

IBA PU ALUMNI CANADA

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Quarterly

Mavericks



“Gestures, rather than words, are true indicators of your instinctive reactions. If you want others to believe that you can be trusted, your spoken language and your body language must say the same thing”

Insights and Inspirations

Dear Mavericks,

Welcome to the very first edition of the Mavericks of IBA PU Alumni Canada Quarterly Newsletter!

We are happy to launch this platform to connect, celebrate, and inspire our vibrant alumni community. This inaugural issue is a testament to the incredible talent, passion, and commitment of our members.

Firstly, we extend our sincere appreciation to all the alumni who have contributed their insightful articles, stories, and experiences. Your enthusiasm and willingness to share your knowledge are what make this newsletter possible. From industry insights and success stories to personal reflections and innovative ideas, each piece in this edition reflects the diverse expertise and unique perspectives within our alumni.

We encourage all our alumni to dive into these articles, find inspiration, and explore the wealth of knowledge shared by your fellow Mavericks. Whether you are looking for professional advice, entrepreneurial insights, or simply a good read, this newsletter has something for everyone.

As we continue to grow and evolve, your participation is crucial. We invite you to contribute to future editions by sharing your experiences, achievements, and ideas. Your voice matters and can make a significant impact on our community.

We also value your feedback and suggestions. Please take a moment to share your thoughts on this inaugural issue. Your insights will help us improve and ensure that the Mavericks of IBA PU Alumni Canada Quarterly Newsletter continues to serve as a valuable resource for all.

Thank you for your support and engagement. Together, we can build a stronger, more connected alumni network.

Happy reading!

Mavericks of IBA PU Alumni Canada

“Nothing in this world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent.”

— Calvin Coolidge

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COOL CANADA

SHAHID ALI (1972-74)

Canada, A Beacon of Unity, Resilience, and Justice

I am a Canadian and I am in Canada for last more than 23 years and do not have a moments hesitation in saying I and my family is proud of being a Canadian- a fact which has been depicted and proved on more than one occasion. When I say it is the best country on the face of earth, it is not because the affluence it enjoys. It is also not because of the huge land mass it has or is that it is blessed with one of the largest natural resource bases it has. It is also not because one of the highest GDP it carries or per capita income it has. It is because of cohesiveness of its multi cultural and multi racial system. The respect that it gives to human rights and coming together as Canadian at all the times of trial and triumph. Their unstinted belief in parliament and democracy in real sense. Care for each other, as you can see through the show of emotions and love for each other in this time of senseless killing of a Canadian family. Neighbourhoods coming together regardless of who they are and what their beliefs are. Canada not only practices, no matter which government is in office, but affirms its faith in these ideals and takes stands wherever these ideals are not followed any where on the globe.



My friends let me tell you such are living nations which do not die with these tragedies that we saw with a family belonging to a minority. They are reborn even stronger as you can see this country has come together again and together, they mourn the death of this innocent Canadian family. I can assure that such tragedies will let them improve their systems now and will harmonize and instill the corrections through their participative actions in the fabric of this progressive society, where justice and fair play is the foundation.

Long Live Canada.

THE COCKTAIL

IMRAN RAZA SHAH (1972-74)

From MIS to Manufacturing: A Lifetime of Learning and Respect

You will recall Shahid Ali's very interesting "story of a lifetime", which earned accolades from members of this group. Encouraged by the response he asked me to contribute my lifetime story which, I am afraid, will not get the same response, but Shahid's "command" cannot be turned down!

It has been a chequered career for me. After finishing from IBA, PU, my first serious employment was with PIA, MIS Department. It was a tremendous learning experience because I got to work with Golitely & Company, airline consultants from New York, who were developing a computer-based MIS for PIA. This was the time of IBM main frame computers and well before personal computers or smart phones. Those were the good days for PIA under Air Marshall Nur Khan's dynamic leadership. I resigned in Dec 1977 and spent the next 2 years at Texas Tech University in their Management Information Systems program leading to an MSBA degree. I returned in 1980 and spent the next 3 years with Glaxo, managing their Computer Department. Another wonderful learning experience. I left Glaxo to organise my own computer software house and consultancy. My major project, which I completed in a year, was computerization of the Karachi Board of Secondary Education and really enjoyed it. During the period of my consultancy, I taught part-time at NIPA Karachi. Teaching has been the most enjoyable activity in my professional life.

