

NEWS BULLETIN

A BIMONTHLY PUBLICATION OF MNSUAM

VOLUME (09), NUMBER (05)



EDITION HIGHLIGHTS

- PepsiCo Annual Agro Internship Program Recruitment Drive for Graduates at MNSUAM
- Mehfil Zikr-e-Pyambar-e-Aman
- Conduction of Round Table Conference on "Rhodes Grass Fine Cut Cultivation" at MNS University of Agriculture Multan



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SEPTEMBER-OCTOBER 2024

PEPSICO ANNUAL AGRO INTERNSHIP PROGRAM RECRUITMENT DRIVE FOR GRADUATES AT MNSUAM

The Career Development Center and Placement Bureau at Muhammad Nawaz Shareef University of Agriculture, Multan successfully organized a recruitment drive in collaboration with PepsiCo International Pvt. Ltd on September 11, 2024. This initiative provided placement opportunities for MNSUAM graduates through the Annual Agro-Internship Program offered by PepsiCo. The event, saw an active participation from graduates who were looking forward to exploring career prospects within the agro-sector. The recruitment drive opened with an address by Dr. Muhammad Ishtiaq, Focal Person of CDC/PB, who highlighted the importance of industry-academia partnerships and the role of MNSUAM in continuously developing such linkages. He said that such collaborations are essential for the professional development of students, and ultimately enhance their employability in a competitive job market.



Representatives from PepsiCo led an engaging session where they shared insights on professional development, interview preparation, and career opportunities in the agro-sector. Their presentations focused on mission of PepsiCo and the comprehensive scope of its internship program, reaffirming their commitment to nurturing young talent.

The recruitment drive was divided into three main segments:

1. Graduates got helpful advice and tips to grow in their careers.
2. An online test let participants show their skills and knowledge. About 160 people took the test.
3. Around 80 shortlisted candidates attended in-person interviews with PepsiCo's hiring team.

PEPSICO ANNUAL AGRO INTERNSHIP PROGRAM RECRUITMENT DRIVE FOR GRADUATES AT MNSUAM

We are proud that our graduates are being recognized by a global leader like PepsiCo." University faculty members and agriculture graduates attended the event. The recruitment drive highlighted efforts of the university to create opportunities for students and prepare them for success in the agro-industry.

Prof. Dr. Shafqat Saeed, Dean of the Faculty of Agriculture and Environmental Sciences, thanked PepsiCo for its support and said, "This recruitment drive shows our commitment to connecting academic learning with industry needs."



MEHFIL ZIKR-E-PYAMBAR-E-AMAN

The Qirat and Naat Club MNS University of Agriculture, Multan hosted an enlightening event titled Mefil Zikr-e-Pyambar-e-Aman (P.B.U.H) to celebrate the life and teachings of the Prophet Muhammad (P.B.U.H) on September 13, 2024. This event brought together students, faculty members, and community guests in a spirit of unity . The Qirat and Naat Club aimed to promote a deeper understanding of Islamic values through recitations, poetry, and naats, honoring the Prophet's (P. B.U.H) teachings and his example of compassion and tolerance. The main objectives of the event were to commemorate the peaceful teachings of Prophet Muhammad (P.B.U.H) and emphasize their relevance in today's world, to foster a culture of harmony, respect, and tolerance among university students and the community and to inspire attendees to integrate the values of compassion, patience, and forgiveness into their lives.



The event commenced with a soulful recitation of verses from the Quran, setting a serene atmosphere and reminding everyone of the Prophet's (P.B.U.H) connection to divine guidance. The verses chosen were reflective of the themes of peace and mercy, central to the message of the event. Members of the Qirat and Naat Club performed heartfelt Naats. These performances served as a reminder of the Prophet's role as a messenger of peace and mercy for all humankind. Dr Umer Farooq (Dean, Faculty of Food and Home Sciences), Dr. Rasheed Ahmad discussed the teachings of Prophet Muhammad (P.B.U.H) on peace, tolerance, and respect for humanity. They highlighted examples from his life, such as his treatment of adversaries, his respect for people of different faiths, and his advocacy for social justice and mercy. The event successfully conveyed the message of peace and understanding to the attendees.

