



The Corporate Link is a newsletter by the Center for Industry Linkages and Placements (CILP) at Salim Habib University (SHU), focused on strengthening the bridge between academia and industry. It serves as a communication platform connecting students, faculty, staff, and industry professionals. The Corporate Link highlights research collaborations, industry partnerships, student placements, and other initiatives that foster meaningful engagement between the university and the corporate sector.

# THE CORPORATE LINK

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**Fatima**  
Business School  
SALIM HABIB UNIVERSITY

## About SHU

Salim Habib University (SHU) is an institution of higher learning committed to providing quality university education to the Pakistani youth, no matter what their financial constraints.

The University is owned, managed, and administered by The Salim Habib Education Foundation (TSHEF). The Salim Habib Education Foundation (TSHEF) was established by its Founders, namely Dr. Muhammad Salim Habib, Dr. Iram Afaq and Mr. Tariq M. Amin in 2007 under Section 42 of the Companies Ordinance and is having a status of Non-Profit Organization (NPO). At present, TSHEF's three large-scale projects in Pakistan include the Salim Habib Education Complex, Toba Tek Singh, Salim Habib University, Karachi, and Fatima Business School, Salim Habib University, Karachi.

The Salim Habib University is located at Korangi Creek, Karachi, and spans over ten acres of lush landscaping. It boasts ultra-modern infrastructure featuring a five-story academic block with forty state-of-the-art labs, a uniquely-built four-floor library, and world-class sports facilities.

The Salim Habib University offers programs in the disciplines of Biomedical Engineering, Biosciences, Pharmaceutical Sciences, Information Technology, Management Sciences, Social Sciences & Humanities. The University is recognized by HEC and Sindh HEC/CIEC. Its programs are accredited by major accreditation bodies in the country, such as the Pakistan Engineering Council (PEC), the National Computing Education Accreditation Council (NCEAC), and the Pharmacy Council of Pakistan (PCP).

The University focuses on ensuring that its graduates emerge as well-rounded, competent individuals who harbor the passion to engage in continual learning and have the ability to lead future generations to prosperity.

## About Fatima Business School

Our Fatima Business School (FBS), located within Salim Habib University, is an iconic project of The Salim Habib Education Foundation (TSHEF), which is built around entrepreneurial innovation emerging from the convergence of Artificial Intelligence, quantum computing, neuroscience, genetics, nanotechnology, and other transformative technologies.

These advancements have no traditional boundaries between business, technology, engineering, psychology, health, medicine, social sciences, and more, and are reshaping the landscape of industry leadership and the future of education.

Fatima Business School is committed to addressing multidisciplinary, real-world challenges faced by both industry and society. The School offers state-of-the-art and digitally equipped facilities and international standard programs in Information Technology, Computer Science, Management Sciences, and Social Sciences & Humanities.



# About Center for Industry Linkages and Placements (CILP)



The Center for Industry Linkages and Placements (CILP) at Salim Habib University (SHU) leads the university's efforts to strengthen connections between academia and industry through strategic partnerships, research collaborations, and professional development initiatives. By maintaining strong national and international linkages, CILP continues to expand the university's industry network and introduce new initiatives that enhance learning and employability.

Through its focus on research engagement, industry-driven programs, internships, placements, CILP equips students with the skills, exposure, and confidence to thrive in today's competitive job market. The center plays a key role in aligning academic excellence with professional readiness, creating impactful pathways that connect SHU talent with leading organizations and emerging opportunities.

## Message from the Head of Department

Dear Readers,

It is with great enthusiasm that I welcome you to the first edition of The Corporate Link, an initiative of the Center for Industry Linkages & Placements (CILP) at Salim Habib University.

Since its inception, CILP has been dedicated to bridging the gap between academia and industry by creating opportunities that empower students, alumni, faculty, and staff alike. Over the years, we have proudly strengthened industry engagement through MoUs, corporate partnerships, networking events, guest lectures, recruitment drives, skill-building workshops, mentoring sessions, and impactful industrial visits. These initiatives have enriched practical learning experiences while expanding professional and career development pathways across our university community.

I am also delighted to share that CPILO has now evolved into a broader identity as the Center for Industry Linkages and Placements (CILP). This evolution reflects our expanded vision - one that goes beyond placements to encompass strategic partnerships, collaborative projects, industry-led initiatives, and holistic engagement with professionals across sectors.

With this renewed identity, our mission is clear: to cultivate deeper and more meaningful connections between Salim Habib University and the professional world, ensuring that our graduates are well-prepared to thrive in an increasingly competitive and dynamic marketplace. This evolution embodies our commitment to building strategic alliances, nurturing collaborative research and industry-driven projects, and establishing lasting bridges between SHU and the corporate world.

From the outset, my vision in founding this department has been to create a collaborative platform where industry and academia grow together, breaking silos and advancing side by side. Leveraging my professional journey and strong industry network, I have aimed to connect academic insight with real-world expectations, linking young talent with meaningful corporate opportunities. I am sincerely grateful to the top management for entrusting me with this responsibility, which continues to shape CILP's direction and impact.

We warmly invite you to join us in this journey—whether as an employer, mentor, or industry partner, research collaborator, to shape futures, foster innovation, and strengthen industry-academia collaboration. Let's work together to create meaningful connections and drive excellence in professional development.

Best Regards,

**Dr. Shamaila Burney**

Head, Center for Industry Linkages & Placements (CILP)  
Salim Habib University



## Message from the Vice Chancellor

It is a pleasure to congratulate the Center for Industry Linkages and Placements (CILP) on the launch of its first official newsletter, The Corporate Link. This publication reflects CILP's commitment to bridging academia and industry, fostering research, and enhancing student readiness for professional success.

Since its beginning, CILP has played an important role in fostering research collaborations, promoting industry engagement, and creating meaningful learning experiences for students. Through collaborative research initiatives, focus groups, strategic partnerships, impactful events, and industrial visits, CILP has strengthened SHU's ties with the corporate world.

This newsletter highlights the department's milestones, achievements, and ongoing initiatives, reflecting the dedication of the entire CILP team in preparing students for leadership roles and preparing them to meet real-world challenges.

**Prof. Dr. Irfan Hyder**  
Vice Chancellor  
Salim Habib University



## Message from the Registrar

I extend my heartiest congratulations to the Center for Industry Linkages and Placements (CILP) on the launch of The Corporate Links. In this rapidly changing landscape, bridging industry and academia is not just a need; it's a responsibility that makes learning purposeful and real.

This publication chronicles the journey and achievements of the department, while showcasing how effectively it connects classrooms with the corporate world, talent with opportunity, and ambition with achievement.

The reason this Center has always been close to my heart is that it shapes the most important phase of a student's journey: the transition into the professional world. It is immensely satisfying to see our students grow into confident, capable individuals through your dedicated efforts, and it brings my vision into being.

The interaction between industry and academia has been the main driver for experiential learning, strategic partnerships, and careers. CILP has achieved milestone after milestone in strengthening the standing of our institution. Having witnessed the department grow from its foundational stage to its dynamic and impactful presence today, I strongly believe that the Center will continue to prepare top industry-ready graduates who can thrive across the globe.

Keep up the momentum. Best wishes to the entire team.

**Dr. Muhammad Hussain Habib**  
Registrar  
Salim Habib University





## A Powerful Partnership Bridging the **Industry–Academia Gap**

A collaboration built on purpose. A partnership driven by impact.

The Pakistan Society for Training & Development (PSTD) & Salim Habib University (SHU) alliance stands as a powerful example of how industry and academia can come together to shape the future of talent, learning, and leadership.



- From **student development programs** and **town hall engagement sessions** to **internships and career placements...**
- From **conferences** and **industry focus groups** to thought **leadership platforms** and **sector dialogues...**
- From **local experts** to **international corporate trainers...**
- From **industry exposure initiatives** to **leadership-driven research projects...**
- This partnership continues to evolve as a dynamic force — committed to **innovation**, **opportunity**, and **real-world impact**.



# And this is only the beginning.



## MoU Signing Ceremony Between Salim Habib University (SHU) & Pakistan Society for Training & Development (PSTD)

The Center for Industry Linkages and Placements (CILP) at Salim Habib University facilitated the signing of a Memorandum of Understanding (MoU) between SHU and Pakistan Society for Training and Development (PSTD), aimed at bridging academia and industry to support student development.

The MoU focuses on enhancing the soft skills, IT skills, and digital capabilities of SHU students by organizing seminars, workshops, and industry-led initiatives that provide exposure, hands-on learning, and interaction with professionals from the field.

The signing ceremony was presided over by Dr. Shakeel Ahmed Khan, Vice Chancellor SHU, and Adeel Shareef, General Manager & Acting CEO, PSTD. Present at the occasion were Dr. Kaleem Raza Khan, Registrar SHU, Mohsin Ahmad Bhatti, Head of Digital and New Initiatives - PSTD, and Farah Fazli, Head of Marketing - PSTD. Also in attendance from SHU were Dr. Muhammad Hussain Habib, Director Education & Admissions and Director Marketing, HR & Admin, and Dr. Shamaila Burney, Head CILP and Assistant Professor, Department of Business Administration.



Further strengthening its collaborative relationship and commitment to bridging the gap between academia and industry. The Center for Industry Linkages & Placements (CILP) at Salim Habib University has renewed its longstanding Memorandum of Understanding (MoU) with the Pakistan Society for Training and Development (PSTD), on January 9, 2025

This renewed MoU aims to provide enhanced opportunities for SHU students in the form of workshops, seminars, trainings, and skill development programs focused on practical exposure, soft skills, and digital competence in line with current industry trends.

The MoU signing ceremony was presided over by Prof. Dr. Syed Irfan Hyder, Vice Chancellor SHU, and Mr. Adeel Shareef, CEO PSTD. Dr. Muhammad Hussain Habib, Registrar. Also present from SHU were Dr. Shamaila Burney, Head CILP, Acting Head BBA Program, and Associate Professor, Department of Business Administration; Ms. Pariwash Khan, Deputy Registrar, Mr. Fahad Anwar, Lecturer Business Administration; and Ms. Maliha Khalid, Executive CILP.



## Message from Adeel Shareef (CEO – Pakistan Society for Training & Development (PSTD))

At PSTD, we believe that the future of leadership and workforce development must be shaped through evidence, insight and purposeful collaboration between academia and industry. Our partnership with Salim Habib University represents a strategic alignment to build research-led, industry-relevant knowledge that addresses Pakistan’s evolving organizational landscape.

A defining milestone of this collaboration is the establishment of a Research Center, envisioned as a national platform for generating original, data-driven insights on leadership, workforce transformation and learning effectiveness. The Center’s first published research, focused on Hybrid Working Models in Pakistan, marks a pioneering effort to document, analyze and contextualize post-pandemic work. By grounding future discourse in locally relevant, research-backed evidence, the Research Center sets a new benchmark for informed decision-making and policy-oriented dialogue in Pakistan’s corporate and institutional sectors.

Beyond research, PSTD and Salim Habib University have collaborated across mass learning initiatives and flagship knowledge platforms, including CONNEX – the HR Conference & Exhibition, and WIBCON – the Women in Business & Leadership Conference. SHU’s active participation through sponsorship, academic engagement and student involvement reinforces the integration of theoretical frameworks with real-world application.

As part of PSTD’s CSR-driven Student Development Program, SHU students are consistently engaged in industry exposure initiatives, with priority access to PSTD conferences, events and development workshops, as well as SHU faculty participation in public programs and synergy sessions hosted by PSTD. The partnership also enables PSTD professionals to pursue graduate studies at SHU, further strengthening the reciprocal exchange of knowledge and capability development.

