



MNS University of Agriculture, Multan News Bulletin

Ashra Rehmat-ul-Lil-Alameen , 2025

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Pakistan Agro Show 2025

Inauguration of Mango Dehydration
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MNS-UAM





MNS University of Agriculture, Multan

News Bulletin

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The “Shaan-e-Rehmat-ul-Lil-Alameen” Initiative 2025 officially initiated on September 4, 2025, with a series of activities dedicated to honoring the life, character, and teachings of our Holy Prophet Muhammad (Peace Be Upon Him). The initiative includes Seerat-un-Nabi (PBUH) conferences, Naat and Qiraat competitions, poetry sessions, and educational seminars designed to promote the values of compassion, tolerance, justice, and humility reflected in the Prophet’s (PBUH) Seerah. A Mehfil-e-Zikr-e-Shah-e-Khooban, organized by the Qirrat and Naat Club, brought together students, faculty, and guests to celebrate the Prophet’s (PBUH) life and message. The event featured recitation of the Holy Quran, Naats, and reflections on the Seerat-un-Nabi (PBUH), creating an environment of reverence and reflection. On September 5, 2025, the QNC organized a Special Juma Khutba on the theme “Uswa-e-Husna” (The Exemplary Character of the Last Prophet Muhammad, PBUH). The khutba emphasized the Prophet’s (PBUH) kindness, patience, and sense of justice, encouraging participants to apply his teachings in their daily and professional lives. In connection with the blessed month of Rabi-ul-Awal, the QNC also held a Naat Competition to commemorate the birth of our Holy Prophet Muhammad (PBUH). Students participated with devotion, expressing their admiration through heartfelt recitations. The Shaan-e-Rehmat-ul-Lil-Alameen initiative aims to inspire faculty, students, and the wider community to adopt the Prophet’s (PBUH) teachings and contribute to building a peaceful, ethical, and cohesive society.



MNS-UAM Showcased Research, Innovation, and Startups at Pakistan Agro Show 2025



The Muhammad Nawaz Shareef University of Agriculture, Multan participated as an exhibitor in the Pakistan Agro Show 2025, held from 8-10 September 2025 at the International Expo Centre, Lahore. The exhibition provided a premier platform that brought together researchers, industry leaders, technology providers, policymakers, and the public to promote advancements in agriculture, showcase innovative solutions, and strengthen academia-industry linkages. MNSUAM was represented by Mr. Muhammad Tariq Rashid (Research Officer, ORIC), Dr. Aamir Hussain (Assistant Professor, Institute of Computing), Mr. Syed Aleem Taqi (Incubatee, BIAEC), and a team of students. The delegation highlighted the vision of university towards advancing agricultural education, research, and innovation through technology-driven and market-oriented solutions. The MNSUAM stall, organized through ORIC, included a wide-ranging display of research and development projects, value-added products, and student-led startups. Key areas of focus included crop improvement through plant breeding and biotechnology, sustainable plant protection and pest surveillance, modern horticultural practices and post-harvest value addition, soil fertility and resource management, innovative farm machinery and smart systems, as well as AI- and IoT-based digital agriculture applications. Entrepreneurial ventures incubated at the Business Incubation and Agri-Entrepreneurship Center further demonstrated the University's commitment to nurturing youth-led innovation and translating research into practical business opportunities.



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The stall attracted widespread attention from visitors, who expressed strong appreciation for the University's applied research and innovative solutions. Many commended MNSUAM for addressing contemporary challenges in agriculture and for developing progressive, sustainable, and impactful initiatives. The positive feedback received during the exhibition reflected the University's growing recognition as a key contributor to agricultural advancement in Pakistan. In addition to presenting its own innovations, the MNSUAM delegation visited various stalls and engaged in meaningful discussions with agribusinesses, seed companies, input suppliers, machinery manufacturers, food processors, and allied industries. These interactions opened new opportunities for joint research, technology transfer, commercialization, and capacity-building initiatives, further strengthening the University's outreach and industry linkages. Through its impactful participation at the Pakistan Agro Show 2025, MNSUAM reaffirmed its role as the premier agricultural institution of Pakistan, committed to bridging academia and industry gap and to serving society with practical, innovative, and sustainable solutions.

