



MNS-UNIVERSITY OF AGRICULTURE, MULTAN



TOP NEWS OF THE MONTH

MANGO FESTIVAL 2023, MULTAN

AT DHA ARENA MULTAN

MNS University proudly hosted the 7th Mango Festival 2023 in collaboration with Mango Research Institute, Multan and DHA Multan from July 7th to 9th 2023. Showcasing over 200 mango varieties from 70 farms, the event attracted 45,000 attendees, including Governor Punjab. Cultural nights, poetry sessions, mango dish competition and a vibrant kids' show added to the extravaganza. The festival culminated with a heartfelt appreciation and souvenirs distribution, celebrating the remarkable outreach and sales achieved.

The 7th Annual Mango Festival, hosted by The Centaurus Mall from July 14 to 17, 2023, in collaboration with MNS Agriculture University Multan and ICCI, was a luscious celebration of Pakistan's cherished fruit. With over 100 diverse mango varieties exhibited, esteemed dignitaries including federal ministers and industry leaders inaugurated the event. The festival's remarkable achievement included over 32 tons of mangoes sold, worth 13 million PKR, showcasing the strong bond between community engagement and agricultural support

MANGO FESTIVAL CELEBRATIONS IN ISLAMABAD

AT CENTAURUS ISLAMABAD

INSIDE NEWS

MANGO FESTIVAL

- SEMINAR ON "CORN COB PICKER MACHINE DEMONSTRATION"
- MNSUAM "FIRST ANNUAL THESIS DISPLAY 2023" INAUGURATION OF MNS-UAM DISPLAY CORNER
- ORIENTATION SESSION ON BIAEC FACILITIES, SERVICES AND MILESTONES FOR STARTUPS
- SOCIAL ACTION PROJECT
- PRIME MINISTER'S NATIONAL INNOVATION AWARD

HIGHLIGHTS OF MANGO FESTIVAL AT DHA ARENA, MULTAN





CORN COB PICKER MACHINE DEMONSTRATION

In a remarkable stride towards agricultural progress, MNS-University of Agriculture Multan unveiled state-of-the-art corn cob picker on July 13, 2023. Attended by farmers, industrialists, and experts, the event showcased the university's commitment to advancing technology in agriculture. Vice-Chancellor Prof. Dr. Asif Ali (SI) inaugurated the event, symbolizing collaboration between academia and industry. The picker's live demonstration wowed the audience with its precision and speed. A subsequent seminar continued with inspiring speeches from key individuals involved in the project i.e. Agriculture Mechanization Research Institute (AMRI) that highlighted the project's significance, emphasizing its role in enhancing productivity and food security. This achievement solidifies the university's pioneering role in academia-industry linkages.

AGRICULTURAL INNOVATION UNVEILED: CORN COB PICKER MILESTONE



FIRST ANNUAL THESIS DISPLAY 2023

BY

DEPARTMENT OF FOOD SCIENCE AND TECHNOLOGY

ON

JULY 18, 2023

Department of Food Science and Technology presented its First Annual Thesis Display 2023, featuring postgraduate students' research in collaboration with South Punjab's food industry leaders. Prof. Dr. Asif Ali (TI), Vice-Chancellor of the university, highlighted the symbiotic relationship between academia and industries, crucial for comprehensive development. The event was graced by esteemed figures including Mian Rashid Iqbal, President MCCI, and CEOs from Volka Foods International, Hafeez Ghee and General Mills and Mix Foods. Industry leaders emphasized the significance of combining academic expertise with practical industry insights. The event celebrated the close cooperation between the university and industries, showcasing cutting-edge research. Prof. Dr. Umar Farooq and Assoc. Prof. Dr. Muhammad Shahbaz were commended for organizing the successful event. In closing, Vice Chancellor Dr. Asif Ali and Chaudhry Zulfiqar Sahib, CEO of SM Foods, honored industrialists and guests with appreciation souvenirs.



**SHOWCASING
ACADEMIC-INDUSTRY
NEXUS**



INAUGURATION OF MNS-UAM DISPLAY CORNER

JULY 25, 2023

The Department of Food Science and Technology, Faculty of Food and Home Sciences inaugurated a dynamic Display Corner. The ceremony, graced by Vice Chancellor Prof. Dr. Asif Ali (Tamgha-e-Imtiaz), welcomed esteemed guests including Prof. Dr. Rana Altaf Vice Chancellor, Nishtar medical University, Prof. Dr. Kamran, Vice Chancellor, Muhammad Nawaz Sharif University of Engineering & Technology, Multan, Prof. Dr. Uzma Qureshi Vice Chancellor, Women University, Multan, and Principal Nishtar Medical College Prof. Dr. Rashid Qamar. The display center featured a diverse array of commercial products created by different university departments, from food items like beverages, pickles, cereals, and flours to university memorabilia and sports kits. This initiative aims to enhance students' technical skills in product development, marketability, and commercialization, fostering entrepreneurship and innovation. Vice Chancellor Prof. Dr. Asif Ali applauded the center's potential to provide quality sustenance for the university community while motivating students in Entrepreneurial Skills, teamwork, and advanced career preparation. The event was also attended by distinguished faculty members, further highlighting the university's commitment to holistic education and practical application.

