



"Innovation for a Sustainable Future"

# ORIC INSIGHTS



MNS University of Agriculture, Multan

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## Marketing Approaches and Challenges in Food Business

The department of Food Science and Technology believe that industrial exposure can greatly benefit the students, providing them with hands-on experience and practical knowledge in food product development. The department arranged a guest lecture on Tuesday, 7th October 2025, at 10:30am in Room 110, B Block entitled "Marketing Approaches and Challenges in Food Business" as part of the Industrial Lecture Series. The Faculty of Food and Home Sciences takes great pride in its industrial collaborators who provide invaluable insights to our students." Mr. Kamran Shahzad (Country Sales Head, Mux Foods Multan), was one of our esteemed collaborators, graciously shared his expertise with our students.



## Post-Flood Rehabilitation & Seed Distribution Initiatives for Farmers

- MNS University of Agriculture, Multan, in collaboration with the Mango Research Institute, organized a one-day training workshop on "Post-Flood Management of Mango Orchards" on October 10, 2025, at Mouza Lutfabad. The session focused on guiding farmers and horticulturists on post-flood recovery techniques, soil and root-zone rehabilitation, and disease management to restore damaged mango orchards. The initiative aimed to promote climate-resilient and sustainable mango production systems in South Punjab.
- On October 11, 2025, the first phase of seed distribution for flood-affected farmers of Kabirwala was held at Salarwahn, hosted by progressive farmer Mr. Afzal Khokhar. Evyol Group Pvt. Ltd. and PCPA jointly donated mustard, maize fodder, and pea seeds for free distribution among hundreds of smallholders to support Rabi crop cultivation. Mr. Rana Shafiq from Evyol Group shared crop production technologies, while Dr. Muhammad Ishtiaq from MNSUAM highlighted the potential benefits of floods in improving soil fertility and groundwater levels, appreciating the private sector's contribution to farmer rehabilitation.
- Continuing post-flood recovery efforts, a Farmer Day was held on October 25, 2025, at the MNSUAM Experimental Farm, Jalalpur Pirwala, benefiting over 250 farmers from Union Council Anyatpur. Mustard and pea seeds donated by PCPA and Evyol Group, along with 100 kitchen gardening kits provided by MNSUAM, were distributed to promote home-based food production and livelihood improvement. Prof. Dr. Asif Ali (T.I.), Vice Chancellor MNSUAM, reaffirmed the university's dedication to farmer support through research-based solutions, while faculty experts delivered sessions on crop management and kitchen gardening. The event concluded with the distribution of seed bags by the Vice Chancellor, MNSUAM scouts, and Agriculture Extension staff, marking another milestone in community resilience and sustainable agricultural development.



## World Food Day Celebrated at MNSUAM

Theme: **“Hand in Hand for Better Food and Better Future”** The Faculty of Food & Home Sciences, MNSUAM, observed World Food Day on 16 October 2025, organizing a seminar and student competitions to promote awareness on food security, nutrition, and sustainability. Prof. Dr. Asif Ali (Vice Chancellor) emphasized reducing food waste through industry collaboration, while Mr. Bakhtawar Tanveer Sheikh (President MCCI) highlighted addressing protein deficiency and adopting modern Agri-technologies. Students from the Department of Food Science & Technology showcased innovative ideas through poster, product, and creative writing competitions. Souvenirs and prizes were distributed among guests and winners. The event strengthened academia–industry linkages and reaffirmed MNSUAM’s commitment to building a sustainable and nutrition-secure future. Also give me little short



## Visit to Muslim Wildlife Breeding Farm

On October 16, 2025, students from the Department of Poultry Science, MNS University of Agriculture, Multan, undertook an educational field visit to the Muslim Wildlife Breeding Farm, accompanied by Dr. Atif Rehman (Assistant Professor). The visit aimed to enhance students’ understanding of avian biodiversity, farm management, breeding techniques, and modern biosecurity practices essential for both poultry and exotic bird farming.

During the visit, students gained hands-on exposure to the management of diverse bird species, including parrots, macaws, African greys, pigeons, peacocks, and other ornamental and exotic birds. They observed various aspects of professional aviary operations such as housing design, feeding regimes, breeding management, record keeping, and disease prevention measures. The instructors emphasized the importance of maintaining hygiene, balanced nutrition, and stress-free environments for optimal bird health and productivity.

The tour successfully bridged theoretical classroom learning with practical field experience, allowing students to appreciate the link between wildlife breeding, biodiversity conservation, and sustainable avian management. It not only deepened their technical knowledge of bird behavior and care but also inspired interest in wildlife-based entrepreneurship and conservation education—making it a valuable experiential learning activity in the field of avian and poultry sciences.



