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Shahjehan S. Karim  
President, IoBM

We take great pride in our students who continue to learn and apply their skills, knowledge and understanding to real-world challenges.

It is with immense pleasure that we announce the release of IoBM’s first ever student newsletter.

We hope that this newsletter serves as an educational tool and as a means for keeping students apprised of the happenings at IoBM in the years to come.

Sabina Mohsin  
Executive Director, IoBM

We hope you find this newsletter a valuable resource in staying up to date with events and happenings at the Institute of Business Management (IoBM).

I am confident that this newsletter will remain an excellent platform for faculty and students to write about their research, experiences and innovations.

Therefore, I request, especially faculty, to encourage and support their students to contribute ideas and content.

Erum Hafeez  
Faculty Advisor

After all the hard work put into making a team, brainstorming ideas, discussing layouts and numerous edits and re-edits, the first issue of the IoBM students’ newsletter is finally out.

On behalf of my editorial team, I would like to extend a very warm welcome to the readership of the Twenty-20.

I take this opportunity to acknowledge the relentless efforts of our founding editorial board and contributors whose hard work has made it possible.

I hope they continue working diligently with the same spirit to take out an even better issue next time.
It has always been my dream to start a magazine and like others dreams, IoBM has given me this opportunity to achieve my goals. I could not have done it without the phenomenal team I have.

I am absolutely certain that the best is yet to come. In next issue, you can expect updates to the look and content of the magazine. The goal is to produce a brilliant magazine – one that reflects the enthusiasm, creativity and vitality of the students here.

This newsletter will not only keep you updated with the events at IoBM but also inform you of other cooperative goings-on, local issues, book reviews, news, and selections from diaries, stories and much more!

I am very grateful to Mr. Shahjehan S. Karim, Ms. Sabina Mohsin, and Dr. Erum Hafeez for making Twenty-20 a reality.

As twenty-20 strives to be a go to source for the endurance contending student, the long term goal is to see Twenty-20 as an influential student Newsletter and not just a resourceful one.

Twenty-20 is the voice of the Institute and its students, shedding light on student developments, achievements and with that, also providing a wide range of fresh perspectives on contemporary news stories.

As Editor, I feel honored to have the opportunity to work with dedicated writers as we collectively develop and nurture a publication for our peers.

With the guidance of our fantastic and diverse editorial board, and the talent of our contributing writers, I am confident that Twenty-20 is a Newsletter you’ll actually want to read.

**Contribution Guidelines:**

We appreciate our contributors for sending in articles and other writings to us. Twenty-20 accepts opinion articles, creative stories on any topic, poetry, photos and art submissions. Articles typically run from 400 to 800 words, but submissions of any length will be considered. All submissions must be original, and exclusive to Twenty-20. We will not consider articles that have already been published in any form, in print or online. However, we cannot reply personally to unsuccessful pitches.

Want to be a part of Twenty-20? We’re looking to recruit sharp, hardworking candidates with a command over the English language and a keen interest in writing for the position of Sub-Editor and Content Writer.

Send us your resume and contributions to newsletter@iobm.edu.pk
**A review of ZLDC’15**

Sabah Zaidi

The Zenith Leadership Development Conference (ZLDC) is one of the most popular events at the Institute of Business Management (IoBM) arranged by the Strategic Human Resource Society (SHRS). Promotions for ZLDC’15 started two months prior to the event. One could see long banners hung vertically on buildings and posters affixed to the walls all over the campus.

The trending slogan of “Main Nahin Manta” (Beyond Conformity) was based on the renowned poet Habibullah Jalib’s anthem. It was a three-day event that started on the 16th of January. Each day offered a blend of team activities, speaker sessions and social events for the participants. Before the event started, an exclusive Saad Haroon standup comedy was arranged on the 13th of January for the first 200 participants who registered. The comedian was recently announced as the second funniest man in the world.

