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# News BULLETIN

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## World Universities with Real Impact (WURI) Ranking 2022

According to the WURI Ranking 2022, MNSUAM has been included in the first two hundred universities globally. MNSUAM submitted 17 innovative ideas for the year 2022. It has been ranked in 101-200 in Global Top innovative Universities, 3rd in Pakistan (Overall category) and 1st in Pakistan (Agriculture Category). WURI Ranking is focused on new concepts such as innovativeness, entrepreneurship, social and environmental responsibility, openness, crisis management, and industrial revolution. The WURI ranking is based on the University's dynamic role towards the societal development and also takes into account the University's innovation policies. This sublime success was celebrated by all MNSUAM family and they congratulated ORIC. Moreover, contributions from Faculty and Admin were also acknowledged and appreciated.





### World Universities with Real Impact (WURI) Ranking 2022



## Developing Business Networks and Community Outreach in Mango Sector

Sixth Annual Multan Mango Festival was organized from July 3-5, 2022, at DHA Arena Multan. The theme of the festival was "Developing Business Networks and Community Outreach". Minister of State for Interior, Mr. Abdur Rehman Kanju inaugurated the festival, aimed at promoting the "King of Fruits." Addressing the inaugural, the Minister said such festivals provide platform to the farmers, industry, businessmen, and academia to work in close collaboration for overall betterment in the sector. He hailed the administration of the varsity for playing an important role to strengthen the linkages between key players especially for increasing mango exports. He was delighted to see such an immense and wonderful diversity of mangoes in this festival. He also appreciated the efforts of MRI, DHA and mango growers for their contributions in the efforts of the university. Many dignitaries including Senator, Rana Mehmood Ul Hassan; VC Bahuddin University Multan, Dr. Mansoor Akbar Kundi; VC Cholistan University, Dr. Sajjad Khan; DG Multan Development Authority, Mr. Qaiser Saleem,; Deputy Commissioner, D.G. Khan, Muhammad Anwar Baryar; progressive mango growers, Ms. Rabia Sultan, Major Tariq Khan and Syed Zahid Hussain Gardezi; Chairman Kisan Ittehad, Mr. Khalid Khokhar; Mr. Asif Majeed, Dr. Shafeeq Patafi, Rana Mushtaq and Rana Khaleel from Agro-based industries were present at the inaugural session.



Prof. Dr. Asif Ali (T.I), Vice Chancellor, MNSUAM thanked all the stakeholders and participants. He said that University regularly organizes such activities for not only mango growers but also for other important crops, fruits and vegetables to provide opportunity to farmers and industry to strengthen the overall agriculture sector of Pakistan. Brig. Mr. Shoaib Anwar Kiyani, Project Director DHA congratulated the University, MRI and DHA management to organize this event successfully and conferred to provide his support in the future too.



Various festive activities including indoor games, kids' mango eating competition, face painting, kids fancy dress walk, mango drawing, puppet show, magic show, mascots, camel dance, Cholistani cultural and music show and traditional drum beating were part of the festival. A competition on 'Mango Dish Making' was organized by the Department of Food Science and Technology wherein students from different educational institutes, housewives and restaurants' staff participated and prepared various mango dishes with unique recipes. A comical poetry recital was also part of the second day's activities, which was well received by the audience. The event was open for local communities and families to visit the exhibition and get information on different mango varieties and participate/attend the festive activities.



More than 100 stalls were arranged by growers, exporters, processors, nursery owners, fertilizer companies/dealers, pesticide companies, banks and several other organizations/firms etc. for the visitors and general public whereas more than 300 indigenous and exotic mango cultivars being grown in Punjab region were displayed on stalls. Overall, this event provided a valuable opportunity for awareness, branding and networking in mango production, supply and value chain. The stakeholders of mango industry were brought together across the country under a single roof and discussions were made to overcome prevailing challenges, identify crucial gaps, and explore options to improve the value and net income of the mango supply chain.

