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Our heartfelt thanks to those named, and to the many others not mentioned, who have felt over the years that stories at IoBM should be told and written, giving encouragement for works such as this.

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The IoBM Student Magazine acknowledges Mr. Asim Yousifi for his timely assistance in the designing process. The magazine is also credited to Arif Nazir for sharing his expertise and guiding the designers throughout. The issue would not have been possible without these gentlemen.
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With just a few classes in the week, plenty of time on your hands and some amazing books on the go, you wouldn’t get a more appropriate time to satisfy the bookworm in you. Pick up any of these amazing books, grab your favorite lemonade and drown in the world of words!

**Battle Royale by Koushun Takami:**

Are you a fan of hunger games? If yes, then this book is for you. Shuya Nanahara’s masterpiece is selected as this year’s class to participate in Japan’s annual survival contest. He finds his classmates as enemies and survives in harsh conditions.

**The Stand by Stephen King:**

A dystopian world where the world’s population is wiped out by a plague. Redman along with a couple of other survivors must rebuild humanity. The human race is split into two camps. Redman must face Randall Flagg an evil being created to lead men astray.

**The Great Gatsby by F.Scott Fitzgerald:**

Remember that movie where Leonardo Dicaprio becomes rich (no, not Wolf of Wall Street), and falls in love with Daisy. Well, here is the book that inspired the movie. No tale about unrequited love is greater or tragic than Gatsby’s. Gatsby pursues the love of his life after becoming the perfect man.

**The Catcher in the Rye by J.D Salinger:**

Holden Caulfield leaves his school due to bad academic performance. His sarcastic, witty and self-depreciating sense of humor is what makes this book a must summer read. We see Holden ponder the meaning of life and friendship.

**Norwegian Wood by Haruki Marakami:**

Toru Watanabe is devoted to Naoko, but their mutual passion is marked by a tragedy after the death of their best friend. As Toru adjusts to campus life, we are shown the struggles he must face with the love of his life and the coping mechanisms he undertakes in order to fill the void inside of him.

**Ready Player One by Ernest Cline:**

If you are a fan of virtual games and love suspense and drama to it, this book is for you. In the year 2044. Wade Watts plays the online virtual reality of OASIS, wherein the majority of people spend their time fighting the reality of life. A massive prize is announced and Wade, with his interest in pop culture and puzzle solving skills, finds clues to attain the prize.
As I Lay Dying
By Abcer Anwar, BS (MS) - Fourth Year.

Illustrated by Nyla Talpur, BBA Graduate.

Darkness, something I have grown accustomed to. Sadly, this short time of repose is nothing to celebrate. In a few hours it will all begin again. For so long all I have wanted is to feel the sweet release of pain that I endure every day, but it seems so distant, so far and out of reach. Apparently, I am far too useful to be put to rest.

Yesterday, they paraded me inconsiderately in front of my own kind; either to shame me or to terrorize others, their motive is still a mystery to me. Their hands reached for another one of us, I tried warning them. I screamed, I shouted but no one paid any heed to my admonitions. They were in such awe that they eventually fell into the dreadful trap, duped into believing that they were chosen for a greater purpose. Fooled into a life of desolation, just like my twin and me.

My life, it wasn’t always this way. In the beginning, I was surrounded by a warm light; contended, even happy. Gentle hands took me from where I sat, handling me with great care. Eager to soon be reunited with my twin, he was so glad to see that I was alright, but he seemed on edge, with a look of concern plastered on his face. Was there something I wasn’t aware of? What could have happened to him whilst we were separated?

I no longer have to think about those answers twice now, since I have gone through the same torture as he did. Ah, the light. The thought of light is supposed to bring hope, but all I see are doors opening to my personal hell, whereas this darkness that surrounds me, is comforting and familiar. They have taken my sunshine away, now it somehow seems scorching, and not the happy yellow I once knew and loved. I shrink away from it, forced to find solace in the darkness. Here, in the dark I feel safe. But there is always this lingering sense of impending doom.

Oh how I yearn for the day when the sight of light used to make me feel free instead of tormented. I wish to go out in the light without anxiety. I wish to soak up the rays of the sun, to dance in the rain on my own terms. As I sigh wistfully, I notice a new part of me has been ripped. The pain feels so trivial now. This pain is a part of us now. Sullenly, I look over at my twin; he seems so peaceful in his sleep. It seems he has adapted to the anguish much better than I have. How, is still unclear. But in spite of everything, he is in better shape than I am, fewer scrapes and markings on him. That’s good; at least one of us is in less agony.

