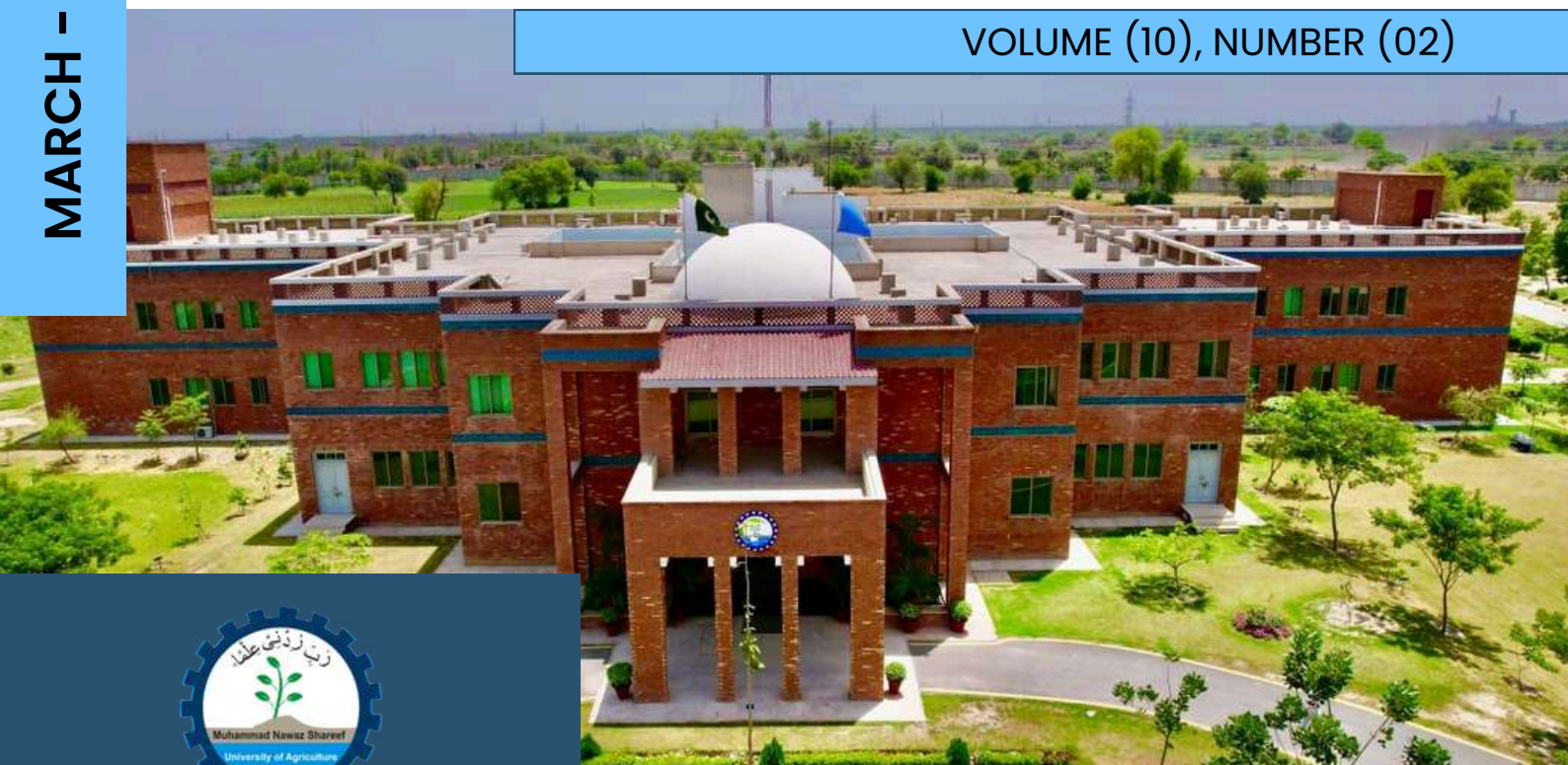


# NEWS BULLETIN

A BIMONTHLY PUBLICATION OF MNSUAM

VOLUME (10), NUMBER (02)



## EDITION HIGHLIGHTS

- One-Day Seminar on Spiritual Preparation for Ramadan: Worship, Character, and Community
- Farmer Field Day on Effective Use of Saline Water in Vegetable Cultivation
- Golden Jubilee Session of MNSUAM Literary Club - "Aks-e-Ghalib"
- AoC between MNSUAM and Mahmood Group of Agriculture & Food Pvt Ltd Multan
- Seminar on Impact of Alien Plant and Insect Species on Pakistan's Agriculture and Trade

