

NEWS BULLETIN

A BIMONTHLY PUBLICATION OF MNSUAM

VOLUME (10), NUMBER (4)



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- Institutional Welcome of Prof. Dr. Zulfiqar Ali as the Vice Chancellor of MNSUAM
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JULY-AUGUST 2025

9TH ANNUAL MANGO FESTIVAL AT THE CENTAURUS MALL, ISLAMABAD

Muhammad Nawaz Shareef University of Agriculture Multan, in collaboration with the Mango Research Institute Multan, proudly organized the 9th Annual Mango Festival at The Centaurus Mall, Islamabad, from July 7 to 13, 2025. The event, held under the theme "Agro Tourism," brought together mango growers, government officials, exporters, researchers, industry professionals, and consumers to strengthen the nexus between sustainable agriculture and tourism. The festival was inaugurated by a host of distinguished dignitaries, including Mr. Rana Sanaullah (Federal Minister for Inter-Provincial Coordination and Advisor to the Prime Minister), Sardar Dr. Rashid Ilyas Khan (President of The Centaurus Group), Sardar Yasir Ilyas Khan (CEO of Centaurus Group and President of Islamabad Chamber of Commerce), Shah Ghulam Qadir (President of PML-N AJK),



Rana Aftab (MD, Pakistan Tourism Development Corporation), and Raja Mushtaq Ahmed Minhas (SVP, PML-N AJK), along with ambassadors and international delegates. The festival featured over 100 varieties of mangoes, showcasing well-loved cultivars such as Sindhri, Langra, Chaunsa, Dussehri, and Anwar Ratol, alongside exotic types like Neelum Begum, Sensation, and Tota Pari. Key discussions highlighted that Pakistan produces 1.79 million tons of mangoes annually, with only 6% exported and 20–40% lost post-harvest, underscoring the critical need for cold-chain logistics, modern agronomic practices, and integrated pest management to enhance export potential. The event's success was driven by the visionary leadership of Prof. Dr. Zulfiqar Ali, Vice Chancellor MNSUAM, who personally led the university delegation. Under his direction, MNSUAM assumed a pivotal role in festival execution—providing technical expertise on regional mango varieties, post-harvest technologies, and sustainable cultivation practices.

9TH ANNUAL MANGO FESTIVAL AT THE CENTAURUS MALL, ISLAMABAD

With his strategic foresight, the university ensured that the festival was not just a celebration of fruit, but also a platform for knowledge-sharing, innovation, and internationalization. He spearheaded initiatives like grower outreach, digital extension tools, and climate-smart agriculture solutions, cementing MNSUAM's role as a thought leader in Pakistan's horticultural landscape. International participation was robust, with delegates from China, Nepal, Oman, Russia, the USA, Europe, and Australia exploring research and trade opportunities. In his address, Sardar Yasir Ilyas Khan emphasized the untapped potential of Pakistan's 250+ mango varieties for export diversification. The event also catalyzed discussions with global agro-tech players, including SpaceX-backed ventures, to explore advanced solutions for industry challenges.



initiatives, including:

- Establishing a permanent Agro-Tourism Hub at MNSUAM/MRI Multan
- Launching a digital marketplace to directly link growers with global buyers
- Expanding AI-driven research in pest detection and climate-resilient cultivars

The Vice Chancellor, Prof. Dr. Zulfiqar Ali also expressed his heartfelt gratitude to Centaurus Mall Islamabad, MRI Multan, growers, sponsors, and government stakeholders for their enthusiastic support. The Mango Festival 2025 stands as a testament to the power of collaboration and innovation in uplifting Pakistan's mango industry on the global stage a vision championed by Vice Chancellor Prof. Dr. Zulfiqar Ali.



INSTITUTIONAL WELCOME OF PROF. DR. ZULFIQAR ALI AS THE VICE CHANCELLOR OF MNSUAM

An institutional welcome was extended to Prof. Dr. Zulfiqar Ali upon his appointment as Vice Chancellor of MNSUAM on July 11, 2025. While addressing the faculty, Prof. Dr. Zulfiqar Ali expressed that education's real purpose is to solve the problems of society. He highlighted that getting a degree is indeed a great achievement, but the bigger achievement is when this knowledge is used in the service of humanity and in bringing positive reforms to society. He foregrounded that skill-based education is the only path through which societies, progress. He further added that today Pakistan is facing numerous agricultural and social challenges, which require highly qualified youth equipped with both knowledge and practical skills to solve them. The Vice Chancellor stressed that the university must continue focusing on applied and practical research so that graduates not only achieve degrees but also



become problem-solvers for the farming community. He emphasized that Punjab, in particular, is facing major challenges in the agriculture sector, and in order to overcome these, graduates must play a practical role in policy making, research, and field solutions. He further added that without skill-based education, degrees lose their true meaning, and therefore the university has developed several new programs to ensure that students graduate with both knowledge and applicable skills.