## Job Fair 2025

MNS University of Agriculture, Multan (MNSUAM) successfully organized the Job Fair 2025 on October 16, 2025, in collaboration with the MOJAZZ Foundation (Funded by UNDP) and the Career Development Centre / Placement Bureau (CDC/PB). The event served as a vibrant platform for graduates and students to connect with leading employers, explore diverse career opportunities, and develop industry linkages that support professional growth and entrepreneurship.

The Job Fair was inaugurated by Mian Bakhtawar Tanvir Sheikh, President of the Multan Chamber of Commerce and Industry (MCCI), along with Prof. Dr. Asif Ali (T.I.), Vice Chancellor MNSUAM, and Prof. Dr. Kalsoom Pracha, Vice Chancellor Women University Multan. In his address, Prof. Dr. Asif Ali emphasized the crucial role of academia–industry collaboration in enhancing graduate employability and fostering entrepreneurship, highlighting that such initiatives bridge the gap between education and employment. Dr. Muhammad Ishtiaq, Focal Person CDC/PB, explained that the Job Fair was part of the UNDP-funded project “Promotion of Peace and Minority Rights”, aimed at creating inclusive job opportunities for youth, particularly from marginalized communities.

Prominent national and multinational organizations such as Evyol Group, Syngenta Pakistan, Tara Group, PepsiCo, HBL, BOP, and Khushhali Bank participated in the event. Employers conducted on-the-spot interviews, counseling sessions, and candidate shortlisting, offering students valuable exposure to the job market. The fair witnessed enthusiastic participation from MNSUAM students, graduates, alumni, and participants from other regional universities, including active involvement of minority community representatives.

The Job Fair concluded as a significant step toward youth empowerment, employment, and strengthened academia–industry collaboration.



## Training Session on “Scale up with Purpose – An Entrepreneurial Perspective”

The Business Incubation and Acceleration for Entrepreneurs Centre (BIAEC-MNSUAM) organized a hybrid training session on “Scale up with Purpose – An Entrepreneurial Perspective” on October 17, 2025, for Cohort-IV startups. Led by Ms. Benish Sarfraz and Ms. Syeda Khadija Zubair under Prof. Dr. Mubashir Mehdi, the session featured Ms. Sheharbano Zuhair (Co-founder, Dakhlay.com), who discussed purposeful branding, digital marketing, and legal readiness for scaling businesses. Startups were guided on SECP registration, investor pitching, and sustainable growth, while alumni Mr. Muhammad Bilal (Proti-N) and Mr. Mahar Abbas (Raval Mango) shared their success stories. The session enhanced participants’ understanding of purpose-driven growth and commercialization.



## Awareness Seminar on Global Iodine Deficiency Prevention Day

The Department of Human Nutrition and Dietetics, Faculty of Food & Home Sciences, in collaboration with Nutrition International, organized an awareness seminar on October 20, 2025, to mark Global Iodine Deficiency Prevention Day at the MNS University of Agriculture, Multan. The event was chaired by Prof. Dr. Asif Ali, Vice Chancellor, and attended by experts from the Punjab Food Authority, Federal Ombudsman Secretariat, and academia.

Speakers emphasized the importance of iodine for growth, metabolism, and brain development, noting that despite progress—iodine deficiency in Pakistan has reduced from 37% (2001) to 17%—continued awareness and universal salt iodization remain essential. Vice Chancellor Prof. Dr. Asif Ali highlighted the link between women's health and nutrition, while Dr. Muhammad Zahid urged collective action for sustained public health improvement. The seminar concluded with a pledge to promote adequate iodine intake and continued efforts toward a healthier, iodine-sufficient society.



## Strengthening Academic and Technological Ties with China

A five-member delegation from Xinjiang Agricultural Vocational and Technical University, China, and Tang Chinese Education and Technology Ltd., China, visited MNS University of Agriculture, Multan (MNSUAM) on October 21st, 2025. The delegation was warmly welcomed by Prof. Dr. Asif Ali (Tamgha-e-Imtiaz), Vice Chancellor MNSUAM, along with university officials and faculty members.

The visit marked a significant milestone in enhancing China–Pakistan academic, research, and cultural collaboration in the field of agricultural sciences and technology. During the visit, both institutions reaffirmed their mutual partnership through the signing of a Memorandum of Understanding (MoU) and the joint launch of the China–Pakistan Agricultural and Animal Husbandry Academy at MNSUAM, which will serve as a hub for bilateral research, training, and innovation.

Furthermore, the two sides are jointly offering a three-year Livestock Assistant Diploma program, aimed at improving technical skills and employability of youth in the livestock sector. Both parties also agreed to expand future cooperation in areas including Digital Agriculture, Food Security, Seed Innovation, Climate-Smart Farming, and Agricultural Biotechnology.

