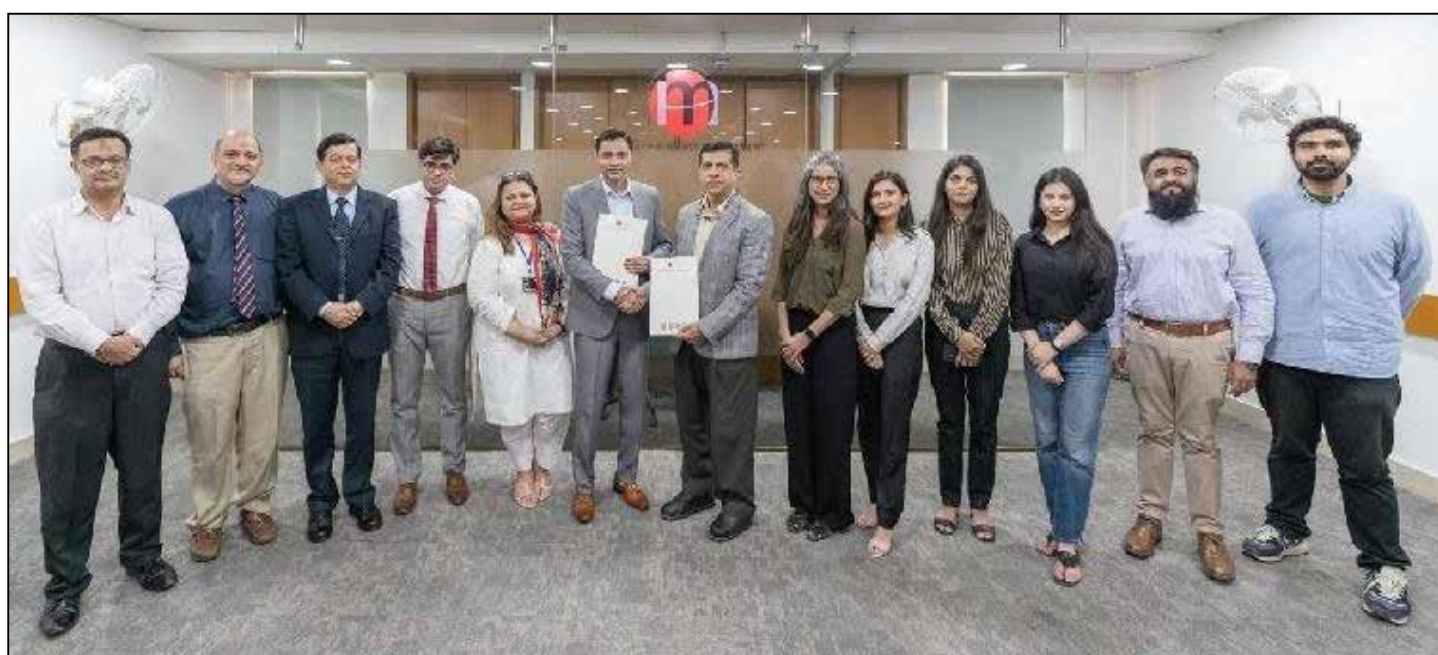
**Agenda:** Joint Research Project and capstone projects as case studies

12

**Industry:** Nelson Paints Team

**Agenda:** To identify the areas for contract Research Awards





# AGREEMENTS SIGNED FOR COLLABORATION WITH INDUSTRY, GOVERNMENT OR COMMUNITY (AT NATIONAL / INTERNATIONAL LEVEL)

Collaboration has been a key focus for ORIC, and ORIC-IoBM established numerous partnerships with research institutions and industry leaders. These collaborations have not only enriched our research capabilities but have also led to innovative solutions to real-world challenges. Section 11 shows the detail of research and commercialization-based links established with industry, Government or Community

## NATIONAL

01

**Organization:** UNDP Sindh  
SDGs Support Unit, Karachi,  
Pakistan  
**Agenda:** Sustainable Goals  
Achievements with the help of  
research



02

**Organization:** Epiphany  
**Agenda:** Faculty  
Development



03

**Organization:** Total  
Communication 2022  
**Agenda:** Promotion



04

**Organization:** Solution Inc  
**Agenda:** Facilitate for  
conference setup &  
Promote the conference  
on website / social media  
handles



05

**Organization:** HR Legends  
**Agenda:** Academic  
partner for the event



06

**Organization:** PAFLA  
**Agenda:** Open PAFLA  
& IoBM chapters in  
different cities of  
Pakistan



07

**Organization:** NBFi & Mudarba  
Association of Pakistan  
**Agenda:** Create awareness  
among students offer  
specialized Training programs  
& Arrange open house/  
Seminars Events to explain  
and promote Islamic Finance



08

**Organization:** Presidential  
Initiative for Artificial  
Intelligence and And  
Computing  
**Agenda:** Assistance and  
Support





