

## MNS UNIVERSITY OF AGRICULTURE, MULTAN



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- **MOU signing ceremony with Gold Tree Miller Pvt limited**
- **Consultative session on “Regenerative Agriculture” at Rice Research Institute, Kala Shah Kaku**
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# TWO STARTUPS FROM MNSUAM WON THE “INNOVATOR SEED FUND AWARD”

The ‘Innovator Seed Fund Award Distribution Ceremony’ happened on 1st of September, 2023. The 30 winners got their hard work paid off at an enormous ceremony at Pak-China Friendship Centre, Islamabad. A total of 65 startups from different regions of Pakistan competed for seed funding of \$35000 and 30 startups were awarded under ISF. HEC evaluated top 4 startups from MNSUAM and they pitched their presentation in front of jury and out of four, MNSUAM 2 Startups (Microbiome Agritech) founder Ammer Qandeel and (Triple Repulsion Motor) founder Umer Farooq and Dr. Muhammad Abid (Supervisor) got award of \$35000 each. This is a great achievement for BIAEC MNSUAM.





# MOU SIGNING CEREMONY WITH GOLD TREE MILLER PVT LIMITED

MNS University of Agriculture, Multan, signed an MOU with Gold Tree Miller Pvt on September 4, 2023. This partnership focuses on enhancing garlic cultivation for 2023 and expanding into value addition projects like garlic paste and powder. Prof. Dr. Asif Ali (TI), the Vice-Chancellor, and Prof. Dr. Abdul Rahman, Chairperson Gold Tree Miller Pvt. Ltd expressed the importance of academia-industry collaboration and optimism about the partnership's potential.





# CONSULTATIVE SESSION ON "REGENERATIVE AGRICULTURE" AT RICE RESEARCH INSTITUTE, KALA SHAH KAKU

A consultative session on "Regenerative Agriculture" organized at Rice Research Institute (RRI), Kala Shah Kaku, Sheikhupura on September 4, 2023 in collaboration with Syngenta, Pakistan and RRI to raise awareness about its prospects and challenges in Pakistani scenario. This session was attended by stakeholders from different research institutions including Asian Development Bank (ADB), WWF, Pesticide Residue Laboratory, government officials from agriculture departments and farmers from all over Punjab.





## FACULTY MEMBERS AND ORIC'S STAFF OF MNSUAM PARTICIPATED IN PHEC'S INTELLECTUAL PROPERTY AND PATENT FILING TRAINING AT UVAS, LAHORE

Faculty Members and ORIC's staff members of MNS University of Agriculture, Multan, recently participated in a two-day Intellectual Property Rights and Patent Filing training program organized by the Punjab Higher Education Commission (PHEC). This training aimed to equip participants with the knowledge and tools needed to navigate the complex world of intellectual property.

The training program, held on September 13th-14th, 2023, at University of Veterinary and Animal Sciences (UVAS) in Lahore. Dr. Umair Sultan, Assistant Professor from the Department of Agricultural Engineering, Dr. Umair Riaz, Industry Liaison Officer and Mr. Tariq Rashid, Research Officer, ORIC attended the training.

The training program focused on enlightening participants about the nuances of intellectual property rights, patent filing procedures, and safeguarding innovations.

The sessions were conducted by renowned experts in intellectual property, providing a comprehensive understanding of the IP landscape in Pakistan.

The ORIC at MNSUAM expressed profound gratitude to PHEC for making this invaluable training opportunity accessible. Such initiatives reinforce the commitment to excellence in higher education and research.



# AGRICULTURE FIELD OFFICERS (NATIONAL BANK OF PAKISTAN) VISIT TO MNSUAM

MNS University of Agriculture, Multan, hosted a group of newly appointed Agriculture Field Officers from the National Bank of Pakistan (NBP) on September 15, 2023. This visit provided these officers with opportunity to explore the diverse facets of the university, including the Office of Research, Innovation, and Commercialization (ORIC), state-of-the-art laboratories, and agricultural fields.

The visit commenced with a warm welcome extended by the university's faculty and administrative staff. The NBP Agriculture Field Officers were introduced to the integral role played by the ORIC in fostering innovation and research initiatives within the university. A comprehensive presentation highlighted the significant contributions of the University in the field of agriculture and related research.

Subsequently, the officers visited university's laboratories, where they were exposed to research equipment and experiments. They also visited agricultural fields, where various crops and farming techniques were showcased. Moreover they had discussions with faculty members and students, gaining insights into modern agricultural practices and the challenges faced by the farming community. The visit was also a testament to the strong collaboration between academic institutions and financial organizations. Such partnerships facilitate knowledge sharing and innovation in the agriculture sector, ultimately benefiting farmers and the broader community.

MNS University of Agriculture, Multan, extends its appreciation to the National Bank of Pakistan for choosing our institution as a destination for this educational and insightful visit.





