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OFFICE OF RESEARCH, INNOVATION AND COMMERCIALIZATION

**MNS-UNIVERSITY OF
AGRICULTURE, MULTAN**





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Green Gown Award

The Green Gown International Awards 2023, a global showcase for environmental excellence, has shortlisted 93 outstanding environmentally friendly projects from 25 countries. Notably, MNS University of Agriculture Multan, made a big impact with four winners out of 93 projects from 25 countries.



2023 HIGHLY COMMENDED/
ALTAMENTE ELOGIADO
NATURE POSITIVE/NATURALEZA POSITIVA



Among these four projects, Dr. Muqarrab Ali's project "Tree Plantation Through Seed – A Community Interactive Approach" got selected as highly recommended in Nature Positive Category. In this regard Vice Chancellor aProf. Dr. Asif Ali (T.I) said that "Winning the International Green Gown Award will boost our energy to work with more dedication on societal benefit at large. It will serve as token of appreciation for thousands of the students involved, stakeholders working with us and hundreds of faculty members and staff working for our green future society."

Capacity building workshop on “Soil Sampling Techniques and Methodology”



MNS University of Agriculture, Multan, in collaboration with PepsiCo, conducted a comprehensive capacity building workshop on "Soil Sampling Techniques and Methodology" on November 14, 2023. This workshop garnered participation from ten members of PepsiCo, Pakistan. Dr. Umair Riaz, Assistant Professor, Department of Soil and Environmental Sciences and Dr. Abid Hussain, Manager Industrial Linkages both served as distinguished resource persons. Moreover, Mr. Fahad Aslam, the Regional Manager, Argo PepsiCo, Multan, also participated in the workshop.

The workshop was specifically organized to enhance the proficiency of participants in soil sampling, particularly within potato cultivation regions. The collaboration between MNS University of Agriculture Multan and PepsiCo aims to provide crucial soil and water testing services. Both entities are strongly dedicated to and actively engaged in advancing sustainable development goals.



ORIC Participation in "Training of the Trainers Program" by HEC

Mr. Tariq Rashid, Research Officer (Industrial Linkages and Technology Transfer) from Office of Research, Innovation, and Commercialization (ORIC), participated in the "Training of the Trainers Program" organized by the Higher Education Commission (HEC) in collaboration with Invest2Innovate (i2i) at Karachi from November 2nd to 3rd, 2023.

The two-day training program served as a significant initiative aimed at advancing the field of technology transfer and innovation within the institution. The objective of the training was to empower professionals associated with research and commercialization across various universities with the latest methodologies, tools, and industry best practices in technology transfer. Moreover, main emphasis of the training was to equip participants with advanced skills and knowledge essential for enhancing the innovative landscape of their institutes.

The sessions covered the important topic, such as ORIC Revenue Generation, Intellectual Property in Research, and Marketing of Research and Technology Commercialization. Participants also got hands-on training sessions that provided them with the strategies and practices vital for successful technology transfer and commercialization of research outcomes.





3rd Convocation

Third Convocation of MNS University of Agriculture, Multan was held on November 9, 2023. The chief guest of the event was the Governor of Punjab Mr. Baligh Ur Rehman. In this convocation 1824 students got graduated, 203 got their masters degree, 11 got their PhD degrees and 41 were awarded with medals. Chief Guest in his address appreciated hard work and success of the students. The governor also encouraged graduates by awarding shields and medal. Moreover, the governor appreciated the progress of the university and added that the university is playing an important role in the development of the country. The Vice Chancellor, MNS University of Agriculture, Multan Prof. Dr. Asif Ali (T.I) was thankful to all the guests and said that our students are our pride.

At that moment senior faculty of the university, members of Syndicate and academic council, selection board members, senior board members, Vice Chancellor Women University, CEO JK mills, Secretary South Punjab, faculty members, students societies, Admin officers, deans, directors, and chairmen were present. In addition, the controller examination, registrar and a large number of students were there.