MEHFIL ZIKR-E-PYAMBAR-E-AMAN



Participants and organizers alike expressed their appreciation for this reminder of the universal message of peace central to Islam and for instilling a renewed sense of commitment to embodying the values preached by Holy Prophet. Participants and organizers alike expressed their appreciation for this reminder of the universal message of peace central to Islam.

CONDUCTION OF ROUND TABLE CONFERENCE ON “RHODES GRASS FINE CUT CULTIVATION” AT MNS UNIVERSITY OF AGRICULTURE MULTAN

Maxim Agri (Pvt.) Limited, in collaboration with MNS University of Agriculture Multan, organized a one-day Round Table conference at MNS University of Agriculture Multan on September 19, 2024. The keynote speaker was Mr. Brett Richard, General Manager of Selected Seeds (Pvt.) Limited Australia. The objective of this round table conference was to promote the cultivation of Rhodes grass fine cut in Pakistan on salt-affected and desert soils. A large number of progressive farmers, fodder stakeholders, and researchers participated in this round table conference. Mr. Faisal Fareed, CEO of Maxim Agri (Pvt.) Limited, welcomed all the participants and spoke about the importance of this conference. The Vice Chancellor, Prof. Dr. Ishtiaq A. Rajwana highlighted the role of university in agriculture and the rehabilitation of barren and salt-affected soils. Ms. Sonia Kareem and Mr. Waqas Ur Rehman shared the objectives of the round table conference with the audience.



Mr. Abdul Hafeez from Dayzee Farms shared their success story of growing Rhodes grass in a desert ecosystem, while Mr. Zahid Aziz elaborated to the audience about Export Quality Parameters and quality standards of Rhodes grass. Rao Mansoor briefed the audience on the facts and issues faced by Pakistani farmers during the export of Rhodes grass to Gulf countries. Mr. Brett Richards delivered a comprehensive lecture on modern approaches to improve the quality and production of Rhodes grass. Prof. Dr. Tanveer Ul Haq shared his experiences during the discussion. At the end, the floor was opened for discussion. During the open discussion, Rhodes grass-related stakeholders debated various issues related to the cultivation and export of fine-cut Rhodes grass. Mr. Syed Waqas Ur Rehman and Hafiz Muhammad Furrakh from Maxim Agri (Pvt.) Limited, and Dr. Wazir Ahmed, played a key role in organizing this round table conference on “Rhodes Grass Fine Cut Cultivation in Pakistan.”

SEMINAR ON "THE ROLE OF ORNAMENTAL PLANTS IN MITIGATING SOIL HEAVY METAL POLLUTION"