This collaboration exemplifies PSTD’s vision of academia as a critical industry linkage - one that drives employability, cultivates future leaders and advances research-informed practice. We look forward to expanding this partnership and jointly shaping a more agile, evidence-driven and future-ready workforce for Pakistan.

### Adeel Shareef

CEO

Pakistan Society for Training & Development (PSTD)



## Industry Collaboration: Building Meaningful Partnerships for Impact

The Center for Industry Linkages and Placements (CILP) at Salim Habib University (SHU) inaugurated the SHU x PSTD Research Center on Monday, May 29, 2023, under a Memorandum of Understanding (MoU) between SHU and the Pakistan Society for Training and Development (PSTD). This milestone event, held in collaboration with PSTD, reflects CILP’s commitment to fostering research-driven partnerships and strengthening academia–industry linkages. The ceremony was led by Prof. Dr. Shakeel Ahmed Khan, Vice Chancellor, SHU, and Mr. Adeel Shareef, General Manager and Executive Head, PSTD.

Distinguished attendees included Prof. Dr. Kaleem Raza Khan, Registrar; Dr. Muhammad Hussain Habib, Director Education and Admissions, Deans, Chairpersons, Faculties and Staff, Mr. Mohsin Ahmad Bhatti, Head of Digital Learning and New Initiatives, PSTD; Ms. Farah Fazli, Head of Marketing, PSTD; and Ms. Maliha Khalid, Executive, CILP. CILP extends special appreciation to Dr. Shamaila Burney, Head CILP, for her vision and dedication in making this collaboration a reality, marking a significant milestone in SHU’s continued engagement with industry and commitment to research excellence.



# SHU x PSTD Research Collaboration

The study on Hybrid Work Models in Pakistan a research initiative between Salim Habib University (SHU) and the Pakistan Society for Training and Development (PSTD), conducted through the Center for Industry Linkages and Placements (CILP), marks a major milestone in academia-industry collaboration. The comprehensive research report was presented at CONNEX 2025 PSTD's prestigious annual conference series being held across three major cities Lahore, Karachi, and Islamabad.



## SHUxPSTD - First Research Hub Focus Group with Industry Leaders

The Center for Industry Linkages & Placements (CILP) at Salim Habib University, in collaboration with the Pakistan Society for Training and Development (PSTD), proudly launched the first Focus Group under the Research Hub initiative on September 4, 2024. This initiative was designed to generate practical, research-based solutions for Pakistan's evolving corporate landscape.

The strategic session brought together 45 senior professionals from diverse industries, including Oil & Gas, Banking, Pharmaceutical, Insurance, Educational, and FMCG sectors, to share insights on critical themes such as Hybrid Work Models and HR Budgeting & Spending. This milestone marks a significant step toward fostering a research culture that directly supports corporate decision-making, talent development, and innovation.

Through collaborations like this, SHU continues to strengthen the bridge between industry and academia, empowering both students and professionals to shape the future of work in Pakistan.



## Panel Discussion by Thought Experts from Leading Organizations

Salim Habib University (SHU), through its Center for Industry Linkages & Placements (CILP), collaborated with the Pakistan Society for Training and Development (PSTD) in a groundbreaking initiative to co-develop Pakistan's first Hybrid Work Framework.

Held on 7th November 2024, the session combined practical insights from PSTD's Synergy Session on Hybrid Work with academic research conducted by SHU. The goal was to equip organizations with actionable strategies that balance productivity with employee wellbeing.

With a focus on innovation, adaptability, and inclusivity, this collaboration highlights SHU's commitment to bridging academia and industry through research-driven solutions.

We extend our sincere appreciation to the expert facilitators Makhdoom Khan (Lipton Teas and Infusions), Ayesha Tariq Sethi (Moderator, SHRM-SCP), Beenish Kajani (Engro Polymer & Chemicals Ltd), Murtaza Makki (Jubilee Life Insurance), Hira Osman (foodpanda), and Saquib Niaz (Head of Business & Consultant) for their valuable contributions to this impactful initiative.





DESIGNING THE  
FUTURE OF WORK

# A STUDY ON HYBRID WORK MODELS IN PAKISTAN

VISION. EXECUTE. IMPACT

## RESEARCH PROJECT

### CILP Steps into Research: Spotlight on Hybrid Work Models

How will organizations thrive in a world where work is both onsite and remote?

This marks a defining milestone as CILP, in collaboration with PSTD x SHU Research Center, steps into research with the unveiling of its **first flagship study** - a comprehensive exploration of the future of hybrid work.

From **Karachi**

to **Lahore**

to **Islamabad,**

this study brings together the voices shaping the evolving world of work.

**Academia. Industry. Leaders. Doers.**

**For detailed research insights connect us!**

## First Flagship Study

### CONNEX 25 – Lahore Chapter



Center for Industry Linkages & Placements (CILP), Salim Habib University (SHU) was honored to participate as the Research Partner for CONNEX Lahore 2025, an esteemed HR Conference & Exhibition organized by the Pakistan Society for Training and Development (PSTD). Held at Pearl Continental Hotel, Lahore, the event brought together top 500+ corporations, HR professionals, and multinational organizations for meaningful conversations on the future of work and emerging HR trends.



During the Lahore chapter, SHU officially launched its Hybrid Work Models research project. The study was presented from industry by Zeeshan Nadeem, Stream Head Talent, Learning & Performance at Jazz. Representing SHU and participating in Research Study Presentation at the Lahore event were Dr. Shamaila Burney, Head CILP and Associate Professor of Business Administration, and Dr. Muhammad Fahad Anwar, Assistant Professor, Department of Business Administration, the core Research team of the study from SHU.



As this is a nationwide research endeavor, SHU will next present the research project in Karachi and Islamabad editions of CONNEX 25 to broaden the study, gather diverse insights, and continue championing SHU's commitment to impactful, industry-driven research.

### CONNEX 25 – Karachi Chapter

The Center for Industry Linkages and Placements (CILP) at Salim Habib University (SHU) participated as a Conference Exhibitor and Research Partner at CONNEX 2025, a leading HR Conference and Exhibition organized by the Pakistan Society for Training and Development (PSTD) in collaboration with the Pakistan Society of Human Resource Management (PSHRM). The event was held on November 26, 2025, at the Pearl Continental Hotel, Karachi.

The conference, themed AI and Automation in HR – Redefine, Reimagine, Reinvent, Reconnect, brought together 1000+ Industry professionals including global speakers, industry experts, and senior executives from leading organizations and multinational companies to discuss emerging trends in hybrid workforce models, technological transformation, and the evolving global workplace.

A key highlight of the event was the launch of the first joint research report by SHU and PSTD under the PSTD x SHU Research Center titled Hybrid Work Model: Vision. Execute. Impact. The session also included an interactive Q&A conducted by Dr. Muhammad Hussain Habib, Registrar, SHU, fostering meaningful engagement between academia and industry. The study was presented by industry expert Shakeel Mapara, Trainer PSTD and Advisor OD at Packages Group

CILP's participation was further strengthened by the presence of alumni and current students, reflecting the University's strong academic and industry linkage. Also representing CILP at the event were Dr. Shamaila Burney, Head of CILP, and Associate Professor of Business Administration; Ms. Maliha Khalid, Senior Executive; and Ms. Sheeza Kamran, Junior Executive.

Faculty representatives present at the event included Dr. Fahad Anwer from the Faculty of Business Administration and Ms. Saba Razzak





## CONNEX 25 – Islamabad Chapter

The Center for Industry Linkages and Placements (CILP) at Salim Habib University (SHU) had its research featured at CONNEX Islamabad 2025, organized by the Pakistan Society for Training and Development (PSTD) on December 17, 2025. The conference, themed AI and Automation in HR – Redefine, Reimagine, Reinvent, Reconnect, brought together industry leaders, professionals, and organizations to explore emerging trends in human resources, hybrid workforce models, and workplace innovation.

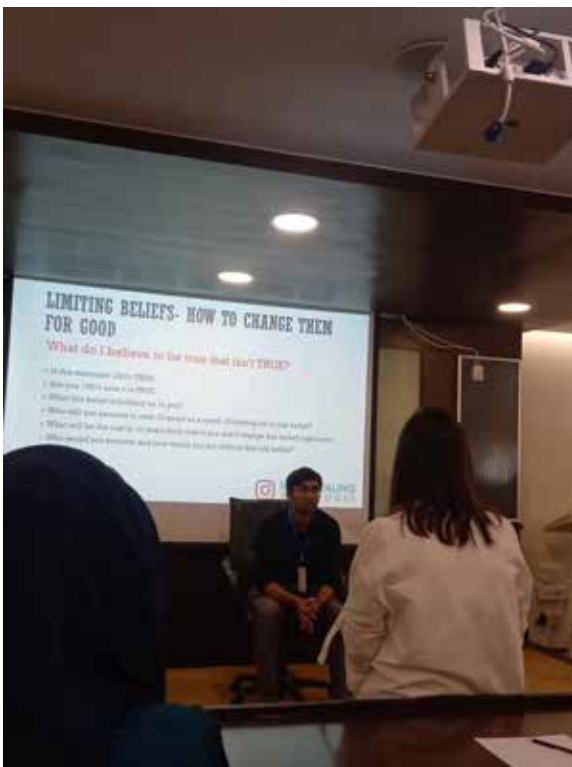
SHU's research on the hybrid work model provided valuable insights that promoted research-driven dialogue and fostered meaningful connections within the HR and corporate communities.

## Salim Habib University participation in PSTD's Student Development Program (SDP) from 2022 till date:

The Center for Industry Linkages & Placements (CILP) is proud to maintain an active partnership with the Pakistan Society for Training and Development (PSTD) through its flagship initiative, the Student Development Program (SDP).

This structured program is carefully designed by PSTD to strengthen students' soft skills, IT competencies, and digital literacy, and is delivered by seasoned industry experts and mentors from leading multinational organizations. To ensure accessibility, all SDP sessions have been scheduled on weekends, enabling students to pursue professional development without disrupting their academic commitments. Since the signing of the MoU between SHU and PSTD in 2022, approximately 100 SHU students have successfully completed this prestigious program, representing our ongoing commitment to student excellence and industry readiness.

Remarkably, SHU has consistently secured the highest number of seats in each SDP cycle among 15 participating public and private universities, a testament to our students' potential and the university's active placement strategy.



# Partnership & Collaboration: SHU × PSTD Across the Years



## CONNEX 2022- PLAYOFF: The Battle for Talent

The Center for Industry Linkages & Placements (CILP) took the lead in representing Salim Habib University as a supporting sponsor at CONNEX 2022 – HR Conference & Exhibition organized by the Pakistan Society for Training and Development (PSTD), held on Thursday, November 17, 2022, at Pearl Continental, Karachi. Centered around the theme “PLAYOFF: The Battle for Talent,” the event brought together HR professionals, corporate leaders, and academia to explore innovative strategies for talent acquisition and retention in a rapidly evolving job market. Reinforcing its commitment to bridging the gap between students and the industry, CILP’s participation aimed to promote professional development and industry exposure for SHU Faculty, staff, students and alumni.



We make sure that our students receive continuous professional training and industry exposure, even after graduating, for which purpose we invited our students and alumni to attend CONNEX as well, and to avail themselves of the opportunity to interact and network with industry professionals and HR executives, and to gain in-depth insights of the corporate world in order to implement latest HR practices at their workplaces.