On the first day of the event, participants fervently gathered in the auditorium to experience what was planned for them. The guest speakers invited were from numerous walks of life and all had a different story to share. Some of these speakers included Mr. Hussain Aftab, Co-founder of Plugs, Mr. Rahid Sami from Advantedge, and Faheem, the man behind The Four Man Show. Several group activities were arranged to encourage sportsmanship spirit among the participants, such as flag-making, obstacle courses and cardboard races. The event came to an end with the much-awaited Qawwali.

On the second day, the participants were welcomed by inspirational speakers including Ms. Noorulain Masood, the CEO of Teach for Pakistan followed by Mr. Naeem Zamindar, ex-CEO of Wateen Telecom, and Zain Goplani, who also arranged group activities. The day ended on a lighter note with ‘LOL waley’ keeping the participants fully entertained with their witty jokes.

The third day of ZLDC’15 also had a lasting impression on its attendees. Some of the prominent speakers included Mr. Tapu Javeri, the famous photographer, Mr. Amin Hashwani, the CEO of Siemens Pakistan, and Khurram Jamil, a representative at Google. The crowd’s enthusiasm was evident when the popular TV star Adnan Malik walked in. Just before the end of the event was a Scavenger hunt organized by Close up.

ZLDC’15 was a huge success; let’s see what ZLDC’16 has in store for us.

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**Emerge 2015**

Tayyaba Aslam

One of the most awaited events of the year, Emerge, is a three day event organised by The Management Society (TMS). It came to light with the slogan ‘Earn your stripes’.

Attendees got the opportunity to interact with corporate leaders and motivational speakers who helped students gain an insight into inspirational stories and experiences of others. Under the supervision of the faculty advisor, Ms. Erum Zaidi, Emerge’15 lived up to all that was promised.

The first day began with recitation of the Holy Quran followed by the national anthem and an address from the Rector IoBM, Talib Karim who emphasized the importance of conducting healthy and motivating events for students to polish their skills.

Next sessions were lined up. From M. A. Mannan’s inspiring tales to treasure hunt to countless other fun-filled activities, it was all courteously planned and most importantly, kept the students engaged.

Aamina Jahangir from The Cakery, Abid Beli from Delivery Walay, Faraz Salehji from Chester Bernard and Umair Jaliawala were all persuasive and brilliant at motivating the students. The day ended with Ali Azmat’s mesmerizing voice at Sunset Club.

The second day’s contest was over teamwork. The participants gathered at a farmhouse and nine teams were made. Some interesting activities that took place were: to make good use of the garbage stack, to work with each other efficiently and numerous other creative tasks that kept everyone fully engaged.

The last day of the event was at the beach with the inspiring Uzair Ausaf. From persuasive dealings to meeting deadlines to discussions that took place; the teams were wholly involved. The groups were judged on their performance in the activities.

At the end of the event, Sohail Zindani made a short appearance and talked about finding one’s inner strength. The event came to an end with a formal dinner along with qawwali. At the end of the event, certificates were distributed among the participants and the winner was announced which was team red. So congratulations, team red!
One of the most anticipated events at the Institute of Business Management (IoBM), “WHY PHY’15”, organised by the SET -Society of Eğlence and Technology which was a two-day event set in motion on March 21, 2015.

The event was a dream for tech savvy minds belonging to different institutes of Karachi. It was an open event without any registration fee and attracted a large crowd of students – an opportunity for them to showcase their technological brilliance with an added incentive of cash prizes.

Following the opening ceremony, the participants were allotted their locations on the campus. Every corner of the institute had a thriving activity taking place. The IT lab building had never looked so buoyant. The Students Activity Centre looked nothing less than a virtual football stadium, with gamers hooked to their screens playing FIFA’15.

But there was more to this event than just the virtual gaming competition. Numerous activities took place outdoors as well, such as junk art, sling shot, robot wars and project competition along with Tour-de-minds’ -a brain racking competition testing the mental capabilities of the participants.

