



ILMA
UNIVERSITY
FORMERLY IBT

SUSTAINABLE DEVELOPMENT

REPORT 2025



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Sustainable Development Goals (SDGs) Initiatives

SDG 1: No Poverty

Scholarships & MoUs

Agreements with Providentia Books Foundation and WMO to provide scholarships for under-privileged students.

Orphanage CSR Visit

A visit by Team China to distribute essential learning materials and supplies to an orphanage.

SDG 2: Zero Hunger

Ramadan Meal Drive

Distribution of 30,000 meal boxes in collaboration with Kitchen 365, Rotary Club, and partners. .

SDG 3: Good Health and Well-Being

Medical & Health Camps

BMD tests, breast cancer awareness, and polio/mental health camps organized with Dr. Essa Lab.

Blood Donation Drives

Blood donation camps held with the Afzaal Memorial Thalassemia Foundation.

Road Safety Session

A road safety awareness session conducted for students with the Motorway Police.

Anti-Narcotics Force (ANF) Session

A seminar on drug abuse prevention in collaboration with the ANF.

Oral Hygiene Seminar

A dedicated session on oral hygiene conducted with Bites & Braces.

Mother's Day & Mental Health Sessions

A Mother's Day emotional wellness event and a Mental Health Forum with the Wonder Women Association.

Recreational Events

Movie Day and Character Day organized to reduce student stress and promote mental well-being.

Shuhada Run Participation

Promoting physical fitness and athletic wellness through participation in the Shuhada Run.

SDG 4: Quality Education

Academic Alliances

Signing of MoUs with KATI, PAFLA, Propstar, and international universities for educational growth.

HEC Quality Assurance Visit

A visit by the HEC DG to review academic progress and quality standards.

TNE Policy Colloquium

Discussions and seminars on Transnational Education policy implementation.

PBC LL.B. Approval

Official approval from the Pakistan Bar Council to launch the new LL.B. degree program.

ICACST-2025 Conference

The 13th International Conference on Advances in Computer Science and Technology.

Climate Reporting Conference

An international conference focused on combating fake news and climate reporting.

Corporate Conduct Seminar

A session aimed at preparing students for professional workplace standards.

Cyber Security Awareness

A seminar themed "Think before You Click" to promote digital literacy.

Six Thinking Hats Session

An interactive book reading and critical thinking session based on Edward de Bono's work.

EViews Econometrics Workshop

A technical training workshop on data analytics and econometrics.

Park Library Inauguration

The opening of an open-air, nature-integrated campus library.

Creative Workshops

Practical art exhibitions including a Set Design showcase and a Tie-&-Dye workshop.

Convocation Ceremony

The 20th Convocation Ceremony celebrating graduate achievements.

Naat & Qirat Competition

A spiritual and cultural recitation competition among students.

SDG 5: Gender Equality

Gender & Society Debate

A student debate aimed at breaking gender stereotypes and addressing female objectification.

Women's Wellness Panel

A panel discussion addressing the socio-emotional well-being of women.

SDG 6: Clean Water and Sanitation

Hygiene Awareness Camps

Camps focusing on daily cleanliness, mental health, and oral hygiene.

Urban Flooding Discussion

A panel with the PDMA discussing Karachi's urban flooding and drainage management.

SDG 7: Affordable and Clean Energy

Sustainable Industrial Visits

Observing energy efficiency and modern sustainability practices at Rajby Textiles.

Climate & Energy Awareness

Discussions on environmental sustainability during the Climate Reporting Conference.

SDG 8: Decent Work and Economic Growth

Job Fairs 2025

Mega job fairs connecting students with over 50 national and multinational employers.

MoUs for Employment

Agreements for internships and job placements with various corporate sectors.

Innovt8

EventA specialized event featuring marketing strategies and startup pitch competitions.

Entrepreneurial Sessions

Guest talks by business leaders like Shahzad Sabir on the entrepreneurial journey.

Pakistan Stock Exchange Visit

An educational tour to the PSX to enhance financial literacy.

Manufacturing Industrial Tours

Visits to Shahi Foods, Shield Corp, and Afeef Packages to observe operations.

Premier Sales Visit

Practical exposure to sales management and HR practices.

Emerging Fashionpreneur Fest

A festival celebrating student-led fashion brands and the creative economy.

NAVTTTC NTS Selection Test

Hosting an NTS test to identify vocational skills for youth employment.

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SDG 9: Industry, Innovation and Infrastructure

Microsoft AI Experts Meeting

Collaborative discussions on AI integration and digital transformation with Microsoft.

Biz Today Awards

Receiving an award for outstanding contributions to digital and technological education.

EBM & PSW Industrial Visits

Observing technical infrastructure and digital trade systems in action.

AI & Digital Marketing Seminar

A session on modern AI marketing trends with the CEO of Boundless Technologies.

SDG 10: Reduced Inequalities

Darul Sukoon Visit

Spending time and sharing resources with vulnerable individuals and those with special needs.

Biz Today Awards

Receiving an award for outstanding contributions to digital and technological education.

EBM & PSW Industrial Visits

Observing technical infrastructure and digital trade systems in action.

AI & Digital Marketing Seminar

A session on modern AI marketing trends with the CEO of Boundless Technologies.

International Scholarships

Providing equal education access to international students through the Nigeria MoU.

Cultural Dera Award Ceremony

Providing equal cultural representation and platforms for all provinces and minority groups.

SDG 11: Sustainable Cities and Communities

Voices Heard! Debate

A student debate addressing Karachi's urban challenges and the national brain drain.

Media in Times of Crisis Panel

Discussions on disaster preparedness and crisis communication in collaboration with the PDMA.

Emergency Safety Bootcamp

Volunteerism and emergency safety training conducted with 1122 and Youth Affairs.

Cultural Dera 2025

An event dedicated to promoting and preserving Pakistan's cultural heritage.

Mega Campus Concert

A large-scale concert organized to promote youth culture and social cohesion.

Jashan-e-Fatah Qawwali Night

A traditional Qawwali event aimed at keeping cultural heritage alive.

Jashan-e-Fatah Qawwali Night

A traditional Qawwali event aimed at keeping cultural heritage alive.

Message from the Chancellor

Dear Members of the ILMA University Community,

I am honored to address you today as we reflect on our institution's remarkable journey in embracing the United Nations Sustainable Development Goals (SDGs) throughout 2025. As Chancellor of ILMA University, I take immense pride in witnessing our collective efforts and unwavering commitment to advancing these global objectives, which serve as a guiding framework for our educational mission and values.

In a rapidly evolving world where challenges are increasingly complex, it is inspiring to see ILMA University rise to the occasion. Our dedication to integrating the SDGs into the core of our academic and operational practices underscores our mission to nurture not only educated individuals but also responsible global citizens.

Through a comprehensive approach to education, we have made substantial progress in advancing the SDGs. Our relentless pursuit of quality education, initiatives aimed at reducing inequalities, and steadfast commitment to environmental sustainability are just a few examples of the meaningful contributions we continue to make toward these vital global objectives.

As we look back on 2024, I am filled with pride and optimism for what we have accomplished and for the enduring impact we continue to create. Our journey toward a developed nation—characterized by equity, sustainability, and progress—is ongoing. It demands dedication, innovation, and a shared sense of purpose.

I urge every member of the ILMA University community to embrace the SDGs in your work, studies, and daily lives. Together, we can make a profound difference not only within our institution but also across the wider society we serve.

I extend my heartfelt gratitude to our students, faculty, staff, and partners for their unwavering commitment to these noble goals. Your dedication inspires us all, and it is through our collective efforts that we will continue to lead the way toward a brighter, more sustainable future for our beloved nation.

Thank you for your commitment, and let us move forward together on this transformative journey.



Noman Abid Lakhani
(Tamgha-e-Imtiaz)

Message from the Vice Chancellor

Today, I am pleased to share ILMA University's significant achievements in aligning with the United Nations Sustainable Development Goals (SDGs) during 2023. As Vice Chancellor, I am continually inspired by the unwavering dedication of our university community, which has been instrumental in driving meaningful change.

Our commitment to the SDGs reflects our core values and vision for a sustainable, equitable future. In 2023, we launched targeted mentorship programs and scholarship initiatives for first-generation women, empowering them with the support needed to excel academically and professionally. Our need-based scholarships and inclusive programs have effectively dismantled barriers to education, ensuring broader access for underrepresented students.

To combat hunger, we organized campus food drives and partnered with local food banks, providing nutritious meals to students in need. Our dedication to health and well-being was reinforced through wellness workshops, mental health support services, and regular health screenings—all designed to foster a thriving community.

In our efforts to ensure clean water and sanitation, we installed filtered water stations and implemented conservation measures, guaranteeing sustainable access to water for all. To promote sustainable cities, we created green spaces, advocated for eco-friendly transportation, and established robust recycling and waste management practices.

In line with our commitment to climate action, we conducted tree-planting drives, launched recycling initiatives, and organized climate education workshops to raise awareness about environmental stewardship.

I extend my heartfelt gratitude to every member of our university—students, faculty, staff, and partners—whose relentless pursuit of these global goals continues to inspire excellence.

As we move forward, let us reaffirm our dedication to the SDGs by integrating them into our curricula, research, and community engagement efforts. Together, we can drive transformative change and create a brighter, more sustainable future for our community, our nation, and the world.



**Prof. Dr. Mansoor-uz-Zafar
Dawood**

Message from the Registrar and Director, Sustainability, International Linkages & Opportunities

As you explore this comprehensive 2023 Sustainability Report, we are proud to share ILMA University's dedicated journey toward advancing the United Nations Sustainable Development Goals (UN SDGs). Through a wide range of initiatives—spanning engaging events, insightful workshops, and impactful community service projects—we have integrated these global goals into our campus activities, academic curriculum, and partnerships. Each action, whether a seminar on responsible consumption or a guest lecture on sustainable innovation, reflects our firm commitment to making a meaningful difference for our society and nation.

ILMA University has undertaken focused efforts across the spectrum of the 17 SDGs, reinforcing our resolve to embed sustainability into both our educational and operational frameworks. Through collaborative projects with local entities and international partners, we have contributed to reducing poverty, improving work environments, ensuring food security, and promoting good health and well-being. Each initiative marks a step toward lasting impact—from advocating for quality education and industry innovation, to advancing gender equality and addressing inequalities within communities.

The partnerships we have forged, both nationally and globally, have enabled us to address sustainability across a wide range of goals: from eradicating poverty to ensuring decent work environments; from zero hunger to improved health and well-being; from quality education to industry and innovation; from gender equality to reducing inequalities; from clean and affordable energy to sustainable cities;

from clean water and sanitation to responsible consumption; and ultimately, toward protecting our planet through climate action.

Together with our esteemed partners, we continue to confront the most pressing challenges of our time, united by a shared mission to support the SDGs and to build a more sustainable future. At ILMA University, we remain steadfast advocates of the UN SDGs and are driven by a focused approach to creating sustainable solutions.

This report is not only a reflection of what has been achieved—it is also a commitment to future progress. By upholding the SDGs, we proudly carry forward the torch of sustainable development, advancing these global goals with dedication, responsibility, and a vision for a brighter tomorrow.



Syed Kashif Rafi



The fight against poverty lies at the heart of sustainable development. By organizing activities such as donation drives, CSR initiatives, and charity programs, efforts were made to uplift underprivileged communities and create opportunities for inclusivity. These actions not only provided direct support but also promoted social responsibility and compassion.

6+

Publications

4400+

Scholarship

Eradicating Poverty Through Education

On 22nd September 2025, ILMA University signed a Memorandum of Understanding (MoU) with the Providentia Books Foundation (PBF) to actively advance SDG 1 (No Poverty). This cross-sector partnership aims to uplift economically disadvantaged communities and break the generational cycle of poverty by ensuring equitable access to education.

To dismantle systemic financial barriers, ILMA University and PBF will jointly launch targeted scholarship initiatives, educational awareness campaigns, and extensive book donation drives. By providing essential academic resources, this initiative offers direct financial relief to low-income families, ensuring that financial constraints do not hinder marginalized youth from building the skills required for long-term economic independence.



The agreement was formalized by ILMA University's Director Mr. Wajahat Ullah Khan and Head of Audit Dr. Asma, alongside PBF representatives including Shahan Qamar, Richard Gaspar, Ms. Nosheen, and Mr. Farhan. Ultimately, this forward-looking collaboration reflects a shared commitment to social responsibility, aiming to generate meaningful economic impact and create sustainable pathways out of poverty.

ILMA University Champions Community Welfare Through CSR Orphanage



On 7th November 2025, ILMA University demonstrated its profound commitment to social equity by organizing a heartfelt Corporate Social Responsibility (CSR) initiative at a local orphanage. Executed by "Team China" under the university's World Fusion Fest 3.0 banner, the compassionate outreach effort directly advanced the United Nations' **SDG 10 (Reduced Inequalities)**. By actively engaging with marginalized children and providing them with vital emotional and material support, the university aims to bridge societal divides and ensure vulnerable youth are not left behind. The dedicated student team spent a meaningful day interacting closely with the children, creating a warm, caring environment filled with laughter, collaborative conversation, and positive energy. This direct interpersonal engagement helped build the children's confidence and emotional resilience while simultaneously instilling a deep sense of empathy and civic duty among the participating university youth.

Beyond offering emotional support, the initiative actively contributed to the targets of **SDG 4 (Quality Education)** by distributing essential learning materials, including educational stationery and daily supplies, to support the children's ongoing academic and developmental needs. The interactive activities were strategically designed to foster holistic community support, reinforcing the idea that even small acts of kindness can generate a lasting, transformative impact on a child's educational journey. The successful visit concluded with shared smiles and mutual gratitude, allowing the university students to experience the profound fulfillment of giving back to society. Through continuous civic initiatives like this, ILMA University reaffirms its dedication to cultivating socially responsible, compassionate graduates who actively champion inclusive community development and sustainable social impact outside the traditional academic setting.



Ending hunger is essential to achieving equity and dignity for all. Through donation drives, the institution contributed to reducing food insecurity and ensuring that vulnerable groups had access to basic nourishment. These initiatives aligned strongly with the global call for food security and sustainability.

23+

Publications

260700+

Food Bank in lbs

1188+

Beneficiaries

3000+

Drives

25+

Publications

3800+

Scholarship

ILMA University Promotes Compassion and Community Service Through **Ramadan Meal Drive**



On 25th March 2025, ILMA University demonstrated its commitment to social responsibility through the “Spreading Smiles, Sharing Blessings” initiative. Faculty members led by Rana Faisal, along with dedicated students, distributed Ramadan meal boxes at the Kashif Iqbal Thalassemia Center to support individuals and families in need during the holy month of Ramadan.

This initiative formed part of the larger 30,000 Ramadan Meal Drive organized by Kitchen 365 in collaboration with ILMA University and the Rotary Club of Karachi

Pearl. The activity promoted empathy, kindness, and community engagement while encouraging students to actively participate in humanitarian service and social welfare initiatives.



The initiative strongly aligns with SDG 2 (Zero Hunger) by helping provide food assistance to vulnerable communities and addressing food insecurity during Ramadan. It also supports SDG 17 (Partnerships for the Goals) by strengthening collaboration between educational institutions and community organizations to create meaningful and lasting social impact through collective action and shared responsibility.

On 25th March 2025, ILMA University demonstrated its commitment to social responsibility through the “Spreading Smiles, Sharing Blessings” initiative. Faculty members led by Rana Faisal, along with dedicated students, distributed Ramadan meal boxes at the Kashif Iqbal Thalassemia Center to support individuals and families in need during the holy month of Ramadan.

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3 GOOD HEALTH AND WELL-BEING



Good health is a cornerstone of human development. A variety of activities—from blood donation drives and awareness sessions to sports tournaments and wellness campaigns—were conducted to promote physical, mental, and emotional well-being. These initiatives encouraged healthy lifestyles while building a culture of care and support.





Advancing Global Public ILMA University Champions Preventive Care Through Comprehensive Medical Camp Well-Being

On 22nd October 2025, ILMA University successfully organized a comprehensive Health Camp and Breast Cancer Awareness Session in strategic collaboration with Dr. Essa Laboratory & Diagnostic Centre. This vital initiative serves as a powerful manifestation of ****SDG 17 (Partnerships for the Goals)**** and directly advances the United Nations' ****SDG 3 (Good Health and Well-being)**** by promoting proactive health consciousness, early disease detection, and



holistic preventive care among the academic community. Recognizing that sustainable societal progress relies heavily on the physical welfare of its citizens, the university transformed its auditorium into a dynamic hub for medical education and clinical screening. The comprehensive program provided students and staff with critical health insights, reinforcing the institution's profound commitment to cultivating a safe, informed, and health-focused campus environment.



ILMA University Partners with **Afzaal Memorial Thalassemia Foundation for Life-Saving Blood Drive**



On Tuesday, 16th September 2025, ILMA University, in collaboration with the Afzaal Memorial Thalassemia Foundation, successfully organized a voluntary blood donation drive at its Korangi Creek Campus. This vital community initiative strongly aligns with Sustainable Development Goal 3 (Good Health and Well-being) by directly supporting local healthcare infrastructure, contributing to life-saving medical resources, and raising awareness about the critical need for safe blood donations for patients battling chronic blood disorders like Thalassemia.



The drive beautifully illustrated the power of Sustainable Development Goal 17 (Partnerships for the Goals), demonstrating how academic institutions and specialized healthcare foundations can unite to tackle pressing public health challenges. Throughout the day, students and faculty displayed immense empathy, stepping forward to make selfless contributions. This collective enthusiasm reflects the deep sense of social responsibility and humanitarian service embedded within the university culture, effectively encouraging youth to become active, caring citizens.



