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Chief Minister Punjab, Syed Mohsin Raza Naqvi visited MNS University of Agriculture, Multan

A consultative session was organized under the leadership of Chief Minister Punjab, Syed Mohsin Raza Naqvi along with all Cabinet Members, Secretaries, Vice Chancellors, Professors of South Punjab Universities and representatives from agro-based industries and farmers' associations at MNSUAM on September 09, 2023. Addressing the session Prof. Dr. Asif Ali (T.I.), Vice-Chancellor, MNSUAM, highlighted the institute's commitment for agriculture development in South Punjab. He added that MNSUAM has grown significantly in the last five years, now featuring various facilities and strong industry-academia connections to address the complex challenges facing our world today, particularly in the realm of agriculture, food security, and sustainable development. He explained that Cotton Campaign in South Punjab is a notable joint venture of academia, research, extension, and industry for sustainable agriculture development, involving precautionary meetings, seminars, consultations, and technology transfer to farmers for the revival of cotton in this region.

Mr. Iftikhar Ali Sahoo, Secretary Agriculture, Punjab emphasized the historic significance of today's session of Cabinet and Civil Services Secretaries, Vice Chancellors, and Professors at an Agriculture University particularly to revamp agriculture in Punjab. Seizing the opportunity he acknowledged the university's progress over the years, attributing it to the visionary leadership and technology adoption. He mentioned the Government of Punjab's initiatives, including a 10-year strategic agriculture plan. He acknowledged that the strong industrial linkages of the University and the bond that MNSUAM share with the local and international community has made it possible to avail new avenues in every sector and strata of the farming community. His address also focused on legal and regulatory reforms for seeds, fertilizers, and pesticides along with addressing the challenges in cotton production. Additionally, Mr. Sahoo announced an imminent campaign for oilseed crops, stressing the importance of agriculture in Pakistan's economic growth and crisis resolution through need-based research, up-to-date knowledge and innovative extension efforts.



"Punjab Makes History: Chief Minister and Cabinet Unite for Agriculture Revamping at MNS University of Agriculture, Multan"

Chief Minister Punjab, Syed Mohsin Raza Naqvi visited MNS University of Agriculture, Multan

Following the insightful address by the Secretary of Agriculture, the esteemed Chief Minister of Punjab, Syed Mohsin Raza Naqvi, eloquently highlighted the objectives and acknowledged the paramount significance of this gathering for the advancement of agriculture. He extended a warm welcome to all the brilliant minds in the field of agriculture, bringing them under one roof to foster an environment of open discussion to lead technological progress and agriculture-based economic development of the country.



The discussion was initiated by Prof. Dr. Amir Nawaz (Horticulture, BZU), he emphasized the promotion of minor crops in Punjab like grapes, strawberries, and figs alongside staples, as they can boost farmer income and provide much needed diversification. Prof. Dr. Muhammad Nafees (Horticulture, IUB) highlighted projects on high-density orchards and native fruit farms, emphasizing local capacity-building and technology adoption for sustainable agriculture. Mr. Hasan Raza (Neelum Seeds) applauded the cotton campaign of Punjab Government along with MNSUAM. He called for farmer-friendly policies and stressed the importance of merit-based leadership in agriculture. Dr. Khalid Hussain (CRI) commended the Cotton Campaign for seed production and emphasized the need to improve certification rates in cotton. Prof. Dr. Muhammad Uzair (Acting VC, BZU) highlighted the potential of medicinal plants for patents and their continued relevance in healthcare. Prof. Dr. Azra Yasmeen (BZU) discussed the importance of bio-stimulants, fisheries, livestock integration, and the challenges of soil pH, pesticides, and climate change. Mr. Amir Bhindara (Digital Dera) stressed upon climate change digitization, precision agriculture, and data collection for combating climate related challenges.

