ORIC
ANNUAL REPORT

July 2022 - June 2023

Office of Research, Innovation & Commercialization (ORIC)
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ABBREVIATIONS

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

NEXT PAGE
Domains of ORIC
DOMAINS OF ORIC

Office of Research, Innovation and Commercialization

Operations & Functions
Research Excellence
Innovation & Commercialization
Economic & Societal Impact
Capacity Building & Sustainability
Industry & Academic Linkages
Civic Engagements
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

<table>
<thead>
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<th>Agenda</th>
<th>Facilitator</th>
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<tbody>
<tr>
<td><strong>01</strong> Roadmap of ORIC, five years; strategic plan &amp; a way forward strategy</td>
<td>Dr. Samra Javed, Director, ORIC</td>
</tr>
<tr>
<td><strong>02</strong> ORIC progress on research projects, mapping of research work on sustainable development goals, new collaborations, initiatives taken by ORIC team</td>
<td>Dr. Ather Akhlaq, Director, ORIC</td>
</tr>
<tr>
<td><strong>03</strong> Work done regarding capstone projects in industries and proposed that how can they be converted in case studies</td>
<td>Dr. Shujaat Mubarik, Dean, CBM</td>
</tr>
<tr>
<td><strong>04</strong> 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 &amp; Order, Economic) Development, Social Progress)</td>
<td>Dr. Shahida Wizarat, Dean, CESD &amp; Prof. Dr. Tariq Rahim Soomro, Acting Rector</td>
</tr>
<tr>
<td><strong>05</strong> Role of ORIC in Academia &amp; faculty development in terms of consultancy projects and joint research projects</td>
<td>Dr. Riazuddin (Director, ORIC, NED)</td>
</tr>
<tr>
<td><strong>06</strong> Role of industry in Higher Education Institutes &amp; how to bridge the gap between academia and industry</td>
<td>Ms. Maheen Salman (Member of Korangi Association of Trade &amp; Industry)</td>
</tr>
<tr>
<td><strong>07</strong> Overview of ORIC activities July 2023- June 2023, Way forward plan &amp; also welcome suggestions from the PISC Members for future ORIC activities</td>
<td>Dr. Ather Akhlaq, Director, ORIC</td>
</tr>
</tbody>
</table>

Section: 01
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

<table>
<thead>
<tr>
<th>Project</th>
<th>Funder</th>
<th>PI</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>01</td>
<td>NRPU - HEC</td>
<td>Dr. Afaq Kazi</td>
<td>PKR 5.3 million</td>
</tr>
<tr>
<td>02</td>
<td>NRPU - HEC</td>
<td>Dr. Ather Akhlaq</td>
<td>PKR 4 million</td>
</tr>
<tr>
<td>03</td>
<td>NRPU - HEC</td>
<td>Dr. Junaid Ansari</td>
<td>PKR 1.79 million</td>
</tr>
<tr>
<td>04</td>
<td>NRPU - HEC</td>
<td>Dr. Sarwat Nauman</td>
<td>PKR 4.91 million</td>
</tr>
<tr>
<td>05</td>
<td>NRPU - HEC</td>
<td>Dr. Imran Majid</td>
<td>PKR 6.18 million</td>
</tr>
<tr>
<td>06</td>
<td>NRPU - HEC</td>
<td>Taqi Shaheen</td>
<td>PKR 5.3 million</td>
</tr>
<tr>
<td>07</td>
<td>NAVTTC, Government of Sindh</td>
<td>Dr. Imran Batada</td>
<td>PKR 7.5 million</td>
</tr>
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</table>
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
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

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

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

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

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
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.

