



"Innovation for a Sustainable Future"

ORIC INSIGHTS

MNS University of Agriculture, Multan



ORIC BRIEF

The Office of Research, Innovation & Commercialization (ORIC), Muhammad Nawaz Shareef University of Agriculture, Multan, supports research, innovation, and entrepreneurship. It manages research projects, assists proposals, builds university industry linkages, and provides training in research ethics, proposal writing, and intellectual property, while promoting commercialization and applied agricultural research.

Table of Contents

Sr no	Activities	Page
1-	The Vice Chancellor of MNSUAM visited the Cotton Research Institute (CRI) Multan to discuss the Proposed Cotton Policy 2026	1
2-	The Inauguration Ceremony of the 17 SDGs	1
3-	Three-Day Training on Climate & Crop Growth Modeling (DSSAT)	2
4-	MNSUAM Showcased its Agricultural Innovations and Women-led Startups at the Women Entrepreneurial Expo (WEPX) 2026	2
5-	CEOs of Chinese Agricultural Companies Visited MNSUAM for Collaboration	3
6-	MNSUAM Hosted Precision Agriculture Training	3
7-	Online Session on “Learn Smart Reference Management” by PASTIC	4
8-	Our Emerging Stories	4

VC MNSUAM Visited CRI Multan on Cotton Policy 2026

On January 1, 2026, Prof. Dr. Asif Ali (T.I), Vice Chancellor of MNS University of Agriculture, Multan, visited Cotton Research Institute (CRI), Multan. He was warmly welcomed by Mr. Muhammad Jameel, Chief Scientist, along with senior researchers and technical staff of the institute.

During the visit, the Vice Chancellor held a detailed and productive meeting with CRI scientists, focusing on the Proposed Cotton Policy 2026. He invited their expert opinions and practical recommendations to improve the policy, with special emphasis on research based solutions to revive and strengthen Pakistan's cotton sector. The discussion covered major challenges facing cotton production, including declining yields, pest attacks, climate variability, poor seed quality, and the urgent need for modern agronomic practices and innovative technologies.

Prof. Dr. Asif Ali appreciated the CRI team's work on improved cotton varieties and farmer focused field research. He emphasized strong collaboration between research institutes and universities to turn science into practical farm results, highlighting joint projects, knowledge sharing, and student involvement. He also stressed training for young researchers and extension workers, noting that close cooperation can improve cotton productivity, strengthen crop resilience, and support sustainable cotton development across Punjab.

Concluding the visit, Prof. Dr. Asif Ali reaffirmed the university's commitment to working closely with CRI for the betterment of the cotton sector. He expressed confidence that through collective research, innovation, and farmer focused strategies, meaningful progress can be achieved to support growers, strengthen rural livelihoods, and contribute positively to the agricultural economy of the region.



The Inauguration Ceremony of the 17 SDGs

On January 2, 2026, students of MNS University of Agriculture, Multan launched a training workshop on Sustainable Development Goals (SDGs) under the Prime Minister's Green Youth Movement, highlighting youth led efforts toward environmental awareness and sustainable development.

The opening ceremony was attended by Dr. Tahir Abbas, Deputy Director Environmental Protection Agency, as Chief Guest. The event was organized by the university's Green Youth Movement Club and led by Club Captain Ameer Ahmad under the supervision of Dr. Muqarrab. Dr. Tahir Abbas emphasized the role of youth in achieving the SDGs and protecting natural resources, encouraging students to promote eco friendly practices such as waste management, water conservation, and climate awareness.

Captain Ameer Ahmad shared that the workshop aims to build student capacity and inspire practical action, while Dr. Muqarrab appreciated the students' enthusiasm and highlighted the role of universities in shaping responsible leadership. The workshop features interactive sessions focused on environmental protection and climate action, reflecting MNSUAM's commitment to youth empowerment and green initiatives.



MNSUAM Hosted Three-Day Training on Climate & Crop Growth Modeling (DSSAT)

A three-day training workshop on Climate and Crop Growth Modeling, held from January 7 to 9, 2026 at MNS University of Agriculture, Multan, was organized under the UNESCO Chair. The workshop aimed to build participants' capacity in climate-based crop modeling and strengthen research skills for climate-smart agriculture, enabling researchers and students to better understand crop responses under changing climatic conditions and to develop adaptive strategies for sustainable farming.

