

NEWS BULLETIN

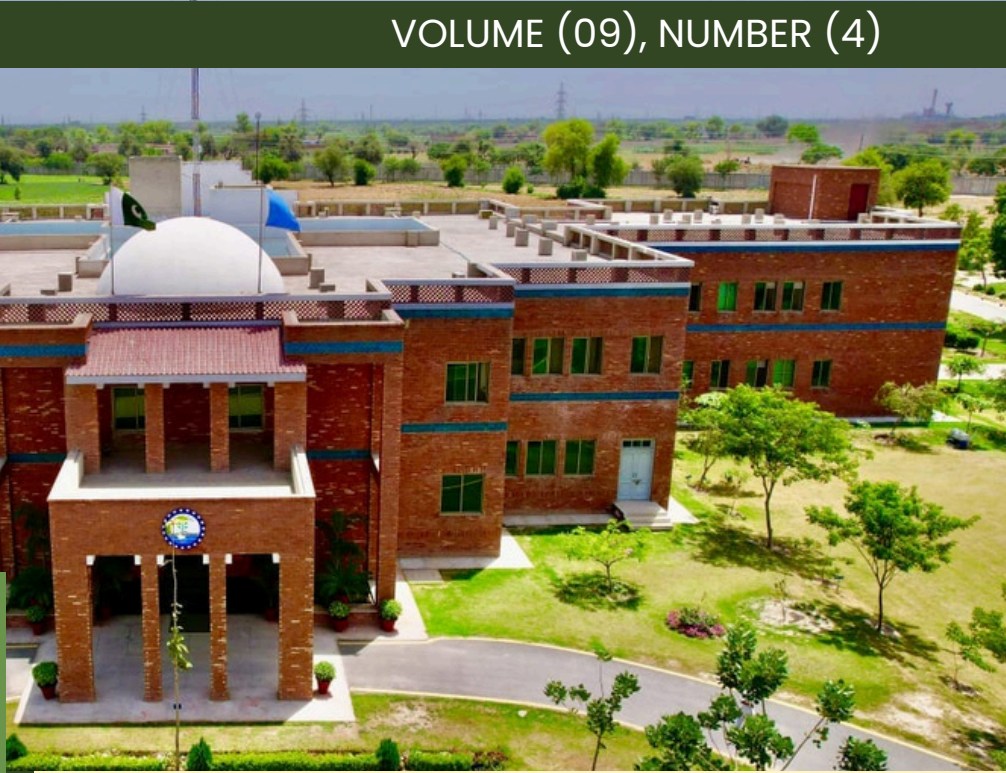
A BIMONTHLY PUBLICATION OF MNSUAM

VOLUME (09), NUMBER (4)



EDITION HIGHLIGHTS

- Mango Festival 2024 Centaurus Mall, Islamabad
- 1st Mango Festival at Kohsar University, Muree
- 13th Batch of Scientific Writing Certificate Training
- Pakistan-Senegal Agricultural Collaboration Strengthens at EMIA University Senegal



MANGO FESTIVAL 2024, MNSUAM

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A BIMONTHLY PUBLICATION OF MNSUAM

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JULY-AUGUST 2024

MANGO FESTIVAL 2024 CENTAURUS MALL, ISLAMABAD

The MNS University of Agriculture, Multan (MNSUAM), Centaurus Mall, Islamabad, and Mango Research Institute (MRI), Multan jointly organized the 8th Annual Mango Festival from July 05 to 07, 2024 in collaboration with the mango growers, industry, and other stakeholders. The major purpose of the festival was to showcase diversity in mango varieties, business potential, and value addition in mango sector and to brand Multan as "the Mango Capital" of the country. The Vice-Chancellor, Prof. Dr. Ishtiaq Ahmad Rajwana along with Chairman of the Senate of Pakistan Senator Syed Yousaf Raza Gillani, and Deputy Chairman Senate Saleem Maandiwala, inaugurated the festival on July 06, 2024. The Chief guest appreciated the efforts of the university in branding the mango festival and providing a business-oriented platform for the well-being of mango farmers.