### Developing Business Networks and Community Outreach in Mango Sector



















## Stakeholders Dialogue on Branding and Digital Marketing of Mango

The rising trend of online marketing is demanding to work out the possibilities using these opportunities for fresh fruits and other crops. A stakeholder meeting regarding branding and digital marketing of mango was organized during the Mango Festival 2022. Mr. Ali Iqbal from Sybrid Pvt. Ltd. Islamabad which is collaborating partner of MNSUAM shared his experiences about challenges and opportunities of digital marketing of mango in Pakistan. He indicated that digital marketing is best solutions for direct marketing of fresh fruits like mango to the high value customers. He also briefed about the sales, procurement, inventory management and other operational issues in digital marketing and explained about maintaining the relationship and process definition from grower to the customer. Progressive grower Ms Rabia Sultan appreciated the role of the university in leading and organizing the training events for the farming community. Mango Growers Association President Syed Zahid Hussain Gardezi emphasized the adoption of innovative practices in post-harvest technologies. Dr Ayesha Hakim, Assistant Professor, Department of Computer Science, briefed about AI-based quality check of mango based on camera identification. MNSUAM Vice Chancellor, Prof. Dr. Asif Ali said the mango industry has a potential to move forward in the international export market. He said there were several challenges to reach the export market but they could excel forward with a hardworking and learning attitude. He said the growers should become a part of mango supply chain management and youth was the future of farming business. Young mango growers showed lot of interest in this digital marketing and appreciated MNSUAM in taking lead in this innovative idea.



### Stakeholders Dialogue on Branding and Digital Marketing of Mango



## Consultative session on Climate Change related Mango Production Challenges

A consultative session with the farming community under the title of “Climate Change and Mango Production Challenges” was conducted during the Mango Festival 2022. The session was chaired by Mr. Syed Hussain Jahanian Gardezi, (Minister for Agriculture, Punjab) and the other distinguished guests were Member Provincial Assembly Punjab, Mr. Abdul Haye Dasti; Additional Secretary Task Force Mr. Imtiaz Ahmad Warraich; Progressive Grower and Entrepreneur Ms. Rabia Sultan; MNSUAM Vice Chancellor, Prof. Dr. Asif Ali, (T.I) along with progressive growers, and industry stakeholders. Mr. Shahzad Zafar, Senior Scientist, MRI, talked about the impact of climate change on the mango crop. He overviewed the mango production, varieties, and cultivation area in Pakistan. Among mango varieties, Sufaid Chaunsa, Chaunsa SB, Malda, and Azeem Chaunsa were more severely affected by climate change. Deshaping has been reported in multiple mango varieties due to heat waves in March and April 2022. Fruit size has decreased in Anwar Retail and about 40-50% yield losses have been estimated. Also, the fruit setting suffered due to water shortage. The fruit drop was observed due to the over-application of water in some areas. The use of mulches is good for conserving water. The mango should not be irrigated with more than 16 -17





irrigations. It is better to initiate flowering early to get the button stage fruit during the expected heat wave duration. Small tree system was also discussed, and it was declared as the future of the mango crop. Dr. Abid briefed about the attack of fruit borer on mango. He also briefed about the scale insect attack on the mango crop as it is a quarantine pest. Additional Secretary Task Force Mr. Imtiaz Ahmad Warraich appreciated the University and research organizations who took action in organizing this consultative session with farmers. He informed that there had been an increase of 33 days in the summer months. He said that global warming is a universal issue and we all need to combat this issue. Progressive Grower Ms. Rabia Sultan argued that University has effectively highlighted the mango issues. She shared her mulching experience in mango orchard and its role in increasing the beneficial fauna and boosting plant vitality. Member Provincial Assembly Mr. Abdul Haye Dasti said that our mango has a unique taste. The issues of the mango growers need to be resolved on a priority basis. An effective outreach would be helpful in educating the mango farmers.