## U.S. CONSUL GENERAL'S VISIT OF MNSUAM

14



# NEWS BULLETIN

## A BIMONTHLY PUBLICATION OF MNSUAM

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### EDITION HIGHLIGHTS

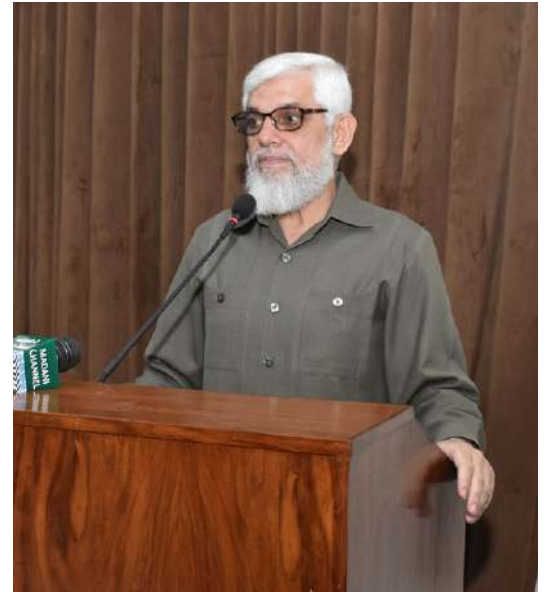
- MNSUAM achieves Historic Entry in QS World University Rankings by Subject 2025 08
- Seminar on the Blessings and Spiritual Demands of Ramadan 09
- Training Workshop on Pesticide Stewardship for Safe and Responsible Use 10
- Seminar on Revolutionary Use of Robotics and Automation in Agro-Based Industries 11
- World Forest Day Celebrated at MNSUAM with Awareness Activities and Plantation Drive 12
- Carbon Offsetting Tree Plantation Campaign 13
- U.S. Consul General's visit of MNSUAM 14
- Punjabi Cultural Day Celebrations: A Tribute to Traditions 16
- Second South Punjab Library Festival 2025 17
- Awareness Seminar on Nationwide Promotion of Zinc-Bio fortified Wheat 18
- MNSUAM Launches New Bus Service to Muzaffargarh 20
- TIKA's Delegation visits MNSUAM 21
- Training Workshop on Food Safety Systems & Risk Management 23
- Seminar on World Book and Copyright Day 24
- Solidarity Seminar with oppressed Muslims of Gaza and Palestine 25
- MNSUAM Secures Top Rankings in HEC Annual Evaluation Report 2023-2024 26
- Awareness Seminar on PM's Initiatives for Youth 27
- Interactive Session for Young Food Technologists 28

## MARCH – APRIL 2025



## ONE-DAY SEMINAR ON SPIRITUAL PREPARATION FOR RAMADAN: WORSHIP, CHARACTER, AND COMMUNITY

A seminar was organized by the Qirat and Naat Club and Character Building Society at MNSUAM on March 1<sup>st</sup>, 2025. The seminar aimed to prepare students for the upcoming holy month of Ramadan. The guest speaker, Prof. Dr. Rashid Ahmed, emphasized that the system of worship in Islam is a fundamental means of shaping a Muslim society. He highlighted that worship not only shapes the character of an individual but also enables them to contribute positively to society. He enlightened the audience by deliberating that the system of worship in Islam aims to establish a sense of community and social responsibility. He foregrounded that Quran and Ramadan are closely linked, with the Quran defining the purpose of fasting as achieving piety. Students and faculty members participated



in large numbers, including Dr. Akhtar Hamid, Dr. Muhammad Ishtiaq, Ms. Umrah Zafar, Ms. Misbah Sagheer, Mr. Mohsin Raza Saeedi, Mr. Hamza Hasnain, and Mr. Ahmad Akbar.

## FARMER FIELD DAY ON EFFECTIVE USE OF SALINE WATER IN VEGETABLE CULTIVATION

The Department of Soil and Environmental Sciences, MNSUAM organized a Farmer Field Day on the topic "Effective Use of Saline Water for Vegetable Cultivation" on March 2, 2025. The event was held under the project PARB 20-70, "Technology-enabled food self-sufficiency, climate change adaptation, and outreach to stakeholders in the context of salt-affected agriculture," funded by the Punjab Agricultural Research Board. The event brought together diverse stakeholders, including government officials, agricultural experts, researchers, farmers, and agricultural input providers. Professor Dr. Tanveer-ul-Haq, Chairman of the Department of Soil and Environmental Sciences, delivered a comprehensive overview and thanked the organizers and participants. The discussion focused on the challenges of soil salinity and the effective use of saline water for irrigation. The talk highlighted the various Salinity Issues in Pakistan like unplanned irrigation practices and lack of drainage have contributed to soil salinity, seepage from canals and water distribution networks, as well as excessive use of saline water for irrigation, have also increased salinity levels and high Total Dissolved Solids (TDS) in irrigation water have led to soil salinity, as the salts remain in the soil after evaporation.

The session facilitated the attendees with numerous strategies for Managing Salinity like two approaches can be adopted to manage salinity: removing salts from the soil or growing crops that can tolerate salinity. The project has been working on researching and developing strategies for effective use of saline water for irrigation. Dr. Wazir Ahmed emphasized that using saline water for agriculture can be an opportunity for farmers, landowners, and the government. If managed properly, it can become a viable means of crop production, especially in areas with limited access to fresh water. The event included a technical review of using saline water for irrigation, its impact on soil health and crops, and potential remedial measures. Participants visited the project site and were distributed packets of vegetable seeds. The event concluded with the distribution of summer vegetable seeds to farmers. The event was attended by Dr. Abdul Ghaffar, Director Farms, Mr. Asif Nawaz, Additional Treasurer, Dr. Alamgir, Mr. Muhammad Kashif, Assistant Director Extension, Dr. Usman Jamshaid, Agriculture Officer and over 70 farmers, along with students.



## GOLDEN JUBILEE SESSION OF MNSUAM LITERARY CLUB – "AKS-E-GHALIB"

The MNSUAM Literary Club, organized its session Golden Jubilee session on March 3, 2025. The theme of the event was the life and works of Mirza Ghalib, a renowned poet of Urdu literature. The chief guest, Dr. Shakeel Petafi, Head of the Department of Urdu, NCBA&E Multan, delivered a keynote address. He emphasized that Ghalib's poetry is not just literature but a profound philosophical and intellectual treasure. He added that Ghalib's thoughts were ahead of his time, which is why his poetry remains relevant today. The literary session featured recitation of Ghalib's ghazals, which captivated the audience. The event was attended by distinguished guests, university administrators,



faculty members, and students. Participants included Dr. Ansar Naimullah, Prof. Dr. Asif Raza, Dean of Veterinary Sciences, Dr. Muhammad Shahbaz, Head of Food Science and Technology Department, and other faculty members and students. The chief guest, Dr. Shakeel Petafi, was presented with a shield in appreciation for his contributions to Urdu literature. The audience applauded, acknowledging his scholarly work. The 50th literary session was a testament to the university's commitment to promoting Urdu literature. The event concluded with a resolve to continue organizing such sessions to introduce the younger generation to the rich heritage of Urdu literature and the works of Mirza Ghalib. The Vice-Chancellor, Prof. Dr. Ishtiaq Ahmad Rajwana, congratulated the Literary Club on its successful golden jubilee session.



