



# PROGRESS REPORT 23-24

OFFICE OF RESEARCH INNOVATION AND COMMERCIALIZATION

# 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 and Innovation (ORIC) for the year July 2023 to June 2024. This report reflects our Institution's dedicated efforts, achievements and progress in research and innovation.



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**Talib Syed Karim**

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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.

# MESSAGE FROM THE RECTOR

The annual report from July 2023 to June 2024, prepared by the Office of Research Innovation and Commercialization (ORIC) is an example of hard work and team work, as we embark on a journey of discovery, innovation, and transformation here at the Institute of Business Management (IoBM).



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**Prof. Dr. Tariq Rahim  
Soomro**

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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.

# 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 2023-2024.



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**Dr. Ather Akhlaq**

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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, Dr. Tariq 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.

# ABOUT IoBM

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;

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 – IoBM 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 with required staff as per minimum criteria. The ORIC is headed by a Director Research supported by Manager Research operation & Development, Manager University Industry Linkages and Manager, Technology Transfer, Manager Intellectual Property, a Communication specialist, and other staff members. By having strong coordination among proposed staff, ORIC will set the pace to catch the challenges in the field of Research and Innovation.

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

## ORIC VISION

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

## ORIC MISSION

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

# DOMAINS OF ORIC

**ORIC Operations & Functions**

**Innovation & Commercialization**

**Capacity Building & Sustainability**

**Civic Engagements**

**Industry & Academic Linkages**

**Economic & Societal Impact**

**Research Excellence**

# KEY PERFORMANCE INDICATORS

These 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:

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



# PRESIDENT INNOVATION STEERING COMMITTEE

## MEETINGS – FY 2023-24

Table no. 1

PISC Meetings	Agenda & Discussion	Facilitated by
PISC - I 13th Sept, 2023	<ul style="list-style-type: none"> <li>Progress report of IoBM-ORIC HEC annual scorecard 2022-2023</li> <li>Areas of improvement in IoBM-ORIC annual scorecard by HEC and its possible solutions.</li> </ul>	Dr. Ather Akhlaq, Director ORIC, IoBM
PISC - 2 15th Nov, 2023	<ul style="list-style-type: none"> <li>Feedback on two main agendas of Key Performance Indicators of ORIC: Annual activities of civic engagements and capstone projects documentation</li> </ul>	Dr. Ather Akhlaq, Director ORIC, IoBM
PISC - 3 26th Dec, 2023	<ul style="list-style-type: none"> <li>Approval of Minutes of PISC-II Meeting (July 2023-June 2024)</li> <li>Showcase of ORIC Annual Report (Year July 2022 - June 2023)</li> <li>Approval of Capstone/FY Project Form</li> <li>Approval of Faculty Profile and</li> <li>Research Areas Form</li> </ul>	Dr. Ather Akhlaq, Director ORIC, IoBM
PISC - 4 29th Jan, 2024	<ul style="list-style-type: none"> <li>Approval of Minutes of PISC-III Meeting (July 2023-June 2024)</li> <li>Launch of ORIC Annual Report (Year July 2022 - June 2023).</li> <li>A talk on “Policy Advocacy and Role of Higher Education Institutes” by Prof. Dr. Huma Baqai, Rector, Millennium Institute of Technology and Entrepreneurship (Mite).</li> </ul>	Dr. Ather Akhlaq, Director ORIC, IoBM
PISC - 5 8th April, 2024	<ul style="list-style-type: none"> <li>Approval of Minutes of PISC-IV Meeting (July 2023-June 2024)</li> <li>Discussion on the ORIC IoBM’s HEC ranking for FY 2022-23: Weak areas, challenges, and future direction.</li> </ul>	Dr. Ather Akhlaq, Director ORIC, IoBM

PISC Meetings	Agenda & Discussion	Facilitated by
PISC – 6 8th June, 2024	<ul style="list-style-type: none"> <li>Approval of Minutes of PISC-V Meeting (July 2023-June 2024)</li> <li>A session on “Significance of Consultancies in Academia and How to Acquire Consultancies from Industries and other Organizations” by Dr. Rameez Khalid, Associate Professor, IBA Karachi.</li> </ul>	Dr. Ather Akhlaq, Director ORIC, IoBM
PISC – 7 27th June, 2024	<ul style="list-style-type: none"> <li>Review and approval of the minutes from the PISC-VI meeting (July 2023-June 2024)</li> <li>A discussion on the Consultancy Policy for IoBM Faculty.</li> </ul>	Dr. Ather Akhlaq, Director ORIC, IoBM



# 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 engagements initiatives.

## **Grant Opportunities:**

More than 52 grant opportunities have been circulated to esteemed faculty members. Opportunities include research grants, funding opportunities, or awards that researchers can apply for to support their academic and research endeavors.