Vice Chancellor, Prof. Dr. Asif Ali (T.I) stressed to develop value-added products of the mango such as mango pulp which has more cash value than the raw mango. He said that the small tree system is a way forward for commercial mango cultivation. Nursery system is another important commercial segment for a profitable business along with the small tree system. The growers are always on top priority for us. The survey of the mango farmers will be conducted this year to identify the main problems faced this year and to develop recommendations.



Speaking on the occasion, Mr. Syed Hussain Jahanian Gardezi appreciated the University for leading academic and outreach sessions during the Mango Festival. He said that the mango cultivation should be organized and professionally managed. Mango has a huge potential to contribute in Pakistan's economy and there are excellent mango growers who are getting good production, he further added. To add value, other preserved products like pickles, mixes, and squash, dry mango should be made with the immature fruit drop. Modern irrigation system and mulching should be adopted. Climate change and water scarcity are big challenges. Efficient water use is the need of time.

## Annual Mango Festival – Centaurus Mall, Islamabad

Mango Festival was organized at the Centaurus Mall, Islamabad as a continuation of the 5th year collaborative event from July 22-24, 2022. The event was organized in collaboration with Mango Research Institute, Multan. The major purpose of the festival was to showcase diversity of mango varieties, promote business potential, and value addition in Mango Sector and to brand Multan as "the Mango Capital" of the country. The chief guest of the inaugural ceremony was President Azad Kashmir, Barrister Sultan Mehmood Chaudhary. Mirza Muhammad Afridi, Deputy Chairman Senate was guest of honour. Other dignitaries, Mr. Muhammad Nawaz Khan, DG research Punjab; Dr. Abid Qaiyum Suleri, Executive Director SDPI; Prof. Dr. Asif Ali (T.I), Vice-Chancellor, MNSUAM and Mr. Irfan Ul Haque, GM Centaurus Mall graced the inaugural ceremony. After the inauguration, Barrister Sultan Mehmood Chaudhary flanked by others visited the mango varietal display stalls and addressed the press conference. He stressed the importance of agricultural commodities especially mango in the economy of the country. He admired the MNSUAM for organizing these impactful events and emphasized on continuity of these kinds of festivals. The Deputy Chairman Senate appreciated the efforts of academic and research institutes as well as Centaurus Mall for organizing this wonderful event as a source of information as well as entertainment for





people from all walks of life. He extended his support for future collaborations and invited Vice-Chancellor, MNSUAM to collaborate on different projects for the promotion of agriculture in tribal areas of Pakistan. An overwhelming public response was received owing to highly attractive, entertaining, and business-oriented activities. The event was open for local communities and families to visit the exhibition and get information regarding more than 60 mango varieties displayed on 13 stalls. More than 30 stakeholders including growers, exporters, and processors displayed their mangoes and their products on stalls. Approximately, 30,000 people visited and participated in the mango festival.



