



IBA TODAY

ISSUE MARCH 2022

WHAT'S INSIDE

ADVENTURE OR
MISADVENTURE WITH
IBA ADVENTURE CLUB?

ENIGMA X:
BOP OR FLOP?

ALUMNI REUNION'22

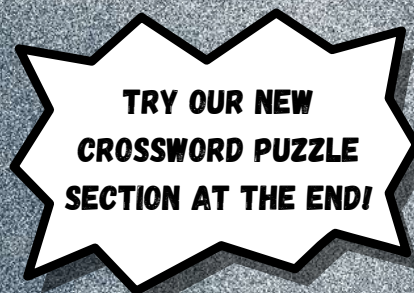
IBLC:
IBA'S MAGNUM OPUS

DIWALI AT IBA!
CELEBRATING THE
DIVERSE DREAM

LET'S TALK!

LATEST
EPISODE OF
THE
PODCAST IS
LIVE!

CHECK IT
OUT NOW!





IBA TODAY

HEAD OF DEPARTMENTS



LYBA SAEED
SOCIAL MEDIA



USMAN ADNAN
NEWSLETTER



SARAH SALMAN
FREELANCE



NAVEED AMJAD
PRODUCTIONS



HAMZA MALIK
IT

EDITORIAL BOARD



BILAL SAJID CHANNA

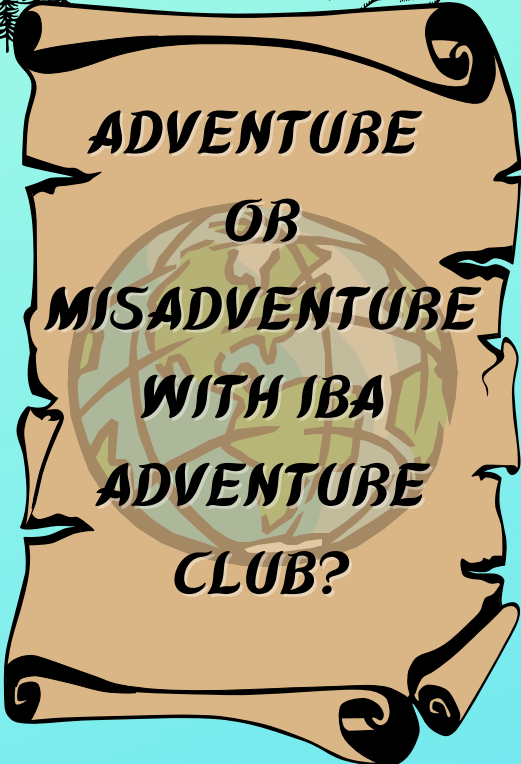


ZARA KHANZADA



ANISA SABA ABBASI





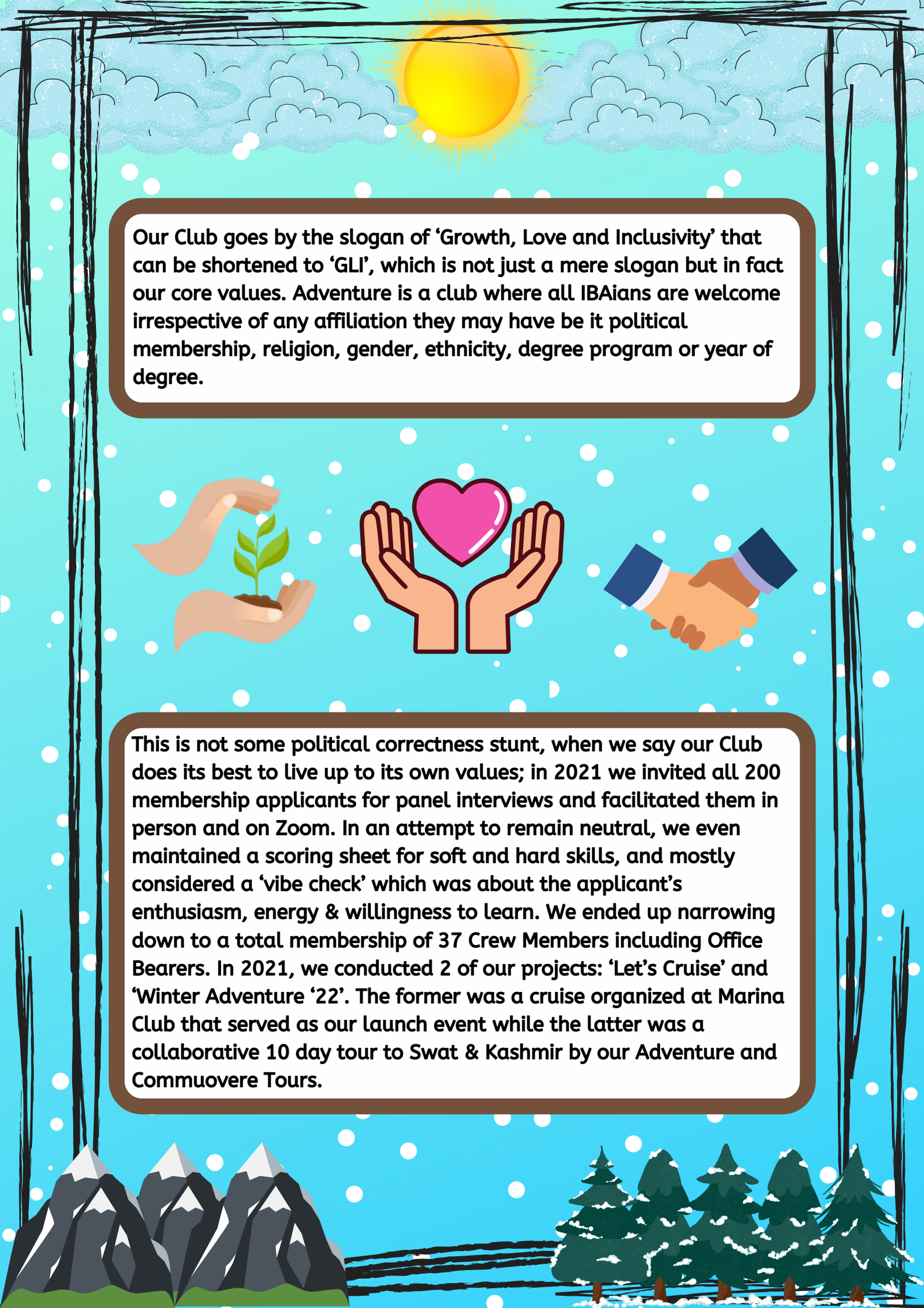
ADVENTURE OR MISADVENTURE WITH IBA ADVENTURE CLUB?