Chief Minister Punjab, Syed Mohsin Raza Naqvi visited MNS University of Agriculture, Multan

Prof. Dr. Qadir Bhabha (BZU) emphasized on tree planting, laser levelers, urbanization concerns, and the global value of Pakistan's Germplasm. Mr. Naseer Ullah Khan (Fatima Group) discussed the success of cotton cultivation and hybrid wheat production, highlighting collaboration with MNSUAM as a successful model of agriculture development. Prof. Dr. Iqrar A. Khan (VC, UAF) discussed research in hand, wheat seed production challenges, and the role of universities in overall agricultural development. Prof. Dr. Suleman Ali Tahir (VC, KFUEIT) emphasized on region-specific breeding centers, mechanization, farm waste utilization, and bio refinery infrastructure. Mr. Khalid Khokar (Pakistan Kissan Itehad) discussed the agricultural challenges, budget allocation, extension services, and rising production costs. Prof. Dr. M.D. Zahid (VC, UOL) highlighted water resource challenges, livestock potential, and graduate skills in addressing agricultural issues. Prof. Dr. Mubashir Mehdi (MNSUAM) proposed organizing small farmers into clusters, capacity building, industry linkages, and cluster farming value chains. Minister Hassan Ali Murad suggested research funding through industry support and competitive grants. The Secretary of Finance provided financial details, including an annual budget of 3 billion PKR of AARI and consideration for an endowment fund for research purpose only. The Chief Secretary, Punjab discussed in detail the success of university-led projects, cultivated land potential, and the proposal to adopt all agriculture departments. Prof. Dr. Irfan Ahmad Baig (Dean, FSSH, MNSUAM) suggested establishing institute for policymaking, focusing on input-based and management-based approaches to agriculture. He also proposed a model for internship programs. Dr. Ghulam Sarwar (AARI) discussed the ongoing campaigns regarding wheat and cotton, emphasizing the significance of certified seeds to achieve a 5% increase in yield. Mr. Ahsan Bajwa (Progressive Farmer) advocated for the implementation of precision agriculture, improving collaboration between farmers and the industry, and addressing issues related to post-harvest losses, crop production losses, and fertilizer losses. He also highlighted seed-related challenges and called for a plan to reduce such losses. The Chief Secretary elaborated on significant investments in agriculture, collaboration with China, the implementation of a Land Information Management System (LIMS), the establishment of a South Punjab Secretariat, and the launch of campaigns for wheat and oilseed production. Additionally, he suggested restructuring extension services and introducing a comprehensive package. Mr. SM Tanveer, the Minister of Agriculture, outlined a comprehensive master plan for agriculture and introduced 41 new projects.

It was agreed during the discussion to promote agricultural research sustainably. The Chief Minister announced a Ministerial Committee for devising comprehensive recommendations for the promotion of agri-research. The Committee, comprising Provincial Ministers, SM Tanvir, Bilal Afzal, Javed Akram and Ibrahim Murad will present a comprehensive plan in consultation with all stakeholders.

Plant Centric Meal Competition (Pulses based value added Products)-MNSUAM

The Faculty of Food and Home Sciences at Muhammad Nawaz Sharif University of Agriculture Multan organized a Plant Centric Meal (Pulses Based Value Added Products) Competition on September 07, 2023 which was graced by Prof. Dr. Asif Ali (T.I), Vice Chancellor MNSUAM, the Australian delegation, Faculty of Food and Home Sciences and a large number of students from different departments. More than 50 students participated in the competition and displayed a beautiful array of unique and innovative food products prepared by pulses which were well appreciated and liked by the Australian delegation. Appreciating the undergraduates of MNSUAM for raising the bar of creativity and intellect, Prof. Dr. Asif Ali (T.I.), Vice Chancellor MNSUAM expressed that we have invested in our students and they have earned national and international fame not only for our institute but also for Pakistan. He appreciated the unique and healthy food products made by students and congratulated the winners and students who participated in the competition. The Australian delegation also appreciated the creative potential of MNSUAM's students. At the end of the competition prizes were distributed among winning teams. Prof. Dr. Umar Farooq, Dean Faculty of Food and Home Sciences, Dr. Muhammad Shahbaz, Chairman Department of Food Science and Technology, and Dr. Ambreen Naz, Chairperson Home Sciences were also present at the event.



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“As being the future of Pakistan, we have invested in our students with maximal facilitation in their knowledge and skill development and they are earning national and international fame not only for our institute but also for Pakistan with their diligence, intellect and immense creative potential.”