At the end of the convocation, the guests were presented with honorary shields by Prof. Dr. Asif Ali (T.I), Vice Chancellor, MNSUAM.

The students threw caps of gowns in the air to show their happiness.





Smog Awareness Seminar

MNS University of Agriculture, Multan, in collaboration with FC College Lahore University, the National Disaster Management Authority successfully organized a comprehensive smog awareness seminar on November 16th, 2023. Dr. Derk Bakker, Associate Professor, Department of Environmental Sciences, FC College University, Lahore, and Ms. Saleha Ali from the National Disaster Management Authority, addressed the critical issue of combating smog.

The program commenced with the recitation of verses from the Holy Quran, followed by a brief address on smog by Dr. Ahmad Mahmood, Assistant Professor, Department of Soil and Environmental Science. He highlighted the severe impact of smog on the air quality of almost all major industrial cities in Pakistan, attributing it to the absence of urban plantation, especially in Multan, leading to a significant decline in air quality and a rise in various diseases.

Prof. Dr. Tanveer ul Haq, Chairman, Department of Soil and Environmental Sciences, emphasized university's ongoing commitment to addressing environmental and agricultural challenges. He expressed gratitude to Dr. Derk Bakker, Dr. Shazia Akhtar, Deputy Manager, National Disaster Management Authority, Nasir Chughtai, National Disaster Management Authority, Ms. Saleha Ali, and Sana Afan for their valuable contributions to the seminar.

Dr. Derk Bakker delivered the talk on smog in Punjab, its causes and effects.

Following Dr. Baker's presentation, Mr. Nasir Chughtai initiated a discussion on disaster management processes. He then invited Ms. Saleha Ali, to discuss various government projects and methods to reduce smog, particularly applauding the efforts of universities and research institutes. A significant number of representatives from student societies, government institutions, and faculty members from various disciplines attended the seminar.

The seminar concluded with the concluding remarks of Dr. Ahmad Mahmood. He extended gratitude to the guests and attendees, acknowledging the vision of Vice Chancellor MNS of Agriculture, Multan, Prof. Dr. Asif Ali (T.I). The university's commitment to collaborative efforts with stakeholders for sustainable solutions to environmental and agricultural challenges was emphasized during the event.





Training Session on: "Safe Use of Chemicals & Pesticides"

MNS University of Agriculture, Multan, organized a training session on safe use of chemicals and pesticides on November 16th, 2023. Training session was attended by representatives from academia, industry and students. The session featured informative talks by industry experts.

Mr. Faheem from Field Solution and Mr. Asim of Bayer Crop Sciences discussed the safe application of chemicals and pesticides in agricultural fields. Moreover, a practical hands-on training session was conducted by Mr. Mubeen Iqbal from Bayer Crop Sciences, focusing on proper pesticide application techniques.

About 150 students participated in this training session and they were provided with safety kits. The event concluded with a lively Q&A session and concluding remarks by Prof. Dr. Asif Ali (T.I), Vice-Chancellor, MNS University of Agriculture, Multan.





Visit of ACIAR Team under the project : **“Adapting to Salinity in the Southern Indus Basin”**

ACIAR TEAM paid a three day field visit to MNS-University of Agriculture, Multan under project titled “Adapting to Salinity in the Southern Indus Basin” from 18th to 21st November, 2023.

This visit involved a field visit to Jalalpur Pirwala Site, including co-inquiry and co-research experiments, along with meetings with local farmers. The also visited the farm of project’s farmer to observe vertical gardening experiments and pomegranate orchards, followed by visits to acacia and kitchen gardening experiments.

On third day, they visited Irrigation Department, Bahawalpur with a subsequent meeting with the Prof. Dr. Asif Ali (T.I), Vice Chancellor, MNSUAM. The comprehensive visit was aimed to provide the ACIAR team with insights into salinity adaptation efforts in the Southern Indus Basin through field visits, farmer interactions, and discussions with irrigation officials and university researchers.