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

**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:** Ekhlaque Ahmed, HoD, Marketing

03. **Department:** Management Sciences  
**Organization:** The Citizens Foundations  
**Resource:** Ekhlaque Ahmed, HoD, Marketing

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

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

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

07. **Department:** Engineering & Technology  
**Organization:** Searle Pakistan Limited  
**Resource:** Ekhlaque Ahmed, HoD, Marketing

08. **Department:** Engineering & Technology  
**Organization:** Metre 360  
**Resource:** Ekhlaque Ahmed, HoD, Marketing
<table>
<thead>
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<th>Contract Research Awarded</th>
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<tbody>
<tr>
<td><strong>Department:</strong> Management Sciences</td>
</tr>
<tr>
<td><strong>Organization:</strong> Meezan Bank Limited, Pakistan</td>
</tr>
<tr>
<td><strong>Resource:</strong> Ekhlaque Ahmed, HoD, Marketing</td>
</tr>
<tr>
<td><strong>Department:</strong> Management Sciences</td>
</tr>
<tr>
<td><strong>Organization:</strong> Leadgerwise Private Limited, Pakistan</td>
</tr>
<tr>
<td><strong>Resource:</strong> Ekhlaque Ahmed, HoD, Marketing</td>
</tr>
<tr>
<td><strong>Department:</strong> Management Sciences</td>
</tr>
<tr>
<td><strong>Organization:</strong> Habib Oils Limited</td>
</tr>
<tr>
<td><strong>Resource:</strong> Ekhlaque Ahmed, HoD, Marketing</td>
</tr>
<tr>
<td><strong>Department:</strong> Management Sciences</td>
</tr>
<tr>
<td><strong>Organization:</strong> FAMCO Associates Pvt Limited</td>
</tr>
<tr>
<td><strong>Resource:</strong> Ekhlaque Ahmed, HoD, Marketing</td>
</tr>
<tr>
<td><strong>Department:</strong> Management Sciences</td>
</tr>
<tr>
<td><strong>Organization:</strong> Central Depository Company Limited</td>
</tr>
<tr>
<td><strong>Resource:</strong> Ekhlaque Ahmed, HoD, Marketing</td>
</tr>
<tr>
<td><strong>Department:</strong> Health Sciences</td>
</tr>
<tr>
<td><strong>Organization:</strong> Searle Pakistan Limited, Pakistan</td>
</tr>
<tr>
<td><strong>Resource:</strong> Ekhlaque Ahmed, HoD, Marketing</td>
</tr>
<tr>
<td><strong>Department:</strong> Management Sciences</td>
</tr>
<tr>
<td><strong>Organization:</strong> Unet Consultants, Pakistan</td>
</tr>
<tr>
<td><strong>Resource:</strong> Ekhlaque Ahmed, HoD, Marketing</td>
</tr>
</tbody>
</table>
Joint Research Projects

Section: 4

19

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

20

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

21

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

22

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

<table>
<thead>
<tr>
<th>#</th>
<th>Project Description</th>
<th>Facilitator(s)</th>
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<tbody>
<tr>
<td>01</td>
<td>Capstone Project</td>
<td>Farooq Sheikh, Lecturer, IoBM</td>
</tr>
<tr>
<td>02</td>
<td>Capstone Project</td>
<td>Afzal Shahabuddin, Lecturer, IoBM</td>
</tr>
<tr>
<td>03</td>
<td>Capstone Project</td>
<td>Muhammad Shahnawaz, Lecturer, IoBM</td>
</tr>
<tr>
<td>04</td>
<td>Capstone Project -Ledger wise (Private) Limited</td>
<td>Muhammad Shahnawaz, Lecturer, IoBM</td>
</tr>
<tr>
<td>05</td>
<td>Searle Pakistan</td>
<td>Afzal Shahabuddin, Lecturer, IoBM</td>
</tr>
<tr>
<td>06</td>
<td>Central Depository Company of Pakistan (Ltd)</td>
<td>Muhammad Shahnawaz, Lecturer, IoBM</td>
</tr>
<tr>
<td>07</td>
<td>FAMCO Associates (Pvt.) Limited</td>
<td>Ekhlaque Ahmed, Assistant Professor, IoBM</td>
</tr>
</tbody>
</table>
Facilitator: Naveed Ilyas Sala, Lecturer, IoBM
Project: Meezan Bank Limited