## AOC BETWEEN MNSUAM AND MAHMOOD GROUP OF AGRICULTURE & FOOD PVT LTD MULTAN

Muhammad Nawaz Shareef University of Agriculture Multan and Mahmood Group of Agriculture and Food Private Limited signed two Agreements of Cooperation (AoC) to strengthen their collaboration on March 7, 2025. Under the first AoC, Mahmood Group will provide scholarships to eight students of the university every year. The group will also award a gold medal, named after Khawaja Masood, to outstanding students of the university. The second AoC includes an internship program with a stipend for students and financial support for research. The AoCs were signed by Khawaja Muhammad Jawad on behalf of Mahmood Group, who assured full cooperation with the Vice-Chancellor Prof. Dr. Ishtiaq Ahmad Rajwana.



The ceremony was attended by representatives from Mahmood Group, including Muhammad Irfan and Hamza Munir, and from Muhammad Nawaz Shareef University of Agriculture Multan, including Director External Linkages Dr. Mohkum Hammad, Dr. Kashif Razaq, Dr. Samiullah, and Dr. Umair Riaz.

## **SEMINAR ON IMPACT OF ALIEN PLANT AND INSECT SPECIES ON PAKISTAN'S AGRICULTURE AND TRADE**

The Graduate Resource Center at Muhammad Nawaz Shareef University of Agriculture, Multan, organized a seminar on the impact of alien plant and insect species on Pakistan's agriculture and trade on March 13, 2025. The keynote speaker, Dr. Unsar Naeem Ullah, highlighted the significant challenges posed by these invasive species to Pakistan's ecosystem and agricultural sector. Dr. Unsar emphasized that alien species are not only affecting local biodiversity but also reducing crop yields and impacting international trade. He stressed the need for modern research, robust monitoring systems, and public awareness campaigns to prevent the spread of these species.

He foregrounded that collaboration between government agencies, farmers, and research institutions is essential to address this issue. Dr. Shoaib-ur-Rahman, the seminar organizer, appreciated Dr. Unsar's insightful discussion and emphasized the commitment of MNSUAM to promote scientific research to address such challenges. He urged the participants to work together to mitigate the risks facing the agricultural economy. The seminar was attended by faculty members, students, researchers, and representatives from the agricultural sector. The participants engaged in a fruitful discussion, raising questions and exploring future collaborative efforts.

## MNSUAM ACHIEVES HISTORIC ENTRY IN QS WORLD UNIVERSITY RANKINGS BY SUBJECT 2025

Muhammad Nawaz Shareef University of Agriculture, Multan (MNSUAM), has made a historic debut in the QS World University Rankings by Subject 2025, securing a position in the top 401–475 globally in the subject area of Agriculture and Forestry. Notably, MNSUAM ranks 4th among all Pakistani universities in Employer Reputation, reflecting its strong commitment to producing industry-ready graduates. The 2025 QS Rankings evaluated over 5,000 universities from 148 countries across 55 disciplines. The current rank of MNSUAM shows its growing impact in agricultural education and research. Prof. Dr. Ishtiaq Ahmad Rajwana, Vice Chancellor of MNSUAM, appreciated the efforts of faculty, students, and staff. He said the improved ranking reflects their consistent hard work and teamwork. He noted that research activities, practical teaching approaches, successful research grants, and progress in patent applications have all played a role in this achievement. He also congratulated the Office of Research, Innovation and Commercialization (ORIC) and everyone who contributed to this success. Inclusion of MNSUAM in the QS Rankings reflects its focus on research, international collaboration, and strong industry linkages. The university continues to promote innovation through patents, quality research publications, and sustainable agricultural practices.

Prof. Dr. Rajwana stated, “This achievement encourages us to enhance our role in the development of Pakistan’s agriculture. We remain committed to solving global challenges through education, research, and community service.” MNSUAM considers this milestone a significant step toward strengthening its global presence and advancing agriculture through knowledge and innovation.





## SEMINAR ON THE BLESSINGS AND SPIRITUAL DEMANDS OF RAMADAN

The Qiraat and Naat Club of Muhammad Nawaz Shareef University of Agriculture, Multan (MNSUAM), organized a spiritual and academic seminar entitled “Blessings and Spiritual Demands of Ramadan” on March 17, 2025. The event featured a keynote address by renowned religious scholar and orator Maulana Abdul Wahab Attari, who spoke in depth about the virtues of Ramadan, its individual and collective impact, and its significance in the light of Quran and Sunnah. Prof. Dr. Ishtiaq Ahmad Rajwana, Vice Chancellor of MNSUAM, attended the seminar and praised the efforts of the Qiraat and Naat Club. He congratulated Dr. Akhtar Hameed, the club’s convener, and his team for organizing a meaningful event.



Addressing the event he expressed that “A university is not only a place of academic learning but also a center for moral and spiritual growth, and it is events like these during the holy month of Ramadan help instill religious consciousness among the youth.” He further highlighted the important role of the club in enriching the university’s cultural and spiritual environment. In his keynote address, Maulana Abdul Wahab Attari emphasized the spiritual aspects of fasting, Taraweeh prayers, and the recitation of the Holy Quran during Ramadan. He stated, “This blessed month is a time for divine mercy, forgiveness of sins, and self-purification.” He urged students to make the most of every moment in Ramadan by engaging in good deeds. The seminar also featured impressive recitations of the Holy Quran, Naat performances, and speeches by students on the significance of Ramadan. At the conclusion of the event, the Vice Chancellor presented honorary shields to the guest speaker and organizers. Speaking to the media, Dr. Akhtar Hameed, convener of the Qiraat and Naat Club, stated, “Our mission is to promote religious learning and cultural activities among students. We will continue to hold such meaningful programs in the future.”

