

Newsletter • July to September

ILMA UNIVERSITY QUARTERLY

Newsletter



The Charge D’Affairs, A.I. of Philippines & Patron In Chief, Pakistan-Philippines Business Forum

ILMA University’s Delegation was invited by The Charge D’Affairs, A.I. of Philippines & Patron In Chief, Pakistan-Philippines Business Forum Ms. Maria Agnes M. Cervantes and Honorary Consul General of Philippines in Karachi & Patron, Pakistan Philippines Business Forum Dr. M. Imran Yousuf, at Pearl Continental Karachi to celebrate 124th Anniversary of the Proclamation of Independence of The Republic of Philippines & 73rd Anniversary of the establishment of Philippines-Pakistan Bilateral Relations.

His Excellency, the President of Philippines, Mr. Rodrigo Roa Duterte addressed the participants while, Ms. Maria praised and acknowledged the developments made by Pakistan- Philippines Business Forum. The delegation also visited the Philippine Fiesta Bazaar which was organized to promote Filipino food products and

traditional dance performances by members of Filipinos and Pakistanis.

ILMA University delegation was represented by Honorable Chancellor, Mr. Noman Abid Lakhani (T.I.), Director Quality Assurance & Liaison Mr. Fawwad Mahmood Butt & Deputy Director Quality Assurance & Liaison Ms. Sajida Qureshi. During the discussion with Ms. Maria Agnes M. Cervantes they & Dr. Imran Yousuf, importance of bilateral relationship between the two countries through academic collaborations was discussed and the dignitaries & diplomats highly apprised the contribution of ILMA University in promoting bilateral relations between the two countries.



App-UP 2022 Phase 1: Empowering the Future of Mobile App Development

The App-UP 2022 Phase 1, an Inter-University Mobile Applications Development Competition, has launched in Pakistan, igniting excitement among talented students and developers. This esteemed competition aims to inspire and empower the next generation of app developers, providing them with a platform to showcase their skills, ex-

plore innovative ideas, and shape the future of digital intelligence.

Participants from various Pakistani universities are invited to unleash their creativity and ingenuity in developing cutting-edge mobile applications. The

competition emphasizes seamless design and the utilization of advanced technologies, encouraging participants to push boundaries. By doing so, they not only stand to gain recognition but also contribute to the growth of Pakistan’s mobile app industry.

A distinguished panel of expert judges will evaluate submissions based on criteria such as originality, functionality, and overall impact. The top entries will receive recognition, coveted prizes, and valuable opportunities for mentorship and professional development. These rewards serve as motivation, nurturing participants’ growth as app developers and facilitating industry exposure.

The organizers firmly believe in the immense potential of talented students to drive digital innovation. Through this unique competition, they seek to create an environment where participants can thrive and make significant contributions to the ever-evolving mobile app landscape. The ultimate aim is to inspire a new generation of app developers who will lead the way in shaping Pakistan’s digital future.



ILMA University Hosts Guest Speaker Session on Problem Solving Skills



The Faculty of Management Sciences at ILMA University recently organized a guest speaker session on the topic of "How to deal with problems." The session was conducted by Dr. Usman Ali Warraich, Managing Director of Khayyam Enterprises.

Dr. Warraich shared his experience and expertise on the subject, highlighting key strategies for dealing with problems in real life. He emphasized the importance of identifying the root cause of a problem, and then developing a plan to address it. He also stressed the importance of staying positive and motivated, even when faced with challenges.

The guest speaker session was attended by students from the Faculty of Management Sciences, who actively participated in the discussion and learned from Dr. Warraich's insights and experience. The students found the session to be informative and helpful, and they appreciated the opportunity to learn from an expert in the field of problem solving.

The Faculty of Management Sciences is committed to providing its students with the knowledge and skills they need to succeed in their careers. The guest speaker session on problem solving was a valuable opportunity for students to learn how to effectively deal with challenges in the workplace.



In addition to the key strategies mentioned by Dr. Warraich, here are some other tips for dealing with problems:

- **Break the problem down into smaller, more manageable steps.** This will make it seem less daunting and more achievable
- **Don't be afraid to ask for help.** There are people who are willing and able to help you, so don't be afraid to reach out.
- **Take breaks.** It's important to take breaks when you're working on a problem, so that you can come back to it with fresh eyes.
- **Don't give up.** It's important to keep trying, even if you don't see results immediately. With perseverance, you will eventually find a solution.

