

S H R S



EST 2006

2024 -
2025

YEAR END REPORT



Introduction

The Strategic Human Resource is IoBM's very own student society, designed to enhance the understanding of the HR and corporate world. The aim of SHRS has always been to align human competencies, we do so by bringing together teams of talented individuals helping them grow and maximize their potential. To aid in our goal of catering to all relevant interests the SHRS departments include Marketing, Human Resources, Public Relations, Finance & IT, Creatives, Operations & Logistics, Events, Media, Strategy & Reforms and Corporate.

The scope for SHRS does not only encompass students, but also encompasses collaborations with esteemed firms and companies all across the country. To do so, the society is active in hosting seminars, conferences, the career fair and our flagship event EVOLVE. These events all act as a bridge between industry professionals and students, helping them in their professional growth.

Our goal is to foster a community where members can grow personally and professionally while preparing for their future careers.

Mission

SHRS is a society dedicated to advancing the practice and profession of multiple divisions including Public Relations, Human Resource, Marketing, Events, Media etc. Our mission is to cultivate a community where continuous growth, ethical leadership, innovative practices and collaborative environment enhances the current potential of the people who are part of this society into further preparing and molding them for the real world.

Vision

SHRS aspires to shape the future by fostering inclusive, innovative, and dynamic environments where all the members can thrive and achieve successful outcomes together. Through a commitment to continuous learning, thought leadership, and collaboration, we seek to redefine the impact of HR, ensuring that it not only supports work related objectives but also champions the well-being and development of all the members. Aiming for ethical standards and forward thinking approaches, SHRS values the input from its members encouraging them to be the best version of themselves.

Acknowledgement



We would like to express our deepest gratitude to Dr. Shagufta Ghauri, the respected faculty advisor of the Strategic Human Resource Society, whose unwavering support, mentorship, and encouragement have been the backbone of our society's success. Her dedication went far beyond what was required of her role — she stood by us through every challenge, offering not just her time and expertise, but also her trust and belief in our capabilities as a team. It was through her constant guidance that we were able to operate effectively, maintain our presence within the university, and bring our ideas to life. Dr. Ghauri consistently opened doors for us, created opportunities we hadn't imagined possible, and ensured that our voices were heard and our efforts recognized. Her insightful advice and compassionate leadership helped us navigate through uncertainty and make decisions that shaped the society's future. We are sincerely thankful for her role in nurturing our growth, inspiring our confidence, and being a source of strength throughout our journey. The Strategic Human Resource Society would not be where it is today without her, and we will always carry forward the values and lessons she instilled in us.

Testimonials - TOP 4

Moiz Ul Hassan - President

When I joined SHRS, I told everyone that I'd become the president of SHRS one day, and here we are—rest is history.

I'm super excited to step into this role and keep up the legacy of creativity, teamwork, and just pure fun that makes SHRS what it is. SHRS is more than just a society to me—it's where we push boundaries, try out new ideas, and support each other. SHRS is my second home where I have not only grown professionally and personally but also found some lifelong friendships.

My vision is to make SHRS the go-to place for innovation, growth, and fun. I want every member to feel included, valued, and motivated to bring their best. This year, let's aim high, take risks, and make memories we'll never forget. Here's to taking SHRS to new heights and having a blast while we're at it.



Aqsa Adnan - Vice President

When I first joined SHRS three years ago, I never imagined I'd be the one writing this as Vice President.

My journey with SHRS has been one of growth, learning, and working with some of the most talented and creative minds. My vision for this tenure is to continue fostering a culture of teamwork and creativity, particularly in executing our flagship event, Evolve. I believe that SHRS is more than just a society; it's a community where we support and uplift each other. With my experience in the corporate world, moving from Business Development Executive to Manager, Sales, I am eager to help our members sharpen their skills in CV screening, job searching, and interview preparation. So, if you ever need advice, whether it's about landing your dream job or just a good coffee spot, I'm your go-to person.