UNVEILING OF MNS-UAM DISPLAY CORNER



Orientation Session on BIAEC Facilities, Services and Milestones for Startups

An orientation session for the new incubatees of Cohort-II of Business Incubation and Agricultural Center (BIAEC) was conducted on 11 July 2023 at the Sybrid Hall, A-block MNS – University of Agriculture Multan. The session was led by the Director BIAEC, Prof. Dr. Mubashir Mehdi while coordinated by manager BIAEC Ms. Benish Sarfraz and business development officer, Ms. Syeda Khadija Zubair. The primary objective of the session was to provide valuable insights and resources to the new batch of startups, setting them on the path to entrepreneurial success. The orientation session was attended by a diverse group of entrepreneurs, all of whom had been selected to be a part of Cohort-II after a thorough screening process.

The opening remarks were delivered by Prof. Dr. Mubashir Mehdi, Director BIAEC, who welcomed the new incubatees and expressed his delight about their entrepreneurial journey. He emphasized the importance of the incubation program in nurturing innovative ideas and transforming them into viable businesses. He further explained the services available to new incubatees as part of the Business Incubation and Agriculture Entrepreneurship Centre, encompassing co-working space, labs, access to specialized equipment, IT support, mentoring/ meeting rooms, and a range of consultancy services covering various aspects of entrepreneurship and business development, including legal, financial, and support for industrial linkages. This session provided an overview of the local and national entrepreneurial ecosystem, highlighting the support networks, funding opportunities, and resources available to startups. The following milestones were discussed during the session:

- Creation of a social media profile and establishment of brand awareness.
- SECP company registration.
- Development and implementation of a business plan.
- Creation of a website and trademark registration.
- Periodic plan re-evaluation.
- Generation of financial statements, including profit and loss.

**STRENGTHENING
ENTREPRENEURSHIP
CULTURE AMONG
STUDENTS AND
INCUBATEE COMPANIES**

The importance of mentorship and networking in the entrepreneurial journey was highlighted by sharing success stories of entrepreneurs from Cohort-I. Startups were introduced to the art of pitching and engaging with potential investors. The session stressed the significance of a compelling pitch in securing funding. As the orientation session concluded, the startups were encouraged to ask questions which were addressed by Prof. Dr. Mubashir Mehdi in detail. Overall, the orientation session for Cohort-II served as an invaluable starting point for the incoming startups, equipping them with the knowledge, resources, and connections necessary to embark on their entrepreneurial journeys with confidence and determination.



Social Action Projects

ORIC MNSUAM cohesively works with Active Citizens to improve their civic education and leadership role to prove youth as positive catalysts for change. As a mentor undersigned organizes divergent activities with students on current issues and combat social taboos. Social Action Project SAP possesses an indispensable role in the capacity building of students. ORIC MNSUAM provides professional and ethical training to students under Active Citizenship and Community Engagement UAM 302 by conducting Social Action Project SAP. Students learn how to solve gimmicky problems of communities and bring solutions. Likewise, in July 2023, students organized seminars on community based problems and solved with innovation. ORIC in



SAP ON PLANTATION, ORGANIC FERTILIZERS, ENTREPRENEURIAL INITIATIVES, AND LEADERSHIP DEVELOPMENT

total paved the way to enhance learning and proliferate success stories through social action projects by the students for local communities. Recently ORIC MNSUAM organized SAP Social Action Project on Plantation, Organic Fertilizers, Entrepreneurial Initiatives, and Leadership Development in July 2023. ORIC focused on marginalized communities particularly people from grassroots level communities in coordination with sister organizations to deliver practicability. Character Building Society, Public Health Society, and Rafique Research and

