



MNS University of Agriculture, Multan  
**News Bulletin**

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MNSUAM**





MNS University of Agriculture, Multan  
**News Bulletin**

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## Awareness Seminar on Global Iodine Deficiency Prevention Day

The Department of Human Nutrition and Dietetics, Faculty of Food and Home Sciences, Muhammad Nawaz Shareef University of Agriculture, Multan, in collaboration with Nutrition International, organized an awareness seminar to mark Global Iodine Deficiency Prevention Day on October 2, 2025. The seminar was chaired by Prof. Dr. Asif Ali (T.I.), Vice Chancellor, Muhammad Nawaz Shareef University of Agriculture, Multan. Distinguished guests included Mr. Ehtesham-ul-Haq Tariq (Nutrition International), Dr. Nabeel Ikram (Department of Agronomy), Dr. Aftab Qamar (Punjab Food Authority), and Dr. Muhammad Zahid (Regional Director, Federal Ombudsman Secretariat). Experts, researchers, and faculty members highlighted the importance of iodine for human health, its deficiency-related consequences, and national efforts to address this public health concern.



They noted that billions of people worldwide are affected by iodine deficiency, mainly due to imbalanced diets, limited access to seafood, and insufficient use of iodized salt. Participants were also briefed on modern biofortification approaches, including genetic and agronomic techniques, to improve iodine content in local foods. Speakers emphasized that the human body requires only one teaspoon of iodine throughout life, yet the daily need is 150 micrograms, often unmet through routine diets.

## Awareness Seminar on Global Iodine Deficiency Prevention Day

Iodine is vital for growth, metabolism, brain development, and reproductive health, and lactating mothers require about 200 micrograms per day. According to national data, iodine deficiency in Pakistan has declined from 37% in 2001 to 17%, while 87% of households in Punjab now use iodized salt. This improvement reflects the joint efforts of the Government of Pakistan, Punjab Food Authority, Health Department, and Food Safety Officers. Addressing the audience, Dr. Muhammad Zahid emphasized that overcoming iodine deficiency requires collective community action, including the involvement of students, educational institutions, and public awareness campaigns. In his remarks, the Vice Chancellor Prof. Dr. Asif Ali (T.I.) stressed the significance of women's health and micronutrient sufficiency, noting that a healthy society is impossible without healthy women. He reiterated that 1.8 billion people globally still suffer from iodine deficiency and cited WHO's recommendation of Universal Salt Iodization as the most effective solution. Concluding the event, Prof. Dr. Umar Farooq, Dean, Faculty of Food and Home Sciences, thanked the distinguished guests, speakers, and students for their participation. He reaffirmed the faculty's commitment to promoting nutrition research and public health awareness. At the conclusion, participants pledged to work collectively for a healthier society by ensuring adequate intake of iodine and other essential nutrients.



## First meeting of the Regional Agriculture Forum for South Punjab



The first meeting of the Regional Agriculture Forum for South Punjab, established by the Government Punjab Agriculture Department, was held at MNS University of Agriculture, Multan on October 3, 2025, under the chairmanship of Vice Chancellor Prof. Dr. Asif Ali (T.I.). The meeting was attended by Special Secretary Agriculture South Punjab, Additional Director General Pest Warning South Punjab, Additional Director General Emery Multan, Director Cotton Research Institute Multan, Director Mango Research Institute Multan, Director Agriculture Extension Multan, Bahawalpur DG Khan, Malik Jahan Zeb Dharala, Asif Majeed, Syed Hassan Raza, and Dr. Khalid Hameed. On this occasion, Prof. Dr. Asif Ali (T.I.) expressed that the main objective of the Punjab Agriculture Department in establishing this forum is to improve cooperation and exchange of information between farmers and institutions, to link the activities of education, research and extension departments, to suggest solutions to new problems faced by farmers, to bring technology and research to farmers through industry, and to utilize the resources available for the agricultural development of Punjab. He further added that the Regional Agriculture Forum for South Punjab aims at modernizing the Agriculture complex into a knowledge center where seminars, workshops and annual conferences are held every month by improving the building and offices so that all the institutions work together in a good environment, listing the resources for mutual use of land, water, machinery, laboratories and fostering a system of shared use among all the institutions, involving university students researching on new ideas and activating the Graduate Research Forum platform. The Regional Agriculture Forum for South Punjab will monitor the system by holding meetings every month or every three months and validate the activities involving the industry, involving seed, fertilizer and agrochemical companies in research and new technology projects, sponsoring student research and bringing new types of technology to the market, forming technical working groups, forming separate expert groups for cotton, wheat, rice, water management and climate change.