## **Research Proposal Submissions:**

The number of research proposals submitted in FY 2023-24 are 22 which reflects the faculty's growing interest in research grant writing and securing donor-funded projects.



# RESEARCH PROJECTS **AWARDED**

(**International** & National)



**IDEA BANK**  
National Idea Bank

# RESEARCH PROJECTS AWARDED

Institute of Business Management (IoBM)' researchers have continued to excel in their respective fields, 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. The **table no.2** provides a comprehensive overview of the exciting research initiatives that have received recognition and funding.

Table No. 2

S.No	Source	Name of the Project	Grant	PI
1	BBSHRDP	Training delivery contract for phase-XV under PST, BBSHRRDB	PKR 13.8 million	Dr. Imran Batada, CTO, IT
2	Post Doc Research	To develop models of mindful clothing consumption	PKR 16.6 million	Dr. Yumna, Assistant Professor, Marketing
3	NAVVTC 2	Prime Minister's Youth Skill Development Program - 2	PKR 3.8 million	Dr. Imran Batada, CTO, IT
4	NAVVTC	Prime Minister's Youth Skill Development Program - 1	PKR 10.2 million	Dr. Imran Batada, CTO, IT
5	RASTA Competitive Research Grant for Policy Oriented Research (Round 5.0)	API's Manufacturing: Case Study of Pakistan	PKR 2.7 million	Dr. Afaq Kazi, Associate Professor, Management and HRM
6	NRPU	Transforming the Conventional Supply Chain Management to Blockchain-Based Digital Supply Chain Management: A Study of Pakistan's Oil and Gas Industry	PKR 3.7 million	Dr. Shujaat Mubarik, Dean, Supply Chain

S.No	Source	Name of the Project	Grant	PI
7	CPEC-CRG	Fostering Synergy Between Curriculum and Smart Classroom Approach at HEIs of Balochistan	PKR 8.9 million	Dr. Kiran Hashmi, HoD, Department of Education
8	RTTG	Developing Textile Waste Recycling Machine	PKR 4.8 million	Dr. Jamshaid Iqbal, Assistant Professor, Environment and Energy Management



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

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

These awards represent our commitment to collaborative research efforts and our dedication to driving innovation. Through these partnerships, we aim to address complex challenges, push the boundaries of knowledge, and create solutions that benefit society as a whole. [Table no.3](#) showcases the diverse range of projects we have undertaken and the trust placed in us by various stakeholders.

Table No. 3

S.No	Department	Name of the Govt. Organization/ Industry	Focal Person from IoBM
National			
1	Engineering & Technology	NRPU - HEC	Dr. Kazi Afaq Ahmed, Associate Professor, College of Business management
2	Health Sciences	NRPU - HEC	Dr. Ather Akhlaq, HoD, ORIC
3	Engineering & Technology	NRPU - HEC	Dr. Muhammad Imran Majid, Associate Professor, Management sciences
4	Health Sciences	NRPU - HEC	Dr. Junaid Ansari, Assistant professor, IoBM
5	Education	NRPU - HEC	Dr. Sarwat Nauman, HoD, Education

S.No	Department	Name of the Govt. Organization/ Industry	Focal Person from IoBM
6	Engineering & Technology	Government of Pakistan	Dr. Imran Batada, CTO, IT
7	Engineering & Technology	Higher Education Commission, Pakistan	Dr. Jamshaid, Assistant Professor, Environment & Energy Management
8	Education	Higher Education Commission, Pakistan	Dr. Kiran Hashmi, Assistant Professor, Education
9	Health Sciences	PIDE	Dr. Afaq Kazi, Associate Professor, Management and HRM
10	Engineering & Technology	Government of Pakistan	Dr. Imran Batada, CTO, IT
<b>International</b>			
11	Management Sciences	UNESCO	Raza Abbas, Head of Incubation, IoBM



# JOINT RESEARCH PROJECTS AWARDED

Table no. 4 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 no. 4

S.No	Research Project	Funding Agency
1	BBSHRDP - Government of Pakistan	Dr. Imran Batada, CTO, IT, IoBM
2	NAVTTTC - Government of Pakistan	Dr. Imran Batada, CTO, IT, IoBM
3	NAVTTTC 2 - Government of Pakistan	Dr. Imran Batada, CTO, IT, IoBM
4	RTTG - HEC	Dr. Jamshaid, Assistant Professor, Environment and Energy Management
5	Capstone Project - Meezan Bank	Mr Ekhlaque Ahmed, Full Time Faculty, IoBM
6	Capstone Project - Lipton Pakistan Limited	Mr Ekhlaque Ahmed, Full Time Faculty, IoBM
7	Capstone Project - Digitz Digitas	Dr. Shagufta, Associate Professor, IoBM
8	Capstone Project - Suno TV (capstone Media Network)	Parvez Mobin, Visiting Faculty, IoBM
9	Capstone Project - Unity Foods Ltd	Bilal Jawaidd, Visiting Faculty, IoBM
10	Capstone Project - Tata Pakistan	Parvez Mobin, Visiting Faculty, IoBM