"Navigating Career Turns with Dedication and Respect"



Life took a huge turn when I left my profession which I loved and joined with my brother who is based in Texas, to manufacture wood and metal furnishings in Karachi and export them to USA. I have been doing that for over 4 decades now and with the Grace of Allah, still at it full time. In 1990 I had shifted the business to Islamabad.

Life teaches you a lot and there are countless lessons. But, for now, I want to share just two from personal experience.

I left my profession which I enjoyed very much and got into my present line of work due to personal reasons. I learnt a little late that such turns in the career path must be very well thought out because in many such decisions you do not get a second chance.

But as "trained managers" we have learnt to "manage"!

Following the dictum that "anything worth doing is worth doing well" I put in my best and chipped my (micro) share in getting respect for "Made in Pakistan".

Allow me to share another important lifetime observation. If you ask me, the one most serious problem with our society is that there has been a loss of "respect" in all relationships, may it be between teacher and student, government and citizen, manager and worker, parents and children, rich and poor, landlord and peasant, car driver and pedestrian and this can go on and on. An honest personal lesson I learnt I gave my factory workers respect and got respect in return. But the initiative must come from the one who has been given the senior or stronger station by Allah, and the others will respond. It must come from the teacher, the parent, the administrator, the leader, the landowner, the manager.....

The blocks will then naturally start falling in place.

Best wishes and Eid Mubarik!

"Honoring Relationships and Career Choices with Integrity"



Imran Raza Shah was the first elected secretary of the IBA Student Union and is known as outstanding orator, writer , and critic. He is still working full time at this business and is currently living in Islamabad.

ECONOMIC ROUNDUP

SHAHID HASSAN (1972-74)

Pakistan's Key Challenges: Security, Divisive Polity, Economy, Environment, Social Welfare and Population

Shahid Hasan Khan

We are standing at a critical juncture in country's political and economic history. The choices and decisions made today would have lasting implications for country's security, politics, governance, economy, environment, peoples' welfare and population in general. Therefore, we should realize that our actions today would have far reaching implications for country.

***Political Polarization Hinders
Democratic Progress***

In my view the key challenges confronting Pakistan are the following, and which should engage our attention in our conversations.

Security: First, we are facing a host of security challenges both internally and regionally. After nearly a decade long peace in the country, we see the specter of terrorism rearing its ugly head again. There is a perceptible spike in terror related incidents, including suicide bombings. Also, the incidence of law & order related crimes such as dacoities, murders, rapes, kidnappings, land grabbing, car lifting and phone snatching, is also on the rise. Besides the impinging on governance, such incidents undermine business confidence and damage investment climate. Furthermore, our region is

surrounded by numerous conflicts having implications for our national security. Our region has been facing instability for many decades, however, the amplification of this instability at present is unprecedented.

Divisive Polity: We see that there are serious divisions among the political forces and the establishment which don't augur well for the much needed stability that was hoped after the elections. There has to a dialogue among the political forces and they should have the ability to iron out their differences in the spirit of understanding, amity and give-and-take, the very essence of democratic polity. The Establishment should abstain from interfering in the political arena.


Economy: Third, and perhaps, of greatest concern, is the challenge of the economy. We are afflicted by a set of multiple challenges on the economic front, which are briefly described below:

*Inflation, High
Interest Rates, and
Stagnant Growth
Challenge Economic
Stability*

1. **Inflation** is not only high but the highest and longest running in country's history;
2. This is happening when for nearly a decade **economic growth (GDP)** has either been anemic or stagnant. Taken together, these two features pose existential threats to our economy;
3. Yet another consequence of this is the unprecedented level of **interest rate** which is now as high as 22% for nearly a year. At such rates survival of existing industries is at stake what to talk about new investments;
4. The ferocious government demand for **borrowings** is unaffected by rising interest rate thus the commercial banks are left with little room to give credit to the private sector;
5. For more than five years, **Fiscal deficit** is in the range of 7-8%, which is again unprecedented;
6. The external sector is nearly marginalized by massive restrictions on imports to conserve the precarious **level of foreign reserves**.
7. The exchange rate suffered massive devaluation in early 2022-23 but the Caretaker Government succeeded to some extent in bringing it to a stable level;
8. In the wake of such development, there are **limited investments**, falling **per capita income**, rising **unemployment** and worsening **poverty**.
9. While a multitude of adverse external factors have contributed significantly to such outcomes, our own policy failures, political instability and declining standards of governance are no less responsible.