## TRAINING WORKSHOP ON PESTICIDE STEWARDSHIP FOR SAFE AND RESPONSIBLE USE

A training workshop titled “Pesticide Stewardship” was organized in collaboration with the Institute of Plant Protection, at MNSUAM and Syngenta Pakistan on March 20, 2025. The main objective of the workshop was to promote safe and responsible use of pesticides in agriculture, environmental protection, and sustainable farming practices. Renowned agricultural experts and scientists participated in the workshop, including prominent Prof. Dr. Shafqat Saeed (Dean, Faculty of Agriculture and Environmental Sciences), Prof. Dr. Junaid Ali Khan (Director, Office of Research, Innovation and Commercialization), Mr. Mohsin Raza (Technical Marketing and Development Manager, South Zone, Syngenta Pakistan), Ms. Nimra Khan (Assistant Manager Stewardship, Syngenta Pakistan), Dr. Abid Hussain (Manager Industrial Linkages), Dr. Asif Farooq (Assistant Professor, Department of Entomology). The workshop educated participants on the safe use of pesticides, their impact on the environment, and the latest technologies. Through practical exercises, case studies, and question-and-answer sessions, participants learned best practices in the use of pesticides. In particular, detailed lectures were presented on the safe disposal of agricultural pesticides, farmer training, and government policies.



Prof. Dr. Shafqat Saeed emphasized that “Pesticide stewardship is not only a means of protecting crops, but it is also indispensable for human health and ecological balance. We need to equip farmers with the latest knowledge.” Mr. Mohsin Raza, while clarifying the vision of Syngenta Pakistan, expressed that “We are committed to providing innovative solutions for sustainable agriculture and highlighting the capabilities of farmers.” Students of Agronomy, Entomology, Plant Pathology, and Horticulture termed the workshop as “the best combination of knowledge and practical experience”. The participants found the sessions related to research and industrial experiments of this workshop very useful. At the end of the workshop, certificates were distributed among the participants. Prof. Dr. Junaid Ali Khan thanked Syngenta Pakistan and all the speakers and expressed his commitment for more such joint efforts in the future.

## SEMINAR ON REVOLUTIONARY USE OF ROBOTICS AND AUTOMATION IN AGRO-BASED INDUSTRIES

A special seminar on the theme of Revolution through Robotics and Automation in Agro-Based Industries was organized by the Department of Agricultural Bio systems Engineering and Technology, MNSUAM on March 21, 2025. The event was attended by Prof. Dr. Ishtiaq Ahmed Rajwana Vice Chancellor MNSUAM, faculty members, industry representatives and a large number of students. Speaking at the inauguration of the seminar, Dr. Alamgir Akhtar Khan (Coordinator, FABSET) expressed that the use of modern technology in agriculture and agro-industry has become inevitable. Our B.Sc. Agro-Industrial Engineering program will play a significant role in the development of the country by training the youth in modern equipment and robotics.



He termed the cooperation of industrial partners as key to meeting the challenges of the future. On this occasion, the chief guest, CEO Madad & Sons Robotics, Haider Madad, highlighted the use of robotics in agro industries and opined that, "Automation in sectors like dairy, poultry, feed mills and packaging will not only increase productivity, but also ensure quality. We are committed to providing practical training to the students of the university." Dr. Sarfaraz Hashim, Head of the Department of Agricultural Engineering, stressed on the students that the development of the agricultural sector is not possible without modern education and skills. We have to prepare the new generation according to global standards. Prof. Dr. Ishtiaq A. Rajwana, Vice Chancellor MNSUAM, in his concluding remarks, stated, "Such seminars serve as important steps toward promoting technology in the country. We are committed to continuing workshops and training programs that strengthen collaboration between industry and academia." The ceremony concluded with a vote of thanks to the guests and participants.



## **WORLD FOREST DAY CELEBRATED AT MNSUAM WITH AWARENESS ACTIVITIES AND PLANTATION DRIVE**

An event was organized at Muhammad Nawaz Shareef University of Agriculture, Multan, on March 21, 2025, to observe World Forest Day. It was held in collaboration with the Plant for Life Society, Green Youth Movement Club, Department of Forestry, Department of Environmental Sciences, and Department of Climate Change. Students, faculty members, and guests actively participated in seminars and poster competitions organized on this occasion. The chief guest, Additional Chief Secretary of Punjab, Mr. Fawad Hashim Rabbani, highlighted the importance of forests and environmental conservation. He said, "Trees are a gift of nature that play an important role in keeping our environment green," and appreciated the efforts of university, while encouraging youth to take part in tree plantation.



Prof. Dr. Ishtiaq Ahmad Rajwana, Vice Chancellor MNSUAM, stated, "It is the mission of the university to take practical steps for environmental protection. The aim of this event is not only to spread awareness but also to create in future generations a sense of responsibility and love for trees." Dr. Muqarrab Ali, incharge of the Plant for Life Society, appreciated the students' creativity displayed in the poster competition and shared the program's objectives. An Environmental Awareness Walk was also held from the Academic Block to the Miyawaki Garden, where participants raised awareness through banners and slogans. As part of the Urban Forest project, 2,300 saplings were planted, including useful tree species such as olive, mango, and neem. The poster competition featured innovative ideas by students on forest conservation and climate change solutions. The event concluded with a prayer for environmental protection, led by Prof. Dr. Rajwana. Other important guests included Syed Wajid Ali Shah, Syed Asad Ali (Chief Conservator), Dr. Kashif Razaq (Chairman, Department of Horticulture), Mr. Arshad Bhatti, Dr. Muqarrab Ali, and Mr. Junaid Khokhar.