### Annual Mango Festival – Centaurus Mall, Islamabad







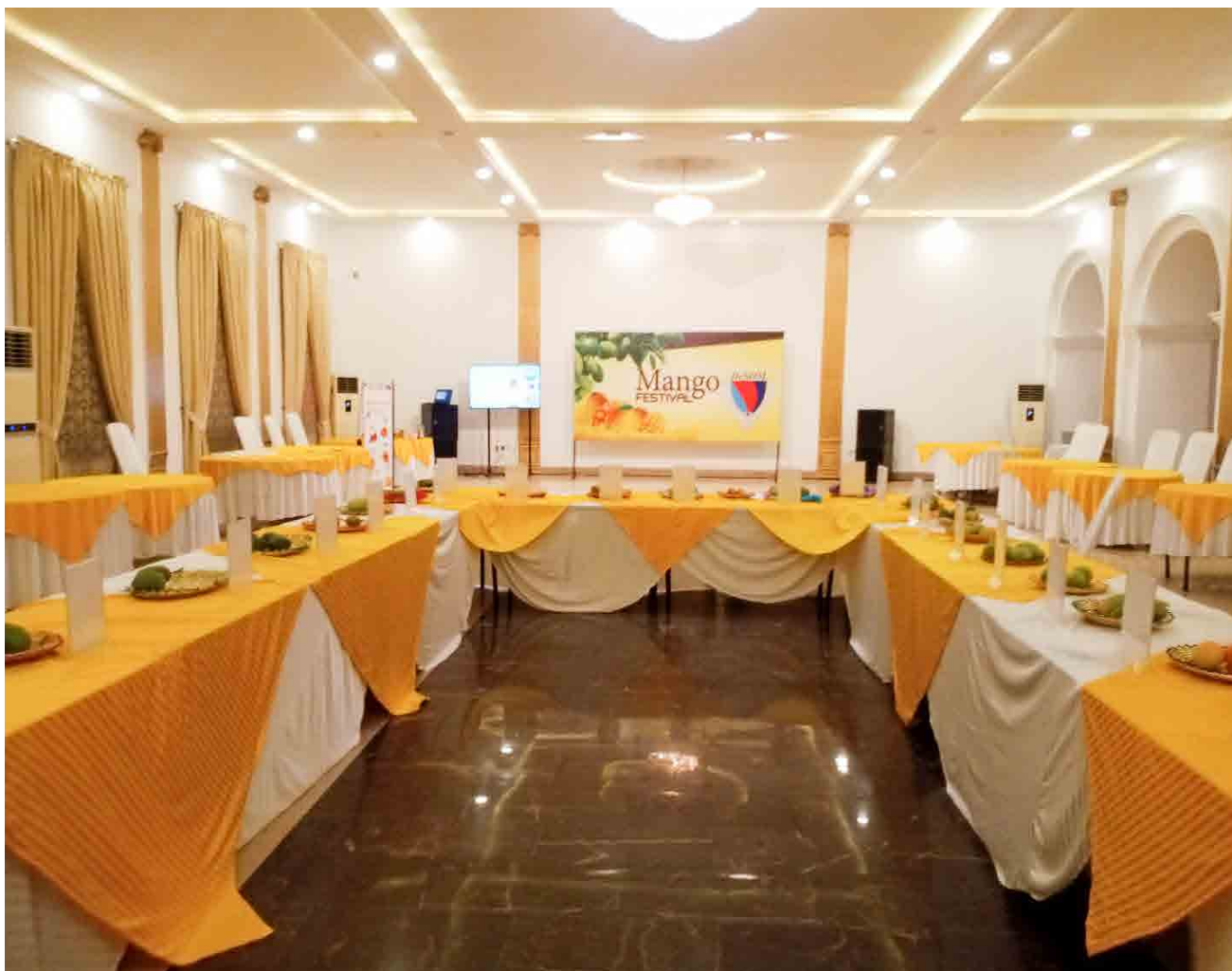






## Mango Festival at Lahore

Mango Festival was jointly organized by MNSUMA University of Agriculture, Multan, and DeSom Services Club, Lahore, from July 17-19, 2022, in partnership with progressive mango growers and exporters. The Festival's objectives were to showcase varietal diversity, mango value addition and Pakistan's export potential. Members of the DeSom Services Club praised MNSUAM's and growers' efforts to raise awareness about the importance of mangoes. About 3000 families of registered members of DeSom Club visited mango diversity stalls displaying 150 mango varieties. The closing ceremony of this event was held on July 19, 2022. The efforts of MNSUAM for arranging the successful event in DeSom were recognized at the closing ceremony. Overall, this event provided a wonderful opportunity for mango production, supply, and value chain awareness, branding, and networking.