The delegation appreciated the university's efforts in promoting international collaboration and expressed keen interest in student and faculty exchange programs, collaborative research projects, and cultural exchange initiatives to strengthen the long-term China–Pakistan agricultural partnership.



## Farmer Gathering and Awareness Campaign for “Grow More Wheat”

On October 25, 2025, a farmer gathering and awareness walk under the theme “Grow More Wheat” was held at Mochi Panwah, Union Council Anyatpur, Jalalpur Pirwala, jointly organized by MNSU University of Agriculture, Multan (MNSUAM), the Department of Agriculture Extension, Government of Punjab, and the Regional Agriculture Forum for South Punjab (RAF–SP).

The event aimed to motivate farmers for enhanced wheat cultivation and improved productivity. Many farmers, Agriculture Extension staff, MNSUAM representatives, and members of the Eviol Group participated. Addressing the gathering, Prof. Dr. Asif Ali (T.I.), Vice Chancellor MNSUAM and Convener RAF–SP, emphasized wheat’s strategic importance for national food security and MNSUAM’s active role in promoting modern production practices. Dr. Muqarab Ali shared key recommendations on high-yielding varieties, balanced fertilizer use, and timely sowing, while Mr. Alamgeer, Assistant Director Agriculture Extension, highlighted the goals of the provincial Grow More Wheat Campaign to achieve self-sufficiency and improve farmer incomes.

The event concluded with an awareness walk led by Dr. Asif Ali and attended by farmers, faculty, and agriculture officials, promoting the slogan “Grow More Wheat for Food Security.”



## 5-Day Campaign on Health Risks of Hot Food in Plastic Packaging

The Faculty of Food & Home Sciences, MNSUAM, organized a five-day awareness campaign on “Health Hazards of Hot Food in Plastic and Styrofoam Packaging” from October 27–31, 2025. The campaign aimed to educate students and the community about the health and environmental dangers of using plastic containers for hot food.

The event was inaugurated by Prof. Dr. Asif Ali (T.I.), with Mr. Muhammad Asim Javed (DG Punjab Food Authority) as Guest of Honor. Key speakers, including Prof. Dr. Umar Farooq, Dr. Muhammad Shahbaz, and Dr. Nida Firdous, launched the “Bring Your Own Mug (BYOM)” initiative to promote sustainable practices.

Activities such as poster exhibitions, quizzes, demonstrations, slogan contests, and social media campaigns created strong awareness across the university. Students actively participated in outreach drives and interactive sessions to promote sustainable and safe food practices. The campaign concluded with a pledge ceremony, where students and faculty committed to reducing single-use plastics and supporting a cleaner, healthier campus environment.

The initiative effectively promoted eco-friendly food habits, strengthened collaboration with the Punjab Food Authority, and supported MNSUAM’s vision of a Plastic-Free Campus.



## Field Research on Bio-fortified Zinc Wheat Value Chain under GAIN Project

The MNS-University of Agriculture, Multan (MNSUAM), under the supervision of ORIC, successfully completed a consultancy titled “Evaluation of the Bio-fortified Zinc Wheat Project” for the Global Alliance for Improved Nutrition (GAIN) from 5<sup>th</sup> to 31<sup>st</sup> October 2025.

Mr. Muhammad Bilal Ahsan, Lecturer at the Department of Agribusiness and Entrepreneurship, led the field research for Praxsys Associates. The study assessed the zinc wheat value chain in South Punjab, covering seed, production, processing, distribution, retail, and consumption stages. Field activities in Multan, Bahawalpur, and Khanewal involved KIIs, FGDs, and visits to processing facilities with stakeholders including farmers, traders, processors, women entrepreneurs, and government and private sector representatives.

The findings highlight production efficiencies, market integration, fortification practices, and gender inclusion—advancing GAIN’s mission of nutrition-sensitive value chains. The project underscores MNSUAM’s growing role in applied research and collaboration with international partners for sustainable agri-food systems.



## Appointment of Director External Linkages

**Dr. Shamas** is currently serving as an Associate Professor in the Department of Food Science and Technology, Faculty of Food and Home Sciences, at MNS University of Agriculture, Multan (MNSUAM). He has been a part of the university since 2016, contributing significantly to teaching, research, and academic development. Dr. Shamas earned his Ph.D. in Food Technology from the University of Agriculture, Faisalabad in 2016. In 2025, he successfully completed a two-year postdoctoral fellowship at Jiangsu University, China, where he further enhanced his expertise and research profile. His primary research interests include Dairy Technology, Fermentation, and Value Addition in food products. Throughout his academic career, Dr. Shamas has published numerous research articles in high-impact, peer-reviewed journals of Food Science and Technology. He is actively involved in collaborative research projects and supervises postgraduate students, guiding them in innovative areas of food research and development. In addition to his academic and research pursuits, Dr. Shamas assumed the role of Director, External Linkages on October 10, 2025. In this capacity, he is dedicated to strengthening international collaborations, fostering academic partnerships, and enhancing the global visibility of MNSUAM through strategic linkages and exchange programs.



