

APNE BAL PEH IN COLLABORATION WITH
RIPHAH INTERNATIONAL UNIVERSITY



Co-Host:



CONFERENCE REPORT



تم ہی ہو پاکستان !!

Quantifying Success of Industry- Academia Linkages to Benefit Graduating Youth

Riphah International University, Lahore

March 7th, 2024

INTRODUCTION

On March 7, 2024, ABP of ASK and Riphah University conducted the National Youth Conference, “Quantifying Success of Industry-Academia Linkages to Benefit Graduating Youth. The conference objective was exploring innovative strategies to enhance industry-academia collaborations for the benefit of graduating youth. It provided a platform for stakeholders to network, share insights, and collaborate on future initiatives to support youth development.

The conference staged a variety of speakers and panelists, each selected for their expertise and strong dedication to youth development.

Apne Bal Peh, the CSR initiative of ASK Development organized collaboratively the conference, in partnership with the Riphah International University Islamabad, and took place at the Lahore Campus.

The event was a resounding success, uniting distinguished guests, partner universities, faculty, staff, and students to commemorate the determination of graduating youth. It provided a platform for engaging in discussions on crucial topics concerning their preparedness for the workforce.

Representing Riphah university, Mr. Ahmed Nauman addressed the conference and mentioned that the purpose of these sessions was regarding new initiatives and opportunities in the market for both locally and globally for students. He said, we are very confident that such ventures and initiatives help Pakistan and youth to develop themselves for the new millennium. The digitalization, artificial intelligence, new trades and innovation students need to understand alongside grooming their personal development and personality development.



INAUGURAL SESSION

The inaugural session began with a recitation from the Holy Quran. Mr. Arshad Mahmood Akif, CEO of ASK Development, narrated a comprehensive overview of the conference's background and objectives. In his welcome note, Mr. Akif extended a warm welcome to all attendees, emphasizing the importance of the conference in fostering collaboration between industry and academia for the benefit of graduating youth. He stressed the need for innovative solutions to bridge the gap between education and employment. Akif expressed gratitude to the participants and urged them to take part actively in the discussions.



Mr. Arshad Mahmood Akif
CEO,
ASK Development Pvt. Ltd.

KEYNOTE SPEAKER



Ms. Shaista Hassan
Founder & CEO,
Stibnite Smart Solution (S3)

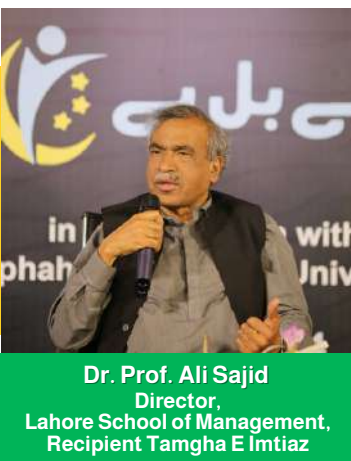
Ms. Shaista Hassan is a self-motivated and committed professional with 23 years of work experience in all areas of human resources including Talent Acquisition & Management, Labor laws implementation, Reward and Retention, Learning and Organizational Development, Business Planning, Re-engineering & Partnerships. She is a self-made woman who has worked in leadership positions in multinational companies. She believes in contributing to the human resources profession by working on female diversity in Pakistan.

Ms. Shaista Hassan, Founder & CEO of Stibnite Smart Solutions, in her keynote address, delved into the crucial topic of quantifying the success of industry-academia linkages to benefit graduating youth. She emphasized the need for a holistic approach that goes beyond traditional measures of success and focuses on the long-term impact of these collaborations on the professional growth and development of young graduates. She also stressed the role of technology and innovation in enhancing these linkages, citing examples of successful collaborations that have resulted in tangible benefits for graduating youth. Overall, Ms. Hassan's keynote address provided valuable insights into the challenges and opportunities in bridging the gap between academia and industry to empower the next generation of leaders. She presented her professional struggle as a case study to the students and urged them to take the path of hard work, which will definitely lead them to destiny.

