



# RECRUITMENT DRIVE 2025



**NAVIGATING THE TRANSITION FROM  
CLASSROOMS TO CORPORATE WORLD**





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 Manager CSO

# RECRUITMENT DRIVE

## NAVIGATING THE TRANSITION FROM CLASSROOMS TO CORPORATE WORLD

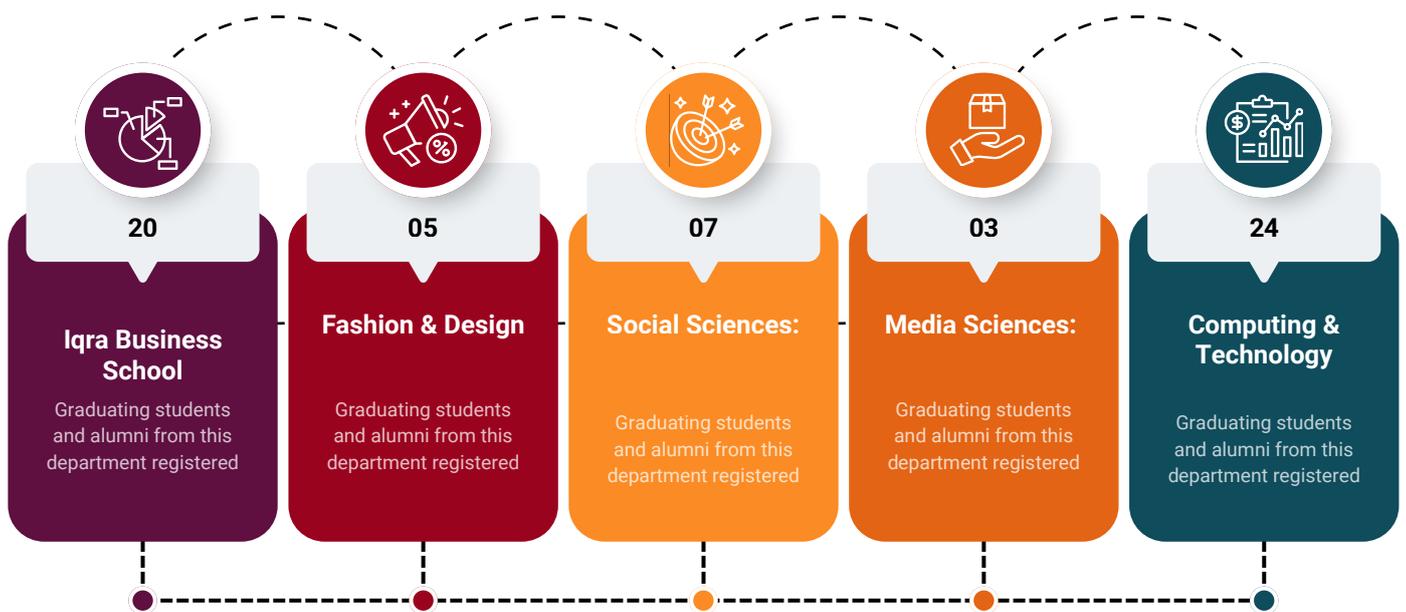
- Recruitment Drive Report
- Touchstone Communications – Iqra University Islamabad
- Date: November 25, 2025
- Time: 11:00 AM – 3:00 PM
- Venue: Conference Room, Iqra University Islamabad (H-9 Campus)

### Executive Summary

Career Services Office successfully organized a recruitment drive in collaboration with Touchstone Communications. The event attracted 55 student registrations from diverse academic backgrounds. Out of these, 31 students expressed willingness to appear for interviews, and 18 attended the on-spot interview session. The recruitment team shortlisted 5 candidates, and ultimately 3 students received official offer letters. Overall, the drive received positive employer feedback, highlighted strong student performance, and strengthened industry–academia linkage.

### DEPARTMENT-WISE REGISTRATION

Students represented a diverse mix of academic departments, contributing to a healthy and inclusive recruitment pool:



The recruitment drive aimed to connect students with Pakistan’s leading customer experience and outsourcing organization, Touchstone Communications. The activity provided students with an opportunity to understand professional expectations, participate in formal interviews, and learn about corporate career tracks. The session also supported the university’s ongoing commitment to enhancing graduate employability.

## INTERVIEW STATISTICS



### Offer Letters Issued

Touchstone Communications extended 3 official job offers to the following candidates:

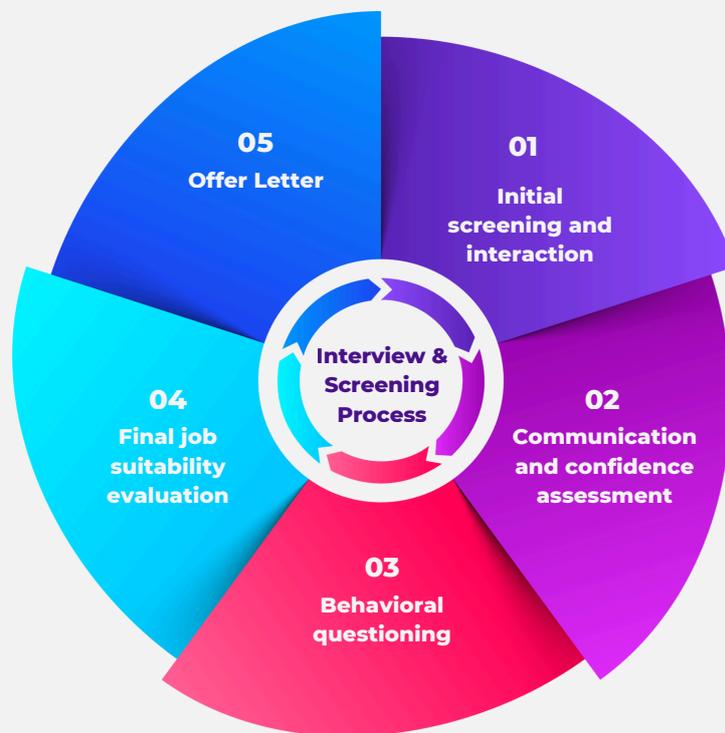
1. Sumavia Bibi – Female, Student ID: 37405 BBA (Iqra Business School)
2. Hooria Sayyed Abbasi – Female, Student ID: 37134, BBA (Iqra Business School)



## Interview and Screening Process

The recruitment proceedings were conducted in a professional and structured manner. Touchstone's HR and recruitment representatives briefed participants about the organization, available roles, required competencies, and growth opportunities. Students then underwent a multi-step evaluation process that included:

- Initial screening and interaction
- Communication and confidence assessment
- Behavioral questioning
- Final job suitability evaluation



## Employer Feedback

- Students demonstrated excellent interaction, communication, and confidence.
- The recruitment team appreciated the professionalism and preparedness of participants.
- A few rejected candidates were invited for another final interview round after implementing recommended improvements shared by the employer.
- The overall environment, support by staff, and coordination by the Career Services Office were highly acknowledged.

# RECRUITMENT DRIVE

On-Campus Recruitment Drive – Touchstone Communications

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### Conclusion

The recruitment drive with Touchstone Communications proved to be a highly productive and professionally meaningful event. It offered students exposure to real-world hiring practices and facilitated direct access to employment opportunities. The positive outcome, including multiple hires, reinforced the value of such employer engagement activities. The Career Services Office will continue organizing similar initiatives to strengthen industry partnerships and support students in achieving successful career placements.

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# MORE ABOUT US



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