## Breast Cancer Awareness Seminar 2025

Breast Cancer Awareness Seminar 2025 was organized on Tuesday, 7th October 2025 at 11:00 AM, in collaboration with Taarey Zameen Par Trust. The purpose of this seminar was to raise awareness among students, faculty, and community women about the importance of early diagnosis, prevention, and management of breast cancer. The session began with a welcome address by Dr. Junaid, followed by an insightful presentation from the guest speakers representing Taarey Zameen Par Trust. The speakers discussed the causes, risk factors, and symptoms associated with breast cancer. Special emphasis was placed on the importance of self-examination and regular screening for early detection.



The diagnostic discussion covered modern diagnostic techniques including mammography, ultrasound, and biopsy procedures. Participants were educated on how timely diagnosis can significantly improve treatment outcomes and survival rates. Awareness materials and brochures were distributed among the attendees. The seminar concluded with a question-and-answer session, where participants engaged with the speakers to clarify their doubts and misconceptions about breast cancer. The event proved to be highly informative and beneficial for all participants, promoting a culture of health awareness and proactive healthcare among the university community.

## Teachers' Day Celebrations



The Teachers' Day celebration was held with great enthusiasm and reverence on October 8, 2025. The Dean Faculty of Social Sciences and Humanities, Prof. Dr. Irfan Ahmad Baig graced the event as the Chief Guest. The students expressed their heartfelt gratitude and love for their teachers through speeches, poems, and heartfelt messages. In his addresses, Prof. Baig appreciated the dedication and hard work of the teachers and encouraged students to follow the guidance of their mentors to achieve excellence in both academics and societal life. The atmosphere was filled with joy, warmth, and mutual respect. The event concluded with a vote of thanks and a heartfelt prayer for the continued success and prosperity of the teachers and students. Celebrations like the Teachers' Day truly strengthen the bond of respect, gratitude, and affection between students and teachers.

## Flood afflicted Farmers' Rehabilitation Drive in South Punjab

To support the recovery and livelihood restoration of flood-affected farming communities in South Punjab, the Regional Agriculture Forum (RAF) for South Punjab launched a Flood Farmers Rehabilitation Drive. The Flood Farmers Rehabilitation Drive was conducted jointly by the Regional Agriculture Forum for South Punjab, comprising Muhammad Nawaz Shareef University of Agriculture, Multan, PCPA member companies especially Evyol Group, and the Department of Agriculture Extension, Government of Punjab. The first phase of seed distribution for the flood-affected farmers of Kabirwala was organized on 11<sup>th</sup> October at the Dera of host farmer Mr. Afzal Khokhar in Salarwahn. The initiative aimed to support the rehabilitation of flood-affected farmers in Tehsil Kabirwala and Jalalpur Pirwala through seed distribution and technical guidance. Seeds of maize fodder, peas, and mustard donated by Evyol Group Pvt. Ltd. were distributed to farmers. On this occasion, Mr. Rana Shafiq, Business Leader, Evyol Group, addressed the farmers and discussed the production technology of maize fodder and peas for their guidance. He assured the farmers that the company stands with them in these difficult times and will continue to support their rehabilitation process. Dr. Muhammad Ishtiaq, Assistant Professor, Institute of Plant Protection, MNSUAM, also addressed the farmers. He mentioned that while floods bring challenges, they also leave behind some positive effects such as improved soil fertility and a rise in the groundwater table. He expressed gratitude to the private sector partners for their generous support to the farming community.