Given the above precarious and untenable picture of the economy, we have to make a radical break from the policies of the recent past so that we provide a solid and sustainable foundation to economic revival and resumption of stalled growth. If we continue to depend on hand-outs from IMF, WB and other donors, our conditions would remain pathetic.

Environment: Fourth, Pakistan is facing unprecedented challenges on the environment front. This last decade has witnessed numerous disasters brought about by non-seasonal and heavy rains, rising temperatures, changing seasonal patterns, frequent occurrences of natural disasters and consequent and accelerated economic losses. It is universally recognized that Pakistan is among the leading victims of climate change globally, without making any significant contribution to environmental degradation or emission of green-house gases. Yet, in more recent episodes of such disasters Pakistan has not received the kind of support it deserved or promised on the occasion of international meetings. While we would continue to press our narrative on world forums, a more desirable course would be to create mass awareness about the environmental challenges and encourage people to adopt environmental friendly habits and consciously adopt practices such as removal of plastics, tree plantation and protecting trees from tree-cutting mafias, and also move toward green energy.



*Climate Change Intensifies
Pakistan's Vulnerability to
Natural Disasters*

Social Welfare: Fifth, it is natural to be concerned about the social welfare of weak and indigent segments of population as rising unemployment and declining per capita income would be swelling their ranks. BISP is the flagship program of social safety-net and needs strengthening. But there is evidence that there is considerable duplication between federal and provincial governments in implementing various programs of social safety-nets. It is imperative that limited resources devoted for such purposes are effectively utilized to ensure their access to the deserving recipients. BISP should be the super-highway over which every single social safety-net program should be run and only those people should be eligible for public support who are registered in the BISP data, based as it is on the census of economic and social status of population.



*Strengthening Social Safety
Nets Amid Rising
Unemployment and Poverty*

Population: Finally, the most daunting task the country is facing is population growth. The population growth rate during the period 1998-2017 was 2.4%, among the highest in the world. In the follow-up census announced in January 2024 the population growth was registered at 2.55, which is even more worrying. With such unbridled growth in population the per capita availability of water and food is declining which would lead to social unrest and other societal ills. Population welfare has receded in importance on the agenda of successive governments at least since the turn of the century. It is imperative that we give top priority to this subject and raise the awareness of our people to engage in family planning from the point of view mother-child health and family's welfare.



Key Challenges to the Pakistan's Economy:

1. **Security Challenges:** Internal and regional security threats, including terrorism and rising crime rates.
2. **Political Divisions:** Serious divisions among political forces and the establishment, impacting stability and governance.
3. **Economic Struggles:** High inflation, stagnant economic growth, high interest rates, fiscal deficit, and reliance on external financial support.
4. **Environmental Issues:** The impact of climate change, frequent natural disasters, and the need for environmental awareness and green practices.
5. **Social Welfare Concerns:** The necessity of strengthening social safety nets like BISP to support vulnerable populations.
6. **Population Growth:** The high population growth rate and its implications for resources, social welfare, and economic stability.

ON THE FRONT FOOT

KHAQAN IBRAHIM (1972-74)

The Establishment of Plaksha University and Why Our Universities Have a Bad Reputation

In 2021, India's first and largest "entrepreneurial university" was established. In 2015, 45 prominent business minds in India came together and realized that if they didn't invest in human resources today, both their country and businesses would be doomed tomorrow.

These business people initiated the best investment of their lives and laid the foundation of "Plaksha" University with an investment of two thousand crore rupees. The task of the students at this university is not to seek jobs but to start new and innovative businesses. The founders aim to have at least ten thousand new startups across India by 2031, initiated by the talented students of Plaksha University.

They want to eliminate the traditional education system that prepares young people for servitude and employment. Around the world, even in MBA programs, it is taught how to better serve others, but the education system is silent on how to run and succeed in one's own business.

***"Fostering a mindset of
innovation and ideas"***

These 45 CEOs have decided to bring the world's best minds to this university. They have made agreements with MIT, Berkeley, Pennsylvania, and Purdue universities. Additionally, Google and IBM will provide IT support to Plaksha. After Narendra Modi's "Digital India" campaign in 2014, there has been a significant increase in the number of people thinking about this across India. India is one of the top countries for young and numerous new businesses and startups.