Students from Sir Syed University and FAST University participated in the Robo Wars, bringing out their bots for a good fight. It looked almost as if it was a real-life scene out of the sci-fi movie ‘Real Steel’.

Sir Syed University’s students showcased a solar airplane and production of electricity through the motion of a bicycle pedal and readily gained appreciation by displaying exceptional work. It was pleasing to see incredible work done by young minds, the future of our country.

The competition came to an end on the 22nd of March with the closing ceremony headed by the Vice President of the society. The winners were announced and certificates were distributed among the participants at the end of the event.

Did you know?

Playing a brain-teasing game for just two hours a week may help slow the degree of mental decay associated with the natural aging process, according to a study done by the University of Iowa.
IoBM wins
Unilever Talent Hunt

Unilever Pakistan, one of the largest multinationals in the country, held the UTH 2014 (Unilever Talent Hunt) country wide, providing students from numerous universities with an opportunity to represent Pakistan at the Unilever Future Leader’s League in London.

Unilever received about 300 registrations. In the end, six teams were shortlisted for the finals, and IoBM was one of them. IoBM students, with their creative ideas and strong strategic skills managed to wow the judges bagged the winning title for UTH 2014 which meant the team IoBM to fly to London bearing the national flag.

‘Pakistan Superstar’
Shiza Naseem

‘Pakistan Superstar,’ the first ever online music show in Pakistan provides an accessible platform for many young voices to unveil their talent. Among the numerous voices was that of Shiza Naseem; an undergraduate student of IoBM who won many hearts. After months of hard work, she was finally able to perform ‘My Immortal’ by Evanescence and “Duur” by Strings. Votes started flooding in from across Pakistan for Shiza Naseem, which secured her third position in the Battle of the Voices. We congratulate Shiza on setting foot in the music industry and hope to see her doing well in it.

LUMS Leadership Marathon’15

IoBM has instilled phenomenal leadership skills in its students. The team’s recent performance in the LUMS Leadership Marathon is a testament to the fact that IoBM is full of young, talented minds. The team from IoBM, which consisted of five members: Adeel Husnain, Anas Ayas, Faizaan Ahmed, Hammad Hasan Jaferi and Hunain Kanani, secured the runner-up position in the competition. A total of sixteen teams from leading business schools participated in it so there is no doubt that the competition was a tough one.

LUMS Music Festival 2015
Battle of the Bands

Our very own musicians managed to enthrall the judges at the LUMS Music Festival 2015. IoBM’s official band ‘The Psychonauts’ won the Battle of the Bands this February, carving yet another achievement for IoBM. Our heartiest congratulations to the whole band (Bilal Ahmed, Muhammad Lutfi, Muhammad Musa Khan, Hyder Ali and Mujtaba Ali).

IoBM’s first ever Capstone Project

Having successfully conducted a capstone project for none other than ‘Engro Foods Corporation Ltd’ was a proud moment for the students of IoBM. A problem that Engro Foods Corporation Ltd was facing for a long time turned into a project assigned to the students of IoBM. Soon a team of nine students was prepared to conduct a thorough research to help pinpoint the problem. For this purpose, Ms. Erum Zaidi organised a team of students comprising Nadia Najzy, Iqbal Sahito, Asad Sahito, Farhan Baig, Sohaib Ali Khan, Mahwish Fatima, Muneeb Ahmed, Shan Abbas Jafri and Abhishek Advani. Students conducted interviews of retailers and consumers from 40 diverse locations, which impressed Mr. Khurram Maqbool Javed (GM Trade Marketing, Engro Foods Ltd.)