Facilitator: Afshan Gul Khan, Lecturer, IoBM
Project: Meezan Bank Limited

Facilitator: Dr. Azeem Qureshi, Assistant Professor, Management & HRM
Project: Ledger wise (Private) Limited

Facilitator: Dr. Seema Ansari, Associate Professor, CES
Project: Capstone Projects

Facilitator: Dur e Afshan, Lecturer, IoBM
Project: Capstone Project - Shabbir Tiles & Ceramics Ltd.

Facilitator: Muhammad Tabish, Lecturer, IoBM
Project: Capstone Project - Unet Consultant

Facilitator: Ambreen Bashir, Lecturer, IoBM
Project: Capstone Project

Facilitator: IoBM
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)  
**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

Section: 6
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
CONGRATULATIONS!
TEAM ELECNOVATE

On securing the 3rd Position

Elecnovate secured 3rd 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.

**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.

**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.

**Activity:** Eid-ul-Fitr (Day 01) - Aaghosh Old Age Home
**Description:** Our team distributed Eidi and also arranged lunch to spend time with elderly.

**Activity:** Farzana Orphanage on Eid day 2
**Description:** SWAT team spent time with the children and had lunch with them.

**Activity:** Eid-ul-Fitr (Day 01) - Aaghosh Old Age Home
**Description:** SWAT team distributed some goody bags and had a lively Iftar with the orphans.

**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.

**Activity:** Aisha Islamic Academy (Ramadan Drive)
**Description:** SWAT team distributed a total of 8000+ iftar boxes and 5000+ sehri boxes in the entire month of Ramadan.

**Activity:** Farzana Orphanage on Eid day 2
**Description:** SWAT team visited Farzana Orphanage on Eid day 2 and distributed some goody bags and had a lively Iftar with the orphans.
**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.

**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.

**Activity:** Social Development Project 6  
**Description:** A new bike was arranged for Mr. Altaf to help him earn as a bykea rider.

**Activity:** Social Development Project 5  
**Description:** A French Fries' stall was arranged for Mr. Daniyal to help him earn for his livelihood.

**Activity:** Social Development Project 4  
**Description:** A new sewing machine was arranged for Ms. Seema; widow and sole earner of her household.

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

**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.

**Activity:** Winter Drive 2022-23 (IoBM)  
**Description:** Distributed 260+ winter bags to the Janitorial staff and the Guards of IoBM.

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

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

**Activity:** 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.

**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.
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).
INNOVATION & COMMERCIALIZATION
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:** ELECVONATE  
   **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.