In 1985, Bhavish Aggarwal started a taxi service called "Ola." Bhavish doesn't own a single car, yet his system includes over a million cars operating in 169 Indian cities. In comparison, a company like Uber is limited to only 38 cities. The Delhi government,

under the Aam Aadmi Party, provided easy loans to high school students, and these students have amazed the world by running successful startups.

At the age of 18, Ritesh Aggarwal started a hotel chain named "Oyo" in partnership. Today, with 33,000 rooms in 500 cities across 12 countries, Oyo surpasses any major hotel chain in the world. India is becoming an investor's paradise day by day.

*From traditional education to
innovative startups*

Unfortunately, our education system is creating three types of mindsets. The first mindset is that of those who study to make a living. These people are preparing for "ordinary income" and are being readied for a 9-to-5 job. They have no connection with their abilities, immense qualities, or potential. They live in the hope of getting a job and survive for servitude.

The second mindset is being prepared for "portfolio income." These individuals want to print money by becoming doctors, sell their services as lawyers, or set up a shop to sell something. The third type of mindset is being prepared for money. These individuals want to earn and live off money. They buy building after building and land after land, and thus enjoy a "luxury life" from home. If these three things are done in a legitimate and lawful manner, there is no harm in them. But my topic and subject are none of these three mindsets.

The fourth type of mindset, which our education system, our parents, our teachers, and our society are all unaware of, is the mindset of "ideas." Fortunately, Indian businessmen have taken up the task of developing this fourth mindset.

These are social entrepreneurs. These are people like Abdul Sattar Edhi, Dr. Amjad Ali Saqib, and Dr. Abdul Bari, who consider the pain of society their own pain and the suffering of the nation their own suffering. These are people like Bill Gates, Mark Zuckerberg, and Steve Jobs, who touch the aching nerves of society. All these individuals belong to the fourth mindset. They work on "ideas," chase "ideas" instead of money, and use their abilities to their fullest potential, creating ease and happiness in people's lives.

Will we ever take steps in this direction?

Key Takeaways:

- *Invest in human potential for a better tomorrow*
- *Produce job creators not job seekers*
- *Create a new paradigm in education*

BUSINESS SCHOOL EXCELLENCE

GROUP DISCUSSION

The Path to Global Accreditation and Business School Improvement

Securing admission into a business school is a commendable achievement, often contingent on high grades and academic merit. However, for many students, this initial triumph turns into a predicament when the institution fails to add significant value to their education. Because of the curriculum being not accredited, students find themselves ill-prepared for the professional world, leading to embarrassing situations and diminished prospects. This discrepancy underscores the vital role of continuous improvement and global accreditation in shaping the reputation of the school and the success of its graduates.

Challenges Highlighted in Group Discussions

In a recent group discussion among alumni, several critical issues were brought to the forefront. These discussions concluded that global accreditation not only enhances the branding of the institution but also significantly impacts the quality and employability of its graduates. The key challenges identified include:



Lack of Research Culture

A robust research culture is essential for academic excellence. However, many institutions struggle with inadequate funding, lack of dedicated research centers, and insufficient incentives for faculty and student research.

Need for Experiential Learning

The traditional lecture-based approach often fails to equip students with the practical skills needed in the workforce. There is a pressing need for experiential learning opportunities such as internships, co-op programs, and real-world projects.

Necessity of University-Industry Relationships

Bridging the gap between academia and industry is crucial for ensuring that educational programs remain relevant and aligned with market demands. Many institutions lack formal partnerships and collaborative initiatives with industry leaders.



Requirement for High-Quality Faculty Members

Recruiting and retaining top-tier faculty members is a significant challenge. Competitive salary packages, professional development opportunities, and a supportive academic environment are essential to attract high-quality educators.

Need for Global Accreditation

Global accreditation, such as AACSB, EQUIS, or AMBA, is a benchmark of excellence in education. However, the path to accreditation is often fraught with challenges, including meeting stringent standards and aligning with global best practices.



Admitting Quality Students but Not Adding Value to Their Education

While many institutions succeed in attracting high-caliber students, they often fall short in adding significant value to their educational journey. Continuous curriculum updates and personalized mentorship are necessary to enhance student outcomes.