Prof. Dr. Asif Ali (T.I)

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HEC Intervarsity Volleyball Championship 2023 Zone-J-MNSUAM

MNS-University of Agriculture, Multan organized HEC Intervarsity Volleyball Championship 2022-23 Zone-J on September 22, 2023. Prof. Dr. Asif Ali (T.I.), Vice Chancellor MNSUAM, inaugurated the event, while officials from Directorate of Student Affairs, Senior Tutor, Registrar and Director Sports besides other academic and supportive staff also graced the occasion. Prof. Dr Asif Ali (T.I.), urged the students to manifest sportsman spirit so that they can face the odds of practical and social life and play their effective role in the development of a healthy and prosperous society. He praised the Higher Education Commission's (HEC) initiatives to promote sports activities. Khwaja Fareed University of Engineering & Information Technology (KFUEIT), Rahim Yar Khan won the said championship and qualified for the final championship matches.



“Students must develop and manifest sportsman spirit so that they can face the odds of practical and social life and play their effective role in the development of a healthy and prosperous society.”
Prof. Dr. Asif Ali (T.I.)

Stakeholder Conference about “Safe City Project”-MNSUAM

A stakeholder conference was organized by Department of Food Science and Technology, FF &HS on September 27, 2023 at Muhammad Nawaz Sharif Agricultural University Multan in collaboration with Punjab Food Authority. Mr. Faizan Riaz, DCO Multan and Mr. Muhammad Saif, Director Operation South Punjab graced the event. Prof. Dr. Umar Farooq, Dean Faculty of food and Home Sciences and Prof. Dr. Shafqat Saeed, Dean Faculty of Agriculture and Environmental Science were also present at the occasion. Dr. Aftab Qamar from Punjab Food Authority, Mr. Umair Hanif (DDO), Mr. Abgeeny Khan (ADO Multan), Food Safety teams from Punjab Food Authority, prominent Industrialists, and many students participated in the conference. Dr. Muhammad Shahbaz, Chairman Department of Food Science and Technology officially commemorated the event with his welcoming gratitude towards all the distinguished guests, especially DCO Multan, South Punjab Director of Operations, all the members and industrialists from the Punjab Food Authority for their precious presence and time. Dr. Aftab Qamar facilitated a detailed presentation informing about services, responsibilities, regulations and achievements of Punjab Food Authority. He informed about the initiation of PFA helpline service # 1223 for complaint registration. All the queries of students and industrialists were addressed. Mr. Muhammad Saif, Director Operation South Punjab motivated the youth by stating that without hard work and health you cannot achieve anything. Interacting with the audience Mr. Faizan Riaz, DCO Multan enlightened the young learners about the importance of food with relation to our practical life. He foregrounded the fact that to bear the rigors of practical life, it is necessary to be mentally and physically active, which brings our food in direct relation with our professional life. The event was concluded by Dr. Muhammad Shafqat Saeed, Dean of Agriculture and Environmental Science who expressed his appreciation and gratitude to all the guests especially DCO Multan, Punjab Food Authority officers and Industrialist.



“To bear the rigors of practical life, it is necessary to be mentally and physically active, which brings our food in direct relation with our professional life.”

Mr. Faizan Riaz, DCO Multan

Interactive Session with General Manager of SM Food Mr. Salahuddin-MNSUAM

An interactive session for the future food technologists with the General Manager of SM Food Mr. Salahuddin was organized on September 27, 2023 by Department of Food Science and Technology, MNSUAM. Dean Faculty of Food and Home Sciences Prof. Dr. Umar Farooq graced the event as the chief guest. Chairman Department of Food Science and Technology, Dr. Muhammad Shahbaz officially started the event. Mr. Salahuddin elaborated that the purpose of this interactive session is to bring together young food technologists and industrial experts. He foregrounded the demand and needs of the food industry and illustrated that with the ever growing population of the world, the need for food is also increasing due to which a bright future awaits the upcoming food technologists. A question answer session was held during the event and the young learners were facilitated with detailed answers to different queries. Mr. Salahuddin mentioned that the learners must sharpen their professional skills as they are the future of the food industry of Pakistan. Prof. Dr. Umar Farooq, Dean Faculty of Food and Home Sciences culminated the event by extending profound gratitude to Mr. Salahuddin. He appreciated Dr. Muhammad Shahbaz, Chairman of the Department of Food Science and Technology and all the faculty members for organizing a productive interactive session.