BASIMA SAMEER DODHY
BSECON'23

Before you wonder if I'm dissing my own Club, hold your horses! The IBA Adventure Club is a young club that was founded a few years back. It should be noted that our Club has been completely revamped with 99% new members for our tenure 2021-2022 – this makes it a fresh start than can be likened to a 'rebirth'. This means that we are still establishing ourselves in a terrain full of smashing societies that seem to be way ahead of us in the game to make the student body happy. But hold on – would a Club like ours want to compete with others? No, not when we're too busy planning Adventures and embracing GLI!



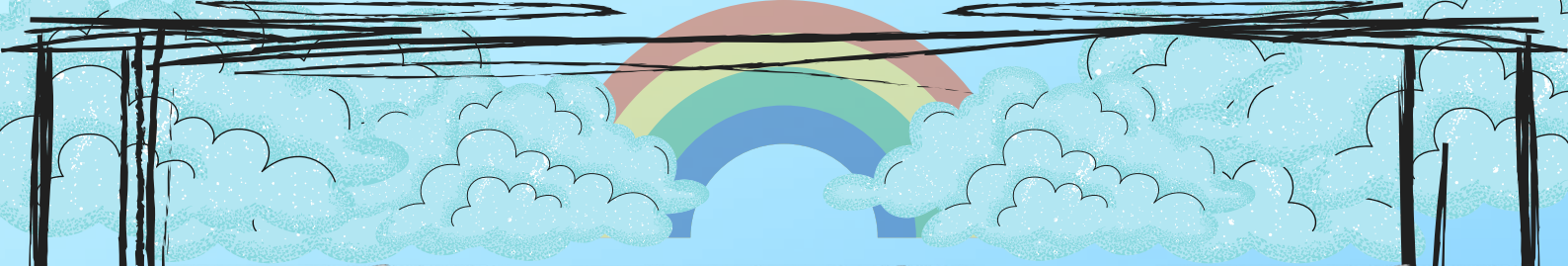


Our Club goes by the slogan of 'Growth, Love and Inclusivity' that can be shortened to 'GLI', which is not just a mere slogan but in fact our core values. Adventure is a club where all IBAians are welcome irrespective of any affiliation they may have be it political membership, religion, gender, ethnicity, degree program or year of degree.

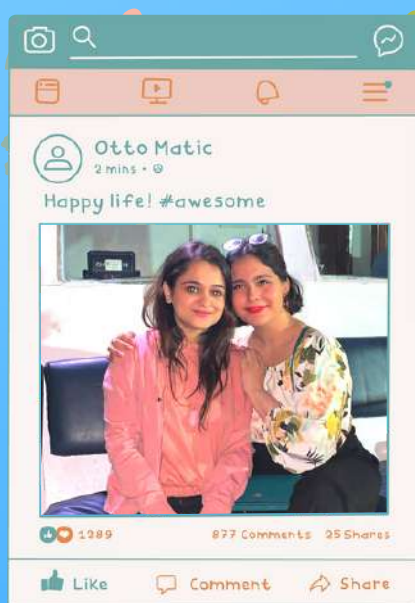


This is not some political correctness stunt, when we say our Club does its best to live up to its own values; in 2021 we invited all 200 membership applicants for panel interviews and facilitated them in person and on Zoom. In an attempt to remain neutral, we even maintained a scoring sheet for soft and hard skills, and mostly considered a 'vibe check' which was about the applicant's enthusiasm, energy & willingness to learn. We ended up narrowing down to a total membership of 37 Crew Members including Office Bearers. In 2021, we conducted 2 of our projects: 'Let's Cruise' and 'Winter Adventure '22'. The former was a cruise organized at Marina Club that served as our launch event while the latter was a collaborative 10 day tour to Swat & Kashmir by our Adventure and Commuovere Tours.