He also appreciated the efforts of MRI, Centaurus, and the mango growers' community for contributing to the efforts of the university. All the stakeholders including political leadership, academicians, researchers, government officials, and industrialists together with mango growers, traders, exporters, suppliers, and service providers actively participated in the event. The farmers got access to the high-end market and made significant cash sales at higher prices through the provision of value-added mangoes and also received online orders for future transactions. An overwhelming public response was received owing to highly attractive, entertaining, and business-oriented activities. The event was open for local communities and families who were facilitated with information regarding more than sixty mango varieties displayed on 13 stalls. Most people got astonished after seeing the large variety in shapes, colors, and tastes of mangoes, and the opinion that in the past, we had seen only few traditional varieties.

MANGO FESTIVAL 2024 CENTAURUS MALL, ISLAMABAD

Moreover, visitors demanded to regularly plan such kinds of activities to highlight the business potential and opportunities in the dwindling economy of the country. More than 60 indigenous and exotic mango cultivars being grown in Pakistan were displayed on stalls. More than 30 stakeholders including growers, exporters, and processors displayed their mangoes and their production stalls. The Festival garnered positive response and approximately half a million people visited and participated in the mango festival. . In the end, the Chief Guest along with Vice-chancellor Prof. Dr. Ishtiaq Ahmad Rajwana distributed the souvenirs to dignitaries, farmers, and organizers. The Vice Chancellor delivered the vote of thanks and appreciated the efforts of the teams. He also thanked the chief guest and dignitaries for gracing the festival and media partners as well as mango growers for playing their role in the event.



1st MANGO FESTIVAL AT KOHSAR UNIVERSITY, MUREE

The 1st Mango Festival at Kohsar University Murree, held on July 7-8, 2024, in collaboration with MNS University of Agriculture Multan, Green Agriculture Services, and the Mango Research Institute (MRI), was a vibrant celebration of Pakistan's rich mango heritage. The event commenced on July 7 with a captivating Qawwali night at the university's main hall, setting a lively and spiritual tone. The Vice-Chancellor of Kohsar University, Syed Habib Bukhari, graced the occasion as the chief guest, alongside key representatives from MNSUAM, including Dr. Umair Riaz, Industrial Liaison Officer-ORIC, Mr. Usman, and Mr. Abdul Rehman, who were accompanied by five students. The event also saw the participation of Mr. Asif Hayyat Tipu, CEO of Green Agriculture Services, adding a significant industrial presence to the gathering. On July 8, the festival moved to the picturesque "Kashmir Point" outside the main campus, where over 60 varieties of mangoes were on display. The inauguration ceremony drew a diverse crowd, including students who creatively showcased a food street for the guests. A key highlight of the event was a meeting with the ORIC and BIC staff of Kohsar University, where Dr. Umair Riaz delivered an insightful presentation on the prompt achievements of MNSUAM. He highlighted the successful establishment of Businesses Incubation Centre and the development of innovative products at MNSUAM. The festival concluded on a promising note with an announcement from the Vice-Chancellor, who expressed the intention to collaborate with MNSUAM for an expanded three-day mango festival next year, reflecting the growing significance of this event in promoting agricultural diversity and industry-academia linkages.



13TH BATCH OF SCIENTIFIC WRITING CERTIFICATE TRAINING

The 13th batch of the Scientific Writing Certificate Program commenced on Tuesday, July 09, 2024, at the Outreach Hall of the STI Building, MNS University of Agriculture, Multan. The program, organized by the Directorate of Graduate Studies, continued for seven training days and was designed to enhance the scientific writing skills of participants.