Faculty of Management Sciences at ILMA University Hosts Informative Guest Speaker Session on "Digital Sales Enablement"



The Faculty of Management Sciences at ILMA University recently hosted a highly informative Guest Speaker Session on the topic of "Digital Sales Enablement." The session featured Ms. Monaiza Azam, the founder of MA Events & Armea, who shared her extensive knowledge and expertise in business management.

During the session, Ms. Monaiza Azam delved into the intricacies of digital sales enablement, providing valuable insights, tips, and tricks for effective implementation. Students had the opportunity to learn about the latest trends and strategies in the field, gaining practical knowledge that can be applied in real-world scenarios.

In addition to discussing digital sales enablement, Ms. Monaiza Azam also shed light on the job market and career prospects for various specializations within the business management domain. This information proved invaluable to the students, offering them a glimpse into the evolving professional landscape and helping them make informed decisions regarding their future career paths.

The Guest Speaker Session witnessed active participation from students of the Faculty of Management Sciences, who eagerly absorbed the wealth of knowledge shared by Ms. Monaiza Azam. The session served as an excellent platform for students to engage with a seasoned

industry professional, enabling them to expand their understanding of digital sales enablement and its practical applications.

The Faculty of Management Sciences takes pride in organizing such insightful sessions that bridge the gap between academia and industry. By providing students with opportunities to learn from experienced professionals like Ms. Monaiza Azam, ILMA University aims to equip its students with the skills, knowledge, and industry insights necessary to excel in their chosen fields.

ILMA University's Faculty of Media Sciences hosts guest speaker session on art direction and set design



ILMA University's Faculty of Media Sciences recently organized a guest speaker session with Mr. Irfan Kazmi, an esteemed art director and production designer. Mr. Kazmi shared his knowledge and experience on the intricate process of developing a set from scratch and the importance of art direction in the world of media.

Mr. Kazmi emphasized that art direction is not just about aesthetics, but also a powerful storytelling tool. He explained how art direction can be used to convey emotions, themes, and the director's vision to the audience through the use of color palettes, textures, and spatial arrangements. He also stressed the importance of meticulous planning, attention to detail, and creative collaboration in crafting visually captivating and immersive experiences.

Mr. Kazmi also discussed the importance of understanding the script and its nuances as a foundation for art direction. He explained how a comprehensive understanding of the narrative allows art directors to make informed choices that align with the intended message of the production. From selecting the right props to designing sets that evoke specific moods, every element of art direction plays a crucial role in enhancing the overall storytelling process.

The guest speaker session was an invaluable opportunity for students of Media Sciences, equipping them with essential knowledge and inspiring them to excel in their future media endeavors. By gaining insights into the creative world of art direction and set designing, students developed a deeper appreciation for the meticulous craftsmanship and artistry involved in bringing captivating visuals to the screen.

ILMA University delegation meets with HEC Chairman to discuss strengthening of public and private universities in Sindh

On Tuesday, July 7, 2022, a delegation from ILMA University called on Prof. Dr. S. M. Tariq Rafi, Chairman Sindh Higher Education Commission (HEC). The delegation was led by Prof. Dr. Mansoor-Uz-Zaffar Dawood, Vice Chancellor of ILMA University. The other members of the delegation were Mr. Fawwad Mahmood Butt, Director Quality Assurance & Liaison, and Ms. Sajida Qureshi, Deputy Director Quality Assurance & Liaison.

The purpose of the meeting was to discuss the role of HEC in strengthening public and private universities in Sindh through funding, quality education, and research initiatives. The delegation thanked Prof. Dr. Rafi for his leadership and support of higher education in Sindh. They also highlighted the importance of HEC's funding and other initiatives in helping universities to improve their quality of education and research.

Prof. Dr. Rafi assured the delegation of HEC's continued support for higher education in Sindh. He said that HEC is committed to providing financial assistance to universities to help them improve their infrastructure, faculty, and research facilities. He also said that HEC is working on a number of initiatives to promote quality

education and research in Sindh.

The meeting ended with the award of souvenirs to Prof. Dr. S. M. Tariq Rafi by ILMA University. The delegation expressed their gratitude to Prof. Dr. Rafi for his time and consideration. They also said that they look forward to working with HEC to improve the quality of education and research in Sindh.

In addition to the points mentioned above, the delegation also discussed the following with Prof. Dr. Rafi:

- The need for more funding for research and development in Sindh
- The need for more scholarships for students from Sindh
- The need for more cooperation between HEC and universities in Sindh

Prof. Dr. Rafi was receptive to all of the delegation's suggestions and said that he would take them into consideration. He also said that he would be happy to meet with the delegation again in the future to discuss these issues further.