MNSUAM FINANCE & PLANNING COMMITTEE'S 17TH MEETING

The 17th meeting of the MNSUAM Finance and Planning Committee was held under the chairmanship of Vice Chancellor Prof. Dr. Zulfiqar Ali on July 19, 2025. In this meeting, the financial and developmental budget was reviewed and approved. The Finance and Planning Committee approved the annual recurring budget for the fiscal year 2024-25 at 1.015 billion rupees and for 2025-26 at 1.275 billion rupees. Along with this, the developmental budget of 350 million rupees for 2024-25 and 2025-26 was also reviewed and approved. On this occasion, Vice Chancellor Prof. Dr. Zulfiqar Ali expressed that this budget approval is a positive step, and it will strengthen teaching, research, and agricultural services. Treasurer Dr. Muhammad Asif Raza, Prof. Dr. Irfan Ahmed, Registrar Dr. Umar Nasir, Director Planning and Development Dr. Abdul Samad,



Deputy Treasurer Mr. Muhammad Rafiq Farooqi, Assistant Treasurer Mr. Shakeel Ahmed, Controller Examinations Mr. Qazi Muhammad Afzal participated in the meeting.



CHINESE CONSUL GENERAL HIS EXCELLENCY MR. ZHAO SHIREN VISITED MNSUAM

The Chinese Consul General His Excellency Mr. Zhao Shiren along with his delegation visited MNSUAM and met with Vice Chancellor, Prof. Dr. Zulfiqar Ali on July 18, 2025. On this occasion, detailed discussions were held regarding possible cooperation in agricultural research and development projects. Chinese Consul General Mr. Zhao Shiren, while expressing his views, narrated that China has always considered cooperation with Pakistan in the field of agriculture as important. He said that MNSUAM is doing commendable work in cotton, wheat, vegetables, and other crops, and he expressed the wish to cooperate with the university in all its ongoing and future projects. The Vice Chancellor Prof. Dr. Zulfiqar Ali informed the Consul General about the university's achievements in research and development. He briefed him about ongoing projects related to resistance against cotton leaf curl virus, the development of



heat-tolerant crop varieties, and high-yield seed production programs. He added that with China's joint collaboration, Pakistan's agricultural sector could achieve further progress and farmers would directly benefit. The Vice Chancellor Prof. Dr. Zulfiqar Ali further stated that the university already has established links with several Chinese agricultural research institutions, and these relations will be further strengthened in the future. He said that this cooperation will prove beneficial in producing durable and long-lasting results for Pakistan's agriculture. At the conclusion of the meeting, both sides agreed to expand cooperation in research, training, technology transfer, and student exchange programs. The Chinese Consul General appreciated and assured his complete support for the initiatives of MNSUAM.

MNSUAM'S PARTICIPATION IN 3RD NATIONAL MANGO FESTIVAL

Muhammad Nawaz Shareef University of Agriculture, Multan actively participated in the prestigious 3rd National Mango Festival organized by DHA Bahawalpur from July 18 to July 20, 2025. This annual event brought together leading mango producers, agricultural innovators, and research institutions from across the region. The university's stall showcased not only the premium quality mangoes but also a diverse range of value-added agricultural products and research-based technologies. The stall opened with a vibrant display of dry-packaged fruits including mango, banana, strawberry, and apple. These products were appreciated for their natural flavor retention, attractive packaging, and shelf stability. The date-based product line, comprising date sugar, date candies, date seed powder, date peat, and date coffee, also received significant .



attention from health-conscious visitors and families. Products like moringa powder, quinoa packs, and gluten-free flour were in high demand due to increased public awareness about their nutritional wellness and dietary alternatives. The initiative aimed to bridge the gap between academia and the community by presenting innovative solutions for modern agriculture