Testimonials - TOP 4

Raiyan Baqai - General Secretary

I originally joined SHRS just to have fun and enjoy the university experience. Little did I know that this decision would lead to some of the most rewarding and transformative moments of my life. What started as a casual involvement turned into a passion for the society, and here I am today, stepping into the role of General Secretary.

In my time here, I've seen SHRS grow and evolve, and I'm excited to contribute to its next chapter. My vision isn't just about maintaining what we have—it's about injecting even more energy, creativity, and excitement into everything we do. I want SHRS to be a place where every member can find joy in what they're doing, while also pushing themselves to achieve more than they ever thought possible.

For me, SHRS has always been about more than just events—it's about the friendships we build, the challenges we take on together, and the memories we create along the way.



Fatima Zahid - General Secretary

I joined SHRS simply to expand my network, but I found so much more here: genuine warmth, meaningful friendships, invaluable experiences, and countless opportunities. If there's anything I love more than Dostoevsky and my world of books and poetry it's this society and the incredible people in it. My vision? To make SHRS a phenomenon, known far and wide—even beyond IoBM! I want to lead initiatives that leave a lasting impact and create a community that stays strong even after I'm gone.

What sets us apart is our commitment to excellence—that's our trademark. As General Secretary, I aim to create a welcoming environment where everyone feels like they belong.

And if you want to know more about me, just remember: I am vengeance, I am the night, I am Batman. Oh, and let's just say if Harvey Specter ever wanted to join SHRS, he'd have to play by our rules. Why? Because that's the kind of excellence we strive for!



Testimonials - Executive Council



Usman Shahid Banka
Financial Advisor

As the Finance advisor of SHRS, I'm excited about making this tenure truly memorable. My goal is for us to accomplish great things that people will remember for years. SHRS is a place where we come together to make a difference, and I'm dedicated to helping us do just that.

Shifa Shakil
ED Marketing

With a passion for both creativity and strategy, I aim to lead the marketing department with empathy and vision. My goal is to equip our members with real-world insights, making it a space for learning, growth, and lasting memories, while EVOLVING to new heights.



Hibban Hasan
ED Marketing

From day one at SHRS, I've been driven to push boundaries and explore new possibilities. Over time, I've realized that it's the energy and dedication of each member that make SHRS truly complete. I want to keep this spirit alive, ensuring that all of us not only learn and grow but also create a lasting impact that goes beyond our time here.



Bilal Khalid
ED Events

As a student professional cricketer, I've always valued teamwork and discipline which have shaped me both on and off the field. These qualities drive my approach to leadership and my vision for SHRS. To me, SHRS represents more than just a society, it is a platform for growth, learning, and developing future leaders.



Testimonials - Executive Council

Sania Irfan
ED Finance & IT

One thing about me is that I love a good challenge. And that's exactly why SHRS means so much more to me than just another student society. Here, I've found a community that challenges me to think creatively and push myself beyond my comfort zone. I envision the year ahead to be a shared journey of growth, laughter, and learning; and for every member to feel empowered to do their best, knowing that they have a team behind them rooting every step of the way.



Jahanzeb Asim
ED Corporate

Starting as a marketing member, I was warmly welcomed into a community that became like a second family. As Director of Marketing, I grew as a leader, fostering a supportive environment. Now, as ED Corporate, my vision is to elevate SHRS beyond IOBM, making our flagship event known across Pakistan's universities. For me SHRS is a place where you can grow, connect, and find lifelong support.

Hassan Khan
ED Corporate

From member to Executive Council, I have committed to growing SHRS as a major career pipeline for students. SHRS is more than a society, it's a safe space where students can learn, grow and build their futures. My goal is to strengthen this by offering even more career building opportunities for our members.



Noor ul Huda
ED Media

I plan to create the most exciting, engaging, creative and vibrant content for this year. My hope is for the content to peek through the fun and playful side of SHRS while also maintaining the professionalism it embodies. SHRS to me is what motivated me to enjoy university. It's a family full of like minded and helpful individuals bringing up each other with love.