The projects were fun, relaxing and chaotic – our Club ran into some issues on the cruise day due to a miscommunication with our university administration that caused a delay in departure; one coaster from Gulshan Campus reached in the nick of time whereas the Saddam Campus coaster reached an hour late. One of the stereos we rented also malfunctioned. Similarly, our winter tour went from a Biryani mood to a Kado mood at the beginning – our arrival in Islamabad was a breeze but in both Kalam and Bahrain we ran into an underdelivery on promises of standard hotel amenities. Talk about luck.





But guess what? All our hardships were eased with the support and help of our collaborative team and fellow Adventurers who trusted us and worked with us to pull through! At our launch, the late guests enjoyed a ride to the cruise ship on a speedboat and a guest amped up his personal boom box to help with the busted stereo situation. On our northern tour we were blessed with cooperative guests and used our wits to renegotiate with hotels and switch to better ones. So basically, we got back on track quickly and ended on a sweet mood comparable to Gulab Jaman.



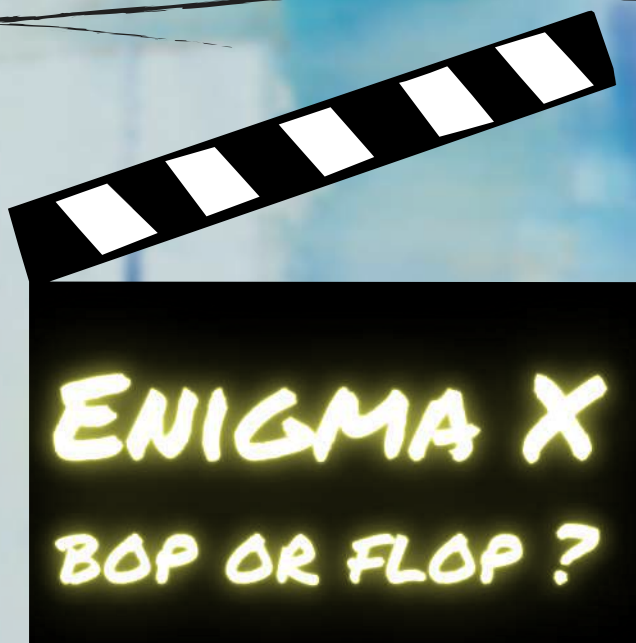
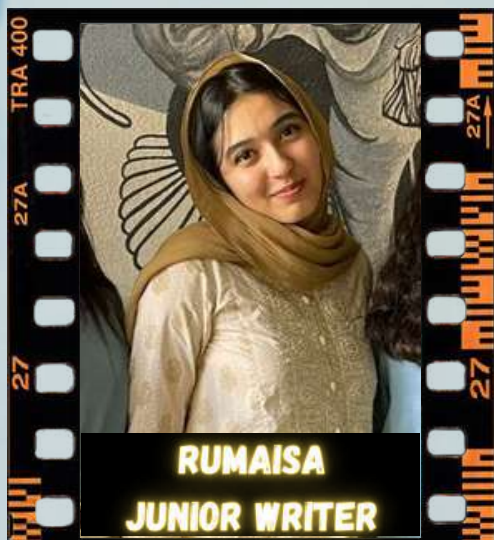
Yes, we had a handful of frustrating and laughable moments; however, each time we triumphed and delivered on our promises – the cruise had a BBQ, dance, sea breeze and solid views during golden hours and the lighted night while on the tour we enjoyed jeep rides to Ushu Forest, a bonfire night in Mingora, a dance night in Malam Jabba, snowfall in Keran and the ultimate beauty of Neelam Valley. Ups and downs are a part of the package when you are a Club that takes risks and has many firsts. Not only do we know how to end on a high note but with each Adventure we bounce back stronger!

We look forward to welcoming IBAians to our fun, crazy and budget-friendly plans for 2022 – we currently are working to explore interior Sindh, Kund Malir, Ormara, Gilgit Baltistan, Karachi and bring a surprise to IBA grounds. Let's see what all the universe wills. Till then Ciao Ciao.