09

**Organization:** Dellsons

**Agenda:** Jointly  
Executive Diploma and  
workshop programs



10

**Organization:** BIC consortium

Between BICs of public  
and private universities,  
universities in Sindh

**Agenda:** Formation of Active  
BIC and helping students and  
Pakistan to be self-sufficient



11

**Organization:** Kiran foundation

**Agenda:** Admission and support  
to Layari students such as Offer  
education, economic support and  
provide scholarships



12

**Organization:** FPCCI

**Agenda:** Create close linkages  
with national and international  
scientific research organization  
& create IoBM Corporate  
advisory board (CAC)



13

**Organization:** Aspin Pharma

**Agenda:** IoBM will  
offer services including  
design, development and  
implementation along with  
knowledge transfer and  
training to Aspin staff



14

**Organization:** Shell Tameer

**Agenda:** Contribute  
towards self-reliance and  
development and success  
off startups



15

**Organization:**

Avari International  
**Agenda:** Development  
programs, Professional  
Development



16

**Organization:** Ehsan Shariah  
Advisors and Consultants

**Agenda:** Joint work to  
Identify the areas of Research



17

**Organization:** Tufail

**Agenda:** Agri Technology,  
technology Development



18

**Organization:** Bank Islami

**Agenda:** Research, Joint  
Research, Contract Research  
Awards, Capstone Projects,  
case Studies



## INTERNATIONAL

19

**Organization:**

Positive Impact UK

**Agenda:** Faculty

Development, faculty &  
Student's exchange

POSITIVE  
IMPACT

20

**Organization:** Accounting  
& Auditing Organization  
for Islamic Financial  
Institutions, Bahrain

**Agenda:** Faculty  
Development, Finance  
Research Areas



Section: 11





## SCIENCE / ARTS PRODUCTS / CREATIVE ACTIVITY PERFORMED / DISPLAYED AT NATIONAL / INTERNATIONAL LEVEL

These activities serve to enrich the cultural and educational experiences of both students and the broader community while fostering creativity and promoting exhibitions and artistic appreciation. The Section 12 depicts the activities at Institute of Business Management (IoBM), often encompass a wide range of creative endeavors.

01

**Activity:** Dawn Education Expo

**Organizers:** Nabhan Shah Karim, Head of Media Productions & Marcom

02

**Activity:** Edu-Clan Expo

**Organizers:** Nabhan Shah Karim, Head of Media Productions & Marcom

03

**Activity:** Adab Festival

**Organizers:** Nabhan Shah Karim, Head of Media Productions & Marcom

04

**Activity:** Open House

**Organizers:** Nabhan Shah Karim, Head of Media Productions & Marcom

05

**Activity:** Edu-Clan Expo

**Organizers:** Nabhan Shah Karim, Head of Media Productions & Marcom

06

**Activity:** Dawn Education Expo, Hyderabad, Sindh

**Organizers:** Nabhan Shah Karim, Head of Media Productions & Marcom

07

**Activity:** IoBM - Career Fair 2023

**Organizers:** Talib Karim, President IoBM and the team of organizers

08

**Activity:** Eureka Fair - Spring 2023

**Organizers:** Talib Karim, President IoBM and Department of Management & HR

09

**Activity:** Student Project Exhibition Competition 2022

**Organizers:** Talib Karim, President IoBM and Dean, Engineering Sciences & Electrical Engineering, CES and Electrical Engineering

10

**Activity:** Information Technology Final Year Project Showcase

**Organizers:** Talib Karim, President IoBM and Dean, CCSIS

11

**Activity:** 2ND Sindh Research & Technology Showcase 2023

**Organizers:** Dr. Seema, Associate Professor, Department of Electrical Engineering





# EXHIBITIONS GLIMPSES





## CAPACITY BUILDING & SUSTAINABILITY

## TRAININGS / WORKSHOPS / SEMINARS / CONFERENCES

ORIC continues to engage with the local community through outreach programs, workshops, and seminars. We believe in the power of research to address societal issues and are actively working to make our research accessible and beneficial to the broader community. Section 13 depicts the details of Trainings, Workshops and Seminars on Research Innovation and Commercialization organized by ORIC - IoBM

01

**Project:** International Conference on Education (ICE-2022)

02

**Project:** Beyond IMF: Redefining Economic Priorities for Sovereignty and Sustainable Growth

03

**Project:** IoBM & BankIslami Pakistan Organizes a Talk on Shariah Governance of Islamic Finance

04

**Project:** Shariah Governance of Islamic Finance - Malaysian Experience

05

**Project:** Secrets to writing a winning

06

**Project:** International Conference on Education (ICE-2022)

Section 13







## TRAININGS / WORKSHOPS / SEMINARS / CONFERENCES

The participation of an ORIC team in various training, seminars, and workshops is crucial for staying updated with the latest developments in research, innovation, and commercialization. These activities can benefit both the individual team members and the organization as a whole in several ways: Section 14 shows the participation of ORIC team in training workshops / seminars on research, commercialization innovation