# NATIONAL WEBINAR ON “SOIL POLLUTION & SDGS

The Department of Soil and Environmental Sciences at MNS University of Agriculture, Multan, organized a webinar on 19 September, 2023. Prof. Dr. Tanveer ul Haq, Chairman, Department of Soil Science welcomed all the participants. Distinguished speakers, Prof. Dr. Muhammad Shahid from Comsat University Islamabad, Vehari Campus, and Prof. Dr. Azeem Khalid from PMAS-Arid Agriculture University Rawalpindi, shared their expertise on soil pollution, its far-reaching consequences, and potential remedies..

There were 317 participants from various national and international research organizations. Prof. Dr. Azeem Khalid discussed soil pollution's impact on Sustainable Development Goals (SDGs), including threats to biodiversity, agriculture, and human health. Prof. Dr. Muhammad Shahid talked about soil pollution, toxic metals, and remediation techniques, highlighting the health risks and crop selection based on research. The event aimed to raise awareness of the importance of addressing soil pollution for sustainable development.





# MNSUAM FACULTY PARTICIPATED IN PHEC'S THREE-DAY FACULTY DEVELOPMENT PROGRAM (FDP)

Faculty Members of MNS University of Agriculture, Multan, recently participated in three-day faculty development training program on “Advancing Teaching Excellence: Strategies for Effective Higher Education Instruction and Professional Development” organized by the Punjab Higher Education Commission (PHEC).

The training program, held on September 19th-21st, 2023, at University of Veterinary and Animal Sciences (UVAS) in Lahore.





# CONSULTATIVE SESSION ON “REGENERATIVE AGRICULTURE”

A consultative session on “Regenerative Agriculture” organized at MNS University of Agriculture, Multan in collaboration with Syngenta, Pakistan to raise awareness about its prospects and challenges in Pakistani scenario on September 20, 2023 .

This session was officially inaugurated by Vice Chancellor, Prof. Dr. Asif Ali (T.I). Prof. Dr. Shafqat Saeed, Dean Faculty of Agriculture and Environmental Science (MNSUAM), and representatives from Syngenta, and stakeholders from different research institutions such as Asian Development Bank (ADB), WWF, Better Cotton Initiative (BCI), and government officials from agriculture departments and farmers from all over Punjab attended the session..



# INTERNATIONAL CONFERENCE ON RESHAPING COTTON PRODUCTION IN PUNJAB-II: LEARNING FROM GLOBAL BEST PRACTICES

On September 28, 2023, the Muhammad Nawaz Shareef University of Agriculture Multan (MNSUAM) hosted a conference, exploring various facets of cotton production, both locally in Punjab and on a global scale. The event commenced with the recitation from the Holy Quran and was officially inaugurated by Vice-Chancellor Prof. Dr. Asif Ali (T.I). Dr. Ali addressed numerous challenges in cotton production and highlighted various projects, both local and international, designed to address these challenges. He expressed gratitude to all participants, including distinguished guests like Dr. Judith K. Brown from the USA and Mr. Li Huaxin from China for their invaluable contributions.

The conference featured several informative presentations, beginning with an overview of the current state of cotton production in Punjab and Pakistan by the Director of CCRI Multan. Dr. Sagir then discussed the critical aspects of the cotton seed system, emphasizing its role in boosting cotton production. Dr. Judith K. Brown presented on "Global Phylogenomics of Bemisia tabaci and Phylodynamic Snapshots in Pakistan," shedding light on this significant insect pest in cotton production from both local and global perspectives. Following this, Mr. Asif Majeed discussed "Whitefly Management," outlining strategies to combat whitefly infestations in cotton cultivation. Prof. Dr. Muhammad Iqbal provided a comprehensive outlook on the "Present Situation and Future Prospects of Cotton Production in Pakistan," while Dr. Javed Iqbal explored the virology associated with cotton production.

The conference not only identified challenges in cotton production but also proposed solutions and innovative approaches inspired by global best practices. Concluding remarks were delivered by Dr. Zulqurnain Khan and Syed Hassan Raza of Neelam Seed. In a consultative session, the cotton committee deliberated on a "Cotton Production Strategy 2024," addressing critical issues such as crop decline, insect control, crop duration, and disease management. The conference served as a valuable platform for reshaping cotton production through informed and strategic approaches.





# MEHFIL E ZIKR E PYAMBER AMAN (PBUH)

In the Month of Rabi-ul-Awwal and on the International Day of Peace, with the Support of the Senior Tutor Office, Qirrat & Naat Club Organized a Mehfil-e-Zikr Piyambar-e-Aman on September 29, 2023. Vice President of QNC, Hafiz Abd-ur-Rehman, started the event with a recitation of the Holy Quran. Members of QNC then presented Naat offerings. Dr. Rasheed Ahmad elucidated essential insights on the topic of peace, drawing inspiration from the life and teachings of the Messenger of Peace, Hazrat Muhammad ﷺ. Prof. Dr. Asif Ali(T.I), the Vice Chancellor, provided valuable advice to the students in alignment with the path of Sirat-ul-Nabi and extended heartfelt wishes to the Qirrat & Naat Club MNS-UAM.