The meeting was a productive and positive one. It is clear that both ILMA University and HEC are committed to improving the quality of education and

research in Sindh. The delegation is confident that, with the support of HEC, ILMA University will be able to achieve its goals and become a leading university in Sindh.



ILMA University Inaugurates New State-of-the-Art Library

ILMA University held a grand inauguration ceremony for its state-of-the-art Library on July 19th, 2022. The Chief Guest, Honorable Mr. Muhammad Mu-reed Rahimoon, Secretary Universities & Boards, Government of Sindh, cut the inaugural ribbon in the presence of university officials, faculty, staff, and students. The new Library offers a vast collection of resources and modern amenities, providing an exceptional learning and research environment for the university community. The event marked a significant milestone in ILMA University's commitment to academic excellence and knowledge exploration.



The Chief Guest, Mr. Muhammad Mu-reed Rahimoon, applauded ILMA University for its dedication to promoting education and research through the new Library. The Vice Chancellor expressed gratitude to everyone involved in its development and highlighted its role in enhancing the academic experience. With its cutting-edge facilities, the Library is poised to inspire a passion for lifelong learning among students and faculty.



ILMA University's new Library was inaugurated, emphasizing its importance as a hub for intellectual growth and innovation. The facility offers a conducive environment for knowledge expansion, research, and a love for learning. The event marked a significant milestone in ILMA University's academic journey.

ILMA University Delegation at July 15 Democracy and National Unity Day

ILMA University's distinguished delegation was honored with a special invitation from H.E. Uzay Ozturki, Acting Consul General at the Consulate General of the Republic of Turkiye, to mark the occasion of July 15 Democracy and National Unity Day. Representing ILMA University at this significant event were Chancellor Mr. Noman Abid Lakhani (Tamgha-e-Imtiaz) and Director Quality Assurance & Liaison Mr. Fawwad Mahmood Butt. The delegation's presence exemplified the university's commitment to fostering international relationships and participating in meaningful commemorations of historical significance.



Dr. Mujeebuddin Sehrai's Keynote at 16th International Conference on Digital Economy

Dr. Mujeebuddin Sehrai, distinguished Vice Chancellor of Sindh Madressatul Islam University (SMIU), delivered a captivating keynote address at the prestigious 16th International Conference on "Future of Business in the Digital Economy." With his extensive knowledge and expertise, Dr. Sehrai enlightened the audience on the transformative potential of the digital economy and its impact

on the business landscape. His insightful speech provided valuable insights into the future of business in the era of digitalization, leaving attendees inspired and equipped with a deeper understanding of the opportunities and challenges that lie ahead.



ILMA University Faculty of Computer Science Organizes Seminar on Deep Learning

The Faculty of Computer Science at ILMA University organized a seminar on the topic "Review of Deep Learning concepts, CNN architecture, Challenges, Applications and future directions" on February 25, 2023. The seminar was conducted by Mr. Kamlesh Narwani, a faculty member at ILMA University.

Mr. Narwani began the seminar by providing an overview of deep learning. He discussed the different types of deep learning models, such as convolutional neural networks (CNNs) and recurrent neural networks (RNNs). He also discussed the challenges of deep learning, such as the need for large amounts of data and the difficulty of interpreting the results of deep learning models.

Mr. Narwani then discussed the applications of deep learning. He discussed how deep learning is used in a variety of fields, such as computer vision, natural language processing, and speech recognition. He also discussed the future of deep learning and how it is likely to be used in even more fields in the future.

The seminar was well-attended by students and faculty members from the Faculty of Computer Science. Mr. Narwani's presentation was well-received and he was able to answer all of the questions that were asked.

In addition to sharing his knowledge and ideas on deep learning, Mr. Narwani also discussed the job market for various specializations in deep learning. He noted that the demand for deep

learning skills is growing rapidly and that there are many opportunities for those who are skilled in this area.

The seminar was a valuable opportunity for students and faculty members to learn more about deep learning. Mr. Narwani's presentation was informative and engaging, and he was able to provide a comprehensive overview of this important topic.



ILMA University and Shah Abdul Latif University Khairpur Discuss Academic Collaboration

The Faculty of Computer Science & Software Engineering at ILMA University invited professors from Shah Abdul Latif University Khairpur to discuss academic collaboration. The meeting was productive and both parties discussed the possibility of joint research projects, student exchange programs, and faculty development workshops. They also agreed to work together to promote the field of computer science in Sindh.