S.No	Research Project	Funding Agency
11	Capstone Project - Nagaria Textile Mills (Pvt.) Ltd. (Premier Group)	Parvez Mobin, Visiting Faculty, IoBM
12	Capstone Project - Educast Pvt Ltd	Dr. Shagufta, Associate Professor, IoBM
13	Capstone Project- Management Consultancy	Dr. Shagufta, Associate Professor, IoBM
14	Capstone Project- WaveTec pvt ltd	Bilal Jawaid, Visiting Faculty, IoBM
15	Capstone Project- Pie in the sky	Bilal Jawaid, Visiting Faculty, IoBM
16	Capstone Project - Gadoon Textile Mills Ltd	Parvez Mubin, Visiting Faculty, IoBM
17	Capstone Project - Ted and Marshal	Mr Ekhlague Ahmed, Full Time Faculty, IoBM
18	Capstone Project - Frontline Pvt Ltd	Mr Ekhlague Ahmed, Full Time Faculty, IoBM
19	Capstone Project - Mazhar ul Islam	Mr Ekhlague Ahmed, Full Time Faculty, IoBM
20	Capstone Project - Lipton Pakistan Limited	Mr Ekhlague Ahmed, Full Time Faculty, IoBM
21	Capstone Project - Yunus Textile mills Ltd	Mr Ekhlague Ahmed, Full Time Faculty, IoBM
22	Capstone Project - Kistpay pvt ltd	Mr Ekhlague Ahmed, Full Time Faculty, IoBM
23	Capstone Project - FAMCO Associates pvt Ltd	Mr Ekhlague Ahmed, Full Time Faculty, IoBM
24	Capstone Project - Dubai Islamic Bank	Mr Ekhlague Ahmed, Full Time Faculty, IoBM
25	Capstone Project - Dasterast	Mr Ekhlague Ahmed, Full Time Faculty, IoBM

S.No	Research Project	Funding Agency
26	Capstone Project - Central Depository Company of Pakistan Limited	Mr Ekhlaque Ahmed, Full Time Faculty, IoBM
27	Capstone Project -Bahria Foundation	Mr Ekhlaque Ahmed, Full Time Faculty, IoBM
28	Capstone Project - Babelfish Consultants	Mr Ekhlaque Ahmed, Full Time Faculty, IoBM
29	Capstone Project - Alkaram Textile	Mr Ekhlaque Ahmed, Full Time Faculty, IoBM
30	Capstone Project - Sybrid Pvt Ltd	Mr Ekhlaque Ahmed, Full Time Faculty, IoBM
31	Capstone Project - Rigel Health pvt ltd	Mr Ekhlaque Ahmed, Full Time Faculty, IoBM
32	Capstone Project - Progressive group of companies - Power Plus	Mr Ekhlaque Ahmed, Full Time Faculty, IoBM
33	Capstone Project - Podvare pvt ltd	Mr Ekhlaque Ahmed, Full Time Faculty, IoBM
34	Capstone Project - Peridot Products Pvt Limited	Mr Ekhlaque Ahmed, Full Time Faculty, IoBM
35	Capstone Project - Pak Qatar Takaful	Mr Ekhlaque Ahmed, Full Time Faculty, IoBM
36	Capstone Project - Milac Foods	Mr Ekhlaque Ahmed, Full Time Faculty, IoBM

# NATIONAL / INTERNATIONAL HONORS /AWARDS

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. **Table no. 5** depicts the detail of honors/awards won by the faculty of the institute.

Table no. 5

S.No	Honor/Award	Source/Forum	Name & Department of the Faculty
1	2023 Canada's Most Powerful Women	WXN (Women's Executive Network)	Ms. Afsheen Jiwani, an IoBM alumna (BBA 2005 and MBA in Marketing 2006) has been recognized among 2023 Canada's Most Powerful Women by WXN (Women's Executive Network) in the Canadian Tire Community Impact category.
2	The LEGEND Award	CIO 200 Summit	Dr. Imran Batada, Chief Technology Officer and Director, Center for Information Technology (CIT), Center for Information Technology (CIT)
3	National Idea Bank (NIB) Awards	Project of ASPIRE Pakistan	Shahjehan S. Karim Incubation Centre (SSKIC) at the Institute of Business Management (IoBM)

S.No	Honor/Award	Source/Forum	Name & Department of the Faculty
4	National Idea Bank (NIB) Awards	Project of ASPIRE Pakistan	Creative 3D Printers Pvt Limited, an alumnus start-up at SSKIC's Cohort-I was ranked among the top 10 at the NIB grand finale They were presented with the awards by the President of the Islamic Republic of Pakistan, Dr. Arif Alvi, at a ceremony held at the President's house on Thursday, February 15, 2024
5	National Chapter of the UNESCO Entrepreneurship Education Network (EE-Net) in Pakistan.	UNESCO	Shahjehan S. Karim Incubation Centre (SSKIC) at the Institute of Business Management (IoBM)



# CIVIC ENGAGEMENTS

In the spirit of community involvement and social responsibility, Institute of Business Management has been actively engaged in various civic initiatives. **Table no. 6** highlights our commitment to making a positive impact in the communities we serve.

