IoBM students shine over social media horizon

Youth of Pakistan has a lot of creative potential and the Institute of Business Management (IoBM) students has proved it by making their dreams happen. IoBM Public Affairs, Event Management and Corporate Communication students, amid the guidance of Faculty Advisor Parvez Jamil, held a unique and interesting event featuring young IoBM alumni entrepreneurs who started their journey through social media and are recognized as prominent figures in the industry.

Young IoBM alumni entrepreneurs blossoming with ideas, insights and initiatives through social media and on-line businesses cover wide and varied range of products and services. Whatever they have learnt in business management at IoBM: marketing, management, information technology, finance, economics, public relations and corporate communication etc, they are now practically applying it as success stories in social media entrepreneurship.

Among IoBM social media entrepreneurs with wide and varied specialties were included Natasha Tellis, Cakes; Shehzad Dayala, Clothing; Sana Taqi, Jewelry; Rafay Usman, Stationery; Faizan Abbasi, Photography; Fahima Fatani, Clothing; Nihal Nadir Vaka, Cakes; Fatima Ahmed, Cosmetics; Roydon D’mello, Photography; Mateen Ansari, Clothing; Talha Hussain, Clothing; Kazim Raza, Consultant; Shokaib Fazal, Clothing; Kainaz Irani & Dilshad Karanjia, Jewelry; Tayyaba Naim Khan, Medical Writer, Tooba Iqbal, Clothing. IoBM alumni Noman Minai, manages "Unique Pakistan" a blog of promoting the promise and potential of Pakistan in a positive and inspiring manner, home and abroad and Saad Jangda, manages Symbios.pk, one of the oldest and largest leading online shopping company operating in Pakistan. – PR
Young entrepreneurs shine over the social media horizon

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The presence of IoBM alumni Noman Minai, who manages “Unique Pakistan” a blog of promoting the promise and potential of Pakistan in a positive and inspiring manner, home and abroad and that of Saad Jangda, who manages Symbios.pk, one of the oldest and largest leading online shopping company operating in Pakistan offering a wide range of products to Pakistani market, enabling its client to select range of quality goods to their needs was all very heartwarming and welcoming for IoBM students, faculty, management and guests.

Besides IoBM alumni the distinguish guests included Asif Sultan Ali, Brand Manager, Engro; Hasan Sardar, Senior Producer, Express News and Shahjehan Chaudhry, CEO, Team Ants. Gracing this occasion with their inspiring encouragement from IoBM were Mr. Shahjehan Karim, President, Ms. Sabina Mohsin Executive Director, Mr. Talib Karim, Rector, Dr. Syed Irfan Hyder, Dean CBM, other Deans, HoDs, Faculty and Management.

IoBM alumni social media entrepreneurs recall of such Mr. Parvez Jamil’s instruction and training as “money is important and brains are vital” when students were attuned and acclimatized to creative economizing rather than merely seeking sponsors or shelving business projects due to paucity of funds. The humble little faculty seemed overwhelmed as he complimented the rising stars of IoBM, many of whom were and are his own very students, as entrepreneurs with grace, dignity and honor.
Pakistan young entrepreneurs shine over social media horizon

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