## CONNEX 2023 – TECH TUNED HEARTS

Continuing its proactive efforts in strengthening academia-industry relationships, Center for Industry Linkages & Placements (CILP) once again represented Salim Habib University at CONNEX 2023, an HR Conference & Exhibition as a supporting sponsor organized by PSTD on Wednesday, November 1, 2023, at Pearl Continental, Karachi. Themed “Tech Tuned Hearts,” the conference served as a dynamic platform for HR professionals to explore how technology intersects with human connection in the modern workplace. In line with CILP’s mission of fostering career readiness beyond graduation, SHU alumni were invited to attend the conference to engage with corporate leaders and gain practical insights into the evolving HR landscape. Over 1200+ HR Professionals, including CEOs, CHROs and Industry leaders were present under one roof. Representing SHU at the event were Dr. Muhammad Hussain Habib, Executive Director – Education, Marketing, HR & Admin; Dr. Shamaila Burney, Head CPILO and Assistant Professor Business Administration, faculty members, University’s Human Resources and Marketing teams.



## CONNEX 2024: Powering the Next

Further strengthening academia-industry ties, the Center for Industry Linkages & Placements (CILP) proudly represented Salim Habib University at CONNEX 2023 an HR Conference & Exhibition organized by PSTD on November 1, 2023, at Pearl. The theme for the conference was strategically crafted as Powering the Next: Piecing together change, strategy, and innovation to shape the workplaces of tomorrow."

The conference featured a distinguished lineup of international speakers, including Loic Sadoulet, Affiliate Professor of Economics at INSEAD; Sandy Monteiro, Ex-President Asia of Universal Music Group, Lead Consultant for Silver Tiger Associates, and CEO Asia of FENIX360; Bahaa Hussein, CPTD International Facilitator; and Mostafa Zaghloul, a seasoned commercial expert in mega multinationals.

The SHU delegation included Prof. Dr. Irfan Hyder, Vice Chancellor, Dr. Muhammad Hussain Habib, Executive Director – Education, Marketing, HR & Admin; Dr. Shamaila Burney, Head CILP and Assistant Professor, Department of Business Administration; along with faculty members, students and representatives from the University’s Human Resource and Marketing teams.



## WIBCON 2024: RISING – Rise in Sync

The Center for Industry Linkages & Placements (CILP) represented Salim Habib University (SHU) as a Supporting Sponsor at WIBCON RISING 2024, a Women in Business and Leadership Conference organized by the Pakistan Society for Training and Development (PSTD), which took place on Thursday, May 2, 2024, at the Pearl Continental Hotel, Karachi.

The conference, which welcomed 1200+ women from all walks of life and was attended by multiple leading corporations and dignitaries from the corporate sector, highlighted and celebrated the notable achievements of iconic female leaders, entrepreneurs, and professionals in Pakistan. One of the major highlights of the conference was the participation of more than 50 female students who received entrepreneurship and startup management training from leading industry professionals and set the stage for future women-led startups and businesses.

We express our gratitude to Mr. Adeel Shareef, General Manager and Executive Head PSTD, for this valuable opportunity.



## WIBCON 2025: Wondering

Continuing its commitment to empowering women in leadership, Salim Habib University, through its Center for Industry Linkages & Placements (CILP), took part in WIBCON Wondering as a supporting sponsor 2025, held on May 15, 2025, at Pearl Continental Hotel, Karachi. Organized by PSTD, theme Wondering focused on reflection, innovation, and redefining possibilities in future leadership.

Representing SHU and CILP were Dr. Shamaila Burney, Head CILP; Ms. Maliha Khalid, Executive CILP; and Ms. Sheeza Kamran, Junior Executive CILP, accompanied by 50 enthusiastic SHU female students and faculty members. The CILP team, along with the students, actively engaged in the sessions, reinforcing SHU's role in fostering learning and leadership through inclusive and progressive platforms. The event brought together around 1500+ thought leaders, change-makers, and professionals from diverse sectors to engage in powerful discussions on leadership transformation, personal growth, and the evolving role of women across industries. Salim Habib University's presence at the event reaffirmed its strategic focus on inclusive leadership development and career readiness for its students and alumni.



# The Pioneering Step: CILP's Inaugural Event to Bridge SHU and Industry



## Head Up with HR: CILP's Inaugural Step Toward Industry-Academia Integration

Taking a bold and visionary step toward integrating academic excellence with industry relevance, Salim Habib University hosted its first-ever Center for Industry Linkages and Placements (CILP) event, titled "Head Up with HR," on Saturday, September 10, 2022.

Held in collaboration with HR Dost, a network of seasoned HR professionals, this pioneering initiative was designed to bridge the gap between SHU and the corporate world. The event brought together around 40 HR heads from prominent local and multinational organizations, setting the stage for lasting partnerships and impactful dialogue.

The event featured a Memorandum of Understanding (MoU) signing ceremony between Salim Habib University and HR Dost, committing to mutual goals of career development, industry exposure, and practical learning for SHU students.

Another key highlight of the event was an invigorating panel discussion on Bridging the Academia-Industry Gap, which included HR executives from leading industries and academia, namely HRSG, Marriott Hotel Karachi, Smollan Pakistan, Bosch Pharmaceuticals Pvt. Ltd., and SHU. The discussion highlighted actionable strategies to align academic programs with evolving workforce demands.

"Head Up with HR" marked not only the launch of CILP's activities but also the University's pioneering step toward cultivating future-ready graduates through robust industry collaboration.



## Star-Studded Townhall with Sandy Monteiro – “Don’t Be Ordinary”

The Center for Industry Linkages and Placements (CILP) at Salim Habib University (SHU), in collaboration with the Pakistan Society for Training and Development (PSTD), hosted one of the most dynamic and globally connected events of the year, a Townhall with Mr. Sandy Monteiro titled “Don’t Be Ordinary – How to Take Giant Career Leaps,” on Monday, November 25, 2024.

The event featured Mr. Sandy Monteiro, Ex-President Asia, Universal Music Group, CEO Asia, Fenix360, and Lead Consultant at Silver Tiger Associates, who shared valuable insights from his distinguished global career in entertainment, leadership, and strategic innovation. With his vast experience working across Asia and his strong association with leading institutions including INSEAD, Mr. Monteiro inspired students and professionals alike to think beyond boundaries and embrace bold, transformative career moves.

The Townhall provided an engaging platform for participants to explore creativity, adaptability, and global readiness in today’s competitive landscape. Mr. Monteiro’s message, “Don’t Be Ordinary,” deeply resonated with the audience, motivating them to challenge limitations and pursue meaningful, impactful careers.

This event reflects CILP’s continued commitment to fostering international linkages and industry engagement, providing SHU students with access to influential global leaders and learning opportunities that broaden their professional horizons. Students from multiple universities participated in the session, making it a truly collaborative and inspiring experience that reinforced SHU’s growing reputation as a university focused on global exposure and industry relevance.



## CIEE – Camp Exchange USA

The Center for Industry Linkages & Placements (CILP) at Salim Habib University, in collaboration with CIEE – Camp Exchange USA, a US State Department-designated for student exchange network, conducted an informative session on Monday, September 22, 2025. The session provided students with the exciting opportunity to participate in the June-July 2026 Cohort of the Camp Exchange USA Program, an

8-week, fully sponsored Summer Exchange Program aimed at offering international exposure, enhancing academic and professional competencies, fostering global networks, and contributing to students’ personal and cultural development. Students remained highly engaged throughout the session and expressed a strong interest in participating in the program.





## U.S. Consulate Visit to Salim Habib University



On Tuesday, November 26, 2024, the Center for Industry Linkages and Placements (CILP) at Salim Habib University had the honor of hosting a distinguished delegation from the United States Consulate. The visiting officials included Ms. Anamaria Karrels, Public Diplomacy Officer; Mr. Belal Rizvi, Emerging Voices Specialist; and Mr. Salman Rajani, Education Outreach Coordinator. The visit was part of CILP's continued efforts to build international partnerships and create global exposure opportunities for SHU students and faculty.

During their visit, the delegation engaged in productive discussions with the University's senior management, Deans, and Heads of Departments on potential collaborations in education, research, and student development. The dialogue focused on strengthening academic linkages, exploring exchange and scholarship opportunities, and fostering cross-cultural engagement initiatives.

The guests also toured the campus, including the Fatima Business School and other key facilities, where they commended SHU's modern infrastructure and commitment to quality education. This visit marked another milestone in CILP's mission to expand international linkages, connecting SHU with global institutions and paving the way for impactful learning and professional growth opportunities.



## U.S. Consulate Online Session

Salim Habib University, through its Center for Industry Linkages & Placements (CILP), in collaboration with the U.S. Consulate General Karachi, hosted a distinguished session titled "Advancing Innovation Through IP: Translating University Research into Pharmaceutical Solutions."

The session was hosted by Prof. Dr. Christopher Holman, a renowned expert in intellectual property, biotechnology, and U.S. patent law. Dr. Holman shared best practices on patenting drug-related innovations, commercializing biotech research, and building strong university-to-market pipelines. He also discussed how Pakistani institutions can align with international innovation standards to elevate local R&D impact.

This collaborative effort provided invaluable insights to ORIC professionals, students, and researchers, further strengthening SHU's commitment to enhancing innovation, industry linkages, and research commercialization.



## Session on Studying in France: The Process & Opportunities

The Center for Industry Linkages and Placements (CILP), in collaboration with the Faculty of Information Technology, organized an insightful session titled "Studying in France: The Process & Opportunities" on Friday, March 10, 2023. Conducted by Ms. Fabiha Aziz, Head of Campus France Pakistan, the session offered students comprehensive information about the application process, scholarship opportunities, and higher education options in France.



As part of this initiative, SHU students also participated in an interactive engagement at Avari Towers, where they had the opportunity to meet and receive guidance from international university representatives. The activity reflected CILP's commitment to expanding global exposure and creating pathways for international academic advancement.



## Visit of SHU Students to Japan Information Culture Center

Students from Salim Habib University visited the Japan Information Culture Center on Wednesday, December 7, 2022, on a trip arranged by the Center for Industry

Linkages and Placements - SHU, for a screening of the Japanese movie *Mentai Piriri*, on invitation from the Consulate General of Japan in Karachi.

They enjoyed the movie greatly, and we thank the Consulate General for this opportunity of immersion into the beautiful Japanese culture.



## TruKarachi 2024

The Center for Industry Linkages and Placements (CILP) proudly represented Salim Habib University at TruKarachi 2024, a dynamic Recruiting 'Unconference' held on May 16, 2024, at Ramada Karachi Creek Hotel. Salim Habib University was an Official Learning Partner for this event which featured numerous recruiting, sourcing, and employer branding experts, and included talks exploring the evolving talent landscape.

Dr. Muhammad Hussain Habib, Registrar, Salim Habib University, was the Track Leader for an open discussion titled *Skillset & Values in Talent Acquisition*, which engaged participants in a meaningful conversation around competencies and cultural fit in modern hiring. Another featured Track Leader from SHU was Dr. Shamaila Burney, Head Center for Industry Linkages and Placements (CILP), Associate Professor, and Acting Head BBA, who led a discussion on *Gen Z and Future Workplaces*, and shared valuable insights into generational shifts in recruitment and workplace expectations.

The event was a resounding success, which fostered open dialogue, peer learning, and practical takeaways from more than 200 industry professionals which further reinforced SHU's commitment to staying ahead in the ever-changing world of talent development and recruitment. Around 15 students of Human Resource Management from Salim Habib University was given opportunity to gain key industry insights from this dynamic platform.