01

**Program:** Sustainability: Global & Local Challenges

**Organization:** IBA, Karachi

**Participant:** Dr. Ather Akhlaq

02

**Program:** Innovative Projects Exhibition

**Organization:** The Federation of Pakistan Chamber of Commerce & Industry & Aspire Pakistan

**Participant:** Syed Faraz Ali

03

**Program:** 2nd Sindh Research & Technology Showcase 2023

**Organization:** Sindh HEC

**Participant:** Team from ORIC & Electrical Engineering Department

04

**Program:** Grants Open House Session

**Organization:** U.S Consulate General Karachi

**Participant:** Ms. Humaira, Ms. Donia Niaz & Syed Faraz Ali

05

**Program:** Emerging Demographic Challenges

**Organization:** IBA, Karachi

**Participant:** Dr. Ather Akhlaq

06

**Program:** IBA Consultancy Conference' 23 Consultancy in Action

**Organization:** IBA, Karachi

**Participant:** Ms. Donia Niaz

07

**Program:** Localization for Growth

**Organization:** K-Electric

**Participant:** Syed Faraz Ali and Ms. Donia Niaz

Section 14







## ANNUAL RESEARCH REVENUE GENERATED BY ORIC THROUGH RESEARCH GRANTS, PROJECTS, JOINT RESEARCH PROJECTS

ORIC-IoBM plays a crucial role in the management and facilitation of research activities within an institution. One of the key aspects of ORIC's responsibilities is to generate research revenue through various means, including research grants, projects, and joint research projects. Section 15 shows the revenue generated through research grants awarded during July 2022- June 2023.

01

**Research Grant:** NRPU, HEC

**Research Project:** Seeking Entrepreneurial Education Opportunities for the Disadvantaged Fishermen Community in Karachi: Challenges & Redressal Sciences and Electrical Engineering

02

**Research Grant:** NRPU, HEC

**Research Project:** Measuring the Telehealth Inclusion & its influence on Attitude towards Telehealth Services & Satisfaction of the patients and doctors.

03

**Research Grant:** NRPU, HEC

**Research Project:** SDN Based Educational Backbone Development

04

**Research Grant:** NRPU, HEC

**Research Project:** Stakeholders' perspectives on the digitization of hospitals in Pakistan: Barriers, facilitators & recommendations

05

**Research Grant:** NRPU, HEC

**Research Project:** Investment Risk Assessment Model Development of AI based software

06

**Research Grant:** British Council

**Research Project:** Art Residency (RePlay: Riveries of an Urban Dreamland)

07

**Research Grant:** NAVTTC,

Government of Sindh

**Research Project:** To Enhance Skill Development of the Youth

Section 15





## REVENUE GENERATED FROM TRAININGS / WORKSHOPS

ORIC-IoBM also contributes to the Institute in terms of revenue. The EMEC and the R&D wings of the ORIC organize training sessions and workshops, which are typically paid and thus generate revenue. The Section 16 shows the revenue generated from July 2022 to June 2023.

01

**Name:** Dr. Imran Batada  
**Designation:** CTO & Director CIT

02

**Name:** Dr. Imran Batada  
**Designation:** CTO & Director CIT

03

**Name:** Dr. Imran Batada  
**Designation:** CTO & Director CIT

04

**Name:** Dr. Imran Batada  
**Designation:** CTO & Director CIT

05

**Name:** Zafar Osmani  
**Designation:** Trainer, EMEC

06

**Name:** Mehboob Karim & Dr. Seema Ansari  
**Designation:** Trainer & Associate Professor,  
Department of Electrical Engineering

07

**Name:** Dr. Imran Batada  
**Designation:** CTO & Director CIT

08

**Name:** Dr. Imran Batada  
**Designation:** CTO & Director CIT

09

**Name:** Dr. Imran Batada  
**Designation:** CTO & Director CIT

10

**Name:** Dr. Samra Javed & Shiraz Ahmed  
**Designation:** Director, ORIC & Assistant  
Professor, CBM

11

**Name:** Dr. Shujaat Mubarik &  
Dr. Junaid Ansari  
**Designation:** Dean & Assistant Professor,  
CBM

12

**Name:** Dr. Imran Batada  
**Designation:** CTO & Director CIT



# ORIC-IoBM Team



TALIB S. KARIM  
PRESIDENT



PROF. DR. TARIQ RAHIM SOOMRO  
RECTOR



DR. ATHER AKHLAQ  
DIRECTOR ORIC



SYED FARAZ ALI  
MANAGER ORIC



DONIA NIAZ  
MANAGER  
(INNOVATION &  
COMMERCIALIZATION)



ALI MASOOD JADOON  
MANAGER  
(RESEARCH  
MANAGEMENT)



HUMAIRA KANWAL  
RESEARCH OFFICER



ABID ALI  
ACCOUNTANT

## CONTACT US

E-mail: [oric@iobm.edu.pk](mailto:oric@iobm.edu.pk),

UAN: (+9221) 111 002 004, Ext: 720, 798 & 792

Institute of Business Management

Korangi Creek Road Karachi, Sindh, 75190

