

MNS UNIVERSITY OF AGRICULTURE, MULTAN



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“PARTHENIUM: A HIGHLY INVASIVE AND POISONOUS WEED THREATENING AGRICULTURE AND ENVIRONMENT“

On August 02, 2023 Department of Agronomy organized a seminar addressing the issue of Parthenium. Attendees included representatives from the Agriculture Extension Department, farmers, researchers, students, and dignitaries.

Dr. Abdul Ghaffar, Chairperson Department of Agronomy welcomed the participants. Dr. Khuram Mubeen discussed Parthenium's impacts and management strategies. Dr. Amar Matloob and Dr. Unsar Naeem Ullah discussed integrated weed management and biological control methods. Mr. Alamgir, Agriculture Officer from Agriculture Extension Department shared field experiences and government initiatives.



The Vice Chancellor, Prof. Dr. Asif Ali (T.I) emphasized the urgency of weed management, especially in the context of climate change. Dr. Shafqat Saeed, Dean, Faculty of Agriculture and Environmental Sciences expressed gratitude for the efforts of the Agronomy Department. An awareness walk and chemical control demonstration took place after the session.

TRAINING SESSIONS ON DIGITAL MARKETING STRATEGIES, IMPORTANCE OF GRAPHIC DESIGNING AND ENHANCING BRAND PROFILE ON SOCIAL MEDIA THROUGH YOUTUBE MARKETING

A series of four comprehensive training sessions organized by Business Incubation and Agriculture Entrepreneurship center (BIAEC), MNSUAM, led by Ms. Benish Sarfraz, Manager BIAEC and Ms. Syeda Khadija Zubair, Business Development Officer (BIAEC) under the guidance of Prof. Dr. Mubashir Mehdi, Director BIAEC, from 3-9 August 2023 at Syrid Hall, A-block MNS – University of Agriculture. The session was designed to offer participants and incubated startups at BIAEC valuable insights into the realm of digital marketing and underscored the crucial role of graphic design in shaping brand identities.

The training session was led by industry experts, Dr. Adnan Ahmad Sheikh (Associate Professor Air University Multan Campus, Trainer at SMEDA), Dr. Nadir Magsi (Assistant Professor Air University Multan Campus, Trainer at SMEDA) and Mr. Abdur Rehman Hout (CEO Cooking with Asifa, seasoned digital marketing strategist and graphic designer). The first session focused on digital marketing's role in e-commerce success, emphasizing product presentation's significance. The second session delved into Integrated Marketing Communications (IMC) and social media marketing (SMM), covering strategies, content creation, and SEO. The third session emphasized marketing concepts, market segmentation, and practical tools for Facebook campaigns. The fourth session, directed by Mr. Abdur Rehman Hout, focused on enhancing brand profiles through YouTube marketing, covering optimization, content creation, audience engagement, analytics, monetization, and SEO. These sessions equipped incubated startups and participants with valuable insights and practical skills to excel in digital marketing and enhance their brand identities.



MANGO FESTIVAL

MNS University of Agriculture, Multan, collaborated with the Tourism Development Corporation Punjab and TEVTA to organize a vibrant mango festival at Lahore's Pearl Continental Hotel from 6th to 7th August, 2023.

The festival exhibited more than 30 diverse mango varieties, showcasing the rich biodiversity of Pakistan's mango production. Over 20 farms from various regions actively participated, underscoring the unity among mango growers, researchers, and industry players. The event drew an impressive crowd, with over 15,000 attendees, including families and mango farmers.

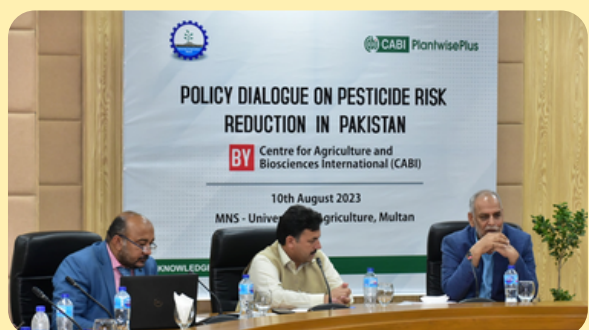
The Iranian Minister for Tourism, along with the Iranian Consulate General in Pakistan, paid a visit to the festival and expressed interest in importing specific local mango varieties to Iran.