## CONFERENCE & PARTNERSHIP:

### TruKarachi 2023

The Center for Industry Linkages and Placements (CILP) at Salim Habib University actively participated in the second edition of TruKarachi, a unique recruiting unconference hosted by The Recruiters on November 16, 2023, at Avari Towers, Karachi. Salim Habib University served as an Official Learning Partner for the event, which featured over 120 experts in recruitment, sourcing, and employer branding and included open discussions on the challenges and trends shaping the talent acquisition landscape.

A dedicated track Led by Dr. Muhammad Hussain Habib titled "Visualizing Employers and Employees of 2030" explored long-term workforce shifts and future-ready strategies for organizations. Representatives from SHU engaged in the sessions, contributing to the dialogue and strengthening the university's engagement with industry professionals.

Present at the event from Salim Habib University were Dr. Shamaila Burney, Head, Center for Industry Linkages and Placements (CILP) and Assistant Professor, Business Administration, Mr. Farhan Arif, Deputy Manager HR, Ms. Maliha Khalid, Executive CILP, Ms. Sibgha Raza Khan, Executive Marketing & Student Affairs, and Mr. Arsalan Ali, Senior HR Officer. The event served as a valuable platform for collaborative learning and strengthening SHU's presence in the HR and talent acquisition space.



## Tru Karachi 2025



The Center for Industry Linkages & Placements (CILP) at Salim Habib University proudly served as the Official Academic Partner for the 4th edition of The Recruitment Unconference – TruKarachi 2025, hosted by The Recruiters Pakistan on Thursday, September 18, 2025, at Avari Towers. The event brought together over 200 leading HR Heads, CHROs, Talent Acquisition Leaders, and industry professionals to explore the central theme, “What’s Next in Talent Acquisition?”

Representing Salim Habib University, Dr. Shamaila Burney, Head, CILP and Associate Professor, Business Administration, led an engaging discussion as Track Leader on “Talent & Innovation Pipeline: Aligning Academia with Industry Needs,” emphasizing the importance of bridging academic learning with evolving market expectations. Also present at the event were Junior Executive CILP, Ms. Sheeza Kamran, accompanied by enthusiastic students from the Department of Business Administration, who gained valuable exposure to real-world HR insights. The participation strengthened CILP’s commitment to fostering strong academia–industry collaboration and enhancing student readiness for the future of work.

As Learning Partner, CILP continues to enhance SHU’s engagement with high-impact industry events, creating stronger connections and enriching opportunities for the university community.

## HR Pinnacle Awards 2024

The Center for Industry Linkages and Placements (CILP) at Salim Habib University collaborated with The Recruiters Pakistan and Mr. Muhammad Ashaar Saeed to host the HR Pinnacle Awards 2024, an initiative of the World Happiness Foundation. The event was held on Friday, April 26, 2024, at Salim Habib University, which served as the official venue partner.

This prestigious event aimed to recognize individuals and organizations promoting cultures of happiness, self-motivation, and productivity in workplaces across Pakistan. Around 350 + CEOs, CHROs, HR leaders, and top-tier professionals from various sectors were honored for their efforts in creating positive and engaging work environments.

The ceremony featured Chief Guest Dr. Ishrat Husain, former Federal Minister and Governor of the State Bank of Pakistan, who addressed the audience with an inspiring speech. The keynote address was delivered by Mr. Sirajuddin Aziz, Pakistan Banking Ombudsman. Remarks were also shared by Mr. Muhammad Ashaar Saeed, Founder of the HR Pinnacle Awards, and Mr. Obaidullah Sharif, Co-Founder.

The event reinforced CILP’s dedication to bridging industry and academia by supporting platforms that celebrate leadership, innovation, and workplace well-being.



## Disrupt HR 4.0



The Center for Industry Linkages & Placements (CILP) proudly represented Salim Habib University as the Official Learning Partner at DisruptHR Karachi 4.0, held at the National Aerospace Science & Technology Park (NASTP) on Tuesday, September 30, 2025. This year’s theme, “Human Horizon: One Vision – Many Trajectories,” brought together innovative thinkers, HR leaders, and academic professionals to explore the future of people, culture, technology, and leadership. Representing SHU at the event were Dr. Muhammad Hussain Habib (Registrar), Dr. Shamaila Burney (Head, CILP & Associate Professor, Business Administration), and Ms. Sheeza Kamran (Junior Executive, CILP).

# SHU Career Connect- Job & Internship Fair

## SHU Career Connect 1.23

With the aim of connecting graduating and current students to real-world industry opportunities and preparing them for the evolving job market, the Center for Industry Linkages and Placements (CILP) at Salim Habib University organized the first-ever Career Connect event in 2023. This initiative was designed to foster university-industry collaboration and offer students direct exposure to potential employers, professional guidance, and career-building resources.

The mega event was held on Thursday, March 2, 2023, and featured over 20 top-tier multinational corporations and reputable local organizations, including Aaj News, British Council, Karachi Marriott Hotel, Lucky Textile Mills Ltd., Pharm Evo (Pvt.) Ltd., Hamdard Pakistan, Urban Brands, and Brookes Pharma Pvt. Ltd., among others.



Students from SHU, along with invited participants from leading institutions such as the University of Karachi, engaged in interactive sessions with HR professionals and industry experts. The event offered practical insights through training sessions on interviewing skills techniques, resume writing, and effective communication strategies, empowering students with essential tools to navigate their career paths and enter the corporate world with confidence.

SHU Career Connect 1.23 marked the beginning of a valuable platform for career exploration and professional networking at SHU, setting a strong foundation for future university-industry engagement.



## SHU Career Connect 2.23



Following the success of the first-ever Career Connect in early 2023, Salim Habib University continued its commitment to bridging the gap between academia and industry by organizing SHU Career Connect 2.23 on Thursday, December 14, 2023. Spearheaded by the Center for Industry Linkages and Placements (CILP), the event served as the second edition of this impactful initiative, further strengthening university-industry collaboration and creating a centralized platform for career opportunities.

This mega event welcomed over 35+ renowned multinational corporations and leading local organizations, offering SHU's graduating and current students—as well as over 1000+ students from different public and private sector universities of Karachi along with SHU students, got the chance to engage directly with HR professionals and industry leaders. The event emphasized skill development in areas such as interview preparation, resume building, and professional communication. Some of the featured organizations included British Council Pakistan, Toyota Southern Motors, Lucky Core Industries Ltd., HRSG, PharmEvo Pvt. Ltd., Ismail Industries Limited, Hamdard Laboratories, Indus Hospital & Health Network, Pakistan Beverages Limited and many others representing a wide range of sectors.

Career Connect 2.23 not only expanded the scope of opportunities available to students but also reinforced CILP's vision of empowering students with real-world exposure and preparing them for success in the dynamic job market.



## Career Connect 3.0

Building on the momentum of its previous editions, Career Connect 3.0 marks the third successful chapter of Salim Habib University's flagship initiative, led by the Center for Industry Linkages and Placements (CILP). Scheduled for Tuesday, December 24, 2024, this large-scale event aims to take student-industry engagement to new heights.

With over 30 prominent Pakistani corporations participating, the event offers SHU's graduating and current students the chance to connect directly with top industry professionals and recruiters. Designed to go beyond traditional job fairs, Career Connect 3.0 includes career counseling booths, one-on-one mentoring sessions, mock interviews, corporate networking, and an abundance of job and internship opportunities.

This continued effort highlights CILP's mission to create meaningful, practical experiences that prepare students for real-world challenges and help them confidently transition into the corporate world.



## SHU Career Connect 4.0

Career Connect 4.0 is a structured series of mentoring sessions, expert talks, and interactive engagements designed to provide students with continuous exposure to industry professionals, before SHU Career Connect 4.0 - Jobs and Internships fair 2026. Unlike traditional one-time career events, the initiative focuses on personalized mentoring, skill development, and practical career readiness through its Mentor Mentee Meetup Series and other targeted engagements.

These included:

### Preparing for the Future & Personal Branding

The Center for Industry Linkages & Placements (CILP), in collaboration with the Faculty of Pharmacy at Salim Habib University, successfully conducted an insightful session titled “Preparing for the Future & Personal Branding” on Thursday, November 20, 2025, under the Career Connect 4.0 initiative.

The session was delivered by Mr. Shakeel Mapara, Advisor OD at Packages Group, as part of CILP’s Mentor Mentee Meetup Series. Students gained valuable guidance on identifying their core values, passions, and strengths, while learning how to effectively position themselves through personal branding and a strong professional online presence.

The interactive session encouraged students to reflect on their unique qualities and equipped them with practical strategies to prepare for future career opportunities.



### Unlocking Your Best Self Through Training & Mentoring Experience for Future Professionals

The Center for Industry Linkages & Placements (CILP) at Salim Habib University successfully organized a one-on-one mentoring session titled “Unlocking Your Best Self Through Training & Mentoring Experience for Future Professionals” on Tuesday, November 25, 2025, under the Career Connect 4.0 initiative as part of the Mentor Mentee Meetup Series.

The session was led by Ms. Priscilla Dsouza Irani, Founder & CEO of Rediscover Yourself, who shared valuable insights on personal growth, self-awareness, and the importance of training and mentoring in shaping successful future professionals. The session provided students with a personalized learning experience, encouraging them to reflect on their strengths and development areas to better prepare for their career journeys.



### Building Your Professional Identity in a Digital World: A LinkedIn Personal Branding Masterclass

The Center for Industry Linkages & Placements (CILP) at Salim Habib University organized a one-on-one mentoring session titled “Building Your Professional Identity in a Digital World: A LinkedIn Personal Branding Masterclass” on Wednesday, December 3, 2025, under the Career Connect 4.0 initiative as part of the Mentor Mentee Meetup Series.

The highly engaging session was conducted by Mr. Tufail Ahmed Khan, Honorary President, Global Freelancers Union (GFU) and Global LinkedIn Expert. Students received practical guidance on building a strong digital presence, leveraging LinkedIn for career advancement, and developing the skills and mindset required to succeed in international freelance markets.





## Navigating the International Job Market

The Center for Industry Linkages & Placements (CILP) at Salim Habib University organized a mentoring session on Monday, November 19, 2025, under the Career Connect 4.0 initiative as part of the Mentor Mentee Meetup Series.

The session was conducted by Ms. Laviza Somroo, alumna of Salim Habib University (BS Computer Science, Class of 2022), specifically for Computer Science students. The session offered valuable insights into understanding the international job market and provided practical guidance on setting effective career goals to help students navigate their professional journeys.

## Sindh HEC Career Connect, 2022:



The Center for Industry Linkages and Placements (CILP) at Salim Habib University facilitated students to participate in Sindh HEC Career Connect 2022, held on Tuesday, September 27, 2022. This large-scale networking event provided SHU students with a valuable platform to engage directly with top employers, HR leaders, and industry executives, gain insights into current job market trends and hiring expectations, explore emerging career opportunities, and seek career guidance through expert counseling. Through CILP's continued efforts, students unlocked access to thousands of internship and placement opportunities, building strong professional networks and paving the way for meaningful career growth.



## 2nd Sindh HEC Career Connect, 2024:

Salim Habib University students participated in the 2nd Sindh HEC Career Connect 2024, facilitated by the Center for Industry Linkages and Placements (CILP), on Thursday, May 9, 2024.

Organized by the Sindh Higher Education Commission (Sindh HEC), the event brought together over 100 national and multinational companies, offering students a valuable platform to connect with employers, receive personalized career guidance, and explore a wide range of job and internship opportunities. The event also provided access to an extensive professional network, supporting students' career exploration and overall development.



