

E-NEWS 2025

LAHORE SCHOOL OF ECONOMICS

1st March 2025 - 31st March 2025



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4TH MARCH 2025
FRAZ ASLAM - FOUNDER & LEAD
CONSULTANT KAF
GUEST SPEAKER SESSION BY LAHORE
SCHOOL CORPORATE RELATIONS OFFICE



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4TH MARCH 2025
STUDIO ARTS CLASS BY PROF
ALI RAZA



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5TH MARCH 2025
AHMAD SALMAN - CEO SIGMA
DISTSTRIIBUTORS PVT. LTD
GUEST SPEAKER SESSION BY LAHORE
SCHOOL CORPORATE RELATIONS OFFICE



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10TH MARCH 2025
LUMS DRAMAFEST RUNNERSUP



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10TH MARCH 2025
WHITE DAY BY LAHORE SCHOOL
PHOTOGRAPHY SOCIETY



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12TH FEBRUARY 2025
UNILEVER RECRUITMENT DRIVE
BY
LAHORE SCHOOL PLACEMENTS
OFFICE



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12TH FEBRUARY 2025
FULL BRIGHT INFORMATION
SESSION BY LAHORE SCHOOL
FINANCIAL ASSISTANCE OFFICE



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13TH FEBRUARY 2025
ANNUAL JOB FAIR BY LAHORE
SCHOOL PLACEMENTS OFFICE



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13TH FEBRUARY 2025
BAKE SALE BY THE YOUNG,
PEACE AND DEVELOPMENT
CORPS (YPDC)



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13TH MARCH 2025
RAMADAN RATION DONATION BY
LAHORE SCHOOL CSR CENTRE



This Ramadan, the Lahore School CSR Center extended its support to those in need by providing essential ration supplies to three old age homes: Happy Home, Heaven, and Dar ul Kafalah. ❤️

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14TH FEBRUARY 2025 SHMA CONSULTING RECRUITMENT DRIVE

SHMA CONSULTING HELD ITS RECRUITMENT DRIVE ON FEBRUARY 14, 2025, WHERE STUDENTS HAD THE OPPORTUNITY TO EXPLORE CAREER PATHS IN ACTUARIAL SCIENCE AND FINANCIAL CONSULTING. THE SESSION WAS PARTICULARLY BENEFICIAL FOR STUDENTS PURSUING DEGREES IN ECONOMICS, MATHEMATICS, AND DATA ANALYTICS, PROVIDING THEM WITH VALUABLE INSIGHTS AND CAREER OPPORTUNITIES IN THESE FIELDS.



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14TH FEBRUARY 2025
GUEST SESSION BY AMNA TAHIR
ORGANIZED BY
LAHORE SCHOOL INCUBATION LAB



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14TH MARCH 2025
AI TRAINING SESSION FOR
DEPUTY REGISTRARS, BY HR
OFFICE



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14TH MARCH 2025
SESSION ON AI FOR
UNDERGRADUATE PROGRAMMING
OFFICE
ORGANIZED BY HR OFFICE



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20TH FEBRUARY 2025
GUEST LECTURE - ZAIN MOIN
OWNER BOX PARK ORGANIZED BY
LAHORE SCHOOL CHARACTER
BUILDING SOCIETY



THE LAHORE SCHOOL CHARACTER BUILDING SOCIETY LSCBS ORGANIZED A SESSION ON "STAYING MOTIVATED AND DEVELOPING MENTAL RESILIENCE IN PURSUIT OF PERSONAL PASSIONS". THE SESSION WAS CONDUCTED BY LAHORE SCHOOL'S EMBA STUDENT, MR ZAIN MOIN ON FEBRUARY 20, 2025.

DETAILS OF THE SPEAKER:

FOUNDER AND CEO OF BOXPARK, MR ZAIN IS A DYNAMIC YOUNG ENTREPRENEUR DEDICATED TO TRANSFORMING TRADITIONAL MANAGEMENT, SALES, AND MARKETING PRACTICES TO ALIGN WITH THE DEMANDS OF A DIGITAL BUSINESS ENVIRONMENT.

