

## MNS UNIVERSITY OF AGRICULTURE, MULTAN



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# SOCIAL MEDIA MASTERY: ELEVATE YOUR BUSINESS WITH YOUTUBE AND FACEBOOK

The training session was organized in collaboration with Office of Research Innovation & Commercialization (ORIC) and Business Incubation & Agriculture Entrepreneurship center (BIAEC), MNSUAM under the guidance of Prof. Dr. Mubashir Mehdi (Director BIAEC) and Prof. Dr. Junaid Ali Khan (Director ORIC) held on 12 October 2023 at MNS–University of Agriculture. This session aimed to equip participants with a comprehensive understanding of leveraging YouTube and Facebook for marketing purposes, ultimately enhancing brand profiles and running effective ad campaigns. The training session on Social Media Mastery was directed by profound expert Mr. Abdur Rehman Hout, CEO ADRA Commination's. The training session commenced with a thorough exploration of YouTube marketing. Participants were introduced with the art of crafting a compelling YouTube marketing strategy, emphasizing its significance in the contemporary marketing landscape. The session delved into the importance of creating content that resonates with the target audience, tailoring messages to different demographics, and maximizing brand exposure through YouTube. The trainer further highlighted the various content types that perform well on YouTube, strategies for building an engaging subscriber base, and the role of Search Engine Optimization (SEO) in improving video visibility. The second segment of the session focused on Facebook advertising and running successful ad campaigns. Participants were guided through the process of setting up and optimizing ad campaigns on Facebook, gaining insights into how product positioning impacts branding and marketing decisions.



# WORLD EGG DAY CELEBRATIONS

The Faculty of Veterinary and Animal Sciences organized “World Egg Day” Celebrations on 13th October 2023, highlighting the versatility and significance of eggs. The honorable Vice-Chancellor, Prof. Dr. Asif Ali (T.I), inaugurated the event and expressed appreciation to the organizers and participants. The event included colorful decorations with an egg theme, a display of detailed egg art, an exhibition of eggshell models, and a culinary exhibition with a variety of delicious egg-based dishes.

The celebration concluded with the Egg Walk. Special vote of thanks was extended to all participants, volunteers, and organizers for their enthusiastic participation and efforts by Prof. Dr. Asif Raza, Dean Faculty of Veterinary and Animal Sciences.



# BREAST CANCER AWARENESS SEMINAR

Public Health Society with the collaboration of Faculty of Veterinary and Animal Sciences organized “Breast Cancer Awareness Seminar” and Poster Competition on 13 October 2023.

The event began with the recitation from the Holy Quran and Naat-e-Maqbool. It was formally commenced with valuable remarks from the esteemed Vice Chancellor, Prof. Dr. Asif Ali (TI), who emphasized the significance of spreading awareness about this critical health issue. Two keynote speakers, Dr. Sidra, a consultant radiologist from Minar Cancer Hospital Multan, and Dr. Qurat-ul-Ain, a Consultant Oncologist from the same institution, delivered insightful lectures. Dr. Sidra shed light on the importance of early diagnosis of breast cancer, stressing the need for regular screenings. Dr. Qurat-ul-Ain shared her expertise on the latest treatments and the prognosis of breast cancer. After that, Dr. Umair Waqas delivered a vote of thanks to the esteemed guest speakers and all the participants for their contributions and participation in making this Breast Cancer Awareness Seminar a resounding success. The event concluded with prize distribution among students and souvenirs of appreciation for the guest speakers.



# INAUGURATION OF FRESHCO SENSORY LAB

Freshco Sensory Lab was inaugurated on 16th October 2023 by the Vice Chancellor Prof. Dr. Asif Ali (T.I), Captain (R) Mr. M. Mehmood (Secretary of National Food Security), and Mr. Shahzad Hasan, CEO Freshco. Prof. Dr. Umar Farooq, Dean, Faculty of Food and Home Sciences, expressed gratitude to Mr. Shahzad Hasan, while assuring that this initiative would facilitate future sensory-based research and development. The lab will be useful for conducting sensory analysis of various food products created by students and industries. Freshco Sensory Lab is expected to transform the food industry and academia, providing a platform for different industries to innovate in food product development. During the inauguration Dr. Muhammad Shahbaz, Dr. Shabbir Ahmed, Dr. Nighat Raza, Dr. Sibte Abbas, Dr. Nida Firdous, and Dr. Muhammad Usman were also present.