IoBM wins
Battle of the Minds

IoBM won the Champions Trophy in the most prestigious business talent hunt competition organized by Pakistan Tobacco Company (PTC). The challenge takes place annually which includes recruitment tests conducted across Pakistan. In 2015, over 4000 students appeared for the tests out of which 180 shortlisted candidates were interviewed and only 52 were selected for the semifinals for the Battle of Minds. The team proceeded for the finals after defeating KSBL (Karachi School of Business and Leadership) and IBA (Institute of Business Administration) in the semifinals, making IoBM the only team from Karachi. The top five teams from Pakistan met in the finals on the 15th of May in Royal Palm and it was a really challenging task upfront, however, team IoBM won the Champions Trophy.
Since the first building establishment in 2000 (Management Block), the Institute of Business Management (IoBM) has a long-lasting presence in Korangi and beyond.

The Administration Block that covers an area of 20,000 sq was completed in 2002 followed by the Computer Science building which was ready in 2002. The latter is a four-storey building that has numerous computer labs, a media lab and classrooms with 200 work stations in total. Right behind the Computer Science building are the two food stalls, namely Syria Inn and Eatables.

Centrally located on the campus of IoBM, the Student Activity Center is the hub for a large variety of student activities. This three-storey building is where students normally come to relax and wind down with their friends during free sessions. The ground floor contains a lounge area, a faculty room, and a cafeteria. On the second floor is a tuck shop, a gym, a lounging area, girl’s common room, a snooker room, and a table tennis room. The place is often utilized for musical shows, student-group collaborations and other such activities. It was first built in 2003 followed by the Library building in 2005. Currently, construction of the Management Excellence Center is underway.

Right next to the Computer Science building are the Library and the Industrial Engineering (IE) buildings.

The Library building, which is one of the defining factors of the IoBM campus, is able to accommodate 350 students and contains 250,000 books, as well as numerous online and print research journals. The Industrial Engineering building, on the other hand, houses several classrooms that provide a high-class learning experience to the engineering students at IoBM.

At the heart of the institute’s campus stands the grand College of Business Management. The building is of four storeys, including the basement. It consists of centrally air-conditioned classrooms, as well as staff rooms. It is also where the popular IoBM auditorium is located. Countless conferences and workshops take place here. The CBM block’s basement is home to the two famous eateries, namely La Farine and Henny’s, where students often go for a quick snack.
Last summer in July, Nabhan Karim, Coordinator Media Studies, tossed in the idea of a music show during one of his regular production classes. Eight months later, reaction to the On Campus music show reached a fever pitch.

On everyone’s lips, the show had caused a stir. The On Campus team ate, slept and breathed music during their events. Having composed up to 12 records, the songs were distributed in five episodes of 60 minutes duration of live music.

Once the idea took shape, Salman Ahmed, the Assistant Producer and Ahmed Nadeem, the Co-Producer, along with a few other crew members clinched a square deal.

Thought up by the students of IoBM, the shoot recordings were done at the institute’s very own studio, Verve. The musicians, organised by the Music and Arts Society (MARTS), included Shiza Naseem, Moazz Afridi, Musa Khan, Ibrahim Khalid to name a few. Production was taken care of by the Media Society members namely Haseeb Halai and Ramsha Kohati along with a few others.

From 14 hours of practices every Friday to homework to countless rehearsals, they all put in combined efforts to help one another and made it incomparable. Waking up at 6 am and working diligently to see the results of their hard work, the team was all set to reach its Zenith with bells on!

They made a band of musicians who easily flung themselves into unfolding events or adapted to the lifestyle that their work demanded.

Initially, they received a positive response for the music they produced but with fans come critics. The most common criticism seen was from the people who implored to compare On Campus to music shows like Coke Studio and Nescafe Basement. Receiving a negative response was a risk they were willing to take from the very beginning. Covering songs that were originally sung by legends, for instance Nusrat Fateh Ali Khan’s “Mast Nazron Se”, was a risk they took.