Table no. 6

S.No	Activity	Description
1	Social development project 1b	Gave a person in need a means of transport
2	Climate-Action: Ideathon	Fostering proactive environmental stewardship among participants.
3	4th PEC International Dean's Conference, Pakistan Engineering Council,	Focused on evaluating engineering education accreditation, aiming to enhance program quality and industry alignment
4	Role of SDGs in Higher Education	How can SDG be a blueprint for achieving a better future
5	International Conference on Business Management and Sustainability (ICBMS)	Promotion of Quality Research
6	2nd International Conference on Education	Promoting collaboration and innovative solutions to enhance quality education and address societal challenges in Pakistan.
7	7th International Conference on Islamic Banking and Finance	Explored advancements in Islamic finance, promoting ethical financial practices and contributing to financial inclusion and economic growth.
8	1st IEEE Karachi Section Humanitarian Technology Conference 2024	Highlighted impactful research with a focus on humanitarian technology solutions for societal challenges.

S.No	Activity	Description
9	Faculty Development Program	Development of Faculty members
10	International Research Conference	Focused on impactful research and innovative business strategies, fostering advancements in sustainability and local issues.
11	Higher Education, Science & Technology	Enhancing educational and technological advancements, which will drive societal progress and civic engagement.
12	The Future of Work & Finding the Right Balance	Explores industry-academia collaborations to address skill gaps, which can enhance job readiness and employment opportunities.
13	Survival of Sindhi Language in AI Era	Revival of sindhi language
14	2nd Career Connect 2024	Bridge the academia-industry gap in Pakistan, enhancing career opportunities for students.
15	Digital literacy initiatives and workforce development program	Aims to enhance digital skills and align workforce capabilities with industry needs, driving economic and social progress.
16	Open House	A gateway for prospective talents to submit their applications and join the ranks of an innovative team.
17	ISSF	A platform for friendly competition but also fostered camaraderie and teamwork among participants.
18	SPARK - High School Summer Internship Program	Providing students with hands-on experience, fostering career readiness, and encouraging active participation in local industries and community initiatives.
19	IoBM DVC - Adaptation	Integrating digital innovation with business education, fostering a culture of entrepreneurship, and encouraging responsible tech use in community development.

S.No	Activity	Description
20	Mother's Day	Honoring the contributions of mothers, promoting family values, and encouraging community support for maternal and family well-being.
21	World Earth Day	Inspiring environmental stewardship, encouraging sustainable practices, and uniting communities in efforts to protect and preserve the planet.
22	World Health Day	Raising awareness of public health issues, encouraging community participation in health initiatives, and promoting collective responsibility for well-being.
23	Women's Day	Empowering gender equality, promoting women's rights, and inspiring collective action for social justice and community well-being.
24	World Poetry Day	Encouraging creative expression, fostering cultural appreciation, and uniting communities through the shared power of words and ideas.
25	Teacher's Day	Recognizing educators' pivotal role in shaping informed, responsible citizens and inspiring community support for education.
26	Independence Day 2023	Fostering national pride, community involvement, and a deeper appreciation for democratic values.
27	Father's Day	Fosters stronger family bonds, increased community involvement, and a culture of shared responsibility.
28	MAP Awards	Learned the intricacies of coordinating a high-profile event.
29	The Summit Conference	Discussions from prominent industry figures such as Arif Habib, Arshad Saeed Hussain and Saira Awan Malik.



S.No	Activity	Description
30	The SHRS Podcast	Enriched learning environment, encouraged students to broaden their horizons.
31	Evolve	Featured four innovative modules: Brand and Media, Leadership and Development, Finance and Economics, and Team Building whole gave engaging tasks designed to challenge participants.
32	Cyclathon'24	Promoted eco-friendly transportation and raising awareness about sustainable living practices.
33	Plantation Drive	Increasing green cover, halting deforestation, encouraging environmental protection.
34	Seeding the City	Planted seeds for greener environment
35	ANNUAL CAREER FAIR 2024	Provided students with valuable career exploration opportunities and facilitated meaningful connections.
36	The International Conference on Business Management and Sustainability (ICBMS 2023)	Enhanced attendees' understanding of business management and sustainability.
37	Ration Packaging and iftar	Assembled to pack essential ration bags for those in need
38	Eid Marketing Fest	A dynamic platform to showcase their entrepreneurial skills,
39	CEO Tech Talks	Empowered students with expert insights and practical strategies, bridging the gap between academic knowledge and real-world digital marketing skills.