SESSION 1



Guided by the adept leadership of session chair Mr. Ahmad Nauman Anees, Group Director/ Director of Human Development Services & Strategy, Riphah International University, the panelists explored the subject of Holistic Workplace Readiness with Improved Skill Set for Graduating Students. Prof. Dr. Ali Sajid, Director, of the Lahore School of Management, and Mr. Savaiz Bokhari, Assistant General Manager, of the T&D Department, Bank Al-Habib shared their experiences and perspectives, sparking conversations on various aspects of workplace readiness with improved skill sets.



Dr. Prof. Ali Sajid
Director,
Lahore School of Management,
Recipient Tamgha E Imtiaz

Dr. Ali Sajid is a multifaceted professional with a rich history of service. He began as a Pakistan Army officer and later became a consultant for the World Bank. He is renowned as the founder of Pakistan's prestigious business and management institutes. Dr. Sajid's leadership roles include heading the Management Sciences department at the National University of Sciences and Technology and founding the Center for Advanced Studies in Engineering (CASE). His contributions extend to the establishment of the Institute of Business and Management at UET, Lahore. Dr. Sajid's expertise in quality management is widely recognized, and he is a contributor to The SAGE Encyclopedia of Quality and the Service Economy.

Professor Ali Sajid, Director of the Lahore School of Management, and an eminent panelist, delivered an interesting session on "Holistic Workplace Readiness with Improved Skill Set for Graduating Students" at the conference. His insights illuminated the significance of preparing students with a comprehensive skill set beyond academic knowledge.

Professor Sajid emphasized the necessity of practical skills and competencies to thrive in today's dynamic work environment.

Dr. Ali Sajid highlighted that in life, the most important thing is motivation and determination towards your goal, i.e. Once you decide you can do it, you can do anything, the determination and willingness that is the most important thing to achieve your goals in your life. He mentioned that the most important trait is to stop blaming others. It's only you who can change your path, so first start with yourself and you see that Almighty Allah will help you.

His session resonated with attendees, offering valuable insights into effectively preparing students for the challenges of professional life.



Mr. Savaiz Bokhari
AGM, T&D Department,
Bank Al-Habib

Mr. Savaiz Bokhari is an experienced Training Department executive with a demonstrated history of working in the banking industry. He has served as a Corporate Trainer in Bank Alfalah for almost a couple of years. He is skilled in Management Information Systems (MIS), Financial Risk, Business Relationship Management, Risk Management, and Branch Banking, he is a strong social services professional with a Master of Business Administration (MBA) focused on Banking, Corporate, Finance, and Securities Law from the Institute of Business Administration.

Mr. Savaiz Bokhari contributed to this session focusing on the essentials of the topic. He emphasized the need for a diverse skill set beyond academic knowledge. Mr. Savaiz Bokhari advised students to develop practical skills, enhancing communication skills, building a professional network, and mounting problem-solving skills.

Mr. Ahmed Nauman's career is marked by excellence and a commitment to HR and learning. With over 20 years of experience in top industry roles, he has excelled in HR and learning spheres and made significant contributions to projects with IFC and McKinsey. Ahmed's consultative approach and involvement in major HR systems have solidified his reputation as a trusted advisor in Pakistan and beyond.

Mr. Ahmad Nauman summarized the discussion points raised by all panelists and added value by sharing his experience on how to prepare for the workplace. He narrated many incidents of his work life, which gave examples of skills required by the job market. He said, be ready to embrace change, patience and hard work as personality traits which must have for the workplace.



Mr. Ahmad Nauman Anees
Corporate Director, Human Development
Services and Director Strategy, Riphah
Group

SESSION 2



**KEYNOTE ADDRESS:
HOPE FOR PAKISTANI YOUTH
BY MR. NIAZ MALIK,
EX-CEO OF CHINA MOBILE
PAKISTAN (ZONG)**



Mr. Niaz Malik was Deputy CEO of ZONG and the vibrant force behind bringing 4G into the Pakistani market. He has also served the organization as Chief Commercial Officer, Chief Strategy Officer, and Chief Information Officer of China Mobile in Pakistan. He led the growth of ZONG from a 15 million customer base to over 38 million during his tenure and ZONG became the leading company in the telecom world despite being the last to enter the Pakistani market.