Prof. Dr. Irfan Ahmad, Dean Faculty of Social Sciences and Humanities (FSS&H), appreciated the efforts of Dr. Hafiz Mohkum Hammad and his co-trainer Mr. Saeed Ahmad for conducting the training and delivering practical sessions with clarity. He encouraged participants to actively apply the DSSAT model in their research and field practices to support climate-smart agricultural planning and evidence-based decision-making, emphasizing the importance of integrating data-driven approaches into day-to-day agricultural management.

The workshop provided practical insights into crop simulation, climate impact assessment, and sustainable production strategies. Participants also had opportunities for hands-on exercises, group discussions, and case studies, which helped them link theoretical knowledge with real-world agricultural challenges. Dr. Irfan Ahmad highlighted that such trainings not only enhance technical skills but also foster collaboration among researchers, students, and agricultural professionals for better climate resilience in the farming sector.



MNSUAM Showcased its Agricultural Innovations and Women-led Startups WEPX 2026

Muhammad Nawaz Shareef University of Agriculture, Multan (MNSUAM) proudly participated in and showcased its Agricultural Innovations and Women-led Startups at the Women Entrepreneurial Expo (WEPX) 2026 held at the Expo Center Lahore on 8–9 January 2026. The expo was organized by the Women Development Department, Government of Punjab, providing a dynamic platform to promote women-led innovation, creativity and entrepreneurship across Pakistan.

The MNSUAM delegation included Ms. Benish Sarfraz, Manager BIAEC and Lecturer in Agribusiness and Entrepreneurship; Dr. Nighat, Assistant Professor, Food Science and Technology; and Dr. Ambreen Naz, Associate Professor and Chairperson, Department of Home Economics. The participation and stall display were facilitated by Mr. Muhammad Tariq Rashid, Research Officer, Office of Research, Innovation and Commercialization (ORIC), MNSUAM.

The MNSUAM's stall display reflected the university's strong commitment to research commercialization, startup incubation, and women entrepreneurial empowerment. Through the continued collaborative efforts of BIAEC and ORIC, MNSUAM remains dedicated to transforming innovative ideas into impactful entrepreneurial ventures and empowering women innovators across Pakistan.



CEOs of Chinese Agricultural Companies Visited MNSUAM for Collaboration

On January 26, 2025, Muhammad Nawaz Shareef University of Agriculture, Multan, hosted a high-level delegation of CEOs from leading Chinese Agricultural Companies to explore opportunities for collaboration in research, technology transfer, investment, and academic exchange. The aimed of this visit to strengthen bilateral cooperation in the agricultural sector and promote joint initiatives for sustainable development. The delegation also visited research laboratories, experimental fields, and demonstration plots to observe ongoing projects and innovative farming practices at the university.

The occasion also marked the 75th anniversary of Pakistan–China diplomatic relations, celebrated with a special cake-cutting ceremony. Both sides reaffirmed their commitment to enhancing agricultural collaboration through knowledge sharing, innovation, and capacity building. The visiting delegation appreciated MNSUAM's academic and research potential, noting the university's role in advancing modern agricultural practices, training skilled professionals, and supporting regional development.

The university leadership emphasized the importance of international partnerships in advancing modern agriculture and supporting long-term sustainable growth. Discussions also focused on joint research programs, student and faculty exchange, and technology-driven solutions to improve crop productivity and food security, highlighting the potential for meaningful and lasting collaboration between Pakistan and China in the agricultural sector.



MNSUAM Hosted Precision Agriculture Training

On January 27, 2026, Precision Agriculture Training kicked off at Muhammad Nawaz Shareef University of Agriculture, Multan, in collaboration with Al-Karam Farm Technologies. The training program aims to equip students and agricultural professionals with practical knowledge of modern farming techniques, digital tools, and precision-based field management. The program also encourages participants to engage in interactive discussions and problem-solving exercises to address real-world agricultural challenges, fostering innovation and collaboration among attendees.