The program was inaugurated with a lecture by the Vice Chancellor, Prof. Dr. Ishtiaq A. Rajwana. He emphasized the importance of scientific writing in academic and research careers, setting the tone for the sessions that followed. He briefed the students that the fear of statistical analyses is only a matter of few hours till you learn a software. After inaugural, the first day continued with an intensive session on the Principles of Scientific Writing led by Dr. Zulqarnain Khan and Ms. Aimen Batool.



The full-day session, covered the foundational aspects of writing scientifically, including clarity, structure, and style. On July 10, 2024, Prof. Dr. Hammad Nadeem and Dr. Ummarah Waheed conducted a session on the Ethics of Scientific Writing. The hands-on training focused on plagiarism, authorship criteria, and ethical considerations in research and publication. The third day, July 11, 2024, featured an in-depth analysis to write the Materials & Methods in scientific writing. This session was facilitated by Dr. Fawad Zafar A. Khan and Dr. Shazia Hanif. The session guided participants on how to effectively write materials and methods and the ways to draw schematic diagrams. On July 12, 2024, participants engaged in a session on Data Analyses & Presentation. The session was conducted by Dr. Amar Matloob, Dr. Shoaib Ur Rehman, and Dr. Abu Bakar, focusing on statistical analyses, data interpretation, and the effective presentation of research findings. After a brief break of Ashura, the training resumed on July 18, 2024, with a session on Discussion, Introduction, Abstract & Title led by Dr. Ahmad Mahmood.



13TH BATCH OF SCIENTIFIC WRITING CERTIFICATE TRAINING

This session emphasized the critical components of a research paper, guiding participants on how to write a compelling discussion and introduction, as well as crafting effective abstracts and titles. The following day, July 19, 2024, Dr. Farrukh Baig and Dr. Abid Hussain conducted a full-day session on Writing a Review Article. Participants learned the structure and strategies for composing a well-rounded review article, including literature search, synthesis, and critical analysis. On July 22, 2024, the focus shifted to the Preparation of Research Projects. This session was led by Prof. Dr. Nasir Nadeem, Prof. Dr. Asif Raza, and Prof. Dr. Junaid A. Khan. The session provided participants with the tools and techniques for developing competitive research proposals, including project design, budgeting, and grant writing.



The program concluded on July 23, 2024, with a feedback session and examination. Participants had the opportunity to provide their insights and reflections on the program.



PAKISTAN-SENEGAL AGRICULTURAL COLLABORATION STRENGTHENS AT EMIA UNIVERSITY SENEGAL

A distinguished delegation from MNS Agriculture University Multan, led by Prof. Dr. Muhammad Ashfaq, Director of the Institute of Plant Protection, visited Senegal as a part of collaboration with EMIA, Universite Africaine des Science et Technologies, Senegal on July 14, 2024. The Pakistani delegation included Prof. Dr. Muhammad Ashfaq, Prof. Dr. Abdul Ghaffar, Prof. Samah Ashfaq, Dr. Kashif Razzaq, and Dr. Abid Hussain. The delegation participated in 4th Agriculture Conference with the theme of "Mango Economy," which brings together experts from various countries to share their knowledge and experience in mango cultivation and trade. The Pakistani delegation, including Prof. Dr. M. Ashfaq, provided valuable insights during their interactions at the conference.



Ambassador Saima Sayed, speaking at the opening ceremony, emphasized the importance of strengthening Pakistan-Senegal collaborations in agriculture. She highlighted the significance of knowledge exchange and joint ventures in enhancing agricultural productivity and economic growth in both countries. Ambassador Saima Sayed also called on the delegation and warmly welcomed them, and appreciated their valuable contributions to Pakistan-Senegal agricultural relations. The Pakistani experts shared their experience on mango cultivation, especially the mango small tree system, and highlighted its potential. Ambassador Saima Sayed hosted a dinner for the delegates from Muhammad Nawaz Shareef University of Agriculture, Multan (MNSUAM), and Administrator General Mr. Aliou Sall and his team from Université Africaine des Sciences et Technologies EMIA. Prof. Dr. Muhammad Ashfaq, head of the MNSUAM delegation, expressed gratitude to Mr. Aliou Sall and his team for their hospitality and extended an invitation for future activities in Multan.