## Flood afflicted Farmers' Rehabilitation Drive in South Punjab



A Farmer Day was also organized at the MNSUAM experimental farm at Jalalpur Pirwala for the distribution of mustard and peas seed provided by PCPA and Evyol Group. Almost 350 farmers, mostly from Union Council Anyatpur, benefited from the event. Around 100 kitchen gardening vegetable seed kits donated by MNSUAM were also distributed among female farmers and smallholders to encourage home-based food production. Addressing the farmer community, Prof. Dr. Asif Ali, Vice Chancellor, MNSUAM and Convener RAF-South Punjab, reaffirmed that the university stands with the farmers in every difficult situation. He emphasized that as a public sector institution, MNSUAM is accountable to the people and committed to addressing their problems through research and practical solutions. He highlighted that Anyatpur Union Council, which was once barren land, has been transformed into productive farmland through the consistent efforts of the university team. He also appreciated the ongoing flood relief and rehabilitation activities being carried out under RAF-South Punjab. Dr. Muhammad Ishtiaq briefed the farmers about various rehabilitation activities undertaken since the floods, including the establishment of health and animal care camps, facilitation for displaced families at university farms, seed distribution, farmer training on kitchen gardening, and guidance for sowing Rabi crops in post-flood conditions. He assured that the MNSUAM team will continue to work with farmers throughout the cropping season. The event was attended by a large number of farmers, field staff from Agriculture Extension Jalalpur Pirwala, and faculty members and officers of MNSUAM including Dr. Abdul Qayyum (Associate Professor, Entomology), Maher Riaz Ahmed Haraj (PRP), Mr. Rafiq Farooqi (Treasurer, MNSUAM), Mr. Abid Raza (Farm Manager), Dr. Usman Jamshaid, and Dr. Fawad Ahmed Khan.

## World Migratory Bird Day



World Migratory Bird Day highlights the urgent need to protect the habitat of birds in the face of climate change. The Birds Migratory Day was organized by green youth movement club and plant for life society in collaboration with UNESCO Chair – Low Carbon and Sustainable Agriculture Initiative on October 13, 2025. The event aimed to raise awareness about the importance of migratory birds, their ecological role, and the need for sustainable agricultural practices that protect natural habitats and reduce carbon emissions. The event foregrounded the significance of migratory birds in maintaining ecological balance and aimed to promote awareness about climate change and its impact on bird migration patterns with the goal of encouraging sustainable and low-carbon agricultural methods among farmers. A large number of students, teachers, and environmental enthusiasts attended the event, showing great interest. Dr. Muqurrab Ali an expert from the Department of Environmental Sciences and climate change, MNSUAM delivered informative session on the relationship between agriculture, carbon emissions, and wildlife conservation and introduce many migratory birds' species of Pakistan. The pledge wall was introduced by Ms. Eman and Mr. Omer and students also participated by promising to themselves to initiate a small step on their own. A poster exhibition and awareness walk were also held to emphasize the protection of wetlands, forests, and farmlands—key habitats for migratory birds. Students actively participated in such activities symbolizing Green Agriculture for a Greener Future. The celebration of World Migratory Bird Day successfully created awareness about the interconnection between migratory birds, climate change, and sustainable agriculture. The collaborative efforts of GYM, PLS, and UNESCO inspired participants to adopt eco-friendly practices and contribute to global conservation goals. It was recommended to initiate regular organization of awareness events on wildlife and sustainability for integration of environmental education into agricultural training programs and encouraging youth-led projects on low-carbon agriculture and biodiversity conservation.

## World Food Day Seminar and Academic Activities



The Faculty of Food and Home Sciences, Muhammad Nawaz Shareef University of Agriculture, Multan organized a seminar and academic competitions to commemorate World Food Day on October 16, 2025. The event was graced by Prof. Dr. Asif Ali (T.I.), Vice Chancellor MNSUAM, Mr. Tanveer Bakhtawar Sheikh, President Multan Chamber of Commerce & Industries, and other distinguished guests. The event revolved around the theme “Hand in Hand for Better Food and Better Future.”