Seminar on:

Getting Ready for Global Leadership Role in Climate Change

Department of Soil and Environmental Sciences, MNS-University of Agriculture, Multan organized a seminar on "Getting ready for Global Leadership Role in Climate Change" on November 22, 2023. The Vice Chancellor Prof. Dr. Asif Ali (T.I) was the chief guest of the event. Vice Chancellor in his address said that Pakistan is fifth in the list of countries most affected by climate change. He expressed his concerns regarding worsening situation of smog in this month, which has made living in big cities miserable. . The keynote speaker of the seminar was Mr. Usman Haider, Political Affairs Officer, United Nations (Kenya, Nairobi). He briefly served in Pakistan Army until 2006 until he joined United Nations and has been with several of its missions ever since. He acquainted the students to the actions taken by the United Nations to combat climate change and emphasized on raising awareness at the level of the society as well as participating in an effective and practical manner. Encouraging the students, he said that by being associated with an international organization like the United Nations, the youth can not only serve the country in a better way, but can also make the best decisions for the country's interests and can also change the opinion of the world in a positive way. He also said that being the students of an agricultural institution, they can become part of the coalition of environmental activities in the United Nations subsidiary bodies to reduce the emission of greenhouse gases worldwide, increase inclusivity, find nature-based solutions and sustainable energy. He added that it is important for all of us to recognize the enormity of the challenges we face, acknowledge them and show perseverance and determination to overcome them. He recommended students to start by improving their communication skills and exploring key strengths, qualities and areas of improvement. He further added that identifying your core values and strengths and their application to an allocated task can bring you success and satisfaction. Prof. Dr. Tanveer ul Haq, Chairman, Department of Soil and Environmental Sciences said that such programs are welcome and such programs should be continued in the future so that the students of the university can get the best employment opportunities. The seminar was concluded with the concluding remarks of Dr. Muqarrab Ali.





Awareness Seminar on: **“Global Scholarship Hunt: Smart Application Strategies”**

Department of Horticulture and Character Building Society, MNS-University of Agriculture, Multan in collaboration with Pakistan Ideological Civilization organized an awareness seminar on “Global Scholarship Hunt: Smart Application Strategies” on November 23, 2023. This seminar was held to educate students on effective strategies for securing foreign scholarships. The seminar aimed to shed light on the process of applying for scholarships abroad and the benefits of pursuing studies internationally. Mr. Muhammad Danish Toor, Director Pakistan Ideological Civilization Overseas as the guest speaker, elaborated on the art of hunting for foreign scholarships. He shared valuable insights into the intricacies of the application process, providing students with smart strategies to enhance their chances of success. Another esteemed speaker Mr. Khubaib Zafar, Co-Founder, Pakistan Ideological Civilization, focused on the concept of Scholarship Civilization and its potential in assisting students in their pursuit of studying abroad. He discussed how Scholarship Civilization can serve as a guiding force for students aspiring to access educational opportunities beyond borders.



The seminar served as a platform for students to broaden their understanding of scholarship acquisition, insights into strategic approaches to enhance scholarship hunting success rates and the role of Scholarship Civilization in facilitating educational opportunities on a global scale. Attendees left with enhanced awareness and practical guidance towards securing scholarships for international studies. The seminar was concluded by Dr. Tanveer Ahmad, Chairman-Department of Horticulture who extended a heartfelt gratitude to the esteemed speakers for their invaluable contributions that enriched the knowledge of attendees and illuminated the path toward securing international scholarships. A special acknowledgment was extended to the dedicated teachers and enthusiastic students whose active participation made the event a resounding success.



International Conference on: **“Fodder Production in Climate Shift Paradigm:** **Better Nutrition for Better Dairy Production”**

MNS University of Agriculture, Multan, organized an International Conference on 'Fodder Production in the Climate Shift Paradigm: Better Nutrition for Better Dairy Production' from 29th to 30th, November 2023. In this conference, scientists, researchers, and stakeholders from America, Argentina, Algeria, China, academia, pesticide and seed industries, FAO, and extension workers participated. The Vice-Chancellor, Prof. Dr. Asif Ali (T.I), welcomed all the participants and highlighted the importance of fodder and dairy. He emphasized mechanized production and storage of fodders to fulfill the needs of livestock and ensure quality dairy and meat production, especially in developing countries.