S.No	Activity	Description
40	Water Dispenser	Featured four innovative modules: Brand and Media, Leadership and Development, Finance and Economics, and Team Building whole gave engaging tasks designed to challenge participants.
41	Meat Drive '24	Raised funds to purchase cows for slaughter for 3 days.
42	Social Development Project 3	Aided Mr. Mustafa Rafiq in launching his garment kiosk
43	Social Development Project 2	Economic Empowerment
44	Eid Day 3( Fehmida Senior Care)	Brought joy and companionship to the residents
45	Eid Day 2 (Jacob Javed Oldage Home)	Brought joy and companionship to the residents
46	Eid Day 1 (Aaghosh Oldage Home)	Brought joy and companionship to the residents
47	Al Mustafa Academy Visit	Provided food, brought joy and companionship
48	Sahara Village Visit	Provided food, brought joy and companionship
49	Jacob Javed Oldage Home Visit	Provided food and companionship to the elderly
50	Aisha Islamic Academy Visit	Provided food and companionship to the students and staff
51	Fehmida Senior Care Visit	Provided food, brought joy and companionship

S.No	Activity	Description
52	Ration Drive (On Campus)	Distributed Ration Bags
53	Ration Drive (Balochistan)	Distributed Ration Bags
54	Ration Drive (Orangi & Baldia)	Distributed Ration Bags
55	Ramadan Drive	Organized Iftar Dastarkhwan for 15 days and distributed Sehri boxes
56	Social Development Project 1	Facilitated a Chaat Stall
57	Winter Drive Distribution (Baldia Town)	Winter bags were distributed
58	Winter Drive (Hala & Seri)	Distributed Winter bags, filled with essential items for warmth
59	Winter Drive (IoBM)	Distributed Winter bags, filled with essential items for warmth
60	Food Drive (Bait-ul-Maal School)	Provided food and companionship to the students
61	Food Drive Farzana Orphanage	Addressing immediate needs (food and goody bags) of children
62	Food Drive (Ibrahim Hyderi)	Addresses the immediate needs of residents facing food insecurity
63	Blood Drive	Blood Donation
64	Pinktober Drive	Awareness session led to donations to the Shaukat Khanum Cancer Hospital

S.No	Activity	Description
65	E-Magazine Launch	Platform for students to express their opinions and document the year's notable events
66	Ramadan ul Mubarak: Its significance in shaping a great personality and society	Essence of Ramadan was communicated
67	Our role as an Ummah regarding Palestine	Guided attendees towards solidarity with Palestine
68	Taqwa Tank: Igniting Entrepreneurial Spirits	Promoted Shariah-compliant entrepreneurship with mentorship and a grand prize, fueling ethical business innovation
69	The Future of Business in the Digital Era	Equipped students with key insights on navigating digital transformation and innovation in their future careers.
70	"ETHICAL MARKETING" A Fusion of Faith and Business	Merged Islamic ethics with modern marketing for greater integrity and responsibility.
71	Python Workshop	Introduction to the basic of Python programming during a hands-on workshop
72	Seerat- Un -Nabi Session	The importance of exemplary role models was emphasized for students
73	The Challenges that Academia in Pakistan Faces and Its Solutions	Helped students by highlighting the chronic underfunding of educational institutions
74	Seerah Exhibition	Helped students understand the teachings and lasting legacy of Prophet Muhammad ﷺ

S.No	Activity	Description
75	Sustainability Seminar	Helped students in ndeveloping the right attitude towards sustainability
76	Umbrellium's Event on Circular Economy	Promotion of sustainable development and community engagement
77	Drug Abuse Talk	Awareness against the illicit use of drugs and the consequences of drug abuse
78	Free Dental Camp at IoBM	Complex interplay of economic, political, and social factors fueling the crisis in Palestine
79	Econ'24 Chapter One: The Palestinian Conundrum	Complex interplay of economic, political, and social factors fueling the crisis in Palestine
80	STEM Drive	Highlighted the possible STEM avenues



# INNOVATION & COMMERCIALIZATION

## PATENTS

Table no. 7 shows the detail of the patent filed by the ORIC.

Table no. 7

S.No	Name of the Project	PI & Department
1	PICO Hydropower Harvesting from Water System Flows	Dr Muhammad Imran Majid, HoD and Associate Professor, Electrical Engineering Department
2	Smart Helmet comprising an apparatus with integrated circuit provides timely help against road accident	Dr.Seema Ansari, Associate Professor /Advisor to the Rector-IOBM, Electrical Engineering Department
3	Integrated IoT (Internet of Things) Based Remote Monitoring and Control System for Smart Farming	Dr.Seema Ansari, Associate Professor /Advisor to the Rector-IOBM, Electrical Engineering Department
4	Portable hydropower Generator for Urban Waste Streams	Dr Muhammad Imran Majid, HoD and Associate Professor, Electrical Engineering Department



# INNOVATION & COMMERCIALIZATION

## TRADEMARKS

Trademarks play a crucial role in protecting an institution's brand identity and intellectual property. **Table no. 8** depicts the detail of the trademarks filed by the SSk Incubation Center – IoBM.