A variety of participants contributed to the festival's success, including Mai Da Baagh, Green A. Services, Alizai Nurseries, MBAF/FBAF, JDW, Rahim Yar Khan, and many more. The festival commenced on August 5, 2023, with Asif Bilal Lodhi, Secretary of Tourism, Archaeology, and Museum, gracing the event as the chief guest. His ribbon-cutting ceremony marked the official start. In his address during the press conference, he emphasized the vital role of agricultural commodities, particularly mangoes, in Pakistan's economy. He praised the organizers for their impactful efforts and urged the continuation of such festivals. The festival concluded with the distribution of souvenirs to participants. Attendees, including the Iranian Minister for Tourism and Trade, applauded the organizers for providing a platform that allowed farmers to access high-end markets and generate substantial cash sales, as well as receive online orders for future transactions.

TRAINING WORKSHOP ON “POLICY DIALOGUE ON PESTICIDES RISK DETECTION IN PAKISTAN”

The Institute of Plant Protection collaborated with CABI PlantwisePlus, Pakistan, to organize a significant policy dialogue on pesticides risk detection in Pakistan on August 10, 2023. The workshop seek participation from around 40 experts representing academia and industry, including notable institutions such as Bahauddin Zakariya University, Multan and University of Agriculture, Faisalabads. Dr. Falak Naz, Member Coordination at PARC, extended a warm welcome to all participants and unveiled the workshop's objectives. Dr. Muhammad Naeem Aslam Malghani, CCC PlantwisePlus, delivered an informative briefing on CABI's ongoing activities and future plans within Pakistan. He emphasized CABI's commitment to advancing agricultural practices, food security, and sustainable farming methods through its various programs. Dr. Malghani also highlighted CABI's vision for expanding its reach across different regions of Pakistan through collaboration with local stakeholders, including farmers and governmental bodies. The workshop underscored CABI's global leadership in pest management and biosecurity through Horizon Scanning and Pest Risk Analysis programs. These initiatives enable CABI to provide science-based recommendations to protect agricultural systems, ecosystems, and livelihoods. Dr. Zeeshan IPEP, PARC-NARC, presented findings from MRLs studies on tomatoes in Pakistan, emphasizing the importance of safety in pesticide use. Compliance with regulatory standards, Good Agricultural Practices (GAP), and EU MRL standards for export were discussed. Dr. Ijaz, Senior Scientific Officer, highlighted the significance of proper pesticide handling to minimize health and environmental risks. Secretary Agriculture South Punjab, Mr. Saqib Ali Ateel, discussed trials, field failures of pesticides, and the use of biopesticides in Punjab. He emphasized the role of Integrated Pest Management (IPM) to reduce reliance on synthetic pesticides. Monica Kansime, Deputy Director at CABI, provided insights into CABI's activities and her role in coordinating teams in Africa and Asia for the PlantwisePlus program. Dr. Raza Ullah, University of Agriculture, Faisalabad, shared findings on food safety knowledge, attitude, and practices of rural and urban consumers in Pakistan. Mr. Saleem Ashraf, University of Agriculture, Faisalabad, discussed a Situation Analysis Study on pesticide use and safer food in rural areas, focusing on associated risks and impacts. Prof. Dr. Asif Ali (TI), Vice Chancellor, MNS University of Agriculture, Multan, highlighted the importance of accurate pesticide application techniques and the need for a pest infestation warning system. Dr. Falak Naz (Member Coordination PARC) concluded the workshop, expressing commitment to disseminate key findings to the farming community.



THE 76TH INDEPENDENCE DAY CELEBRATIONS

The day commenced with Vice Chancellor Prof. Dr. Asif Ali (T.I.) proudly hoisting the national flag. The students and faculty came together for a delightful cake cutting ceremony. The Rover Scouts Unit organized this heartwarming event, with support from the Senior Tutor's Office. The Madrasah students recited verses from the Holy Quran in memory of the martyrs of Tehreek-e-Pakistan.

Prof. Dr. Asif Ali and a foreign delegation took part in a tree-planting initiative. They planted saplings in the Central Mosque, promoting environmental sustainability. Dr. Fawad, Dr. Muqarrab, and students also contributed by planting saplings behind the Academic Block. This initiative was organized by the Plant for Life Society.

A debate competition was organized by the Debating Club. The Senior Tutor's Office provided support and rewarded winners with debating books and diaries. The day concluded with a mesmerizing Cultural Night, commenced with the National Anthem. Distinguished foreign delegates from Belgium, Australia, Africa, Senegal, and Dubai were present alongside Vice Chancellor Prof. Dr. Asif Ali (TI).

The Arts & Dramatic Club dazzled the audience with a cultural performance, while the Mosigala Beat group delivered captivating national songs. The Rover Scouts Unit added to the visual treat with a mesmerizing tableau.