“MNSUAM'S aim is to abridge the gap between young food technologists and industrial experts to harness the professional skills of the future food technologists of Pakistan.”
Prof. Dr. Umar Farooq

Mehfil-e-Zikr Piyambar-e-Aman-MNSUAM

In connection with the month of Rabi-UI-Awal and the International Day of Peace, an auspicious event of Mehfil-E-Zikr Piyambar-E-Aman was organized by MNSUAM Qirrat & Naat Club, Directorate Students Affairs and Office of the Senior Tutor on October 15, 2023. Prof. Dr. Asif Ali (T.I), Vice Chancellor MNSUAM, graced the event as the esteemed chief guest. Addressing the event, Dr. Rasheed Ahmad enlightened the audience with the Islamic ideals of peace and harmony in light of the biography of the messenger of peace Hazrat Muhammad (S.A.W.W). The active participation of the students exemplified the unfaltering dedication of our youth to the ideals of peace, unity, spirituality, love for Islam and love for the Holy Prophet (S.A.W.W). In his conclusory remarks Prof. Dr. Asif Ali (T.I), Vice Chancellor MNSUAM, advised the students to live their life in accordance with Sirat-UI-Nabi for fostering global harmony, understanding, peace, kindness, humane behavior and love.



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“Molding their lives in accordance with Sirat-UI-Nabi, our youth can play an ambassadorial role in fostering global harmony, understanding, peace, kindness, humane behavior and love.”

Prof. Dr. Asif Ali (T.I)

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Inauguration of Freshco Sensory Lab-MNSUAM

Freshco Sensory Lab was inaugurated on October 16, 2023 by Prof. Dr. Asif Ali (T.I.), Vice Chancellor Muhammad Nawaz Sharif Agriculture University, Captain (R) Mr. Mehmood, Secretary National Food Security and Mr. Shahzad Hasan CEO Freshco. Freshco Sensory Lab was established with the special support of Freshco Multan on which Dean Faculty Food and Home Sciences Professor Dr. Umar Farooq thanked Mr. Shahzad Hasan, CEO Freshco. Multan and assured that this initiative will help the future sensory evaluation based research and development. This lab will be beneficial for conducting sensory analysis of various food products developed by students and even industries. Freshco Sensory Lab will revolutionize the food industries and academia by providing a platform for different industries to bring innovation in food product development. On the occasion of the inauguration, Prof. Dr. Umar Farooq Dean of FF&HS, Dr. Muhammad Shahbaz Chairman Department of Food Science and Technology, Asst. Prof. Dr. Shabbir Ahmed, Asst. Prof. Dr. Nighat Raza, Asst. Prof. Dr. Sibbt e Abbas, Asst. Prof. Dr. Nida Firdous and Lecturer Mohammad Usman were present.



World Food Day 2023- MNSUAM

Department of Food Science and Technology, Faculty of Food and Home Sciences, MNSUAM organized a seminar on World Food Day October 16, 2023. The theme of this year was "Water is Life, Water is Food. The prominent honorable guests gracing the event included Prof. Dr. Asif Ali (T.I) Vice Chancellor MNSUAM, Capt. (R) Mr. Muhammad Mahmood Secretary National Food Security, and Mr. Muhammad Shahzad Hassan CEO Freshco. Multan. Many industrialists, Officers of Punjab Food Authority, faculty members and students also attended the seminar. After expressing his gratitude towards all the guests, Prof. Dr. Umar Farooq Dean of Faculty Food and Home Sciences highlighted the by expressing that saving water is imperative to make life sustainable for future generations. To live, we have to save it. Miss Abgeenay Khan, Director Operations Punjab Food Authority Multan appreciated the Department of Food Science and Technology, MNSUAM for organizing such an informative and sentience raising seminar on such a crucial issue. Mr. Javed Chaudhry, Chairman of Water Association signified the importance of water as the basic element of life and mentioned the problems related to water in Pakistan, especially in Multan, stating that the water of Multan is the cause of many diseases due to higher arsenic and heavy metals contents. He highlighted that Bacteria can be killed by boiling water, but the arsenic can only be controlled by reverse osmosis (RO). Water plants have been installed in Multan and efforts are being made to supply clean water throughout Multan. At the end of the seminar Miss Abgeenay Khan from Punjab Food Authority distributed PFA ambassador's sashes among 30 selected 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.