Mr. Niaz served PTCL as its Senior Executive Vice President and Chief Information Officer, Executive Vice President Information Systems of PTCL which is the largest incumbent telecom operator in the country. He is a Certified Management Consultant who has over two decades of experience in Fortune 50 companies worldwide. He now acts as a Motivational Speaker, Columnist, Corporate Trainer, Mentor, Senior Business Advisor, Brand Ambassador, and Board Member to large-scale groups in Pakistan.

Mr. Niaz Malik, the former deputy CEO of China Mobile Pakistan (ZONG), delivered an inspiring and insightful speech at the conference. He highlighted Pakistani youth's immense potential and talent, emphasizing the importance of providing them with opportunities and support to realize their dreams.

Mr. Malik asked students to focus on the fact that life is the most beautiful thing in this world. You have to know yourself to achieve the goals you set for yourself; you live in the most amazing era of the human being and millions of opportunities knocking your door; the concentration is to make able yourself to achieve those opportunities.

He emphasized that, despite the challenges, there are abundant opportunities for Pakistani youth to excel and contribute positively to society. Mr. Malik highlighted the importance of resilience, innovation, and adaptability in navigating the rapidly developing landscape of life. He encouraged the youth to harness their potential, embrace change, and seize the opportunities that lie ahead, ensuring a brighter future for themselves and the nation.

He shared his experiences and success stories, encouraging young people to believe in themselves and pursue their goals with determination. Mr. Malik's address resonated with the audience, instilling a sense of hope and optimism for the future of Pakistani youth.

SESSION 3

TOPIC:
KNOWLEDGE DEVELOPMENT AND SELF-LEARNING FOR WORK READINESS



Mr. Rana Khurram A. Khan
 COO & Director,
 ASK Development Pvt. Ltd.
 Co-founder,
 Apne Bal Peh

Mr. Khurram Ali Khan presided over the session, beginning with his perceptive input. He emphasized the critical role of continuous learning and self-improvement in enhancing work readiness. Mr. Khurram highlighted the importance of staying updated with industry trends and gaining new skills to remain competitive in the growing job market. His remarks set the tone for an engaging session focused on empowering participants with the knowledge and tools needed to succeed in their professional lives.

Mr. Shoaib Ahmed is currently serving Vision Group, Lahore as Human Resource Director. He has vast experience in Human resources with diverse industries. He has worked with CCL Pharmaceuticals and Air Link Communication as Chief HR Officer. Mr. Shoaib Ahmed has also worked with renowned companies in Pakistan like Engro Foods, Unilever, and Tetra Pack, as General Manager of HR. All these years of experience in HR make him an expert, who can guide perfectly to the graduates in finding any internship or job opportunity. He did his MS in Management Science from the University of Punjab and before that BS in Chemical Engineering from the University of Engineering, Lahore.

Mr. Shoaib Ahmed, Director of HR at Park View City/Vision Group, and Mr. Asim Pasha, Head of Human Resources & Programs at Punjab Skills Development Fund, Lahore, participated as panelists in the session. Both speakers shared valuable comprehension and experiences, enriching the discussion with their expertise.

In his appearance, Mr. Shoaib stressed the pivotal role of self-directed learning in the fast-paced corporate world of today. He emphasized students are now entrusted with more significant responsibilities,



Mr. Shoaib Ahmed
 Director HR,
 Park View City/Vision Group

primarily because of the accessibility of advanced technologies that were once non-existent. This paradigm shift requires individuals to pursue fresh insights and competencies actively in order to keep their edge in the ever-changing job landscape.

He specified the three most important things for work readiness: knowledge, skill, and attitude. Knowledge is what you have learned from your degree. Skill is how you can apply this knowledge and attitude is the feeling we have or display towards the various aspects of the working environment.