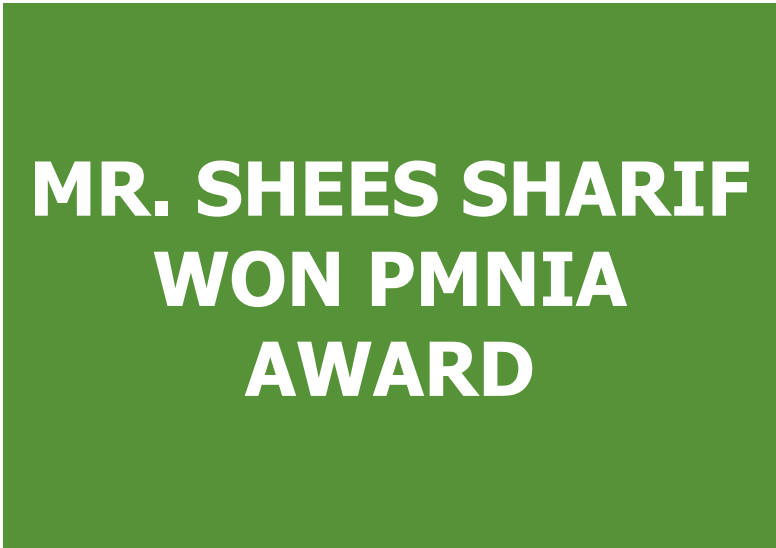
Educational Society Lodhran are potent partners of the University to work with youth and the village community to enhance knowledge. This all ignite youth to be a better citizens and harvest seeds of volunteerism. ORIC peeps inside the youth by taking a baby step and a baby step to enhance philanthropic activities among Youth. ORIC is proud to conduct different SAP in the recent past ORIC believes in this that Social entrepreneurial activities are indispensable for Youth. ORIC help the neglected community by tendering success stories of Social Action Projects in a novel way.



Prime Minister's National Innovation Award (PMNIA)

The Prime Minister's National Innovation Award (PMNIA), was an initiative of the Prime Minister's Youth Programme being executed by the Higher Education Commission, Islamabad. The PMNIA is providing an open opportunity for Pakistani youth within the age limit of 15 to 30 years to propose innovative ideas and get funding as well as technical support to augment their ideas into a business. Young innovators/entrepreneurs are invited to submit applications for the competition. The objective of the competition denotes new digital, technical, governance, and social ideas that could motivate the youth to use their innovative and novel skills and help society and the country's economy at the national level. This will also help in resolving the local challenges faced by Pakistan through creative ideas.

- The objectives of the Innovation Award are;
- Improving Pakistan's Ranking in the Global Innovation Index
- Foster Entrepreneurial Culture among the Youth
- Transforming Ideas into a Successful Business Remarkable Achievement in Pakistan's Largest Idea Pitching Competition - Prime Minister's Youth Programme!
- Mr. Shees Sharif, an incubate of BIAEC, represented Muhammad Nawaz Shareef University of Agriculture



- Multan and left an indelible mark in the esteemed Prime Minister's Youth Programme of National Innovation Award.
- Among 12,000 applicants, he stood out as one of the top 275 participants, impressing the audience with his innovative idea during the prestigious Pitch Deck event, organized by HEC and hosted by NUST Islamabad.
- We're thrilled to share that he was among the select 50 recipients who received the prized grant of 0.5 million rupees, recognizing the exceptional potential of his visionary idea for a thriving business venture!
- Congratulations to **Mr. Shees Sharif** for this outstanding accomplishment! His dedication and ingenuity exemplify the spirit of entrepreneurship and innovative thinking that we proudly foster in Pakistan.



CALL FOR RESEARCH PROPOSALS



CALL FOR RESEARCH PROPOSALS

PAK-KOREA NUTRITION CENTRE, KOREA INTERNATIONAL COOPERATION AGENCY (KOICA), AND UNIVERSITY OF AGRICULTURE, FAISALABAD



PROPOSAL DOMAINS-

- Nutrition and Public Health
- Food Fortification
- Food processing
- Product Development and Value Addition
- Compositional Analysis & Database
- Policy, Advocacy and Outreach

FOCAL PERSON

Dr. Zulqurnain Khan
Assistant Professor (IPBB MNSUAM)
Fp1.int.oric@mnsuam.edu.pk

DEADLINES

BY ORIC MNSUAM
18-09-2023
BY FUNDING AGENCY
02-10-2023



CALL FOR RESEARCH PROPOSALS

Wellcome Early Career Awards (October 2023 Round) & Wellcome Trust

PROPOSAL DOMAINS-

- Science, technology, engineering, computation, and mathematics
- Clinical and allied health sciences
- Experimental medicine
- Epidemiology, population, and public health
- Arts, humanities, social sciences, and bioethics

FOCAL PERSON

Dr. Zulqurnain Khan
Assistant Professor (IPBB MNSUAM)
fp1.int.oric@mnsuam.edu.pk

DEADLINES

BY ORIC MNSUAM
20-09-2023
BY FUNDING AGENCY
05-10-2023



CALL FOR RESEARCH PROPOSALS

Under the 10th Phase of Peridot Mobility grant program, PERIDOT (France) & HEC (Pakistan)

PROPOSAL DOMAINS-

- Sustainable Energy, Environment and Climate change
- Agriculture, Food Security and Health
- Humanities & social sciences

Note: Projects on social challenges of environmental issues shall be strongly encouraged

FOCAL PERSON

Dr. M. Habib Ur Rehman
Lecturer (DEPT. AGRONOMY MNSUAM)
fp.hec.oric@mnsuam.edu.pk

DEADLINES

BY ORIC MNSUAM
04-09-2023
BY FUNDING AGENCY
06-10-2023