The Cultural Night concluded with the kind remarks of Prof. Dr. Asif Ali (TI).



TRAINING ON HEC NATIONAL UNIVERSITY RANKING 2023

On August 16, 2023, a significant training session was held at MNS University of Agriculture, Multan. The purpose of this session was to provide comprehensive training on the criteria and data collection software for the Focal Persons of universities in the South Punjab Region. This training was organized in preparation for the HEC National Universities Ranking for the year 2023.



PAKISTAN MANGO FESTIVAL AT THE CHINA EURASIA COMMODITY AND TRADE EXPO-2023 IN URUMQI, CHINA

The Ministry of Commerce, in collaboration with the Trade Development Authority of Pakistan (TDAP), organized the Pakistan Mango Festival at the China Eurasia Commodity and Trade Expo-2023 on August 17, 2023, in Urumqi, China. The event was graced with the joint inauguration by the Governor of Xinjiang, Senator Rana Mahmood-ul-Hassan, and the former Federal Minister, Professor Ahsan Iqbal. The MNS University of Agriculture, Multan also participated in this Festival as the collaborator and organizer.

Senator Mahmood-ul-Hassan recalled the historical significance of "Mango diplomacy," harking back to the 1960s when Pakistan's Foreign Minister presented mangoes to Chairman Mao Zedong. He emphasized the uniqueness of Pakistani mangoes, renowned for their exquisite taste and aroma, and celebrated Pakistan's status as the 6th largest mango producer and 4th largest exporter globally. He extended a warm invitation to Chinese experts and investors to explore opportunities in Pakistan's food processing industry.

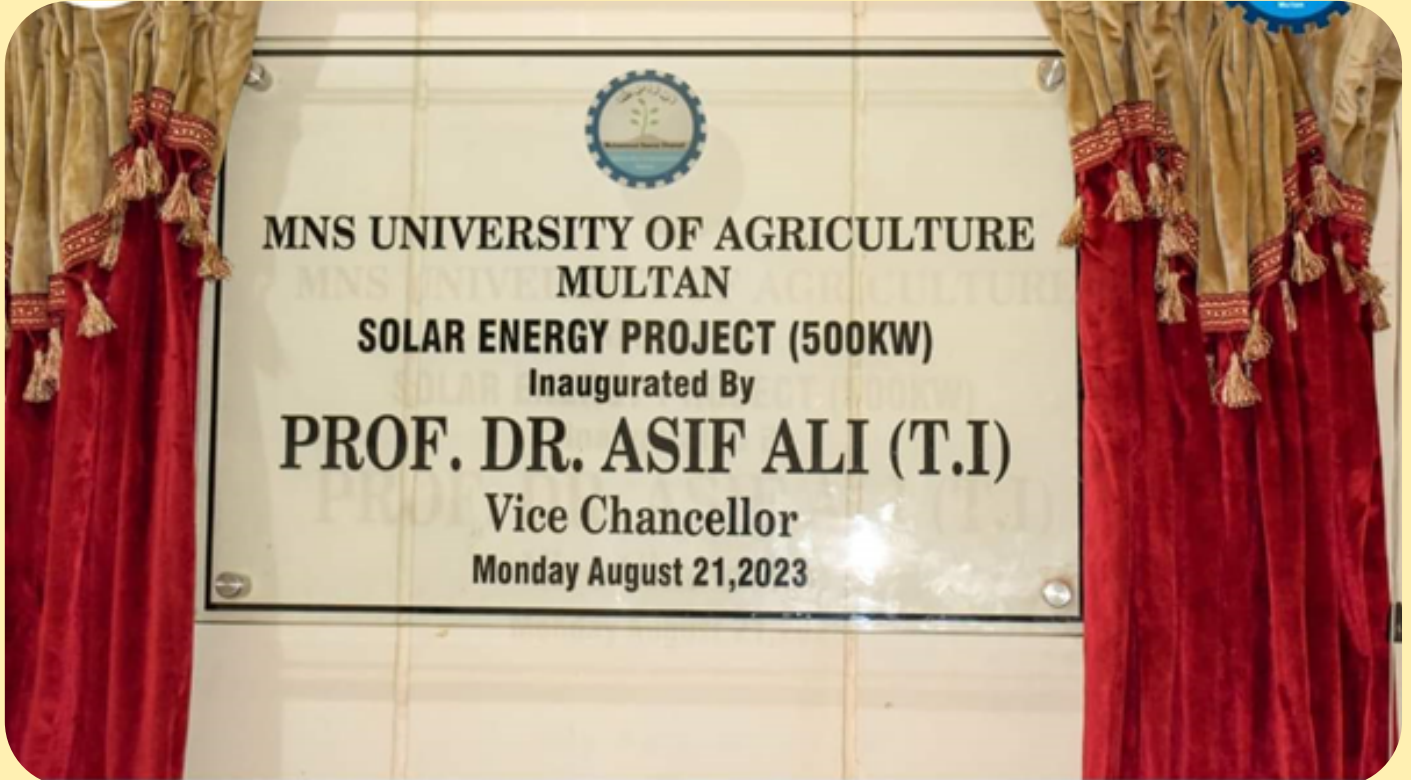
Professor Ahsan Iqbal commended the organizers for providing a platform to showcase Pakistani mangoes and highlighted the pivotal role of the China-Pakistan Economic Corridor (CPEC) under President Xi Jinping's leadership. He underscored how CPEC had transformed Pakistan's economy by delivering essential infrastructure and energy projects precisely when needed, marking the 10th anniversary as a landmark occasion.