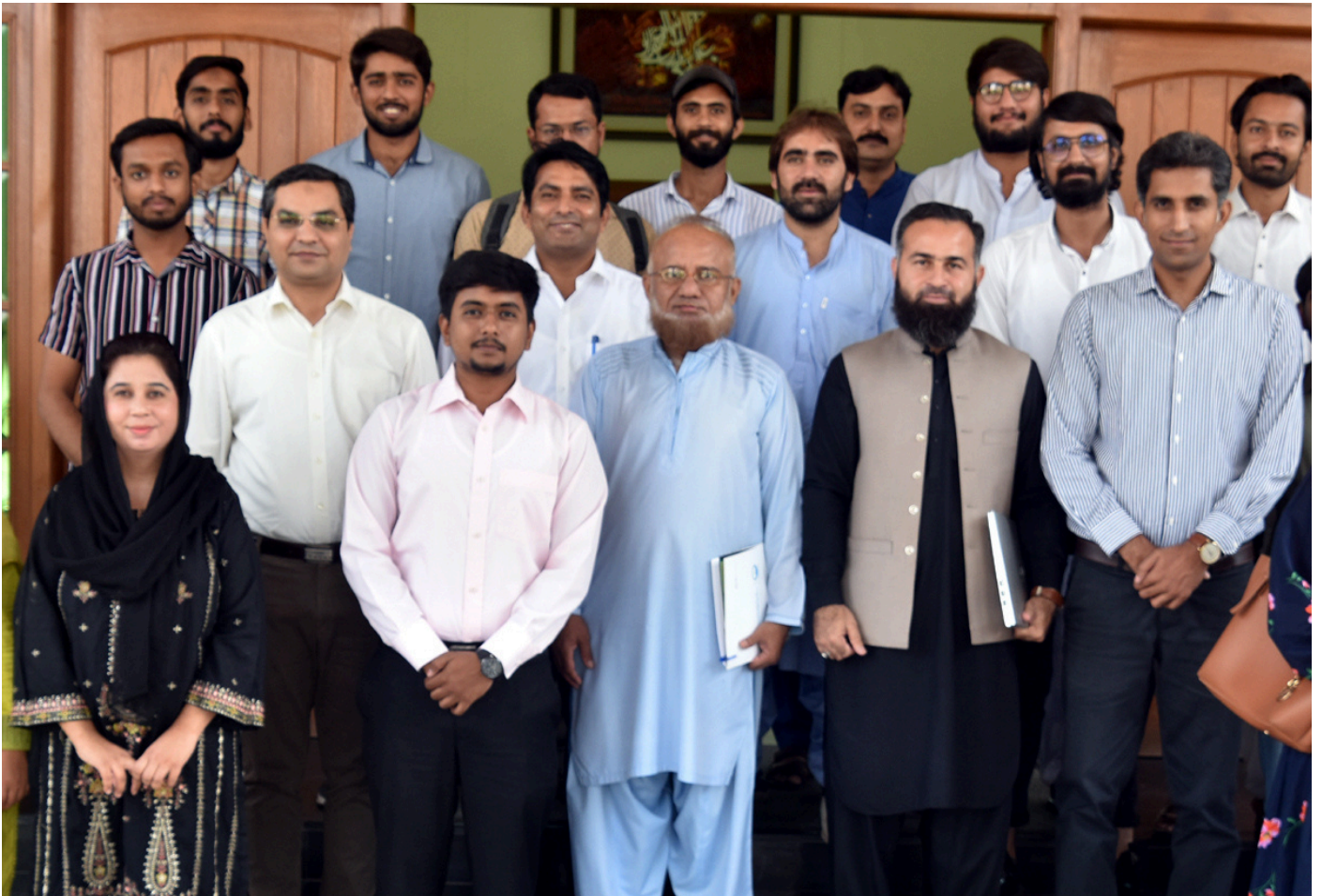
On 10th October 2024, Muhammad Nawaz Shareef University of Agriculture Multan hosted a one-day seminar titled "The Role of Ornamental Plants in Mitigating Soil Heavy Metal Pollution." Organized under the HEC-funded NRP Project No. 16813, the seminar highlighted the potential of ornamental plants in reducing heavy metal contamination in soil, thereby benefiting both the environment and local agricultural practices. The seminar started off with the recitation of the Holy Quran. Dr. Kashif Razzaq, Chairman of the Department of Horticulture, welcomed the participants. He emphasized the objectives of the project, detailing how ornamental plants can absorb heavy metals from the soil.



Dr. Kashif Razzaq highlighted the dual benefits: improving environmental conditions and enhancing the financial circumstances of farmers engaged in horticulture. Mr. Tahir Saeed, Deputy Director of Floriculture, provided insights into the role of ornamental plants in floriculture industry. He highlighted the economic advantages associated with cultivating ornamental flowers, explaining how this practice not only reduces soil metal concentrations but also opens up economic opportunities for farmers. His presentation underscored the importance of integrating environmental sustainability with economic viability. Dr. Muhammad Baqir Hussain, Associate Professor of Soil and Environmental Sciences, gave presentation on phytoremediation. He elaborated on the concept of phytoremediation, emphasizing how certain ornamental plants can effectively clean heavy metals from contaminated soils. The discussion provided a scientific basis for the use of these plants in pollution control, showcasing their potential as a sustainable solution to soil degradation. The Principal Investigator of the project, Dr. Gulzar Akhtar concluded the presentations with a detailed lecture on research activities of the project to mitigate heavy metals using ornamental plants. He presented data indicating that within a span of 6 to 12 months, significant reductions in soil heavy metal levels can be achieved. This improvement paves the way for farmers to cultivate other crops safely after remediation. The seminar concluded with Dr. Kashif Razzaq expressing his heartfelt gratitude to all the attendees and participants who joined online.

SEMINAR ON "THE ROLE OF ORNAMENTAL PLANTS IN MITIGATING SOIL HEAVY METAL POLLUTION"

The event successfully highlighted the critical role that ornamental plants can play in mitigating soil heavy metal pollution, promoting both environmental health and economic opportunities for farmers. The collaborative efforts of the university, local agricultural stakeholders, and the HEC-funded project mark a significant step toward addressing environmental challenges in agriculture.