Basima Sameer Dodhy
Manager
IBA Adventure Club





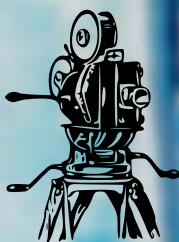
Every year students are super excited to experience one of IBA societies' most popular flagship events: ENIGMA. For those who don't know, Enigma is a 3-day event organized by the IBA Arts and Photography Society. While IBA students get a chance to showcase their event management, planning and sales abilities, non-IBAians get a chance to explore the IBA campus up close and intermingle with a diverse set of people that IBA hosts. The connections formed at the IBA prove useful for these school and college-going individuals who are yet to join universities. This year was the ENIGMA X, themed on the celebration of 10 years of ENIGMA.





In conversation with the manager of the society, Parma Abbas, I was told that there were a total of 20 events planned. Crowd favourites included Scavenger Hunt, Crime Scene Investigation and Enigma's Got Talent. I went through their promotional videos leading up to the event and it's quite impressive work IBA students have put together.

Unlike all previously held ENIGMA events, this one did not have a concert. Which was a good decision made by the IBA admin considering the new omicron variant causing a surge in COVID cases at the time.



Additionally, however, a new segment of E-sports was introduced for the first time, which attracted many e-sport enthusiasts. A renowned CSGO player, HSB, who has represented Pakistan internationally was also called in as one of the chief guests. Pakistani Cricketer, Fawad Alam surprisingly graced the closing ceremony, even though no prior announcement was made anywhere on Enigma's socials. Enigma's Got Talent (EGT) featured an open mic on the second day where a lot of melodious, underrated voices were heard and cherished. Songs were sung surrounded by a happy, applauding audience in the IBA G&T auditorium. Highly popular amongst today's youth, Khudgarz Band also graced this segment as judges for the finale.



It would be useful to mention that a lot of participants who I spoke to, even the ones who had a meh overall experience, claimed it was all made up by the fun they had in the EGT. It's funny, how one defines fun is subjective (wink) but let's not get into the gory details and leave it to the reader's own imagination.

However, not all participants chose to let go of their complaints over the intimacy of a musical setting.

"The whole concept was bad. We paid 3.5k per game to play on a very bad court that actually got me injured—ankle twist— while doing the labour. Also, the court had no boundary walls, because of which the ball kept leaving the court. In summary: worst 7k I've ever spent."

- Hamza Shariq (BSCS'24)



It is disappointing to hear such reviews, especially with high ticket prices. After asking other players to verify this statement I was told that it made no sense to have futsal played on a basketball ground. Therefore the futsal segment was a full flop; full stop.

Where there's glory, there's also gore. There have been anonymous accounts of unfair play in some game segments of ENIGMA every year. Sometimes a few teams might receive biased favours because of their connections with the organizers. However, these claims haven't been proved and are rare.

Then there was the prize distribution issue. While huge winnings are promised at the time of registrations, such enthusiasm isn't shown at the time of handover of prizes. This time initially the participants were given a promissory note which claimed to hand them over the winnings once IBA approved the budget. When asked about this, the EC of the IBA Arts and Photography society, Asfandiyar Babar said the notes were given initially for the management to be able to do necessary checks to ensure the right people received the money. This lag in payments can be a killjoy for winners and also demotivates teams to participate in the future. I hope this issue can be resolved by making improvements in the payment process, so winners may contain their high spirits long after ENIGMA has ended.



Whether ENIGMA X was a flop or bop is for you to decide but the team did manage to pull it off decently. We must not discount the fact that this was in spite of not having a concert, which normally helps generate a lot of hype and revenue. A lot of hard work goes into brainstorming and introducing creative segments and that can be seen by the work students have put in designing eye-catching media following up to the event. They all deserve to be acknowledged.

ENIGMA X was a breath of fresh air in the face of a world where people feel cornered and where isolation and lockdowns are the new norm. It filled the campus with walking, talking humans amidst the quiet, depressing, and uninhabited aura that had enveloped it previously. So kudos to that!

IBA CAREER FAIR 2022





ISRA NADEEM
BSECON'24



The 'Alumni Reunion Dinner' was one of the very first formal events that was administered in the post-pandemic IBA. It was quite the refreshing experience - being in a gathering encompassing such brilliant individuals. IBA has a very diverse alumnus that is always ready to come forward in support of their institute. Needless to say that when this event was announced, said Alumni were ecstatic to be a part of it.





The evening of 7th of January (Friday) marked the commencement of this occasion. An aura of equal parts nostalgia & excitement radiated from the venue as the guests entered the premises of their once known 'home'. Upon seeing their batchmates and seniors, their faces lit up with the prospect of striking a conversation with them. Even though the event was organized by IBA Alumni affairs, it still required proper protocol & aid from the student body. This is where the 'IBA Alumni & Placement society (ANP)' came through. This society had a major part to play in making this occasion a successful one. The ANP members were strategically divided into teams of Operations, Guest Relations, Registration, and Security. They made sure that the guests were properly accommodated at all times.