WORKSHOP ON PLANTATION AND CLIMATE CHANGE AT NISHTAR MEDICAL UNIVERSITY MULTAN

The Department of Climate Change at Muhammad Nawaz Shareef University of Agriculture, Multan, in collaboration with the Green Youth Movement, Plant for Life Society, and local partners, organized a Workshop on Plantation and Climate Change on July 21, 2025. The workshop aimed to highlight the role of plantation in mitigating climate change, restoring degraded land, and promoting sustainable environmental practices. Along with the Workshop an awareness seminar on the importance of plantation in the context of climate change was organized as well. The chief guest of the seminar was the Head of Community Medicine at Nishtar Medical University, Multan. The event was attended by a large number of students and faculty members. On this occasion, Dr. Muqarrab Ali, Associate Professor (Climate Change), briefed the participants on the causes of climate change, the resulting damages, and practical measures to mitigate these impacts in the present era. He stated that climate change is reducing the average human lifespan by 1.9%, primarily due to air pollution. In Pakistan, the average life expectancy of each individual is decreasing by approximately 2.7 years, and these issues are intensifying due to population growth. He further highlighted that forest cover in Pakistan is less than 5%, which needs to be increased urgently. Currently, there are only 3 to 4 trees per person in Pakistan, which is significantly lower compared to international standards with an average of 12,000 trees per person in Canada and 3,280 trees per person in Australia. In this context, youth should play a key role in planting and maintaining trees. The Vice Chancellor MNSUAM, Prof. Dr. Zulfiqar Ali, said that the climate change in South Punjab could be significantly mitigated by planting as many trees as possible.

For this purpose, he expressed the commitment of university to work in collaboration with district governments, universities, and the community to maximize plantation efforts. At the end of the program, the administration of Nishtar Medical University, Multan, appreciated this initiative of MNSUAM.

MANGO FESTIVAL 2025 AT DESOM AND GOLD CREST MALL, LAHORE

Muhammad Nawaz Shareef University of Agriculture, Multan, Gold Crest and DeSOM Mall, Lahore jointly organized the Mango Festival from July 25 to 27, 2025 in collaboration with mango growers, industry, and other stakeholders. The festival aimed to highlight the diversity of mango varieties, explore business opportunities, promote value addition in the mango sector, and establish Multan as the "Mango Capital" of Pakistan. The Vice Chancellor MNSUAM, Prof. Dr. Zulfiqar Ali along with DG Rangers, Punjab inaugurated the 5th Mango Festival at DeSOM Mall, Lahore on July 25, 2025. On the same day, Dr. Asma Mamdot, former Member of the Punjab Provincial Assembly, inaugurated the 1st Mango Festival at Gold Crest Mall, Lahore. The distinguished guests commended the university's efforts in organizing the festival, which provided a business-friendly platform to support mango farmers.



The festival saw active participation from diverse stakeholders, including political leaders, academics, researchers, government officials, industrialists, farmers, traders, exporters, and service providers. Farmers gained access to premium markets, securing significant cash sales at higher prices through value-added mango products and receiving online orders for future transactions. An overwhelming public response was received owing to highly attractive, entertaining, and business oriented activities. Open to local communities and families, the exhibition featured over 60 mango varieties displayed across 20 stalls. Visitors were amazed by the vast diversity in shapes, colors, and flavors of mangoes, as they had previously been familiar with only a few traditional varieties. Moreover, visitors demanded to regularly plan such kinds of activities to highlight the business potential and opportunities in the dwindling economy of the country.

PROVINCIAL LEARNING FORUM: INSIGHTS, STORIES AND RECOMMENDATIONS FOR FUTURE RESILIENCE BUILDING

A provincial dialogue was held at Muhammad Nawaz Sharif University of Agriculture, Multan on July 31, 2025, under the joint organization of MetaMeta Research, Doaba Foundation, and the Department of Agronomy. The event was titled "Post-2022 Flood Scenario, Insights, Possibilities, and Future Preparedness." Prof. Dr. Abdul Ghaffar, Chairman of the Department of Agronomy, warmly welcomed all the honorable guests to the university. Ashfaq Soomro, National Lead of MetaMeta Research, explained the objectives and aims of the dialogue. Dr. Frank from MetaMeta Research Netherlands delivered an in-depth talk as a keynote speaker. Dr. Khurram Mubeen, Associate Prof. in the Department of Agronomy, highlighted sustainable methods for preventing flood damage from hill torrents, improving agriculture and livestock, and making better use of water and land through research and education.



