

Monday
 March 7, 2016
 Jumadi-ul-Awwal 27, 1437
 KARACHI

Rs 19.00
 30 Pages
 Vol. LXX No. 67
 Regd. No. 55-022



http://epaper.dawn.com/?page=07_03_2016_115



Abida Parveen enthralled audience at IoBM

By Tooba Masood

KARACHI: Where is she year, whispered a student waiting for Abida Parveen to arrive at the Institute of Business Management (IoBM) on Saturday night. The whispers turned into cheers a few minutes later when a member of the faculty announced that one of the greatest Sufi and folk singers of our time had arrived.

All eyes turned towards the stage and several students held their smartphones in position to start recording the moment Abida Parveen made her entrance.

Loud cheers greeted Abida Parveen, who wore her signature flowy outfit as she walked onstage and made her way to where the musicians were seated. She fixed her hair and adjusted the aprak around her shoulders before welcoming the students and faculty.

After a quick sounds check and beautiful fireworks, Abida Parveen started the show with *Man Kurto Maula*, which enthralled students and faculty who sang along. This was followed by *Yaar Ko Hum Nee-Jahaan Dekha*, *Main Nara-i-Mastana*, *Tare Jaha Nachaya* and *Lal Meri Par*. Her heartfelt performance had the audience dancing and singing throughout.

A special appearance was made by qawwal Anjad Sabri, who sat among students and thoroughly enjoyed the show.

According to Talib Karim, the rector and executive director of IoBM, the event was organised to celebrate the institute's 20th year. "IoBM was established in 1995 and we thought we would mark the celebration by inviting Abida Parveen and celebrate our success," he said. "We have about 7,000 alumni and 4,000 students currently enrolled here and all of them have been invited."

He added that they would also hold a series of conferences to mark their 20th year. Three of them took place earlier and one is scheduled for April. The entire IoBM premises was illuminated with fancy lights. Many girls arrived at the event wearing white shalwar kameez with a chunky dupatta while several of the boys were spotted in black kurtas and apraks. Faheem Malik, a BBA student, said he was very excited to see Abida Parveen perform live and added that such events should take place more frequently or at least once a year.

Zain, an MBA student, said he was a fan of qawwal and felt good to see Abida Parveen perform live. "This is very exciting," he said.

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