



MNS University of Agriculture, Multan

News Bulletin

Workshop entitled Locally Led Flood Recovery: Demand for Grants, Not Loans

3rd Meeting of the Regional Agriculture Forum for South Punjab

UNESCO Chairholders' Coordination Meeting in Pakistan





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Workshop entitled Locally Led Flood Recovery: Demand for Grants, Not Loans

A workshop titled “Locally Led Flood Recovery: Demand for Grants, Not Loans” was held at MNS University of Agriculture, Multan on November 3, 2025, in collaboration with the Doaba Foundation, Grow Green Network, and Indus Consortium. The workshop focused on the rehabilitation of flood-affected communities, particularly in Jalalpur Pirwala and Alipur. Participants discussed key challenges faced by flood victims and emphasized the need for effective implementation, monitoring, and institutional coordination. Speakers strongly advocated for providing grants instead of loans to affected communities and highlighted the importance of incorporating local voices into recovery planning. The Vice Chancellor Prof. Dr. Asif Ali (T.I.) underscored climate change as a major driver of disasters, referring to heat waves, smog, water scarcity, and their impacts on agriculture and health. He appreciated the practical solutions proposed for post-flood recovery and resilience. Foregrounding the Doaba Foundation demands on the public platform Mr. Javaid Iqbal, Manager Program Doaba Foundation expressed that flood victims should be given grants instead of loans and the voice of the local community regarding agriculture and flood-related issues must be amplified to reach global platforms.



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Prof. Dr. Hammad Nadeem Tahir highlighted the need to focus on the aftermath of floods and other natural disasters. Prof. Dr. Abdul Ghaffar suggested that technical strategies, such as making silage and hay to solve fodder shortages, should be developed for the people using available resources. Representatives from partner organizations and faculty members shared survey findings and technical recommendations related to agricultural damage, livestock losses, fodder shortages, drainage issues, and infrastructure rehabilitation. The university also announced the provision of free kitchen gardening kits to support affected households and promote food security. The workshop concluded with a shared commitment to locally led, climate-resilient, and inclusive recovery efforts for flood-affected regions.

Smog Awareness Seminar

A Smog Awareness Seminar was organized at Muhammad Nawaz Shareef University of Agriculture, Multan on November 4, 2025, in collaboration with the Rotary Club, Evyol Group, and the Environmental Protection Agency (EPA). The seminar focused on the growing threat of smog, its impacts on human health, agriculture, students, and the environment, and the need for collective action to address the crisis. The session was presided over by Professor Dr. Tanveer-ul-Haq, Chairman, Department of Soil and Environmental Sciences, who emphasized that smog has evolved into a serious environmental challenge requiring integrated policy, technological, and public awareness responses. Dr. Tahir Abbas, Deputy Director EPA Punjab, briefed participants on enforcement actions against industrial emissions, vehicular pollution, and crop residue burning, stressing that public cooperation is essential for effective air quality management. The event was attended by Prof. Dr. Hammad Nadeem Tahir, Dean Faculty of Agriculture Applied Sciences, Prof. Dr. Irfan Ahmed Baig, Dean Faculty of Social Sciences and Humanities, Prof. Dr. Umar Farooq, Prof. Dr. Shafqat Saeed, Prof. Dr. Abdul Ghaffar, Dr. Muqarrab Ali, Dr. Shakeel Ahmed, Dr. Ammar Matloob, Dr. Wazir Ahmed, Dr. Muhammad Imran, Dr. Zeeshan Ali, Dr. Usman Jamshed, and other guests from academia, industry, and civil society shared their perspectives on the scientific, social, and environmental aspects of smog. The seminar concluded with a Smog Awareness Walk, in which students, faculty, environmental experts, and civil society representatives participated, reaffirming their commitment to clean air under the slogan “Clean Air, Safe Future.”



3rd Meeting of the Regional Agriculture Forum for South Punjab

The 3rd meeting of the Regional Agriculture Forum for South Punjab, established by the Government of Punjab Agriculture Department, was held at MNS University of Agriculture, Multan on November 7, 2025, under the chairmanship of Vice Chancellor Prof. Dr. Asif Ali (T.I.). The forum aims to strengthen coordination among agricultural education, research, extension, and support services in South Punjab through knowledge sharing and institutional collaboration. Addressing the meeting, Prof. Dr. Asif Ali emphasized professional and collective engagement among stakeholders and highlighted key priorities including shared resource management, joint public-private research initiatives, organized infrastructure development, student research sponsorship, and commercialization of agricultural innovations. The meeting reviewed previous decisions and discussed the establishment of a Central Data Hub, pest warning modeling, and modernization of agricultural machinery, promotion of the agri-machinery industry, IT integration, and tunnel farming resources, plant disease diagnostics, and administrative coordination mechanisms. Senior officials from the Agriculture Department, including Special Secretary Agriculture South Punjab Khalid Mehmood Khokhar, and other forum members attended the meeting.