# WORLD FOOD DAY-2023 CELEBRATIONS

The Department of Food Science and Technology organized a seminar for World Food Day 2023, with the theme "Water is Life, Water is Food", on October 16, 2023. Some of the prominent honorable guests of event were worthy Vice Chancellor Muhammad Nawaz Sharif University of Agriculture Prof. Dr. Asif Ali (T.I), Secretary National Food Security Capt.(R) Mr. Muhammad Mahmood and CEO FreshCo Multan Mr. Muhammad Shahzad Hassan. Many industrialists, Officers of Punjab Food Authority, faculty members and students also participated in seminar. The seminar emphasized the importance of water conservation, discussed water-related health issues, and highlighted efforts to improve water quality. At the end of the seminar Miss Abgeenay Khan from Punjab Food Authority distributed PFA ambassador's sashes to selected 30 students of FST department. These students will work as ambassadors of PFA and will take part in many activities to ensure food safety. Souvenirs were distributed among guests for participation in seminar.



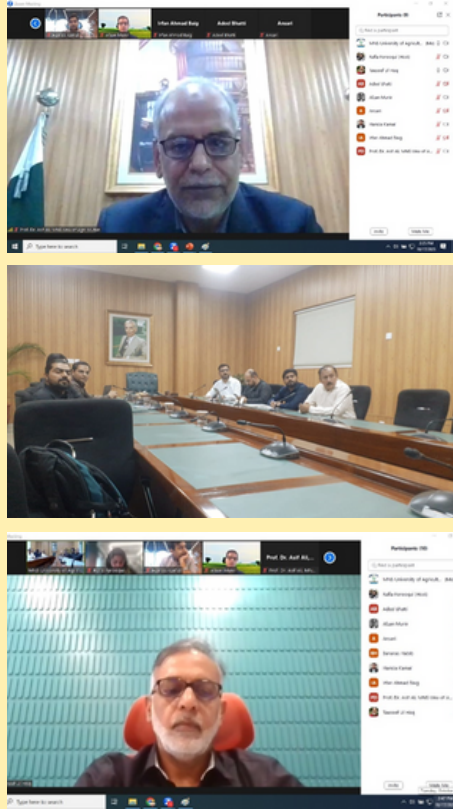
## PEPSICO TEAM VISITED MNS- UNIVERSITY OF AGRICULTURE, MULTAN

On 17th of October, 2023, representatives from PepsiCo paid a visit to MNSUAM. The primary focus of this visit was to discuss Potato Crop Nutrients Management, Soil Testing, and the Capacity Building of Human Resources at PepsiCo. The agenda also emphasized Research and Development (R&D) in potato crop management with the goal of increasing crop yields. Overall, this meeting served as a platform for fruitful discussions on enhancing the potato crop's productivity, with a clear objective of addressing key challenges in modern agriculture.



## SYNGENTA-MNSUAM ONLINE MEETING SESSION TO UNDERSTAND BIOLOGICALS PRODUCTS OF MNSUAM

An online meeting session was conducted with the participation of key members from MNSUAM and Syngenta on October 17, 2023. The meeting started with the welcoming and valuable remarks from the Vice Chancellor, Prof. Dr. Asif Ali (T.I). During the session, Prof. Dr. Shafqat Saeed, Dean, Faculty of Agricultural and Environmental Sciences, along with other faculty members, presented their work on eco-friendly farming to Syngenta. Syngenta's team showed interest in the ideas, and both parties expressed their intent to collaborate in the future. The meeting concluded with the intent to explore potential collaborations, aiming to advance sustainable agriculture through joint research and development, with the expectation of promising future opportunities.



# SEMINAR ON DIGITAL SKILLS

The Coding Hawks in collaboration with the Senior Tutor Office, MNSUAM with the technical support from The Virtual University organized a seminar on DigiSkills to enlighten students about digital marketing, e-commerce, and affiliate marketing on October 19, 2023. The guest speaker, Dr. Zafar M. Alvi, Project Director of DigiSkills, shared insights on excelling career as a freelancer. Dr. Salman Qadri, Chairman Department of Computer Science, and Dr. Usman Jamshed, emphasized on the importance of these skills in the academic realm. This seminar bridged the gap between academia and the ever-evolving tech job market, preparing students for success in the digital era.





