



THE IBHM NEXUS

Connecting Healthcare, Business & Leadership

IBHM-DUHS Volume 1 | August 2025



Message from the Dean Management Sciences & Director Professor Dr. Asima Faisal

Dr. Asima Faisal, Director of IBHM, extends her warm welcome through this inaugural edition of The IBHM Nexus, reflecting on the institute's journey of growth, academic distinction, and student-driven transformation. She emphasizes the vision of IBHM as not just an academic institution, but as a breeding ground for change-makers in healthcare and business. We are moving boldly with a commitment to develop a culture of excellence, innovation, and collaboration to expand tomorrow's frontiers with our future healthcare and business leaders and entrepreneurs who can navigate the complexities of the healthcare and business industry, driving a positive change.

Our programs, combined with rigorous academic training, are designed to equip students with the innovative thinking, collaborative leadership, and entrepreneurial spirit with the knowledge and expertise needed to succeed in the ever-evolving landscape of healthcare and business management

LinkedIn Mastery Workshop

Equipping Students with Tools for Career Growth and Visibility

The Entrepreneurial & Marketing Society organized a dynamic workshop titled "LinkedIn Mastery: For Career Growth and Visibility," on 25th April 2025. It was designed to help students and young professionals strengthen their online presence and leverage LinkedIn for career advancement. The session was led by Dr. Hassaan Ahmed, whose engaging and practical talk

provided participants with strategies to optimize their LinkedIn profiles, enhance visibility, and build meaningful professional networks. His guidance empowered attendees to use LinkedIn more effectively for personal branding and career growth. The event's success was made possible with the support and mentorship of Professor Dr. Asima Faisal, reflecting IBHM's commitment to fostering professional development and lifelong learning.



Sirat-ul Success – Leadership for Women

On 8th March 2025, IBHM hosted the workshop "Siratul Success - Leadership for Women" with Ms. Erum Ghayas as the lead facilitator. The session inspired participants through success stories of women leaders and provided practical strategies for building confidence, influence, and vision in leadership roles.

The event was generously supported by KALP, which sponsored giveaways for participants. It highlighted IBHM's strong commitment to women's empowerment and leadership development.



Leadership Ethics in Practice: Ramadan Speaker Session

Values-driven communication for inclusive, resilient campuses

On Monday, March 3, 2025, at the DOW College of Pharmacy (OJHA Campus), renowned scholar Shujauddin Sheikh (Director, ILM Foundation) delivered "The Month of Quran - History, Virtues, Wisdom & Tarbiyah," drawing 100+ attendees from students, faculty, and community partners; the session strengthened reflective leadership and interfaith respect while supporting SDG 4 (Quality Education), SDG 10 (Reduced Inequalities), and SDG 16 (Peace & Justice).



Standing Tall: IBHM Joins Solidarity Rally

Faculty, staff, and students march in support of the Pakistan Armed Forces

On May 15, 2025, as part of the SHEC directive, IBHM proudly participated in the Solidarity Rally, which took place from Nishan-e-Pakistan to the Clock Tower in Karachi. More than 70 faculty members, staff, and students walked together, carrying the spirit of unity and national pride. Their enthusiastic participation symbolized IBHM's unwavering support for the Pakistan Armed Forces, reinforcing the values of patriotism, community responsibility, and collective strength.



Investing in Dignity: Orphan Marriage Support Drive

CSSS mobilizes cross-campus resources to deliver measurable social value

On Wednesday, February 12, 2025, at Dar-ul-Sukun (Lemmen's Home), the Community Service & Sustainability Society (CSSS)—in collaboration with the Entrepreneurial & Marketing Society—led an immersive engagement with orphans and differently-abled residents, culmi-

nating in financial and moral support for an orphaned girl's marriage; the student-run program blended service design (welcome, activities, performances, gifts) with reflective learning to build empathy and civic responsibility while advancing SDG 1 (No Poverty), SDG 5 (Gender Equality), and SDG 10 (Reduced Inequalities).



Closing the Loop: Volunteer Recognition & Accountability

Dar-ul-Sukun acknowledges IBHM volunteers for high-impact service delivery

On Wednesday, February 26, 2025, at Dar-ul-Sukun (Lemmen's Home), the Dar-ul-Sukun team hosted a certificate ceremony honoring 21 DUHS students and 20 Arts Council participants for their contributions to the orphan-marriage initiative; the recognition reinforced a culture of outcomes, partnerships, and continuous improvement in student CSR, aligning with SDG 4 (Quality Education), SDG 16 (Peace & Justice), and SDG 17 (Partnerships).