STUDY TOUR TO MITHAWAN HILL TORRENT COMMAND AREAS DG KHAN PUNJAB PAKISTAN BY STUDENTS OF “SPATE IRRIGATED AGRICULTURE” COURSE IN AGRONOMY DEPARTMENT, MNSUAM

The students of 7th semester Agronomy studying an academic course entitled “Spate Irrigated Agriculture” had a study tour dated October 13, 2024 to Mithawan Hill Torrent Command areas DG Khan under the supervision of Dr. Khuram Mubeen Associate Professor Agronomy MNS-UAM. Upon arrival, the students had field visits and physically observed the spate irrigation systems and crops grown on hill torrent flows, the structures, diversions and field dykes used to store water for sowing crops. Sorghum was the dominant crop in the field. Cotton was grown on groundwater used through installed solar tube wells. Students had interactive questions and discussion with farmers in the fields regarding spate irrigation system and hill torrent flows diversion and distribution systems. Moreover, students also performed the practical work regarding their course on measurement of soil infiltration rate through ring infiltrometer. Students then interviewed farmers on already developed questionnaires regarding the problems they are facing in spate irrigated agriculture and their views on how these can be solved. Dr. Khuram Mubeen distributed Mosquito Nets among farmers and their families to avoid the infections from prevailing deadly diseases like Dengue and Malaria, through the funding received from MetaMeta Netherlands.



HOLDING CENTER STAGE FOR STRENGTHENING PUBLIC HEALTH: AWARENESS SEMINAR ON BREAST CANCER

In observance of International Breast Cancer Awareness Month, the Department of Veterinary and Animal Sciences and Public Health Society, in collaboration with Taare Zameen Par Trust, organized an awareness seminar and poster making competition on breast cancer awareness at MNSUAM on October 16, 2024. The event aimed to educate students and faculty about the importance of early detection and treatment modalities and sought to bring the institute's allegiance to public health education to the forefront. The session was graced by the Vice Chancellor, Prof. Dr. Ishtiaq A. Rajwana and featured segments from distinguished health care professionals and philanthropists dedicated to work for the said cause. Miss Razia Sheikh, Head of Healthcare Projects at Taare Zameen Par Trust, shared valuable insights on community health efforts and ongoing projects of the trust aimed at provision of state-of-the-art health care facilities.



The significance and facilitation of high quality nutritional care was delineated by Mrs. Khadija Moez, Head of TZP Dastarkhawn. Miss Rubina Mukhtar, Head of the Radiology Department at MINAR Nishtar, delivered a comprehensive address on the pathophysiology, causes, risk factors, diagnostics and treatment advancements in radiology emphasizing on the importance of timely screenings for effective treatment outcomes. An interactive Q&A session, where students engaged directly with the experts regarding their concerns. The event was concluded with the distribution of certificates among the winners of the poster making contest and souvenirs among the esteemed guests. The event reflected commitment of the university to integrating health awareness into its academic environment and fostering a culture of informed action on critical public health issues.

WORLD FOOD DAY 2024

On the occasion of World Food Day Faculty of Food and Home Sciences, Muhammad Nawaz Sharif University of Agriculture, Multan, organized a series of events including an international seminar on October 16, 2024 with this year's World Food Day theme "Safe and nutritious food is everyone's right for a better life and a brighter future." The event was attended by students, faculty members, and representatives from the food industry, government, and private organizations. Participants included representatives from Doaba Foundation, Nutrition International, GAIN Pakistan, Family Food Products, International Food Industries Multan, Malik Food Industries, Shamim Liaqat Food and Beverages, SM Food Makers, and the Development of Agriculture South Punjab. The event began with the recitation of the Holy Quran and Naat. Following this, the host expressed their views on the significance of World Food Day. The welcome address was delivered by Professor Dr. Umar Farooq, Dean of the Faculty of Food and Home Sciences, Muhammad Nawaz Sharif University of Agriculture, Multan. To elaborate on the objectives of World Food Day, Ms. Shazia Sarwar, Focal Person for Gender and Safe Guides at Doaba Foundation, shared her insights. She emphasized that reducing food wastage in South Punjab could enable us to preserve food and deliver it to those in need, combating food scarcity effectively. Mr. Arsalan, Project Director of Biofortified Crops at GAIN Pakistan, highlighted that a significant portion of Pakistan's population suffers from food-related diseases, such as iron deficiency leading to various health issues.