## FOLLOW UP WORKSHOP UNDER ACIAR FUNDED PROJECT “DIGITAL VALUE CHAIN SOLUTIONS FOR SMALLHOLDERS PULSES FARMERS IN PAKISTAN”

The workshop was held on October 25, 2023 at MNS University of Agriculture Multan. There were more than 50 participants including more than 25 pulses growers from Punjab, Researchers from MNS-UAM, UAF & CUI and industrial partners from Concave Agri. Prof. Dr. Mubashir Mehdi, PI (ACIAR ARSF 19 Project), Dr. Burhan Ahmad (National Coordinator ACIAR Pulses Value Chain Project), Dr. Umar Ijaz Ahmed (Co-PI, ACIAR ARSF 19 Project), Dr. Haseeb Raza (Co-PI, ACIAR Pulses Value Chain Project), Mr. Ali Iqbal, CEO Concave Agri were also present. The session started with a recitation of the Holy Quran. Dr. Mubashir Mehdi welcomes all the participants and starts the proceedings of the workshop. Dr. Burhan Ahmad shared his experiences during the Pulses Value chain Project with the participants and the need for the digital marketing tool for direct access of farmers to consumers. He also discusses the demonstration of digital value chain which was carried out in Chakwal and it's a great success. Mr Ali Iqbal, The CEO of Concave Agri (a leading online platform) shared his experience in the demonstration of digital value chain and praised the participation of farmers. He said that Thanks to the ARSF project which has provided us opportunity to procure good quality pulses for our online businesses and advisory services to farmers. He is hopeful that this collaboration will be more beneficial for all stakeholders. The farmers from Lawa, Chakwal, said that we have found a great opportunity to find new ways of selling and marketing our produce which will strengthen our businesses. The farmers from Layyah and Bhakkar are also willing to participate in the digital value chain.

Dr. Mubashir Mehdi thanked all stakeholders for completing the project milestones and successfully demonstrated the digital value chain of pulses.



# SOCIAL ACTION PLANS

ORIC, PHS,CBS, RRES,Core for Five conducted social action project on “Hygiene and Cleanliness” at MNS University of Agriculture Multan's cafeteria on 19-10- 2023.



# SOCIAL ACTION PLANS

ORIC, PHS, GreenRibbon, REES and CBS conducted SAP Seminar on "Stress and Mental Health" at Pak-Turk Maarif International School Shalimar Colony Multan on 24-10-23



# SOCIAL ACTION PLANS

Campaign for "Child Education" was organized by SAP group, ORIC, PHS, CBS and RRES on 26-10-2023.



# SOCIAL ACTION PLANS

ORIC, PHS, CBS, RRES conducted social action project on good touch and bad touch at Qaid Public School Multan on 31-10-2023.



**BILL & MELINDA  
GATES *foundation***

**GLOBAL GRAND CHALLENGES**

**Strengthening Childcare Models that  
Advance Women's Economic Power**

**Key Dates**

- **Application period opens:  
October 10th, 2023**
- **Deadline to Submit: December  
6th, 2023**

**For More Details**

**<https://gcgh.grandchallenges.org/challenge/strengthening-health-and-disease-modeling-public-health-decision-making-africa>**

# UPCOMING EVENTS AT MSNUAM



AGRICULTURE & FOOD SECURITY



# VENTURE SPARK

Ignite Ideas, Fuel Futures

## Business Plan Competition 2023

### REGISTRATIONS ARE NOW OPEN

-  **1**  
Cash Prize  
PKR 150,000
-  **2**  
Cash Prize  
PKR 100,000
-  **3**  
Cash Prize  
PKR 50,000

#### THEMATIC AREAS

- ✓ Agriculture & Veterinary Sciences
- ✓ Food Science & Technology
- ✓ Agri. Engineering & Technology
- ✓ Computer Sciences & Information Technology
- ✓ Agribusiness/ Business/ Economics & Social Sciences
- ✓ Biological, Biotechnology, Medical & Physical Sciences



Incubation at  
HEC recognized  
BIC-MNSUAM



Seed Money for  
Prototype  
Development



Financial Inclusion  
with World Business  
Angels Investment  
Forum

Application Closing Date:

November 01, 2023

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For Online Registration visit  
Website or scan QR code