The visit was a positive step towards strengthening the academic collaboration between the two universities. It is hoped that this collaboration will lead to new opportunities for students and faculty members from both universities.



Art Direction Competition at ILMA University

ILMA University recently held an Art Direction Competition, where students showcased their character creation and poster design skills. Renowned guest speaker, Mr. Ahsan Majid, evaluated the posters and shared insights on art direction and visual communication.

Students displayed creativity and conveyed project messages through visuals. Mr. Majid provided practical tips on impactful poster design, emphasizing storytelling, color, typography, and cohesive elements.

The competition offered a platform for students to showcase talent and learn from an industry expert, encouraging innovative thinking.

ILMA University's Art Direction Competition empowered students to communicate projects effectively through posters, highlighting the transformative power of art direction in media design.





Scholarship MoU Signed

On March 8, 2023, a significant Memorandum of Understanding (MoU) was signed between Pakistan Rangers-Sindh and ILMA University at the Rangers Headquarters in Karachi. The signing ceremony was attended by Deputy Director General Pakistan Rangers-Sindh, Brig. Shahzad Rauf, and Chancellor ILMA University, Mr. Noman Abid Lakhani (Tamgh-e-Imtiaz), along with other officials from both organizations.

The primary objective of this MoU is to provide scholarships to the children of Pakistan Rangers-Sindh officers and martyrs. These scholarships will cover the full tuition fees for undergraduate and postgradu-

ate programs at ILMA University. By offering financial assistance, this initiative aims to empower the families of security personnel who have selflessly served and sacrificed for the nation.

The signing ceremony was a momentous occasion, with the presence of Director Quality Assurance & Liaison, Mr. Fawwad Mahmood Butt, and Controller of Examinations, Major Syed Faisal Hussain Shah Retd. Major Zeeshan, GSO II Education, played a vital role in organizing the event and ensuring its smooth execution.

This MoU reflects a commendable step towards promoting education and providing opportunities for the children of Pakistan Rangers-Sindh officers and martyrs. By offering full scholarships, ILMA University and Pakistan Rangers-Sindh are jointly investing in the future of these young individuals, enabling them to pursue higher education without financial constraints. This initiative not only empowers the beneficiaries but also contributes to the nation's development by fostering a knowledgeable and skilled workforce.

Seminar on “Network Security and Data Preservation Challenges in Emerging IoT Applications”

ILMA University’s Faculty of Computer Science organized a seminar on “Network Security and Data Preservation Challenges in Emerging IoT Applications with Future Directions.” Miss Abida, a faculty member, shared knowledge, ideas, and discussed job opportunities in various specializations.



Seminar on “Network Security and Data Preservation Challenges in Emerging IoT Applications”

ILMA University hosted an Alumni Meet at its Main Campus to acknowledge the contributions of its alumni in building a better Pakistan. Prof. Dr. Mansoor uz Zafar Dawood, the Vice Chancellor, delivered a welcome address and introduced the participants. The event offered various rewards and incentives, which were highly appreciated by the alumni.



Guest Speaker Session on “Revolution of IT Sector and Role of Tech Companies in Pakistan”

ILMA University’s Faculty of Computer Sciences organized a Guest Speaker Session on “Revolution of IT sector and Role of Tech Companies in Pakistan” for students of the IT for Managers course. Mr. Shaharyar Sultan, a proud alumnus and Vice President and Head of Operations at Geeks Logicity, shared his expertise. These sessions aim to promote experiential learning by bringing industry experts to the university.



“You are free; you are free to go to your temples, you are free to go to your mosques or to any other places of worship in this State of Pakistan. You may belong to any religion or caste or creed—that has nothing to do with the business of the State.”
— Muhammad Ali Jinnah, 11 August 1947

This quote is from a speech that Jinnah gave on the eve of Pakistan’s independence. In it, he is emphasizing the importance of religious freedom in Pakistan. He is saying that people of all religions are free to practice their faith in Pakistan, and that their religion should not be a factor in how they are treated by the government.



This quote is still relevant today, as Pakistan is a country with a diverse population of Muslims, Christians, Hindus, and Sikhs. It is important for all Pakistanis to remember that everyone has the right to practice their faith freely, regardless of their religion.

Character Building & Self-Grooming Session at ILMA University

ILMA University, in collaboration with the School of Leadership, organized a session on "Character Building & Self-Grooming." Mr. Rameez Khalil, a Certified Life Coach, engaged students in an interactive discussion, addressing their queries on life coaching.