Daniel H. Putnam, from the University of California, Davis, USA, explained the need for cultivation and promotion of Alfalfa in Pakistan, emphasizing its yield potential and soil fertility benefits. Moreover, Dr. Daniel Basigalup from Argentina elaborated on alfalfa breeding trends in the near future. Mr. Timothy Blank, Director of Seed Certification, California Crop Improvement Association, explained certified seed production systems for forage crops. Prof. Dr. Tanveer Ahmad, Chairman, Department of Clinical Sciences, Bahauddin Zakariya University, Multan, elaborated on feeding or nutritional strategies for animals with health issues.



Mr. Ahsan M. Bajwa from Farm Dynamics explained mechanized farming for better fodder production and processing along with the concept of corporate farming. Vice-Chancellors from Cholistan University of Veterinary and Animal Sciences, Bahauddin Zakariya University Multan, and Women University Multan also attended the inaugural session of the conference and appreciated the efforts of MNS University of Agriculture for upscaling fodder production in the current scenarios of climate change and economic crises. A total of forty-six talks were presented in the conference, and speakers were from America, Argentina, Algeria, and China. At the end, souvenirs were distributed to invited speakers."



AFS VENTURE SPARK

A two-day Agriculture Food and Security Ventures Spark event occurred at MNS University of Agriculture, Multan on 29th and 30th November, 2023. More than 155 stalls were displayed by 35+ universities from all over Pakistan showcasing the business ideas of students and Industrialists. Chief Guest of the ceremony Shoukat Anjum said that these young aspirants of today will play a major role in the development of the country in future. On this occasion, Prof. Dr. Asif Ali (T.I), Vice Chancellor, MNSUAM, appreciated the business ideas of the students and said that their efforts will help to boost the economy of the country.

The Vice Chancellors from MNS-UET, Multan, BZU, Emerson University, Women University and Cholistan University were also present and appreciated the efforts to arrange this healthy event.





International Conference on “Artificial Intelligence and Emerging Technologies” (ICAIET)

The Institute of Computing, MNS University of Agriculture, organized a two-day International Conference on Artificial Intelligence and Emerging Technologies on November 29th and 30th, 2023. Keynote speakers from five international universities included Prof. Stephen Marsland from Victoria University of Wellington, New Zealand; Dr. Mickael Coustaty from La Rochelle University, France; Dr. Nadeem Abbas from Linnaeus University, Sweden; Dr. Asiya Khan from the University of Plymouth, England; and Dr. Waqas Haider Bangyal from Kohsar University, Murree.

The conference comprised five technical sessions with the following themes:

1. Integrated Intelligence: AI-driven Predictive Analysis, Data Mining, and NLP
2. Application of AI and Sustainable Agriculture
3. Integrated Technologies in Life Sciences and AI
4. IoT for Smart Farming, Health & Education
5. Security and Innovation in Cloud Computing and Blockchain Technology

Best Paper awards in each technical session and best poster award were presented. The Prof. Dr. Asif Ali (T.I), Vice Chancellor, MNS University of Agriculture, expressed appreciation for the collaborative efforts of all involved in making this conference informative and impactful."





SOCIAL ACTION PLANS

ORIC, PHS CBS and RRES conducted seminar with students of MLT 3rd semester on:

“کتاب سے ملاقات شوشل میڈیا اور نوجوانان فرزندان ملت”



ORIC, PHS, GreenRibbon, REES and CBS conducted SAP Seminar on "Positive use of Social Media" at Noble Public School Multan on 02-11-2023





Calls for Research Proposal



RASTA COMPETITIVE GRANTS PROGRAMME (6.0)

Project Priority

- Fiscal Management
- Public Sector Management
- Business, Investment and Exports
- Institutions
- Gig Economy

Deadline (extended)
20 January 2024

Mode of Submission:
Via Email on: rasta@pide.org.pk