



"Innovation for a Sustainable Future"

# ORIC INSIGHTS



MNS University of Agriculture, Multan

September 2025

ISSUE NO: 36



## Inside this Month

- Prof. Dr. Asif Ali (T.I) Appointed as Vice Chancellor for Third Tenure
- Prof. Dr. Mubashir Mehdi Assumed Charge as Director ORIC
- MNSUAM Showcased Research, Innovation & Startups at Pakistan Agri Show 2025
- Inauguration of Mango Dehydration Plant
- Prof. Dr. Mubashir Mehdi Conducts Session on Innovation & Commercialization at UAF
- MNSUAM Faculty Represented as Keynote Speaker at Third National UI Green-Metric Workshop
- Farewell Held in the Honor of Prof. Dr. Zulfiqar Ali (Former Vice Chancellor, MNSUAM)
- Revival of MNSUAM – Industry and Academia Bond: A Happy Dinner Gathering

## Prof. Dr. Asif Ali (T.I) Appointed as Vice Chancellor for Third Tenure

Prof. Dr. Asif Ali (T.I.) has been appointed as the Vice Chancellor of MNS University of Agriculture, Multan, for a third consecutive term, effective from September 18, 2025. His appointment is a testament to his visionary leadership, unwavering commitment to research, development and commercialization in the institutional growth of MNSUAM. Moreover, We take great pride in the distinguished career of Prof. Dr. Asif Ali, whose pioneering leadership in developing and advancing the ORIC system at UAF serves as a source of inspiration for our entire ORIC team at MNSUAM. His current tenure is expected to further elevate the University's stature as a leading institution committed to agricultural advancement and societal impact.



## Prof. Dr. Mubashir Mehdi Assumed Charge as “Director ORIC”

Prof. Dr. Mubashir Mehdi assumed the charge of Director, Office of Research, Innovation & Commercialization (ORIC), MNSUAM and take 1<sup>st</sup> meeting on 3<sup>rd</sup> September 2025. With extensive academic and administrative experience, he is expected to strengthen the University's research ecosystem, promote innovation and entrepreneurship, and enhance academia–industry linkages. His leadership will play a vital role in advancing research commercialization, fostering collaborations, and aligning the University's research priorities with national and global needs.

On this occasion, Prof. Dr. Mubashir Mehdi appreciated the remarkable tenure of former Director, Prof. Dr. Junaid Ali Khan, acknowledging his contributions in strengthening the foundation of ORIC. Prof. Dr. Junaid warmly welcomed Prof. Dr. Mubashir Mehdi and extended his best wishes for the successful execution of ORIC's vision and objectives.



## MNSUAM Showcased Research, Innovation & Startups at Pakistan Agri Show 2025

MNS University of Agriculture, Multan (MNSUAM) participated as an exhibitor in the Pakistan Agri Show 2025, held on 8–10 September at Expo Centre, Lahore. Organized by ORIC, the MNSUAM stall showcased research projects, value-added products, and student startups in crop improvement, sustainable plant protection, horticulture, resource management, and AI/IoT-based agriculture. Entrepreneurial ventures from BIAEC highlighted youth-led agri-business innovation. The delegation received strong appreciation for promoting technology-driven, sustainable solutions and explored collaborations with agribusinesses, seed companies, and allied industries. The participation reaffirmed MNSUAM's commitment to innovation, industry linkages, and sustainable agricultural development.



## Inauguration of Mango Dehydration Plant

MNS-University of Agriculture, Multan inaugurated its Mango Dehydration & Value Addition Facility on September 9, 2025, jointly established with PHDEC and funded by the Export Development Fund (EDF). The initiative aims to strengthen Pakistan's mango value chain, promote agribusiness innovation, and empower farmers and entrepreneurs through access to modern processing and branding infrastructure. Distinguished guests from PHDEC, TDAP, and UK & UAE Trade Missions attended the event, highlighting global market potential for dried mango exports. Prof. Dr. Asif Ali (T.I.) inaugurated the facility, terming it a model for university–industry collaboration and sustainable agricultural growth. This project is led by Mr. Bilal Ahsan, Lecturer, Agri-Business and Entrepreneurship development.