He emphasized investment in research-based development for hill torrent affected areas. Mr. Javed Iqbal from Doaba Foundation and his team shed light on the actions taken during the flood situation. Following this, the forum was opened for discussion, where individuals from various organizations, social welfare groups, and civil society shared their valuable field experiences. Ms. Umm-e-Farwah, Divisional Director of Social Welfare and Bait-ul-Mal Multan, gave a detailed talk on the social aspects of the flood. Dean Faculty of Agriculture and Environmental Sciences, Prof. Dr. Shafqat Saeed, emphasized that floodwater is highly valuable and beneficial for agriculture. He also stressed that if we create an extra borehole at our homes, rainwater can seep underground, thereby increasing groundwater levels and enabling better utilization of floodwater. Moreover, he appreciated MetaMeta Research, Ashfaq Ahmed Soomro, Doaba Foundation, and the Department of Agronomy for the successful organization of this provincial seminar. He thanked all the guests for visiting the agricultural university and assured them of full cooperation from the university in future.

9TH MANGO FESTIVAL , 2025

The Mango Festival 2025, hosted by Muhammad Nawaz Shareef University of Agriculture Multan on August 2, 2025, was inaugurated in a grand ceremony by Prof. Dr. Asif Ali (T.I.), Chairperson of the National Seed Development and Regulatory Authority, along with the Vice Chancellor Prof. Dr. Zulfiqar Ali. The festival highlighted various aspects of mango cultivation, research, production, value addition, marketing, and export. A large number of scientists, agricultural experts, mango farmers, industry representatives, students, women, and families participated in the event. Speaking at the opening ceremony, Vice Chancellor Prof. Dr. Zulfiqar Ali foregrounded that mango is one of Pakistan's most important fruit crops. The university is working to promote scientific research, hands-on training, and modern technologies for the development of the mango sector. He added that research is ongoing in areas



such as the impact of climate change on mango, nursery management, pest control, and yield improvement. He shared that the university's Mango Small Tree System has become popular among farmers as it allows higher and better-quality production in less space. He also informed that through the Smart Trap System, pests can now be identified and controlled in time, while the Protein Bait System has proven effective in managing mango fruit flies. Efforts like online mango marketing, dried mango exports, and the UniFresh brand's packaging and branding have greatly improved global access to Pakistani mangoes. The chief guest Prof. Dr. Asif Ali, Chairperson NSDRA, appreciated the university's efforts in making the Mango Festival known internationally, helping Pakistani mangoes reach global markets. He emphasized that value addition, cold chain management, and smart packaging can further increase mango exports. He also stressed that farmers, researchers, and industry players need to work together to meet international standards.

9TH MANGO FESTIVAL , 2025

Such festivals can enhance both mango production and exports, strengthening Pakistan's economy. The Rector, University of Faisalabad, Prof. Dr. Amanullah Malik also addressed the gathering. He said tackling challenges in mango farming requires collaboration among young researchers, agricultural experts, and orchard managers. He praised the university's research contributions and expressed that with modern research, field trials, and market linkages, mango quality and production can be improved. Chief Organizer Prof. Dr. Mubashir Mehdi remarked that the Mango Festival brings all stakeholders of the mango industry together on one platform. He added that it is not just an exhibition but a valuable opportunity for knowledge-sharing through research, experiments, and practical observations. Over 200 varieties of mangoes were showcased at the festival. Activities included a drawing competition for children



,a nutrition session for women, mango-eating contests, and an evening musical program, all of which received enthusiastic participation. A poetry session (Mushaira) featuring local poets celebrated the cultural and aesthetic importance of mangoes. A Qawwali Night was also organized. The event saw participation from university faculty, mango growers, and thousands of people from the local community.

INTERNATIONAL WEBINAR ON CITIZEN SCIENCE FOR POLLINATORS AND IPM SUCCESS IN COTTON

The Institute of Plant Protection at Muhammad Nawaz Shareef University of Agriculture, Multan, organized an international webinar on August 07, 2025, featuring two distinguished agricultural experts. Ms. Becky Griffin from the University of Georgia, USA, spoke on the role of Citizen Science in pollinator conservation, while Prof. Dr. Shafqat Saeed, Dean, Faculty of Agriculture, MNS-University of Agriculture, Multan, shared the success story of introducing Integrated Pest Management (IPM) practices to cotton growers in Punjab. The event witnessed digital attendance by a large number of faculty members and students. In her talk, Ms. Griffin highlighted that citizen science is a highly effective and low-cost approach to pollinator protection. It enables the collection of quality community-based data that can be directly used in research, policymaking, and field-level decision-making.