## SHU at Uni-Corp Career Connect – Education Expo Karachi 2024

As part of its continuous effort to strengthen academia-industry integration, Salim Habib University's Center for Industry Linkages and Placements (CILP) participated as a supporting sponsor in the Uni-Corp Career Connect (UCCC), organized by the Department of Public Administration (DPA), University of Karachi, during the Education Expo Karachi 2024, held from March 4-6, 2024.

The three-day expo featured a dynamic job fair with participation from over 50 companies, offering diverse career opportunities for students and graduates. Alongside the recruitment activity, the event hosted groundbreaking HR and Marketing Conferences, attracting thought leaders, professionals, and academia from across the city.

Dr. Shamaila Burney, Head CILP, was Lead Moderator for a session on Marketing in the Age of Digital Disruption held during the Marketing Conference 'Marketing Renaissance'. Her thoughtful moderation reflected SHU's strategic vision of fostering future-ready graduates through real-time industry engagement and dialogue. Ms. Maliha Khalid, Executive CILP, also graced her presence at the event.



## BPO & Tech Career Expo 2025

The Center for Industry Linkages & Placements (CILP) of Salim Habib University, in collaboration with the Faculty of Computer Science, organized participation of Computer Science students in the BPO & Tech Career Expo 2025, held on Wednesday, December 10, at the National Aerospace Science and Technology Park (NASTP). The event, organized by Ashrei Tech, was part of Career Connect 4.0 Mentor Mentee Series, an initiative to connect students with industry opportunities.

Students engaged with leading organizations in the BPO and technology sectors, explored career opportunities, gained insights into industry trends, and expanded their professional networks.

Representing SHU at the event were Dr. Shamaila Burney, Head of CILP and Associate Professor of Business Administration; Ms. Maliha Khalid, Senior Executive, CILP; Ms. Sheeza Kamran, Junior Executive, CILP; and IT faculty members Mr. Syed Zahid Badshah, Professor of Practice, and Ms. Saadia Karim, Lecturer.

The event provided students with valuable industry exposure and strengthened CILP's ongoing efforts to connect students with professional development opportunities.

**ASHREI TECH**

## Navigating Your Career Paths 1.0 Career Readiness Sessions Held for SHU's First Graduating Batch

Salim Habib University (SHU) organized its first-ever career development sessions for the Graduating Batch of Spring 2021 as part of a pre-establishment initiative of the Center for Industry Linkages and Placements (CILP). Two impactful sessions were conducted on Friday, 5th March 2021, which aligned with SHU's Career Readiness Plan and reflected the University's commitment of preparing students for successful transitions into the professional world. The first was a Career Counseling & Mentoring Session led by Mr. Fahad Burney, Managing Director of 360 Risk, London, while the other one was a Psychometric Testing Workshop conducted by Prof. Dr. Anila Amber Malik, Lead Psychologist and Former Chairperson, University of Karachi.

Our graduating students participated in both sessions and gained invaluable insights about career planning, industry expectations, self-presentation skills, and personal and cognitive profiles for better career alignment. These activities marked the beginning of SHU's journey towards establishing a full-fledged CILP department that will connect students with industry, provide career guidance, and enhance employability through structured programs and strategic partnerships.



## Navigating Your Career Paths 2.0

As part of the ongoing establishment of the Center for Industry Linkages and Placements (CILP), Salim Habib University organized Navigating Your Career Paths 2.0, a comprehensive Career Counselling and Mock Interview Session. The event brought together 12+ seasoned professionals from HR, Supply Chain, Marketing, and Finance to equip students with interview readiness and guide them in aligning their career trajectories with evolving industry demands.

The event featured following mentors from various industries, showcasing a diverse range of expertise and experience. Among the mentors were Ms. Farah Sadiq, Creative Head, TaSa Digital and Purple Concept; Mr. Omar Siddiqui, Head of Human Resources, Sindh Healthcare Commission, and Mr. Mohammad Noman Ayub, Assistant Vice President of HR, National Bank of Pakistan, Mr. Ranjeet Kumar, Head of Sales Capability L&OD, Burque Corporation Private Limited, Mr. Ayaz Ali, Founder HR Dost, Mr. Talha Rafique, Assistant Manager Recruitment and Selection, Al Rahim Textile (Zellbury), and Ms. Mehreen Umair Quddusi, Director of HR, Marriott Hotel, Ms. Rooha Hamidani, Reward Specialist, Soneri Bank Limited, Ms. Sundus Ashraf, HR Business Partner, DABAR International Pvt. Ltd, Mr. Hasan Tahir, Transition Coach, Randstad RiseSmart, Mr. Muhammad Raheel, Supply Chain Manager, McDonald's Pakistan, and Ms. Bushra Ameen, Head of HR, Monsalwa (Quick Foods Pvt. Ltd).

The event also featured an insightful workshop conducted by Mr. Ranjeet Kumar, Head of Sales Capability / L&OD at Burque Corporation, who shared practical career strategies and praised the initiative as a meaningful step toward bridging the gap between academia and industry.



## Navigating Your Career Paths 3.0

The third edition of Navigating Your Career Paths a signature initiative aimed at enhancing students' professional readiness and career development was successfully held at Salim Habib University on Thursday, December 22, 2022. Organized in collaboration between Center for Industry Linkages and Placements (CILP) and the Faculty of Management Sciences, the event served as a vital platform to bridge the gap between students and the professional world.

The session brought together a diverse panel of industry professionals, headhunters, and career counsellors, offering students a rare opportunity to interact directly with experts, receive valuable career guidance, and explore a broad spectrum of career pathways. The event also featured mock interviews and one-on-one career counselling sessions, equipping students with both insights and practical preparation for their professional journeys. Notable participating organizations included Hamdard Pakistan (Bilal Alam & Yusra); Bahria Foundation (Talha Nisar); News One and Aaj TV (Haider Khan); Bosch Pharmaceuticals Pvt. Ltd. (Saima Tahir) along with other leading pharmaceutical firms; Mustaqim Dyeing & Printing Industries (Pvt.) Ltd. (Saba Umer); MJ Consultancy (Sidra Mehmood Jafri); PTCL; HR Dost (Ayaz Ali); iTechnologi Group of Companies; Gerry's Visa (Shafaq); Waterlink Group of Companies (Sangeeta); and Sindh Police.



## Navigating Your Career Paths 4.0

Held on Thursday, May 25, 2023, Navigating Your Career Paths 4.0 marked another successful chapter in the ongoing career development series at Salim Habib University. Jointly organized by the Center for Industry Linkages & Placements (CILP) and the Faculty of Management Sciences, the event aimed to equip students with practical career insights and enhance their readiness for the professional world. The event featured mock interviews, one-on-one career counselling, and open networking opportunities with leading industry professionals, recruiters, and career coaches. Students gained invaluable guidance on how to leverage their academic qualifications, skill sets, and interests to pursue meaningful and successful careers.

Industry experts from leading organizations engaged with students included Cybernet, Kutiyana Memon Hospital, Yunus Textile Mills Ltd., ibex. Pakistan, Daraz, Bioniks, Pixarch Architectural Visualization, Dalda Foods Ltd., LOLC Microfinance Bank, IFCONDITION Karachi, Artistic Denim Mills Ltd., Learning Impact, Arpatech (Pvt.) Ltd., and COSMO Pharma International (Pvt.) Ltd

## Navigating Your Career Paths 5.0

The Fifth Edition of Navigating Your Career Paths took place on Tuesday, June 4, 2024, bringing together students and seasoned professionals in a dynamic forum for career guidance and personal development. Organized by the Center for Industry Linkages & Placements (CILP) and the Faculty of Management Sciences, the event emphasized enhancing students' interpersonal skills and aligning them with current industry expectations.

The program featured mock interviews and individual career counselling sessions, led by industry experts who offered personalized guidance on career planning, emerging market trends, and strategies for effective self-presentation. The event once again demonstrated CILP's proactive role in fostering meaningful industry-academia collaboration.

Leading industries who participated in fifth edition included LuckyOne Mall, Pakistan Cables Limited, Meezan Bank, Smartbenefits, Chiniot General Hospital, Burque Corporation Pvt. Ltd., Kutiyana Memon Hospital, Fancy Group of Companies, KUZA Ventures, The Prism Services, and Modest Solutions.



## Field Visits

### Study Tour to



To enhance student exposure to real-world business environments, the Center for Industry Linkages & Placements (CILP) at Salim Habib University initiated a series of industry field visits as part of its Academia-Industry Connect program. The first visit under this initiative was organized on Tuesday, November 21, 2023, to Lucky Textile Mills Limited. This tour engaged 60+ students with valuable industry insight, helped develop essential soft skills, and offered experiential learning opportunities contributing meaningfully to their professional readiness and portfolio development.



## Academia Industry Connect -Mentorship sessions & Study tour for industry exposure to



In continuation of the series to connect students with the industry, Center for Industry Linkages & Placements (CILP) arranged a study tour to Feroze 1888 Mills Limited under the Academia-Industry Connect program. Around 70+ SHU students from all departments were given opportunity for a unified learning experience. The visit featured an insightful mentorship session led by experienced HR professional Ms. Annie Arsalan and Mr. Khaleeq Kohistani, followed by a guided tour of the facility. This cross-disciplinary engagement gave students a deeper understanding of the textile industry, enhanced their soft skills, and provided meaningful exposure to real-world operations further supporting their professional and personal development.



## Industrial Visit to



The Center for Industry Linkages & Placements (CILP) at Salim Habib University facilitated an exclusive mentorship visit to Unilever Pakistan's Consumer Insight and Innovation Centre (CiIC) Lab, a hub of innovation where technology meets consumer psychology.

BBA students received the incredible opportunity to explore how brands decode consumer behavior using advanced tools like eye-tracking technology. Led by industry professionals Dr. Faizah Yasir Jalbani, Zarah Irfan, Salik Kamran, and Aminah Noman, the session offered deep insights into how customer engagement and decision-making are analyzed in real time.

A standout segment of the visit focused on retail shelving strategies, where students learned how product placement is scientifically optimized to influence buying decisions based on eye movement data and behavioral trends.

CILP extends its sincere thanks to Unilever Pakistan for this enriching collaboration, which plays a vital role in preparing students for future careers through hands-on industry exposure.



## Industrial Visit to Junaid Jamshed (Pvt.) Ltd.

The Center for Industry Linkages & Placements (CILP) of Salim Habib University, in collaboration with the Faculty of Management Sciences, organized an industry visit for Business Administration students to Junaid Jamshed (Pvt.) Ltd. on Wednesday, December 17, 2025. The visit was part of Career Connect 4.0, the University's series of mentoring and industry engagement initiatives led by the Center for Industry Linkages & Placements (CILP).

During the visit, students observed the company's manufacturing processes and gained valuable insights into its operations. A highlight of the session was an interactive discussion with Ms. Tania Hanif, Group Unit Lead – Talent Management, who addressed student queries related to semester projects and shared professional advice on career development, business strategies, and the HR perspective in modern businesses.

The event was attended by key SHU representatives including Dr. Shamaila Burney, Head of CILP and Associate Professor of Business Administration, Ms. Sheeza Kamran, Junior Executive, CILP, and members of the Faculty of Management Sciences: Dr. Sadaf Hafeez, Ms. Priyanka Baja, and Ms. Saman Izhar.



# Industry Networking Breakfast Series



## Industry Networking Breakfast 1.0

The Center for Industry Linkages & Placements (CILP) at Salim Habib University took a major step forward in strengthening industry-academia ties by launching its first-ever Industry Networking Breakfast on Wednesday, February 26, 2025.