WORLD FOOD DAY 2024

Chaudhry Saif-ur-Rehman, Director of Family Food Products, stressed that food is a basic human right and that poverty and food insecurity pose major challenges to Pakistan. He emphasized the critical need for research in the field of food sciences. He suggested that fortifying wheat with Vitamin D and other micronutrients could help protect against diseases. Addressing the audience, Mr. Amjad Shafi Bhutta, Manager at International Foods, remarked that the world produces enough food to ensure no one goes to bed hungry; we just need to fix the distribution system. Mr. Zeeshan, General Manager of Malik Foods Multan, in his note expressed that eradicating hunger requires more than charity; it demands an efficient agricultural system. He called for innovative techniques and efforts to prevent food wastage, ensuring food reaches those in need.



Prof. Dr. Saeed Akhtar elaborated on the significance of World Food Day and thanked the faculty and department for organizing the event. He stated that protecting food means protecting humanity; preventing food wastage should be our top priority. Prof. Dr. Shafqat Saeed, Dean of the Faculty of Agriculture and Environmental Sciences, stressed the need to establish sectors in South Punjab to monitor and reduce food wastage. He suggested redirecting wasted food to those in need. The event concluded with the distribution of souvenirs, where shields were presented to distinguished guests. Certificates and prizes were awarded to students, encouraging their participation and enthusiasm. A message was shared to continue organizing such initiatives in the future, with the goal of reducing food wastage and combating food insecurity. Additionally, an assembly was organized to raise awareness among students.

HANDS-ON TRAINING FOR PRODUCTION OF CERTIFIED MANGO NURSERY

The Department of Horticulture at MNS-University of Agriculture, Multan, successfully organized a Hands-on Training on Production of Certified Mango Nursery under the HEC-funded NRPU project 16820 on October 17, 2024. This training was conducted to promote the adoption of certified mango nursery practices, particularly the small tree systems, ensuring that farmers and stakeholders are equipped with the necessary skills and knowledge to enhance the productivity and quality of mango production. The primary objective of this training was to educate participants about the process of producing certified mango nurseries, ensuring compliance with quality standards and providing hands-on experience in nursery management, grafting techniques, and plant health monitoring. The training session was initiated by the welcome address of the Vice Chancellor, Prof. Dr. Ishtiaq A. Rajwana.



Dr. Kashif Razzaq (Chairman/Principal Investigator HEC-NRPU-16820, Department of Horticulture) give an overview and objectives of training and briefly described about certified mango nursery for small tree system established at MNS-UAM, funded by Higher Education Commission, Pakistan. Mr. Hafiz Asif-Ur-Rehman (Principal Scientist, Mango Research Institute, Multan) provided an overview of existing mango nurseries practices and discussed potential areas for improvement. Mr. Syed Inam Ullah Shah Bukhari, Scientific Officer (Horticulture) Mango Research Institute, Multan and Muhammad Umair (Research Assistant, Department of Horticulture, MNS-University of Agriculture, Multan) discussed in depth about Modern Mango Nursery Production Practices and integrated approaches. the key points of discussion included detailed elaboration of introduction to mango nursery certification, selection of rootstock and grafting techniques, nursery management practices, quality control and certification standards, small tree system advantages and implementation, registration

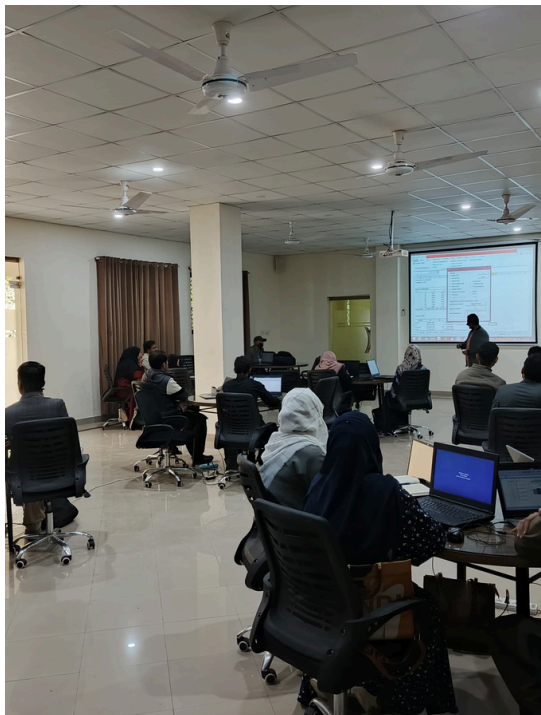
HANDS-ON TRAINING FOR PRODUCTION OF CERTIFIED MANGO NURSERY