Mr. Shoab reiterated the imperative of ongoing self-enhancement and adeptness with emerging technologies, encouraging participants to adopt self-directed learning as a fundamental approach to thriving in the contemporary professional arena.

Mr. Asim is an accomplished HR leader and influencer with over 25 years of experience in the diverse and assorted fields of people development & and business growth. He is currently associated as an employee leader (HR Head) and business leader (Head of Program Design) at Punjab Skills Development Fund since 2017. Before PSDF, he was associated with industry leaders like Warid Telecom, Mobilink (JAZZ), British High Commission Embassy), AHT International (German Management Consultant), and NESPAK. Mr. Asim brings a wealth of knowledge and hands-on industry experience to his knowledge sessions on various dignified platforms.



Mr. Asim Pasha
Head HR & Programs,
Punjab Skill Development Fund

Mr. Pasha discussed the role of skill development programs in preparing youth for the workforce, emphasizing the need for practical skills and industry-specific knowledge.

He re-emphasized the three most important things: i.e. Knowledge, skill and attitude.

Mr. Pasha categorically mentioned that in his opinion, Knowledge is going to obsolete in this era but here is a question if knowledge is going to minimize how the companies run in this world so the answer is Skills, You can learn skills from your surroundings or using tools once your skills are going to improve you will see you will be on success ladder in your professional career.

Students were asked to focus on the fact that knowledge and skills are useless without the right attitude, so it is mandatory to have the right attitude towards everything, whether it's learning a skill or gaining knowledge.

His contribution added depth to the session, providing attendees with a valuable understanding of enhancing their work readiness through knowledge development and self-learning.

CLOSING SESSION



The event reached its grand finale by “thank you note” of Mr. Khurram Ali Khan, the astute Chief Operating Officer of ASK Development. He expressed gratitude to all participants, speakers, and the teams of ASK and Riphah university for their valuable contributions, which made the conference a resounding success.

Mr. Khurram summarized the day’s dynamic discussions into invaluable takeaways. He emphasized the importance of relentless dedication to knowledge pursuit, skill enhancement, and the persistent quest for self-improvement.

Mr. Khurram's message clearly resonated: In the ever-evolving job market, employers actively seek individuals who not only possess the right attitude but also have a potent blend of knowledge and skills. This emphasis on personal growth and continuous learning served as a clarion call for all attendees to seize the abundant opportunities that await those who remain unwavering in their pursuit of excellence.

CONFERENCE CHANNELS THE ACADEMIA -INDUSTRY LINKAGES.

The Youth Conference was an exceptional event that offered a platform for engaging discussions, valuable insights, and networking opportunities. It celebrated the accomplishments of graduating youth while highlighting the significance of work readiness, knowledge development and self-learning in preparing them for the future. We extend our heartfelt gratitude to all participants, guests, panelists, and attendees whose contributions made this conference a truly memorable success. We eagerly expect future events that will further promote academic excellence and youth development.

A multitude of students conveyed their profound appreciation for the conference, acknowledging its transformative influence on their outlook and aspirations. They characterized the event as an example of inspiration and motivation, citing the valuable insights and experiences shared by speakers and panelists. The conference not only provided a platform for learning but also instilled a sense of empowerment and direction among the attendees. Students expressed gratitude for the opportunity to engage with industry experts, enhance their knowledge, and expand their horizons.

Overall, the conference left a lasting impression on them, fueling their passion for personal and professional growth.



SHIELDS PRESENTATION

The organizers presented shields to the distinguished speakers as tokens of appreciation for their exceptional contributions to youth development.



ACKNOWLEDGMENT



The conference owes its success to the dedicated efforts of the management team of Riphah International University and its students. We also recognize the invaluable contribution of the speakers who volunteered their precious time.

The ASK team deserves appreciation too for the wonderful work for the success of the conference

“APNE BAL PEH” (ABP)

Apne Bal Peh is a Corporate Social Responsibility (CSR) initiative launched by ASK Development in 2021.

It is a comprehensive program to enable and facilitate youth for professional and practical life. Through this program, ASK Development is trying to reduce the gap between academia, industry, and youth. By decreasing this gap Apne Bal Peh program will help reduce the unemployment rate in the country.