ILMA University extends its heartfelt appreciation to all the student donors whose participation made this drive a resounding success. Special thanks are also extended to the Afzaal Memorial Thalassemia Foundation for their operational support and relentless dedication to life-saving healthcare initiatives. Through regular engagements of this nature, ILMA University continues to foster a compassionate campus community while playing a hands-on role in strengthening societal health and resilience.



Blood Donation Drive Promoting Health and Community Well-Being



“On 12th February 2025, ILMA University organized a meaningful blood donation drive under the theme “Every Drop Counts, Every Donor Matters,” encouraging students and staff to contribute toward saving lives and supporting healthcare needs within the community. The initiative reflected compassion, unity, and social responsibility as participants actively volunteered to donate blood for those in need.



This impactful activity directly aligns with SDG 3 (Good Health and Well-Being) by supporting healthcare services, promoting voluntary blood donation, and contributing to life-saving medical support. It also reflects SDG 17 (Partnerships for the Goals) through collective community participation and collaborative efforts aimed at improving societal well-being and humanitarian support.”

Empowering Communities Through Health: **ILMA University and Partners Drive Grassroots Medical Initiatives**



On 24th October 2025, ILMA University successfully contributed to a comprehensive Health, Polio Vaccination, Oral Hygiene, and Mental Health Camp at Nasir Colony in Korangi, Karachi. This large-scale initiative stands as a prime example of ****SDG 17 (Partnerships for the Goals)****, reflecting a powerful multi-sector commitment to community welfare. By collaborating with the Rotary Club of Karachi Pearl, Rotary International District 3271, and key corporate partners including Apparel Zone, Platinum Pharmaceuticals (Pvt.) Ltd., Urdu Academy Sindh, and Honest Foods, the university effectively united academia, industry, and civil society. Inaugurated by distinguished leaders across these sectors, the event symbolized a collective, collaborative effort to address critical public health challenges and promote preventive care at the grassroots level.



Designed to deliver immediate and impactful medical support to the local community, the camp directly advanced the core targets of **SDG 3 (Good Health and Well-being)**. The facility featured three dedicated operational sections: Polio Vaccination, Oral Health, and Mental Health & Hygiene. A major highlight of the initiative was the successful vaccination of over 200 children aged between one and five years, marking a significant contribution to Pakistan's ongoing national fight to eradicate polio. Alongside these vital life-saving immunizations, on-site healthcare professionals conducted thorough dental checkups, essential mental health assessments, and interactive medical consultations aimed at promoting holistic physical and psychological well-

being among underserved populations.

Parents and community members actively engaged in expert-led sessions, gaining invaluable insights into preventive healthcare, daily hygiene practices, and mental wellness to encourage healthier, sustainable lifestyle choices. Ensuring the seamless execution of this expansive event, a dedicated team of ILMA University student volunteers played a crucial operational role by managing registrations, coordinating logistics, and driving community awareness activities. Their hands-on participation not only guaranteed the camp's success but also powerfully reflected the university's unwavering commitment to fostering social responsibility, experiential learning, and active civic engagement among its youth.



ILMA University and ANF Promote Drug Awareness and Student Well-Being Through Collaborative Initiative

On 15th May 2026, ILMA University hosted a distinguished delegation from the Anti-Narcotics Force (ANF) for an informative awareness session and strategic meeting focused on combating drug abuse and promoting a healthy educational environment. The session aimed to educate students and faculty about the dangers of narcotics, preventive measures, and the importance of collective responsibility in ensuring student safety and well-being.

Representatives from ANF, including Nida Memon, Madiha Kanwal, Raheel Akram, Jahanzaib, Nadeem, and Khuda Baksh, engaged participants in discussions regarding the risks associated with narcotics,

awareness strategies, and informed decision-making. Representing ILMA University were Rao Naeem, Syed Ahmed Zaheer, Aisha Aziz, and Nabeel Farooq, who emphasized the university's commitment to student support and community well-being.

The initiative strongly aligns with SDG 3 (Good Health and Well-Being) by promoting mental and physical health awareness, substance abuse prevention, and safe learning environments for students. Through educational awareness and counseling-focused discussions, the session encouraged healthy lifestyle choices and proactive prevention strategies among youth.

The collaboration also supports SDG 17 (Partnerships for the Goals) by strengthening institutional

cooperation between educational institutions and national law enforcement agencies to address critical social challenges. The discussions highlighted the importance of collaborative action, awareness campaigns, and student-centered support systems in building a safer, healthier, and more informed society."



Blood Donation Drive Promoting Health and Community Well-Being



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This impactful activity directly aligns with SDG 3 (Good Health and Well-Being) by supporting healthcare services, promoting voluntary blood donation, and contributing to life-saving medical support. It also reflects SDG 17 (Partnerships for the Goals) through collective community participation and collaborative efforts aimed at improving societal well-being and humanitarian support.”

ILMA University Promoting Road Safety Awareness

On 26th February 2025, ILMA University organized a Road Safety Awareness Session in collaboration with the National Highway and Motorway Police to educate students and staff about responsible road behavior and traffic safety. The session was led by Ali Hassan, along with Muhammad Kamran and Umer bin Tafazul, who delivered an insightful presentation highlighting the importance of following traffic laws, safe driving practices, and understanding road risks through real-life examples and accident awareness videos.

This initiative directly supports SDG 3 (Good Health and Well-Being) by promoting public safety, accident prevention, and awareness regarding responsible driving practices that help protect lives and reduce injuries caused by road accidents. The session encouraged participants to adopt mindful behavior and understand the importance of safety as a shared social responsibility.

The program also contributes to SDG 11 (Sustainable Cities and Communities) by fostering awareness about safer transportation practices and encouraging responsible citizenship. Through such educational initiatives, ILMA University continues to strengthen community awareness, promote civic responsibility, and contribute toward building safer and more sustainable communities.



ILMA University Promotes Emotional Well-Being and Empathy Through Mother's Day Celebration



On 11th May 2026, ILMA University organized a heartfelt Mother's Day celebration through its Psychology class, creating an atmosphere filled with appreciation, empathy, and emotional connection. As part of a lecture on emotions and psychological well-being, students conducted meaningful activities to honor the invaluable role of mothers in shaping emotional development and mental health.

The event successfully integrated academic learning with personal reflection, allowing students to connect psychological theories with real-life experiences. Through creative performances, heartfelt messages, and interactive discussions, participants expressed gratitude for the unconditional support, care, and emotional strength provided by mothers. The initiative encouraged students to develop deeper emotional awareness, compassion, and interpersonal understanding.

This activity strongly aligns with SDG 3 (Good Health and Well-Being) by promoting emotional wellness, mental health awareness, and positive psychological development among students. It also supports SDG 4 (Quality Education) by encouraging experiential learning, emotional intelligence, and holistic educational practices that nurture both academic growth and personal development.





ILMA University Highlights Mental Health and Sustainability at National Forum

On 3rd June 2026, ILMA University proudly celebrated a remarkable achievement as Syed Kashif Rafi, Registrar and Director Sustainability, International Linkages & Opportunities, was honored as a panelist at a thought-provoking session on mental and emotional well-being. This participation strongly

aligns with United Nations Sustainable Development Goal 3 (Good Health and Well-being), highlighting the university's active role in promoting mental health awareness, emotional resilience, and de-stigmatizing wellness discussions within the wider community.

The impactful event was organized by the Wonder Women Association of Pakistan, in collaboration with the Brands Foundation and LuckyOne Mall, bringing together influential voices and changemakers. By collaborating with an organization dedicated to women's empowerment,

ILMA University's involvement also champions SDG 5 (Gender Equality), supporting inclusive platforms that amplify diverse leadership and address the specific socio-emotional well-being challenges faced by women in society.

During the session, Syed Kashif Rafi contributed valuable insights, emphasizing the critical intersection of mental wellness, sustainable lifestyle practices, and open dialogue in both academic and professional environments. This holistic approach directly supports SDG 4 (Quality Education) by advocating for healthy learning environments that foster psychological safety and student success, while simultaneously strengthening cross-sector alliances in line with SDG 17 (Partnerships for the Goals). Through active participation in such platforms, Team ILMA continues to play a vital role in shaping a more informed, resilient, and socially responsible community.



Movie Day



Karachi, 29-Oct-25: ILMA University transformed its auditorium into a vibrant cinema hall on 28th October 2025, hosting a lively Movie Day celebration that brought students together for an evening of entertainment and relaxation. The event offered a much-needed break from academic routines, allowing students to unwind, enjoy popular films, and create joyful shared experiences filled with laughter and cheers. This initiative directly supports SDG 3: Good Health and Well-being by providing students with opportunities to reduce stress, recharge mentally, and maintain a healthy balance between studies and personal time. In today's demanding academic environment, such recreational activities play a vital role in promoting mental wellness and preventing burnout among young learners. At the same time, the Movie Day strengthened campus bonds and fostered a sense of belonging, aligning with SDG 4: Quality Education. By encouraging social interaction and holistic development beyond the classroom, the university continues to nurture well-rounded individuals equipped not only with academic knowledge but also with strong interpersonal connections and positive campus experiences. The enthusiastic participation and memorable atmosphere made the event a resounding success, highlighting ILMA University's commitment to creating a vibrant and supportive educational community.



ILMA CHARACTER DAY



**CHARACTER
DAY**

On 27th November 2025, ILMA University transformed its Main Campus into a vibrant hub of imagination by hosting “Character Day,” a dynamic event that actively supported the United Nations’ **SDG 3 (Good Health and Well-being)**. Recognizing the critical importance of mental health and emotional wellness in higher education, the university provided students with a joyful, stress-relieving platform to break away from rigorous academic routines. Operating under the energetic theme “From heroes to villains, fantasy to fun,” the campus became a lively stage where the youth embraced bold transformations, dressing as iconic fictional characters, legendary figures, and imaginative personalities from literature and film. By encouraging students to immerse themselves in creative storytelling and artistic self-expression, the event successfully cultivated a highly positive, emotionally supportive, and balanced campus environment filled with color and enthusiasm.



Beyond offering a vibrant avenue for entertainment, the imaginative showcase deeply aligned with the holistic learning objectives of **SDG 4 (Quality Education)**. By seamlessly integrating dynamic extracurricular experiences into university life, ILMA ensures its students develop the essential soft skills required for well-rounded personal and professional growth. The interactive day served as a vital platform for participants to build public confidence, enhance interpersonal communication, and overcome stage anxiety by freely expressing themselves in front of their peers. Furthermore, the collaborative



Education is the most powerful tool for empowerment and growth. By hosting seminars, workshops, MoUs, conferences, convocations, and cultural learning events, continuous efforts were made to foster knowledge, innovation, and skill development. These initiatives aimed at building a competitive and globally connected educational ecosystem.

33+
Publications



ILMA University and KATI Sign Strategic MoU to Advance Industry-Academia Collaboration and SDGs



The signing of the Memorandum of Understanding (MoU) between ILMA University and the Korangi Association of Trade & Industry (KATI) represents a significant milestone in strengthening industry-academia collaboration and advancing sustainable development goals in Pakistan. This strategic partnership aims to bridge the gap between education and industry by creating opportunities for innovation, workforce development, research collaboration, and entrepreneurial growth.

Through this collaboration, ILMA University and KATI will work together to enhance students' practical skills, professional competencies, and employability through specialized

training programs, internships, and industry engagement initiatives. These efforts directly contribute to SDG 4 (Quality Education) by promoting inclusive and industry-relevant learning opportunities that prepare students for the evolving global workforce.

The partnership also supports SDG 8 (Decent Work and Economic Growth) by focusing on workforce development and capacity-building programs that empower young professionals and encourage sustainable economic progress. Furthermore, the emphasis on collaborative research, innovation, and technology-driven initiatives aligns with SDG 9 (Industry,

Innovation and Infrastructure), fostering a culture of innovation and strengthening connections between academia and industry.

As both institutions move forward into 2025, this MoU reflects a shared commitment toward SDG 17 (Partnerships for the Goals) by establishing a long-term cooperative framework that promotes knowledge exchange, community empowerment, and sustainable regional development. Together, ILMA University and KATI are shaping a future driven by innovation, opportunity, and meaningful societal impact.



ILMA University and PAFLA Partner to Advance the UN Global Goals

On 18th April 2025, ILMA University proudly signed a Memorandum of Understanding (MoU) with the Pakistan Freelancers Association (PAFLA), marking a significant step toward achieving the United Nations Sustainable Development Goals, particularly ****SDG 17 (Partnerships for the Goals)****. This strategic alliance reflects a shared vision to bridge the gap between traditional academic learning and the

dynamic realities of the digital economy. By uniting a leading educational institution with a premier industry association, the partnership creates a collaborative ecosystem designed to unlock real-world opportunities and prepare students for modern, self-reliant career pathways in a rapidly evolving global landscape.



At the core of this collaboration is a strong commitment to ****SDG 4 (Quality Education)****, specifically the mandate to substantially increase the number of youth equipped with relevant skills for employment, decent jobs, and entrepreneurship. Through joint efforts, ILMA University and PAFLA will introduce a robust series of capacity-building initiatives, including mentorship programs, specialized training sessions, and industry-led seminars. These practical interventions are designed to go beyond the conventional curriculum, equipping students with the technical knowledge, confidence, and digital tools required to successfully navigate and compete in the thriving international freelance marketplace.



Furthermore, the MoU actively drives the objectives of ****SDG 8 (Decent Work and Economic Growth)**** by promoting youth-led entrepreneurship, innovation, and economic productivity. As freelancing and online entrepreneurship become vital engines for national economic advancement, connecting students directly with industry professionals helps nurture a new generation of independent, forward-thinking individuals. ILMA University anticipates a highly fruitful, long-term collaboration with PAFLA that will not only foster individual professional growth but also generate a sustainable socio-economic impact by empowering Pakistan's youth to thrive in the digital era.



ILMA University and Broadway Partner to Drive Sustainable Economic Growth



ILMA University has achieved a significant milestone in its mission to prepare youth for the modern job market by signing a strategic Memorandum of Understanding (MoU) with Broadway, a move that directly supports the United Nations' ****SDG 8 (Decent Work and Economic Growth)****. Formalized by Mr. Wajahatullah, Director of Student Affairs at ILMA University, and Mr. Faysal Ahmed Afghani, representing Broadway's Corporate Sales, Alliance & Partnerships, this collaboration is built on a shared commitment to bridging the persistent gap between theoretical academic learning and practical industry demands. By prioritizing corporate engagement and cross-sector cooperation, the university actively promotes development-oriented policies that support productive youth employment, vocational skill acquisition, and seamless integration into the contemporary workforce.

Through this forward-looking partnership, ILMA students will benefit from substantially enhanced access to competitive internship placements, immersive corporate training programs, and hands-on brand collaborations. These vital initiatives are meticulously designed to equip the youth with the practical exposure, deep industry insights, and professional development necessary to thrive in an increasingly complex and evolving job market. This strategic alliance underscores ILMA University's unwavering dedication to fostering meaningful industry connections, ensuring its graduates are not merely academic degree holders, but highly capable, future-ready professionals empowered to secure decent work and contribute meaningfully to the broader economic landscape.

ILMA University and Talentrix Forge a New Strategic Partnership

On 9th October 2025, ILMA University took a decisive step toward fostering sustainable economic empowerment by signing a strategic Memorandum of Understanding (MoU) with Talentrix. Directly advancing the United Nations' mandate for ****SDG 8 (Decent Work and Economic Growth)****, this vital partnership is designed to seamlessly bridge the persistent gap between academic education and modern employment demands. The agreement was formally executed by Mr. Wajahat Ullah, Director of Student Affairs at ILMA University, and Mr. Muhammad Yousuf, CEO of Talentrix, in the presence of key institutional figures including Head of Alumni & Linkages Mr. Owais and Talentrix CMO Mr. Ahmed Hasan. By aligning its academic resources with a forward-thinking career development platform, the university actively champions development-oriented policies that support productive youth employment, vocational skill acquisition, and comprehensive professional growth.

Through this highly collaborative framework, ILMA University students will gain unprecedented access to tailored career counseling, expert mentorship, skill-based training programs, and direct job placement opportunities. Talentrix plays a pivotal role in reshaping

the modern educational landscape by supplementing traditional curricula with industry-led learning experiences and practical corporate exposure. By equipping the student body with the specialized skills, strategic guidance, and real-world opportunities required to confidently navigate today's highly competitive job market, the initiative reflects a shared vision of enhancing youth employability. Ultimately, this partnership ensures that graduates transition smoothly into meaningful, high-value careers, thereby driving long-term industrial innovation and contributing robustly to the nation's sustainable economic development."



ILMA University and Propstar Technologies Forge Strategic Partnership to Advance the 2030 Agenda



and business. This collaborative approach to knowledge sharing ensures the continuous promotion of innovation, reflecting a powerful shared vision of empowering youth and cultivating a highly educated, future-ready workforce equipped with both rigorous academic knowledge and practical industry insight.

On 7th November 2025, ILMA University officially entered into a strategic partnership with Propstar Technologies by signing a comprehensive Memorandum of Understanding (MoU). This forward-looking alliance is designed to actively advance the United Nations' ****SDG 8 (Decent Work and Economic Growth)**** by significantly strengthening the bridge between academic instruction and the modern corporate sector. Recognizing the critical need to prepare youth for a highly competitive professional landscape, the agreement establishes robust pathways for ILMA University students to access structured internship programs and direct job placement opportunities. By equipping emerging professionals with practical industry exposure, targeted career readiness, and market-ready expertise, the collaboration ensures that graduates seamlessly transition into meaningful, high-value employment, thereby driving sustainable economic progress and corporate innovation.