## Prof. Dr. Mubashir Mehdi Conducts Session on Innovation & Commercialization at UAF

On 12<sup>th</sup> September 2025, Prof. Dr. Mubashir Mehdi, Director ORIC/BIAEC, MNSUAM, delivered a session on “Innovation and Commercialization – The Spirit of Entrepreneurship” at the Business Incubation Centre, University of Agriculture Faisalabad (UAF). He emphasized that entrepreneurship is a pathway to self-reliance, poverty alleviation, and employment generation. He urged youth to transform ideas into market-oriented solutions, highlighting the role of innovation and small businesses in driving economic growth. The session was also addressed by Prof. Dr. Rao Zahid Abbas (Principal Officer ATRI) and Prof. Dr. Iftikhar Ahmad (Director BIC, UAF), who stressed the need to promote entrepreneurship, strengthen academia–industry linkages, and foster a vibrant entrepreneurial ecosystem.



## MNSUAM Faculty Represented as Keynote Speaker at Third National UI Green-Metric Workshop

MNS University of Agriculture, Multan (MNSUAM) was invited to nominate a keynote speaker for the third National UI Green-Metric Workshop on Sustainable Universities, held at Grand Asian University, Sialkot on 17–18 September 2025. Dr. Muqarrab Ali, Associate Professor (Climate Change), delivered the keynote address on the Sustainable Transportation component of the workshop. In his presentation, he highlighted MNSUAM's initiatives in promoting eco-friendly and low-carbon mobility. His talk showcased MNSUAM's proactive measures in sustainable transportation, reinforcing the University's strong commitment to the UI Green-Metric agenda and sustainable campus development.



## Farewell Held in the Honor of Prof. Dr. Zulfiqar Ali (Former Vice Chancellor, MNSUAM)

MNS University of Agriculture, Multan organized a farewell ceremony to honor its former Vice Chancellor, Prof. Dr. Zulfiqar Ali, in recognition of his outstanding services. Vice Chancellor MNSUAM, Prof. Dr. Asif Ali, lauded his remarkable contributions to academia and agricultural development at national and international levels, highlighting his visionary role in institutional strengthening and research excellence.

Prof. Dr. Zulfiqar Ali, who served as the first Director ORIC at MNSUAM from 2015 to 2022, is currently the Vice Chancellor of the University of Agriculture, Faisalabad (UAF), where he continues to lead impactful initiatives in institutional development and agricultural innovation. Vice Chancellor Ghazi University, Prof. Dr. Ashfaq Ahmad, also commended his exemplary leadership and lifelong dedication to higher education and research.



## Revival of MNSUAM–Industry and Academia Bond: A Happy Dinner Gathering

MNS University of Agriculture, Multan (MNSUAM), hosted a convivial dinner gathering to mark the revival of strong linkages between the University and the industry. The event, themed “Community Engagement and Social Harmony,” also served as a welcome dinner in honor of Vice Chancellor Prof. Dr. Asif Ali, acknowledging his dynamic leadership and vision for advancing academia–industry collaboration.

Distinguished guests from the industrial sector graced the occasion, including Dr. Shafiq Pitafi, Chairman Suncrop Group; Mr. Asif Majeed from Eviol Group; Mr. Altaf Shahid from Rasheed Group of Industries; Mr. Atta Ur Rehman from Allahdin Group and Dr. Khalid Khokhar, President of the Farmers Association of Pakistan, along with several other prominent industry representatives.

The gathering provided an excellent opportunity for open dialogue and partnership-building between the university and key stakeholders from the agricultural and industrial sectors. It reflected MNSUAM’s continued commitment to fostering research-driven innovation, community engagement, and sustainable industrial growth through mutual cooperation and shared vision.

The academia–industry gathering was graced by Prof. Dr. Ashfaq Ahmad, Vice Chancellor Ghazi University, Prof. Dr. Muhammad Omer Chaudhry, Vice Chancellor GC University Lahore, and many other distinguished figures from academia.



## Acknowledgment from ORIC

The Office of Research, Innovation and Commercialization (ORIC), MNSUAM, extends heartfelt gratitude to Prof. Dr. Junaid Ali Khan for his remarkable leadership and dedicated services as Director ORIC from July 2022 to August 2025. His visionary guidance, commitment to promoting research excellence, and efforts to strengthen research, innovation, and academic–industrial linkages have significantly advanced the university’s research culture. ORIC proudly recognizes his valuable contributions and extends best wishes for continued success in his new role as Coordinator, Faculty of Veterinary and Animal Sciences.



The Office of Research, Innovation and Commercialization (ORIC), MNSUAM, expresses sincere appreciation to Dr. Abid Hussain for his valuable contributions and dedicated services as Manager Industrial Linkages from February 2021 to August 2025. His efforts in fostering academia–industry collaboration and promoting research commercialization have greatly strengthened ORIC’s outreach and impact. We extend our heartfelt best wishes to him on his new role as Executive Member (Coordination) at the Punjab Agriculture Research Board (PARB) and wish him continued success and excellence in his new role.