She emphasized easy-to-follow observation protocols for schools, community groups, and farmer organizations, along with photo verification, low-cost pollinator-friendly garden models, and strict data quality standards. She shared that the Great Georgia Pollinator Census is now expanding due to efforts in citizen science. Prof. Dr. Shafqat Saeed presented the successful field implementation of the IPM program for cotton in Punjab. The program focused on training farmers about Economic Threshold Levels, protecting natural enemies, using pheromone and sticky traps for monitoring, and applying pesticides wisely and only when needed. He shared examples from demonstration plots at tehsil and district levels, where farmers learned through practical observation. The strategy included delaying the first spray by 90 days, timely use of appropriate pesticides, reducing unnecessary costs, and protecting natural enemies to maintain ecological balance. Farmer engagement was strengthened through WhatsApp groups, weekly meetings, and decision-sharing forums.

INTERNATIONAL WEBINAR ON CITIZEN SCIENCE FOR POLLINATORS AND IPM SUCCESS IN COTTON

These efforts provided a strong foundation for sustainable, environment friendly cotton production. He stressed the need to implement this program province-wide every year for long-term benefits. In his closing remarks, Chief Organizer and Director IPP, Prof. Dr. Muhammad Ashfaq, thanked the speakers and noted that combining citizen science with IPM not only improves research application but also supports farmers in making science-based daily decisions. He shared that IPP hosts two major international conferences annually including the Smart Plant Protection Conference and the International Conference for Bee Pollination and Conservation and that the IPP Webinar Series aims to connect international and local scientists with students and faculty to exchange knowledge and experience. In the end, Ms. Saba Haider (Ph.D. candidate) thanked all the speakers and participants.



MNSUAM'S EXECUTIVE DELEGATION VISITS JAHANGIRABAD BANDERISH FARM

Vice Chancellor MNSUAM, Prof. Dr. Zulfiqar Ali, along with Prof. Dr. Asif Ali (T.I.) Chairperson NSDRA, visited the demonstration research station of Agribool Group at Jahangirabad Banderish Farm on August 11, 2025. President of Agribool Group, Chaudhry Tariq Rasheed Kamoka, warmly welcomed the delegation. On this occasion, Prof. Dr. Asif Ali expressed that cotton is the backbone of Pakistan's economy, and improving cotton production is crucial for prosperity. He emphasized that better crop management practices, advanced technology, and the introduction of new cotton varieties could lead to higher yields. The Vice Chancellor, Dr. Zulfiqar Ali highlighted that cotton plants should not only produce higher yields but also possess natural resistance against pests and diseases. He further stated that the Cotton Leaf Curl Virus has significantly damaged Pakistan's cotton industry. For this reason, scientists at MNSUAM are conducting research comparable to global standards to develop resistant and high-yielding varieties. Prof. Dr. Asif Ali also informed that the ongoing projects under the supervision of the University's Cotton Research Institute aim to introduce cotton varieties capable of producing an average yield of 15 maunds per acre even under harsh climatic conditions. He said that collaborative projects with Federal Seed Certification and other research institutes are underway to ensure cotton sustainability in the country. The delegation was shown different cotton varieties grown under high temperature conditions (up to 48°C) to test their tolerance and resilience.

Dr. Muhammad Iqbal, Director of Agribool Research Station, briefed that the research station is engaged in developing such cotton types that can withstand extreme heat and continue producing without affecting quality. The visiting scientists and researchers appreciated Agribool's efforts, expressing confidence that these initiatives will help secure the future of cotton farming in Pakistan and provide a strong base for the textile industry.



INDEPENDENCE DAY CELEBRATIONS

The 14th August Independence Day celebrations at MNSUAM graced by the Vice Chancellor Prof. Dr. Zulfiqar Ali as the chief guest were a vibrant and patriotic affair filled with enthusiasm and pride. The day began with the flag hoisting ceremony, followed by the national anthem and speeches highlighting the significance of freedom and the sacrifices of our forefathers. Various cultural activities, including patriotic songs, dances, and poetry recitations, were performed by the students, showcasing their love for the country. Additionally, competitions such as quiz contests, art exhibitions, and sports events were organized to engage students actively in the spirit of nationalism. The celebrations fostered a sense of unity, gratitude, and responsibility towards our beloved nation, making the day memorable for everyone involved.