Furthermore, the strategic partnership deeply integrates the core principles of ****SDG 4 (Quality Education)**** by expanding inclusive access to lifelong learning and advanced professional development. Under the mutually beneficial agreement, ILMA University will provide dedicated scholarships and fee waivers to the employees of Propstar Technologies, democratizing access to higher education and enabling continuous corporate upskilling. Beyond individual capacity building, both institutions have formally committed to driving intellectual growth through joint research initiatives and co-hosted, skill-based workshops focused on emerging fields of technology

ILMA University Expands

International Academic Partnerships with Germany

“January 25, 2025: ILMA University proudly commenced the new academic year with a significant step toward international academic collaboration through its engagement with German universities. A delegation representing ILMA University, including Wajahat Ullah, Syed Ahmed Zaheer, Dr. Jaweria Ali, and Nabeel Farooq, had the honor of meeting with Dr. Rüdiger Lotz, the Honorable Consul General of Germany, to discuss future academic partnerships and collaborative opportunities.

The discussions focused on strengthening cooperation between ILMA University and German universities through student exchange and mobility programs, collaborative research initiatives, and the development of formal academic agreements. These initiatives directly contribute to SDG 4 (Quality Education) by expanding access to international learning experiences, promoting academic excellence, and enhancing students' global competencies.





The proposed collaborations also support SDG 9 (Industry, Innovation and Infrastructure) by encouraging joint research activities, knowledge exchange, and innovation-driven partnerships between institutions from Pakistan and Germany. Through collaborative research and international academic networking, both sides aim to foster innovative solutions to global challenges while strengthening research capacity and intellectual growth.

Furthermore, this initiative strongly reflects SDG 17 (Partnerships for the Goals) by building sustainable international partnerships that promote cultural understanding, educational cooperation, and global engagement. By establishing academic bridges with German institutions, ILMA University continues its commitment to creating transformative opportunities for students and faculty while advancing international standards of education and research.



ILMA University Announces Strategic Partnership and Scholarships for Nigerian Students



“On 24th April 2025, ILMA University took a monumental step toward strengthening international academic cooperation by signing a Memorandum of Understanding (MoU) with the Office of the Honorary Consul General of Pakistan in Nigeria. Formalized by Prof. Dr. Mansoor uz Zafar Dawood and Ahmed I. Yakasi, this landmark agreement serves as a prime example of ****SDG 17 (Partnerships for the Goals)**** in action. By fostering educational diplomacy and establishing robust cross-border partnerships, the alliance effectively bridges geographical boundaries to promote global knowledge exchange, cultural understanding, and sustainable innovation in higher education. The prestigious signing ceremony, graced by distinguished dignitaries including Syed Kashif Rafi, Prof. Dr.



Yasmeen Sultana, Prof. Dr. Zahid Ali, Ibrahim, Dr. Fahad Lasi, Dr. Lata, and Ms. Hiba, underscored the institution's deep-rooted commitment to advancing academic excellence through international engagement.

This strategic collaboration also actively drives the objectives of ****SDG 4 (Quality Education)**** and ****SDG 10 (Reduced Inequalities)**** by significantly expanding access to inclusive, world-class learning opportunities for a broader demographic. Central to the MoU is the provision of dedicated scholarships for Nigerian students, an initiative designed to democratize higher education and cultivate a highly diverse, globally connected academic community. Furthermore, the agreement paves the way for joint research initiatives, the development of direct academic linkages with Nigerian universities, and collaborative industry partnerships.

By continually expanding its global footprint through such forward-looking alliances, ILMA University ensures the creation of an internationally connected learning environment, empowering its students and faculty with the cross-cultural exposure and competencies required to succeed in an increasingly interconnected world.





Champions Cross-Border Academic Partnerships Through International Colloquium

On 21st October 2025, ILMA University successfully hosted a high-level International Colloquium titled “Ensuring Quality and Relevance: Challenges and Opportunities in Implementing HEC’s Transnational Education (TNE) Policy.” This major

academic assembly served as a powerful demonstration of multi-stakeholder cooperation in direct alignment with **SDG 17 (Partnerships for the Goals)***, effectively bridging the gap between academia, industry,

and civil society to advance the core targets of **SDG 4 (Quality Education)***. The event was bolstered by an extensive network of esteemed corporate, civic, and media partners, including the Global Educational

Consultants Society (GEC), Noman Group of Companies, Dr. Essa Laboratory & Diagnostic Centre, Al-Karam Towel Industries, Gerrys Group, Rotary District 3271, and several leading media outlets. By uniting prominent higher education leaders, policymakers, and quality assurance experts alongside this robust industry support, the university actively championed the vital cross-sector partnerships required to navigate the evolving landscape of transnational education and its profound global implications.

The prestigious colloquium was graced by Ms. Mahwish Faraz Lakhani, Vice Chairperson of ILMA University and Member of the Higher Education Commission (HEC) Islamabad, who honored Chief Guest Prof.





Dr. Syed Irfan Haider, Vice Chancellor of Salim Habib University, for his significant contributions to national educational policy and development. Opening the session, ILMA University Vice Chancellor Prof. Dr. Mansoor-uz-Zafar Dawood delivered a comprehensive address underscoring the critical necessity of stringent quality assurance, continuous innovation, and international collaboration in fortifying modern higher education systems. Chaired by Director QAL Dr. Fahad Farooq Lasi and co-chaired by Syed Kashif Rafi and Prof. Dr. Gobind Herani, the colloquium featured a distinguished panel of Quality Enhancement Cell (QEC) Directors from leading institutions such as Indus, Iqra, Nazeer Hussain, UIT, and Ziauddin universities. Their in-depth discourse culminated in strategic recommendations focused on policy alignment, rigorous faculty capacity building, and enhanced cross-border academic mobility. By driving these initiatives, ILMA University and its collaborative partners are actively fulfilling the mandate of ****SDG 4**** to ensure inclusive, equitable, and world-class educational opportunities, ultimately reinforcing the collective institutional effort to elevate Pakistan's competitiveness and academic excellence within the global higher education ecosystem.

ILMA University Secures Pakistan Bar Council Approval for New LL.B. Program



On 26th September 2025, ILMA University achieved a historic milestone in its academic trajectory by securing official approval to launch its Bachelor of Laws (LL.B.) program. This significant development directly supports the global mandate for ****SDG 16 (Peace, Justice, and Strong Institutions)**** by actively contributing to the cultivation of a robust, ethical, and highly competent legal workforce. By committing to the rigorous academic training of future legal professionals, the university is playing a crucial role in strengthening the rule of law, promoting equal access to justice, and building accountable frameworks that will positively shape Pakistan's legal and judicial landscape for years to come.



The formal authorization follows a stringent compliance and quality assurance process, aligning closely with the core principles of ****SDG 4 (Quality Education)****. On 16th June, a distinguished delegation from the Pakistan Bar Council (PBC) visited the campus to conduct a comprehensive inspection of the Law Department. This thorough evaluation meticulously assessed the institution's academic infrastructure, including its dedicated Law Library, modern classrooms, and advanced teaching facilities.



Furthermore, the delegation evaluated the expertise and qualifications of both permanent and visiting faculty members to ensure absolute compliance with the PBC Legal Education Rules. Having successfully met all required regulatory benchmarks, ILMA University was officially granted the No Objection Certificate (NoC) to commence the degree program.

The university was deeply honored to host the esteemed PBC delegation during this critical institutional review. The visiting committee included prominent legal figures such as Syed Qalb-e-Hassan, Chairman of the Legal Education Committee; Muhammad Yaseen Azad, Chairman of the Executive Committee; and Gulzan Ahmed, Secretary of the Pakistan Bar Council.

Their regulatory endorsement validates ILMA University's unwavering dedication to maintaining premier academic standards. With the successful launch of the LL.B. program, the institution cements its mission to deliver unparalleled legal education, ensuring its graduates emerge as skilled, principled advocates ready to defend justice and drive sustainable societal progress.





ILMA University Promotes Research, Innovation, and Global Academic Collaboration Through ICACST-2025

“On 18th September 2025, ILMA University proudly highlighted the successful inauguration of the 13th International Conference on Advances in Computer Science & Technology (ICACST-2025), held on 16th September 2025 at

its Main Campus in Karachi. The prestigious international conference brought together distinguished researchers, academicians, scholars, industry professionals, and students from around the world to exchange

knowledge, present innovative research, and discuss emerging trends in computer science and technology.

The conference was led by Prof. Dr. Zahid Ali as Conference



Chair, alongside Conference Co-Chairs Dr. Kamran Joyo, Dr. Humaiz Shaikh, and Dr. Fahad Farooq Lasi, with Muhammad Adnan Kaim Khani serving as Conference Secretary. The event featured keynote addresses by international and national experts including Dr. Altantuyia Dashnyam, Dr. Abdul Malik Bin Mohd Ali, Engr. Dr. Munsif Ali Jatoi, and Dr. Muneeba Memon, who shared valuable insights into technological innovation, artificial intelligence, cybersecurity, and advanced computing research.

Research presentations during the conference addressed significant contemporary challenges

through technology-driven solutions, including AI-based forest fire detection systems, women safety technologies, mental health monitoring through sentiment analysis, intelligent vehicle recognition systems, and cybersecurity risk mitigation frameworks. These discussions reflected the growing role of technology and interdisciplinary research in addressing social, environmental, and industrial challenges.



This initiative strongly aligns with SDG 4 (Quality Education) by promoting research excellence, international academic collaboration, innovation-driven learning, and knowledge exchange among scholars, researchers, and students. The conference provided a dynamic platform for academic engagement, critical thinking, and the advancement of scientific and technological education.

The conference also supports SDG 9 (Industry, Innovation and Infrastructure) by encouraging technological innovation, digital transformation, artificial intelligence research, and collaborative problem-solving to address real-world challenges. Through initiatives like ICACST-2025, ILMA University continues to strengthen its role as a center for research, innovation, and global academic partnership in the field of computer science and emerging technologies.





ILMA University Advances Responsible Journalism and Climate Awareness Through International Conference

“On 11–12 April 2025, ILMA University proudly hosted its 5th International Conference on “Combating Fake News and Climate Reporting in the Digital Era,” bringing together academic leaders, media professionals, researchers, and students to address the growing challenges of misinformation and climate communication in the digital age. The conference began with an inspiring welcome address by Prof. Dr. Mansoor uz Zafar Dawood, Vice Chancellor of ILMA University, emphasizing the importance of ethical journalism, critical thinking, and responsible media practices.

The conference featured keynote sessions and panel discussions

led by distinguished media experts, including Asif Aziz Zuberi, President of Baanhn Beli and Chairperson of Indus Earth Trust, who highlighted the urgent need for journalistic integrity in climate reporting. A major panel discussion on deepfakes and AI-generated content, moderated by Zeeshan-ul-Rub Jaffri, explored the ethical challenges posed by artificial intelligence and emerging digital technologies in modern journalism.

The conference strongly aligns with SDG 4 (Quality Education) by promoting research, critical media literacy, ethical communication, and knowledge-sharing among

students, academics, and media professionals. Through scholarly presentations and interactive discussions, the event enhanced awareness regarding misinformation, digital responsibility, and evidence-based reporting practices.

The initiative also supports SDG 13 (Climate Action) by emphasizing accurate climate reporting, environmental awareness, and the role of responsible journalism in addressing climate-related challenges. By encouraging informed public discourse and promoting truthful communication on environmental issues, ILMA University continues to foster a generation of socially responsible media professionals committed to sustainability, transparency, and positive societal impact.



Corporate Conduct Seminar

Bridges the Gap Between Classroom and Career

“On 16th July 2025, ILMA University successfully organized an inspiring and highly insightful seminar titled “How to Conduct Yourself in the Corporate World,” aimed at preparing students for the demands, expectations, and professional standards of modern workplaces. This impactful learning initiative directly contributes to Sustainable Development Goal 8 (Decent Work and Economic Growth) by actively equipping the next generation of graduates with the critical skills, professional competencies, and market awareness required to secure productive employment and succeed in a competitive economic landscape.

The session was delivered by Usman Yousuf Butt, a seasoned corporate veteran with over 25 years of diverse experience across major banking and academic institutions, currently serving as the Founder & CEO of Level Up – People & Learning Solutions. Drawing from his extensive background, Mr. Butt shared invaluable real-world insights on essential career-building topics, including personal branding, emotional intelligence, communication skills, workplace ethics, and professional behavior. By providing students with these practical tools and behavioral strategies, the



seminar furthers the core targets of SDG 8, which focus on reducing youth unemployment and fostering a well-prepared workforce ready to drive corporate excellence.

ILMA University extends its sincere gratitude to Mr. Butt for sharing his holistic perspective and inspiring the student body. Deep appreciation is also extended to Prof. Dr. Mansoor uz Zafar Dawood, Vice Chancellor of ILMA University, for presenting the token of appreciation and continuously supporting these transformative, workforce-aligned initiatives that empower students for long-term career success.



ILMA University Advances UN Global Goals Through Cyber Security Awareness

On 20th April 2025, ILMA University reinforced its commitment to advancing the United Nations Sustainable Development Goals (SDGs) by highlighting a highly impactful Cyber Security Awareness Session held the previous day at the university auditorium. Operating under the theme “Think before You Click,” the initiative directly supported **SDG 4 (Quality Education)** by expanding traditional learning to include vital digital literacy and critical life skills. Conducted by expert Afzal Ahmed, the session provided students with invaluable insights into navigating today’s increasingly digital world. By educating attendees on how to identify online threats, avoid cyber scams, and adopt safe internet practices, the university is ensuring its youth are equipped with the technical knowledge and critical thinking required to thrive safely in a hyper-connected era.

Organized by the Dean of the Faculty of Science & Technology, the seminar also strongly aligned with **SDG 16 (Peace, Justice, and Strong Institutions)**, which emphasizes the reduction of crime and the protection of fundamental freedoms, including data privacy. The session tackled the growing risks in cyberspace by offering real-life examples and practical guidance on safeguarding personal data against malicious actors. Participants gained a deeper understanding of how momentary lapses in digital judgment—such as clicking unknown links or oversharing sensitive information—can lead to severe personal and institutional consequences.

Through this proactive initiative, ILMA University continues to cultivate a culture of digital responsibility among its student body. By empowering participants with the confidence and knowledge to navigate the digital landscape securely, the university is playing a crucial role in building a resilient, aware, and technologically responsible generation capable of safeguarding themselves and their communities against evolving cyber threats.



ILMA University Encourages and Intellectual Growth Critical Thinking Through Book Reading Session



“On 14th May 2026, ILMA University organized an engaging Book Reading Session based on the internationally acclaimed book *Six Thinking Hats* by Edward de Bono. The session was conducted by Musarat Shaheen, M.Phil Educator, and skillfully moderated by Rana Faisal, Deputy Director Academics, creating an intellectually stimulating environment focused on critical thinking, reflection, and collaborative learning.

The discussion introduced students to the book’s innovative framework for problem-solving and decision-making through six distinct modes of thinking. Participants actively engaged in thoughtful dialogue, shared perspectives, and explored how structured thinking techniques can lead to more balanced, analytical, and creative solutions in both academic and real-life situations.

This initiative aligns strongly with SDG 4 (Quality Education) by promoting analytical reasoning, critical thinking, creativity, and lifelong learning among students. The session encouraged intellectual engagement beyond traditional classroom learning, helping students strengthen their communication and decision-making skills through interactive educational practices.

The activity also supports SDG 8 (Decent Work and Economic Growth) by developing essential professional competencies such as problem-solving, leadership, innovation, and strategic thinking. By fostering these future-ready skills, ILMA University continues to prepare students to become confident, informed, and adaptable contributors to society and the modern workforce.





ILMA University Enhances Educational Environments Through Innovative Park Library

“On 22nd July 2025, ILMA University’s Faculty of Media and Design proudly inaugurated the “Park Library,” a unique, open-air learning space that directly supports the United Nations’ mandate for providing inclusive and effective learning environments under ****SDG 4 (Quality Education)****. Situated within the lush green lawns of the campus, this innovative student-led initiative was developed to combat the global decline in reading habits by

offering a peaceful, nature-integrated setting for intellectual engagement. Guided by course instructor Mr. Tariq Ahmed and supervised by Prof. Dr. Yasmeen Sultana, Dean of the Faculty of Media & Design, the project exemplifies how academic institutions can creatively upgrade their educational facilities to foster a strong, enduring culture of literacy, student engagement, and academic curiosity outside the traditional classroom.

The high-profile inauguration ceremony underscored robust institutional and civic support for student-driven educational enhancements. The facility was officially opened by the esteemed Board of Governors, including Chairperson Ms. Kanwal Lakhani and Chancellor Mr. Noman Lakhani (TI), alongside Vice Chancellor Prof. Dr. Mansoor-uz-Zafar



Dawood and Registrar Syed Kashif Rafi. They were joined by distinguished guests, including Member of the Provincial Assembly (MPA) Ms. Asiya Soomro, who collectively praised the refreshing approach to reviving the reading culture. By endorsing the transformation of an outdoor area into a dedicated academic and intellectual zone, the university leadership highlighted the critical importance of providing diverse, accessible spaces that inspire continuous, lifelong learning.

Beyond its primary function as a reading space, the Park Library stands as a brilliant testament to the practical skills, craftsmanship, and creativity of ILMA's Media Science students. The visually inspiring zone was meticulously designed without the use of conventional barriers, featuring beautifully crafted bookshelves, comfortable marble tables and benches, and colorful pebble pathways that lead to an artistic entrance with a welcoming wall installation. To bridge traditional and modern learning, the students integrated dedicated stands highlighting print, electronic, and social media.