After making some decent music, the On Campus team is all set to release its Season 2 very soon. So for those of you who are into music watch out for the 2nd season of this musical guild.
Diary of an Army Officer’s Daughter
Abeer Anwaar

Diary of an Army Officer’s Daughter is a story of a 19-year-old girl who lost touch with her father 10 days after he left for Waziristan. After an unkind past, what does the future hold for them? In The Twenty-20 exclusive, Myra tells her phenomenal life story.

It’s been weeks since my father left for Waziristan on a mission. But it’s been almost 10 days since we’ve had any contact with him. A fact that sends chills down my spine. Every day I come home from school hoping to see him sitting in the lounge in his uniform, but my heart sinks when I see the couch empty.

Never have I ever been so troubled in my life. I have a moment of longing, wishing he could be here to see how depressed he has made all of us in his absence. But I’m trying. If there’s one thing that gives me hope for the future, it’s my dad’s words. Back in the day, when I was in school, if I ever scored low marks on my tests, my father would know that I was upset so he’d lean over and whisper into my ear “Don’t lose hope. Once you’ve lost that, you’ve lost everything!”

I just hope that the coming days don’t feel so dark and lonely.

I’ve been keeping it together the best I can do for my mom and younger brothers but today I’m finding it awfully difficult to survive through the day. Every single time I allow myself to relax, all of a sudden the thought of my dad being away haunts me. Was this the last time I saw him? Will he not be there for my graduation? I didn’t even get to hug him properly nor did I get to say a proper good bye, I never thought I’d want to say good bye, fearing that saying it out loud would make it real and he’d go away. I was so busy panicking about my exam when my dad stood at the door listening to me till the very end. And I remember saying out loud that ANYTHING was better than exams. It’s like this situation is a brutal ironic rebuttal.

It’s painful to think that I will never be able to make him proud the way he has made us. I don’t know where to find the strength to keep going day after day. My faith is crumbling. Seeing my mom like this, makes me want to break down and cry every single time. Every day we have friends over, giving us words of comfort. But those words seem hollow to me. I don’t want comforting words right now. I want the truth! I want to know where my father is. People are telling me everything but the reality.

I’ll make a silent prayer before going to bed tonight. I’m going to pray to God that my dad returns soon and I hope that someone tells us the truth since my dad has always told me that hope is a dangerous thing.

A Mericural Writer’s Tale
Areej Naqvi

It seems like a beautiful day to die. The air is as silent as a corpse.

The sun is passionately making love to the clouds and the sky is a mere dark mess. It is a perfect day to invite death.

As I bring the kettle up to heat I can feel my being heat up too in the most peculiar manner. Like a coal slowly heating up as it absorbs the fire within and before I even know, a soft knock on the door breaks the eerie silence.

My unravel friend has returned. I stand here freezing at the spot, too afraid to take a step further, for it may be my last. I can hear my weak heart beating frantically, ‘thump thump thump,’ if I pause I can easily count every single beat. For each beat takes away a part of me, every time.

I close my swollen, bulbous eyes, take a deep breath, hail all the power within me and push myself forward. It takes every ounce of me to push my heavy feet towards the door which keeps getting further and further away from me.

The pounding on the door intensifies with every passing second. I say a silent prayer and my subconscious yells at me, ‘This is it,’ it says, ‘there is no backing away now, no more running, no more excuses, it is time to face the music! Now are you going to face it with courage or are you going to be your coward self?’

It is at that moment I realise that nothing scares me any longer. I look up at my timeworn friend with a radiant smile on my face, I am finally ready.

Blurred
Manal Khan

When you know your most heated desire
Comes as something you’re forbidden for,
The quest for the forbidden;
The love for the unnamed;
Becomes your world,
When you know your wants are as necessary as your needs,
When you can’t differentiate between them,
When the toil for happiness begins to hurt you,
When your own heart becomes dishonest with you,
When your mind forgets to think freely,
When your eyes see that darkness,
When your body paralyses with the slightest movement;
Towards the fair,
When your longings are the farthest things you know,
When all you know is all you have,
That is the day, I would say, you have lived.