

NEWS BULLETIN

A BIMONTHLY PUBLICATION OF MNSUAM

VOLUME (09), NUMBER (06)



EDITION HIGHLIGHTS

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- Farmer Convention- Enhancing Wheat Productivity
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NOVEMBER – DECEMBER 2024

STRENGTHENING FRIENDSHIP: INDONESIAN EMBASSY OFFICIAL VISITS MNSUAM

On November 12, 2024, MNS University of Agriculture, Multan, welcomed His Excellency Mr. Rahmat Hindiarta Kusuma, Chargé d'Affaires of the Indonesian Embassy. This visit aimed to strengthen the friendship between Pakistan and Indonesia and explore ways to work together in agriculture. The visit started with a warm welcome from the university's Vice-Chancellor, Prof. Dr. Ishtiaq A. Rajwana. He shared details about the efforts of the university to bring innovations and solutions to farming. Prof. Dr. Rajwana talked about important projects on climate-friendly farming, saving water, and using smart traps to control pests. He explained how the university is working to grow more crops and build a strong farming system to ensure enough food for everyone.



H.E. Mr. Kusuma showed great interest in Pakistan's halal meat industry. He expressed that it has a lot of potential for trade between Pakistan and Indonesia. He highlighted the growing demand for halal products in Indonesia and encouraged Pakistan to expand its halal meat exports. He believed this partnership could benefit both countries. During his visit, Mr. Kusuma also visited the central lab system, where he saw research on improving crops, tissue culture, and ways to grow more food. He praised the high-quality research and articulated that the university could play an important role in improving farming. He also visited the hydroponic unit at university, where vegetables are grown without soil, using very little water and space. This modern method impressed Mr. Kusuma and showed the commitment of MNSUAM to sustainable farming.

STRENGTHENING FRIENDSHIP: INDONESIAN EMBASSY OFFICIAL VISITS MNSUAM

The visit ended with a promise to work together more closely and promote ideas that can benefit farming in both countries. Mr. Kusuma voiced that both nations can share knowledge to solve global problems like food shortages and environmental issues. On this occasion, Mr. Chaudhry Muhammad Haseeb, Chairman of YAHAR Center Multan, talked about how important agricultural exports are for the economy of Pakistan. The visit ended with a shared commitment to working together in agriculture, research, and trade to benefit both Pakistan and Indonesia.



FARMER CONVENTION–ENHANCING WHEAT PRODUCTIVITY

The Department of Agronomy, MNS-University of Agriculture, Multan, organized a farmer convention at Jalalpur Pirwala Agriculture Farm which aimed at increasing awareness about enhancing the wheat productivity on November 25, 2024. Prof. Dr. Ishtiaq Ahmad Rajwana, Vice Chancellor, MNS-University of Agriculture, Multan, was the chief guest of this convention. During his address to the participants, he emphasized the importance of wheat as a staple food crop. He also explained the constraints related to wheat production in Pakistan. However, he expressed confidence that, with current efforts, wheat productivity will rise significantly in the future. He further deliberated that it's a need of the time to explore the techniques to enhance wheat production in Pakistan. Farmers and participants were encouraged to ask questions from the key speakers regarding alternatives to chemical fertilizers, especially in the light of current economic challenges. He also addressed the issue of food security. Prof. Dr. Abdul Ghaffar, Chairman, Department of Agronomy at MNS-University of Agriculture, Multan, addressed the audience about production practices such as the use of fertilizers, herbicides, and fungicides to enhance the wheat yields. He acknowledged that farmers possess valuable practical experience in



the field, which is why today's discussion will focus on strategies to improve the wheat crop productivity. He further explained that the meteorology department provides information about current and future environmental conditions, which allows them to advise farmers on managing wheat and cotton crops effectively. Dr. Abdul Ghaffar also pointed out that rising temperatures at maturity can negatively affect grain filling during the months of March and April; therefore, timely-sown crops reach maturity before the onset of high temperatures. He focused on the necessity of achieving a maximum yield of 50 mounds per acre to ensure profitability for farmers despite low market prices. Additionally, he discussed about approved wheat varieties that should be cultivated for optimal productivity and provided guidance on seed rates for late-sown crops following cotton and rice, whether planted on ridges or through drill sowing.