ILMA University Promotes Practical Creative Skills Through Immersive Set Design Exhibition

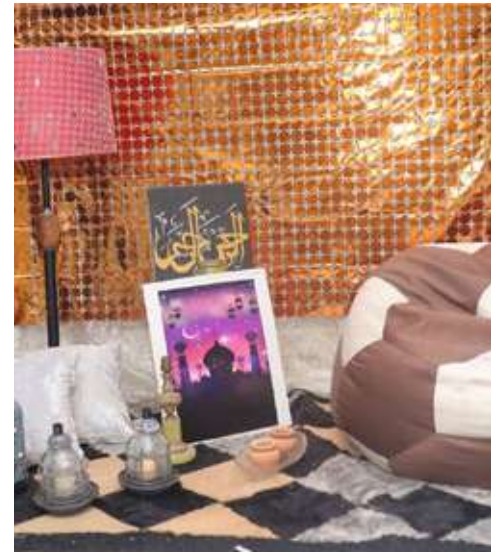




On 6th August 2025, ILMA University's Faculty of Media and Design hosted a visually captivating Set Design Exhibition, an initiative that strongly aligns with the United Nations' **SDG 4 (Quality Education)** by prioritizing hands-on, vocational skill development within the creative arts. Recognizing that modern education must transcend theoretical instruction to prepare students for the dynamic media and entertainment industries, the university provided a vibrant platform for students from the Art Direction class to showcase their practical talents. Under the expert supervision of Mr. Saeed Khan, the emerging designers successfully translated classroom concepts into highly immersive, professional-grade visual environments. This experiential approach to learning ensures that youth acquire the critical technical competencies, spatial awareness, and creative problem-solving skills necessary for future employment and artistic innovation in the competitive design sector.



The exhibition featured beautifully curated Arabian-themed set designs that reflected a rich blend of cultural heritage and imaginative storytelling. Demonstrating exceptional attention to detail and a profound understanding of visual narrative, the students intricately arranged thematic props such as hookahs, traditional khawa, dates, camel motifs, classic signage, and floral elements to construct a realistic aesthetic experience. To further enhance the authenticity of their creative presentations, participants fully immersed themselves in the project by dressing in culturally aligned attire. By organizing this vibrant celebration of design innovation, ILMA University not only honored diverse cultural aesthetics but also provided its students with a vital, industry-relevant platform to refine their artistic direction, solidifying the institution's enduring commitment to delivering comprehensive, high-quality education.



Cultivating Creative Entrepreneurs: ILMA University Fosters Skill-Based Learning Through Textile Design Workshop



On 16th October 2025, ILMA University's Faculty of Media & Design brought vibrant artistic expression to the campus by hosting an interactive Creative Tie-&-Dye Workshop. This hands-on initiative actively supported the objectives of the 2030 Agenda for Sustainable Development, specifically advancing ****SDG 4 (Quality Education)****. By stepping beyond conventional theoretical instruction, the university provided students with an immersive experiential learning platform designed to cultivate practical, market-relevant vocational skills. Participants enthusiastically engaged directly with complex textile art techniques, exploring a variety of methods such as spiral, crumple, and abstract folding styles to learn how simple fabrics can be meticulously transformed into highly personalized, unique designs.





The dynamic session functioned as much more than a simple artistic exercise; it served as a vital incubator for professional capability and youth entrepreneurship, directly aligning with ****SDG 8 (Decent Work and Economic Growth)****. Under the careful mentorship of dedicated faculty members, students learned to translate their conceptual ideas into tangible visual forms, simultaneously developing essential industry traits such as patience, precision, and meticulous attention to detail. The highly collaborative environment encouraged peer-to-peer learning, allowing emerging designers to share inspirations and techniques while enjoying the creative process. By seamlessly bridging the gap between artistic exploration and practical application, ILMA University ensures its academic community gains the critical industry exposure needed to apply these textile design competencies toward future careers in modern fashion, applied arts, and independent commercial ventures.





Achieving gender equality remains a central global goal. While no direct activity was highlighted in this cycle, the institution continues to stand committed to creating inclusive spaces where women and men enjoy equal opportunities in education, leadership, and social participation.

8+

Publications



Cultivating Global Citizens: ILMA University Advances UN Global Goals Through Student Debate on Gender and Society

Challenging Systemic Stereotypes:

Highlighting the urgent need to dismantle deep-rooted societal biases and redefine traditional gender roles.

Social Media Accountability

A critical look into how digital platforms impact the modern representation, branding, and objectification of women.

Empowering Female Narratives

Advocating for safer digital spaces and more equitable, respectful portrayal of women in media.

“On 28th April 2025, ILMA University provided a vibrant platform for intellectual engagement by hosting a thought-provoking student debate that directly aligned with the United Nations Sustainable Development Goals (SDGs), particularly ****SDG 5 (Gender Equality)****. The event sparked meaningful conversations on pressing societal issues, with students passionately exploring the urgent need to break systemic stereotypes and critically analyzing the influence of social media on the representation and objectification of women. By tackling these complex topics head-on, the students demonstrated a profound sense of social responsibility and awareness. The dynamic session created an inclusive environment where future leaders could respectfully challenge differing perspectives, advocating for a more equitable society while examining ideas with logic, empathy, and open-mindedness.



Furthermore, this rigorous intellectual exercise strongly supported **SDG 4 (Quality Education)** and **SDG 16 (Peace, Justice, and Strong Institutions)** by prioritizing critical thinking, constructive dialogue, and the exploration of peaceful societal narratives. Participants expanded the scope of the debate to analyze the connection between violence

and cultural narratives, as well as the evolving role of artificial intelligence in human creativity. Filled with energy and confidence, students presented well-structured arguments and proposed thoughtful solutions to real-world challenges. More than just a competition, the initiative served as a transformative learning experience that enhanced

essential communication skills and deep social consciousness. Through such empowering platforms, ILMA University continues to nurture intellectually curious and socially responsible individuals who are fully equipped to drive positive, informed change in their communities.



Promoting Well-being and Inclusion: ILMA University Highlights Mental Health and Sustainability at National Forum

On 3rd June 2026, ILMA University proudly celebrated a remarkable achievement as Syed Kashif Rafi, Registrar and Director Sustainability, International Linkages & Opportunities, was honored as a panelist at a thought-provoking session on mental and emotional well-being. This participation strongly aligns with United Nations Sustainable Development Goal 3 (Good Health and Well-being), highlighting the university's active role in promoting mental health awareness, emotional resilience, and de-stigmatizing wellness discussions within the wider community.



The impactful event was organized by the Wonder Women Association of Pakistan, in collaboration with the Brands Foundation and LuckyOne Mall, bringing together influential voices and changemakers. By collaborating with an organization dedicated to women's empowerment, ILMA University's involvement also champions SDG 5 (Gender Equality), supporting inclusive platforms that amplify diverse leadership and address the specific socio-emotional well-being challenges faced by women in society.

During the session, Syed Kashif Rafi contributed valuable insights, emphasizing the critical intersection of mental wellness, sustainable lifestyle practices, and open dialogue in both academic and professional environments. This holistic approach directly supports SDG 4 (Quality Education) by advocating for healthy learning environments that foster psychological safety and student success, while simultaneously strengthening cross-sector alliances in line with SDG 17 (Partnerships for the Goals). Through active participation in such platforms, Team ILMA continues to play a vital role in shaping a more informed, resilient, and socially responsible community.





Achieving gender equality remains a central global goal. While no direct activity was highlighted in this cycle, the institution continues to stand committed to creating inclusive spaces where women and men enjoy equal opportunities in education, leadership, and social participation.

10+
Publications



Advancing Clean Water and Sanitation at Nasir Colony



On 24th October 2025, ILMA University successfully contributed to a comprehensive Clean Water, Sanitation, and Hygiene (WASH) Awareness Camp at Nasir Colony in Korangi, Karachi. This large-scale initiative stands as a prime example of SDG 17 (Partnerships for the Goals), reflecting a powerful multi-sector commitment to community welfare. By collaborating with the Rotary Club of Karachi Pearl, Rotary International District 3271, and key corporate partners including Apparel Zone, Platinum Pharmaceuticals (Pvt.) Ltd., Urdu Academy Sindh, and Honest Foods, the university effectively united academia, industry, and civil society. Inaugurated by distinguished leaders across these sectors, the event symbolized a collective, collaborative effort to address critical public health challenges and promote preventive care at the grassroots level.



Designed to deliver immediate and impactful structural and educational support to the local community, the camp directly advanced the core targets of SDG 6 (Clean Water and Sanitation). The facility featured three dedicated operational sections: Water Purification and Safety, Waste Management & Sanitation, and Hygiene Awareness. A major highlight of the initiative was the distribution of water purification tablets and community-grade filters to over 200 families, marking a significant contribution to Pakistan's ongoing fight against waterborne diseases. Alongside these distributions, on-site environmental health experts conducted interactive water safety demonstrations, plumbing assessments for proper sanitation, and medical consultations aimed at promoting physical well-being through clean water access among underserved populations.

Parents and community members actively engaged in expert-led sessions, gaining invaluable insights into proper handwashing techniques, safe drinking water storage, and sustainable waste disposal practices to encourage healthier, sustainable lifestyle choices. Ensuring the seamless execution of this expansive event, a dedicated team of ILMA University student volunteers played a crucial operational role by managing registrations, coordinating logistics, and driving community awareness activities. Their hands-on participation not only guaranteed the camp's success but also powerfully reflected the university's unwavering commitment to fostering social responsibility, experiential learning, and active civic engagement among its youth.





Media's Role in Water Security: Shifting the Narrative Towards Urban Sanitation and Resilience

“On 1st October 2025, ILMA University's Faculty of Media & Design hosted an intellectually enriching panel discussion titled “Media in Times of Crisis: From Disaster to Resilience,” an initiative that strongly supports the United Nations' **SDG 11 (Sustainable Cities and Communities)**. By highlighting the critical intersection of effective crisis communication and urban resilience, the event demonstrated how academic

institutions can actively contribute to building safer, more prepared societies. Organized as part of the “Introduction to Media and Social Science” course led by Mr. Tariq Ahmed, the session seamlessly integrated theoretical learning with urgent real-world challenges. By bringing together distinguished professionals from both the media and disaster management sectors, the university provided a vital platform to explore how responsible journalism can bolster

emergency response mechanisms and empower vulnerable populations during environmental and infrastructural emergencies.

The high-level panel featured prominent experts, including Mr. Syed Salman Shah, Director General of the Provincial Disaster Management Authority (PDMA), alongside veteran



Moderated by:



Farooq Sami
Court Correspondent
ARY NEWS

Panelists



Salman Shah
DG, PDMA South,
Provincial Disaster
Management Authority



Talha Hashmi
Bureau Chief,
Dunya TV



Ayesha Ansari
Senior Reporter,
Express TV

1st October, 2025

journalists Mr. Talha Hashmi (Bureau Chief at Dunya News), Mr. Raheel Salman (Senior Correspondent at Geo News), and Ms. Ayesha Ansari (Senior Reporter at Express News). Skillfully moderated by ARY News' Mr. Farooq Sami, the discourse delved deeply into the evolving role of the press during catastrophes. Speakers shared firsthand experiences from the frontlines of disaster coverage, addressing severe industry challenges such as combating the spread of misinformation, navigating ethical dilemmas under intense time pressure, and

ensuring the delivery of accurate, life-saving information. Special emphasis was placed on Karachi's unique urban vulnerabilities—notably recurring heavy rainfall, devastating urban flooding, and complex infrastructure deficits. Panelists underscored that when media and disaster management authorities collaborate effectively, they transcend mere reporting to actively educate communities, promote proactive preparedness, and significantly improve long-term public safety outcomes.

The event commenced with a welcoming address by Prof. Dr. Yasmeen Sultana Farooqui, Dean of the Faculty of Media & Design, who commended the student-driven initiative and reiterated the crucial need to shape socially responsible media professionals capable of navigating complex crises. The insightful session concluded with closing remarks from Vice Chancellor Prof. Dr. Mansoor uz Zafar Dawood, who extended a vote of thanks to the distinguished guests and encouraged the continuous pursuit of meaningful academic discourse. Through such forward-thinking platforms, ILMA University reaffirms its dedication to equipping the next generation of communicators with the ethical grounding, practical knowledge, and critical insights required to foster resilient, well-informed communities.





Sustainable energy is vital for long-term progress. While there were no direct events linked to this goal, the university acknowledges the importance of transitioning toward clean and renewable energy sources for future resilience.

57+

Publications

ILMA University Organizes Industrial Visit to Rajby Textiles Limited for Practical Learning



Karachi, 31-Oct-25: ILMA University arranged an enriching industrial visit for its students to Rajby Textiles Limited, one of Pakistan's prominent textile manufacturing companies. The visit, held on Saturday, October 25, 2025, was led by Mr. Basit Chawla and accompanied by Dr. Irfan Ul Haque (Assistant Professor, Faculty of Management Sciences). Students received a warm welcome from the company's management team, including Mr. Khalil-Ur-Rehman (Manager Production), Mr. Syed Wajahat Ali (Assistant Manager HR), and Mr. Malik Nadeem (Head of HR and Admin). They gained first-hand exposure to large-scale production processes, quality control systems, supply chain operations, human resource practices, and overall industrial



management through interactive sessions and facility tours. This experiential learning opportunity effectively bridged the gap between classroom theory and real-world industry practices, enhancing students' understanding of operational efficiency, organizational structure, and professional workplace dynamics. The visit strongly supports SDG 4: Quality Education by promoting practical, industry-linked learning that equips students with relevant skills and better prepares them for successful professional careers. It also aligns with SDG 9: Industry, Innovation and Infrastructure by giving students direct insight into Pakistan's key manufacturing sector, fostering appreciation for industrial processes and innovation in the textile industry. ILMA University continues to prioritize such initiatives to strengthen academia-industry linkages and deliver holistic education to its students.





ILMA University Advances Responsible Journalism and Climate Awareness Through International Conference

“On 11–12 April 2025, ILMA University proudly hosted its 5th International Conference on “Combating Fake News and Climate Reporting in the Digital Era,” bringing together academic leaders, media professionals, researchers, and students to address the growing challenges of misinformation and climate communication in the digital age. The conference began

with an inspiring welcome address by Prof. Dr. Mansoor uz Zafar Dawood, Vice Chancellor of ILMA University, emphasizing the importance of ethical journalism, critical thinking, and responsible media practices.

The conference featured keynote sessions and panel discussions led by distinguished media experts,

including Asif Aziz Zuberi, President of Baanhn Beli and Chairperson of Indus Earth Trust, who highlighted the urgent need for journalistic integrity in climate reporting. A major panel discussion on deepfakes and AI-generated content, moderated by Zeeshan-ul-Rub Jaffri, explored the ethical challenges posed by artificial



intelligence and emerging digital technologies in modern journalism.

The conference strongly aligns with SDG 4 (Quality Education) by promoting research, critical media literacy, ethical communication, and knowledge-sharing among students, academics, and media professionals. Through scholarly presentations and interactive discussions, the event enhanced awareness regarding misinformation, digital responsibility, and evidence-based reporting practices.



The initiative also supports SDG 13 (Climate Action) by emphasizing accurate climate reporting, environmental awareness, and the role of responsible journalism in addressing climate-related challenges. By encouraging informed public discourse and promoting truthful communication on environmental issues, ILMA University continues to foster a generation of socially responsible media professionals committed to sustainability, transparency, and positive societal impact.



8 DECENT WORK AND ECONOMIC GROWTH



Promoting decent work and sustainable economic growth is essential for empowering communities. Through career fairs, recruitment drives, panel discussions, industry visits, and financial seminars, the institution strengthened pathways for students to enter the workforce with skills, dignity, and opportunity.

52+

Publications



ILMA University Job Fair 2025 Bridges Academia and Industry to Advance Sustainable Development



On 25th November 2025, ILMA University successfully hosted its highly anticipated Job Fair 2025, a dynamic recruitment event that directly championed the United Nations' mandate for **SDG 8 (Decent Work and Economic Growth)**. By transforming the campus into a bustling hub where academic learning

seamlessly intersected with real-world professional opportunities, the university took proactive steps to promote productive youth employment and long-term economic empowerment. The expansive fair brought together ambitious graduating students, top-tier recruiters, and leading

national organizations under one roof, effectively strengthening career pathways and empowering the next generation of professionals to secure high-value, sustainable positions within the highly competitive modern workforce.



Throughout the dynamic event, students actively engaged directly with representatives from diverse industries to explore lucrative internship openings and permanent job placements. This vital face-to-face interaction allowed emerging professionals to gain a precise understanding of evolving market expectations, modern corporate trends, and the specific skill sets required by today's employers. Furthermore, the initiative served as a powerful manifestation of ****SDG 17 (Partnerships for the Goals)****, highlighting the critical need for robust cross-sector collaboration to drive sustainable socio-economic progress. Highlighting this synergistic relationship, the university hosted a dedicated Award Ceremony to formally recognize and express deep gratitude to the participating corporate partners. This acknowledgment reinforced the shared vision between educational institutions and the private sector in actively shaping a highly capable, future-ready graduate workforce.