Table no. 8

S.No	Name of the Project	Department
1	ARM REHAB	SSK Incubation Center, IoBM
2	Pico Hydro power harvesting from waste stream flows	
3	DIGIBOOK	
4	SOFTWARE SAAS JEANIUS DIGITAL	
5	THE PELLE	
6	Tagline	Marketing and Communications, IoBM



# INDUSTRIAL LINKAGES

## VISITS BY REPRESENTATIVES 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 no. 9

S.No	Name of the Person	Agenda of the Visit
1	Mr. Sami Wahid, Managing Director	Solidifying our partnership in presenting "Celebrating Sweet Success," a captivating series of events honouring our esteemed alumni.
2	Mr. Arif Hussain Nomani	To strengthen academia-industry linkages
3	Mr. Muhammad Zohaib Khan	To explore trends in Academia-Industry relationships and charting future courses of action
4	Mr. Asif Peer	To emphasize the significance of data and cloud storage and how it is going hand-in-hand in today's technologically advanced world



# 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. **Table no. 10** shows the detail of research and commercialization-based links established with industry, Government or Community:

Table no. 10

S.No		Name of the Industry, Government or Community	Agenda
National			
1	Research	Institute of Cost and Management Accountant, Pakistan	Enhance event participation, marketing, speaker acquisition and professional recognition at the Grand Con and other initiatives.
2	Research	Tech Valley, Pakistan	Will collaborate with Partner Organization on the following activities related to the distribution of the Google Scholarships.
3	Research	Mondelez, Pakistan	The sponsorship agreement between Mondelez and IOBM to support and promote the Alumni Association Program, fostering alumni recognition and networking.

S.No		Name of the Industry, Government or Community	Agenda
4	Research	The Hunar Foundation, Pakistan	Enhance support for startups, promote sustainable growth, and strengthen the TVET ecosystem in Pakistan.
5	Research	Epiphany, Pakistan	Enhance skills and career development through workshops, mentorship, and networking, while fostering faculty and student growth via joint initiatives and expert connections. Promote collaboration through shared events.
6	Research	The Searle Company Ltd, Pakistan	Focuses on providing fresh graduates with practical job market entry through structured training and development opportunities at Searle.
7	Research	Wavetec Pvt Ltd, Pakistan	Involves sharing graduate databases, participating in recruitment drives, facilitating student surveys and projects, offering social projects, and organizing training and development opportunities for students, alumni, and faculty.
8	Research	NICAT (National Aerospace Science& Technology Park, Pakistan	Aims to foster entrepreneurship, innovation, and skill development through knowledge exchange, joint programs, mentorship, and shared resources

S.No		Name of the Industry, Government or Community	Agenda
9	Research	Ismail Industries Limited, Pakistan	Signifies a significant step towards driving positive change in industries and communities fostering innovation and empowering future leaders!
International			
10	Research	LEVERIFY, USA	Focuses on coordinating and organizing career development programs, research initiatives, and training opportunities for students, alumni, and faculty.
11	Research	UNESCO Entrepreneurship Education Network, Thailand	Aims to advance entrepreneurship, innovation, and skill development through collaborative knowledge exchange, joint initiatives, and resource sharing.

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

These activities serve to enrich the cultural and educational experiences of both students and the broader community while fostering creativity and promoting exhibitions and artistic appreciation. The **table no. 11** depicts the activities at Institute of Business Management (IoBM), often encompass a wide range of creative endeavors.

Table no. 11

S.No	Activity	Organizers
1	Evolve	Shagufta Rafif, HoD, HRM at IoBM
2	Eid Marketing Fest	Saleem Shah, Senior Faculty, IoBM
3	Seeding the City	Dr. Shahid Amjad, Professor & HoD, Environment and Energy Management, IoBM
4	E-Magazine Launch	Mr. Muhammad Zubair, Assistant Professor, Economics, IoBM
5	The SHRS Podcast	Shagufta Rafif, HoD, HRM at IoBM
6	Father's Day	Nabhan S. Karim, HoD, MARCOM and Media Production, IoBM
7	Independence Day 2023	Nabhan S. Karim, HoD, MARCOM and Media Production, IoBM
8	Teacher's Day	Nabhan S. Karim, HoD, MARCOM and Media Production, IoBM
9	World Poetry Day	Nabhan S. Karim, HoD, MARCOM and Media Production, IoBM