PAKISTAN-SENEGAL AGRICULTURAL COLLABORATION STRENGTHENS AT EMIA UNIVERSITY SENEGAL

The evening concluded with fond memories, promises of future collaboration, and a joyful selfie, symbolizing the strengthened ties between EMIA and MNSUAM. The visit is part of the ongoing activities under the Memorandum of Understanding (MoU) signed between MNS Agriculture University Multan and EMIA University last year. This MoU aims to facilitate the exchange of students, training of faculty, and joint research initiatives. The delegation's visit and participation in the conference underscore the commitment to these collaborative efforts. The delegation also had productive discussions with EMIA University officials about future activities, including faculty training programs and student exchange initiatives. These discussions are expected to pave the way for more robust and fruitful collaborations in the future.



DEPUTY COMMISSIONER VISIT OF ADP PROJECTS SCHEME

The Deputy Commissioner visited Muhammad Nawaz Shareef University of Agriculture, Multan on July 23, 2024 to review the progress of development projects being executed by the university. Prof. Dr. Ishtiaq A. Rajwana, Vice Chancellor of MNS University of Agriculture Multan welcomed Mr. Waseem Hamid Sindhu, Deputy Commissioner, Multan in the university. The Vice Chancellor presented the university's main strengths and how it contributed towards the uplift of agriculture sector in Pakistan. The Director (P&D) presented the following two development projects being executed by MNS-UAM.

1. National Crop Genomics and Speed Breeding Centre for Agriculture Sustainability Multan. (Cost: Rs. 472.920 Million)

2. Strengthening of Muhammad Nawaz Shareef University of Agriculture Multan (Cost: Rs. 646.600 Million)



It was apprised that the first project was approved during FY-2021-22 and 75% of the civil work has been completed whereas the revised PC-I has also been submitted to Planning & Development Board for approval. The Deputy Commissioner directed his development staff to help the university to get this PC-I approve. Furthermore, the scope of other project was discussed and apprised that the university has been constructing another Girls Hostel (250 students' capacity) and a Sports Complex comprises of Badminton Court, Volleyball Court, Basketball Court, Table Tennis, Exercise Gym etc. The Deputy Commissioner visited all the sites of two projects and discussed the progress made and further execution of project during the current FY 2024-25. The Vice Chancellor briefed that the university has very actively pursued the project activities and funds availability from the Government. The Deputy Commissioner appreciated the Vice Chancellor and his team for their ownership and active follow-up of the development activities in the university.

DEPUTY COMMISSIONER VISIT OF ADP PROJECTS SCHEME

The Vice Chancellor invited the Deputy Commissioner on the Mango Festival on 26 – 27 July 2024. He accepted the invitation and appreciated the university administration for organizing such a wonderful event in Multan.



MANGO FESTIVAL 2024, MNSUAM

The two-day Mango Festival 2024 was a grand celebration organized by MNS University of Agriculture, Multan (MNSUAM) on July 26-27, 2024 which showcased the rich cultural heritage and agricultural advancements in the mango industry. The event not only highlighted the importance of mango cultivation in Pakistan but also emphasized the university's role in bridging the gap between academia, industry, and farming communities. The inauguration ceremony of the Mango Festival 2024 was the main highlight which started with the recitation of the Holy Quran, which set a solemn and respectful tone for the proceedings. The ceremony was held in the presence of esteemed dignitaries, Mr. Fawwad Hashmi Rubbani, Additional Secretary South Punjab, Mr. Saqib Ali Ateel, Secretary Agriculture, South Punjab, Mr. Abdul Saboor, Deputy Secretary Admin South Punjab, Mr. Farooq Dogar, Additional Secretary Admin South Punjab, Dr. Ubaid Ullah Khokhar, Secretary School Education, and Prof. Ali Muhammad Khan, Vice Chancellor Islamia College University Peshawar. In his welcome address, Prof. Dr. Ishtiaq Ahmad Rajwana, Vice Chancellor of MNSUAM, provided an insightful overview of the numerous national and international achievements of the university over the years. He highlighted the university's dedication to bridging the gap between academia, industry, farmers, and researchers, emphasizing the institution's pivotal role in advancing agricultural practices and innovation in the region.