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23RD MARCH 2025
FLAG RAISING CERMONY



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24TH MARCH 2025
BEACONHOUSE GROUP RECRUITMENT DRIVE
BY LAHORE SCHOOL PLACEMENTS OFFICE
ACTIVITIES



BEACONHOUSE GROUP CONDUCTED ITS MTO PROGRAM RECRUITMENT DRIVE AT THE LAHORE SCHOOL OF ECONOMICS ON MARCH 24TH, 2025, OFFERING A UNIQUE OPPORTUNITY TO ACCELERATE YOUR CAREER THROUGH HANDS-ON EXPERIENCE, LEADERSHIP DEVELOPMENT, AND EXPOSURE TO A VARIETY OF ROLES. THE RECRUITMENT DRIVE INCLUDED A GAME-BASED COMPETENCY ASSESSMENT, FOLLOWED BY AN INTERVIEW. ADDITIONALLY, DURING THIS SESSION, PARTICIPANTS HAD THE CHANCE TO MEET AND ENGAGE WITH THE TEAM PERSONALLY.



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25TH MARCH 2025
CCI COCA-COLA ICECEK
RECRUITMENT DRIVE



CCI Visited Lahore School of Economics on March 25th, 2025 for Meet and Greet session with the Placements Team and their selected Campus Ambassadors. The purpose of this session was to provide placement office with detailed information about their Next Talent Program and to facilitate an in-person meeting with the campus ambassadors.



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25TH MARCH 2025
MEDICAL CAMP AT
LAHORE SCHOOL OF ECONOMICS
MOTHER AND CHILD HEALTH CARE
CENTRE



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25TH MARCH 2025
PLANTATION DRIVE AT LAHORE
SCHOOL FARMS



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26TH MARCH 2025
MOTIVATIONAL SESSION BY LAHORE SCHOOL
CSR CENTRE



Date: 26th March 2025
Venue: Pakistan Sweet Home Orphanage Shelter

The Center organised an inspiring motivational session, "Believe & Achieve: Your Journey Starts Now!", for the children residing at Pakistan Sweet Home - Pakistan Bait ul Maal (in care of Allah Walay Trust).



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26TH MARCH 2025
BRINGING EID CHEER TO LITTLE HEARTS BY
LAHORE SCHOOL CORPORATE SOCIAL
RESPONSIBILITY OFFICE



Date: 26th March 2025

Venue: Pakistan Sweet Home Orphanage Shelter

Spreading smiles this Eid! 🌙✨ The Lahore School CSR Center had the joy of sharing Eid gifts with 73 children at Pakistan Sweet Home - Pakistan Bait ul Maal (c/o of Allah Walay Trust) on March 26, 2025. May these small gestures bring happiness and warmth to their celebrations! 💙🎁



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26TH MARCH 2025
GUEST SPEAKER SESSION BY SHO AIB
BAIG
CHIEF OPERATING OFFICER
SHAMIM & CO. (PEPSI BOTTLERS)



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26TH MARCH 2025
FROM INSIGHTS TO IMPACT: USING
DATA ANALYTICS AND POWER BI FOR
SOCIAL MEDIA MARKETING



A lecture and workshop session was organized for marketing and media students of the New Media Practices course. The session was conducted by Ramshaw Hameed Butt (LSE Alumni), Senior Business Analyst at Ascend Analytics.



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27TH MARCH 2025
WORKSHOP ON "AI IN SOCIAL MEDIA
ANALYTICS: SENTIMENT ANALYSIS &
PYTHON FOR MARKETING



A lecture and workshop on "AI in Social Media Analytics: Sentiment Analysis & Python for Marketing" was conducted by Muhammad Talh (LSE Alumni, Data & Business Analyst) for students of the New Media Practices course, introducing them to AI-powered tools for data-driven marketing.



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27TH MARCH 2025
AI TRAINING FOR GRADUATE OFFICE
ORGANIZED BY HR OFFICE



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