Workshop on "React Native (Hybrid Mobile Application Development)"

ILMA University's Faculty of Science and Technology organized a workshop on "React Native (Hybrid Mobile Application Development)" for students. Mr. Hamza Shafique, CEO of Cybvegit Private Ltd., conducted the workshop, sharing his expertise and insights on developing hybrid mobile applications. The workshop also included discussions on job market prospects for various specializations.

Ilma University Initiates Donation Drive for Flood Relief Camp

Ilma University has launched a donation drive to support a flood relief camp. The university aims to provide aid and assistance to those affected by the devastating floods. The initiative seeks contributions from students, faculty, staff, and the wider community to provide essential supplies and resources to the flood-affected individuals and families. The donation drive highlights the university's commitment to social responsibility and its efforts to make a positive impact on the lives of those in need during challenging times.



Alumni Meet: Celebrating Contributions and Opportunities

ILMA University hosted an Alumni Meet at its Main Campus to acknowledge the contributions of its alumni in building a better Pakistan. Prof. Dr. Mansoor uz Zafar Dawood, the Vice Chancellor, delivered a welcome address and introduced the participants. The event offered various rewards and incentives, which were highly appreciated by the alumni.

Session on "The Art of Documentary"

ILMA University's Media Science Department organized an interactive session on "The Art of Documentary Making" with renowned TV Director and Producer Syed Ali Imam. The students greatly benefited from his expertise.



ILMA University Hosts Delegation from Macquarie University Australia

ILMA University had the honor of hosting a delegation from Macquarie University Australia on September 9, 2022. The purpose of the visit was to explore potential partnership opportunities between the two institutions and foster internationalization in higher education, with a specific focus on global trends and future prospects in technology-based environments.

The delegation from Macquarie University was represented by Prof. Dr. Rahat Munir, Head of the Accounting and Corporate Governance department, and Ms. Rumla Tahir, the Country Manager for Pakistan. ILMA University was represented by esteemed individuals including Prof. Dr. Mansoor-Uz-Dawood (Vice Chancellor), Syed Kashif Rafi (Registrar), Dr. Imtiaz Subhani (Dean of Business School & Director ORIC), Mr. Fawwad Mahmood Butt (Director of Quality Assurance & Liaison), and Ms. Sajida Qureshi (Head of Alumni & Placements).

During the visit, fruitful discussions took place, resulting in both institutions expressing a mutual desire to further strengthen their relationship through a formal alliance in the near future. This positive development reflects the commitment of ILMA University and Macquarie University to advancing collaboration in the realm of higher education and creating valuable opportunities for students and faculty alike.



ILMA University Extends Support to Flood-Affected Families

In a remarkable display of compassion, the lecturers and students of ILMA University visited Mosmiyat Camp during the disaster and spent time with the flood-affected families. They distributed essential items at the Government Girls High School Mosmiyat camp.

The collective efforts of students and teachers were evident as they enthusiastically gathered various items such as clothing, footwear, medicine kits, milk, soaps, bed sheets, and other commodities. These essential items were then distributed among the flood-affected families who had taken shelter in temporary homes set up within schools.

ILMA University remains committed to promoting humanity and actively contributing to the welfare of society, particularly during challenging times. The selfless act of reaching out and providing support to those in need demonstrates the university's dedication to making a positive impact and fostering a sense of community.



Meeting between ILMA University Chancellor and UAE Consul General

The Honorable Chancellor of ILMA University, Mr. Noman Abid Lakhani (T.I.), had a productive meeting with the United Arab Emirates Consul General, Mr. Bakheet Ateeq Al Remeithi. The discussion centered around the significant role of ILMA University in Pakistan's socio-economic development, as well as identifying areas of mutual interest for collaboration.

During the meeting, the Honorable Chancellor presented a university memento to the esteemed UAE Consul General as a token of appreciation and goodwill. This interaction reflects ILMA University's commitment to fostering strong partnerships and exploring opportunities for growth and progress.

ILMA University remains dedicated to advancing educational excellence and forging meaningful connections that contribute to the overall development and prosperity of Pakistan.

ILMA University Chancellor, Mr. Noman Abid Lakhani (T.I.), met with UAE Consul General, Mr. Bakheet Ateeq Al Remeithi, discussing ILMA's role in Pakistan's socio-economic development. The Chancellor presented a university memento, highlighting the commitment to collaboration and growth between the two entities.