Dr. Rajwana underscored the significance of the Mango Festival as a traditional event that has greatly benefited mango growers, particularly in expanding their businesses at the export level. He explained the role of university towards increasing the mango production in the region. He said that the university is working with progressive growers to improve the harvesting and post-harvest handling of mangoes. He said that the university is also working on the value-added products of mango. In this regard, university has introduced dried mangoes and is actively working on enhancing their export potential. Mr. Saqib Ali Ateel, Secretary Agriculture, South Punjab, in his address, commended MNSUAM for its strong support and innovative contributions to the agriculture department's initiatives. He expressed his admiration for the university's tradition of celebrating the Mango Festival, noting that it has provided invaluable education to mango growers. Specifically, he highlighted the use of the Trench System for mango cultivation, a method that conserves water while improving the quality and quantity of the fruit.

MANGO FESTIVAL 2024, MNSUAM

Mr. Ateel emphasized the importance of such educational events in promoting sustainable and profitable agricultural practices. In his address, Mr. Fawwad Hashmi Rubbani, Additional Secretary South Punjab, praised the Mango Festival as a "sweet tradition" of MNSUAM. He remarked that the festival has played a crucial role in familiarizing mango growers with the quality and packaging demands of export markets, leading to a significant increase in the export of Pakistani mangoes to over 75 countries. Mr. Rubbani also raised concerns about the diminishing green cover, which poses a serious threat not only to climate change but also to the livelihood of mango growers. He stressed the need for the private sector's involvement in restoring and maintaining green cover to ensure the sustainability of the mango industry. On the second day of the two-day Mango Festival hosted by Muhammad Nawaz Shareef



Agricultural University, Multan, a consultative seminar titled "Eco-Smart Mango Production: Challenges and Opportunities" was held, focusing on the critical issues and future prospects of mango farming in the region. The event saw the participation of a large number of mango growers, researchers, and agricultural experts. The seminar was graced by the presence of the Chief Guest, Minister of Agriculture, Syed Muhammad Ashiq Kermani. In his keynote address, the Minister expressed his gratitude to the mango growers for their continued efforts and contributions to the agricultural sector. He highlighted a historic agricultural package introduced by Chief Minister Maryam Nawaz, amounting to 174 billion rupees—the first of its kind in Punjab's history. This package, according to the Minister, is aimed at revitalizing the agricultural landscape of the province. Minister Kermani further elaborated on the government's strategic initiatives, including the development of a master plan for various cities to safeguard agricultural land from urban sprawl and degradation. This master plan will distinctly separate green areas (reserved for agriculture) from brown areas (designated for urban development). In a significant announcement, the Minister revealed plans to upgrade the Mango Research Institute into a Center of Excellence, underscoring the government's commitment to enhancing mango research and production capabilities. He also encouraged growers and researchers to collaborate on creating a comprehensive program to tackle the existing challenges in mango production. In line with the government's focus on innovation in agriculture, Minister Kermani announced the provision of solar plates to mango growers, aimed at easing their operational challenges. The event also featured a speech by Secretary of Agriculture, Mr. Iftikhar Ali Saho, who commended the efforts of the Vice Chancellor, Professor Ishtiaq Ahmad Ranjwana, in organizing the festival and bringing together key stakeholders.