## Mango Festival at Lahore





## Syndicate Meeting

The 34th Meeting of the Syndicate was held on July 2, 2022. The meeting was chaired by the MNSUAM Vice Chancellor, Prof. Dr. Asif Ali (TI) and was attended by Honorable Justice Lahore High Court Sardar Muhammad Sarfraz Dogar; Prof. Dr. Amir Ejaz as HEC Nominee; Dr. Muhammad Bilal, Nominee of the Secretary Agriculture, Govt. of the Punjab; Mian Tariq Abdullah, Member of Provincial Assembly; Mr. Shah Sawar, Divisional Director, Local Fund Audit, Multan, Nominee of the Secretary Finance, Govt. of the Punjab; Prof. Dr. Irfan Ahmad Baig, Dean, Faculty of Social Sciences & Humanities; Prof. Dr. Shafqat Saeed, Coordinator, Faculty of Agriculture & Environmental Sciences; Prof. Dr. Muhammad Asif Raza, Coordinator, Faculty of Veterinary and Animal Sciences, Mr. Muhammad Rafiq Farooqi, Treasurer; Mr.





Imran Mahmood, Registrar MNSUAM and other elected members. The Chair briefed the House about academic and development activities at the University. The Syndicate granted approval regarding various administrative affairs of the varsity. The House gave a nod to the recommendation of the Finance and Planning Committee and proposed budget estimates for the year 2022-23 and other agenda items were approved. The House approved the signing of Memorandum of Cooperation (MOC)/ Agreement of Cooperation (AOC) with national and international organizations. The House also approved the recommendations of the Academic Council for the initiation of new degree programs, and appointments against various posts on the recommendations of the Selection Board.



### Syndicate Meeting



## Awareness Seminar on Lumpy Skin Disease

Faculty of Veterinary and Animal Sciences, MNSUAM organized a one-day awareness seminar on Lumpy Skin Disease (LSD). Dr. Sabtain Bhatti, Director L&DD South Punjab; Dr. Muhammad Imtiaz Additional Director, Multan; Dr. Rao Sabir Ali, Additional Director Head Quarters; Dr. Salma Naz, Deputy Director, and various field veterinarians and students attend this seminar. President Livestock Breeder and Dairy Farm Association, Multan Nawab Nadeem Ud-din Khan, Malik Farooq Ahmad, Chaudhary Abu Sufian, Mian Ahmad Awan Bodla, and Muhammad Yasin Khan also attended this seminar. Prof. Dr. Asif Ali (T.I), Vice Chancellor lauded this much needed seminar and suggested arranging such events in the future. He said that LSD is an emerging threat to the world and it is spreading rapidly in Pakistan. He urged to provide disease diagnostic and treatment services to the farming community. He hoped FVAS researchers will play their lead role to curb this deadly disease which is hampering the development of livestock sector in Pakistan. Speakers delivered lectures on socio economic impact, diagnostic tools, clinical management, disease reporting mechanism, world situation, and innovative solution for the eradication of LSD. Prof. Dr. Muhammad Asif Raza, Coordinator, FVAS, highlighted the factors that cause the introduction, cause and

spread of this disease and explained the research done for the disease treatment. It causes fever, nodules on the skin and can also lead to death, especially in animals that have not previously been exposed to the virus. Dr. Saadullah, Disease Investigation, and Control Officer L&DD, Multan described the diagnosis and control of the disease. He also emphasized timely vaccination and control of vector-like ticks, flies, and mosquitoes. Nawab Nadeem Ud-din President Farmer Association highlighted the importance of vaccination programs to control Lumpy skin disease to students and the audience. Dr. Ali Haider, Assistant Professor Department of Clinical Sciences, FVAS presented a detailed presentation on the Introduction, Etiology, and Transmission of disease. He also elaborates on the treatment protocols and prevention methods for Lumpy Skin Disease. Dr. Imtiaz delivered his views and the awareness campaign carried out by the L&DD. Prof. Dr. Junaid Ali Khan, Director ORIC, Prof. Dr. Shafqat Saeed, Coordinator, Faculty of Agriculture and Environmental Sciences, and a large number of faculty and students attended the event.