The guests attending the occasion were not just IBA alumni anymore but owners & CEOs of renowned startups & businesses. Therefore, this event sparked an optimal opportunity to broaden one's network by socialising with the best of the best. Ms. Malahat, director of corporate relations & alumni affairs, was the host of the evening. The program was initiated with her warmly welcoming the alumni. This was followed by the screening of a video tributed to those IBA alumni that had passed on. Director of IBA, Mr. Akber Zaidi presented his heartfelt gratitude towards the alumni through his speech. Lastly, the guest of honor, Mr. Asad Umar spoke a few words too. The conclusion of these speeches was followed by the serving of the dinner. Food is one integral part of any gathering, and the delicacies of the alumni reunion dinner did not disappoint. The guests had a great time and were very content with their visit. To be able to meet with your friends or seniors that you haven't met in a long time and visiting your alma mater can definitely be a rejuvenating experience.



IBLC: IBA'S MAGNUM OPUS



VISHAL DAS
SUBJUNIOR WRITER

After (what felt like) a rather dull winter break, popped up IBA's grandest event that not only rejuvenated its campus culture, but kicked off the new year to a phenomenal start. IBA Leadership Conference or IBLC (for short) aimed to evoke high spirits among the youth & drive its participants on a small journey of self-exploration.





“Believe, Manifest & Conquer” was the advertised theme of IBLC’22. This 3-day conference has always left quite the mark & this year was no different. The commendable efforts of the management team brought about a houseful event with guest speakers like Aarsal Fahim, Ali Haider, Ammar Sabzawari, and Waqar Ali (the grand activity moderator).

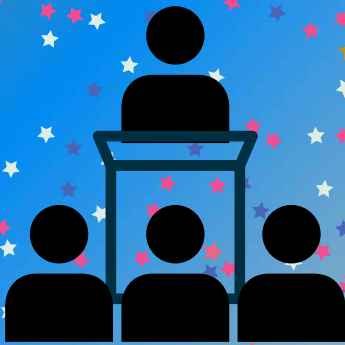


The occasion panned out very efficiently. Day 1 revolved around the theme of “believe”. An activity (embezzlement) was followed by Huma Khan’s energizing speaking session. Speaker Syed Naseh then also conducted a session which along with the circuit activity carried the day forward to its climax. The day was closed off with a session by Nahyan Farooq.



“Manifest” was the subject for Day 2. Participants had the opportunity to enjoy the sessions of great personalities like Hira Tariq, Ahmed Rauf (who started Telemart at age of 23), and Uroosa Mohsin - Neuro-Linguistic Programming Trainer, Hypnotherapist, & Life Coach. Along with this, candidates also took an active part in interesting activities like crisis management, the recycling activity, the grand activity that included ‘synchronization’, the great wall of global change, & the privilege walk.

The last day focused on the theme of “Conquer” with a fair combination of speaker sessions & activities. Sidra Iqbal’s session was followed by the Kahoot activity. A Relay Race was then conducted, which was the mixture of different races like ‘Running Race’, ‘Balance the Balls’, and ‘Blindfolded Hurdles’. The day was concluded with, yet, another speaker session. This time the guest was Wayne Jansz. The event’s social, Qawali, took place thereafter.



In a nutshell, IBLC'22 has been not only the identity of IBA Leadership Club but also IBA itself. It was great opportunity for those who wanted to enhance their leadership skills & self-confidence through experiencing different aspects of teamwork as well as an inspiring display talks by the guest speakers.