## CARBON OFFSETTING TREE PLANTATION CAMPAIGN

The Carbon Offsetting Tree Plantation Campaign was launched at the research farm of Muhammad Nawaz Shareef University of Agriculture, Multan, in collaboration with Sui Gas Private Limited on March 25, 2025. 10,000 saplings of 18 varieties were planted. The chief guest of the inaugural ceremony was Mr. Karim Bakhsh, Additional Deputy Commissioner, Multan and DG PHA. The ceremony was specially attended by Sui Gas Company's Binyamin Shahid, Chief Engineer Usman Karim Baig, General Manager Imran Khan, Usman Khan, Senior Manager and Talha Khalid, Executive Engineer. The chief guest of the program, Mr. Karim Bakhsh, DG PHA, highly appreciated this eco-friendly and climate change-proof project of the university and Sui Northern Gas



Pipeline and drew attention to the fact that the choice of Jalalpur Pirwala for this technology is a good choice because by cultivating such plants on barren lands, we can combat the threats posed by climate change in the future. The chief guest expressed his intention that this project will not only help in reducing the effects of climate change, but rather the efforts of the university and the Sui Northern Gas Pipeline in the context of climate change will always be remembered internationally and in the future this project will also lead to the sale of carbon credits and an increase in foreign exchange. The Acting Vice Chancellor of the university, Professor Dr. Shafqat Saeed, highly appreciated Dr. Muqarrab Ali for achieving this project and reiterated that carbon sequestration plants have always been at the forefront of the university's vision. Environmental changes are a clear reality and we have to prepare ourselves to face them. The ceremony was attended by Dr. Alamgir Akhtar Dr. Kashif Razzaq Chairman Department of Horticulture, Dr. Ammar Matloob, Dr. Baqir Hussain, Dr. Muqarrab Ali, Dr. Gulzar Akhtar Dr. Asad Malik, Abid Raza Deputy Director Farm, Dr. Waseem Hassan, Dr. Muhammad Usman and others.

## U.S. CONSUL GENERAL'S VISIT OF MNSUAM

Muhammad Nawaz Shareef University of Agriculture, Multan (MNSUAM) had the honor of welcoming Ms. Kristin K. Hawkins, the 34th U.S. Consul General in Lahore, on her official visit to the university campus on April 09, 2025. The distinguished guest was warmly received by Prof. Dr. Ishtiaq Ahmad Rajwana, Vice Chancellor, MNSUAM. During her visit, the Vice Chancellor briefed Ms. Hawkins on the university's history, academic achievements, and milestone successes since its inception. He highlighted the institution's commitment to advancing agricultural education, research, and innovation to serve the needs of Pakistan's agricultural sector.



The session was graced by the presence of several esteemed members of the university's academic leadership including Prof Dr Mubashar Mehdi, Director BIAEC, Prof. Dr. Shafqat Saeed, Dean, Faculty of Agriculture and Environmental Sciences, Prof. Dr. Umar Farooq, Dean, Faculty of Food and Home Sciences, Prof. Dr. Irfan Ahmad Baig, Dean, Faculty of Social Sciences and Humanities, Prof. Dr. Asif Raza, Dean, Faculty of Veterinary and Animal Sciences, Prof. Dr. Nasir Nadeem, Director, Graduate Studies, Prof. Dr. Hammad Nadeem, Director, Quality Enhancement Cell, Prof. Dr. Abdul Ghaffar, Director, University Farm, Prof.



## U.S. CONSUL GENERAL'S VISIT OF MNSUAM

Dr. Salman Qadri, Senior Faculty Member, Dr. Alamgir Akhtar, faculty Coordinator FABSET, the registrar, treasurer, and all heads of teaching departments. US Alumni Dr. Asaf Khan and Dr. Fawad Zafar Ahmad Khan also briefed the Consul General regarding the activities. The visit provided an opportunity for meaningful dialogue on potential areas of collaboration in agricultural development, student exchange, research partnerships, and capacity building initiatives between MNSUAM and American institutions. The visit concluded with a group photo and a token of appreciation presented to the honorable guest, marking a memorable chapter in MNSUAM's international relations and academic diplomacy.



## PUNJABI CULTURAL DAY CELEBRATIONS: A TRIBUTE TO TRADITIONS

To pay tribute to the greatness and promote Punjabi culture, a “Punjabi Cultural Day” was organized at Muhammad Nawaz Shareef University of Agriculture Multan on April 14, 2025. The ceremony was held under the supervision of the Senior Tutor and the Directorate of Student Affairs, in which students and faculty members participated in large numbers. On this occasion, traditional music, Bhangra, Jhumar, folk songs, handicrafts exhibition, traditional costumes and Punjabi food stalls were set up to highlight the colorful culture of Punjab. In addition, poetry sessions based on Punjabi culture and values filled the atmosphere with cultural richness. Prof. Dr. Ishtiaq Ahmed Rajwana, Vice Chancellor, MNSUAM convinced the students that our culture is our identity. The land of Punjab has given us such traditions of knowledge, love and harmony that are passed down from generation to generation. The aim of the university is not only to impart scientific education but also to convey cultural heritage to the new generation. Dr. Usman Jamshed, the Senior Tutor reiterated that we organized this event to create cultural awareness among the students. The traditions of Punjabi civilization connect the young generation with their roots. Dr. Nighat Raza, Deputy DSA urged the students to be proud of their identity and culture. Such programs not only keep our culture alive but also bring out

Dr. Akhtar Hameed, Additional Senior Tutor expressed that Punjabi culture is not limited to just dance and music, but it is a reflection of our collective thinking. We strive to ensure that cultures of all regions are equally welcomed in the University of Multan. At the end of the ceremony, the guests and participants were presented with “turbans”, a symbol of Punjabi culture. The university administration pledged that such cultural activities would be given priority in the future as well.