Inadequate Preparation of Students in Communication and Analytical Skills

Effective communication and strong analytical skills are critical for professional success. Yet, many graduates lack proficiency in these areas, highlighting the need for targeted skill development within the curriculum.



Strategies for Improvement

Obtaining AACSB Accreditation

Achieving AACSB accreditation is a hallmark of excellence and a strategic priority for institutions seeking global recognition. The process involves conducting a thorough gap analysis, forming an accreditation task force, and engaging all stakeholders in meeting the rigorous standards set by AACSB. This accreditation not only elevates the institution's prestige but also assures stakeholders of its commitment to quality education.

Forming a Joint Curriculum Committee of Faculty and Industry Leaders

Establishing a joint curriculum committee ensures that academic programs are continuously updated and aligned with industry needs. By incorporating insights



from industry leaders, institutions can create relevant courses and provide students with the skills required in the workforce.

Recruiting High-Quality Faculty Members

A comprehensive recruitment strategy targeting academic talent is essential. Institutions should leverage networks, academic conferences, and professional associations to identify potential candidates.



Developing Strategies to Streamline Bureaucratic Practices

Streamlining bureaucratic processes through tactful solutions and process can significantly enhance operational efficiency.

The journey towards academic excellence is multifaceted, requiring institutions to address a range of challenges from fostering a research culture to enhancing experiential learning opportunities. However, obtaining global accreditation, such as AACSB, stands out as a critical milestone that can catalyze widespread improvements. By committing to this rigorous process and implementing strategic initiatives, institutions can elevate their educational standards, enhance student outcomes, and secure a prominent position in the global academic community.



THE THOUGHT PROCESS

ABDUL HAYEE (1972-74)

Artificial Intelligence & Literary translations

There is much hullabaloo about AI administered application in many fields of human activity .Multi billion dollars are being invested in new research projects to enhance the usage of new technologies across board in various fields. Consequently, people have started fearing losing their jobs and are agitating that a sort of control & legal check is to be inoperative to avoid the deep fake results & it becomes impossible to differentiate between the reality & falsehood.

The writers in Hollywood recently staged their prolonged protest .Hollywood actors are worried that their voices & likeness may be cloned.

In fact, machine translations of the technical reports & a foreign language for tourists etc.is not a new concept and handwritten artistry had replaced by computer generated animation quite long ago. But AI models still made some mistakes & have limitations in legal and medical settings.

The field of translation in literature has been very vast activity with the purpose of expanding knowledge .

The translation of a literary masterpiece needs a unique quality which is unlike decoding a coded message or translating bland official text message.

Translator of poetry for instance have to be well versed in delicacies of both language , cultural and ability to use his skills and prowess to look the item almost original to keep the interest & the originality of the message.

Here are some examples of excellent translations from Shakespeare in Urdu by famous writers keeping the spirit & emotion of the original text in Urdu as well:

SONNET 116

Let me Not to the marriage of true minds.

Admit impediments. Love is not Love,

Or bends with the remover to remove,

O no! it is an ever-fixed mark

That looks on tempest and is never shaken.

**"Technological
Advancements in
Translation: A Double-
Edged Sword"**

ترجمہ:

ہمارا ہے عقیدہ ، جہاں سچی محبت ہو ،
وہاں کوئی رکاوٹ دلوں میں آ نہیں سکتی ۔

محبت وہ نہیں ہے جو بدل جائے بدلنے پر ،
خزاں میں بھی محبت کی کلی مرجھا نہیں سکتی
محبت ہے کسی مضبوط مینار کی صورت ،
جسے طوفان ٹکر مار کر گرا نہیں سکتے ۔

Again, a verse from sonnet 29:

-When, in disgrace with fortune & men's eyes,
I all alone beweep my outcast state:

نگاہ دھڑ میں تقدیر سے رسوا ہو کر،
حال افتادہ پہ جب گریہ ، تنہائی ہو



For thy sweet love remembered, such sweet
wealth brings.

That then I scorn to change my state with
kings.