Testimonials - Executive Council

Tahir Mazahir

ED Operations & Logistics

As an entrepreneur specializing in logistics supplies for events, I've gained valuable experience in ensuring seamless operations and delivering exceptional results. Now, as the Executive Director of the Logistics Department at SHRS, I'm applying this expertise to support the society's mission. My focus this tenure is on refining our logistical strategies to enhance the success of our events and initiatives. SHRS, to me, is not just a society but a platform that empowers individuals to grow, connect, and lead with purpose. It's a community where we turn ideas into actions, and I am proud to be part of this journey.



Alaina Agha

ED Human Resources

When I'm not running around handling HR work, you will probably find me with a paintbrush in one hand and a cup of chai in the other. My vision for SHRS is to build a community where every member feels inspired and excited to be part of something greater. I want to ensure that everyone has the opportunity to learn, grow, and feel supported.



Alina Zafar

ED Public Relations

Running around and getting things done is important for excellent execution of anything, but running around with your friends and getting work done is objectively more fun- which is an experience I aim to instill for everyone through this tenure.

Since SHRS and PR has helped me grow so much as a person, my aim is to ensure PR enhances its role in harboring teamwork and building a sense of belonging and appreciation within SHRS



Minal Mumtaz

ED Strategy & Reforms

When I joined SHRS, I wanted to make a real impact. Now, becoming an ED is an opportunity for me to do that. To me, SHRS is a place where I have built relationships that I'll cherish for life. My vision is to make every member of SHRS feel empowered, valued, and inspired to contribute their best ideas.



Testimonials - Executive Council

Arij Janjua

ED Operations & Logistics

I basically do a little bit of everything, but what I really love is expedition. Everything I do, I do it with full commitment and my vision for SHRS is to execute events and initiate plans like never before with my team. To me SHRS is a family.



Aliha Hussain

ED Human Resources

Other than exploring different professional departments, you might catch me in the netball court, channeling my energy as both an athlete and an entrepreneur. I thrive on staying busy, and finding new challenges—idle moments are simply not for me. My vision for SHRS is to elevate it beyond the university walls, making it a recognized and respected name in the corporate world. I am committed to building SHRS into a community that is safe, inspiring, and peaceful for everyone involved.



Hassan Naveed

ED Events

I am a dedicated member of SHRS, passionate about fostering a collaborative and innovative environment within the organization. In this tenure, my vision is to enhance networking opportunities, promote a culture of knowledge sharing among members. SHRS, to me, is not just a society; it's a supportive community where we all come together to learn, grow, and make a positive impact in each other's life.



Fajar Ajaz

ED Creatives

I'm passionate about turning innovative ideas into reality and want to create an environment where creativity thrives. For me, SHRS is more than just a society; it's a community that inspires growth and collaboration. I'm excited to see what we can achieve together!





OPEN HOUSE



A warm welcome to over 500 students and the beginning of a new SHRS journey

On 9th October 2025, the Strategic Human Resource Society (SHRS) held its annual Open House in SSK Wing C to welcome a fresh batch of passionate and enthusiastic students. The event served as a recruitment and engagement platform, where existing members introduced SHRS to new students and invited them to become part of the society.

With an impressive turnout, the open house attracted around 500+ sign-ups, out of which a carefully curated new team was formed through a series of interviews and departmental interactions.

To make the SHRS Open House more interactive and memorable, the event featured engaging elements like **a thumb painting station, a photo booth with props, and personalized affirmation notes—adding warmth and creativity to the recruitment experience.** The objective was to introduce the society, encourage participation, and recruit a dynamic new team through one-on-one departmental interactions. As a result, existing members enhanced their communication and organizational skills, while new recruits gained insight into team dynamics, collaboration, and leadership within a professional student environment.