MANGO FESTIVAL 2024, MNSUAM

He highlighted the proactive steps taken by the Punjab government to provide top-tier facilities for farmers, particularly mango growers. He also shared the encouraging news that over 1,000 agriculture graduates will soon be inducted into the system, which will significantly enhance the agricultural landscape, particularly mango production. Prof. Dr. Ishtiaq Ahmad Ranjwana, Vice Chancellor MNS University of Agriculture Multan in his address, expressed his gratitude to the Minister for his support and participation in the Mango Festival. He provided an overview of the ongoing research initiatives at the university related to mango production and protection. The Vice Chancellor emphasized the active collaboration of university with mango growers and the Mango Research Institute Multan in addressing the critical issues facing the mango industry. He reiterated the university's commitment to organizing the Mango Festival annually, providing a vital platform for mango growers and exporters to connect, share knowledge, and explore new opportunities in mango farming. Prof. Dr. Amanullah Malik emphasized the need to make mango a global symbol of Pakistan. He stated that besides the Middle Eastern markets, it is crucial to provide training and facilities to mango growers to expand the reach of mangoes to other markets. Former Director of Mango Research, Mr. Abdul Ghaffar Grewal, highlighted the necessity of exporting mango pulp. He also pointed out the need to use the correct variety for the small tree system and emphasized the importance of research on plant nutrition and water use efficiency.

The President of the Mango Growers Association stressed the need to install solar tube wells in orchards and prepare the mango fruit for export to reach new markets.



MANGO DISH MAKING SHOW 2024

The Department of Food Science and Technology, Faculty of Food and Home Sciences, MNS- University of Agriculture, Multan organized a Mango dish making show at the eve of Mango Festival on July 27, 2024. Punjab Agriculture Minister Syed Ashiq Hussain Shah was the chief guest of this event. Punjab Agriculture Minister Syed Ashiq Hussain Shah Kirmani and Vice Chancellor Professor Dr. Ishtiaq Ahmed Rajwana inaugurated the formal ceremony. More than 40 teams participated in the event and prepared more than one hundred dishes. Cholistan University of Veterinary and Animal Sciences (CUVAS) from Bahawalpur also participated in the show. Other institutes who participated were College of Tourism & Hotel Management (COTHM) Multan and The Physio College Multan. Apart from this, teams from restaurants like 7spice, Double Cheese and Ramada, also participated.



The purpose of the event was to highlight the nutritional properties of mango among the public. Mango is a very important fruit of South Punjab which is beneficial for immune system, digestive system and eye health due to being rich in nutrients like vitamins and minerals. Chairman Department of Food Science and Technology Dr. Muhammad Shahbaz, Dr. Shabbir Ahmed, Dr. Nighat Raza, Dr. Muhammad Sibt-e-Abbas and Dr. Nida Firdous were also present on this occasion. Prizes were distributed among winners at the closing ceremony of Mango Festival.

INDEPENDENCE DAY CELEBRATIONS 2024

On August 14, 2024, MNS University of Agriculture Multan celebrated Independence Day with a series of events that brought together students, faculty and staff members. The Rover Scouts Unit, with the support of different clubs of Senior Tutor Office, organized the celebrations. The celebrations were designed to honor the spirit of independence and reflect on the values that unite the nation. As a tribute to the martyrs of Tehreek-e-Pakistan, students from the Madrasah recited verses from the Holy Quran. This recitation served as a reminder of the sacrifices made for the country's independence. The solemnity of this moment provided a thoughtful pause in the day's celebrations, encouraging everyone to reflect on the historical struggles that led to the creation of Pakistan. After the dua, the Vice Chancellor, Prof. Dr. Ishtiaq A. Rajwana led the flag hosting ceremony, where the national flag was raised as students,



faculty, and guests sang the national anthem. Following the flag hoisting, a cake cutting ceremony took place. The Vice Chancellor, Prof. Dr. Ishtiaq A. Rajwana, along with the students of Madrasah, university students, faculty, staff and their families, planted trees in the mango ground. This tree plantation highlighted the importance of environmental responsibility and the role of the university in fostering a sustainable future. The tree plantation was managed by Plant for Life Society. The Dean FAES Prof. Dr. Shafqat Saeed began his address by remembering the sacrifices and encouraged everyone to continue upholding the principles that make the country strong and to carry forward the spirit of patriotism in their daily lives. The Vice Chancellor, Prof. Dr. Ishtiaq A. Rajwana addressed the gathering. He appreciated the faculty, staff and students for organizing the gathering. Prof. Dr. Rajwana called for the rejection of extremism, urging everyone to embrace love and harmony. The Vice Chancellor also highlighted the need to promote