Iqbal Day Celebrations

A speech competition was organized at MNS University of Agriculture, Multan on November 9, 2025 to commemorate Iqbal Day, with active participation from students across various departments. Students delivered thoughtful and passionate speeches on Allama Muhammad Iqbal's philosophy of Khudi (Selfhood), encouraging the youth to face contemporary challenges with courage and self-belief, inspired by Iqbal's concept of the Shaheen. The speakers emphasized that young people should not only interpret Iqbal's vision but also strive to shape their own future through knowledge, character, and action. Addressing the audience, Dr. Usman Jamshed and Dr. Umar Akram highlighted that Iqbal's message remains a guiding force for intellectual awakening, moral strength, and national progress. Faculty members and a large number of students attended the event, making it a meaningful and inspiring academic activity.



National Consultative Session for Cotton Revival

A meeting was held at MNS University of Agriculture, Multan on November 11, 2025, under the chairmanship of Secretary Agriculture Punjab, Mr. Iftikhar Ali Sahoo, to discuss the challenges facing the cotton crop and strategies for its revival. Mr. Sahoo stated that, under the leadership of the Chief Minister Punjab, concrete steps are being taken to strengthen agriculture through science-based and research-driven approaches. He announced that a national consultative session on cotton revival will be held in Multan, bringing together experts, farmers, policymakers, and officials to develop practical solutions. He highlighted key challenges including climate change impacts, limited access to modern technology, and financial constraints faced by farmers, and assured full departmental and government support for addressing these issues. The Vice Chancellor Prof. Dr. Asif Ali (T.I.) reaffirmed the university's commitment to supporting the Department of Agriculture through research, expertise, and collaboration for the revival of the cotton sector. Senior officials like Mr. Sarfraz Khan Magsi Special Secretary Agriculture South Punjab, Mr. Abdul Hameed, Director General Agriculture Punjab, cotton experts like Dr. Iqbal Bandesha, industry representatives including Mr. Asif Majeed (CEO Evyol Group), and departmental heads attended the meeting, while some participants joined online.



Special Session titled From Farm Gate to Global Plate

A special session titled "From Farm Gate to Global Plate: Standard Packaging and Branding Techniques for Horticultural Value-Added Products" was held on November 12, 2025 through a collaboration between Muhammad Nawaz Shareef Agricultural University of Agriculture and the Pakistan Horticulture Development and Export Company (PHDEC). The event was inaugurated by Athar Hussain Khokhar, CEO of PHDEC. He shed light on the immense potential for the export of Pakistan's horticultural products. He emphasized that adopting modern branding and packaging is essential to establishing an identity on the global stage. Mr. Daniyal Iqbal (Supply Great Food) shared his business success story, stressing that before entering international markets, it is necessary to strengthen "Brand Pakistan." Mr. Muhammad Sarfraz Akram, Plant Manager Consultant at the Mango Dehydration Facility, MNS University of Agriculture Multan, presented examples of value addition through modern packaging. Mr. Abid Shah Shinwari, Senior Research Officer, RIE Mingora (Swat), highlighted standard labelling and packaging techniques as indispensable for increasing the competitiveness of products. Dr. Muhammad Azim Khan, Consultant (Agricultural Products), PHDEC, explained the company's ongoing initiatives, such as PakGAP and the 20-80 Cost Sharing Scheme, which assist in export preparation (like GlobalGAP certification). In his concluding remarks, Vice Chancellor Prof. Dr. Asif Ali (T.I.) stated that our farmers and young business professionals possess the creative ability and determination to compete at the global level. He noted that the future of Pakistan's agribusiness is not merely in production, but in giving that production an identity that reflects quality, sustainability, and trust. He highlighted that MNS University of Agriculture Multan is determined to turn this change into reality by playing an active role through research-based solutions, skill development, and strong linkages with industry and government.