ASK is offering solutions for **capacity building, HR consulting, recruitment, headhunting, facilitation in jobs, training & Development, outsourcing & Pay-Roll management.** It is equally proficient in **project designing & implementation for youth & women's development** and job placement through **large-scale projects.**

Sharing responsibility with the corporate, development, and public sectors in HRM is the guiding principles. **ASK is an ISO-certified consulting firm.**

ASK Development hopes to give back to society and contribute to the growth and development of youth in Pakistan.



APNE BAL PEH WEBINARS SERIES

Apne Bal Peh has been conducting webinars for the youth. These webinars cover a range of topics related to entrepreneurship, information technology, finance, and marketing, and provide youth with practical knowledge and skills that can help them succeed in their professional lives.

ABP believes in community building and knowledge-sharing and organizes monthly learning sessions.

If you are passionate about sharing your knowledge and expertise with the youth we invite you to be a part as speaker at our knowledge-sharing sessions. For active participation, you can share your profiles and details on below mentioned email address below. We are always looking for passionate individuals who are willing to share their knowledge and expertise with our audience.

Additionally, if you have any queries or would like to attend our sessions as an audience member, please feel free to reach out to us at **project@askdevelopment.org**. We are here to assist you in every way possible and look forward to hearing from you.

For watching earlier conducted webinar sessions and other related details follow the link:

<https://www.apnebalpeh.com/webinar.php>

https://www.youtube.com/results?search_query=apne+bal+peh



USING AI TO ENRICH STUDIES AND LEARNING
WEBINAR # 26 | YOUTH WEBINAR SERIES

DR. UMAIR RAFIQUE
SPEAKER FROM ACADEMIA
ASSISTANT PROFESSOR,
CUST, ISLAMABAD

DR. SHIHAB DAUD
SPEAKER FROM INDUSTRY
ENTREPRENEUR, SENIOR
HUMAN RESOURCES MANAGEMENT
PROFESSIONAL, CEO,
MARYAM MEMORIAL
HOSPITAL

REGISTER NOW

02:00 PM - 03:00 PM
NOVEMBER 23, 2023



The Art Of Networking
HOW TO BUILD A PRODUCTIVE NETWORK

YOUTH WEBINAR SERIES # 29

22nd
February
Thursday
2024

4-5 PM

MS. SAIMA ARSHAD
Deputy General Manager
HQ, China Three Gorges
South Asia Investment
Limited (CSAIL)

DR. TAHIR MUMTAZ AWAN
Director, China Study
Centres, COMSATS
University Islamabad

FREE REGISTRATION

Download this image
Scan the QR Code
Register yourself

REGISTER NOW

CONTACT US: www.apnebalpeh.com media@apnebalpeh.com +92 3333801 +92 333 5391/0



RESUME BUILDING: STRATEGY AND TECHNIQUES
WEBINAR # 25 | YOUTH WEBINAR SERIES

MR. TAIMUR AZIZ BHATTI
Vice President HR &
Admin, Nayatel

MR. NOUMAN ALI
SHRM Certified, HR
Professional

REGISTER NOW

04:30 PM - 05:30 PM
OCTOBER 26, 2023

REGISTER NOW

Download this image
Scan the QR Code
Register yourself

REGISTER NOW

CONTACT US: www.apnebalpeh.com media@apnebalpeh.com +92 3333801 +92 333 5391/0

APNE BAL PEH E-MAGAZINE

Besides our webinars, seminars, conferences, and training workshops, Apne Bal Peh has launched an online magazine. It provides a platform for youth of colleges and universities to learn and sharing their content on various topics.

To join, simply click the link below and fill out the form. We are happy to welcome you to our team and look forward to reading your contributions.

<https://www.apnebalpeh.com/magazine.php>





Apne Bal Peh

www.apnebalpeh.com



UNIVERSITIES IN PARTNERSHIP WITH APNE BAL PEH



THE
UNIVERSITY OF
LAHORE