### Awareness Seminar on Lumpy Skin Disease





## MNSUAM Delegation Visited Corteva AgriScience

A group of faculty members from MNSUAM visited the research center of Corteva AgriScience on July 27, 2022. Corteva AgriScience has established a state of the art research center at Renala Khurd (Okara) in early 2022. Prof. Dr. Asif Ali (T.I), leading the group, stressed on bilateral cooperation through joint research programs to solve different problems confronting agriculture through modern technology. Prof. Dr. Asif Ali urged the multinational companies to give space to local innovations in their product line so that researchers' contribution could be recognized and intellectual property rights secured. Modern technology could be helpful in tackling problems of armyworm, borers and other diseases. He also highlighted the need for incorporating drone technology and commended the Corteva Agriculture team for their contribution to agriculture sector and overall economy. The two sides reaffirmed commitment to continuation of joint research activities. Corteva AgriScience team leader said, it was the first and only agriculture-exclusive multinational company doing business in Pakistan. He said, maize hybrid seed manufactur-





ing was currently the company's Primary focus, however, company was also interested in working on alfalfa, millet, mustard, and rice. Briefing about pest management strategies, team of Corteva Agriscience argued about the importance of Integrated Pest Management Technology (IPM) and technology interventions particularly drone technology for better insect-pest management. Prof. Dr. Asif Ali asked Corteva team to organize a hands-on training session to learn how to properly employ drone technology for improved pest management. He also asked them to work on the biopesticides created by MNSUAM to encourage local researchers. Coordinator, Faculty of Agriculture and Environmental Sciences, Prof. Dr. Shafqat Saeed; Director, Institute of Plant Breeding and Biotechnology, Prof. Dr. Hammad Nadeem Tahir, Dr. Abid Hussain, Dr. Asif Shahzad, Dr. Fawad Ahmad Zafar represented MNSUAM, while Mr. Talal Hakeem, Mr. Rasheed Ahmad and Executive Director CropLife Association Pakistan Mr. Akhlaq Ahmad



### MNSUAM Delegation Visited Corteva AgriScience



## Agreement of Cooperation with Tianjin Modern Vocational Technology College, China

An agreement of cooperation between Tianjin Modern Vocational Technology College (TMVTC), China and MNS University of Agriculture Multan (MNSUAM) Pakistan, has been signed on July 28, 2022. Under this agreement, TMVTC will provide modern agricultural equipment to the MNSUAM for the development of agriculture in Pakistan. It was decided that an Agricultural Machinery Training Program of LUBAN Workshop will be established at MNSUAM, Pakistan. LUBAN Workshop is a world-renowned Chinese brand of vocational education. At present, 20 LUBAN Workshops have been built in 19 countries in Asia, Africa, and Europe. The establishment of the LUBAN Workshop at MNSUAM will serve the training of technical resources for the China-Pakistan Economic Corridor. In the first phase, modern maize combine harvester and thresher, and rice planter will be provided. In the initial stages, one hundred farmers will also be trained on these tools along with students. Mr. Kang Ming, Party Secretary of TMVTC, China said we firmly believe that through the joint efforts of TMVTC and MNSUAM, we will successfully build the International Industry Education Collaborative platform for modern agricultural machinery in China-Pakistan Economic Corridor. On this occasion, MNSUAM Vice Chancellor, Prof. Dr. Asif Ali (T.I) said that Pakistan

and China have a never-ending friendship and strategic partnership in the region. I firmly believe that through signing this agreement, cooperation between the two institutions as well as the two countries will be further strengthened, and Pakistan will benefit from China's agricultural technological advancement for improvement of its agricultural mechanization and training of human resources so that they can become more skillful and productive, he further added. On this occasion, Prof. Dr. Irfan Ahmed Baig, Dean, Faculty of Social Sciences and Humanities; Prof. Dr. Shafqat Saeed, Coordinator, Faculty of Agriculture and Environmental Sciences, Dr. Mohkam Hammad, Director, External Linkages; Prof. Dr. Umar Farooq, Dr. Abdul Ghaffar, Dr. Abid Hussain, Engr. Abdul Aleem, Engr. Mahmood Riaz and Dr. Abid Hussain were present.