SEMINAR ON GMO CROPS: INNOVATIONS AND IMPACTS

A one-day seminar on the topic of “Genetically Modified (GM) Crops: Innovations and Impacts” was organized at MNSUAM on August 23, 2025. The seminar was graced by the Vice Chancellor Prof. Dr. Zulfiqar Ali as chief guest and Dr. Khalid Aziz Senior Manager Agribusiness as guest speaker. Addressing the seminar, Director IPBB, MNSUAM Prof. Dr. Muhammad Hammad Nadeem Tahir emphasized that Pakistan cannot afford to lag behind in adopting new technologies. Dr. Khalid Aziz elaborated that GM technology is being used widely across the world and Pakistan must embrace it before it is too late, otherwise, we will face difficulties in competing. He explained that GM crops help control pest attacks and reduce pesticide use by up to 70%. Farmers can benefit from this technology by lowering costs and increasing yield.



He expressed that Pakistan’s economy is heavily dependent on agriculture, and introducing GM crops will help increase productivity and strengthen the national economy. The Vice Chancellor of MNSUAM, Prof. Dr. Zulfiqar Ali, highlighted that GM crops hold an important place globally and are essential for Pakistan’s agricultural progress. He highlighted that the adoption of this technology requires thorough precautionary measures and proper implementation. He stressed that all stakeholders, including policymakers, farmers, industry representatives, and scientists, should work together so that Pakistan can adopt GM technology at a national level. Concluding the seminar, Prof. Dr. Hammad Nadeem stressed that genetic modification is being used across the world, and Pakistan must also adopt it to secure its agricultural future.

COTTON CROP ASSESSMENT MEETING

A Cotton Crop Assessment meeting organized at MNSUAM on August 24, 2025, was chaired by Secretary Agriculture Punjab, Mr. Iftikhar Ali Sahoo. Addressing the meeting he expressed that this year cotton has been cultivated on 0.9 million acres of additional land compared to the previous year. He further stressed the need that cotton being a source of livelihood for millions of families and a major component of our economy, expedited efforts should be made at every level to achieve maximum production. The meeting was attended by the Special Secretary Agriculture South Punjab Mr. Sarfaraz Hussain, Vice Chancellor MNSUAM Prof. Dr. Zulfiqar Ali, Chairperson National Seed Regulatory Authority Prof. Dr. Asif Ali (T.I.) and representatives of different departments. Secretary Agriculture Punjab elaborated that the government is taking special measures to facilitate farmers, including timely provision of pesticides, technical guidance, and solutions to problems in the field. He stressed that relevant institutions should remain active in the field and provide assistance to farmers at their doorsteps. During the briefing, experts informed that cotton plants are currently at the fruiting stage. For good yield, pest control measures are very important at this stage. Farmers should regularly monitor their crops and use recommended pesticides according to guidance.

It was further told that Cotton Research Institutes have introduced pest-resistant and high-yield cotton varieties. Continuous efforts are being made to provide these to farmers. At the end of the meeting, Secretary Agriculture Punjab directed that all officers should keep in touch with farmers and ensure maximum production by solving their problems in the field.



MNSUAM DELEGATION VISITS IPO-PAKISTAN, HEC & PSF, ISLAMABAD

A delegation from Muhammad Nawaz Shareef University of Agriculture, Multan, comprising Dr. Umair Sultan (Assistant Professor, Agricultural Engineering), Dr. Muhammad Ali Sher (Lecturer, IPBB), and Mr. Muhammad Tariq Rashid (Research Officer, ORIC), visited key national organizations in Islamabad on August 27–28, 2025, to strengthen institutional linkages and explore opportunities for research and innovation. At the Intellectual Property Organization (IPO)-Pakistan, Islamabad Head Office, the delegation was received by Ambassador (R) Farukh Amil, Chairman IPO, who emphasized the role of IP-protected agri-tech solutions in addressing climate change, food security, and economic security. He appreciated MNSUAM's active initiatives in IP awareness and suggested the establishment of a Technology and Innovation Support Center (TISC) at the university. Detailed discussions



were also held with IPO officials on patents, copyrights, trademarks, industrial designs, and geographical indications, with special focus on patent drafting and filing procedures. The delegation also visited the Higher Education Commission (HEC) Islamabad, where they met with Mr. Khalid Khan, R&D Section, to review MNSUAM's ongoing projects, resolve procedural matters, and discuss strategies to expedite pending cases. At the Pakistan Science Foundation (PSF), the team held discussions with Dr. Jamshed Mahmood Baig (Senior Scientific Officer) regarding PSF-funded projects. The role of ORICs in building linkages, enhancing research proposal quality, and promoting applied agricultural research was particularly highlighted, with PSF encouraging MNSUAM to engage in capacity-building and applied research for food security. This multi-institutional engagement reflects MNSUAM's commitment to strengthening partnerships with national organizations for advancing innovation, research commercialization, and addressing pressing agricultural challenges.