The seminar along with student competitions were aimed at raising awareness and promoting collaboration between academia and the food industry. Students from the Department of Food Science & Technology prepared a variety of posters, food products, and poem writings reflecting the importance of safe, nutritious, and sustainable food.

The primary objective was to raise awareness among students and the community about strengthening collaboration between academia and industry to address food-related challenges. While addressing the audience, Vice Chancellor Prof. Dr. Asif Ali (T.I.) highlighted that food wastage is one of the biggest global issues. He emphasized that developing strong collaborations with the food industry can help reduce food losses through improved technologies and practices. President MCCI, Mr. Bakhtawar Tanveer Sheikh, stressed that protein deficiency is a major issue leading to malnutrition. He further emphasized the need to promote entrepreneurship along with employment opportunities—aligned with the theme of working “Hand in Hand” with industry and academia.

## World Food Day Seminar and Academic Activities

Prof. Dr. Saeed Akhtar (Rector, Musarrat Institute of Technology, Multan) also addressed the audience and emphasized the crucial role of Food Technology students in ensuring a secure and healthy food future. In the concluding session, Prof. Dr. Umer Farooq (Dean, Faculty of Food & Home Sciences) thanked the honorable Vice Chancellor, the President MCCI, esteemed guests, faculty, and students for their participation. Guest speakers were presented with souvenirs, and prizes were distributed among position holders of the poster and story-writing competitions. The Vice Chancellor appreciated the creative themes presented by the students and highlighted the need to communicate these valuable messages to the wider society, which also boosts students' confidence.



## Training for “Grow More Wheat Campaign 2025–26” Held at MNSUAM



The training program for 350 students under the “Grow More Wheat Campaign 2025–26” was successfully held at Muhammad Nawaz Shareef University of Agriculture, Multan on October 17, 2025. Faculty members from the Agricultural Sciences disciplines, in collaboration with officials from the Punjab Agriculture Extension Department, trained the students on how to initiate and implement campaign activities effectively at the field level. Prof. Dr. Asif Ali (T.A.), Vice Chancellor of MNSUAM, addressed the students in two separate training sessions held throughout the day. He motivated the participants to take an active role in the campaign with dedication, honesty, and a desire for learning. During his address, Prof. Dr. Asif Ali (T.A.) personally interacted with the students, encouraging them to approach their fieldwork with sincerity and a spirit of service. He emphasized that two key aspects should be communicated to farmers to achieve better yields include (I) adoption of modern wheat production technologies, and (II) efficient and timely use of agricultural inputs. He added that these practices will enhance wheat productivity and ensure national food security. Acting as a mentor and teacher, he guided them on how to effectively communicate with farming communities and deliver key extension messages. Special encouragement was given to female students, urging them to actively participate in farmer interactions, particularly with women engaged in agricultural labor. He highlighted the crucial role students play in transferring research findings to the farming community and expressed hope that this campaign would serve as a strong bridge between research institutions and farmers. Reaffirming the university’s commitment, Prof. Dr. Asif Ali (T.A.) said that MNSUAM, in collaboration with the Punjab Agriculture Extension Department, will formally launch the Grow More Wheat Campaign as per the directions of the Government of Punjab. He concluded by expressing optimism that the successful implementation of the “Grow More Wheat Campaign 2025–26” will play an essential role in strengthening Pakistan’s food security.

## Distribution of Wheelchairs and Kitchen Gardening Seed Kits for Disabled Persons of Flood-Affected Region

In continuation of its commitment to community outreach and social responsibility, Muhammad Nawaz Shareef University of Agriculture, Multan organized a welfare event at its Jalalpur Pirwala Research Farm on October 25, 2025 for the support of disabled persons affected by floods in the region. The initiative aimed not only to restore mobility but also to promote household-level food security for the specially-abled members of the community through the distribution of wheelchairs and kitchen gardening seed kits. The initiative was jointly organized by Department of Outreach and Continuing Education and Accessibility Committee of Muhammad Nawaz Shareef University of Agriculture, Multan in collaboration with Mainstream organizations, with the generous support of various welfare partners, including the Disable Welfare Association and ASRA. Their collective efforts reflect the true essence of partnership between academia and civil society for community empowerment. These organizations contributed significantly by providing wheelchairs and logistical support to ensure that the relief reached deserving individuals effectively.