## SECOND SOUTH PUNJAB LIBRARY FESTIVAL 2025

The "Second South Punjab Library Festival 2025" organized by the Central Library of Muhammad Nawaz Shareef University of Agriculture, Multan, was held on the university campus on April 16 and 17 in a grand manner. The aim of this important academic and literary festival was to instill a love of reading among students, promote academic pursuits and create harmony with the demands of the practical world through co-curricular activities. This festival has become a representative event of the university, which plays an important role in quenching the thirst for knowledge and expanding the mental horizons every year. The festival was graced by the special guest Dr. Ghulam Ali, Campus Director, Air University, Multan, who is known for his interest and guidance in

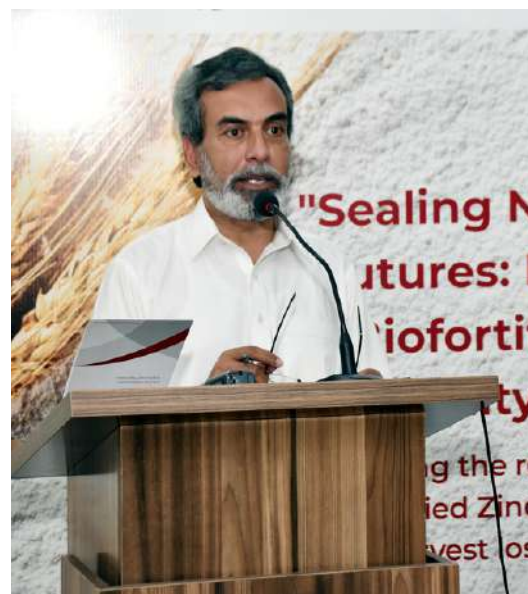


the academic activities of the younger generation. The two-day festival featured various academic and literary activities including a book fair, Mushaira Bazm-e-Harf-e-Bayan, essay writing competition, photo stalls, seminars, poster competitions and cultural programs. More than 15 bookselling agencies participated in the book fair with thousands of books. In the concluding session of the event, the Vice Chancellor of the university, Prof. Dr. Ishtiaq Ahmed Rajwana, while addressing the participants, expressed that "This book festival is the best way to keep our cultural and educational traditions alive." At the end of the ceremony, Prof. Dr. Ishtiaq Ahmed Rajwana, Vice Chancellor, MNSUAM, Prof. Dr. Umar Farooq Dean Faculty of Food and Home Sciences, Prof. Dr. Asif Raza Dean Faculty of Veterinary and Animal Sciences, Dr. Alamgir Akhtar Faculty Coordinator Faculty of Agriculture and Bio systems Engineering Science and Technology and Ms. Rubina Ahmed, Librarian presented commemorative shields and certificates to the book agencies that organized the book fair.



## AWARENESS SEMINAR ON NATIONWIDE PROMOTION OF ZINC-BIO FORTIFIED WHEAT

The Global Alliance for Improved Nutrition, along with its partners, organized an awareness seminar and workshop on Nationwide Promotion of Zinc-Bio fortified Wheat at Muhammad Nawaz Shareef University of Agriculture, Multan, on April 18, 2025, in which important research findings on the benefits of zinc-enriched wheat were presented. The event was attended by researchers, government officials, farmers and other stakeholders. Three main aspects of the research were discussed in detail, including the presence of zinc in the natural chain of wheat from cultivation to storage and consumption, a comparative review of traditional storage issues and modern hermetic (air-tight) storage technology, and the positive effects of zinc-rich wheat on human health.



The workshop began with the opening speech of Ms. Farah Naz, Country Director, GAIN Pakistan, who highlighted GAIN's commitment to finding science-based solutions for improved nutritional quality. Ms. Tanza Sadaf, Portfolio Leader, GAIN, shared details of ongoing projects related to agriculture and food systems in Pakistan. According to First study "Analysis of Zinc and Iron Content in the Natural Chain of Wheat", the availability of zinc and its absorption capacity by the human body in zinc-rich wheat varieties are much higher than that of conventional wheat. This is a significant step towards combating zinc deficiency in Pakistan. The second study: A controlled feeding trial under the title "Nutritional Quality of Zinc Biofortified Wheat in Pakistan" proved that continuous consumption of zinc-enriched chapati for two months significantly increased blood zinc levels, while

## AWARENESS SEMINAR ON NATIONWIDE PROMOTION OF ZINC-BIO FORTIFIED WHEAT

no adverse effects were recorded. The study also suggested that whole meal flour products such as leavened bread improve zinc absorption and should be included in public nutrition programs. The third study focused on preserving the quality of zinc-enriched wheat seeds and grains through hermetic storage technology. According to the results, the use of hermetic bags reduced post-harvest problems such as moisture, germination and nutrient loss by 30%, while this loss remains significant in traditional methods. Prof. Dr. Umar Farooq, Dean Faculty of Food and Home Sciences, expressed satisfaction over the successful organization of the workshop. In his concluding remarks, Prof. Dr. Muhammad Hammad Nadeem Tahir, Director QEC, thanked all the participants, especially farmers, industrialists, government representatives and the GAIN team, whose efforts helped highlight the importance of zinc-rich wheat.