Shared Value at Eid: Eidi for Transport Workforce



Recognizing essential staff with dignity-centered benefits

On Monday, March 24, 2025, at the IBHM Library (OJHA Campus), CSSS distributed Rs. 96,300 in cash Eidi and Eid dresses to 85 transport staff (drivers, conductors, mechanics), offering choice (cash or stitched attire) to maximize utility and inclusion; the initiative enhanced workplace goodwill and equity in line with SDG 1 (No Poverty), SDG 8 (Decent Work & Growth), and SDG 10 (Reduced Inequalities).



Operationalizing SDG 6: 9th Water Hand Pump in Sanghar

Student project management delivers essential services where they matter most

On Saturday, March 8, 2025, CSSS and the Civics & Community Engagement Class installed their 9th hand pump in Sanghar district, providing clean water access to 11 families and reducing disease risk and time burden—an exemplar of targeted capital deployment for community health that advances SDG 6 (Clean Water & Sanitation).



Community Iftar Ops: Serving 150+ with Dignity

Lean planning, clean execution, and service excellence in action

On Wednesday, March 26, 2025, at the cafeteria forecourt (OICD, OJHA Campus), CSSS coordinated a large-scale Iftar for 150+ guards, staff, attendants, and sweepers—managing fundraising, prep, service, and venue cleanliness—promoting compassionate inclusion and well-being while advancing SDG 2 (Zero Hunger) and SDG 3 (Good Health & Well-being).



Zero-Hunger Sprint: Ration Drive 2025 – Rishta Ahsas Ka



Student-managed logistics sustain DUHS families during Ramadan

On Wednesday, March 19, 2025, at the Girls' Common Room, IBHM-DUHS, CSSS distributed Ramadan grocery packages worth Rs. 75,490 to 32 low-income DUHS families (including janitorial and security staff), coupling fundraising, procurement, and transparent record-keeping to reduce food insecurity and build CSR competencies—directly supporting SDG 2 (Zero Hunger) and strengthening campus cohesion.



Micro-Intervention, Macro-Impact: Eidi for a Child in Baldia Town

Zakat-backed relief that changes a family's Eid

On Friday, March 28, 2025, CSSS provided Eid clothing and cash Eidi to a two-year-old child in Yousuf Goth, Baldia Town, easing financial strain for a laborer's family and restoring the dignity of celebration; the targeted support exemplifies compassionate resource allocation aligned to SDG 1 (No Poverty) and SDG 10 (Reduced Inequalities).

Literary & Debate Society

Mastering Presentations through Body Language, Voice, and Influence

On 21st May 2025, the Literary & Debate Society of IBHM organized an interactive session titled "Presentation Mastery: Convincing Audiences with Body Language, Voice, and Influence." The houseful session welcomed enthusiastic participation from across DUHS. Led by trainers Musharrif Khan and Mr. Kamran Ahmed, the workshop went

beyond theory, offering hands-on practice in confident body language, voice modulation, and persuasive presentation techniques through role-playing and real-time feedback. The initiative not only built practical communication skills but also aligned with the UN's Sustainable Development Goals (SDG 4 - Quality Education, SDG 8 - Decent Work & Economic Growth, and SDG 10 - Reduced Inequalities).



Governor Sindh's Iftar Dinner

Strengthening Bonds over a Shared Iftar

On Wednesday, March 5, 2025 (4th Ramadan), 200 DUHS students and facul-

ty—including IBHM's delegation—were invited to the Governor's House for a formal Iftar dinner.



Eid Milan Fest 2025

Celebrating Togetherness with Food, Fun, and Festivities

On 23rd April 2025, IBHM came alive with festivities during the student-led Eid Milan Fest. The event featured food stalls, games, and a vibrant photo booth, creating a celebratory atmosphere that fostered joy, inclusion, and a sense of belonging across the campus community.

In this festival, the Entrepreneurial & Marketing Society, led by Tabeer Ahad Khan (President) and Hudaibiya (VP), organized a creative Welcome Stall. Activities like the fingerprint wall and treasure hunt were student favorites.



Cultural Soirée: Music & Dance at the International Conference on Transplantation

DES and ACP bring Pakistan's cultural heartbeat to the global stage

During the First International Conference on Transplantation (May 11-13, 2025), the Dramatic & Entertainment Society (DES) in collaboration with the Arts Council of Pakistan, presented a spectacular Cultural Soirée on May 12, 2025. The event featured traditional dance performances and instru-

mental music that beautifully represented all five provinces of Pakistan. Attendees, including DUHS faculty, students, and an international audience, were enthralled by the vibrant showcase of Pakistan's heritage. The soirée not only entertained but also bridged cultures, leaving a lasting impression of Pakistan's artistic richness on a global platform.