Conceptualized and led by CILP, the event served as a dynamic platform for dialogue, networking, and exploring future collaborations between SHU and top industry leaders across Pakistan.

The inaugural session welcomed prominent professionals including Mr. Aadil Riaz (Director HR, Pakistan Cables Limited), Mr. Ayaz Ali (Founder, HR DOST Pakistan), Mr. Adeel Shareef (CEO, PSTD), Ms. Faryal Khawaja (Founder & CEO, HR Wizard), Mr. Syed Mashhood (HRBP, Burque Corporation), Mr. Zar Badshah (Head Strategy & BD, AKD Securities), and senior representatives from JS Bank Limited, Herbion Naturals, and Lucky Textile Mills.

This milestone event reflects CILP's ongoing commitment to bridging the gap between academia and industry through meaningful engagement and collaboration.



## Industry Networking Breakfast 2.0

Building on the success of its first event, the Center for Industry Linkages & Placements (CILP) at Salim Habib University organized Industry Networking Breakfast 2.0 on Wednesday, May 21, 2025.

This second edition brought together an even wider network of professionals and academics, offering a collaborative space to explore future partnerships, share insights, and strengthen ties between industry and academia.

Distinguished industry experts in attendance included Mr. Obaidullah Sharif (CEO, The Recruiter), Mr. Owais Ahmed (Principal Consultant, Impact HR), Mr. Faizan Laghari (CEO, Startup Syndicate), Mr. Aleem Abdullah (Manager HR, YKK Pakistan), Mr. Sultan Mughal (Executive Director, PepsiCo Bottling Ops - PBL), and several more leaders from organizations such as PTCL, Pak-Qatar Group, Platinum Corporation, ZIL Limited, and Human Capital HR Solutions.

The event was graced by Vice Chancellor Prof. Dr. Irfan Hyder, Registrar Dr. Muhammad Hussain Habib, Prof. Dr. Amanat Ali Jalbani – Dean of Faculty of Management Sciences and Advisor to VC, Head CILP & Acting Head BBA Program Dr. Shamaila Burney, Deans of all faculties, Executive CILP Ms. Maliha Khalid, and Junior Executive CILP Ms. Sheeza Kamran.

With continued commitment to fostering impactful industry engagement, CILP is proud to expand this tradition of meaningful dialogue and collaboration.



## Industry Networking Breakfast 3.0

The Center for Industry Linkages & Placements (CILP) at Salim Habib University organized the Industry Networking Breakfast 3.0, titled the "Jashan-e-Azaadi Breakfast," on Wednesday, August 14, 2025, as part of the Independence Day under the theme of Marka-e-Haq. The gathering brought together 20 leading industry professionals from prominent organizations across Pakistan, offering a dynamic platform for discussion and collaboration, future partnership opportunities.

A dedicated one-on-one discussion on "Skills Certification vs. Degree Qualifications" highlighted the shifting landscape of talent readiness. The event was graced by the presence of Vice Chancellor, Prof. Dr. Irfan Hyder, Registrar Dr. Muhammad Hussain Habib, Head of CILP & Associate Professor Department of Business Administration Dr. Shamaila Burney, faculty representatives, and Junior Executive, CILP, Ms. Sheeza Kamran, who welcomed and engaged with the distinguished guests. The Jashan-e-Azaadi Breakfast reaffirmed CILP's commitment to fostering high-impact industry relationships and creating meaningful platforms that connect SHU with the country's evolving corporate ecosystem.



## WISDOM CIRCLE

The Center for Industry Linkages & Placements (CILP) at Salim Habib University proudly introduces Wisdom Circle, a powerful new initiative designed to spark thought, foster growth, and bridge academic insight with real-world wisdom.

This transformative series brings together seasoned industry professionals and inspiring individuals to share their lived experiences, leadership journeys, and valuable insights exclusively for our faculty and staff.

We had the honor of inaugurating the series with a compelling and thought-provoking session led by Mr. Liaqat Jawaid, Chairman of Morgan Group, whose engaging conversation left a profound impact on all in attendance. His reflections on leadership, resilience, and purpose set the perfect tone for what Wisdom Circle stands for.

This is just the beginning of a journey where knowledge meets experience and where each session will aim to enrich perspectives, energize our academic community, and strengthen the bridge between academia and industry.

# Recruitment Drive



## Hilal Foods CV Screening and Mock Interview Workshop

The Center for Industry Linkages & Placements (CILP) at Salim Habib University organized a CV Screening Workshop & Mock Interview Session on Tuesday, April 22, 2025. Conducted by Shalimar Food Products (a sister concern of Hilal Foods), the session provided students with valuable professional insights to enhance their CVs and interview skills. Participants had the opportunity to receive personalized feedback, practice interview techniques, and engage with industry professionals. As a token of encouragement, Hilal Foods also presented hampers to selected SHU students.



## BURQUE Corporation (Pvt.) Ltd. The Best Route To Market Recruitment Drive

The Center for Industry Linkages & Placements (CILP) at Salim Habib University organized a Recruitment Drive on Wednesday, May 17, 2023, for graduating students. Conducted by Burque Corporation (Pvt) Ltd for their MTO Program 2023, the drive received a positive response and provided students with an excellent opportunity to explore career prospects with one of Pakistan's leading distribution companies.



## Curve Digital Solutions Recruitment Drive



The Center for Industry Linkages & Placements (CILP) at Salim Habib University organized a Recruitment Drive on Wednesday, December 14, 2022, for graduating students. Curve Digital Solutions, a renowned digital marketing agency, conducted the drive, targeting students from the Management Sciences and Computer Science departments. The initiative was well-received and created meaningful opportunities for students to step into the professional world.



## Jaffer Business Systems (Pvt.) Ltd. Recruitment Drive

The Center for Industry Linkages & Placements (CILP) at Salim Habib University organized an on-campus Recruitment Drive on Thursday, May 30, 2024, in collaboration with Jaffer Business Systems (Pvt.) Ltd. for their Management Trainee Program, GradNest' 24.



The drive received an enthusiastic response from students eager to polish their interview skills and explore potential career opportunities. It served as a valuable platform for students to interact directly with industry professionals and aim for positions offering long-term growth and development.



## International Women's Day 2023 – Innovation and Technology for Gender Equality

To mark International Women's Day, the Center for Industry Linkages & Placements (CILP) at Salim Habib University on March 9, 2023 organized a heartfelt Tea Party to celebrate the remarkable women who contribute to the university's growth and success.

As part of CILP's ongoing efforts to bridge the industry-academia gap and highlight the evolving role of women in the workplace, a new initiative was introduced to honor the women of SHU not only by celebrating their achievements, but also by launching efforts aimed at fostering long-term engagement, professional growth, and empowerment.

The event was attended by female faculty members and administrative staff, who came together in a warm, inclusive, and festive atmosphere. Distinguished speakers included Dr. Rahela Ikram, Dean, Faculty of Pharmacy, and Dr. Ghazala Ishrat, Assistant Professor, Faculty of Pharmacy. In their inspiring addresses, both emphasized the importance of women uplifting, supporting, and empowering one another throughout their academic and professional journeys. Special thanks to the dedicated CILP team- Dr Shamaila Burney and Ms. Maliha Khalid for organizing this impactful initiative, which focused on celebrating women in innovation and technology and advancing the message of gender equality in the workplace.

With continued commitment to fostering impactful industry engagement, CILP is proud to expand this tradition of meaningful dialogue and collaboration.





## Teacher's Day Celebration

In celebration of Teachers' Day, the Center for Industry Linkages & Placements (CILP) at Salim Habib University, in collaboration with Herbion Pakistan Pvt. Ltd., organized a special event on Monday, October 7, 2024, to honor the dedication and contributions of the university's esteemed faculty members.

The celebration featured engaging activities and thoughtful surprises, creating a memorable experience for the faculty. It served as a heartfelt gesture of appreciation for the teachers who continuously guide, mentor, and inspire students on their academic and professional journeys.



## Women's Day 2024 – Investing in Women: Accelerate Progress

In celebration of International Women's Day, the Center for Industry Linkages & Placements (CILP) successfully organized the second edition of SHU's Women's Day celebration on March 8, 2024 under the global theme "Investing in Women: Accelerate Progress". The event, held at Salim Habib University, featured a graceful tea party to acknowledge and appreciate the invaluable contributions of the university's female faculty and staff.

The celebration brought together women from across the university in an uplifting and festive atmosphere. Female faculty and staff enjoyed delightful refreshments, participated in engaging activities, and had the opportunity to win exciting vouchers and prizes. Each guest also received a thoughtfully curated gift bags as a token of appreciation from the university.

This meaningful initiative reflects SHU's ongoing commitment to empowering women, promoting gender inclusivity, and creating platforms for professional dialogue, recognition, and development.

Special thanks to our valued sponsors for making this event a memorable success:

Herbion Naturals, Nescafe Pakistan, Uniferoz (Pvt.) Ltd., 3D Lifestyle, and Embrace Comfort.



## CILP in Collaboration with Tabba Heart for World Heart Day Cycle Ride



As part of its ongoing Corporate Social Responsibility (CSR) plan aligned with SDGs, the Center for Industry Linkages & Placements (CILP) at Salim Habib University collaborated with industry partner Tabba Heart Institute to engage students in a meaningful health awareness initiative. Students from SHU were nominated to represent in the World Heart Day Cycle Ride held on October 6, 2024. The event promoted cardiovascular health and encouraged an active lifestyle. SHU proudly participated as a Supporting Campus, reflecting its commitment to student development and social impact.



## CILP Official Webpage Launch on Salim Habib University Website

The Center for Industry Linkages & Placements (CILP) at Salim Habib University marked a significant milestone with the launch of its official webpage on Friday, January 6, 2023.

The webpage, now live on the University's website, is envisioned as a dynamic platform that will enhance CILP's mission of bridging the gap between academia and industry. Through this initiative, the Office aims to equip students with in-demand skillsets and professional readiness, empowering them to lead transformative change in their future workplaces.

The launch ceremony was graced by distinguished members of the University's leadership, including Vice Chancellor Prof. Dr. Shakeel Ahmed Khan, Registrar Prof. Dr. Kaleem Raza Khan, Director Education & Admissions, and Marketing, HR & Admin Dr. Muhammad Hussain Habib, and Head, CILP, Dr. Shamaila Burney. Also in attendance were Deans, Directors, Chairpersons, and Heads of Departments across SHU.

The successful development and deployment of the webpage would not have been possible without the dedicated efforts of the Information & Communication Technology (ICT) Department. Special recognition goes to Mr. Syed Aabid Ali, Head of ICT, and Mr. Muhammad Haider, MTO ICT, for their technical support and contributions.

This launch marks a momentous step forward in CILP's continued commitment to supporting student career development and strengthening industry linkages.



# Personality Development Series



## Session on Mindset Is Everything

In observance of World Mental Health Day, the Center for Industry Linkages & Placements (CILP) at Salim Habib University, in collaboration with the Faculty of Management Sciences, organized another personality development session on Wednesday, October 12, 2022, the session titled "Mindset is Everything" was led by Shahroze Zaman Jalali entrepreneur, trainer, business coach, and legal advisor, who spoke on the critical role mindset plays in personal and professional growth. This was followed by an engaging workshop titled "Therapy through Art", facilitated by Ureeda Azeem Shaikh, an Industrial/Organizational Psychology student from the Department of Psychology, University of Karachi. The initiative highlighted the importance of emotional intelligence, mental well-being, and self-awareness in career development, aligning with CILP's ongoing commitment to holistic student development.