I can’t even fathom sleeping right now and the time seems to be frozen or maybe time has no meaning, no room in this life of ours anymore. Everything is moving at its own pace. Everybody else is in their own place, which is, under these circumstances, a huge comfort to know that we are not alone. Although, one time when the light came, one of us tried to escape and it seems to me that she fell to her death because she never came back and a few moments later, her sister was ripped away from her place, right in front of us. Savage. It is instances like these that trap us in the cage of unshakable fear and terror. The others and I, we seldom feel safe as we wonder what fate awaits us, every minute of every day.

Suddenly I am pulled out of my thoughts as a bright light slowly washes over us. Who would be the victim this time? Those once gentle hands that held me with love, hold me once more, without affection, and I know it’s time to start living the hell yet again. I need to stop thinking now so that I can brace myself for what is to come. I try to warn my twin to expect pain but he seems too
deep in his sleep to even notice. It won’t matter now anyway, in a few moments the reality would hit us both, literally. For now, I feel something penetrating me. A light tap follows and then I feel the ground beneath me; hard, bitter and cruel. My brother wakes up to the throbbing. Taking turns we move forward, bearing the pain like always.

Those who have lived long enough have deemed this our job. A duty to the people we serve.

After all, we are just a pair of sneakers doing our duty as the ground beats us.

Existence is a Strong Word
By Zainab Shah, BBA Student - Fourth Year.

Have you ever wondered? Wondered about the things behind that wooden frame encasing a teak burgundy brown door, detailed with a yellow intricate pattern of abstracts?

A door that leads way to a beautiful winding staircase with light brown steps, that creak just a bit as you step on them, reminding you of the rusticity of old houses and their beautiful staircases. What started out as a hesitation, quickly turned into an anticipation; anticipation to find beauty in the depths of simplicity.

A light easy banter animatedly starts, the hum of people seated around us envelops us, obscuring our voices. A lamp mounted on the wall catches our eyes, which then meet briefly. The soft glow illuminates her face like a halo, beautiful. Her eyes appear to seem glazed, twinkling under the lamp. She turns her head to take in the surroundings, mesmerized by them. As I watch her in awe, she looks at me, startling me, catching me red-handed. I still continue to admire her, albeit from afar but still keeping a close eye on her.

This goes on back and forth, making me question. All the, what ifs, buts and whys. The questions that have always haunted me, more times than I can count. But you see, the fault lies with both of us. A stark polarity exists between us.

She is a mere human, created by God, molded and chiseled into an alluring woman. Whereas, I was shaped by a man, from a log of wood, grown in a way to let people pass through me; a ghost. And now as she passes through me, I wonder, did she notice me?

Illustrated by Nyla Talpur, BBA Graduate.
COVER STORY
IoBM 20 Years Celebration with Abida Parveen – A Night to Remember
By Muzhira Amin Nayani, BS (MS) - Second Year.

It had been more than a month since we had been hearing about the twentieth year celebrations, watching the university decorated and ornamented for its 20th birthday. The enthusiasm and curiosity was increasing with every passing moment and everyone was wondering if the event would be able to meet the hype created by the Entertainment Plus Society, until the news spread that the mesmerizing and soulful, Abida Parveen, would grace the stage, with her exceptional performance and unmatched glory. To me, it was a dream come true, as I regard Madam Abida Parveen one of the greatest of our time. One could actually feel a sense of happiness around the campus, with the students and faculty waiting for 5th March 2016.

To celebrate its 20 years of growth and achievement, IoBM invited all the faculty members and the alumni, with their families, to cherish the event. The event was a traditional one, with the gorgeous ladies dressed in the eastern style, wearing kohl puris and jhumkas, while the boys were mostly clad in kurta shalwar. The campus, colored in black and white, the traditional color of a Qawwali event, with ajrak, added to the charm. The arrangements were undoubtedly impressive with proper security, ensuring that the attendees stayed safe, while the number of food stalls were enough to satisfy everyone’s taste buds. The campus was decorated beautifully, with proper lights for pictures and selfies.