## Our Emerging Stories

Dr. Mudssar Ali joined MNS University of Agriculture, Multan as a Lecturer in January 2015 and was later promoted to Assistant Professor in 2019 in the Department of Entomology. Since his joining, he has made notable contributions in pollinator conservation, biodiversity and ecosystem services, pollination ecology under environmental stress, and optimizing crop productivity through pollinator management.

With over 45 research papers published in high-impact international and national journals, 2 book chapters, and more than 10 popular articles in national newspapers and magazines, Dr. Mudssar Ali has established himself as an applied pollinator ecologist. As Secretary of five International Conferences on Bee Pollination and Conservation, he has played a key role in the national and international outreach of the university.

As Project Manager, Dr. Mudssar Ali successfully completed a PARB-funded research project titled “Enhanced Alfalfa Seed Production through Conservation of Native Insect Pollinators, Germplasm Development and Agronomic Management”, which led to a detailed record of alfalfa pollinators, identified *Megachile cephalotes* and *M. hera* as the most effective species and showed that pollinator-friendly practices can increase seed yield while supporting bee conservation. In low pollinator population areas, two honey bee hives per acre can result better pollination services to enhance alfalfa seed production. Conservation of solitary bees was further promoted by encouraging farmers to deploy artificial bee nests in alfalfa fields, which enabled effective alfalfa seed production through cross-pollination. To sustain cross-pollination throughout the season, long-duration flowering plants were also evaluated, and Tulsi was identified as an ideal alternative, providing a continuous food source for bees and other pollinators for 9-10 months of the year.

Dr. Mudssar Ali has submitted a patent to IPO Pakistan for “BeeSol Space, a biodegradable nesting structure for solitary bees” developed at MNS-University of Agriculture, Multan. This innovative bee hotel will provide sustainable nesting habitats for native solitary bees, contributing significantly to pollinator conservation and enhanced crop pollination efficiency.

The Office of Research, Innovation and Commercialization, MNSUAM, acknowledges Dr. Mudssar Ali for his outstanding research, leadership, and dedication to promoting sustainable agricultural innovation through pollinator conservation and applied entomology.



# 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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REGISTER NOW

## CALL FOR PAPERS

3<sup>RD</sup> INTERNATIONAL CONFERENCE ON  
FOOD SECURITY AND VALUE  
CHAIN SYSTEMS: INNOVATIVE  
PATHWAYS FOR SUSTAINABILITY  
AND RESILIENCE (ICFSVC-2026)

### CONFERENCE TRACKS

- Food Security & Sustainable Agriculture
- Agribusiness, Value Chains & Markets
- Climate Change & Environmental Changes
- Innovation, Technology & Digital Agriculture
- Knowledge Sharing, Education & Community Empowerment

Abstract Submission Deadline

Event Dates

15  
DEC  
2025

05-06  
JAN  
2026



### INTRODUCTION

The 3<sup>rd</sup> International Conference on Food Security and Value Chain Systems (ICFSVC-2026), themed "Innovative Pathways for Sustainability and Resilience" seeks to bring together researchers, practitioners, policymakers, & industry leaders to explore sustainable solutions for food security and agricultural transformation. Agriculture remains the backbone of Pakistan's economy and a central element of global development, and this conference provides a timely platform to share knowledge, showcase innovations, and foster collaboration for strengthening agri-food value chains.

### CONFERENCE SCOPE

- Food Security & Sustainable Agriculture: Inclusive, climate smart practices, dietary diversity, & natural resource management.
- Agribusiness Value Chains & Markets: Value addition, digital marketing, entrepreneurship, & sustainable supply chains.
- Climate Change & Environmental Challenges: Mitigation, adaption, green technologies, & community-based resilience.
- Innovation & Digital Agriculture: precision farming, AI, robotics, blockchain, & big data applications.
- Knowledge Sharing and Empowerment: Extension services, farmer training, gender and youth inclusion and digital learning tools.

### REGISTRATION FEE

Faculty Presenter	Rs. 2500
Faculty Participants	Rs. 2000
Student Presenter	Rs. 1500
Student Participant	Rs. 1000
General Participant	Rs. 1500

Abstract Submission Opens	Abstract Submission Deadline	Registration Conference Presenters	Registration Participants	Conference Dates
October 15, 2025	December 15, 2025	December 30, 2025	January 02, 2026	January 05-06, 2026

### Organized By:

Faculty of Social Sciences and Humanities,  
MNS-University of Agriculture Multan

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