Pakistani mango experts eloquently described the characteristics of White Chaunsa mangoes, treating the Governor and other dignitaries to a special mango platter and "Mango Lassi." The festival drew a diverse audience of local and international business leaders. The Pakistan Mango Festival extended its delightful offerings until August 21, 2023.



SOLAR ENERGY PROJECT (500KW) INAUGURATED BY PROF DR ASIF ALI (T.I) VICE CHANCELLOR

On August 21, 2023, Prof. Dr. Asif Ali (T.I), Vice Chancellor, MNS-University of Agriculture, Multan inaugurated a cutting-edge 500KW Solar Energy Project.



AWARENESS SESSION FOR AUTHORIZED USERS OF REGISTERED GIS CHAUNSA AND SINDHRI MANGOES

The awareness session was Jointly organized by MNS-Agriculture University, Multan, and IPO-Pakistan for Authorized Users of Registered GIs Chaunsa and Sindhri Mangoes on August 21, 2023. It aimed to educate on Pakistan's Geographical Indications system and empower small businesses through Intellectual Property. The session commenced with a Quranic recitation. The Vice Chancellor Prof. Dr. Asif Ali (TI) welcomed attendees. Mr. Muhammad Ismail explained the GI system's importance. Ms. Noor Asfia shared strategies for supporting the Sindhri Mango Project. Participants contributed to the WIPO Project through survey forms. A Q&A session encouraged discussions.

This session reflects the dedication of both institutions to protect Pakistan's GIs and empower small businesses through Intellectual Property. It encourages further exploration of GIs in Pakistan's agriculture.



SEMINAR ON ELEVATE YOUR SME PITCH: EFFECTIVE TECHNIQUES FOR ENGAGING INVESTORS AND FUNDRAISING TRAINING SESSION

The seminar was collaboratively organized by the SMEDA, Multan Pakistan and Business Incubation and Agriculture Centre (BIAEC), MNS-University of Agriculture Multan. The training session was held on the 25th of August 2023 at Sybrid Hall, A-block MNSUAM, and was led by Ms. Benish Sarfraz, Manager BIAEC and Ms. Khadija Zubair, Business Development Officer BIAEC under the guidance of Prof. Dr. Mubashir Mehdi, Director BIAEC and Prof. Dr. Junaid Ali Khan, Director ORIC.

The session aimed to equip participants (incubatee companies of BIAEC) with the essential tools for creating impactful pitches and engaging investors for successful fundraising endeavors. The seminar was led by Mr. Waqar Tayyub, Master Trainer from SMEDA, having a professional experience for over a decade. The session commenced with an insightful overview of the art of pitching and its crucial role in securing investment. Mr. Waqar Tayyub stressed that a well-crafted pitch is the foundation for capturing investors' attention and gaining their trust. He also highlighted the importance of concisely communicating the core essence of the business, its unique value proposition, and the problem it aims to solve. Participants were encouraged to embrace storytelling techniques that resonate with the audience and underline the market demand. During the training session, participants were also guided on the usage of compelling visuals as an essential element of creating impactful pitches. In this session, participants presented their pitch presentations, and Mr. Waqar provided real-time evaluation and feedback on each presentation. His insightful feedback aimed to help participants enhance their pitch presentations further. The session concluded successfully, arming the incubates with valuable knowledge and tools to confidently engage with investors, consequently securing funding for their start-ups.