● A Huge Turnout

SHRS is organized into several core departments, each playing a critical role in the functioning of the society. These include:

- Marketing
- Public Relations
- Corporate
- Logistics
- Media
- Finance

During the event, each department had a designated space where current members and council representatives guided new students, helping them identify departments that aligned with their interests and strengths.





THE FUTURE SUMMIT & WOMEN IN BUSINESS

SHRS in Action: Conference Highlights



THE FUTURE SUMMIT

Held in March 2025, SHRS representatives attended this premium business and innovation conference in Karachi. Members engaged with thought leaders on the future of work, tech integration, and strategic leadership.



WOMEN IN BUSINESS CONFERENCE

Also in March 2025, SHRS delegates participated in a conference on women’s leadership in business. Female CEOs, HR leaders, and entrepreneurs shared valuable insights and policy ideas.

Key Outcomes:

- Promoted gender-inclusive HR awareness**
- Inspired future leaders**
- Initiated ideas for campus-led panels**
- Collab with IoBM’s Gender & Inclusion Office*



PAKISTAN TRAVEL MART & ISLAMIC CAPITAL MARKET CONFERENCE

Islamic Capital Market Conference

Date & Venue: **February 2025, Karachi, Pakistan**

Participants: ~15 (SHRS Delegation)

Overview:

This conference focused on ethical finance, Shariah-compliant instruments, and the growth of Islamic capital markets in Pakistan and globally. It featured experts from SECP, PSX, and Islamic financial institutions.

Collaborations: Participation was coordinated with the IoBM Finance Society for shared learning.



ICMC

Objectives & Outcomes:

- Understood core principles behind Islamic capital markets.
- Learned about Sukuk, Takaful, and other non-interest-based financial tools.
- Established academic connections for future speaker sessions.

Collaborations: Participation was coordinated with the IoBM Finance Society for shared learning.



Pakistan Travel Mart Expo

DECEMBER 2024 | KARACHI

SHRS, alongside IoBM students, attended Pakistan's largest travel and tourism expo to explore HR practices in hospitality and service industries. The delegation gained insights into recruitment, employer branding, and customer experience, while identifying key skills needed in high-touch sectors.

Key Outcomes:

- Understood HR trends in hospitality and tourism
- Explored career paths in travel and hotel HR
- Networked with professionals from airlines, hotels, and tour operators

In collaboration with IoBM's Tourism & Hospitality Department

SHRS PREMIER LEAGUE



To foster internal bonding, teamwork, and a sense of community, the Strategic Human Resource Society (SHRS) organized its very own SHRS Premier League (SPL) on 14th November 2025, a fun, cricket-themed social event held exclusively for the members and council of the society. The event served as an engaging ice-breaker and team-building session, allowing members to connect beyond their departmental roles.

Multiple teams were formed, comprising both council and general members, and competed in a friendly yet spirited cricket tournament. The matches were held in a ground, creating a lively and festive atmosphere. To add to the excitement, there were:

- Food and coffee stalls to keep the energy up
- Music to create a vibrant, relaxed vibe
- A dedicated media team on site to capture fun, candid, and memorable moments throughout the day

The event concluded with a trophy ceremony, where the winning and runner-up teams were celebrated for their performance and sportsmanship.

The objective of the SHRS Premier League was to create a fun, informal setting for members and council to bond, interact, and strengthen internal connections beyond work-related responsibilities. By organizing a friendly cricket tournament supported by food stalls, music, and media coverage, SHRS aimed to build a more united and motivated team.

The learning outcomes included improved collaboration, strengthened peer relationships, and enhanced team spirit. Members experienced the value of balance between work and recreation, contributing to a more positive and engaging society culture.