The event officially began when the daughter of Sindh, the charismatic, Abida Parveen stepped on the stage, welcomed with a standing ovation, followed by exceptional fireworks that left everyone in awe. It is impossible to explain the aura created when the crowd heard Abida Parveen sing ‘Mai Naaraye Mastana’ ‘Yaar Ko Hum Ne Ja Baja Dekha’ and ‘Tere Ishq Nachaya’, making everyone move with the flow of her voice and lyrics. After every song, the crowd appreciated and acknowledged the essence of Abida Parveen’s presence with their hands joining together. Just when the audience was drowned in the soulful voice, came Amjad Sabri, as a very pleasant surprise and joined the crowd, raising our heartbeats and excitement.

We didn’t realize the time was flying so fast that it was already midnight and the event was coming to an end. With a heart full of happiness and nostalgia, we bid goodbye to the unbeatable, Abida Parveen and left for home, again escorted by well-planned security on the way.

Thank you, IoBM, for the time of our lives!

At the first knowledge of Abida Parveen performing at IoBM, Amjad Sabri could not resist but to attend. He came as a fan of the art he desperately believed in, which allowed him to touch many souls, just like he touched many lives by his purity and generosity. His untimely departure came as a shock to the nation. Even so, he may not be among us in reality but will always remain in spirit.
Poet’s Corner

The Resigned

By Munaim Mahboob, BBA Student - Fourth Year.

Fixated on a perfect life,
We strive we struggle to make it okay.
Fixated on a single smile,
We give pieces of ourselves away.

The cost we bear may not seem a lot,
Especially to the most ignorant of the ignorant lot.
All parts of a pointless puzzle,
that grows confused with each developing thought.

"Ignorance is bliss, ignorance is divine"
Are these not the words of a foolish mind?
Perhaps not, perhaps they have some truth,
Perhaps they hold the key to a life of less gloom.

But try as we might, if driven to the point,
Indifference was never meant for us.
Try as we might to even appear to be blind,
The insides of our eyes act as a horrifying canvas.

Resigned to our fate, we must move on ahead,
A smile on our faces and words left unsaid.
For they would never be understood by an ignorant mind,
So take solace to be blessed with the gift of kind.

Where the Mind Is Without Fear

By Sanjay Shahdev, BS Joint Honors Graduate.

Is my mind without fear?
Or head is held great?

Oh child, this information is free,
Where the world has not been separated into pieces.

By barriers of small minds,
Where words turn out.

From the profundity of truth,
Where eager endeavoring extends.

Its arms towards absolute,
Where the unique stream of reason.

Has not lost its direction,
Into the troubling desert sand.

Of infinite redemption,
Where the brain is driven forward by thee.

Into continually broadening thought and activity
Into that paradise of opportunity.
Oh Father, let my nation awake.

Contribution Guidelines
We acknowledge the writers, artists and designers, for their efforts and hard work, to bring this magazine together. Our articles range from 200 to 400 words, but submissions of any length will be considered with original content that has not been published elsewhere. The IoBM Student Magazine highly encourages contributions from students, on any subject of their choice, be it art, politics, religion, academics or an event from their life.

We are looking for competent writers, with a strong grip on English language, sentence structure and creativity. We are also in search of graphic designers, to be on board with us.

If you have written an article or a poem, want to share your ideas or wish to design for IoBM magazine, send us your contributions and resume to:
studentmagazine@iobm.edu.pk
Gorgeously dressed up beauties and immensely energized boys dancing to the loud music, screaming on the pirate ship, wearing color coordinated dresses, imitating their favourite character’s look, marching through the buildings with a nostalgic mind and parting ways with heavy hearts made the graduation week for the Mightiest Batch a huge celebration! The most pleasant time of the year began with the Color Week, when the graduating students glittered on the campus with specific colors for each day so all of us could know who we would be saying goodbyes to.

Nevertheless, the week ended with a traditional parade, wearing black shirts printed with the names of the graduating students, hugging each other, saying thank you to the teachers and staring back at the campus, recalling all the years of stumbling, learning, and finally achieving!

We wish them all the best of luck for their future endeavours. May the odds always be in their favour!

And just when we started missing the bursts of color around the university, the most thrilling and explosive week began, glittering IoBM with a culture day, with students representing various cultures through their dressing, dancing to the bhangra and folk songs. We saw a major throwback when the girls and boys dressed up in their vintage looks, making us all laugh, cherish and value the old fashion and its glory. Oh and then came the most jaw-dropping Character Day when all of us met the desi versions of our favourite characters. Be it Elsa from Frozen, Charlie Chaplin, Mankind's Angel, the Joker, Maleficent, Minnie Mouse, Superman, vampires, witches and what not, we had it all on the day! It was indeed a beautiful sight to behold the graduating students, who just a few days ago were worried about their grades, midterms and jobs, forget all the worries for once and live the moments to the fullest.
Telemart
By Daniyal Qureshi, MBA Student - First Year.