FARMER CONVENTION–ENHANCING WHEAT PRODUCTIVITY

Dr. Muqarab Ali, Associate Professor, Department of Climate Change at MNS–University of Agriculture, Multan, discussed the balanced use and importance of chemical fertilizers, manures, and compost in enhancing soil quality for higher crop productivity. Following that, Mr. Shahzad Sabir, Divisional Director of Agriculture, discussed that the Multan division has the best soil for wheat cultivation, resulting in an average yield of 41 mounds per acre, compared to the national average of 33 mounds per acre. He deliberated the need to nourish our soil so it can provide all the essential nutrients required for maximum crop yield. He also highlighted the government initiatives such as subsidies and awards aimed at maximizing wheat cultivation and yield, along with the application procedures for obtaining agricultural machinery and awards.



Dr. Khuram Mubeen, Asst. Prof. Department of Agronomy at MNS–University of Agriculture, Multan, discussed the effective control of weeds in wheat crop. He discussed cultural methods for weed management that do not rely on chemical herbicides, noting that many weeds are developing resistance to these chemicals due to the poor quality of herbicides. Furthermore, he emphasized the importance of using high-quality wheat seeds that are free from weed seeds. Following his talk, Mr. Talha Sheikh provided information about the registration of Kissan Cards. Prof. Dr. Aqib Raza discussed about diseases affecting wheat crop and their management strategies. Mr. Mohsin Nawaz from Engro Fertilizers Pvt. Ltd. spoke about Engro Fertilizers and how their products can enhance crop yields. At the end of the seminar, Dean Professor Dr. Shafqat Saeed appreciated the departments for their efforts in organizing a successful farmer convention that served as a crucial platform for farmers to learn about the best practices and innovative techniques to enhance wheat productivity in Pakistan. He also thanked to all the participants for dedicating their time to engage in this farmer convention.

INTERNATIONAL DAY OF PERSONS WITH DISABILITIES

MNS University of Agriculture Multan, under the initiative of its Accessibility Committee, organized a special program to mark the International Day of Persons with Disabilities on December 3, 2024. The event was attended by differently-abled students, faculty members, and staff of the university. The participants expressed their appreciation for the facilities provided by the university to support individuals with disabilities. Dr. Salman Qadri, Convener of the Accessibility Committee, and committee secretary Dr. Usman Jamshaid, briefed the attendees about the university's efforts to create an inclusive environment. They highlighted that the university is committed to supporting differently-abled individuals through scholarships, comprehensive educational assistance, and residential facilities. Furthermore, all university buildings are equipped with ramps for easy access, while wheelchair-accessible lifts are operational for navigating to the first and second floors. The Vice-Chancellor of the university, Prof. Dr. Ishtiaq Ahmad Rajwana, addressed the gathering and emphasized the administration's dedication to the welfare and empowerment of differently-abled individuals. He commended the Accessibility Committee for their efforts and urged them to continue initiatives aimed at capacity building for these students. He also encouraged the introduction of specialized training programs and internship opportunities to enhance their skills and career prospects.



The event underscored the university's ongoing commitment to fostering an inclusive and supportive academic environment, ensuring equal opportunities for all students to thrive and succeed.

TDAP SEMINAR: EXPORT AND MARKETING OPPORTUNITIES FOR LUCERNE AND RHODES GRASS

The Department of Agronomy, MNS-University of Agriculture, Multan, in collaboration with the Trade Development Authority of Pakistan (TDAP), organized a seminar on December 4, 2024, to raise awareness about the export and marketing opportunities for Lucerne and Rhodes grass. The initiative sought to educate participants about the potential benefits and strategies for boosting the export of these fodder crops, which are vital for animal feed in various markets. This seminar was part of TDAP's broader efforts to promote agricultural exports and support the local farming community in accessing international markets.