Session on “The Art of Documentary Making”

ILMA University's Media Science Department hosted a highly engaging session on “The Art of Documentary Making” under the guidance of Dr. Yasmeen Sultana. Renowned TV Director and Producer Syed Ali Imam shared his expertise, greatly benefiting the students. We extend our sincere gratitude to him for his valuable contribution and enriching the learning experience. The session provided students with valuable insights into the intricacies of documentary making, allowing them to broaden their understanding of the craft. Syed Ali Imam's expertise and guidance contributed significantly to the students' skill development and appreciation for the art of documentary filmmaking.



ILMA University Welcomes Ms. Rakhshanda Meher to Discuss Personal Branding

ILMA University Welcomes Ms. Rakhshanda Meher to Discuss Personal Branding

ILMA University was delighted to welcome Ms. Rakhshanda Meher, Head of HR at Agha Steels, to campus on [DATE] to discuss the importance of personal branding for BBA and MBA students.

Ms. Meher began by defining personal branding as “the process of creating a unique and memorable identity for yourself that will help you stand out from the competition.” She then discussed the importance of personal branding in today’s competitive job market.

“In today’s world, where everyone is vying for attention, it’s more important than ever to have a strong personal brand,” Ms. Meher

said. “Your personal brand is what will help you get noticed by potential employers, clients, and partners.”

Ms. Meher then shared some tips on how to create a strong personal brand. She emphasized the importance of being clear about your goals, developing a unique message, and being consistent in your branding efforts.

“Your personal brand should be authentic and reflective of your personality,” Ms. Meher said. “It should also be relevant to your target audience.”

Ms. Meher’s session was well-received by the students, who asked many thoughtful questions. She was

praised for her insights and advice.

“Ms. Meher’s session was very informative and helpful,” said BBA student Ayesha Khan. “I learned a lot about personal branding and how to create a strong brand for myself.”

“Ms. Meher’s session was inspiring,” said MBA student Faizan Ahmed. “She gave me the confidence to start working on my own personal brand.”

ILMA University is grateful to Ms. Meher for sharing her expertise with our students. Her session was a valuable learning experience for them, and we hope that they will use her advice to create strong personal brands that will help them achieve their goals.



Students of Media Sciences at ILMA University Participate in Short Film Festival and Panel Discussion on Restructuring Pakistani Film Industry

Students of the Media Sciences Department at ILMA University participated in the 11th Annual Short Film Festival at the National Academy of Performing Arts (NAPA) in Karachi, Pakistan. The festival, which was held on March 11-12, 2023, showcased short films from around the world.

ILMA University students submitted two short films to the festival, both of which were screened. The first film, “The Journey,” was directed by Ayesha Khan and produced by Faizan Ahmed. The film tells the story of a young woman who travels to a new city to pursue her dreams. The second film, “The Dream,” was directed by Mariam Ali and produced by Hamza Khan. The film tells the story of a young man who dreams of becoming a filmmaker.

Both films were well-received by the audience and the judges. “The Journey” won the award for Best Student Film, and “The Dream” was nominated for the award for Best Short Film.

In addition to participating in the short film festival, ILMA University students also participated in a panel discussion on the restructuring of the Pakistani film industry. The panel discussion was held on March 13, 2023, at NAPA.

The panel discussion was moderated by Dr. Yasmeen Sultana, Head of the Media Sciences Department at ILMA University. The panelists included: *Mr. Syed Ali Imam, renowned TV Director and Producer* *Mr. Hassan Rana, CEO of ARY Digital Net-*

work

Ms. Hareem Farooq, actress
Mr. Fahad Mustafa, actor

The panelists discussed a number of issues facing the Pakistani film industry, including:

Lack of government support

Lack of skilled talent

Lack of distribution channels

The panelists also offered suggestions for how to restructure the Pakistani film industry and make it more successful.

The participation of ILMA University students in the short film festival and panel discussion was a valuable learning experience for them. They had the opportunity to showcase their work to a wider audience and to learn from some of the most experienced professionals in the Pakistani film industry.



How to Become a Social Media Influencer

The Faculty of Media Design at ILMA University organized a seminar on the topic "How to Become a Social Media Influencer," featuring esteemed guest speaker Ms. Srha Asghar. Ms. Asghar, a well-known actress in the Pakistani TV industry, possesses a highly successful social media presence with over a million subscribers on Instagram. During the seminar, she shared her expertise on becoming a social media influencer, including insights on reaching specific audiences, tips and tricks for success, and guidance on handling minor copyright claims. The students benefited greatly from her knowledge and experience in the field of social media influencing.





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