Moving beyond immediate recruitment metrics, the expansive job fair placed a strong emphasis on comprehensive career readiness, professional grooming, and long-term strategic planning. University leadership and corporate mentors strongly encouraged students to focus on building resilient, sustainable careers through continuous learning, adaptability, and targeted skill development rather than solely seeking immediate placements. By consistently organizing such impactful, industry-aligned events, ILMA University continues to play an instrumental role in bridging the gap between academic curricula and dynamic industry needs. The resounding success of Job Fair 2025 stands as a testament to the institution's unwavering dedication to maximizing student exposure, driving professional empowerment, and facilitating a seamless, successful transition from the classroom to the corporate boardroom.



ILMA University and KATI Sign Strategic MoU to Advance Industry-Academia Collaboration and SDGs



The signing of the Memorandum of Understanding (MoU) between ILMA University and the Korangi Association of Trade & Industry (KATI) represents a significant milestone in strengthening industry-academia collaboration and advancing sustainable development goals in Pakistan. This strategic partnership aims to bridge the gap between education and industry by creating opportunities for innovation, workforce development, research collaboration, and entrepreneurial growth.

Through this collaboration, ILMA University and KATI will work together to enhance students' practical skills, professional competencies, and employability through specialized

training programs, internships, and industry engagement initiatives. These efforts directly contribute to SDG 4 (Quality Education) by promoting inclusive and industry-relevant learning opportunities that prepare students for the evolving global workforce.

The partnership also supports SDG 8 (Decent Work and Economic Growth) by focusing on workforce development and capacity-building programs that empower young professionals and encourage sustainable economic progress. Furthermore, the emphasis on collaborative research, innovation, and technology-driven initiatives aligns with SDG 9 (Industry,

Innovation and Infrastructure), fostering a culture of innovation and strengthening connections between academia and industry.

As both institutions move forward into 2025, this MoU reflects a shared commitment toward SDG 17 (Partnerships for the Goals) by establishing a long-term cooperative framework that promotes knowledge exchange, community empowerment, and sustainable regional development. Together, ILMA University and KATI are shaping a future driven by innovation, opportunity, and meaningful societal impact.



ILMA University and PAFLA Partner for Youth Employment and Sustainable Growth

On 18th April 2025, ILMA University proudly signed a Memorandum of Understanding (MoU) with the Pakistan Freelancers Association (PAFLA), marking a significant milestone toward achieving the United Nations Sustainable Development Goals, specifically SDG 17 (Partnerships for the Goals). This strategic alliance reflects a shared vision to bridge the gap between traditional academic learning and the

dynamic realities of the digital economy. By uniting a leading educational institution with a premier industry association, the partnership creates a collaborative ecosystem designed to unlock real-world opportunities and prepare students for modern, self-reliant career pathways in a rapidly evolving global marketplace.



At the core of this collaboration is a resolute commitment to SDG 8 (Decent Work and Economic Growth), specifically targeting the reduction of youth unemployment and the promotion of productive, dignified work. Through joint efforts, ILMA University and PAFLA will introduce a robust series of capacity-building initiatives, including mentorship programs, specialized financial literacy training, and industry-led seminars. These practical interventions are designed to go beyond the conventional curriculum, equipping students with the technical knowledge, economic acumen, and digital tools required to secure stable, high-value employment or launch independent digital enterprises.



Furthermore, the MoU actively drives the core objectives of SDG 8 by promoting youth-led entrepreneurship, creativity, and technological innovation as primary engines for national economic advancement. By connecting students directly with financial systems, international markets, and professional networks, the partnership fosters a secure environment that respects fair labor practices and digital inclusion. ILMA University anticipates a highly fruitful, long-term collaboration with PAFLA that will not only foster individual professional growth but also generate a sustainable socio-economic impact by empowering Pakistan's youth to become active contributors to the country's macroeconomic growth.



ILMA University and Broadway Partner to Empower Future Professionals



This strategic alliance underscores ILMA University's unwavering dedication to fostering meaningful industry connections, ensuring its graduates are not merely academic degree holders, but highly capable, future-ready professionals. By empowering students with sustainable career pathways, the collaboration ensures they are fully prepared to secure decent work, stimulate micro-economic growth, and contribute meaningfully to the broader national economic landscape.

ILMA University has achieved a significant milestone in its mission to prepare youth for the modern job market by signing a strategic Memorandum of Understanding (MoU) with Broadway, a move that directly supports the United Nations' SDG 8 (Decent Work and Economic Growth). Formalized by Mr. Wajahatullah, Director of Student Affairs at ILMA University, and Mr. Faysal Ahmed Afghani, representing Broadway's Corporate Sales, Alliance & Partnerships, this collaboration is built on a shared commitment to bridging the persistent gap between theoretical academic learning and practical industry demands. By prioritizing corporate engagement and cross-sector cooperation, the university actively promotes development-oriented policies that support productive youth employment, vocational skill acquisition, and seamless integration into the contemporary workforce.

Through this forward-looking partnership, ILMA students will benefit from substantially enhanced access to competitive internship placements, immersive corporate training programs, and hands-on brand collaborations that drive entrepreneurial innovation and economic productivity. These vital initiatives are meticulously designed to equip the youth with the practical exposure, financial literacy, and professional development necessary to thrive in an increasingly complex and evolving job market. By focusing on creating equal employment opportunities and fostering fair, productive work environments, the partnership directly addresses the core targets of SDG 8.

ILMA University and Talentrix Partner to Advance Decent Work and Economic Growth

On 9th October 2025, ILMA University took a decisive step toward fostering sustainable economic empowerment by signing a strategic Memorandum of Understanding (MoU) with Talentrix. Directly advancing the United Nations' mandate for SDG 8 (Decent Work and Economic Growth), this vital partnership is designed to seamlessly bridge the persistent gap between academic education and modern employment demands. The agreement was formally executed by Mr. Wajahat Ullah, Director of Student Affairs at ILMA University, and Mr. Muhammad Yousuf, CEO of Talentrix, in the presence of key institutional figures including Head of Alumni & Linkages Mr. Owais and Talentrix CMO Mr. Ahmed Hasan. By aligning its academic resources with a forward-thinking career development platform, the university actively champions development-oriented policies that support productive youth employment, vocational skill acquisition, and equal opportunities in the professional landscape.

Through this highly collaborative framework, ILMA University students will gain unprecedented access to tailored career counseling, expert mentorship, specialized technical training, and direct job placement opportunities that champion decent work standards. Talentrix plays a pivotal role in reshaping the modern talent pipeline by supplementing traditional curricula with industry-led learning experiences, financial literacy, and practical corporate exposure. By equipping the student body with the specialized skills, strategic guidance, and real-world opportunities required to confidently navigate today's highly competitive labor market, the initiative directly addresses youth underemployment.

Ultimately, this partnership ensures that graduates transition smoothly into secure, high-value careers that respect fair workplace practices. By fostering an entrepreneurial mindset and enhancing technical competency, the collaboration not only elevates individual professional growth but also drives long-term economic productivity and contributes robustly to the nation's sustainable macroeconomic development.





ILMA University's Innovt8 Event Champions Sustainable Development



On 9th May 2026, ILMA University celebrated the successful launch of “Innovt8,” its premier Marketing and Entrepreneurship event, marking a significant stride in advancing the United Nations’ 2030 Agenda, particularly ****SDG 8 (Decent Work and Economic Growth)**** and ****SDG 9 (Industry, Innovation, and Infrastructure)****. Kicking off at the Main Campus under the leadership of Syed Muhammad Haris Hayat, the dynamic initiative brought together a diverse consortium of industrialists, corporate professionals, and business experts. By creating an immersive environment centered around startup pitch competitions, the event actively empowered students to explore their entrepreneurial potential. This focus on incubating fresh ideas and business models fosters the kind of youth-led innovation and enterprise creation that is essential for long-term economic resilience and robust industrial advancement.



Functioning as a comprehensive platform for experiential learning, Innovt8 deeply resonated with the core targets of ****SDG 4 (Quality Education)**** by moving beyond traditional textbook learning to equip students with practical, real-world business insights. Through interactive sessions, hands-on training, and intensive skill development workshops, the university ensured that its students are fully prepared to navigate and succeed in the highly competitive modern commercial landscape. Furthermore, the event served as a powerful testament to ****SDG 17 (Partnerships for the Goals)**** by effectively bridging the gap between academic institutions, civil society, and the corporate sector. The inaugural session was graced by distinguished Chief Guest Shahzad Sabir, District Governor (2026–27) of Rotary International District 3271, whose presence underscored the importance of civic and professional networks in nurturing future leaders.





This high-level corporate and civic engagement provided students with invaluable exposure to industry expertise and professional mentorship, further enriched by esteemed Guests of Honor including Mr. Anis Younus, Mr. Ali Hafeez Azmat, Mr. Shoaib Khan, Ms. Noreen Khan, and Ms. Numaira Manzoor. The dignitaries were warmly received by a strong contingent of university leadership, including Syed Kashif Rafi (Registrar & Director Sustainability, International Linkages & Opportunities), Dr. Fahad Lasi (Director QAL), Dr. Zahid Ali (Dean, Faculty of Science & Technology), and Dr. Israr Ahmed (HoD – Business Administration). Through the collaborative success of Innovt8, ILMA University continues to demonstrate its unwavering commitment to building a sustainable, knowledge-based economy, ensuring its youth graduate not just as job seekers, but as confident job creators ready to shape the future of business.



Inspiring the Next Generation of Entrepreneurs



This session directly supports SDG 8: Decent Work and Economic Growth, as it equips students with the entrepreneurial mindset and practical skills necessary to foster economic innovation and sustainable development. Through this engagement, the university also advances SDG 4: Quality Education, providing students with essential access to industry mentorship and professional insights. By connecting academic learning with the experiences of successful leaders, ILMA University ensures that its students are well-prepared to navigate the competitive business landscape and contribute meaningfully to society as the next generation of innovative leaders.



ILMA University continued its mission to foster innovation and leadership on October 29, 2025, by hosting an insightful talk on the entrepreneurial journey featuring Mr. Shahzad Sabir, CEO of Anjarawala Group of Companies and District Governor for Rotary International District 3271. Mr. Sabir shared his personal trajectory of building a business from the ground up, candidly discussing the risks, strategic decisions, and resilience required to succeed. By challenging students to view setbacks as opportunities and emphasizing the value of a proactive mindset, he encouraged the audience to look beyond traditional career paths and focus on creating real-world impact through creativity and leadership.



ILMA University Advances Sustainable Economic Growth Through Capital Market Conference

On 11th November 2025, ILMA University faculty and students participated in the prestigious International Capital Market Conference & Expo 2025, an initiative that directly advanced the United Nations' **SDG 8 (Decent Work and Economic Growth)***. Organized by the Securities and Exchange Commission of Pakistan (SECP) at the Pearl Continental Hotel in Karachi, the high-profile event operated under the theme “Regional Integration and Innovation in



Capital Markets.” By bringing together policymakers, top-tier financial experts, and corporate leaders, the conference provided ILMA students with vital practical exposure to the complex dynamics of the modern financial sector. This immersive industry engagement allowed the youth to deeply explore investment strategies, emerging stock market trends, and comprehensive financial planning, reinforcing their understanding of the critical role that robust capital markets play in driving sustainable national economic development and long-term institutional stability.

ILMA University Students Explore Sustainable Manufacturing at Shahi Foods



On 6th September 2025, ILMA University students had an enriching and educational experience during an industrial visit to Shahi Foods, where they explored the dynamic world of food production and processing. This hands-on initiative directly aligns with Sustainable Development

Goal 9 (Industry, Innovation, and Infrastructure) by providing students with practical exposure to modern food manufacturing systems, industry standards, and large-scale operational efficiency.

By observing how production operates

efficiently while maintaining strict safety, hygiene, and quality control protocols, the visit successfully advanced Sustainable Development Goal 4 (Quality Education). This experiential learning opportunity effectively bridged the crucial gap between theoretical classroom concepts and real-world industrial application. It

allowed students to connect their academic knowledge with contemporary industry operations while deepening their understanding of sustainable industrial practices.

Students actively engaged throughout the visit, asking critical questions and learning directly from seasoned professionals working in the field. This direct exposure not only enhanced their awareness of career opportunities within the food and manufacturing sector but also contributed significantly to their professional growth and understanding of industry expectations. ILMA University extends its sincere gratitude to Shahi Foods for hosting the students and providing such a meaningful, impactful learning opportunity that prepares the next generation for the modern workforce.



ILMA University Organizes Industrial Visit to Rajby Textiles Limited for Practical Learning



Karachi, 31-Oct-25: ILMA University arranged an enriching industrial visit for its students to Rajby Textiles Limited, one of Pakistan's prominent textile manufacturing companies. The visit, held on Saturday, October 25, 2025, was led by Mr. Basit Chawla and accompanied by Dr. Irfan Ul Haque (Assistant Professor, Faculty of Management Sciences). Students received a warm welcome from the company's management team, including Mr. Khalil-Ur-Rehman (Manager Production), Mr. Syed Wajahat Ali (Assistant Manager HR), and Mr. Malik Nadeem (Head of HR and Admin). They gained first-hand exposure to large-scale production processes, quality control systems, supply chain operations, human resource practices, and overall industrial



management through interactive sessions and facility tours. This experiential learning opportunity effectively bridged the gap between classroom theory and real-world industry practices, enhancing students' understanding of operational efficiency, organizational structure, and professional workplace dynamics. The visit strongly supports SDG 4: Quality Education by promoting practical, industry-linked learning that equips students with relevant skills and better prepares them for successful professional careers. It also aligns with SDG 9: Industry, Innovation and Infrastructure by giving students direct insight into Pakistan's key manufacturing sector, fostering appreciation for industrial processes and innovation in the textile industry. ILMA University continues to prioritize such initiatives to strengthen academia-industry linkages and deliver holistic education to its students.



ILMA University Strengthens Academic-Industry Linkages Through **Industrial Visit to Shield Corporation Ltd.**

On 18th September 2025, ILMA University organized an educational industrial visit to Shield Corporation Ltd., providing students with valuable practical exposure to real-world corporate operations and industrial practices. The visit aimed to bridge the gap between theoretical learning and professional application by allowing students to closely observe manufacturing processes, operational systems, and organizational practices within a professional corporate environment.

During the visit, students gained firsthand insights into industrial workflows, quality control procedures, and operational management, helping them better understand how academic concepts are implemented in practical business settings. The experience encouraged experiential learning and enhanced students' awareness of workplace expectations, professional standards, and industrial innovation.

The visit was organized and supervised by Basit Chawla with the support of Sonia and Dr. Irfan Ul Haque. ILMA University also extended appreciation to Shaikh Faraz Ahmed, Syed Salman Nasir, and Muhammad Imran Baig from Shield Corporation Ltd. for facilitating the visit and sharing professional knowledge with the students.

This initiative strongly aligns with SDG 4 (Quality Education) by promoting experiential learning, industry-oriented education, and skill development through practical exposure beyond the classroom. It also supports SDG 8 (Decent Work and Economic Growth) by equipping students with professional understanding, workplace knowledge, and career-oriented competencies necessary for future employment and sustainable economic participation.





ILMA University Promotes Workforce Readiness Through Premier Sales Industrial Tour

On 11th November 2025, ILMA University successfully facilitated an enriching industrial visit to Premier Sales (Pvt.) Ltd., actively advancing the United Nations' mandate for ****SDG 4 (Quality Education)**** by prioritizing hands-on, experiential learning. Thoughtfully coordinated by Faculty of Management Sciences members Ms. Shazma Khan, Dr. Irfan Ul Haque, and Dr. Lata, the excursion was strategically designed to bridge the persistent gap between theoretical academic frameworks and practical corporate realities. By stepping outside the

traditional classroom, students were immersed in a real-world professional environment, gaining the critical, market-ready competencies required to secure meaningful future employment. This proactive approach to youth capability building perfectly aligns with the core targets of ****SDG 8 (Decent Work and Economic Growth)****, ensuring that graduates are equipped with the vocational skills, confidence, and industry acumen necessary to navigate the corporate landscape and drive sustainable economic productivity.



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Innovation and infrastructure are the backbones of sustainable development. Activities such as technology workshops, academic conferences, industry linkages, and innovation awards highlighted the commitment to fostering creativity, research, and industrial collaboration to meet modern challenges.

197+

Publications





ILMA University Promotes Research, Innovation, and Global Academic Collaboration Through ICACST-2025

“On 18th September 2025, ILMA University proudly highlighted the successful inauguration of the 13th International Conference on Advances in Computer Science & Technology (ICACST-2025), held on 16th September 2025 at

its Main Campus in Karachi. The prestigious international conference brought together distinguished researchers, academicians, scholars, industry professionals, and students from around the world to exchange

knowledge, present innovative research, and discuss emerging trends in computer science and technology.

The conference was led by Prof. Dr. Zahid Ali as Conference



Chair, alongside Conference Co-Chairs Dr. Kamran Joyo, Dr. Humaiz Shaikh, and Dr. Fahad Farooq Lasi, with Muhammad Adnan Kaim Khani serving as Conference Secretary. The event featured keynote addresses by international and national experts including Dr. Altantuyia Dashnyam, Dr. Abdul Malik Bin Mohd Ali, Engr. Dr. Munsif Ali Jatoi, and Dr. Muneeba Memon, who shared valuable insights into technological innovation, artificial intelligence, cybersecurity, and advanced computing research.

Research presentations during the conference addressed significant contemporary challenges

through technology-driven solutions, including AI-based forest fire detection systems, women safety technologies, mental health monitoring through sentiment analysis, intelligent vehicle recognition systems, and cybersecurity risk mitigation frameworks. These discussions reflected the growing role of technology and interdisciplinary research in addressing social, environmental, and industrial challenges.