IFEM: BREAST CANCER AWARENESS SESSION 2022



BAKE SALE



IBA HOSTEL DIARIES



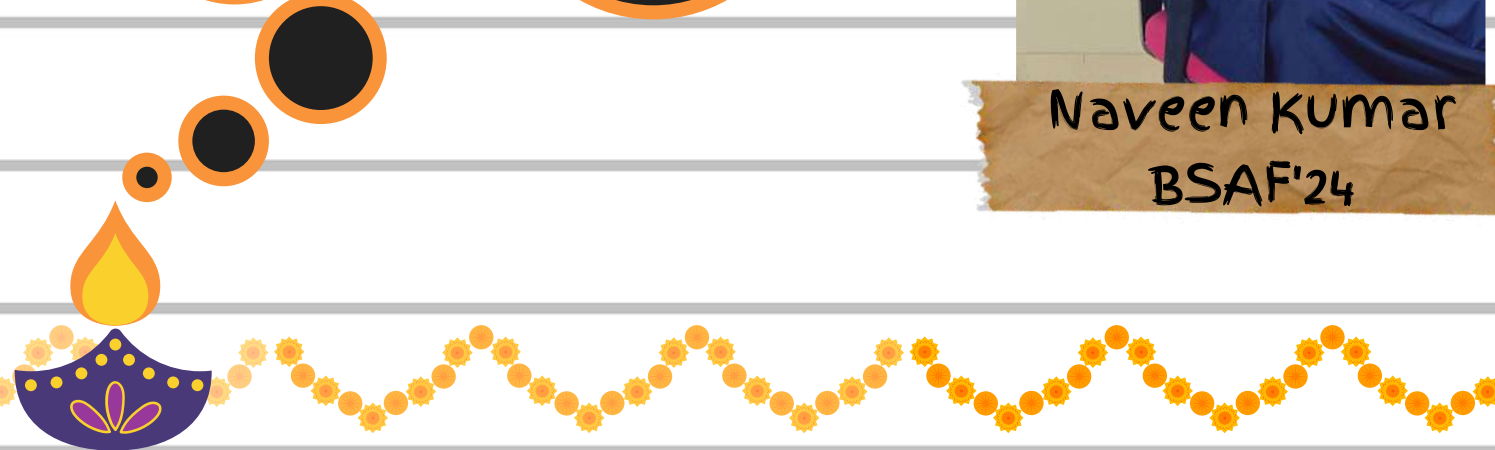
**BOYS
HOSTEL**

**GIRLS
HOSTEL**



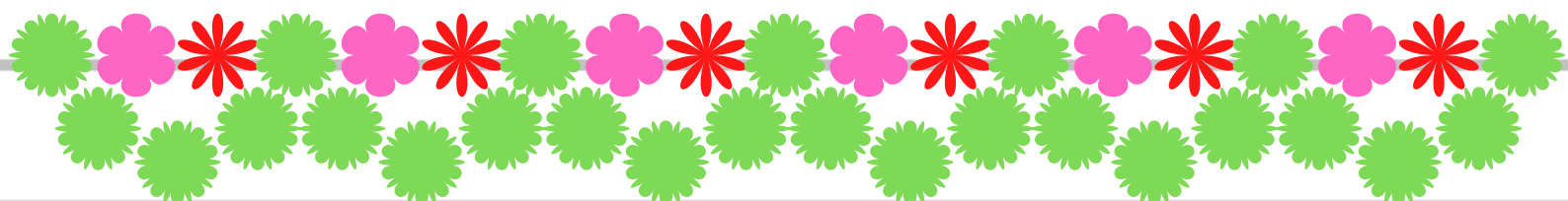


DIWALI AT IBA!
CELEBRATING THE
DIVERSE DREAM.



Naveen Kumar
BSAF'24

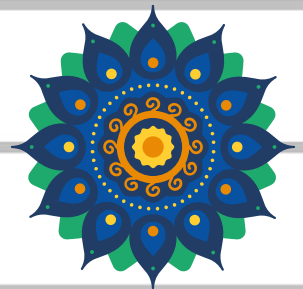
Inside the four walls of IBA, brotherhood is considered more significant than any religion. IBA gives the festival of non-Muslims its due importance by celebrating it with its cultural values, religious traditions and social significance every year to promote social harmony. Unfortunately, these events have been off the calendar for the last two years due to the pandemic.



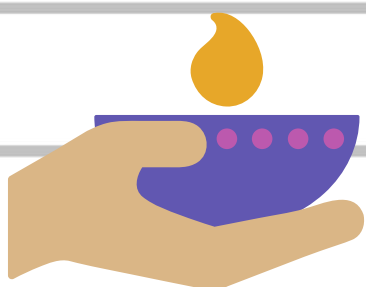


Thankfully, the zeal and zest celebration of Diwali – a festival of new beginnings – at IBA Boys Hostel this year has restored the normalcy of such events once again.

The Religious Belief



Diwali, the Hindu festival of lights, is associated with the event when Lord Ram rescued Sita from the captivity of the demon Ravana. The festival celebrates the heroic return of Shri Ram along with his beloved wife Sita and brother Lakshman to Audiya after many years of exile in the forest. The whole Audiya was lit with colourful lights to welcome them.



This ancient religious fest conveys that no matter how deep the dark the night of oppression is, the light will dispel the darkness one day. It symbolises and commemorates the spiritual "victory of light over darkness, good over evil and knowledge over ignorance".

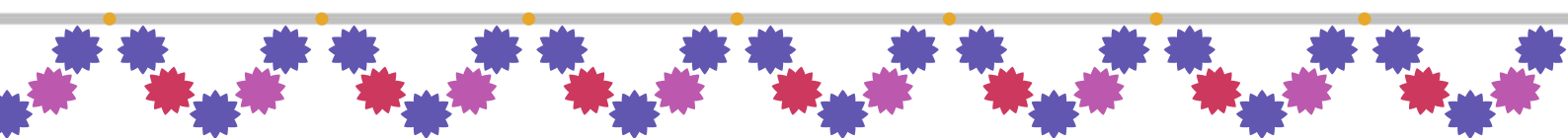


Diwali Night at IBA Boys Hostel

The Hindu community at the boys' hostel arranged the event with avidity. The exterior of the hostel was adorned with lights, and the interior was illuminated by



lighting rows of diya (clay lamps), which symbolises the inner light that protects one from spiritual darkness. The doorway of the hostel was graced by the artistic creation of a vivid Rangoli: a symbol of welcome created by pouring colourful sand, rice and petals in a lotus blossom shape.