Launch of Grow More Wheat Campaign to Increase Wheat Production

Upon the instructions of the Punjab Government, MNS Agricultural University has launched a comprehensive campaign titled "Grow More Wheat" on November 13, 2025 to increase wheat production at the national level. The purpose of this campaign was to mobilize agricultural experts and youth to encourage farmers across Punjab to cultivate more wheat and adopt modern production methods. Under this campaign, university students were sent to their respective districts to raise awareness among farmers about the importance of timely wheat cultivation, the selection of high-yield varieties, and the use of modern agricultural techniques. As part of the campaign, Prof. Dr. Asif Ali (T.I.), Vice Chancellor Muhammad Nawaz Shareef University of Agriculture Multan, led an awareness walk, accompanied by faculty members and students. Addressing the ceremony, the Vice Chancellor stated that wheat holds the status of a backbone for Pakistan's economy and food security. He urged the students to assist in training farmers and helping them overcome issues such as low yields, poor land management, and delayed cultivation. He instructed the students to act as ambassadors for agricultural innovation and sustainability in their respective areas. The "Grow More Wheat" campaign is a manifestation of the fact that the university is utilizing agricultural knowledge for the betterment of rural areas. It is working in accordance with the vision of the Government of Punjab, which aims to achieve self-sufficiency in food commodities.



Seminar on People, Nature, and Harmony: Pakistan's Biosphere Reserves in Focus

The seminar "People, Nature, and Harmony," organized by the UNESCO Chair at MNS University of Agriculture, Multan, highlighted the ecological and socio-economic significance of Pakistan's biosphere reserves, specifically positioning the Lal Sohanra Biosphere Reserve as a model "living landscape" where conservation meets sustainable livelihoods. Vice Chancellor Prof. Dr. Asif Ali and international experts addressed the global "triple planetary crisis," advocating for an "ecological civilization" that balances development with environmental stewardship through stronger science-policy linkages and regional cooperation on food security.

From a technical and operational perspective, the event focused on practical management strategies for Lal Sohanra, including zoning plans, desert forestry, and the adoption of solar drip irrigation to combat desertification. The seminar also marked a significant step in collaborative governance through the signing of a Memorandum of Cooperation with the TARA Group, establishing a framework for public-private partnerships in research. Concluding with a focus on the future, UNESCO Representative Mr. Fuad Pashayev emphasized the critical role of Pakistan's youth and digital awareness in conservation, while the roadmap forward prioritized creating a national research network and using digital tools to monitor these ecosystems effectively.



UNESCO Chairholders' Coordination Meeting in Pakistan

Here is the concise summary of the report presented in paragraph form:

On 18 November 2025, the UNESCO Chair on Low Carbon and Sustainable Agriculture in Biosphere Reserves at MNS University of Agriculture, Multan (MNSUAM), hosted a high-level coordination meeting for UNESCO Chairs across Pakistan. Convened by Vice Chancellor Prof. Dr. Asif Ali, the session brought together academic leaders to unify efforts against national challenges such as climate change, water scarcity, and biodiversity loss. The meeting served as a platform to enhance inter-chair collaboration and establish a shared strategic direction for future UNESCO-led research and community engagement in the country.

The proceedings featured significant policy inputs from key leadership. Prof. Dr. Asif Ali emphasized that individual academic efforts are insufficient to tackle Pakistan's environmental crises, advocating strongly for the creation of a National Consortium of UNESCO Chairs. He specifically highlighted the Lal Sohanra Biosphere Reserve as a model for ecological resilience requiring collective protection. Mr. Fuad Pashayev, the UNESCO Representative in Pakistan, underscored the demographic reality that youth comprise over 65% of the population. He urged the Chairs to prioritize responsible digital awareness to combat misinformation and foster critical thinking, ensuring that academic work translates into tangible community empowerment.



UNESCO Chairholders' Coordination Meeting in Pakistan

Technical presentations from the participating Chairs showcased a diverse range of strategic initiatives. The Chair on ICT for Development (ITU, Lahore) focused on cybersecurity and root-level scientific schooling, while the Chair on Inclusion Through Arts (BNU, Lahore) highlighted social empowerment plans including the upcoming "Nothing Fest 2025." The Chair on Integrated Water Resources Management (COMSATS, Wah) outlined a 2025–2027 action plan utilizing AI and machine learning for hydrology and disaster risk reduction. Similarly, the Chair on Sustainable Urban Regions (NED University, Karachi) detailed its commitment to SDG 11 through green infrastructure research. The host Chair at MNSUAM presented its integrated sustainability model centered on Lal Sohanra, featuring a partnership with TARA Group to implement carbon-offset plantations and smart farming tools.

The meeting concluded with a collective resolution to form a National Consortium of UNESCO Chairs to facilitate resource sharing and annual coordination. The delegates agreed to launch collaborative research proposals focusing on climate resilience and biodiversity, deeply integrate youth into all future initiatives, and align strictly with global SDGs to enhance UNESCO's visibility in Pakistan. The session closed with a specific commitment to support biosphere reserves through joint scientific and community-based projects, marking the transition from dialogue to a deeper phase of collaboration.