This initiative strongly aligns with SDG 4 (Quality Education) by promoting research excellence, international academic collaboration, innovation-driven learning, and knowledge exchange among scholars, researchers, and students. The conference provided a dynamic platform for academic engagement, critical thinking, and the advancement of scientific and technological education.

The conference also supports SDG 9 (Industry, Innovation and Infrastructure) by encouraging technological innovation, digital transformation, artificial intelligence research, and collaborative problem-solving to address real-world challenges. Through initiatives like ICACST-2025, ILMA University continues to strengthen its role as a center for research, innovation, and global academic partnership in the field of computer science and emerging technologies.



ILMA University Explores AI-Driven Innovation and Industry Collaboration for Future-Ready Education



On 16th May 2026, ILMA University had the privilege of hosting distinguished guests, including Aijaz Aslam and Saad Abdullah Siddiqui, Senior Director and Product Manager – AI Platform at Microsoft, for a high-level meeting with the Honorable Chancellor. The meeting focused on exploring future collaborations centered around Artificial Intelligence, digital transformation, and the enhancement of quality media education through emerging technologies.

Discussions emphasized the growing importance of integrating AI-powered initiatives into academic programs to align education with evolving industry demands and technological advancements. The meeting also highlighted the need to bridge the gap between academia and industry by fostering innovation, practical learning opportunities, and technology-driven skill development for students preparing to enter the modern workforce.

This initiative strongly aligns with SDG 4 (Quality Education) by promoting future-ready learning, digital literacy, innovation, and industry-oriented academic development. Through discussions on AI integration and advanced media education, ILMA University continues to strengthen educational practices that equip students with relevant knowledge and technological competencies.

The collaboration also supports SDG 9 (Industry, Innovation and Infrastructure) by encouraging innovation-driven partnerships, technological advancement, and the development of modern educational ecosystems connected with industry expertise. By engaging with professionals from the fields of media and technology, ILMA University continues to foster an environment that encourages creativity, innovation, and sustainable digital transformation.

Pioneering the Digital Future: ILMA University Recognized for Technological Excellence at International Business Awards



“On 24th October 2025, ILMA University achieved a remarkable institutional milestone by securing the prestigious “Outstanding Contribution to Digital & Technological Education” award at the Biz Today International Business Awards 2025. Held at the Karachi Marriott

Hotel, this high-profile recognition underscores the university’s unwavering commitment to advancing the United Nations’ 2030 Agenda, specifically targeting **SDG 4 (Quality Education)** and **SDG 9 (Industry, Innovation, and Infrastructure)**. By continuously

integrating cutting-edge digital transformation into its core academic frameworks, the university ensures its educational delivery remains highly relevant, adaptive, and fully aligned with the complex demands of a modern, technology-driven global economy.



The esteemed accolade was proudly accepted on behalf of the institution by Syed Kashif Rafi, Registrar and Director of Sustainability, International Linkages, and Opportunities for Research & Innovation. This significant achievement serves as a powerful testament to ILMA University's forward-thinking pedagogical approach, which prioritizes a technology-driven learning environment to foster advanced research and innovative academic practices. By consistently elevating the standards of higher education in Pakistan, the university actively champions **SDG 8 (Decent Work and Economic Growth)**. It guarantees the development of future-ready graduates equipped with the advanced digital competencies and technical expertise required to lead, innovate, and secure decent, high-value employment in an increasingly digitized professional landscape.



Bridging Academia and Manufacturing: ILMA University Advances Quality Education Through EBM Industrial Tour

On 6th November 2025, ILMA University highlighted a highly enriching industrial visit to English Biscuits Manufacturers (Private) Limited (EBM), an initiative designed to actively advance the United Nations' **SDG 4 (Quality Education)**. Held earlier on 1st November, the excursion provided students with a vital opportunity to step outside

the traditional classroom and observe real-world corporate operations at one of Pakistan's premier Fast-Moving Consumer Goods (FMCG) companies. Coordinated by Mr. Basit Chawla and accompanied by Dr. Irfan Ul Haque, Assistant Professor at the Faculty of Management Sciences, the visit was strategically

structured to seamlessly bridge the gap between academic theory and practical industry experience. By prioritizing this type of experiential learning, the university ensures its students acquire the hands-on exposure and market-relevant competencies essential for holistic educational development and future career success.



The comprehensive facility tour also strongly aligned with the objectives of ****SDG 9 (Industry, Innovation, and Infrastructure)**** by immersing the youth in the complexities of modern, large-scale manufacturing ecosystems. Upon arrival, the academic delegation was warmly received by the EBM leadership team, including Administration Lead Ms. Shirley Noel and Production Lead Mr. Muhammad Waseem. These industry experts provided the students with in-depth, practical insights into the company's sophisticated operational structures, advanced production systems, and rigorous quality assurance processes. As students walked the factory floor and observed the active production lines, they witnessed firsthand how raw materials are efficiently transformed into finished consumer goods through highly structured, innovative industrial workflows.



This immersive, real-world experience facilitated highly interactive discussions, allowing participants to directly connect their classroom knowledge with real-time practices in supply chain management, organizational coordination, and production planning. Furthermore, the visit underscored the critical importance of continuous innovation, stringent quality control, and cohesive teamwork required to maintain a dominant brand presence in a highly competitive market. By consistently facilitating these high-level corporate engagements, ILMA University ensures its graduates are inspired by professional discipline and fully equipped with the practical industry insights needed to drive future industrial and economic advancement.





Building inclusive societies requires reducing inequalities. Donation drives, CSR campaigns, and charity programs were organized to support marginalized groups and create equitable opportunities for all. These initiatives promoted compassion and highlighted the importance of social solidarity.

18+
Publications

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ILMA University Fosters Social Inclusion and Experiential Learning Through Darul Sukoon Visit

November 20, 2025: In alignment with Sustainable Development Goal 4 (Quality Education), the Faculty of Management Sciences at ILMA University organized a deeply impactful and emotionally enriching visit to Darul Sukoon under the guidance of Dr. Lata. This initiative highlighted the university's dedication to holistic learning, proving that true education extends far beyond standard academic textbooks to cultivate socially responsible, values-driven citizens. By participating in this experiential activity, students acquired profound real-world



lessons in emotional intelligence, gratitude, and civic empathy. Dr. Lata commended the students for their enthusiasm and dedication, emphasizing that such community-focused initiatives are critical in shaping future professionals who lead with purpose, integrity, and humanitarian values.

Advancing Sustainable Development Goal 10 (Reduced Inequalities), the visit actively championed social inclusion and empowered students to support vulnerable segments of society. The participants dedicated their time to interacting directly with the residents of Darul Sukoon, distributing gifts, food, and essential items while building genuine emotional connections. This meaningful engagement emphasized the importance of empathy-driven leadership and standing beside those who require community care and advocacy. By encouraging young leaders to recognize and address the systemic realities faced by marginalized populations, ILMA University continues to foster a robust institutional culture of volunteerism and social equity, preparing students to create a more inclusive and compassionate world.



ILMA University Announces Strategic Partnership and Scholarships for Nigerian Students



“On 24th April 2025, ILMA University took a monumental step toward strengthening international academic cooperation by signing a Memorandum of Understanding (MoU) with the Office of the Honorary Consul General of Pakistan in Nigeria. Formalized by Prof. Dr. Mansoor uz Zafar Dawood and Ahmed I. Yakasi, this landmark agreement serves as a prime example of ****SDG 17 (Partnerships for the Goals)**** in action. By fostering educational diplomacy and establishing robust cross-border partnerships, the alliance effectively bridges geographical boundaries to promote global knowledge exchange, cultural understanding, and sustainable innovation in higher education. The prestigious signing ceremony, graced by distinguished dignitaries including Syed Kashif Rafi, Prof. Dr.



Yasmeen Sultana, Prof. Dr. Zahid Ali, Ibrahim, Dr. Fahad Lasi, Dr. Lata, and Ms. Hiba, underscored the institution's deep-rooted commitment to advancing academic excellence through international engagement.

This strategic collaboration also actively drives the objectives of ****SDG 4 (Quality Education)**** and ****SDG 10 (Reduced Inequalities)**** by significantly expanding access to inclusive, world-class learning opportunities for a broader demographic. Central to the MoU is the provision of dedicated scholarships for Nigerian students, an initiative designed to democratize higher education and cultivate a highly diverse, globally connected academic community. Furthermore, the agreement paves the way for joint research initiatives, the development of direct academic linkages with Nigerian universities, and collaborative industry partnerships.

By continually expanding its global footprint through such forward-looking alliances, ILMA University ensures the creation of an internationally connected learning environment, empowering its students and faculty with the cross-cultural exposure and competencies required to succeed in an increasingly interconnected world.



ILMA University Hosts Ilma Cultural Dera 2025

On 3rd August 2025, in proud alignment with the Government of Sindh's official Independence Day festivities, ILMA University successfully hosted the vibrant "Ilma Cultural Dera 2025." This dynamic event directly advanced the United Nations' SDG 10 (Reduced Inequalities), which emphasizes the critical importance of empowering and promoting the social, economic, and political inclusion of all, irrespective of ethnicity, origin, or background. Organized under the banner of Markaz-e-Haq, the festival served as a powerful tribute to Pakistan's rich cultural diversity, equal representation, and patriotic spirit. By providing an interactive and equitable platform where every cultural group could proudly showcase its heritage, the university actively dismantled social barriers and fostered an environment of mutual respect. This commitment ensures that all communities feel valued and integrated, embracing the cross-cultural inclusivity essential for reducing social disparities and building an equitable society.





The immersive celebration brought together students representing the provinces of Punjab, Sindh, Balochistan, and Khyber Pakhtunkhwa, alongside the minority Parsi community, all proudly donning traditional attire that highlighted the aesthetic beauty of the nation's diverse demographic fabric and the university's dedication to equal representation. Participants engaged in thought-provoking cultural

performances, traditional storytelling, and nostalgic childhood games such as Chupan Chupai and Pakram Pakrai, effectively bridging generational and cultural divides through shared joy. The event also formally recognized outstanding student contributions, presenting the prestigious "Shaheens of Pakistan Award" to Team Balochistan—led by Arham Ahmed and Waheed Ullah under the mentorship of Duaa Ghufra—for

their exceptional cultural showcase. Accompanied by awards for the best traditional costumes, the Cultural Dera transcended a mere holiday celebration to deliver a resounding message of equal opportunity and national unity. Through such vibrant initiatives, ILMA University continues to strengthen social cohesion, diminish cultural inequalities, and champion an enduring spirit of inclusivity across its academic community.





Strong communities are at the heart of sustainability. A wide range of cultural, recreational, and awareness events—such as festivals, carnivals, seminars, and celebrations—strengthened unity, diversity, and social engagement, thereby contributing to vibrant and resilient communities.

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Publications



ILMA University Addresses Urban Challenges and Talent Migration

On 21st April 2025, ILMA University demonstrated its strong commitment to the United Nations Sustainable Development Goals (SDGs) by hosting an engaging and thought-provoking discussion titled "Voices Heard!" This dynamic platform provided students with an opportunity to openly share their perspectives on pressing socioeconomic issues, directly supporting **SDG 4 (Quality Education)** by fostering critical thinking, global citizenship, and intellectual curiosity outside the traditional classroom. By empowering students to engage in meaningful dialogue about the policies and challenges shaping their future, the university also advanced the principles of **SDG 16 (Peace, Justice, and Strong Institutions)**, which emphasizes the importance of inclusive, participatory, and representative decision-making and empowering youth voices in society.



The core of the interactive session focused on two critical real-world challenges: the escalating issue of national brain drain and the complex infrastructural, social, and economic hurdles currently facing Karachi. By critically examining the root causes and consequences of talent migration, students explored themes central to **SDG 8 (Decent Work and Economic Growth)**, highlighting the urgent need for robust local opportunities that can retain skilled youth within the country. Simultaneously, the deep dive into Karachi's ongoing urban challenges closely aligned with **SDG 11 (Sustainable Cities and Communities)**. Participants actively debated the socio-economic impacts on the metropolis and exchanged ideas on how to foster a more resilient, inclusive, and sustainable urban environment.

Through empowering forums like "Voices Heard!", ILMA University continues to transcend conventional academic boundaries to nurture confident, informed, and socially responsible individuals. The discussion successfully created a safe environment where students felt encouraged to express their opinions and confront systemic challenges head-on. By prioritizing youth engagement in these critical national conversations, the university ensures its students graduate not merely as passive learners, but as active societal contributors and capable change-makers ready to drive sustainable progress in Pakistan.



Media's Role in Water Security: Shifting the Narrative Towards Urban Sanitation and Resilience

On 1st October 2025, ILMA University's Faculty of Media & Design hosted an intellectually enriching panel discussion titled, "Media in Times of Crisis: From Disaster to Resilience." Designed to directly advance the United Nations' SDG 11 (Sustainable Cities and Communities), the event highlighted the critical intersection of effective crisis communication and urban resilience. Organized under the "Introduction to Media

and Social Science" course led by Mr. Tariq Ahmed, the session demonstrated how academic institutions can actively contribute to building safer, more prepared human settlements. By bringing together distinguished professionals from both the media and disaster management sectors, the university provided a vital platform to explore how responsible journalism serves as an essential pillar for emergency response mechanisms, ultimately empowering and protecting

vulnerable urban populations during environmental and infrastructural emergencies.

The high-level panel featured prominent experts, including Mr. Syed Salman Shah, Director General of the Provincial Disaster Management Authority (PDMA), alongside veteran journalists Mr. Talha Hashmi (Bureau Chief at



Moderated by:



Farooq Sami
Court Correspondent
ARY NEWS

Panelists



Salman Shah
DG, PDMA South,
Provincial Disaster
Management Authority



Talha Hashmi
Bureau Chief,
Dunya TV



Ayesha Ansari
Senior Reporter,
Express TV

1st October, 2025

Dunya News), Mr. Raheel Salman (Senior Correspondent at Geo News), and Ms. Ayesha Ansari (Senior Reporter at Express News). Skillfully moderated by ARY News' Mr. Farooq Sami, the discourse focused on SDG 11's core targets of disaster risk reduction and climate adaptation. Special emphasis was placed on Karachi's unique urban vulnerabilities—notably recurring heavy rainfall, devastating urban flooding, and complex infrastructure deficits. Panelists underscored that when media and disaster management authorities collaborate

effectively, they transcend mere reporting; they build critical early warning systems, actively educate communities on proactive preparedness, and significantly improve long-term public safety outcomes in rapidly growing mega-cities.

The event commenced with a welcoming address by Prof. Dr. Yasmeen Sultana Farooqui, Dean of the Faculty of Media & Design, who commended the student-driven initiative and reiterated the crucial need to shape socially responsible communicators capable of advocating for sustainable urban development. The insightful session concluded with closing remarks from Vice Chancellor Prof. Dr. Mansoor uz Zafar Dawood. He extended a vote of thanks to the distinguished guests and reaffirmed ILMA University's dedication to SDG 11. Through such forward-thinking platforms, the university is actively equipping the next generation of professionals with the ethical grounding and practical knowledge required to foster resilient, well-informed, and sustainable communities.



ILMA University Hosts Ilma Cultural Dera 2025

On 3rd August 2025, in proud alignment with the Government of Sindh's official Independence Day festivities, ILMA University successfully hosted the vibrant "Ilma Cultural Dera 2025." This dynamic event directly advanced the United Nations' SDG 10 (Reduced Inequalities), which emphasizes the critical importance of empowering and promoting the social, economic, and political inclusion of all, irrespective of ethnicity, origin, or background. Organized under the banner of Markaz-e-Haq, the festival served as a powerful tribute to Pakistan's rich cultural diversity, equal representation, and patriotic spirit. By providing an interactive and equitable platform where every cultural group could proudly showcase its heritage, the university actively dismantled social barriers and fostered an environment of mutual respect. This commitment ensures that all communities feel valued and integrated, embracing the cross-cultural inclusivity essential for reducing social disparities and building an equitable society.



The immersive celebration brought together students representing the provinces of Punjab, Sindh, Balochistan, and Khyber Pakhtunkhwa, alongside the minority Parsi community, all proudly donning traditional attire that highlighted the aesthetic beauty of the nation's diverse demographic fabric and the university's dedication to equal representation. Participants engaged in thought-provoking cultural

performances, traditional storytelling, and nostalgic childhood games such as Chupan Chupai and Pakram Pakrai, effectively bridging generational and cultural divides through shared joy. The event also formally recognized outstanding student contributions, presenting the prestigious "Shaheens of Pakistan Award" to Team Balochistan—led by Arham Ahmed and Waheed Ullah under the mentorship of Duaa Ghufra—for

their exceptional cultural showcase. Accompanied by awards for the best traditional costumes, the Cultural Dera transcended a mere holiday celebration to deliver a resounding message of equal opportunity and national unity. Through such vibrant initiatives, ILMA University continues to strengthen social cohesion, diminish cultural inequalities, and champion an enduring spirit of inclusivity across its academic community.





**ILMA University Promotes Cultural
Vibrancy Through Mega Campus
Concert**

On 21st September 2025, ILMA University hosted its largest campus concert of the year, a vibrant celebration of youth culture that strongly aligns with the principles of **SDG 11 (Sustainable Cities and Communities)** by promoting social cohesion and providing inclusive cultural spaces. Recognizing that sustainable, resilient communities require robust cultural engagement and shared recreational experiences to thrive, the university transformed its campus into an electrifying hub of musical and artistic expression. Hosted by the charismatic duo of Sir Rana Faisal and Shaista, the highly anticipated event successfully brought together students, music enthusiasts,









**ILMA University Promotes Cultural
Vibrancy Through Mega Campus
Concert**



On 19th December 2025, ILMA University brought its two-month-long celebration journey to a powerful and emotional close with a spectacular Qawwali night titled “Jashan-e-Fatah.” This magnificent culmination of festivity and student energy actively supported the United Nations’ **SDG 11 (Sustainable Cities and Communities)** by safeguarding and promoting traditional cultural heritage to foster strong social cohesion. The evening transformed the campus into a vibrant space of rhythm and devotion, defined by mesmerizing Qawwali performances rich in deep poetic expression and soul-stirring harmonies. The artists captivated the audience with powerful vocals and timeless compositions, creating an atmosphere where music transcended mere entertainment to become a profound emotional experience of unity and reflection. By celebrating these historic art forms, the university successfully brought people together across diverse backgrounds, reminding the community of the timeless, unifying power of traditional cultural expression.