# UPCOMING CALLS FOR RESEARCH PROPOSAL

## Deadline

- Submission of Revised Final Concept Proposals: October 09th, 2023
- Agency Deadline: October 13th, 2023

## Focal Person

Dr. Zulqurnain Khan, Assistant Professor, IPBB  
Email: [fp.int.oric@mnsuam.edu.pk](mailto:fp.int.oric@mnsuam.edu.pk)

For more details:

<https://www.agcofoundation.org/grants.html>



## AGCO Agriculture Foundation (Liechtenstein)

### PROJECT PRIORITY:

- Nutrition and Sustainable Food Systems
- Agricultural Education and Innovation
- Community Development

Wellcome and Bill & Melinda Gates Foundation Grant Opportunity

**BILL & MELINDA**  
*GATES foundation*

## Deadline

- Submission of Proposals for Review and EIRB: October 12th, 2023
- Submission of Revised Final Concept Proposals: October 18th, 2023
- Agency Deadline: October 23rd, 2023

**For thematic Areas of focus please refer to the link below:**

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

## Focal Person

Dr. Zulqurnain Khan, Assistant Professor, IPBB  
Email: [fp.int.oric@mnsuam.edu.pk](mailto:fp.int.oric@mnsuam.edu.pk)



# UPCOMING CALLS FOR RESEARCH PROPOSAL

## The Chan Zuckerberg Initiative (CZI) & The Kavli Foundation of United State

### PROJECT PRIORITY:

- Imaging
- Single-Cell Biology
- Neuroscience
- Bioinformatics
- Genomics
- Structural Biology
- Clinical Biology
- Infectious Disease
- Data Visualization
- Data Analysis, Machine Learning, and AI
- Data Management and Workflows

Chan  
Zuckerberg  
Initiative 



THE  
KAVLI  
FOUNDATION

### Focal Person

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### **KEY DATES ANNOUNCED BY FUNDING AGENCY**

- August 31, 2023: Application portal opens to receive Letters of Intent
- October 17, 2023: Letters of Intent
- November 2, 2023: Notification for invitation to submit Full Applications
- December 5, 2023: Full Applications
- March 2024: Earliest notification of decisions (subject to change)
- June 1, 2024: Expected start date of award period

**For more details:**

<https://chanzuckerberg.com/rfa/essential-open-source-software-for-science/>

# 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

**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

**2**

Cash Prize  
PKR 100,000

**3**

Cash Prize  
PKR 50,000



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**

**Contact us**

Business Incubation and Agriculture Entrepreneurship Centre (BIAEC), MNSUAM

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afsvs@mnsuam.edu.pk

<https://www.mnsuam.edu.pk/index.php/afs>

For Online Registration visit Website or scan QR code









SME Business Facilitation Center (SMEBFC) Multan  
A PSDP Project of SMEDA, MoIP, Government of Pakistan

## Training Program on Social Media Mastery: Elevate Your Business with YouTube and Facebook

**TRAINER: MR. ABDUR REHMAN**

Mr. Abdur Rehman is a powerhouse in the world of digital marketing. Boasting a thriving YouTube channel with over 1 million subscribers and a knack for domain flipping, he's a force to be reckoned with. Currently heading the Digital Department at SHOR Branding and serving as CEO of ADRA Communications and ADRA Farms, Abdur Rehman is a trailblazer in the industry. With a proven track record of spearheading impactful campaigns, he's a master at harnessing the full potential of digital marketing to drive business revenue. His hands-on expertise and extensive knowledge make him a trusted partner for businesses looking to thrive in the digital landscape.

**Free Training**

The Training Program is being offered by  
**SME Business Facilitation Center (SMEBFC)**  
Multan in collaboration with  
**ORIC, MNS University of Agriculture,  
Multan.**

**TRAINING CONTENT**

- ✓ Introduction to Social Media Marketing
- ✓ YouTube Marketing Strategies
- ✓ Facebook Marketing Strategies
- ✓ Advanced Techniques and Tips
- ✓ Content Creation and Management
- ✓ Engagement and Community Building
- ✓ Social Media Advertising
- ✓ Scaling and Growth
- ✓ Future Trends and Emerging Technologies

**OCTOBER 12, 2023**  
THURSDAY

**FROM 10:00 AM**  
TO 04:00 PM

**COMMITTEE ROOM, ORIC, A-BLOCK,  
MNS UNIVERSITY OF AGRICULTURE,  
MULTAN**

**WHO SHOULD ATTEND**

Members/Startups of ORIC, MNS University of Agriculture, Multan

**ORGANIZED BY**

SME Business Facilitation Center (SMEBFC) Multan

+92 6168 00822    [www.smebfcmultan.com](http://www.smebfcmultan.com)    [www.facebook.com/SMEBFC](https://www.facebook.com/SMEBFC)    Room # 9, 1st Floor, Trust Plaza, LMQ Road, Multan

Focal Person (SMEBFC): Mr. Abdul Jalil (Management Associate-Training) +92 333 6104543