Ahmed Rauf Essa, an IoBM graduate and the name behind Telemart, has recently won the Gold Prize for the ‘Retail Entrepreneur of the Year’ conducted by CEO World Awards.

He completed his Bachelors in Business Administration in 2014 and established Telemart, now operates six outlets and 158 franchises across the country.

We are proud of Ahmed Rauf Essa and wish him luck in his future endeavors. Here is a small conversation we had with him:

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DQ: You have already established your image of reliability and have spread across the country. What is next on the plate?

AR: Telemart is currently operating in consumer electronics and technological products portfolio. However, we plan on to expanding our business and diversify into other consumer products such as health and fitness, clothing, watches, shoes, jewelry and more. Our aim is to represent all the leading brands be it national or global and shelf their products to provide people with a one stop solution for multiple products and brands under one roof. We see Telemart as the largest Online and Retail Network of Pakistan in the coming years, Insha’Allah.

DQ: I have been very eager to know the concept behind ‘Telemart’. Please tell us what led you to it?

AR: While I was studying at IoBM, online shopping had already paved its way to Pakistan, but let us accept the fact that we, as a nation, are reluctant in trusting new ways to do things. The potential of online shopping was well-known and somehow I felt that the only problem with it was the lack of trustworthy sellers in our country. The thoughts led to the idea of promoting an online shopping home that was trustworthy and reliable and the idea was converted into a reality in May 2014, when we officially launched our e-commerce portal along with a retail outlet in Karachi and the journey never stopped.

DQ: As students we often wonder about the application of concepts we learn. How do you think IoBM gave you the tools you needed to start your business?

AR: I believe that the learning process never ends and one is a student for a lifetime. However, IoBM has played a major role in grooming my personality on both, personal as well as professional level which ultimately translated into my business venture. The concept and theories you learn help you understand the business dynamics, evaluate the choices and make better decisions.
DQ: You’ve talked about the importance of trust in business and online shopping. How do you get customers to trust you?

AR: The online industry of Pakistan is still in its infancy stage hence the trust factor is a major concern and obstacle in the minds of the consumers. Telemart overcomes this hindrance by establishing its on ground presence in terms of retail outlets and brand activations which encourages people to develop trust in Telemart and its services. We distinguish ourselves from other online stores and corporations in terms of our quality services and efficient customer support which ensures customer satisfaction and gratification at all times.

DQ: The first sale is always a wonderful memory. Tell us about it.

AR: Indeed, your first sale is very close to your heart. I remember when the first order landed on our online portal my team and I celebrated it by ordering food at our head office. And after that day the sales increased day by day and Alhamdulillah breaking our daily sales record almost every day.

DQ: Think of yourself as a customer and tell us what do you like about Telemart?

AR: At Telemart, we formulate policies and devise our corporate strategies keeping the customer perspective in mind hence if I were a customer, I would prefer shopping from Telemart for the reason that they operate on a business model that caters to both online audiences as well as retail audiences. Also the competitive pricing, product quality and unique and efficient customer support would be a major deciding factor for my loyalties with Telemart.

Vintage
By Tayaba Aslam, BBA Student - Third Year.

Muhammad Rayyan is an IoBM graduate, who introduced Vintage to the citizens of Karachi in 2013, and after only a few years was able to conquer new horizons of success. From their gorgeous interior to the warm feel, Vintage is one of its kind. To discover all the secrets of its success, we had a brief conversation with Muhammad Rayyan. Here is what he had to say:

TA: Vintage is my ‘go-to’ place for mozzarella sticks and lava cake. I would like to know what inspired you to it and the early challenges.

MR: During my graduation, I was looking forward to opening a small bakery and started working on the idea in 2012. But when you are starting from scratch you face lots of problems that you might not have calculated. I was very particular about the location of the bakery and initially, wanted to start from Bahadurabad because of the foot traffic but after proper research and brainstorming, we decided to choose our current location. The work started in June 2013 and we were ready to serve our customers in July 2014. It was a new industry to me, it took us a year to complete the place. The kitchen, the menu the experimentation took quite some time, but it all paid off. As the name suggests, the interior is inspired by the Victorian era, and by the quaint English tea houses.
TA: We would like to know how IoBM has helped you in your professional life and especially in making Vintage a huge success.