The sessions focus on smart farming practices, including GPS-guided operations, efficient input management, and data-driven decision-making to improve crop productivity and resource use efficiency. Experts from Al Karam Farm Technologies shared hands-on insights into advanced agricultural equipment and precision solutions, highlighting their role in promoting sustainable and profitable farming systems. Such initiatives reflect the university's commitment to strengthening industry linkages, enhancing practical skills, and preparing future agricultural professionals to adopt innovative technologies for climate-smart and efficient agriculture. The training is expected to have a lasting impact by enabling participants to implement modern, data-driven farming approaches in their own fields and research projects.

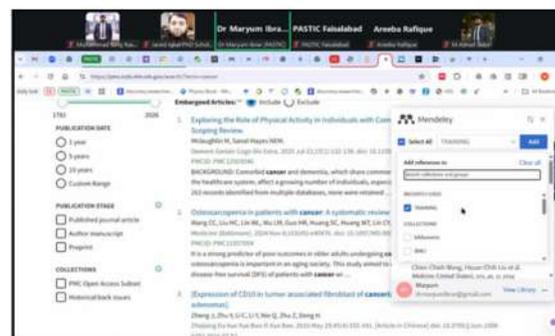
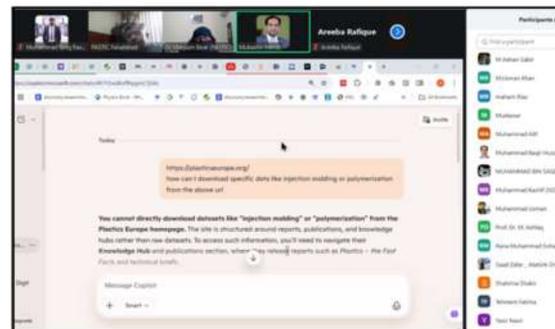


Online Session on “Learn Smart Reference Management” by PASTIC

On January 27, 2026, the Office of Research, Innovation and Commercialization (ORIC), MNS University of Agriculture, Multan, in collaboration with the Pakistan Scientific & Technological Information Centre (PASTIC), organized an online capacity-building session titled Learn Smart Reference Management.

The session aimed to enhance the research skills of faculty members, researchers, and students by providing practical guidance on effective reference management, with special focus on the use of Mendeley and PASTIC’s digital research resources. The training was delivered by Dr. Maryam Ibrar, who presented the content in a clear and engaging manner, sharing useful tips to improve the quality and efficiency of academic work.

The session witnessed active participation from different departments and was highly appreciated by attendees. Such initiatives reflect ORIC’s continued commitment to strengthening research capacity and promoting best research practices at MNSUAM, with plans for further collaborative activities in the future.



Our Emerging Stories

At Muhammad Nawaz Shareef University of Agriculture, Multan, a 2-kanal Soilless Greenhouse Unit represents a successful transition from research innovation to a sustainable income-generating model. The initiative was launched in 2017 through a project funded by Punjab Agricultural Research Board (PARB), aiming to develop resilient vegetable production systems under protected cultivation. Recognizing its commercial and academic potential, the University further strengthened the facility through institutional R&D funding from 2019 onward.

The unit was designed for high-value crops, particularly colored capsicum and tomato, grown in cocopeat-based grow bags under a partially controlled greenhouse environment. Precision fertigation systems ensure optimal nutrient delivery, improved water-use efficiency, reduced soil-borne disease incidence, and enhanced fruit quality and yield.

A key milestone has been the development of a structured crop calendar, enabling staggered nursery raising, transplanting, and planned harvesting. This allows off-season production and targeted market supply during high-price periods, improving profitability and cash flow stability. Today, the greenhouse functions as both a commercial production hub and a living laboratory for MSc and PhD research, as well as a hands-on training platform for undergraduate students and progressive farmers.

It generates regular revenue through systematic sale of premium vegetables while supporting student training and farmer capacity-building programs. The model shows how strategic R&D investment can evolve into a climate-smart, commercially viable, and institutionally sustainable enterprise, with the greenhouse now serving as a technology transfer node linking academic research with practical agribusiness.



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