Music Mosaic Workshop

Learning through Rhythm and Collaboration

A music workshop was organized on 23rd April 2025 in collaboration with the Arts Council of Pakistan, where students from both IBHM and DUHS participated. The engaging session allowed students to explore the art of music, enhance creativity, and learn collaboratively in an interactive environment.



Dow Premiere League-4 (DPL-4)

IBHM Red Wings Soar to the Quarterfinals

The Red Wings, IBHM's cricket team, performed exceptionally during DPL-4, which began on April 8, 2025. Under Captain Abdullah Sani and Vice-Captain Musawir, the team reached the quarterfinals. Support came from Dr. Mehnaz Nuruddin Gitay (Director Sports), Dr. Muhammad Sufyan Ramish (Patron), and Ms. Ramsha Baloch (Coordinator).



Friendly Cricket Match with SZABUL

Fostering Sportsmanship beyond the Scoreboard

On May 27, 2025, IBHM faculty faced SZABUL faculty in a friendly cricket match and secured victory in both rounds. Beyond winning, the event fostered sportsmanship and cross-campus camaraderie.



Building Confidence in Leadership & Communication

IBHM Toastmasters continues its legacy of excellence through active participation and achievements

The Toastmasters Club at IBHM, has been running weekly sessions since 2020, helping students build confidence in public speaking, leadership, and effective communication. The first session of Spring 2025, held on February 9, 2025, introduced members to club pathways, goals, and upcoming opportunities. Each week, members and guests delivered speeches, participated in evaluations, and engaged in leadership activities.

Tall Tales Club Contest 2025

On 26th February 2025, IBHM hosted its annual Tall Tales Contest, a hallmark Toastmasters event where members showcased their creativity, confidence, and storytelling flair. Participants captivated the audience with imaginative narratives, humor, and engaging delivery, making it an evening full of laughter and learning.

Winners:

- 1st Place - TM Fatima Hafeez
- 2nd Place - TM Eman Abid
- 3rd Place - TM Marium Ghazal



The contest provided members with an opportunity to think outside the box, enhance public speaking skills, and build stage confidence in a fun and supportive environment.

Area Level Contest

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Division B Contest

Our members shone at the Division B (All Karachi Toastmasters Contest) held at PACC, where TM Abdul Basit served as Chief Judge and others played significant leadership roles. This recognition highlighted IBHM's commitment to Quality Education (SDG 4) and Decent Work & Economic Growth (SDG 8).



Spring 2025 Highlights

Club Officers Training – February 1, 2025

Members attended the Club Officers Training at ICAP Clifton, where they not only participated but also volunteered, showcasing their dedication to learning and service.



Recognition of Leadership

On 23rd February 2025, TM Fatima Hafeez, President of the IBHM Toastmasters Club, achieved distinction as 1st Runner-up in the District Leaders' Declamation Event (Evaluation Speech). This recognition highlights her exceptional communication and leadership skills, bringing pride to IBHM Toastmasters and strengthening its presence in the wider Toastmasters community.



Grand Slam Event

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Diploma Program Retrospective

IBHM has successfully run multiple diploma programs over the past years in public health, healthcare informatics, and business management. These fast-track

programs catered to professionals seeking applied skills and contributed to IBHM's reputation for practical, industry-relevant education.

New Degree Programs Launched Fall 2025

Starting Fall 2025, IBHM proudly launches the BS in Healthcare Management and MS in Healthcare Management. The BS program equips students with foundational skills in health systems and policy, while the MS prepares future

leaders for transformational roles in the sector. These programs reflect IBHM's commitment to progressive, interdisciplinary learning tailored to Pakistan's growing healthcare needs.

A Proud Ending: Graduation of Hospital Management & Leadership Cohort

Celebrating knowledge, skills, and leadership.

On 9th February 2025, IBHM celebrated the graduation of 37 participants from the Hospital Management & Leadership diploma program. The cohort completed intensive modules in Medical Ethics, Hospital Supply Chain, Financial Management, Marketing of Health Services, and more—emerging equipped to lead with excellence in healthcare management.



A Memorable Beginning: Orientation of a Novel Program

Launching the future of health informatics.

On 9th February 2025, IBHM proudly inaugurated the Digital Transformation in Health Informatics diploma program—marking a bold step toward integrating technology with healthcare leadership and management. The orientation welcomed participants to a forward-thinking curriculum designed to meet the evolving demands of healthcare education.