The Office of Research, Innovation and Commercialization (ORIC), MNSUAM, extends its sincere appreciation to Ms. Sumia Shahid for her dedicated services from August 2015 to August 2025. Throughout her tenure, she played a vital role in supporting the operations and initiatives of ORIC with utmost professionalism and commitment. We take pride in her accomplishments and extend our best wishes as she continues her journey on deputation as Secretary to the Vice Chancellor at the University of Agriculture, Faisalabad. May she achieve continued success and excellence in her new role.



## Our Emerging Stories

Engr. Dr. Umair Sultan joined Muhammad Nawaz Shareef University of Agriculture, Multan (MNSUAM) in April 2019 as an Assistant Professor in the Department of Agricultural Engineering. Since then, he has made remarkable contributions in research, innovation, and institutional development.

As Principal Investigator, Dr. Umair has successfully completed two research projects and is currently leading another, reflecting his consistent commitment to advancing applied agricultural engineering solutions. His research focuses on energy-efficient mechanization and sustainable technologies.

Dr. Umair has filed four national patents, introducing novel technologies that bridge the gap between research and real-world applications. His research outcomes include several high-impact scientific publications and award-winning innovations. Among his recent achievements, the “Small Tractor Functional Propulsion System”, powered by a 200cc gasoline engine, stands out prominently earning top national positions, including 1st Prize in the Agricultural Technology category at major innovation competitions across Pakistan.

His professional excellence is recognized globally, he holds the titles of Chartered Engineer (CEng) and Member of the Institution of Engineering and Technology (IET), UK, as well as Professional Engineer (PE) with the Pakistan Engineering Council (PEC).

The Office of Research, Innovation and Commercialization (ORIC), MNSUAM proudly pays tribute to Engr. Dr. Umair Sultan, a dedicated researcher, innovator, and mentor whose hard work, vision, and passion continue to illuminate the university’s path toward excellence and innovation.



**"Stay connect  
for more  
inspiring  
stories."**

# Upcoming Events

MNS University of Agriculture Multan Presents Annual Event Business Plan Competition 2026  
In Collaboration with Multan Chamber of Commerce and State Bank of Pakistan



06 January, 2026

15 Oct, 2025 (Opening of Online Portal for Online Submissions)  
30 Nov, 2025 (Deadline for Application Submissions)  
15 Dec, 2025 (Shortlisting of the Projects)  
06 Jan, 2026 (Main Event)

## THEMATIC AREAS:

- Agriculture & Veterinary Sciences
- Food Science & Technology
- Agri. Engineering Technology/ Computer Sciences & Information Technology
- Agribusiness/ Business/ Economics/ Arts and Humanities/ Social Sciences
- Biological, Biotechnology, Medical & Physical Sciences

## OPPORTUNITIES FOR BUSINESS IDEAS:

- Certificates for all participants
- Media coverage for winning teams
- Free accommodation and food
- Successful ideas will be offered incubation at Business Incubation Center and supported with seed money
- Chance to pitch at National & International Events
- Access to Bootcamps & Networking with top HEI's and BIC's Experts
- Women Entrepreneurs are strongly encouraged to apply

EXCITING PRIZES FOR ALL PARTICIPANTS



ORGANIZED BY: Business Incubation & Agricultural Entrepreneurship Centre - MNSUAM

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## ORIC – Brief

The Office of Research, Innovation and Commercialization (ORIC) at Muhammad Nawaz Shareef University of Agriculture, Multan (MNSUAM) serves as the central hub for promoting research excellence, innovation, and entrepreneurship. ORIC fosters a culture that enables faculty and researchers to transform their ideas and discoveries into impactful solutions for society. Committed to advancing applied research and knowledge commercialization, ORIC provides comprehensive support services including funding facilitation, proposal development, project management, industry partnerships, intellectual property protection, and technology transfer. The office works closely with academia and industry to ensure that research outcomes translate into practical applications that benefit the agricultural community and broader society.

Recognizing the importance of global engagement, ORIC actively builds collaborations with national and international universities, research institutions, and industries. Through these partnerships, the University promotes interdisciplinary research, innovation exchange, and capacity building opportunities for its researchers and students. Driven by its vision to provide solutions to the agricultural community through innovation, enterprise incubation, and partnerships, ORIC continues to strengthen the University's role in the national innovation ecosystem. Its mission is to promote hands-on learning and build a knowledge-based economy through high-impact applied agricultural research and entrepreneurship. Through its dedicated initiatives, ORIC strives to enhance research quality, relevance, and commercialization while reinforcing academia-industry-farmer linkages that contribute to sustainable economic growth.

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