S.No	Activity	Organizers
10	Women's Day	Nabhan S. Karim, HoD, MARCOM and Media Production, IoBM
11	World Health Day	Nabhan S. Karim, HoD, MARCOM and Media Production, IoBM
12	World Earth Day	Nabhan S. Karim, HoD, MARCOM and Media Production, IoBM
13	Mother's Day	Nabhan S. Karim, HoD, MARCOM and Media Production, IoBM
14	IoBM DVC - Adaptation	Nabhan S. Karim, HoD, MARCOM and Media Production, IoBM
15	SPARK – High School Summer Internship Program	Nabhan S. Karim, HoD, MARCOM and Media Production, IoBM
16	Testimonial by BS Media Studies Student for IoBM Semester Abroad Program	Nabhan S. Karim, HoD, MARCOM and Media Production, IoBM
17	Seerah Exhibition on the mercy to the world PROPHET MUHAMMAD S.A.W.	Asad Shahzad, Assistant Professor, IoBM
18	Eureka Fair – Spring 2024	Dr. Junaid Ansari, Assistant Professor, Management & HRM Department, IoBM
19	Showcase of Capstone Projects	Dr. Shahid Amjad, Professor & HoD, Environment and Energy Management, IoBM
20	Annual FYP Showcase	Brig. Dr. Muhammad Abbas, Dean, Computer Science and Information Systems, IoBM

# SOME GLIMPSE OF **EXHIBITIONS**



## **Business Analytics Tools (Power BI and Tableau)**

November 8, 2023

Mr. Fawad Alam



## **Fundamentals of R Software: Data Analysis and Visualization**

November 8, 2023

Dr. Ayesha Iftikhar



## **Chairman Intellectual Property Organization of Pakistan**

Mr. Farukh Amil

**& Senior Patent Examiner**

Ms. Saima Kanwal

visited IoBM



**Latest Trends / Future Trends in I.T**  
Mr. Asif Peer, CEO and MD,  
Systems Limited



**ORIC Roadmap: Challenges, Mindset and Future Prospects**  
February 20, 2024  
Sindh HEC



**Intellectual Property Rights Protection in Pakistan**  
November 28, 2023  
Ms. Saima Kanwal  
Senior Patent Examiner





**Artistic Research Residency  
2023-24  
Reveries of  
an Urban Dreamland  
November 20, 2023**



**The Capstone Projects for  
Spring 2024- MBA program  
Saturday, 25 May 2024  
Department of Industrial  
Management and Environment  
and Energy Management**



**Session on Intellectual Property  
at Indus University**





### **Seerah Exhibition on the mercy to the world PROPHET MUHAMMAD S.A.W.**

February 19-20, 2024

Shaykh Dr. Faraz ul Haq



### **Annual Final Year Project Showcase**

June 13, 2024

College of Computer Science and Information Systems (CCSIS)

# 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. **Table no. 12** depicts the details of Trainings, Workshops and Seminars on Research Innovation and Commercialization organized by ORIC - IoBM

Table no. 12

S.No	Title
1	International Conference on Education (ICE-2023)
2	The Art of Smart Investing Decisions
3	Business Analytics Tools (Power BI and TABLEAU)
4	Fundamentals of R Solutions data Analysis and Visualization
5	Leveraging AI for Business Excellence
6	Sustainability; Fundamentals, challenges and the benefits
7	Navigating the pathways of publishing in High-quality journals
8	Preparing your research paper for publication: An IEEE Perspective
9	ASTM COMPASS Training-2
10	Publishing with IEEE Open Access Journals
11	Sustainable Development Goals
12	Empowering Green Leaders: UI Green Metric Workshop for Sustainable Pathways in Pakistani Universities

S.No	Title
13	National Chemistry Conference on "Chemical Sciences: Technology, Innovation and Sustainability"
14	Navigating disruption and innovation in business education
15	Digital Disruption and Transformation Strategy
16	Training Seminar on Technology Search and Development of Technology and Innovation Support Centers (TISCS) In Pakistan
17	ORIC Roadmap- Challenges, Mindset & Future Prospects
18	Exploring the Fundamentals of Intellectual property rights
19	Exploring the Fundamentals of Intellectual property rights
20	From Lab to Market - Mastering Research Commercialization & Innovation
21	Research in Business, Economics, and Islamic Finance
22	Business Analytics Tools (Power BI and Tableau)
23	Leveraging Artificial Intelligence for Business Excellence
24	Fundamentals of R Software: Data Analysis and Visualization
25	Intellectual Property Rights Protection in Pakistan
26	Artistic Research Residency 2023-24 Artistic Research Residency 2023-24 RePlay: Reveries of an Urban Dreamland
27	Predictive Maintenance using the internet of things
28	Mastering Qualitative Data Analysis with NVivo and AI

# ORIC TEAM PARTICIPATION IN TRAININGS, SEMINARS 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: **Table no. 13** shows the participation of ORIC team in training workshops / seminars on resbordeearch, commercialization innovation.