More than just a cultural night, Jashan-e-Fatah symbolized victory, gratitude, and the collective success of months of student-led collaboration, directly advancing the holistic learning objectives of ****SDG 4 (Quality Education)****. By prioritizing dynamic extracurricular experiences alongside rigorous academics, the university ensures the emotional enrichment, creativity, and well-rounded development of its youth. The shared joy and collaborative spirit of the event reflected how culturally immersive experiences can build enduring bonds among the student body, turning campus life into a transformative journey of emotional connection and mutual respect. Through culturally enriching initiatives like Jashan-e-Fatah, ILMA University continues to



cultivate a vibrant, inclusive educational ecosystem where students experience comprehensive personal growth, leaving attendees with deeply uplifting memories that will be cherished well beyond their academic years.



Bringing life to the campus with every hue!

ILMA University joyfully celebrated Color Day, transforming the campus into a vibrant canvas of unity, creativity, and joy. Students and faculty came together, dressed in bright colors, symbolizing harmony, inclusion, and the spirit of togetherness that defines our community.

This celebration beautifully aligns with SDG 11: Sustainable Cities and Communities, emphasizing the importance of creating inclusive, safe, and dynamic spaces where everyone belongs. Through events like Color Day, ILMA University continues to foster a lively and welcoming environment that celebrates cultural diversity, student engagement, and shared happiness.

Let's keep adding color to our world — one smile, one celebration, and one act of unity at a time!



ILMA University Hosts Bootcamp on Civic Responsibility and Emergency Safety

On 18th June 2026, ILMA University successfully hosted a transformative one-day bootcamp titled “Youth in Action: A One-Day Bootcamp on Volunteerism, Emergency Safety & Civic Responsibility,” organized in close collaboration with the Government of Sindh Sports & Youth Affairs Department. This high-impact event epitomizes United Nations Sustainable Development Goal 17 (Partnerships for the Goals), demonstrating how powerful partnerships between academic institutions and public sector departments can effectively mobilize resources to empower youth and drive community-led development.

The event commenced with a soulful recitation and the National Anthem, followed by a warm welcome address from Prof. Dr. Zahid Ali, Dean of the Faculty of Science & Technology, and opening remarks by Dr. Fahad Farooq Lassi, Director QAL, who emphasized the vital role of youth engagement in societal progress. The keynote training session was led by Mr. Moiz Hussain Soomro, Assistant Director

at the Directorate of Youth Affairs. His insightful focus on volunteerism and civic duty directly aligns with SDG 4 (Quality Education) by promoting global citizenship, leadership development, and the acquisition of life skills essential for fostering a culture of peace and active civic participation.





A crucial highlight of the bootcamp was the expert training on emergency preparedness and public safety, featuring an esteemed panel including Syed Muhammad Habibullah (Deputy Director), Rizwan Mallah (Assistant Director), Lutuf Ali Mangrio (Director 1122 Emergency Service), Akbar Ali Dars (Executive Director), and Afreen Khan (Trainer). By equipping over 100 active student participants with critical life-saving skills and emergency safety protocols, the initiative directly supports SDG 3 (Good Health and Well-being) and SDG 11 (Sustainable Cities and Communities). It strengthens local resilience, disaster preparedness, and community safety nets from the grassroots level up.



The seminar concluded with a powerful closing address by Syed Muhammad Habibullah, followed by a shield distribution ceremony to honor the collaboration between the Government of Sindh and ILMA University officials. Participating students were awarded certificates and refreshments, marking the successful completion of a highly engaging initiative. Ultimately, this bootcamp stands as a strong testament to ILMA University's steadfast commitment to shaping an informed, resilient, and socially responsible generation of future leaders.



ILMA University's 'Achay Kaam Challenge' Earns National Media Acclaim for Social Impact

On 28th November 2025, ILMA University garnered widespread media attention for its impactful participation in the "Achay Kaam Challenge" during the World Fusion Fest (WFF), an initiative that strongly advances the United Nations' blueprint for **SDG 11 (Sustainable Cities and Communities)**. By prioritizing grassroots community engagement and robust social responsibility, the university showcased the profound dedication of its students and faculty to driving positive, tangible change within local neighborhoods. The highly publicized initiative mobilized the academic community to undertake various community-driven activities, powerfully demonstrating the critical importance of volunteerism, collective responsibility, and humanitarian welfare in building resilient, inclusive, and deeply connected societies.

The extensive news coverage formally recognized the institution's proactive efforts to cultivate socially aware individuals, directly aligning with the core holistic learning objectives of **SDG 4 (Quality Education)**. By stepping beyond traditional academic confines, the challenge provided students with a vital experiential platform to practice active leadership, teamwork, and deep empathy, ultimately inspiring the broader public through dedicated acts of civic service. This national recognition serves as a powerful testament to ILMA University's overarching mission to nurture responsible future

leaders who not only achieve professional excellence but also serve as active agents of meaningful social change. By continuously championing a campus culture rooted in volunteerism and compassion, the university ensures its graduates are fully equipped to contribute to the nation's future with profound integrity and humanitarian purpose.





Sustainable consumption is crucial for protecting the planet. While not directly highlighted, the Plastic-Free Sea campaign reflected the importance of responsible production and waste reduction, raising awareness for long-term environmental responsibility.

33+
Publications

12

ILMA Art Expo 2025 Showcases Youth Talent, Sustainable Fashion, and Creative Brilliance

May 7, 2026: In a striking display of talent and sustainable creative expression, ILMA University proudly hosted the Ilma Art Expo 2025 at its campus today. Organized by the Faculty of Media & Design, the vibrant exhibition showcased the exceptional work of students spanning from the first to the fourth year of the BS Fashion and Media Science programs. By transforming academic concepts into a tangible public marketplace, the expo directly advanced the principles of UN SDG 4 (Quality Education) and SDG 8 (Decent Work and Economic Growth), providing students with critical entrepreneurial exposure and a platform to launch their creative careers.

The exhibition featured an impressive and highly diverse array of student-led creations that underscored the circular economy and responsible consumption, aligning beautifully with SDG 12 (Responsible Consumption and Production). Attendees browsed through a meticulously crafted collection that included innovative paintings, intricate diamond embroidery, custom calendars, and decorative lamps. Emphasizing sustainable fashion and lifestyle alternatives, the students also exhibited handmade purses, eco-friendly jute bags, custom-designed bed sheets and cushions, and avant-garde fashion dresses, setting a new benchmark for youth-driven innovation within the local design sector.





The seamless execution of the expo was a direct result of the rigorous academic mentorship provided by the Faculty of Media & Design. Special appreciation was extended to esteemed faculty members Ms. Tayyaba Rahat, Ms. Tahira Zohaib, Ms. Dur Shehwar, and Ms. Huma Riaz, whose continuous guidance and industry-aligned instruction proved instrumental in shaping the students' artistic journeys. This dedicated faculty support highlights ILMA University's institutional commitment to upgrading skills and fostering innovation, reflecting the core targets of SDG 9 (Industry, Innovation, and Infrastructure).

The grand event was graced by a prestigious lineup of university leadership and distinguished dignitaries, emphasizing the institution's top-down support for cultural and youth development. Among the notable attendees were Chancellor Noman Abid Lakhani, Pro-Chancellor Hamad Tahir, Vice-Chancellor Prof. Dr. Mansoor uz Zafar Dawood, and Registrar Syed Kashif Rafi. The presence of Board of Governors members—including Faraz Lakhani, Adnan Lakhani, Dr. Fahad Lasi, Colonel Tahir, Farhan Essa, Dr. Muhammad Asif, and Jehanzeb Khan—alongside Special Guest Faiz Brohi, added immense prestige to the occasion.





In the spirit of true multi-stakeholder partnership, which echoes SDG 17 (Partnerships for the Goals), the distinguished guests actively engaged with the young creators. They spent time learning about the students' technical processes, offering professional encouragement, and even purchasing several original pieces. This high-level interaction not only validated the students' hard work but also reinforced ILMA University's ongoing mission to nurture future creative leaders, drive cultural expression, and build empowering platforms where academic talent is successfully elevated to commercial heights.

ILMA University Students Explore Sustainable Manufacturing at Shahi Foods



On 6th September 2025, ILMA University students had an enriching and educational experience during an industrial visit to Shahi Foods, where they explored the dynamic world of food production and processing. This hands-on initiative directly aligns with Sustainable Development

Goal 9 (Industry, Innovation, and Infrastructure) by providing students with practical exposure to modern food manufacturing systems, industry standards, and large-scale operational efficiency.

By observing how production operates

efficiently while maintaining strict safety, hygiene, and quality control protocols, the visit successfully advanced Sustainable Development Goal 4 (Quality Education). This experiential learning opportunity effectively bridged the crucial gap between theoretical classroom concepts and real-world industrial application. It

allowed students to connect their academic knowledge with contemporary industry operations while deepening their understanding of sustainable industrial practices.

Students actively engaged throughout the visit, asking critical questions and learning directly from seasoned professionals working in the field. This direct exposure not only enhanced their awareness of career opportunities within the food and manufacturing sector but also contributed significantly to their professional growth and understanding of industry expectations. ILMA University extends its sincere gratitude to Shahi Foods for hosting the students and providing such a meaningful, impactful learning opportunity that prepares the next generation for the modern workforce.





Sustainable consumption is crucial for protecting the planet. While not directly highlighted, the Plastic-Free Sea campaign reflected the importance of responsible production and waste reduction, raising awareness for long-term environmental responsibility.

29+
Publications

13



ILMA University Advances Responsible Journalism and Climate Awareness Through International Conference

“On 11–12 April 2025, ILMA University proudly hosted its 5th International Conference on “Combating Fake News and Climate Reporting in the Digital Era,” bringing together academic leaders, media professionals, researchers, and students to address the growing challenges of misinformation and climate communication in the digital age. The conference began

with an inspiring welcome address by Prof. Dr. Mansoor uz Zafar Dawood, Vice Chancellor of ILMA University, emphasizing the importance of ethical journalism, critical thinking, and responsible media practices.

The conference featured keynote sessions and panel discussions led by distinguished media experts,

including Asif Aziz Zuberi, President of Baanhn Beli and Chairperson of Indus Earth Trust, who highlighted the urgent need for journalistic integrity in climate reporting. A major panel discussion on deepfakes and AI-generated content, moderated by Zeeshan-ul-Rub Jaffri, explored the ethical challenges posed by artificial



intelligence and emerging digital technologies in modern journalism.

The conference strongly aligns with SDG 4 (Quality Education) by promoting research, critical media literacy, ethical communication, and knowledge-sharing among students, academics, and media professionals. Through scholarly presentations and interactive discussions, the event enhanced awareness regarding misinformation, digital responsibility, and evidence-based reporting practices.



The initiative also supports SDG 13 (Climate Action) by emphasizing accurate climate reporting, environmental awareness, and the role of responsible journalism in addressing climate-related challenges. By encouraging informed public discourse and promoting truthful communication on environmental issues, ILMA University continues to foster a generation of socially responsible media professionals committed to sustainability, transparency, and positive societal impact.





Sustainable consumption is crucial for protecting the planet. While not directly highlighted, the Plastic-Free Sea campaign reflected the importance of responsible production and waste reduction, raising awareness for long-term environmental responsibility.

42+
Publications

14

ILMA University Champions

SDG 14 Through Responsible Journalism

On 11–12 April 2025, ILMA University proudly hosted its 5th International Conference on “Combating Fake News and Climate Reporting in the Digital Era,” bringing together academic leaders, media professionals, researchers, and students to address the growing challenges of misinformation, particularly concerning marine ecosystems and ocean conservation in the digital age. The conference began with an inspiring welcome address by Prof. Dr. Mansoor uz Zafar Dawood, Vice Chancellor of ILMA University, emphasizing the importance of ethical journalism, critical thinking, and responsible media practices in advocating for the health of our oceans.

The conference featured keynote sessions and panel discussions led by distinguished media experts, including Asif Aziz Zuberi, President of Baanhn Beli and Chairperson of Indus Earth Trust, who highlighted the urgent need for journalistic integrity when reporting on coastal degradation, marine pollution, and the blue economy. A major panel discussion on deepfakes and AI-generated content, moderated by Zeeshan-ul-Rub Jaffri, explored the ethical challenges posed by artificial intelligence in modern journalism, including the risks of misrepresenting marine data or minimizing the impact of ocean-related environmental crises.



The conference strongly aligns with SDG 14 (Life Below Water) by promoting research, critical media literacy, and evidence-based reporting on marine biodiversity and ocean health. Through scholarly presentations and interactive discussions, the event enhanced awareness regarding misinformation, digital responsibility, and the critical need for truthful communication to protect fragile marine life and vulnerable coastal communities.

The initiative emphasizes the role of responsible journalism in addressing ocean-specific challenges, such as overfishing, plastic pollution, and ocean acidification. By encouraging informed public discourse and promoting accurate communication on marine environmental issues, ILMA University continues to foster a generation of socially responsible media professionals committed to ocean sustainability, transparency, and positive societal impact.





Protecting ecosystems and biodiversity ensures balance on land. While no direct activity was organized, the institution remains committed to environmental sustainability and recognizes the importance of preserving terrestrial habitats.

8+

Publications

15



ILMA University Promotes Research, Innovation, and Global Academic Collaboration Through ICACST-2025

“On 18th September 2025, ILMA University proudly highlighted the successful inauguration of the 13th International Conference on Advances in Computer Science & Technology (ICACST-2025), held on 16th September 2025 at

its Main Campus in Karachi. The prestigious international conference brought together distinguished researchers, academicians, scholars, industry professionals, and students from around the world to exchange

knowledge, present innovative research, and discuss emerging trends in computer science and technology. The conference was led by Prof. Dr. Zahid Ali as Conference



Chair, alongside Conference Co-Chairs Dr. Kamran Joyo, Dr. Humaiz Shaikh, and Dr. Fahad Farooq Lasi, with Muhammad Adnan Kaim Khani serving as Conference Secretary. The event featured keynote addresses by international and national experts including Dr. Altantuyia Dashnyam, Dr. Abdul Malik Bin Mohd Ali, Engr. Dr. Munsif Ali Jatoi, and Dr. Muneeba Memon, who shared valuable insights into technological innovation, artificial intelligence, cybersecurity, and advanced computing research. Research presentations during the conference addressed significant contemporary challenges

through technology-driven solutions, including AI-based forest fire detection systems, women safety technologies, mental health monitoring through sentiment analysis, intelligent vehicle recognition systems, and cybersecurity risk mitigation frameworks. These discussions reflected the growing role of technology and interdisciplinary research in addressing social, environmental, and industrial challenges.



This initiative strongly aligns with SDG 4 (Quality Education) by promoting research excellence, international academic collaboration, innovation-driven learning, and knowledge exchange among scholars, researchers, and students. The conference provided a dynamic platform for academic engagement, critical thinking, and the advancement of scientific and technological education.

The conference also supports SDG 9 (Industry, Innovation and Infrastructure) by encouraging technological innovation, digital transformation, artificial intelligence research, and collaborative problem-solving to address real-world challenges. Through initiatives like ICACS-2025, ILMA University continues to strengthen its role as a center for research, innovation, and global academic partnership in the field of computer science and emerging technologies.





ILMA University Enhances Educational Environments Through Innovative Park Library

“On 22nd July 2025, ILMA University’s Faculty of Media and Design proudly inaugurated the “Park Library,” a unique, open-air learning space that directly supports the United Nations’ mandate for providing inclusive and effective learning environments under ****SDG 4 (Quality Education)****. Situated within the lush green lawns of the campus, this innovative student-led initiative was developed to combat the global decline in reading habits by

offering a peaceful, nature-integrated setting for intellectual engagement. Guided by course instructor Mr. Tariq Ahmed and supervised by Prof. Dr. Yasmeen Sultana, Dean of the Faculty of Media & Design, the project exemplifies how academic institutions can creatively upgrade their educational facilities to foster a strong, enduring culture of literacy, student engagement, and academic curiosity outside the traditional classroom.

The high-profile inauguration ceremony underscored robust institutional and civic support for student-driven educational enhancements. The facility was officially opened by the esteemed Board of Governors, including Chairperson Ms. Kanwal Lakhani and Chancellor Mr. Noman Lakhani (TI), alongside Vice Chancellor Prof. Dr. Mansoor-uz-Zafar



Dawood and Registrar Syed Kashif Rafi. They were joined by distinguished guests, including Member of the Provincial Assembly (MPA) Ms. Asiya Soomro, who collectively praised the refreshing approach to reviving the reading culture. By endorsing the transformation of an outdoor area into a dedicated academic and intellectual zone, the university leadership highlighted the critical importance of providing diverse, accessible spaces that inspire continuous, lifelong learning.