دولت یاد محبت کہ گوارہ ہے مجھے،
پھر کہاں ذوق سمر قند و بخارا ہے
مجھے ۔

A further beautiful sonnet of love has been so admirably translated in Urdu by well known poet Iftikhar Shafi as well. Just two verses from another sonnet of Shakespeare:

-When to the session of sweet silent thought,
I summon up remembrance of things past,
-But if the while I think on thee, dear friend,
All losses are restored & sorrows end.

جب خموشی کی کوئی بزم سجاتا

ہوں میں،

یاد ایام گزشتہ کو بلاتا ہوں میں

ایسے عالم میں جو آجائے تیرا خیال

پھر نہ اندوہ زیاں باقی، نہ باقی وہ

ملال۔

Lastly a few lines from a song from the Famous Play AS YOU LIKE IT & two wonderful transfers in Urdu by our famous poets:

-Blow, blow, thou winter wind.

Though art not so unkind

As man's ingratitude.

ترجمہ (آغا حشر)

چل اے ہوائے زمستان ذرا اور تیز ، -

تو سرد ، مہری احباب سے زیادہ نہیں!

نوٹ: 'سرد مہری' ایک اگٹھے لفظ کے طور پر عام طور پر استعمال ہوتا ہے لیکن ترجمہ میں کس خوبصورتی سے اسکا علیحدہ (کی سرد ہواؤں میں اس شعر کا مفہوم بہتر سمجھا جا سکتا ہے) Canada استعمال کیا ہے۔ ویسے

ترجمہ (عبدالحمید عدم): -

موسم سرما کی جاں فرسا ہواؤ ! تم چلو ،

رحم سے لبریز ہو کے تھم نہ جاؤ !

تم چلو

کیونکہ تم جو کچھ بھی ہو اتنی ضرر رساں نہیں

آہ جتنا دوستوں کی سرد مہری کا اثر ۔

There may be many more examples from masterpieces of one language translated masterfully in other languages keeping original emotions, aesthetic & entertainment value.

It will remain unchallenged & literal computer AI translations can never replace the beauty of man-made idiomatic version of translated text .

MACHINE TRANSLATION

"Useful but Limited in Artistic Depth"

INSIGHT-FORESIGHT-HINDSIGHT

Saqib Cheema (1992-94)

The Rise of Zero Alcohol Drinks in Canada

As featured in Maclean's Magazine, June 2024

In recent years, Canada has witnessed a remarkable shift in its drinking culture, with zero alcohol beverages gaining significant traction across the country. This burgeoning trend, driven by a blend of health consciousness, social dynamics, and innovative brewing techniques, is reshaping the way Canadians approach social drinking and personal wellness.

The rise of zero alcohol drinks can be attributed to a growing awareness of the health implications associated with alcohol consumption. Canadians are increasingly prioritizing their well-being, seeking to reduce their alcohol intake without compromising on social experiences. This shift is part of a broader movement towards mindful drinking, where individuals are more deliberate about their consumption choices, often opting for beverages that align with a healthier lifestyle.

"Fitness, Flavor, and Fun: The Zero Alcohol Revolution"

The market response has been swift and enthusiastic. Breweries and beverage companies across Canada have launched an impressive array of zero alcohol options, ranging from beers and wines to spirits and cocktails. These products are not only alcohol-free but also crafted to deliver the same taste, aroma, and experience as their traditional counterparts. The technological advancements

in brewing and distillation have made it possible to create zero alcohol drinks that are virtually indistinguishable from those containing alcohol.

The demographic driving this trend is notably diverse. Millennials and Gen Z, in particular, are leading the charge, with many choosing to reduce or eliminate alcohol for reasons such as fitness, mental health, and the desire to maintain control in social settings. However, older generations are also embracing these beverages, finding them to be a suitable alternative for various occasions, from family gatherings to professional events where sobriety is preferred.

Social media and influencer endorsements have played a pivotal role in popularizing zero alcohol drinks. Platforms like Instagram and TikTok are brimming with content showcasing these beverages, often highlighting their role in maintaining a balanced and healthy lifestyle. This visibility has not only boosted sales but also normalized the choice to abstain from alcohol, making it more socially acceptable and even fashionable.

"Redefining Social Drinking in Canada"

The hospitality industry in Canada has adapted quickly to this trend. Restaurants, bars, and event venues are expanding their drink menus to include a wide selection of zero alcohol options. This inclusivity ensures that all patrons can enjoy their time without feeling excluded due to their beverage choices. Moreover, the availability of sophisticated zero alcohol cocktails, often referred to as "mocktails," has elevated the experience, offering complex flavors and elegant presentations that appeal to discerning palates.