IOBM SUPER LEAGUE '24

Year End
Report



ISL 2025: SHRS and Vanquisher Unite for a High-Energy University Cricket Showdown

Where Strategy Met Sportsmanship in an Unforgettable Tournament

In November 2025, the Strategic Human Resource Society (SHRS), in collaboration with Vanquisher, IoBM's official sports society, hosted the IOBM Super League (ISL) — a thrilling inter-university cricket tournament featuring teams from IoBM, IBA, Denning Law School, and more. Designed to foster collaboration and student engagement beyond the classroom, ISL provided SHRS members with invaluable experience in organizing large-scale, multi-society events. The tournament not only promoted healthy competition but also strengthened leadership, coordination, and networking skills across participating universities.



EVOLVE



Overview

EVOLVE was a flagship business competition organized by the Society of Human Resource Sciences (SHRS) at IoBM during the Spring semester of 2025. Designed as a multi-round challenge, it brought together dynamic student teams to solve real-world business problems through simulations, HR dilemmas, marketing pitches, and strategic decision-making tasks. The event served as a platform for aspiring business professionals to test their knowledge, critical thinking, and teamwork in a high-pressure, professional setting.

Objectives

- To provide participants with exposure to real-world business scenarios.
- To promote problem-solving, creativity, and strategic thinking.
- To foster leadership, negotiation, and team collaboration under simulated pressure.
- To encourage networking among students from different departments.



Participation Statistics

Total Attendees (including audience): **350+**

Number of Teams Registered: **24**

Volunteers: **100+**

Judges and Faculty Mentors: **5 industry professionals and IoBM professors**

EVOLVE



OUTCOMES

Over 20 teams participated from various faculties.

Participants reported increased confidence in presenting and decision-making.

Judges and faculty appreciated the practical application of classroom concepts.

The event boosted SHRS's visibility and credibility across campus.

Collaborations or Partnerships

Industry Collaboration:
Partial sponsorship and judging support from HR Legends Pakistan and RecruitPro Pvt Ltd.

Internal Collaboration:
Coordination with the IoBM Event Management Society for logistics and technical setup.

Recommendations

Include a digital marketing round to enhance relevance for today's job market.

Introduce a mentorship segment prior to the competition for grooming participants.

Offer certificates or LORs for high-performing participants and volunteers.



THE FOOD STREET, A SOULFUL QAWWALI NIGHT, AND AN ELEGANT FORMAL DINNER



QAWWALI NIGHT

As part of the EVOLVE Business Competition, a soulful Qawwali Night was hosted to offer a cultural retreat for participants and attendees. The evening featured a live performance, traditional floor seating, and a serene ambiance that encouraged reflection and connection.

It added a unique spiritual and cultural dimension to the overall EVOLVE experience, allowing everyone to unwind and bond beyond the competition.



FOOD STREET

As part of the EVOLVE Business Competition, a vibrant Food Street was organized to enhance the overall event experience for participants, volunteers, and attendees. The food street featured a delightful mix of renowned brands and local street food vendors, creating a lively and social atmosphere.

Key highlights included:

- Bombay Bhel serving its signature spicy snacks

- Helados Ice Cream offering premium dessert options

- Local vendors providing classics like bun kebabs, fries, gol gappay, and rolls

The food street was not only a crowd favorite but also helped sustain energy throughout the intense competition days. It encouraged informal networking, team bonding, and added a festive flair to the academic environment of the event.



Smashing into Summer: SHRS Year-End Padel Showdown



QUICK SERVES FROM THE COURT

Location:
**160-A
Community
Sports**
Attendees:
20+ SHRS
members
Date: **8th
May, 2025**

A fun and active wrap-up to a great year at SHRS

To mark the end of an eventful year, the SHRS society came together for an exciting padel match that brought both energy and smiles. Held at [insert location if needed], the game served as a refreshing break from academic routines and a chance for members to bond in a relaxed, sporty environment. With teams formed on the spot and healthy competition in the air, the event saw enthusiastic participation from students across all years. Whether playing or cheering from the sidelines, everyone contributed to the vibrant atmosphere. It was the perfect way to celebrate our achievements, build team spirit, and create lasting memories. Here's to more smashing moments ahead!