of mango nursery and hands-on practical work. The training saw the participation of mango growers and nursery managers from the Multan region and surrounding mango-growing areas, Undergraduate and graduate students specializing in horticulture, agricultural extension workers and research staff involved in mango production, faculty members and researchers from the Department of Horticulture and researchers from Mango Research Institute Multan and Mango Research Station Shujabaad. The training was a successful initiative as it equipped stakeholders with valuable skills to improve the production of high-quality, certified mango plants, essential for the growth and sustainability of the mango industry. Future follow-up sessions and extension activities are planned to ensure continuous support for participants and the broader mango-growing community.



SCIENTIFIC WRITING CERTIFICATE TRAINING (15TH BATCH)

The Scientific Writing Certificate Program is a regular activity at MNS University of Agriculture Multan, aimed at training postgraduate students in effective scientific communication. Organized by the Directorate of Graduate Studies, the program continued for seven training days and was designed to enhance the scientific writing skills of participants. The 15th batch began on October 23, 2024, with an inaugural lecture delivered 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 motivated the students by addressing the common fear of statistical analyses, reassuring them that learning software requires just a few hours of dedicated practice. Following the inaugural, the first day continued with an intensive session on the Principles of Scientific Writing, led by Dr. Unsar Naeem Ullah and Ms. Aimen Batool.



This full-day session introduced participants to the fundamentals of scientific writing, focusing on clarity, structure, and style. October 24, 2024, was dedicated to writing Materials & Methods in scientific documents. Dr. Fawad Zafar A. Khan and Dr. Mohsin Nawaz guided participants on how to effectively write materials and methods and demonstrated techniques for creating schematic diagrams to enhance clarity. On the third day, October 25, 2024, Prof. Dr. Tanveer Ul Haq and Dr. Ummarah Waheed conducted a session on the Ethics of Scientific Writing. This hands-on training emphasized plagiarism, authorship criteria, and other ethical considerations in research and publication. Participants gained practical insights into maintaining integrity in their scientific work. On October 28, 2024, the focus shifted to Data Analyses & Presentation. This session was conducted by Dr. Amar Matloob, Dr. Shoaib Ur Rehman, and Dr. Abu Bakar.

SCIENTIFIC WRITING CERTIFICATE TRAINING (15TH BATCH)

The training covered statistical analyses, data interpretation, and effective ways to present research findings. The program resumed on October 29, 2024, with a session on Discussion, Introduction, Abstract & Title, led by Dr. Ahmad Mahmood and Dr. Hafiz Mohkum Hammad. This session emphasized the critical components of a research paper and provided strategies for writing compelling discussions, introductions, abstracts, and titles. On October 30, 2024, Dr. Farrukh Baig and Dr. Zulqurnain Khan conducted a full-day session on Writing a Review Article. Participants learned the structure and strategies for composing well-rounded review articles, including literature search, synthesis, and critical analysis. The final day of the training, October 31, 2024, was dedicated to the Preparation of Research Projects. This session was led by Prof. Dr. Nasir Nadeem, and Prof. Dr. Junaid A. Khan. Participants were guided on developing competitive research proposals, including project design, budgeting, and grant writing. The program concluded on November 01, 2024, with a feedback session and examination. Participants shared their insights and reflections on the program, while the examination assessed their learning outcomes. This program provided an enriching and practical learning experience, equipping postgraduate students with the essential skills for scientific writing.