From a business perspective, the zero alcohol drink market presents a lucrative opportunity. Sales have surged, and projections indicate continued growth as more Canadians embrace these beverages. Companies are investing in research and development to innovate and improve their offerings, ensuring that they meet the evolving tastes and preferences of consumers.

*"Innovative
Beverages for
Wellness-Conscious
Canadians"*

In conclusion, the trend towards zero alcohol drinks in Canada reflects a significant cultural shift towards healthier and more mindful consumption habits. As the market expands and diversifies, it is clear that zero alcohol beverages are here to stay, offering Canadians an inclusive and enjoyable alternative to traditional alcoholic drinks. This movement not only enhances personal wellness but also fosters a more inclusive social environment, where everyone can partake in the enjoyment of a good drink, regardless of its alcohol content.

Market Response: Breweries and beverage companies have responded swiftly by offering a wide array of zero alcohol options that mimic the taste and experience of traditional alcoholic drinks.

Diverse Demographics: Millennials and Gen Z are leading the shift towards zero alcohol drinks, driven by fitness, mental health, and the desire for control, but older generations are also adopting these beverages.

Hospitality Industry Adaptation: Restaurants, bars, and event venues are expanding their menus to include zero alcohol options, ensuring inclusive experiences for all patrons.

Business Opportunity: The zero alcohol drink market is growing rapidly, with companies investing in research and development to cater to the evolving tastes and preferences of consumers.

Cultural Shift: The trend towards zero alcohol beverages signifies a cultural shift towards healthier and more mindful consumption habits, enhancing personal wellness and fostering an inclusive social environment.

THE WEST COAST

DR. KAMRAN BASHIR (1992-94)

'I Crave for an Applause!'

Reflections

I was low in spirits that day. Nothing looked meaningful or encouraging. Gloom and failure were revolving around me. I was feeling stagnant. The last day I was seeing a cricket match, amidst a stadium jam-packed with a roaring crowd. I was enjoying the game. The players were all competitive and were showing their spirits with great vigor. And then among so many players, there was one 'man of the match' who played a wonderful innings for his team. On finishing his turn, he was coming back to the pavilion. And that was the very moment that triggered the sad feeling I am talking about. The whole stadium was giving him a standing ovation, applauding him in perfect unison on his return to the dressing-room. He waved his bat in acknowledgement. A look of spilling delight overwhelmed his face; he was in the air at that moment. 'Oh my God! What a moment in that man's life', I thought, carried away by the sight of such a triumphant occasion. I would yearn to be one such man in my life, one such hero in some sphere of activity. But I couldn't. I was a failure; just a useless man on this earth who couldn't accomplish anything. A poor background, ordinary education and no laurels in the bag – and no applause. And at this particular moment, the feeling of so many fiascos had become all the more gripping.

With that same dejected mood, I was slowly walking to my classroom for the last lesson of my college years – years of ordinary grades, of course. There were some four students who were already in the room when I entered. I knew them; they were the heroes in their own right. The tales of success. They were talking to each other, gossiping happily when I addressed one of them.

'Sir, would you tell me your big events in life, something you can boast on?'

'Oh man, there are many such occasions, you know. But one was surely unforgettable. This was when I won the international debating event in Hague in the Netherlands. What a moment that was when I received the trophy and the hall filled with thousands made a rapturous applause, something that was penetrating in my soul. I cannot forget that,' he related in a rather emotional fashion.

'Wonderful to hear this, sir,' I replied and continued again with the same question to the boy sitting next to him 'Sir, I would like to listen to your story of success in life. Have you ever been through such times?'

'Yes, my dear, I have had a very fulfilling life. I can recall one moment when we won the national hockey championship. That was the toughest of the tournaments in my life. We were the least favourite for the tournament. But our struggle and unity brought us the victory. A victory acquired with immense toil. And then came the occasion when I was on the stage for the winning prize. The crowd was applauding, admiring, appreciating, all magnificently, and we were not on earth. It was like a dream come true.'

'What a memorable occasion, that would be, I am sure,' saying this I turned to the third guy who, by this time, looked anxious to share his golden moments in life.