Beyond its primary function as a reading space, the Park Library stands as a brilliant testament to the practical skills, craftsmanship, and creativity of ILMA's Media Science students. The visually inspiring zone was meticulously designed without the use of conventional barriers, featuring beautifully crafted bookshelves, comfortable marble tables and benches, and colorful pebble pathways that lead to an artistic entrance with a welcoming wall installation. To bridge traditional and modern learning, the students integrated dedicated stands highlighting print, electronic, and social media.





Peaceful and inclusive societies are the foundation of sustainable development. By hosting debates, cultural dialogues, marches for peace, and conferences on freedom and justice, the institution created platforms to foster mutual respect, ethical leadership, and institutional integrity.

50+
Publications

16

ILMA University Secures Pakistan Bar Council Approval for New LL.B. Program

On 26th September 2025, ILMA University achieved a historic milestone in its academic trajectory by securing official approval to launch its Bachelor of Laws (LL.B.) program. This significant development directly supports the global mandate for ****SDG 16 (Peace, Justice, and Strong Institutions)**** by actively contributing to the cultivation of a robust, ethical, and highly competent legal workforce. By committing to the rigorous academic training of future legal professionals, the university is playing a crucial role in strengthening the rule of law, promoting equal access to justice, and building accountable frameworks that will positively shape Pakistan's legal and judicial landscape for years to come.



The formal authorization follows a stringent compliance and quality assurance process, aligning closely with the core principles of ****SDG 4 (Quality Education)****. On 16th June, a distinguished delegation from the Pakistan Bar Council (PBC) visited the campus to conduct a comprehensive inspection of the Law Department. This thorough evaluation meticulously assessed the institution's academic infrastructure, including its dedicated Law Library, modern classrooms, and advanced teaching facilities.



Furthermore, the delegation evaluated the expertise and qualifications of both permanent and visiting faculty members to ensure absolute compliance with the PBC Legal Education Rules. Having successfully met all required regulatory benchmarks, ILMA University was officially granted the No Objection Certificate (NoC) to commence the degree program.

The university was deeply honored to host the esteemed PBC delegation during this critical institutional review. The visiting committee included prominent legal figures such as Syed Qalb-e-Hassan, Chairman of the Legal Education Committee; Muhammad Yaseen Azad, Chairman of the Executive Committee; and Gulzan Ahmed, Secretary of the Pakistan Bar Council.

Their regulatory endorsement validates ILMA University's unwavering dedication to maintaining premier academic standards. With the successful launch of the LL.B. program, the institution cements its mission to deliver unparalleled legal education, ensuring its graduates emerge as skilled, principled advocates ready to defend justice and drive sustainable societal progress.



Advancing Global Academic Excellence

ILMA University Fosters Cross-Border Partnerships at International Conference

On 22nd November 2025, Prof. Dr. Yasmeen Sultana Farooqui, Dean of the Faculty of Media and Design at ILMA University, proudly represented the institution at a prestigious international academic conference in Bangladesh. This significant global gathering served as a powerful manifestation of **SDG 17 (Partnerships for the Goals)**^{**}, successfully uniting academic delegates from 22 countries to present over 130 diverse research papers. By actively engaging in these high-level international forums, the university champions robust cross-border cooperation, knowledge sharing, and multi-stakeholder partnerships. During the event, Prof. Dr. Farooqui not only presented her own research but also chaired critical academic sessions, evaluating scholarly work from across the globe. Her high-profile participation actively fostered rich intellectual exchange with distinguished researchers at prominent institutions like Rajshahi University and the Bangladesh Institute of Islamic Thoughts (BIIT), opening vital new avenues for collaborative future research.



ILMA University Advances the 2030 Agenda Through Model United Nations Conference



ILMA University students proudly organized a series of intellectually stimulating and socially impactful events under the League of Empowerment, Awareness, and Development (LEAD), aligning with the vision of SDG 16: Peace, Justice, and Strong Institutions. The league featured dynamic activities such as a Quiz, Spelling Bee, and Speech Competition, designed to cultivate critical thinking, ethical awareness, and a sense of civic responsibility among students.

Eight enthusiastic teams participated in these competitions, engaging in thought-provoking discussions around various Sustainable Development Goals (SDGs) during the BOL League speech event. Their powerful speeches reflected a shared commitment to building a more informed, inclusive, and just society.

Mr. Asim Shah from GravX Beast secured first place, while ILMA Breezers claimed the second position, showcasing remarkable knowledge and expression. The Spelling Bee Competition further highlighted students' linguistic abilities, precision, and teamwork, adding an exciting and educational dimension to the day.

Through these LEAD initiatives, ILMA University continues to empower its students as future changemakers—equipping them with the confidence, integrity, and leadership needed to contribute to peaceful, transparent, and resilient communities.



ILMA University Advances the 2030 Agenda Through Model United Nations Conference



On 2nd August 2025, ILMA University successfully concluded the highly anticipated ILMUN 2025 conference, a dynamic two-day event that strongly advanced the United Nations' mandate for **SDG 16** (Peace, Justice, and Strong Institutions). By immersing students in rigorous diplomatic simulations and global governance discussions, the university provided a vital platform for youth to explore the complexities of international relations, policy-making, and peaceful conflict resolution. Delegates representing a diverse array of nations—including Malaysia, Japan, Pakistan, Afghanistan, Bangladesh, Saudi Arabia, the United Kingdom, the United States, China, the Philippines, Turkey, and Finland—engaged in high-energy debates and strategic policy formulations. This immersive academic exercise directly supports the development of effective, accountable, and inclusive institutions by training the next generation of leaders in the art of diplomacy, global cooperation, and strategic statecraft.



The intensity of the conference peaked during its second day, as participants navigated complex real-world crisis scenarios that demanded powerful public speaking, strategic resolution drafting, and collaborative problem-solving. Through these rigorous committee proceedings, delegates demonstrated exceptional analytical thinking and negotiation skills, proving their capacity to address pressing global challenges through constructive dialogue. The event also fostered intellectual exchange during dedicated networking breaks, allowing students to build lasting professional relationships and exchange diverse perspectives. Exceptional individual performances were formally recognized, with Aaron earning the Best Delegate award for his representation of the UK, and Ali Raza securing the Best Agenda Presentation award for the USA. Ultimately, ILMUN 2025 celebrated the enduring spirit of global awareness, underscoring ILMA University's commitment to nurturing informed, responsible citizens who are fully equipped to champion peace and justice on the world stage.



17 PARTNERSHIPS FOR THE GOALS



Global partnerships are key to achieving the SDGs. Through MoUs, international collaborations, summits, and delegations, strong networks were built across borders, enabling knowledge exchange, educational excellence, and a shared commitment to global development.

76+

Publications



ILMA University and KATI Sign Strategic MoU to Advance Industry-Academia Collaboration and SDGs



The signing of the Memorandum of Understanding (MoU) between ILMA University and the Korangi Association of Trade & Industry (KATI) represents a significant milestone in strengthening industry-academia collaboration and advancing sustainable development goals in Pakistan. This strategic partnership aims to bridge the gap between education and industry by creating opportunities for innovation, workforce development, research collaboration, and entrepreneurial growth.

Through this collaboration, ILMA University and KATI will work together to enhance students' practical skills, professional competencies, and employability through specialized





training programs, internships, and industry engagement initiatives. These efforts directly contribute to SDG 4 (Quality Education) by promoting inclusive and industry-relevant learning opportunities that prepare students for the evolving global workforce.

The partnership also supports SDG 8 (Decent Work and Economic Growth) by focusing on workforce development and capacity-building programs that empower young professionals and encourage sustainable economic progress. Furthermore, the emphasis on collaborative research, innovation, and technology-driven initiatives aligns with SDG 9 (Industry,

Innovation and Infrastructure), fostering a culture of innovation and strengthening connections between academia and industry.

As both institutions move forward into 2025, this MoU reflects a shared commitment toward SDG 17 (Partnerships for the Goals) by establishing a long-term cooperative framework that promotes knowledge exchange, community empowerment, and sustainable regional development. Together, ILMA University and KATI are shaping a future driven by innovation, opportunity, and meaningful societal impact.



A photograph of a stage event titled 'PAFLA GRAND SEMINAR'. Three men are seated on the stage in front of a large backdrop. The backdrop features logos for 'PAFLA', 'ILMA UNIVERSITY', and 'INNOVISTA' at the top. Below the title, there is a 'SPEAKERS' section with circular portraits of several individuals. The man on the left is wearing a light grey blazer, the man in the middle is wearing a dark grey blazer over a dark shirt, and the man on the right is wearing a light blue blazer over a white shirt. The backdrop also includes the text 'THE SESSION' and 'PAFLA GRAND SEMINAR' in large, bold letters.

ILMA University and PAFLA Partner for Youth Employment and Sustainable Growth

On 18th April 2025, ILMA University proudly signed a Memorandum of Understanding (MoU) with the Pakistan Freelancers Association (PAFLA), marking a significant milestone toward achieving the United Nations Sustainable Development Goals, specifically SDG 17 (Partnerships for the Goals). This strategic alliance reflects a shared vision to bridge the gap between traditional academic learning and the

dynamic realities of the digital economy. By uniting a leading educational institution with a premier industry association, the partnership creates a collaborative ecosystem designed to unlock real-world opportunities and prepare students for modern, self-reliant career pathways in a rapidly evolving global marketplace.



At the core of this collaboration is a resolute commitment to SDG 8 (Decent Work and Economic Growth), specifically targeting the reduction of youth unemployment and the promotion of productive, dignified work. Through joint efforts, ILMA University and PAFLA will introduce a robust series of capacity-building initiatives, including mentorship programs, specialized financial literacy training, and industry-led seminars. These practical interventions are designed to go beyond the conventional curriculum, equipping students with the technical knowledge, economic acumen, and digital tools required to secure stable, high-value employment or launch independent digital enterprises.



Furthermore, the MoU actively drives the core objectives of SDG 8 by promoting youth-led entrepreneurship, creativity, and technological innovation as primary engines for national economic advancement. By connecting students directly with financial systems, international markets, and professional networks, the partnership fosters a secure environment that respects fair labor practices and digital inclusion. ILMA University anticipates a highly fruitful, long-term collaboration with PAFLA that will not only foster individual professional growth but also generate a sustainable socio-economic impact by empowering Pakistan's youth to become active contributors to the country's macroeconomic growth.



ILMA University and Propstar Technologies Forge Strategic Partnership to Advance the 2030 Agenda



and business. This collaborative approach to knowledge sharing ensures the continuous promotion of innovation, reflecting a powerful shared vision of empowering youth and cultivating a highly educated, future-ready workforce equipped with both rigorous academic knowledge and practical industry insight.

On 7th November 2025, ILMA University officially entered into a strategic partnership with Propstar Technologies by signing a comprehensive Memorandum of Understanding (MoU). This forward-looking alliance is designed to actively advance the United Nations' ****SDG 8 (Decent Work and Economic Growth)**** by significantly strengthening the bridge between academic instruction and the modern corporate sector. Recognizing the critical need to prepare youth for a highly competitive professional landscape, the agreement establishes robust pathways for ILMA University students to access structured internship programs and direct job placement opportunities. By equipping emerging professionals with practical industry exposure, targeted career readiness, and market-ready expertise, the collaboration ensures that graduates seamlessly transition into meaningful, high-value employment, thereby driving sustainable economic progress and corporate innovation.

Furthermore, the strategic partnership deeply integrates the core principles of ****SDG 4 (Quality Education)**** by expanding inclusive access to lifelong learning and advanced professional development. Under the mutually beneficial agreement, ILMA University will provide dedicated scholarships and fee waivers to the employees of Propstar Technologies, democratizing access to higher education and enabling continuous corporate upskilling. Beyond individual capacity building, both institutions have formally committed to driving intellectual growth through joint research initiatives and co-hosted, skill-based workshops focused on emerging fields of technology

ILMA University and Broadway Partner to Empower Future Professionals



This strategic alliance underscores ILMA University's unwavering dedication to fostering meaningful industry connections, ensuring its graduates are not merely academic degree holders, but highly capable, future-ready professionals. By empowering students with sustainable career pathways, the collaboration ensures they are fully prepared to secure decent work, stimulate micro-economic growth, and contribute meaningfully to the broader national economic landscape.

ILMA University has achieved a significant milestone in its mission to prepare youth for the modern job market by signing a strategic Memorandum of Understanding (MoU) with Broadway, a move that directly supports the United Nations' SDG 8 (Decent Work and Economic Growth). Formalized by Mr. Wajahatullah, Director of Student Affairs at ILMA University, and Mr. Faysal Ahmed Afghani, representing Broadway's Corporate Sales, Alliance & Partnerships, this collaboration is built on a shared commitment to bridging the persistent gap between theoretical academic learning and practical industry demands. By prioritizing corporate engagement and cross-sector cooperation, the university actively promotes development-oriented policies that support productive youth employment, vocational skill acquisition, and seamless integration into the contemporary workforce.

Through this forward-looking partnership, ILMA students will benefit from substantially enhanced access to competitive internship placements, immersive corporate training programs, and hands-on brand collaborations that drive entrepreneurial innovation and economic productivity. These vital initiatives are meticulously designed to equip the youth with the practical exposure, financial literacy, and professional development necessary to thrive in an increasingly complex and evolving job market. By focusing on creating equal employment opportunities and fostering fair, productive work environments, the partnership directly addresses the core targets of SDG 8.

ILMA University and Talentrix Partner to Advance Decent Work and Economic Growth

On 9th October 2025, ILMA University took a decisive step toward fostering sustainable economic empowerment by signing a strategic Memorandum of Understanding (MoU) with Talentrix. Directly advancing the United Nations' mandate for SDG 8 (Decent Work and Economic Growth), this vital partnership is designed to seamlessly bridge the persistent gap between academic education and modern employment demands. The agreement was formally executed by Mr. Wajahat Ullah, Director of Student Affairs at ILMA University, and Mr. Muhammad Yousuf, CEO of Talentrix, in the presence of key institutional figures including Head of Alumni & Linkages Mr. Owais and Talentrix CMO Mr. Ahmed Hasan. By aligning its academic resources with a forward-thinking career development platform, the university actively champions development-oriented policies that support productive youth employment, vocational skill acquisition, and equal opportunities in the professional landscape.

Through this highly collaborative framework, ILMA University students will gain unprecedented access to tailored career counseling, expert mentorship, specialized technical training, and direct job placement opportunities that champion decent work standards. Talentrix plays a pivotal role in reshaping the modern talent pipeline by supplementing traditional curricula with industry-led learning experiences, financial literacy, and practical corporate exposure. By equipping the student body with the specialized skills, strategic guidance, and real-world opportunities required to confidently navigate today's highly competitive labor market, the initiative directly addresses youth underemployment.

Ultimately, this partnership ensures that graduates transition smoothly into secure, high-value careers that respect fair workplace practices. By fostering an entrepreneurial mindset and enhancing technical competency, the collaboration not only elevates individual professional growth but also drives long-term economic productivity and contributes robustly to the nation's sustainable macroeconomic development.



Eradicating Poverty Through Education

On 22nd September 2025, ILMA University signed a Memorandum of Understanding (MoU) with the Providentia Books Foundation (PBF) to actively advance SDG 1 (No Poverty). This cross-sector partnership aims to uplift economically disadvantaged communities and break the generational cycle of poverty by ensuring equitable access to education.

To dismantle systemic financial barriers, ILMA University and PBF will jointly launch targeted scholarship initiatives, educational awareness campaigns, and extensive book donation drives. By providing essential academic resources, this initiative offers direct financial relief to low-income families, ensuring that financial constraints do not hinder marginalized youth from building the skills required for long-term economic independence.



The agreement was formalized by ILMA University's Director Mr. Wajahat Ullah Khan and Head of Audit Dr. Asma, alongside PBF representatives including Shahan Qamar, Richard Gaspar, Ms. Nosheen, and Mr. Farhan. Ultimately, this forward-looking collaboration reflects a shared commitment to social responsibility, aiming to generate meaningful economic impact and create sustainable pathways out of poverty.

ILMA University Announces Strategic Partnership and Scholarships for Nigerian Students



“On 24th April 2025, ILMA University took a monumental step toward strengthening international academic cooperation by signing a Memorandum of Understanding (MoU) with the Office of the Honorary Consul General of Pakistan in Nigeria. Formalized by Prof. Dr. Mansoor uz Zafar Dawood and Ahmed I. Yakasi, this landmark agreement serves as a prime example of ****SDG 17 (Partnerships for the Goals)**** in action. By fostering educational diplomacy and establishing robust cross-border partnerships, the alliance effectively bridges geographical boundaries to promote global knowledge exchange, cultural understanding, and sustainable innovation in higher education. The prestigious signing ceremony, graced by distinguished dignitaries including Syed Kashif Rafi, Prof. Dr.



Yasmeen Sultana, Prof. Dr. Zahid Ali, Ibrahim, Dr. Fahad Lasi, Dr. Lata, and Ms. Hiba, underscored the institution's deep-rooted commitment to advancing academic excellence through international engagement.

This strategic collaboration also actively drives the objectives of ****SDG 4 (Quality Education)**** and ****SDG 10 (Reduced Inequalities)**** by significantly expanding access to inclusive, world-class learning opportunities for a broader demographic. Central to the MoU is the provision of dedicated scholarships for Nigerian students, an initiative designed to democratize higher education and cultivate a highly diverse, globally connected academic community. Furthermore, the agreement paves the way for joint research initiatives, the development of direct academic linkages with Nigerian universities, and collaborative industry partnerships.

By continually expanding its global footprint through such forward-looking alliances, ILMA University ensures the creation of an internationally connected learning environment, empowering its students and faculty with the cross-cultural exposure and competencies required to succeed in an increasingly interconnected world.



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