## Session on Business Communication



As part of its ongoing Personality Development & Career Counselling Series, the Center for Industry Linkages & Placements (CILP) at Salim Habib University, in collaboration with the Faculty of Management Sciences, organized a session on Business Communication on Monday, October 23, 2023, the session was facilitated by Ms. Faiza Sumbal Hoda, a Certified Cambridge Trainer, Consultant, and Counsellor, who also holds a 'Professional Development for Teacher Trainers' certification from Arizona State University, USA. With over a decade of experience working with renowned multinational organizations, including Nestlé Pakistan, Ms. Hoda brought valuable insights into effective communication strategies essential for the professional world. The session provided students with practical tools for enhancing their communication skills, a vital asset for success in the corporate environment.

## Session on Emotional Intelligence

The Center for Industry Linkages & Placements (CILP) at Salim Habib University, in collaboration with the Faculty of Management Sciences, organized a Personality Development and Career Counselling session on Emotional Intelligence on Monday, October 9, 2023, facilitated by Ms. Rizwana Pirani, Human Resources Business Analyst at ibex, the session provided valuable insights into understanding and managing emotions effectively in professional environments. It proved to be a highly engaging and impactful experience for all attendees, aligning with CILP's mission to prepare students for real-world career challenges through targeted skill-building sessions.



## PDV Series Mapping Your Path to Success

The Center for Industry Linkages & Placements (CILP), in collaboration with the Department of Business Administration, Faculty of Management Sciences at Salim Habib University, organized another personality development session "Mapping Your Path to Success: Integrating Personality and Career Development" on Tuesday, May 9, 2024, led by Mr. Syed Huzair, People and Learning Consultant at Navigation Management Consulting, the seminar was highly interactive and insightful, encouraging students to align their personal strengths with their career goals. The initiative reflects CILP's continued efforts to provide students with practical knowledge and guidance for informed career decision-making.



## Session on Interpersonal Skills



The Center for Industry Linkages & Placements (CILP) at Salim Habib University, in collaboration with the Faculty of Management Sciences, organized a Personality Development and Career Counselling session focused on Interpersonal Skills on Monday, September 25, 2023, the session was facilitated by Mr. Hamza Junani, Learning & Development Manager at Pearl Continental Hotel, Bhurban, and offered valuable insights into the importance of interpersonal effectiveness in the professional world. Students benefited from practical guidance and real-world perspectives, making the session a meaningful addition to CILP's ongoing efforts to equip students with essential soft skills for career success.

## EFROTECH- Professional Development Series on HR Software Training

As part of its ongoing Academia-Industry Connect initiative, the Center for Industry Linkages & Placements (CILP) at Salim Habib University organized a Professional Development Series session on HR Software Training on Monday, April 28, 2025. The training was conducted by Mr. Raheel Maqsood, Head of Sales and Marketing, and Mr. Ali Hasnain, Senior Sales Executive at EfroTech, and was held in continuation of the MoU signed between SHU and EfroTech for the TimeTrax program.

Through hands-on learning with TimeTrax HR software, students gained valuable insights into streamlining HR operations, enhancing organizational efficiency, and adopting industry-relevant tools. The session also served as a networking opportunity for students to engage with professionals and prepare for HR-centric career paths.



## Essentials of Management



The Center for Industry Linkages & Placements (CILP) at Salim Habib University organized an engaging session on "Essentials of Management" as part of its ongoing Personality Development & Career Counselling Series. The session was led by Mr. Ahmed Ali, Corporate Trainer, NLP Practitioner, and Performance Coach, who provided students with practical insights into foundational management principles, personal effectiveness, and workplace readiness. This initiative reflects CILP's continuous efforts to equip students with essential professional competencies and prepare them for future career growth.



## SHUxCONURE MoU Signing Ceremony

The Center for Industry Linkages & Placements (CILP) at Salim Habib University facilitated the signing of a Memorandum of Understanding (MoU) between Salim Habib University (SHU) and Conure to foster collaboration between academia and industry.

The MoU was officially signed by Professor Dr. Shakeel Ahmed Khan, Vice Chancellor, SHU, and Mr. Muhammad Zafar, General Manager Operations, Conure. This partnership aims to bridge the gap between theoretical knowledge and practical application in the field of Information Technology.

Through this collaboration, both Conure employees and SHU students will benefit from enhanced exposure to industry practices, hands-on experience with IT applications, and promising career development opportunities.



## SHUxBOSCH MoU Signing Ceremony



The Center for Industry Linkages & Placements (CILP) at Salim Habib University facilitated the signing of a Memorandum of Understanding (MoU) between Salim Habib University (SHU) and Bosch Pharmaceuticals (Pvt.) Ltd., aimed at strengthening academia-industry linkages.

This MoU is intended to foster the professional and academic development of both Bosch employees and SHU students through workshops, seminars, industrial visits, and similar collaborative events, while also offering internship and job placement opportunities to SHU students.

The MoU was signed in the presence of Dr. Shakeel Ahmed Khan, Vice Chancellor, SHU, and Mr. Zain Ul Abidin, Corporate HR Manager, Bosch. Also present were Dr. Kaleem Raza Khan, Registrar SHU, Zeeshan Khattak, Manager HRBP, and Saima Tahir, Executive Talent Acquisition & OD, Bosch.

From SHU, the ceremony was also attended by Dr. Muhammad Hussain Habib, Director Education & Admissions and Director Marketing, HR & Admin; Dr. Shamaila Burney, Head CILP & Assistant Professor; and Mr. Robin Stephen, Deputy Registrar.



## SHUxHSEQ MoU Signing Ceremony

The Center for Industry Linkages & Placements (CILP) at Salim Habib University (SHU) has initiated a collaborative partnership with HSEQ Professionals through the signing of a Memorandum of Understanding (MoU), aimed at organizing impactful joint events, workshops, and seminars while also offering coaching, mentorship, internships, and job opportunities for SHU students.

This partnership is a result of the efforts led by Dr. Shamaila Burney, Head CILP, Acting Head BBA Program, and Associate Professor, Department of Business Administration.

The MoU Signing Ceremony was presided over by Prof. Dr. Syed Irfan Hyder, Vice Chancellor, SHU, and Mr. Afaq Ahmed, Country Head, HSEQ Professionals. Also in attendance were Dr. Muhammad Hussain Habib, Registrar, SHU, and Mr. Wirasat Paracha, Manager Operations, HSEQ Professionals, along with Ms. Ailia Fatima Rizvi, Trainer & Auditor, and Ms. Mizbah Afzal, Management Trainee, from HSEQ Professionals. Dr. Shamaila Burney, Head, CILP, Acting Head BBA Program, and Associate Professor, Department of Business Administration, Ms. Maliha Khalid, Executive CILP, and Ms. Sheeza Kamran, Junior Executive, CILP were also present.





## SHU x MoU Signing Ceremony

The Center for Industry Linkages & Placements (CILP) at Salim Habib University (SHU) has facilitated a Memorandum of Understanding (MoU) with Marketing Now, aimed at establishing and sustaining a collaborative partnership focused on organizing engaging joint events, workshops, and seminars, while also providing coaching, mentorship, and internship and job opportunities for SHU students.

The MoU Signing Ceremony was presided over by Prof. Dr. Syed Irfan Hyder, Vice Chancellor, SHU, and Mr. Nasir Sheikh, Head Marketing, Domino's Pizza. Also present were Dr. Muhammad Hussain Habib, Registrar, SHU, and Mr. Uzair Dodhy, Head Business Development, Indus Basin Company, along with Mr. Fawad Ahmed, CEO & Director Commercial, Sofinity Digital; Ms. Tabinda Qureshi, Director Marketing, Elixir Marketing & Distribution (Pvt.) Ltd.; Mr. Mohsin Ali Sadiq, Head Marketing & Sales, Amreli Steels; and Mr. Bilal Ahmed, Senior Manager Corporate Communications, Faysal Funds, representing Marketing Now. Representing SHU were Prof. Dr. Amanat Ali Jalbani, Advisor to the Vice Chancellor and Dean, Faculty of Management Sciences; Mr. Mohammad Ekhlauque Ahmed, Professor of Practice, Director Admissions & Outreach, and Director Center for AoL & Experiential Learning; Dr. Shamaila Burney, Head CILP, Acting Head BBA Program, and Associate Professor, Department of Business Administration. Ms. Pariwash Khan, Deputy Registrar; Mr. Qadeer Lakho, Senior Registration Officer; Ms. Maliha Khalid, Executive CILP; and Ms. Sheeza Kamran, Junior Executive CILP.



## SHU X THE TALENT ACCELERATOR MoU Signing Ceremony



The Center for Industry Linkages & Placements (CILP) at Salim Habib University facilitated the signing of a strategic Memorandum of Understanding (MoU) between SHU and The Talent Accelerator (TA), organizers of EB Fest 2026. This partnership aims to strengthen industry-academia collaboration by creating opportunities for student engagement, employer branding insights, and future joint initiatives.

The MoU Signing Ceremony was presided over by leadership from both SHU and The Talent Accelerator, reflecting a shared commitment to enhancing student development through experiential industry exposure. Representatives from both organizations were present as the partnership was formally launched, marking the beginning of promising collaborative pathways for SHU students.



## ALUMNI SECTION:

### Alumni Mentorship Session – Bridging Generations, Building Futures

In a powerful initiative to reconnect, inspire, and guide the leaders of tomorrow, the Center for Industry Linkages & Placements (CILP) at Salim Habib University organized and initiated a dynamic platform for connecting current students with Alumni through Alumni Mentorship Session on Thursday, October 10, 2024. This impactful event brought together SHU alumni now thriving professionals across top-tier organizations, back to campus to mentor and motivate current students.

The session served as a platform for our alumni to share invaluable real-world insights, personal career journeys, and professional advice. It not only fostered meaningful connections but also exemplified the strong bond between SHU and its graduates.

Distinguished alumni who returned to campus included Umair Tasleem (GroupM), Samita Chunara (House of Habib – STCL), Sufiyan Imran (Synergy Advertising), Minhaal Mukhtar (Cambridge Garment Industries), Muhammad Zubair Abbasi (Cybernet), Makia Akbar (Al-Karam Textile Mills), Areej Jamil (Faysal Bank), Abdul Aziz Farid (Stellic), Arisha Amin (Surge Laboratories – Nabiqasim Group), Amima Talat Fatima (Herbion Pharma), Sana Kamran (Minerva Research Solutions), Maheen Hussain Mithani (DM Clinical Research), Zunaira Namal (Silpha Labs), Osama Ali Khan (ICCBS), Sohail Rehman (Ziauddin Hospital), Zuraiz Baig (Medequips), Abdul Basit (Entrepreneur), Omama Ahmed Farooqi (Savoyour – Gaditek), Syed Ahsan Mazhar (Fauji Foods), and Dr. Arif Ali Arain (Indus Hospital & Health Network).

By bringing alumni back to where their journey began, CILP not only celebrated their achievements but also opened a channel for current students to learn, ask, and grow. The mentorship session was a testament to the strength of SHU's alumni network and CILP's commitment to fostering lifelong connections that empower both students and graduates.



### SHU FIRST ALUMNI REUNION 2025 – Back to where it all begins

In a celebration full of pride, connection, and nostalgia, the Center for Industry Linkages & Placements (CILP) proudly organized Salim Habib University's first-ever Alumni Reunion on May 25, 2025, under the heartfelt theme: "Back to Where It All Begins."