FACULTY PROFESSIONAL DEVELOPMENT TRAINING PROGRAM

Department of Outreach and Continuing Education, MNS-University of Agriculture, Multan has organized a Faculty Professional Development Training Program (FPDTP) for the young faculty members (Lecturers and Assistant Professors) from August-28 to September-1, 2023. Various resource persons including university officials, professional trainers, and resource persons from outside the university were invited for different modules and sessions. Altogether, 23 young faculty members participated in the training program and discovered it to be a unique experience which has immensely increased their capacity building. The training was a unique blend of lectures and practical activities which helped the participants to improve their professional skills.

The Vice Chancellor, MNS-University of Agriculture, Multan, Prof. Dr. Asif Ali (T.I.) discussed about the university governance system and teaching as a profession. He said “I believe that the most important resource that any institution of higher education has is its faculty members who teach knowledge and skills to students”. The Vice Chancellor, applauded the contribution of Office of Outreach and Continuing Education in professional development of faculty. Similarly, other university officials discussed about the working of different offices including ORIC, Registrar Office, Controller’s Examination, QEC, and Treasure’s Office. Professional trainers and the resource persons from other organizations discussed about the visionary leadership, leadership development, personality development and presentation skills.

Panel discussion was on last day of training in which Prof. Dr. Irfan Ahmed Baig Dean Faculty Social Sciences and Humanities along with Prof. Dr. Umar Farooq (Dean, FFHS) and Prof. Dr. Muhammad Asif Raza (Dean, FVAS) participated and asked the participants to give suggestion and feedback about the training. They discussed that faculty members need to be prepared enough by such types of faculty development programs in order to deal with the rapid changes and shifting paradigms in education. They also appreciated the focal person of FPDTP and advised him to address all the genuine issues raised by the participants for the next training program. At last, they distributed certificates among the training participants.



CALLS FOR RESEARCH PROPOSAL

Deadline

- Submission of Proposals for Review and EIRB: August 24th, 2023
- Submission of Revised Final Concept Proposals: August 31st, 2023
- Agency Deadline: September 5th, 2023



PAKISTAN SCIENCE FOUNDATION

Promotion of Scientific and Technological Research for Socio-Economic Development

NSFC 5th JOINT R&D CALL FOR PROPOSALS

Focal Person

Dr. Zulqurnain Khan, Assistant Professor, IPBB
Email: fp.int.oric@mnsuam.edu.pk

PROJECT PRIORITY:

- Green technologies
- Nanotechnology
- Computing sciences



Call for proposals Under the 10th Phase of Peridot Mobility grant program

- Submission of Proposals for Review and EIRB: September 24th, 2023
- Submission of Revised Final Concept Proposals: September 8th, 2023
- Agency Deadline: October 8th, 2023

PROJECT PRIORITY:

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

Focal Person

Dr. M. Habib Ur Rehman, Assistant Professor, Agronomy
Email: fp.hec.oric@mnsuam.edu.pk

SOCIAL ACTION PROJECT ON

"DRUG, YOUTH AND ILLICIT TRAFFICKING CHALLENGES OF TODAY"

A one day Seminar was organized by the Office of Research Innovation and Commercialization ORIC under the Active Citizenship and Community Engagement Program. Social activists and entrepreneurs Farhat Abbass and Wajahat Hussain conducted an awareness activity about Drugs and Illicit Trafficking as Challenges of today.

Farhat Hussain and Wajahat Hussain shared their knowledge with youth about the baddies of drugs and its long term repercussions. They propagated Mothers and Fathers particularly and other family members need to watch the activities of youth and their behaviour-cum-sleeping habits.

Dr. Rana Naeem Khan Toor course instructor of Active Citizenship and Community Engagement said Youth need much attention from parents there are many factors of drugs and sexting poverty may be the mother of all crimes. We need to create pluralistic thoughts among fresh brains.



Muhammad Nawaz Shareef University of Agriculture Multan BRITISH COUNCIL ORIC

Sap on Drug, Youth And Illicit Trafficking Challenges of Today

Location: Al Sadiq Higher Secondary School Multan
Dated: 31-08-2023

Instructor Name: Dr. Rana Naeem Khan Toor
Group Leader: Farhat Abbas

Organized by ORIC of MNS University of Agriculture Multan

SOCIAL ACTION PROJECT ON

"USES AND ABUSES OF SOCIAL MEDIA"

Another Social Action Project under ORIC MNSUAM was organized by Hamza and Mazz about the Positive and Negative effects of social media. Today's youth is in the enigma of gobble up as our children are attached to things but not to persons so unfortunately they do not get any positive hug back from materialistic values and things. In fact, attachment in total with social media creates chaos. We need to mitigate use of Social Media so that we may have a life of serenity.