Prof. Dr. Ishtiaq Ahmad Rajwana, Vice Chancellor of MNS-University of Agriculture, Multan, was the chief guest at the event.



Mr. Athar Khokhar, CEO of TDAP, discussed the challenges TDAP faces in increasing exports and highlighted ongoing efforts to enhance the export potential of both fodder crops. He stated that the United Arab Emirates (UAE) is the largest importer of Lucerne and Rhodes grass from Pakistan, emphasizing the opportunity to significantly boost foreign exchange earnings through increased exports.

Dr. Qamar Shakeel delivered a keynote address on modern production techniques to enhance the productivity of these fodder crops. He highlighted that agriculture contributes 24% to Pakistan's GDP, with the livestock sector making up 62.7%.

Ms. Sadia, Commercial Counselor at TDAP in Jeddah, Saudi Arabia, explained that Dubai and Saudi Arabia are among the largest importers of Lucerne and Rhodes grass.

TDAP SEMINAR: EXPORT AND MARKETING OPPORTUNITIES FOR LUCERNE AND RHODES GRASS

Ms. Sareen Asad, Trade and Investment Officer, joined the seminar online from Qatar and informed attendees that in the previous year, Qatar imported \$41 million worth of fodder. Ms. Kiran Amjad from the State Bank of Pakistan discussed policies designed to facilitate exporters. Mr. Shafique, Deputy Director of Plant Protection for the Government of Pakistan, outlined the standards and quality requirements necessary for the export of Lucerne and Rhodes grass.

The seminar concluded with Prof. Dr. Shafqat Saeed, Dean of the Faculty of Agriculture and Environmental Sciences, MNS-University of Agriculture, Multan, commending the departments, TDAP, and collaborating organizations for their efforts. He also thanked all participants for their active engagement in the discussions.



FOOD VALUE ADDITION COMPETITION VENTURE SPARK 2024

Faculty of Food and Home Sciences, MNS- University of Agriculture, Multan organized a value addition competition with theme of “Zinc Bio fortified Wheat based Products” on December 10 at the event of Venture Spark, 2024. The purpose of the said competition was to raise awareness regarding utilization of zinc bio fortified wheat for product development. Guest of Honor Prof. Dr. Saeed Akhtar graced the event and Prof. Dr. Umar Farooq, Dean Faculty of Food and Home Sciences presided the said competition. Many students participated in the production of products with zinc rich wheat flour. A total of 35 teams participated in the competition with more than 100 products. Among the judges were Mr. Amjad Shafi Bhatta, CEO International Food,



Ms. Farah Naz, Country Director of Gain, Mr. Mubarak Ali, CEO of Agahi, Mr. Malik Abid, CEO Honey Foods, Ms. Iqra Yasmin Assistant Professor University of Chakwal, Dr Maimunah Aamir and Prof. Dr. Touseef Sultan from Bahauddin Zakariya University Multan. The aim of this competition was not only to introduce zinc bio fortified wheat to the common man but also to introduce different types of food processing techniques. Through this event the creativity of the students was highlighted. During the production of all products, students experimented with different techniques and ingredients, and conducted research to improve the nutrition and taste of these products. This competition not only increased the confidence of the students but also made them aware of the importance of healthy food. The activity proved to be a great bridge between education and practical experience and the students learned a lot about nutrition. Addressing the event Ms. Farah Naz Country Director Gain foregrounded that students should work on product refinement so that nutritional products can be brought to the market. Moreover, she added that this event proves that Faculty of Food and Home Sciences, MNS University of Agriculture, Multan is providing good education and opportunities to the students so that they can have a better future. Mr. Mubarak Ali, CEO Agahi foundation stated that Agahi and GAIN together are promoting youth and women entrepreneurship. It aims to nurture entrepreneurship and promote it in collaboration with educational institutions to further develop the concept.

