

# “SUKKUR IBA: A Change Agent for Societal Transformation”

By

**Rushna Khalil**

**Registration No. 16430**

A Research Thesis Submitted to the Department of Management Sciences,  
Bahria University Karachi Campus, in Fulfilment of the Requirement for the  
MBA degree Thesis



**Fall 2015**

**Bahria University Karachi Campus**

**MBA Thesis**  
**2<sup>nd</sup> Half-semester Progress Report & Thesis Approval**

**Supervisor-Student Meeting Record**

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	Aug '15	BAHRIA UNIVERSITY	FINDINGS	<i>Rushna Khalil</i>
6	Aug '15	BAHRIA UNIVERSITY	DISCUSSIONS	<i>Rushna Khalil</i>
7	Sep '15	BAHRIA UNIVERSITY	CONCLUSION	<i>Rushna Khalil</i>

**APPROVAL FOR EXAMINATION**

Candidate's Name: Rushna Khalil Registration No. 16430

Thesis Title: Sukkur IBA: A change agent for societal transformation

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 3% - that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: *Aamir Feroze Shamsi* Date: \_\_\_\_\_

Name: Aamir Feroze Shamsi

HoD's Signature: *M. Munir* Date: \_\_\_\_\_

## Abstract

**Purpose:** Worldwide, it has been established that behind every societal change, education reform is a key accelerator in order to flourish the economy. The education system in Pakistan faces long-standing issues especially in rural areas of the provinces. The young cohort is facing multitude of problems because of the demented state of education in rural Sindh. The paramount factors behind the sinking image of interior Sindh were students deprived with basic education and the gap that existed between the education and employment sectors i.e. unemployed youth. On the contrary, an institute situated in such badly maintained rural area, gained the status of the 3<sup>rd</sup> best business school of Pakistan as of the H.E.C. ranking of 2013, namely Sukkur IBA. How this institute created the threshold of growth in the interior region of Sindh is the major aim of the study. Sukkur IBA played a role of change agent for the societal and educational transformation in the community of interior Sindh.

**Methodology/Sample:** Sukkur IBA being the unit of analysis, the research methodology used was qualitative; descriptive research-based case study. The key respondents were Director of Sukkur IBA, Faculty, Staff, Students, Parents, Alumni and Employers. The research is validated through data triangulation and methodology triangulation.

**Findings:** The findings reflected that numerous micro-level activities are implemented to affect the macro components that yield the economic growth of the region. The initiation of talent hunt program, community colleges and schools, introduction of various departments are largely contributing towards the societal transformation. The striking contrast between the influx of students and the output after graduation is notably overwhelming. The success is attributed to the leader Sir Nisar Ahmed Siddiqui, whose perseverance and diligence abolished all the prevailing paradoxical situation of education. He determined a motto and fought every obstacle that came against the motto.

**Practical Implications:** This research has important implication for the educationalists aiming to reform the education system in rural areas. The research will help educationalists to develop a comprehensive understanding of the basics of operating an education system in the rural region of Pakistan.

**Key words:** Societal Change, Educational Transformation, Societal transformation, Leadership

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