Pakistan’s socio-economic stability is humbly envisioned by IoBM students of Public Relations, Event Management, Corporate Communication and Media Management amid the guidance of Mr. Parvez Jamil, their Faculty Adviser through a unique program comprising scores of enterprising entrepreneurs from grassroots level to big businesses with their success highlights and guiding tips for young entrepreneurs towards a better quality of life and for a better and brighter Pakistan.

The theme of the Entrepreneurship 360° program is to Interact, Learn, Become! Its highlights included an interactive and informative session with a panel of extremely successful, entrepreneurs, many of whom are proud graduates of the Institute itself. Distinguished guests included IoBM Rector Mr. Talib Karim, who highlighted how IoBM has come of age at the threshold of its 20 year commemoration and that how it encourages experiential leaning along with formal education in business management and allied disciplines for which students and faculty were commended indeed.

Among eminent guests was Mr. Pedro Meduna, the Founder & CEO of Emerging Markets for Tripda, currently managing operations in 12 countries, including The Philippines, India, Pakistan, Malaysia, Singapore, Taiwan, Brazil, Mexico, Colombia, Argentina, Chile and Uruguay. In his venture Mr. Meduna is also partner of Rocket Internet, the world’s largest incubator outside the US and China, which has a controlling stake at Tripda and is also the leading investor in other successful ventures such as Zalora, Lazada, Foodpanda, among others. Meduna believes that the company’s philosophy of “think global, act local” is the key to their rapid expansion. That is the reason why he is in Pakistan and at IoBM.

A video was also made and shown by students with interviews of self-made entrepreneurs, who shared their success stories and offered audience to gain from their words of advice in a variety of fields: Hi tech and IT, Home-based Boutiques and Fashion Designing, Education and Training, Consultancy and Counseling, PR and Event Management, Travel and Tourism, Architecture and Engineering, Food and Catering, Confectionary and Pickle industry, Pharmaceuticals and Health, First aid and Sports, Business and Industry, Electrical and Electronic appliances, Social Media and On-line Shopping, Media and Communication, Advertising and Marketing and you name it!

Mr. Parvez Jamil complimented IoBM alumni, shining over the corporate horizon. He quotes of his own students at IoBM, Saad Jangda, taking Karachi customers by storm his on-line shopping business SYMBOIS”. His student Noman Minai set up a website UNIQUE PAKISTAN portraying pure and positive image of Pakistan in such fields as arts, sports, culture, business, industry, education, health, science and technology etc. Mr. Parvez Jamil could see in the eyes of Tamjid Aijazi, his student, the spark to rise: starting from local (Karachi) websites to key positions at “The Newstribre”, London and a great take off with MiracleTek (Pvt.) Ltd., Wirestorm Innovations (Pvt.) Ltd., MicroPoint Interactive (SMC-Pvt.) Ltd. and with such highlights as $1M company – Wirestorm Innovations, meeting Bill Gates and pitching few projects for investment, MicroPoint – SME service business for Pakistan and doing revenue generation with “The Eastern Tribune” from Australia. PJ