4TH ANNUAL CHRYSANTHEMUM EXHIBITION AND FLORAL ARRANGEMENT 2024

The Departments of Horticulture, Home Sciences, and Estate Management, under the umbrella of the Pakistan Society of Horticultural Sciences at Muhammad Nawaz Shareef University of Agriculture, organized the 4th Annual Chrysanthemum Exhibition and Floral Arrangement 2024. This two-day Annual Chrysanthemum Exhibition and Floral Arrangement, held on December 19-20, 2024, which was attended by a large number of flower lovers. The exhibition's opening ceremony set the stage for a celebration of both cultivation and creativity. Prof. Dr. Ishtiaq Ahmad Rajwana, Vice-Chancellor MNSUAM inaugurated the ceremony along with Prof. Dr. Kulsoom Paracha, Vice-Chancellor of Women University Multan.



Addressing the participants of the exhibition, the Vice Chancellor said that flowers give us a message of peace and security. He highlighted that it has been the tradition of MNS University of Agriculture to organize a chrysanthemum exhibition every year, which not only provides entertainment to the people but also provides opportunities for the students to acquire expertise. The heart of the exhibition lay in the impressive displays of chrysanthemums themselves. The innovative use of different pot designs and complementary materials further enhanced the visual impact of the displays. The exhibition witnessed a diverse audience including Malik Zahid Sultan, Deputy CEO of Cantonment Board Multan; Prof. Dr. Shafqat Saeed, Dean Faculty of Agricultural and Environmental Sciences; Prof. Dr. Umer Farooq, Dean Faculty of Food and Home

4TH ANNUAL CHRYSANTHEMUM EXHIBITION AND FLORAL ARRANGEMENT 2024

Sciences; Prof. Dr. Asif Raza, Dean Faculty of Animal and Veterinary Sciences and Director Estate Management; Prof. Dr. Salman Qadri, Director Institute of Computing; Mr. Chaudhry Zaheer Ahmed, In-charge Garden Branch Cantonment Board Multan; Mr. Tahir Saeed, Deputy Director Floriculture, Floriculture Research Institute Multan; Dr. Amjad Farooq, COMSATS University Vehari Campus; Dr. Kashif Razzaq, Chairman Department of Horticulture; Dr. Ambareen Naaz, Chairperson Department of Home Sciences; and faculty members from various departments of the university, along with other distinguished guests. Delegations from other institutions, including Ghazi University Dera Ghazi Khan,



COMSATS University Vehari Campus, Beaconhouse School Multan, and The City Public School Multan, also participated in the event. Dr. Gulzar Akhtar emphasized the exhibition's role in highlighting the economic potential of floriculture for both individual growers and the national economy. Honorary shields were distributed among the students with the best skills. The flower show continued till the evening of December 20, 2024.

SPORTS GALA 2024

Muhammad Nawaz Shareef University of Agriculture, Multan, organized an Indoor Sports Gala on November 26-28, 2024, and an Outdoor Sports Gala on December 17-20, 2024 to bring students and staff together in a fun and energetic environment. The events were opened by the Vice-Chancellor, Prof. Dr. Ishtiaq Ahmed Rajwana, who highlighted the importance of sports in student life. In his speech, Prof. Dr. Ishtiaq Ahmad Rajwana spoke about how sports helps in improving both the body and mind. He articulated that sports teach teamwork, patience, and discipline, which are important for personal growth and building a strong nation. He encouraged students to focus on their studies while also taking part in sports to become well-rounded individuals and future leaders of the country. The Indoor games included badminton, table tennis, chess, ludo, carom board, and other enjoyable activities. The outdoor games included cricket, football, kabaddi, volleyball, and races. These games not only provided entertainment but also helped students sharpen their minds and stay physically fit. A large number of students joined the gala, showing great enthusiasm for sports. The lively and colorful event created a friendly and energetic atmosphere, reflecting the university's focus on giving students a balanced and enjoyable educational experience.