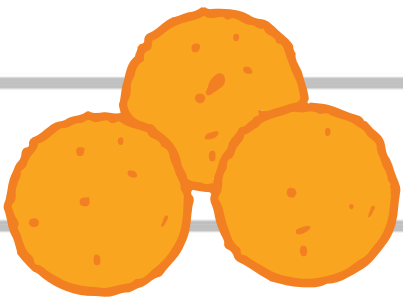
The night's celebrations began with the Hindu brothers welcoming everyone by applying vermillion (Kumkum) tika on foreheads as a mark of blessing. The Tilak ceremony was pursued by a Lakshmi Puja, the worship ceremony of Lakshmi, the Goddess of prosperity and wealth. A flaming fire on a stick was moved around the hostel to chase away the evil forces.

The worship was followed by sharing sweets and a special mouth-watering feast. In the end, the auspicious night became super vibrant with an epic display of fireworks, soulful singing and hours of fun dancing along to Bollywood dance numbers.

Brotherhood Beyond Prejudice



Pakistan was created in the name of religion, so the difference of opinion on religious ideology was always there and will be, but it is the competence of rising above our differences to celebrate the festivals together, which allows us to look beyond the religious prejudices towards the real brotherhood. This fond celebration of Diwali has expounded that we all have an equal service in strengthening the existing brotherhood in a multi-cultural, multi-ethnic and multi-religion society at IBA.





Conclusion

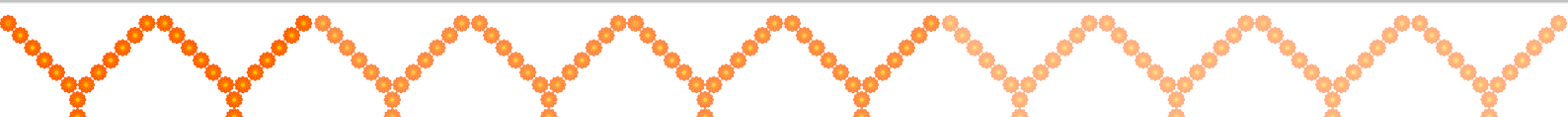
Believe me, by serving the interfaith harmony in these times of imposed hybrid war, we are contributing well towards the prestige of this institute.



For that, WE SURELY DESERVE TO GREET EACH OTHER AND OURSELVES WITH A SMILE! :)