## MNSUAM LAUNCHES NEW BUS SERVICE TO MUZAFFARGARH

In a major step to enhance access to modern educational facilities for the students of South Punjab, Muhammad Nawaz Shareef University of Agriculture, Multan has launched a new bus service to Muzaffargarh. This initiative will not only facilitate student transportation to the university but will also promote higher education and increase admissions from remote areas of the region. The bus service was officially inaugurated during a ceremony held at the District Council Muzaffargarh on April 21, 2025. The chief guests were Parliamentary Secretary for Higher Education and Member Provincial Assembly Mr. Ajmal Khan Chandia, and Member Provincial Assembly and Syndicate Committee Member Mr. Aun Hamid Dogar. The event was attended by district administration officials, representatives of educational institutions,



civil society, the business community, media, and a large number of students. Addressing the ceremony, MPA Ajmal Khan Chandia expressed that, in line with the vision of Chief Minister Punjab, Ms. Maryam Nawaz Shareef, comprehensive steps are being taken across the province to promote education and provide facilities to students. I commend the administration of MNSUAM for promptly responding to our request and launching this bus service for students from Muzaffargarh. Syndicate Committee Member Aun Hamid Dogar remarked that, this bus service will not only help students from Muzaffargarh reach the university but also serve as a milestone in promoting higher education in the region. Our goal is to ensure that every student in South Punjab benefits from quality education. Appreciating the dedicated efforts of Dr. Rana Benjamin (Transport In-charge) and Mr. Imran Aziz (Transport Officer), Prof. Dr. Ishtiaq Ahmad Rajwana, Vice Chancellor, MNSUAM stated that, this new bus service is part of the university's ongoing efforts to improve student welfare. We are committed to reaching every student in South Punjab and connecting them with modern agricultural education.



## TIKA'S DELEGATION VISITS MNSUAM

A delegation from the Turkish Cooperation and Coordination Agency (TIKA) visited Muhammad Nawaz Shareef University of Agriculture, Multan, on April 23, 2025, to explore collaboration in research, innovation, and development. The delegation was led by Ms. Saliha Tuna, Country Coordinator of TIKA Pakistan, along with Senior Program Officers Mr. Anas and Mr. Waqas Bashir. Prof. Dr. Ishtiaq Ahmed Rajwana, Vice Chancellor MNSUAM, warmly welcomed the delegation and briefed them on the university's ongoing research, achievements, and future goals. He highlighted that partnerships with international organizations like TIKA are important for developing practical solutions in agriculture, water management, and food security.



Ms. Saliha Tuna appreciated the university's efforts and said that TIKA is committed to supporting development in Pakistan, particularly in education, health, and agriculture. She added that TIKA looks forward to working with MNSUAM to support research that benefits farmers and promotes sustainable growth. During the visit, faculty members presented research proposals needing funding and support for commercialization. The TIKA team showed interest in the ideas and praised the university's practical approach to solving agricultural challenges. Ms. Tuna also planted a sapling as part of the university's tree plantation campaign and visited various research labs, technologies, and student-led projects. The delegation appreciated MNSUAM's focus on innovation and student engagement, noting its potential to enhance Pakistan's global image.

## TIKA'S DELEGATION VISITS MNSUAM

The meeting was attended by key university officials, including Prof. Dr. Shafqat Saeed, Prof. Dr. Muhammad Ashfaq, Prof. Dr. Umar Farooq, Prof. Dr. Irfan Ahmed Baig, Prof. Dr. Asif Raza, Prof. Dr. Nasir Nadeem, Prof. Dr. Hammad Nadeem, Prof. Dr. Abdul Ghaffar, Prof. Dr. Salman Qadri, and Dr. Alamgir Akhtar. Both sides expressed a strong interest in future collaboration, and joint projects are expected to be announced soon.





## TRAINING WORKSHOP ON FOOD SAFETY SYSTEMS & RISK MANAGEMENT

Metro Pakistan and Muhammad Nawaz Shareef University of Agriculture Multan, Department of Food Science and Technology (Faculty of Food and Home Sciences) jointly organized a two-day training program on April 24, 2025 to expose students to modern food safety systems. The main objective of the program was to provide students with the necessary skills related to food safety, risk management, and practical implementation of food safety systems in the food industry. The first day of the event was held at the University of Agriculture Multan, where Dean Faculty of Food and Home Sciences, Prof. Dr. Umar Farooq, welcomed the Metro Pakistan trainers and participants. He emphasized that such training sessions not only enhance the practical skills of the students but also lay In addition, Mr. Sagar Mahmood Khan (Global Head Quality Assurance, Metro) shared his global experiences through an online session. More than a hundred students participated in the program, who quenched their thirst for knowledge by asking questions from Metro experts. The event was also attended by Malik Akhtar Hussain (Chairman, Pak Asia Foods) , a leading food industry figure in Pakistan, along with faculty members Dr. Shabbir Ahmed, Dr. Nighat Raza, Dr. Muhammad Sibt Abbas, Dr. Nida Firdous, and Muhammad Usman.

Representatives of both institutions expressed their commitment to continue such joint programs in the future. This initiative will play a significant role in aligning young scientists with modern industrial requirements and ensuring Pakistan's food security.





## SEMINAR ON WORLD BOOK AND COPYRIGHT DAY

The Central Library and Literary Club of Muhammad Nawaz Shareef University of Agriculture Multan organized a seminar celebrating the occasion of “World Book and Copyright Day” on April 25, 2025. In the opening speech, the guest speaker, Director QEC Prof. Dr. Muhammad Hammad Nadeem Tahir, shed light on the importance and benefits of reading books in detail. He said that books are not only a treasure trove of knowledge but also play a key role in shaping a person’s personality. On this occasion, the students also presented brief comments on their favorite books, which gave the participants an opportunity to get acquainted with different genres of literature. Later, Prof. Dr. Irfan Baig (Dean, Faculty of Social Sciences and Humanities) presented his impressions on the topic of reading books and



said that regular reading increases mental breadth and constructive thinking. He encouraged the audience to make reading books for at least thirty minutes a day a part of their daily life. Similarly, Prof. Dr. Alamgir Akhtar (Coordinator Engineering and Technology) spoke about the importance and necessity of reading books in today’s era through a short speech. He also appreciated the interesting comments of the youth on their favorite books and praised them all. After the student interaction, Chief Librarian Ms. Rubina Ahmed encouraged students to develop a stronger habit of reading, highlighting its lasting value in gaining real knowledge and understanding culture. She noted that while mobile phones and social media are part of modern life, reading books should remain a priority and a favorite hobby, as it helps build deeper thinking and keeps us connected to meaningful learning. At the end of the event, a shield was presented to the special guest, Prof. Dr. Hammad Nadeem Tahir, and certificates were distributed among the students who participated in the book commentaries.