MR: IoBM has played a major role in helping me reach where I stand today, but it hasn’t only been all about the books and theories, but the inspiration, strength and experience that I got from my teachers at the institute. The professional world is very different from that of white boards, projectors and term reports and when you have to make decisions, you don’t refer to particular theories but you make decisions based on the information at hand, using the kind of logical thinking that allows you to be quick on your feet. I had started my career while I was studying so I could link the concepts to their applications quickly, and I would suggest that you do the same if you want to be a successful entrepreneur.

TA: Sometimes customers can be really difficult. Can you recall any such incident for us?

MR: Of course, it is a routine. One gets various types of customers; some are very warm and grateful while others are capable of making an issue out of everything. Some customers are happy even if their food or drinks are served late or if there has been a problem with the waiter or the billing, but then we get customers who comment on the interior and cutlery and are almost impossible to satisfy, but we have trained our staff members to respond with a smile and gentle behavior to all sorts of clients.

TA: Let’s assume that I am the owner of Vintage and you have visited my bakery for the first time. Now I’ll ask you ‘what do you think of Vintage?’

MR: Well, I love how each customer is treated at Vintage, because if you want to stay in this business, you have to shift your attention from making money to making customers. Everyone is buying the same meat, spices and drinks but what makes a difference is how they go about it that makes it a little more special than the others, which is actually what keeps the customers coming back for more. Vintage has always been about satisfying the customers, whether it’s through the ambiance, staff, quick services or the product itself. You might notice 6 members managing the front of house, but the situation behind the doors is something entirely different. We currently employ 50 people to deliver the best of the best.

Did You Know

Vintage is famous for its decadent desserts most of all The Lava Cake. Lava cake or Molten Chocolate Cake is a combination of flourless chocolate cake and soufflé. It is also known by the names Chocolate Fondant Pudding and Chocolate Lava Cake. The typical cake has four basic ingredients which include eggs, butter, sugar, and chocolate. There are various types of fillings which are used to make these types of cakes. There are other famous variations to the Lava Cakes like the Lemon lava cake, white chocolate lava cake, Caramel lava cake, etc.

Did you know, though the Molten Chocolate cake is known to have been invented by the American Chef Jean-Georges Vongerichten, another claim has been made by the French Chef, Jacques Torres. He claims that the Lava cake recipe was found in France years back.
Pakistan is a heaven for nature lovers, because of its lush green lands, high mountains, gorgeous lakes and an amazing weather, making it attractive to tourists. Although Pakistan is having a tough time in maintaining law and order, yet we are hopeful that once the situation gets better, Pakistan will host many domestic and foreign tourists from across the globe. Let us have a look at some of the places you must visit on your trip to the Northern areas.

1. Hunza Valley

Hunza is known as the Mountain Kingdom, because of the rugged and snowcapped mountains of Karakoram, surrounding the beautiful green valley. Hunza is a hub for trekkers and mountaineers, thanks to its beauty and the hospitality of its residents. Rakaposhi is the tallest mountain which stands at 7788m. Karimabad is the main tourist town of Hunza, situated on the legendary Karakoram highway. Foreigners love the valley and describe it as ‘Shangri-La’. 
2. Kaghan Valley

Kaghan Valley is located alongside the River Kunhar in Khyber Pakhtunkhwa, with Naran being the main town. It holds the most beautiful Lake Saiful Malook, which is lovingly called the ‘Lake of Fairytales’. This Himalayan hideaway is a treat for everyone!

3. Neelum Valley

Neelum valley is located in Azad Kashmir, running along the River Neelum. It is famous for its lush greenery, beautiful villages, panoramic views and scenic beauty. Sharda is the main town while Arang Kel and Taobutt are the tourists’ favourite.
4. Swat Valley

Swat valley is called the ‘Switzerland of the East’ because of its breathtaking landscapes. It is situated on the Swat River in the Hindukush Range. Mingora is the main town, while Kalam is the most visited place. The ski resort in Malam Jabba is the only ski resort in Pakistan.

5. Murree Hills

Murree is the best for a short trip because of its location, being an hour away from Islamabad. It is the most famous hill station of Pakistan, offering beautiful sceneries, rightly called the ‘Queen of the Hills’.