INDEPENDENCE DAY CELEBRATIONS 2024

skills among the youth, recognizing that a skilled generation is crucial for the development of our country. The students of Mosigala Beats also performed national songs. The debating club organized a debate competition that challenged students to engage in thoughtful discussions on various national and global issues. The dramatic club performed the skits, highlighting the role of youth to revive back Pakistan's economy.



AOC BETWEEN MNSUAM AND YUMNAH OVERSEAS EMPLOYMENT PROMOTERS

In a significant step towards enhancing vocational training and employment opportunities for students, MNS-University of Agriculture, Multan and Yumnah Overseas Employment Promoters have signed an Agreement of Cooperation on August 16, 2024. The ceremony marked the beginning of a collaboration that will focus on providing specialized language training, cultural orientation, and facilitating international job placements, particularly in sectors such as agriculture, construction, and hospitality. The signing ceremony was graced by esteemed officials, including Prof. Dr. Ishtiaq Ahmad Rajwana, Vice Chancellor of MNSUAM, Prof. Dr. Shafqat Saeed, Dean Faculty of Agriculture and Environmental Sciences, Mr. Saleem Iqbal, CEO of Yumnah OEP, and Muhammad Siddique Qaiser, Managing Director of Yumnah OEP.



Under this agreement, both MNSUAM and Yumnah OEP will work together to provide specialized Japanese and Chinese language training programs aimed at helping students achieve proficiency for employment in Japan and China. Yumnah OEP will facilitate job placement services for students who successfully completed these language courses and obtain certification from authorized institutions. Additionally, the AoC includes the development of cultural orientation programs to help students adapt to the work environments and cultures of Japan and other countries. Prof. Dr. Ishtiaq Ahmad Rajwana highlighted the university's commitment to global connectivity. He expressed that MNSUAM is dedicated to preparing its students for international careers by offering diverse language programs and collaborating with industry leaders like Yumnah OEP. This partnership will open new avenues for our students, helping them gain valuable skills and access to global job markets. Emphasizing the significance of this partnership in Prof. Dr. Shafqat Saeed stated that through this collaboration,

AOC BETWEEN MNSUAM AND YUMNAH OVERSEAS EMPLOYMENT PROMOTERS

we are not only equipping our students with linguistic skills but also enabling them to experience diverse cultures. This holistic development will empower them to meet the challenges of an increasingly interconnected world. He further highlighted the importance of preparing students for leadership roles in the international agricultural sector. Muhammad Siddique Qaiser, Managing Director of Yumnah OEP, reflected on the growing need for skilled labor in global markets. He commented that this agreement is a step forward in our commitment to bridging the gap between Pakistani talent and international job opportunities. We are excited to partner with MNSUAM to guide students toward fulfilling careers abroad and help them secure positions in reputable companies worldwide."Mr. Saleem Iqbal, CEO of Yumnah OEP, praised the collaboration,



stating that this AoC exemplifies what a strong partnership can achieve. MNSUAM's leading role in the progress of South Punjab aligns perfectly with our mission at Yumnah OEP. We are committed to supporting these efforts by offering innovative recruitment solutions and facilitating access to international employment opportunities." The event concluded with the signing of the Agreement of Cooperation. The partnership aims to continuously monitor and evaluate the training and placement programs to ensure quality and effectiveness, with regular feedback loops for improvement.