Certificate Distribution Ceremony: Honoring Achievement and Growth

Recognizing transformation beyond the classroom.

On 27th February 2025, graduates of the Hospital Management & Leadership program received their certificates in a heartfelt ceremony. Participants

reflected on how the program enhanced their leadership skills, deepened their understanding of healthcare systems, and provided practical tools in operations, ethics, finance, and strategy.



International Seminar on Strategic Decision-Making in Business and Research

Bridging global perspectives for strategic excellence.

On 13th March 2025, IBHM, in collaboration with PAF-KIET, hosted an international seminar titled "Expanding on the Evolving Business and Research Horizons in Strategic Decision Making." The event brought together national and international speakers who shared trends, challenges, and innovative strategies shaping business and research in a globalized world. The seminar attracted a large and diverse audience, including faculty from KIET, Karachi University, Salim Habib University, Gujranwala University, IBHM, and other DUHS institutions.

Distinguished Panelists

The panel featured prominent academic and industry leaders:

1. Prof. Dr. Syed Irfan Hyder – Vice Chancellor, Salim Habib University, with extensive experience in IT and academia.
2. Prof. Dr. Tariq Jalees – Associate Dean & Director, College of Management Sciences, PAF-KIET, with expertise in marketing and management education.
3. Prof. Dr. Saima Akhtar – Chairperson & Professor, University of Karachi, with 23+ years of teaching and research experience.
4. Assoc. Prof. Dr. Ummi Naiemah Saraih – Head of Business Department, University Malaysia Perlis, specializing in organizational behavior and HRM.
5. Dr. Manish Kumar Rai – General Manager, Terna Specialty Hospital & Research Center, Mumbai, India, with 15 years of healthcare marketing expertise.
6. Dr. Shahid Qureshi – Professor of Entrepreneurship, Technical University of Berlin, renowned globally for fostering entrepreneurial ecosystems and inspiring social change.

IBHM's Prof. Dr. Asima Faisal also served as one of the distinguished panelists, representing the institute at this prestigious platform.



IBHM Represents at the 4th International Conference 2025 at IBA-SBS

Faculty members take the lead in global academic discourse

The Institute of Business and Health Management (IBHM), DUHS, proudly showcased its academic strength at the prestigious 4th International Conference 2025, hosted by IBA-SBS. The two-day event featured dynamic discussions on sustainable business practices.

Dr. Ume Amen (Head of Management) and Dr. Arsalan Hashmi (Head of Accounting, Finance & Economics) served as Session Chairs for the Management

and Finance tracks. Dr. Ume Amen and Dr. Wajiha Saghir presented a case study, while Dr. Sufyan Ramish shared his research findings through a paper presentation.

This participation aligns with the UN's SDG 4 (Quality Education) and SDG 5 (Gender Equality), reinforcing IBHM's role in fostering research, representation, and leadership.



MoU Signing Ceremony Strengthens DUHS's Academic Partnerships

DUHS joins hands with three leading universities to advance collaboration, research, and innovation

The Dow University of Health Sciences (DUHS) took a significant step forward in strengthening its academic and research network by signing a Memorandum of Understanding (MoU) with three renowned universities: GIFT University (Punjab), University of Gwadar (Balochistan), and Karachi Institute of Economics and Technology (KIET). This collaboration reflects DUHS's vision of fostering academic excellence, innovation, and meaningful partnerships across the country.

The signing ceremony, held on April 21, 2025, at the VC Board Room, OJHA Campus, was graced by eminent dignitaries from all four institutions. Representing DUHS were Professor Mohammed Saeed Quraishy T.I (Vice Chancellor), Dr. Ashar Afaq (Registrar), Professor Dr. Asima Faisal (Director, IBHM), and Dr. Sufyan Ramish (Program Director, IBHM). They were joined by distinguished leaders including Professor Shahid Quraishi (Rector, GIFT University), Prof. Muhammad Khalid Khan (President, KIET), and Prof. Dr. Abdul Razzaq Sabir T.I (Vice Chancellor, University of Gwadar, who attended virtually with his team).

The MoU outlines broad areas of collaboration, including student and faculty exchanges, joint research projects, curriculum development, community welfare initiatives, and joint degree programs. These efforts aim to enrich educational experiences, encourage applied research, and foster innovation across partner institutions.

By formalizing these partnerships, DUHS not only expands its academic footprint but also reinforces its alignment with global development priorities, particularly the United Nations Sustainable Development Goals (SDG 3 - Good Health and Well-being, SDG 4 - Quality Education, SDG 9 - Industry, Innovation & Infrastructure, and SDG 17 - Partnerships for the Goals).



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