<table>
<thead>
<tr>
<th>No.</th>
<th>Industry:</th>
<th>Agenda:</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Venture Drive</td>
<td>Guest Speaker Session in the Technology, Operations &amp; Innovation course</td>
</tr>
<tr>
<td>02</td>
<td>Founder of throughcares</td>
<td>Guest Speaker Session in the Technology, Operations &amp; Innovation course</td>
</tr>
<tr>
<td>03</td>
<td>IBM</td>
<td>Guest Speaker Session in the Technology, Operations &amp; Innovation course</td>
</tr>
<tr>
<td>04</td>
<td>Corporate Advisory Board</td>
<td>Academic - Industry Linkages, capstones, Research Areas</td>
</tr>
<tr>
<td>05</td>
<td>Jaffer Business Systems</td>
<td>Business Management &amp; Capstone Discussion to Final Year Students</td>
</tr>
<tr>
<td>06</td>
<td>Industries of Karachi</td>
<td>Academia &amp; Industry Linkages</td>
</tr>
<tr>
<td>07</td>
<td>Wavetec</td>
<td>Academia &amp; Industry Linkages</td>
</tr>
<tr>
<td>08</td>
<td>Shell Tameer Ltd.</td>
<td>Action plan of MoU and capstone discussion</td>
</tr>
<tr>
<td>09</td>
<td>Korangi Association of Trade &amp; Industry (KATI)</td>
<td>Connect with the industrial sector of Korangi Association, Karachi for Contract Research Awards</td>
</tr>
<tr>
<td>10</td>
<td>SDGs Support Unit, UNDP.</td>
<td>Collaboration was signed between the IoBM and the SDGs Support Unit, UNDP</td>
</tr>
<tr>
<td>11</td>
<td>Touchwood</td>
<td>Joint Research Project and capstone projects as case studies</td>
</tr>
<tr>
<td>12</td>
<td>Nelson Paints Team</td>
<td>To identify the areas for contract Research Awards</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Organization</th>
<th>Agenda</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNDP Sindh SDGs Support Unit, Karachi, Pakistan</td>
<td>Sustainable Goals Achievements with the help of research</td>
</tr>
<tr>
<td>Epiphany</td>
<td>Faculty Development</td>
</tr>
<tr>
<td>Total Communication 2022</td>
<td>Promotion</td>
</tr>
<tr>
<td>HR Legends</td>
<td>Academic partner for the event</td>
</tr>
<tr>
<td>NBFI &amp; Mudarba Association of Pakistan</td>
<td>Create awareness among students offer specialized Training programs &amp; Arrange open house/ Seminars Events to explain and promote Islamic Finance</td>
</tr>
<tr>
<td>Presidential Initiative for Artificial Intelligence and And Computing</td>
<td>Assistance and Support</td>
</tr>
</tbody>
</table>

Section: 11
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

Section: 11
INTERNATIONAL

**Organization:** Positive Impact UK
**Agenda:** Faculty Development, faculty & Student’s exchange

**Organization:** Accounting & Auditing Organization for Islamic Financial Institutions, Bahrain
**Agenda:** Faculty Development, Finance Research Areas
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.

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

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

STUDENT PROJECT EXHIBITION & COMPETITION 2022

DATE: 8TH DECEMBER 2022
TIME: 10:00 AM - 01:00 PM
VENUE: CBM 314
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)
Trainings / Workshops
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
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.

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

<table>
<thead>
<tr>
<th>No.</th>
<th>Project Title</th>
<th>Grant Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Research Project: Seeking Entrepreneurial Education Opportunities for the Disadvantaged Fishermen Community in Karachi: Challenges &amp; Redressal Sciences and Electrical Engineering</td>
<td>Research Grant: NRPU, HEC</td>
</tr>
<tr>
<td>02</td>
<td>Research Project: Measuring the Telehealth Inclusion &amp; its influence on Attitude towards Telehealth Services &amp; Satisfaction of the patients and doctors.</td>
<td>Research Grant: NRPU, HEC</td>
</tr>
<tr>
<td>03</td>
<td>Research Project: SDN Based Educational Backbone Development</td>
<td>Research Grant: NRPU, HEC</td>
</tr>
<tr>
<td>04</td>
<td>Research Project: Stakeholders’ perspectives on the digitization of hospitals in Pakistan: Barriers, facilitators &amp; recommendations</td>
<td>Research Grant: NRPU, HEC</td>
</tr>
<tr>
<td>05</td>
<td>Research Project: Investment Risk Assessment Model Development of AI based software</td>
<td>Research Grant: NRPU, HEC</td>
</tr>
<tr>
<td>06</td>
<td>Research Project: Art Residency (RePlay: Riveries of an Urban Dreamland)</td>
<td>Research Grant: British Council</td>
</tr>
<tr>
<td>07</td>
<td>Research Project: To Enhance Skill Development of the Youth</td>
<td>Research Grant: NAVTTC, Government of Sindh</td>
</tr>
</tbody>
</table>

Section 15
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.

REVENUE GENERATED FROM TRAININGS / WORKSHOPS

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. AHER 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

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