## SOLIDARITY SEMINAR WITH OPPRESSED MUSLIMS OF GAZA AND PALESTINE

Character Building Society (CBS), Muhammad Nawaz Shareef University of Agriculture Multan, organized a special seminar and rally to express solidarity with oppressed Muslims of Palestine and Gaza on April 27, 2025. The chief guest, Mr. Junaid Nisar (Senior Volunteer, Shaab-e-Abi Talib Multan) expressed his views on the rights of the Palestinian people, their struggle at the international level, and the responsibilities of the international community. A large number of students, faculty members, and citizens of the university attended the event. After the seminar, a peace march (rally) was also taken out on the campus, which aims to raise the voice of the Palestinian brothers at the global level. According to Additional Senior Tutor Dr. Akhtar Hameed,



this program is an important step to raise voice against oppression, protect human rights, and strengthen brotherhood among the Muslim Ummah. On this occasion, a large number of senior administration deans, directors, faculty and students of the university were present who, through solidarity, sent a message to the world that the ongoing genocide and barbarity against the Muslims of the region should be immediately ended and the UN ceasefire agreements should be implemented immediately.

## MNSUAM SECURES TOP RANKINGS IN HEC ANNUAL EVALUATION REPORT 2023–2024

Muhammad Nawaz Shareef University of Agriculture, Multan (MNSUAM) has been recognized in the Higher Education Commission's (HEC) Annual Performance Report 2023–2024 for its steady progress in agricultural education, research, and innovation. In the Business Incubation and Agricultural Entrepreneurship Center (BIAEC) category, the university was placed 1st in South Punjab, 1st in Punjab, and 2nd at the national level. In the Office of Research, Innovation and Commercialization (ORIC) category, MNSUAM secured 1st position in South Punjab, 2nd in Punjab, and 8th across Pakistan. These rankings reflect the ongoing efforts of faculty, students, and staff to improve academic quality and contribute to research and innovation in agriculture. Vice Chancellor Prof. Dr. Ishtiaq Ahmed Rajwana expressed his gratitude, saying, "This recognition from HEC is the result of our collective hard work. I am thankful to our entire university community, and I particularly appreciate the efforts of Prof. Dr. Junaid Ahmed Khan, Director ORIC, and Prof. Dr. Mubashir Mehdi, Director BIAEC, for their leadership and commitment." He added that such achievements encourage the university to keep moving forward with a focus on practical solutions, community support, and student engagement. The HEC assessment is based on key indicators such as academic performance, research output, and institutional development.

MNSUAM remains committed to building on these foundations by strengthening research, updating curricula, and enhancing outreach activities. With a continued focus on learning and improvement, the university aims to contribute meaningfully to agriculture and rural development, both in South Punjab and at the national level.





## AWARENESS SEMINAR ON PM'S INITIATIVES FOR YOUTH

Mr. Fahad Shahbaz, Focal Person of the “Prime Minister Youth Development Program”, addressed an Awareness Seminar to inform the students about the initiatives organized by the federal government for the youth held at MNSUAM on April 29, 2025. The program was organized by the “Green Youth Movement Club” of the university and the “Directorate of Student Affairs”, in which representatives of 35 student clubs and societies of the university participated. Mr. Fahad Shahbaz expressed that the “National Youth Development Program” of the federal government focuses on four important areas—education, engagement, employment, and business opportunities. He encouraged students to register in the “Youth Development Digital Hub”, saying that through this platform, it is possible to access facilities like laptop scheme, scholarships, employment opportunities, easy loans, online classes, and participation in international conferences. Appreciating the eco-friendly activities of the university he added that the establishment of a “Youth Development Card Center” would also be implemented soon on the campus, which would provide financial resources and training to the youth. On this occasion, Professor Dr. Irfan Baig, Dean FSSH, Professor

Dr. Muhammad Ashfaq Principal Officer Student Affairs, Professor Dr. Umar Farooq Dean Faculty of Food and Home Sciences, Professor Dr. Alamgir Akhtar, Professor Dr. Junaid Ali Khan Faculty Coordinator Faculty of Agro-Biological Systems Engineering Science and Technology, Incharge Green Youth Movement Dr. Muqarrab Ali, Dr. Shakeel Ahmed, Dr. Usman Jamshed Director Student Affairs and, and other respected teachers participated.



## INTERACTIVE SESSION FOR YOUNG FOOD TECHNOLOGISTS

The Department of Food Sciences, Faculty of Food and Home Sciences, Muhammad Nawaz Shareef University of Agriculture, organized a special Interactive Session titled “How to Become a Food Product Sales Ambassador?” for students on April 30, 2025. The Session aimed to expose young food technologists and nutritionists to industry requirements, business skills and modern technology. The highlights of the session included career opportunities and current requirements in the food industry, importance of soft skills and hard skills, psychology of entrepreneurship, use of artificial intelligence (AI) in the modern era. The session was hosted by Dr. Muhammad Shahbaz, Chairman, Department of Food Sciences, while Prof.



Dr. Umar Farooq, Dean, Faculty of Food and Home Sciences, welcomed the participants. As a special resource person, Mr. Kamran Shahzad (National Sales Manager, MUX Foods) shared practical tips and industry experiences with the students. Dr. Muhammad Shahbaz highlighted that this session is an important tool to connect students not only with the academic but also with the practical world. We strive to equip our students with modern technology and business skills. Dean Prof. Dr. Umar Farooq emphasized that the continuation of such programs reinforces the vision of the university “practical education and industrial synergy.” The aim of this session is also to show new career paths to the students. Addressing the audience Mr. Kamran Shahzad remarked that AI and data analytics will take the food industry to new heights. The youth should learn these tools and hone their skills.