World Polio Day Seminar-MNSUAM

On the occurrence of World Polio Day October 24, 2023, Rotary Club and other societies of MNSUAM organized a seminar in MNS University of Agriculture Multan. Addressing the seminar, Prof. Dr. Asif Ali (T.I.), Vice-Chancellor, MNSUAM, stressed that the youth can play an effective role in the complete eradication of Polio. Foregrounding the dire implications of the disease which leads to lifelong disability and even death in severe cases, he stressed upon the significance of vaccination being the only solution for prevention from Polio. Addressing the event, Mian Salman Mubarak, CEO Fazal Rehman Hospital briefed that the world is close to eradication of polio, as new polio cases are coming up in only two countries of the world, unfortunately one of which is Pakistan. A pluralistic approach towards Polio awareness and a rigorous vaccination program can effectively make Pakistan polio free. The seminar was attended by a large number of faculty members and students.



Black Day-MNSUAM

MNS University of Agriculture Multan observed Black Day to express solidarity with the cause of Kashmiris on October 27, 2023. The University strongly expressed its determination, stressing the international community to wake up from its deep slumber and take practical steps to hold a plebiscite in Jammu and Kashmir in accordance with the UN Security Council resolutions so that Kashmiris can exercise their right of self-determination. Addressing the procession, Dr. Mirza Abdul Qayyum expressed that since 1947, India had been engaged in the genocide of Kashmiris when it illegally occupied Jammu and Kashmir through fraud and brute force. In accordance with the Black Day a protest march, a special prayer and numerous co-curricular activities were organized by Senior Tutor Office and Directorate of Student Affairs. Students expressed their feelings through the medium of debates, songs and skits to show solidarity with Kashmiris. A large number of students including Dr. Usman Jamshed, Dr. Mirza Abdul Qayyum and other faculty members participated in the march.



Clubs Societies Day-MNSUAM

Students Clubs Societies Day was organized in MNS University of Agriculture Multan on October 30, 2023. The Day was celebrated to propagate the awareness and importance of co-curricular activities among students. In this regard, under the supervision of the Office of the Senior Tutor, more than twenty student societies and clubs of the university exhibited various projects and talents at their stalls. University students also exhibited open theatre performances on various topics. Appreciating the students on this occasion, Prof. Dr. Asif Ali (T.I.), Vice-Chancellor, MNSUAM, expressed that fully functional clubs and societies are pivotal for a conducive academic environment and for honing the leadership skills of the students. Students who volunteer in these clubs and societies not only emerge as better citizens for the society but also get more employment opportunities. On this occasion, Dr. Mirza Abdul Qayyum, Dr. Usman Jamshed, Dr. Naeem Toor, other faculty members and a large number of students were present.



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"Pro-active and functional clubs and societies are pivotal for a conducive academic environment and for honing the leadership skills of the students and transforming them into active citizens."

Prof. Dr. Asif Ali (T.I.)

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Professional Development Accolades of Faculty

- PHEC's Training on "Advancing Teaching Excellence: Strategies for Effective Higher Institution and Professional Development"



Ms. Misbah Sharif, Lecturer, Department of Home Sciences, MNSUAM



Dr. Akhtar Hameed, Assistant Professor, Institute of Plant Protection, MNSUAM

Professional Development Accolades of Faculty

- PHEC's Training on "Advancing Teaching Excellence: Strategies for Effective Higher Institution and Professional Development"



Ms. Ummrah Zafar, Lecturer, Department of Human Nutrition and Dietetics MNSUAM



Mr. Nasir Siddiqui, Lecturer, Department of Computer science, MNSUAM

Professional Development Accolades of Faculty

- **USEFP's Training Project titled "Globalizing Research and Teaching American**



Ms. Aimen Batool, Lecturer, Department of English, MNSUAM