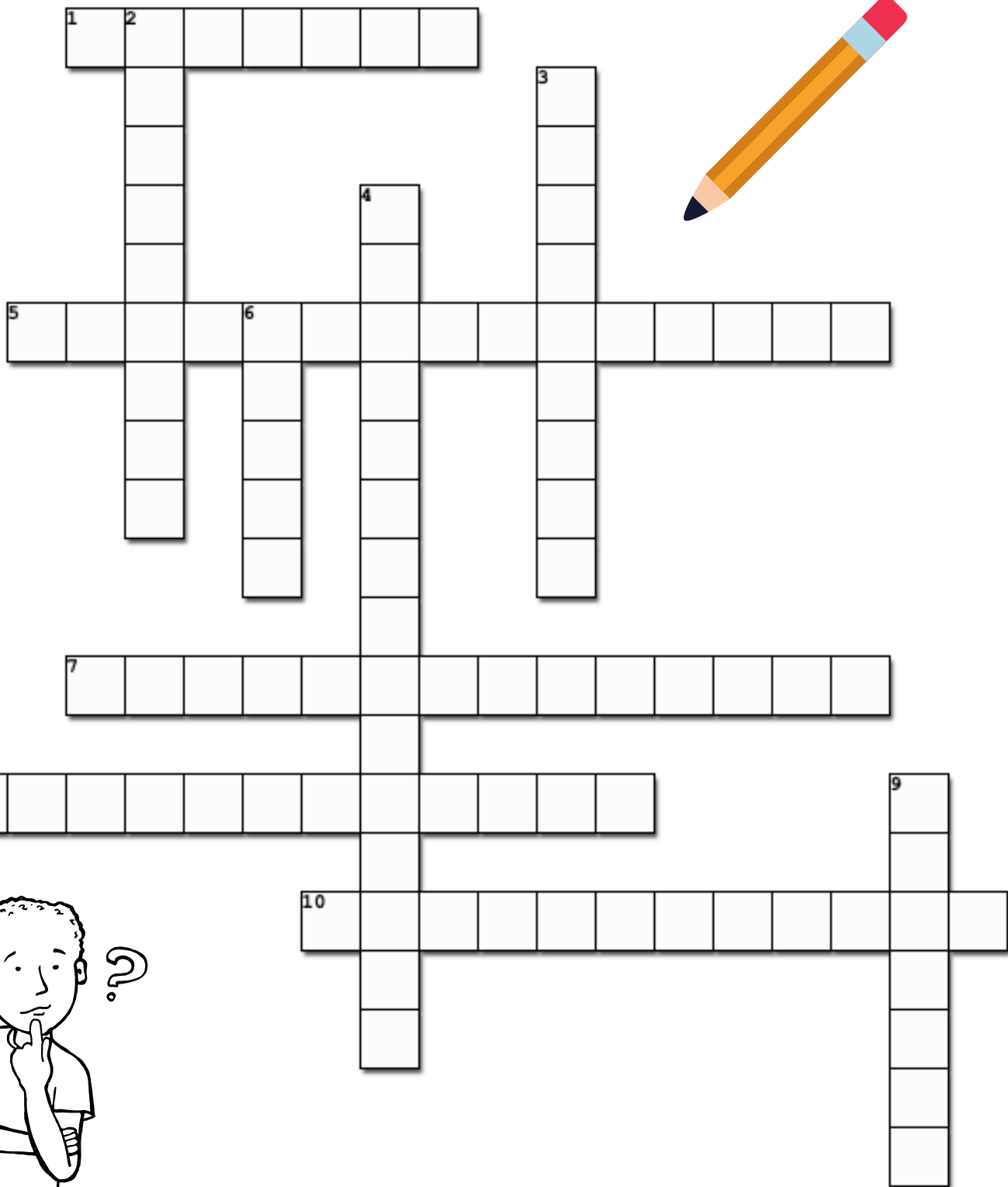


*A special
thanks to my
dear friend,
Baghi Rajput :3*



KNOW YOUR WAY! (CROSSWORD PUZZLE)

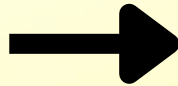
SO YOU THINK YOU KNOW YOUR WAY AROUND IBA?



CLUES



ACROSS



1. It's where you run to for your classes in a haste & where the sole vending machine on main campus is placed.
5. Events, mega-classes - they all happened here. The one in City Campus is still better I swear.
7. Food & sports - all in one, its the coolest building under the sun!
8. Cricket, Badminton or lack thereof, is there any place you can think up?
10. Silence! No eating or drinking in sight. Unless you're sitting in its cafe which is certainly overpriced.

DOWN



2. Got an ouchie? We'll take care of it in a jiffy!
3. Cats, cats & cats ahoy! Near it are a few stalls, the delicacies of which you can enjoy!
4. Wanna swap courses? Drop a subject? or maybe get your schedule altered? Well, don't get your hopes up but this is the building you'll probably visit with that agenda in mind.
6. It has the biggest lab & some very technical vibes. It's also where the faculty of CS resides.
9. Wanna get employed by IBA for some short-term job? Maybe for a day? Then we are just a jump, skip & hop away!

WORD BANK



- Aman CED
- Tabba
- Adamjee
- G and T Auditorium
- UBL Sports Arena
- Mian Abdullah
- Courtyard
- Students Center
- Martin Dow
- Fauji Foundation

Note:

- These names are listed in no particular order
- Every name may only be used once

GET A CHANCE TO FREELANCE!



Our freelancing platform called (Today) allows us to connect verified students and graduates to verified international clients and help them generate an extra source of income. We ensure our clients are provided with exceptional quality work.



MUHAMMAD AFFAN
FOUNDER

Each member has experience of minimum 1 year and maximum 15 years in their particular field.

For more information:
www.iba-today.com
info@iba-today.com

PORTFOLIO

WHY CHOOSE US?



Time Management

We tend to meet all the deadlines in order to deliver timely projects.



Attention to Detail

We have the ability to allocate our resources to achieve thoroughness and accuracy while accomplishing goals.



Great Support

We provide all sorts of support to our clients in an exceptionally fast manner.

OUR SERVICES



Blogging

Our team will help in conceptualizing, writing, editing and promoting your blog posts.



Content Writing

We provide best services in website, technical, script, email, social media, article and all other types of writing.



SEO Editing

We make web pages to appear much higher up in search engine results by using correct tags and keywords with suitable keyword density which in turn lead to increased traffic and conversions.



Video Animation

We have experience in creating 2D video animations, logo animations, animated gifs etc.



WordPress Development

Our team of experts provide you best services in WordPress installation and configuration, theme development and customization, migration and maintenance and plugin development.



Social Media Marketing and Advertisements

We make you to connect with your audience to build your brand by publishing great content, engaging your followers and running advertisements.



Graphic Designing

We provide our creative skills using Photoshop and many other tools to serve your design inspirations.

WANT US TO FEATURE YOUR PIECE IN OUR NEXT ISSUE?

REACH US:



0334-4254111



U.AMZ@LIVE.COM



/IBA TODAY