SEMINAR ON COMBATING VIOLENCE AGAINST WOMEN THROUGH COMMUNITY POLICING

On October 29, 2024, at 2:00 PM, an event called "Combating Violence against Women through Community Policing" was held in Room 110. The purpose of the seminar was to raise awareness about violence against women, encourage discussions about solutions, and highlight the role of community policing in tackling this issue. Students, teachers, and other professionals attended the event, showing their support for addressing this important problem. The session was hosted by Ms. Aimen Batool, who served as the stage secretary, while the guest of honor, Prof. Dr. Shafqat Saeed, Dean FAES, opened the seminar by emphasizing the need for joint efforts to combat violence against women. Four speakers shared their views and experiences during the seminar. Advocate Ms. Iram Riaz started by explaining the laws in Pakistan that aim to protect women from violence. She talked about key laws like the Protection



against Harassment of Women at Workplace Act, 2010, and the Domestic Violence (Prevention and Protection) Act, 2012. She also pointed out the challenges women face when trying to use these laws and stressed the importance of making women more aware of their legal rights. Mr. Arshad Mehmood, from the Parliamentarians Commission for Human Rights (PCHR), discussed the role of UN Women in helping to fight violence against women. He explained how international organizations like UN Women support governments and local groups by providing resources, promoting equality, and training people to handle such cases better. He encouraged using global practices to improve the systems in Pakistan. Dr. Hira Ahmad, a psychologist from the Violence against Women Center (VAWC) in Multan, talked about how the center helps women. She explained that the center provides free legal aid, counseling, and support during investigations and court cases. She shared real examples of how these services make a difference in the lives of women who have faced violence.

SEMINAR ON COMBATING VIOLENCE AGAINST WOMEN THROUGH COMMUNITY POLICING

She also said it is important for society to support women who ask for help and to make them feel safe doing so. Dr. Anum Tajamul, an ASP from the police department, explained how the police respond to reports of violence. She spoke about the helpline number 15, which people can call to report incidents, and how the police take action to protect victims. She also shared details about the efforts being made to train police officers to better understand and handle cases involving women. She encouraged everyone to trust the police and report violence without hesitation. After the presentations, there was an interactive session where participants asked questions and shared their ideas. Many people talked about the importance of making help more accessible, educating students about these issues, and getting the community involved in solving the problem. The audience was very engaged, showing their interest and concern. The seminar ended with Prof. Dr. Shafqat Saeed thanking everyone for their efforts and participation. He emphasized how important it is to work together to create a safe and fair society for women. The event was successful in raising awareness and inspiring attendees to take an active role in addressing violence against women through community efforts. Dr. Muhammad Usman Jamshed, Dr. Fawad Zafar A. Khan and Ms. Aimen Batool were among the organizing team



INTERNATIONAL SMART PLANT PROTECTION CONFERENCE

The two-day International Smart Plant Protection Conference was held at MNSUAM from October 30-31, 2024. Scientists from different countries submitted research papers in the conference. Hundreds of people from various universities, research institutes and industry of Pakistan participated. The chief guest of the event, Prof. Dr. Mohammad Naeem, Vice Chancellor of Barani Agricultural University, Rawalpindi expressed that in order to control the enemies of plants, adopting effective and environment-friendly strategies is the need of the hour. By applying modern research, we can save plants more safely and effectively. The use of modern scientific principles, technology and Biological control has become indispensable for the protection of crops.



Prof. Dr. Ishtiaq Ahmed Rajwana, Vice Chancellor MNSUAM, while addressing the event highlighted that innovation in agriculture is possible through smart plant protection. He expressed that using the modern methods will not only increase agricultural production but also help in securing resources for the farmers. He foregrounded that the University will continue to organize such conferences to further improve the quality of research and education. He further elaborated that development in agriculture is possible through the collaboration of research institutes, universities, industry and extension. Prof. Dr. Mohammad Ashfaq, Director Institute of Plant Protection articulated that the Institute of Plant Protection has been organizing this international conference continuously for the last four years.

INTERNATIONAL SMART PLANT PROTECTION CONFERENCE

The main objective of this conference is to promote advanced research related to plant protection. Speaking at the event, Prof. Dr. Shafqat Saeed, Dean Faculty of Agriculture and Environmental Sciences conveyed that due to climate change, there is a change in the way insects live. An instance of which is the fact that Pink Sundae is now present throughout the year and this change needs to be investigated, which proves that the occurrence of such conferences is the only inevitable means towards attaining long term solutions for plant protection.