Inauguration of Mango Dehydration & Value Addition Facility at MNS-UAM



The Mango Dehydration and Value Addition Facility was inaugurated on September 9, 2025. The event, titled “Unveiling a Sweet Future: Inauguration of Mango Dehydration & Value Addition Facility,” marked the operational launch of a university-based mango dehydration and value addition plant to be used for research, development, and product innovation by MNS-UAM researchers. The facility was jointly established by MNS-UAM and the Pakistan Horticulture Development and Export Company (PHDEC), with financial support from the Export Development Fund (EDF). The initiative reflects a transformative step toward sustainable agribusiness, value chain strengthening, and export diversification. The facility aims to empower farmers, exporters, processors, and young entrepreneurs by providing accessible, cost-effective processing and branding support for mango-based products that meet international market standards. The event was graced by Prof. Dr. Asif Ali (T.I), Chairman, NSDRA (now the Vice Chancellor MNS-UAM), as the chief guest along with featured notable dignitaries, faculty, exporters, and representatives from PHDEC, TDAP, and international commercial counsellors from UAE and UK. The session combined academic insights, industrial discussions, and live demonstrations of dehydration processes and machinery. The Chief Guest inaugurated the Mango Dehydration & Value Addition Facility by cutting the ribbon, followed by a guided visit led by Prof. Dr. Mubashir Mehdi. The event highlighted how this facility aligns with Pakistan Vision 2025 for agri-export modernization and MNS-UAM’s goal of promoting research commercialization in agribusiness. Discussing how value addition is reshaping Pakistan’s horticultural exports, Mr. Athar Hussain Khokhar, CEO of PHDEC, praised the initiative as a benchmark collaboration between academia and industry.

Inauguration of Mango Dehydration & Value Addition Facility at MNS-UAM



Commending the joint initiative of MNS-UAM and PHDEC, Prof. Dr. Asif Ali, Chairman, NSDRA, described the project as a symbol of applied innovation, connecting academic research with commercial utility. He encouraged faculty and students to develop entrepreneurial startups in fruit processing, and proposed that the model be replicated across provinces for, apricot, and dates. The event concluded with a networking lunch, offering participants an opportunity to interact with PHDEC officials, commercial counsellors, exporters, and university researchers. Informal discussions focused on developing export consortia and joint branding ventures. Gratitude was extended to EDF, Commercial Counsellors, MNS-UAM leadership, PHDEC and all participants who contributed in this milestone's achievement.



Welcoming Prof. Dr. Asif Ali (T.I.) as the New Vice Chancellor of MNSUAM



A warm welcome was extended to Prof. Dr. Asif Ali (T.I.) upon his appointment as Vice Chancellor of MNSUAM on September 19, 2025. Under his leadership, the institution developed and transformed into a regional hub of agricultural development and was also ranked among the top ten universities of Pakistan for education and research during his first two terms. After joining, he held a detailed meeting with the faculty and administration regarding the teaching, research, outreach and administrative affairs of the university. On this occasion, he said that being a professor is an honor, but an even greater achievement is when the knowledge of a Professor is used to benefit society and the nation. He added that the goal is not to limit MNSUAM to classrooms; rather, it is the university's vision and mission to collaborate and engage with the community and industry for practical impact. He further added that addressing farmers' problems is the university's top priority, and the university look forward to developing practical solutions through research and collaboration. In this context, it is essential for the university's faculty and students to stay connected with farmers and industry, offering practical recommendations to help them address and overcome their challenges. He announced that in flood-affected areas, the university, in partnership with industry, will support farmers by providing seeds and fertilizers, helping them recover their livelihoods.