AWARENESS SEMINAR ON CLOSING THE GAP BREASTFEEDING SUPPORT FOR ALL

The Department of Human Nutrition and Dietetics, Faculty of Food and Home Sciences, MNS- University of Agriculture, Multan organized a seminar on 26 August, 2024 about "Closing the Gap Breastfeeding Support for all" on the occasion of breastfeeding week celebrations going worldwide. Dean Faculty of Agricultural and Environmental Sciences Prof. Dr. Shafqat Saeed, Dean Faculty of Food and Home Sciences Prof. Dr. Umar Farooq, Chairman Department of Food Science and Technology Dr. Muhammad Shahbaz and many other representatives from government organizations like Punjab Food Authority and NGOs like UNICEF participated in the seminar. Guest speaker Ms. Uzma Khurram Bukhari Nutrition Section Incharge UNICEF Punjab and Dr. Misbah Ahmad Islamic Scholar also participated in the seminar. More than 300 participants attended the seminar including the students from Islamic Institutes and Physio



College Multan. Dean Faculty of Agricultural and Environmental Sciences Prof. Dr. Shafqat Saeed highlighted that breastfeeding is not just a personal responsibility. We must create a world where every mother feels supported, every child gets the best start in life, and breastfeeding is recognized as the public health priority. Addressing the critical issue, Ms. Uzma Khurram emphasized that it affects all women and that disparities are rooted in systemic inequalities, lack of access to lactation services, and inadequate policy support. She further added that to close this gap, we must increase funding of lactation programs and services in societies, provide culturally sensitive breastfeeding education to females. She also added that there is a need to support paid family leave policies, promote workplace accommodations and address systemic barriers. She said that combined efforts are needed to create a society where every mother has the support she needs to breastfeed successfully. She also showed her commitment to work towards a future where breastfeeding is valued,

AWARENESS SEMINAR ON CLOSING THE GAP BREASTFEEDING SUPPORT FOR ALL

protected, and support. Dr Umar Farooq stressed upon the audience the fact that, breastfeeding is a mother's gift to herself and her baby. Breastfeeding is an investment to the child's future. Dr. Misbah highlighted the importance of breastfeeding by Islamic examples and verses from the Holy Quran. The seminar was concluded by highlighting the urgent need to close the gap in breastfeeding support. The discussion panel consisting of experts, advocates, and mothers themselves discussed about the challenges faced and the solutions required. Effective support requires policy change, community engagement, and individual empowerment. Seminar was closed by commitment to build inclusive, supportive communities for supporting breastfeeding for working ladies. An awareness walk and a nutritional camp were also arranged at the seminar. Dr. Shabbir Ahmad, Dr. Nighat Raza, Dr. Nida Firdous, Ms. Umrah Zafar and Mr. Muhammad Usman were also present at the event.



MNSUAM AND SNGPL SIGN AGREEMENT OF COOPERATION

On August 29, 2024, MNS University of Agriculture, Multan and Sui Northern Gas Pipelines Ltd. Pakistan signed an Agreement of Cooperation to launch a significant environmental project. This collaboration aims to establish a "Carbon Offsetting Plantation" at MNSUAM, with SNGPL providing a financial support of PKR 4 million under its Corporate Social Responsibility initiative. The project, led by Dr. Muqarrab Ali, Associate Professor at the Department of Climate Change, will contribute to environmental sustainability through plantation efforts, aligning with the United Nations Sustainable Development Goals by promoting carbon sequestration and through the restoration of natural ecosystems. The agreement also highlights MNSUAM's commitment to mitigating climate change, while SNGPL will oversee the project's progress and provide 4–6 week internships to



MNSUAM students in its health, safety, and environment department, fostering academic and professional development opportunities. The Vice Chancellor, Prof. Dr. Ishtiaq A. Rajwana, and SNGPL's Managing Director formalized the partnership, marking a milestone in fostering environmental conservation and strengthening industry-academia ties.