Table no. 13

S.No	Name of the Program	Organized by	Participants from ORIC
1	The protection and significance of Intellectual Property Rights (IPR).	IPO Pakistan	Mr. Talib S. Karim
2	The protection and significance of Intellectual Property Rights (IPR).	IPO Pakistan	Dr. Tariq Rahim Soomro
3	The protection and significance of Intellectual Property Rights (IPR).	IPO Pakistan	Dr. Ather Akhlaq
4	From Lab to Market-Mastering Research, Commercialization & Innovation	Sindh HEC	Syed Faraz Ali & Ms. Humaira Kanwal

S.No	Name of the Program	Organized by	Participants from ORIC
5	Exploring the fundamentals of Intellectual Property rights	Indus University, Karachi Campus	Syed Faraz Ali & Ms. Humaira Kanwal
6	ORIC Roadmap - Challenges, Mindset & Future Prospects	Sindh HEC	Dr. Ather Akhlaq
7	Seminar on technology search and development of technology and innovation support centers (TISCs) in Pakistan	World Intellectual Property Organization (WIPO), HEC & IPO Pakistan	Syed Faraz Ali

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

ORIC-IoBM plays a crucial role in the management and facilitation of research activities within an institution. One of the key aspects of ORIC's responsibilities is to conduct researches through various means, including research grants, projects, and joint research projects. **Table no. 14** shows the annual research conducted during July 2023- June 2024.

Table no. 14

S.No	Name of Research Grant	Research Projects
1	BBSHRDP	Training delivery contract for phase-XV under PST, BBSHRRDB
2	NAVTTTC	National Vocational and Technical Training
3	NRPU	“Stakeholders’ perspectives on the digitization of hospitals in Pakistan: Barriers, facilitators and recommendations
4	NRPU	Investment Risk Assessment Model “Development of AI based software”
5	CPEC-CRG	Fostering Synergy between Curriculum and Smart Classroom Approach at HEIs of Baluchistan
6	RTTG	Developing Textile Waste Recycling Machine
7	NAVVTTC 2	National Vocational and Technical Training
8	NRPU	SDN Based Educational Backbone Development

S.No	Name of Research Grant	Research Projects
9	NRPU	Measuring the Telehealth Inclusion and its influence on Attitude towards Telehealth Services and Satisfaction of the patients and doctors
10	NRPU	Seeking Entrepreneurial Education Opportunities for the Disadvantaged Fishermen Community in Karachi: Challenges and Redressal

# REVENUE GENERATED FROM TRAININGS / WORKSHOPS

ORIC-IoBM also contributes to the Institute in terms of capacity building trainings and workshops. The EMEC and the R&D wings of the ORIC organize training sessions and workshops. The **table no. 15** shows the workshops and training sessions organized from July 2023 to June 2024.

Table no. 15

S.No	Name	Designation and Department
1	Dr. Shujaat Mubarik	Dean CBM, Supply Chain, IoBM
2	Dr. Imam Uddin	Associate Professor, Islamic Banking and Finance, IoBM
3	Dr. Sarwat Nauman	HoD, Education Department, IoBM
4	Dr. Imran Batada	Chief Technology Officer, Center of Information Technology (CIT) & Director, Entrepreneurship & Management Excellence Center (EMEC)
5	Multiple Faculty Members	Trainers, Entrepreneurship & Management Excellence Center (EMEC)
6	Aslam Soni	Senior Fellow, IoBM
7	Ghulam Rasool	Senior Fellow, Global and Regional Study Center, IoBM
8	Tariq Majeed	Senior Web Developer, MARCOM, IoBM
9	Dr. Seema Ansari	Associate Professor /Advisor to the Rector-IoBM, Electrical Engineering Department, IoBM



S.No	Name	Designation and Department
10	Dr. Ather Akhlaq	Associate Professor of Health Informatics and Health Management, Director of the Office of Research, Innovation, and Commercialization (ORIC), IoBM

# ORIC-IOBM TEAM



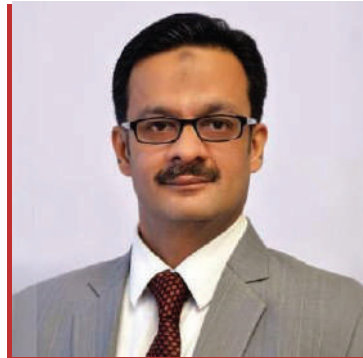
**Talib S. Karim**  
President, IOBM



**Dr. Tariq Rahim Soomro**  
Rector



**Dr. Ather Akhlaq**  
Director ORIC



**Syed Faraz Ali**  
Manager ORIC



**Humaira Kanwal**  
Assistant Manager



**Navera Abrar**  
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