The event was graced by Prof. Dr. Asif Ali (T.I.), Vice Chancellor, Muhammad Nawaz Shareef University of Agriculture, Multan, as the Chief Guest. The ceremony commenced with a welcome address by the representatives of Mainstream Organization, who expressed gratitude to all the welfare bodies that made the initiative possible. Speaking on the occasion, Mr. Nadir Khan, Head of Mainstream Organization, thanked the collaborating partners—particularly the Disable Persons Association and ISRA—for their valuable contribution. He emphasized that these wheelchairs would bring comfort and independence to the lives of differently-abled persons affected by floods.

## Distribution of Wheelchairs and Kitchen Gardening Seed Kits for Disabled Persons of Flood-Affected Region

In his keynote address, Prof. Dr. Asif Ali (T.I.) highlighted that persons with disabilities are an integral part of our society. With the help of modern technology and collective community efforts, they can become active contributors to social and economic development. He further added: “Physical disability is not a major obstacle in today’s era; rather, failing to play one’s constructive role in society and neglecting the rights of others is the real disability.” He reaffirmed the university’s resolve to continue serving the people of Jalalpur Pirwala and other underprivileged communities through education, innovation, and humanitarian work. The event served as a meaningful step towards promoting inclusivity, resilience, and self-reliance among the flood-affected disabled population of Jalalpur Pirwala. MNSUAM remains dedicated to continuing such outreach and rehabilitation initiatives that contribute to sustainable and compassionate community development.



## MoC between MNSUAM and SOSF



In a significant step toward promoting innovation, research, and sustainable development, the Muhammad Nawaz Shareef University of Agriculture, Multan and the Save Our Society Foundation (SOSF) have entered into a Memorandum of Cooperation (MoC) on October 26, 2025 to foster long-term collaboration in research, development, and technology commercialization. The agreement, signed at MNSUAM, marks the beginning of a five-year partnership aimed at advancing scientific, technological, and social innovation across Pakistan. Both institutions will jointly pursue projects focusing on agriculture, environment, education, and community welfare under a profit-and-loss sharing model. Trainings, workshops and knowledge exchange between faculty, researchers and SOSF. Speaking on the occasion, representatives from both organizations highlighted their shared vision of empowering communities through research and innovation. The partnership reflected the shared commitment of both the organizations to advancing knowledge, innovation, and community well-being by creating lasting impact through science and service.

## Celebrating the Spirit of Friendship: Republic Day of Türkiye at MNSUAM



In connection with the celebration of the Republic Day of Türkiye, Muhammad Nawaz Shareef University of Agriculture, Multan organized a series of events aimed at strengthening the historical and academic bond between Pakistan and Türkiye on October 29, 2025. To commemorate the day, Pak-Türkiye Friendship Banners were prominently displayed across the university premises, symbolizing unity and mutual respect. A digital friendship banner was also showcased on the university website, reinforcing the commitment to furthering collaboration between the two countries in education, research, and culture. The activities reflected the shared values, cultural harmony, and long-standing friendship between the two brotherly nations. The students of MNSUAM contributed to the occasion with impressive performances, portraying notable figures from Turkish history and depicting Turkish cultural traditions. Their performances highlighted the spirit of brotherhood and mutual admiration that binds the people of Pakistan and Türkiye. Several faculty members who had completed their PhDs in Türkiye shared their academic and cultural experiences. They inspired students by narrating their journeys in Turkish universities and guided them on how to pursue higher education opportunities in Türkiye, especially under scholarship programs that promote bilateral academic exchange. The entire event was highlighted through university social media platforms and received wide coverage in daily newspapers, reflecting the institution's commitment to promoting international academic linkages and cultural diplomacy.