'I am sure, sir, you must be having your share of triumphs in your life?' I inquired.

'Surely, friend. It was my passion for music that won me laurels. It was the inter-college music competition that brought me recognition and the kind of satisfaction one aspires. I was the winner of the competition. It was held throughout the country and the jury comprised of very senior musicians. And when the jury announced my name, it was like a soothing breeze brushing against me. With eyes replete with tears, I went up to the stage for the prize, and in the background I could listen to the applause from the whole auditorium. 'Oh man! What you have done to me; made me remember that time,' he uttered passionately.

By that time the class was filled for the last lecture of our college years. But I wanted to hear the fourth voice. The voice of the boy who was sitting a little further away, working solemnly and gracefully on some class-work, but overhearing our conversation, I was sure. I called him.



'Sir, would you relate to me your one wonderful event of enduring memories when you received a massive applause.'

He slowly moved his head and looked at me, smilingly. 'My dear friend, I am sorry, I can't tell you this moment. But I do crave for an applause,' saying this he stood up under a spell of intense passion, and made for the rostrum, and spoke:

'My dear brothers, I have nothing to tell you about my accomplishments, my victories, my triumphs in this life because these are trivial, worthless things I have achieved. I find them nothing compared to the victory, to the applause on one special day. For that special day, I am preparing myself, dear folks.

I cannot impress upon you the inferior things I have done in my life. Valueless applauses resounding through the perishable auditoriums and stadiums of this world. I am looking forward to a special applause, instead. An applause that will outclass all the applauses and all the accolades in my life. An applause that will be my fate if I happen to get through the test of this life, the ordeal of this human existence on this earth. My dear fellows, you too can receive that applause if you crave for it and work hard for it. Something you have never imagined, never heard of in your life. If you attend the noble calls of your conscience and follow the message of the Almighty, you too can be the honourable recipient of that gift. One of my friends, here, was asking me about one such occasion. I can't waste my time telling tales of worldly achievements, you innocent soul. I am in the middle of a test.

The test of this life. One special day will reveal all my struggle, all my accomplishments in the test of this life. And that occasion, sir, will be the Judgement Day. Yes, my dear brothers, I crave for the applause on the Last Judgement. Just imagine, my dear follows, that the day has come, the Day of Reckoning, and you are standing among your fellow creatures, ready to hear your result. The eternal bliss of the Paradise or the terrible infernal Fire! And here your name is announced, amidst a pin drop silence within you, with nerves shrinking and the breathing betraying you. And then, ... you are declared the exalted the citizen of paradise! Oh my Lord! What will be that applause like? Can you imagine, my friends? Have you ever thought of such an occasion and the grand victory waiting ahead?’

At this very moment, my eyes, filled with tears, saw our teacher standing in the door, hearing the sermon of this unique individual. The next instance I saw the teacher giving him a clap, spontaneously, rather unknowingly. The whole class followed and in a twinkling of an eye, the whole room was resounding with tumultuous applause for the young man for delivering the only missing, and much needed, lecture of our college years.

ABOUT DR. KAMRAN BASHIR

Dr. Kamran Bashir is a distinguished academic and educational consultant with a multifaceted career spanning over two decades. Currently serving as a Scholar-in-Residence at Simon Fraser University since July 2022, Dr. Bashir brings a wealth of experience and expertise to the Greater Vancouver community in British Columbia, Canada. He did MBA from the IBA ,University of the Punjab (1992-1994).

Dr. Kamran Bashir's diverse background and commitment to education and research make him a valuable asset to the IBA PU Alumni Canada.



Closing Thoughts

As we wrap up insightful quarter, we are reminded of the power of community and collaboration. Each of you brings unique perspectives and experiences that enrich our shared journey. As we move forward, let's continue to challenge ourselves and each other, striving for growth and innovation.

We invite you to contribute to our next quarterly newsletter by sharing your stories, insights, and expertise. Whether it's a breakthrough idea, a success story, or lessons learned, your voice matters. Submit your articles and content by August 15th, 2024, to ibapuac@gmail.com.

Additionally, your feedback is crucial in shaping the future of our newsletter. Let us know what you enjoyed, what could be improved, and any new ideas you have. Your suggestions play a vital role in enhancing our content and ensuring it serves your needs.

Thank you for being an integral part of our community. Together, we can achieve great things.