Graduates from across batches returned to their alma mater for an evening that was both fun-filled and emotionally uplifting. The reunion began with inspiring messages from SHU leadership Prof. Dr. Irfan Hyder (Vice Chancellor), Dr. Hussain Habib (Registrar), and Dr. Shamaila Burney (Head of CILP), which set a meaningful tone for the night. Along with Alumni, there was enthusiastic participation from Faculty and staff. Following the speeches, alumni enthusiastically participated in interactive Mentimeter games, followed by the screening of a nostalgic video capturing precious university memories bringing back warm laughter and heartfelt emotions.

The attendees were then invited to tour the newly constructed Faculty of Business Sciences (FBS) building, offering them a glimpse into SHU's continued growth and progress. After the tour, everyone gathered in the Erum Afaq Auditorium, where shields were distributed in appreciation of alumni presence and support.

A special batch-wise group photo session followed, capturing the spirit of unity and celebration. The evening concluded in the Health and Happiness Arena, where guests enjoyed a delightful dinner and an enchanting Qawali Night performed by the acclaimed Ashfaq Hussain and group, leaving the campus echoing with music, emotion, and cherished memories.

Special appreciation goes to Dr Shamaila Burney, Head CILP, Acting Head BBA Program, and Associate Professor, Department of Business Administration, Ms. Maliha Khalid, Executive, CILP and Ms. Sheeza Kamran Junior Executive, CILP for their dedicated efforts in planning, coordination, and ensuring the success of this milestone initiative. With heartfelt reunions, joyful conversations, and a strong sense of pride, the event marked a significant milestone in SHU's journey. CILP is proud to have led this remarkable initiative, planting the seeds for a thriving tradition of alumni engagement and lifelong connection to Salim Habib University.



# Alumni Spotlight

**SALIM HABIB UNIVERSITY** 

## ALUMNI SPOTLIGHT

### Raihab Khan

Graduating Year 2025

**Nutrition Specialist – Nestle**

Raihab Khan, a Pharm-D graduate, has built her career by combining academic knowledge with practical experience. Through hands-on training at Dawat Healthcare Pharmacy, Tabec Pharma, Scilla Pharma, and Pharmeo Pvt. Ltd., she strengthened her industry and communication skills. Currently a Nutrition Specialist at Nestle Pakistan Ltd., she thrives on continuous growth, professional relationships, and proactive career development.

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**SALIM HABIB UNIVERSITY** 

## ALUMNI SPOTLIGHT

### Muhammad Umair Tasleem

Graduating Year: 2022

**Strategic Account Manager – DARAZ**

Muhammad Umair Tasleem, a BBA graduate, began his digital advertising career at Spectrum Communications, focusing on brand communication and creative strategy. He later served as Senior Media Planner at WPP Media, leading data-driven media strategy and performance marketing for major local and global brands. Currently, as Strategic Account Manager at Daraz, he oversees retail media for Pakistan's largest e-commerce platform and strengthens connections between brands, media, and commerce.

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## CAREER DEVELOPMENT TIPS:

- Stay updated with industry trends and emerging skills through courses, workshops, and certifications.
- Build meaningful professional connections through industry events, webinars, and alumni engagement.
- Complement academic knowledge with internships, live projects, and volunteering opportunities.
- Develop strong verbal and written communication skills to convey ideas clearly and confidently.
- Maintain a professional online presence on platforms like LinkedIn and curate a portfolio of achievements.
- Define short-term and long-term career objectives and periodically review progress.
- Seek guidance from experienced professionals to navigate career challenges and make informed decisions.
- Cultivate flexibility to thrive in dynamic work environments and embrace change positively.
- Develop analytical skills to approach challenges with creative and practical solutions.
- Prioritize mental and physical well-being to sustain productivity and long-term career success.



# INDUSTRY SPOTLIGHT

## INDUSTRY PARTNER SPOTLIGHT:

We are proud to share that our esteemed industry partner, Unilever Pakistan CD team, has won the Global Safe Travel 2024 Award! This recognition reflects their collective effort, dedication, and commitment to ensuring safe and responsible travel practices.

It was an honor for our visiting faculty, Dr. Faiza Yasir Jalbani, to receive this award alongside her amazing colleagues.



# THANK YOU FOR BEING OUR VALUED PARTNER







## Messages from Industry Leaders



### Loïc Sadoulet

Professor at INSEAD

What struck me in my interactions with Salim Habib University is the clarity of its intent to build real bridges between academia and industry. I saw SHU consistently present in conferences and professional training programs, not as a spectator but as an active contributor, signaling a serious commitment to relevance and engagement. During a seminar with the faculty in July 2025, I was particularly impressed by the quality of dialogue between senior and junior faculty members: open, curious, and focused on learning rather than hierarchy. CILP and PSTD matter because they institutionalize this posture. They turn industry linkages from occasional initiatives into a discipline. And that is exactly what universities must do if they want relevance to be earned rather than claimed.



### Dr. Faizah Yasir Jalbani

Global SHE Capability Manager  
Unilever Pakistan Limited, Pakistan

I would like to highlight the excellent work being done by the Center for Industry Linkages and Placements (CILP) leading by Dr Shamaila Burney. The department plays a critical role in bridging academia and industry by creating meaningful exposure opportunities, facilitating industry connections, and supporting students in their career readiness. The structured engagement and placement support provided by CILP significantly enhances student confidence and employability.



I had the opportunity to work with Salim Habib University (SHU) as a visiting faculty member over the last year, during the semester in which I taught students across different engagements. This experience allowed me to closely observe both the academic environment and the institutional support system at the university. One outcome that stands out is that one of my students, based on her strong analytical skills, professionalism, and overall competency developed during her academic journey at SHU, is now part of Unilever as a Modern Trade Sales Analyst. I confidently recommended her, as she demonstrated the level of readiness and capability that SHU consistently instills in its students through its academic and industry-linked framework.

Overall, my experience at SHU over the semester has been very positive. The university demonstrates a strong commitment to delivering industry-relevant education, supported by dedicated faculty, disciplined students, and an effective industry linkage and placement function.



## Sultan Mughal

Executive Director  
PEPSI - Pakistan Beverage Ltd



It has been inspiring to witness Salim Habib University's journey over the past few years, particularly its focus on aligning academic learning with the realities of the professional world. What stands out most to me about SHU students is their openness to learning beyond the classroom—their willingness to engage with industry, ask meaningful questions, and step into real workplace environments with confidence.

Since its inception in 2022, the Center for Industry Linkages & Placements (CILP) has played a vital role in shaping this approach. Through structured internships, industry projects, and employer engagement, CILP helps students translate knowledge into practical skills and ambition into employability. These sustained industry relationships allow students to understand professional expectations early and make more informed career choices, ensuring SHU graduates are adaptable, professional, and ready to add value from the outset.

To the students of SHU: make the most of these opportunities. Show up, stay curious, ask questions, and treat every industry interaction as a learning experience. The effort you invest today will shape the professional you become tomorrow.



## Zar Badshah

Head of Business Development - AKD Trade  
AKD Securities Limited.



AKD Securities Limited

Salim Habib University (SHU) has been making significant strides in fostering industry-academia collaborations through its Center for Industry Linkages & Placements (CILP). By bridging the gap between students and industry leaders, CILP is not only enhancing students' practical skills but also shaping future-ready professionals. I'm confident that SHU's commitment to industry linkages will continue to open doors for students and strengthen its reputation as a forward-thinking institution.



## Obaidullah Sharif

CEO, The Recruiters  
(CILP Mentor)



At The Recruiters Pakistan, we have had the distinct pleasure of witnessing the transformative power of visionary leadership through our collaboration with Dr. Shamaila Burney. As the Head of the Center for Industry Linkages and Placements at Salim Habib University (SHU), Dr. Burney has been the bridge that seamlessly connects academic excellence with industrial rigor.

Under her strategic guidance, Salim Habib University has experienced a remarkable evolution, firmly establishing itself as a powerhouse for talent and innovation. Her commitment to bridging the gap between students and the HR Pakistan is not just administrative—it is a passion that radiates through the university's growth.

Our partnership has been defined by milestone attainments:

**Academic Synergy:** SHU served as a vital Academic Partner for our signature event, "TruKarachi" – The Recruitment Unconference, bringing invaluable intellectual depth to the forum.

**The HR Pinnacle Awards:** We were honored to host the first edition of the HR Pinnacle Awards at the state-of-the-art Salim Habib University auditorium. This landmark event was made possible by the unwavering support and hospitality of Dr. Shamaila Burney and Dr. Muhammad Hussain Habib.

Dr. Burney is a rare leader who understands that the future of the workforce depends on strong industry-academia ties. We are proud to call her a partner and look forward to many more years of shaping the professional landscape of Pakistan together.



## Taniya Hanif

Group Manager – OD, Learning & Communications  
Human Resource Department  
U&I Garments Pvt Limited  
(CILP Mentor)



I have been connected with Salim Habib University since its early days, and over the years I've had the opportunity to engage closely with SHU and its students through industry collaboration and talent acquisition. From the very beginning, SHU stood out for its strong commitment to producing industry-ready graduates. What I truly admire is the university's holistic focus—not only on technical competence, but also on soft skills, professional grooming, and real-world industry exposure. This balanced approach makes SHU students confident, adaptable,

and valuable talent for organizations. The journey of CILP reflects a purposeful bridge between academia and industry, and I've seen firsthand how these linkages have strengthened year after year, creating meaningful impact for both students and employers.



## Uzma Safdar

Senior GM - HR & Administration  
HR, Administration and Corporate Communications,  
Herbion  
(CILP Mentor)



Herbion appreciates Salim Habib University for its strong industry-academia collaboration through internships, career fairs, and other professional engagements. The students consistently demonstrated professionalism, commitment, strong retention, and preparedness across all initiatives. Their performance reflects the university's focus on practical learning and long-term development. Herbion commends Salim Habib University for effectively nurturing industry-ready talent.



## Mehreen Khan

Head of Human Resources and Administration  
Sante (Private) Limited  
(CILP Mentor)



Having been part of the Center for Industry Linkages and Placements (CILP)'s at Salim Habib University from its very early days, it has been truly inspiring to witness its growth and impact. From simple beginnings like student mock interviews to thoughtfully curated panel discussions, interactive sessions, and diverse student-led activities, the department has consistently worked to build meaningful connections and enriching experiences for students. As someone who has attended, participated in, and observed these initiatives over time, I deeply appreciate the dedication, consistency, and student-centered vision of Dr. Shamaila Burney,

that the Center for Industry Linkages and Placements (CILP) brings to campus life. Its journey reflects not just progress, but a genuine commitment to fostering engagement, dialogue, and a vibrant university community.



## Aadil Riaz

Director HR  
Pakistan Cables Limited  
(CILP Mentor)



It's a pleasure to contribute to the inaugural edition of the CILP Newsletter.

Salim Habib University has steadily positioned itself as a forward-looking institution that values industry relevance as much as academic rigor. The students I have interacted with are equipped with adaptability, and a strong willingness to learn—qualities that today's industry values deeply. Through the Center for Industry Linkages & Placements, SHU has taken a structured and purposeful approach to bridging academia and industry, enabling students to

gain real-world exposure while allowing organizations to engage with emerging talent early on. I am confident that, over time, CILP will continue to serve as a strong catalyst in shaping meaningful careers for students and creating lasting value for industry partners. I wish the team continued success in this important journey.

## Our Initiatives Supporting the SDGs



## Our Graduates are working in:





**SALIM HABIB UNIVERSITY**



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