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ORIC INSIGHTS

MNS University of Agriculture, Multan

Welcome to the December edition of the ORIC INSIGHTS! This month, we're excited to share some exciting updates, industry insights, and upcoming events.

ORIC BRIEF

The Office of Research, Innovation & Commercialization (ORIC) at MNS University of Agriculture, Multan, serves as the central hub for promoting research excellence, innovation, and entrepreneurial growth. ORIC manages funded research projects, supports faculty and student proposals, and ensures effective coordination with national and international funding agencies. It strengthens university–industry linkages through MoUs, collaborations, and technology transfer initiatives. ORIC also provides training, capacity-building workshops, and guidance on proposal writing, research ethics, and intellectual property protection. By facilitating commercialization, startup development, and applied research, ORIC plays a key role in advancing agricultural innovation and contributing to Pakistan's economic and scientific development.

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Director ORIC's Message for the Holy Month

As we enter the blessed month of Ramadan, I extend my warm wishes to the faculty members, researchers, and students of MNS University of Agriculture, Multan. Ramadan reminds us of the values of reflection, discipline, compassion, and collective responsibility, principles that also guide meaningful research and academic growth. This period encourages us to continue our academic and research pursuits with sincerity and patience.

At ORIC, we remain committed to promoting quality research, innovation, and collaboration that support sustainable agricultural development and societal progress. We continue to strengthen linkages between academia, industry, and the community to ensure research outcomes address real world challenges. Our collective efforts aim to foster innovation driven solutions that contribute to long term national growth.

May this Ramadan inspire reflection, responsibility, and continued dedication toward impactful research and national development.

Regards,
Prof. Dr. Mubashir Mehdi
Director ORIC

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Cotton NCVT Trials 2026 Implementation Meeting at MNSUAM

On February 10, 2026, Prof. Dr. Asif Ali (T.I), Vice Chancellor of Muhammad Nawaz Shareef University of Agriculture and Chairperson of National Seed Development and Regulatory Authority (NSDRA), chaired a strategic meeting on the implementation of Cotton NCVT Trials 2026 at MNSUAM. The meeting was attended by representatives from key national organizations involved in cotton research, seed certification, and varietal evaluation.

During the session, a comprehensive discussion was held focusing on transparency, standardization, and effective implementation of NCVT trials to ensure reliable varietal performance assessment across cotton growing regions of Pakistan. Participants shared technical insights and recommendations aimed at strengthening trial monitoring and improving coordination among institutions.

Representatives from Pakistan Central Cotton Committee (PCCC), Central Cotton Research Institute (CCRI), Cotton Research Institute (CRI), Federal Seed Certification and Registration Department (FSCRD), Genetic Production Institute (GPI), and NSDRA actively participated, reflecting strong institutional collaboration for improving varietal testing procedures and ensuring quality seed development.

Prof. Dr. Asif Ali appreciated the collective efforts of research and regulatory organizations and emphasized closer coordination between universities, research institutes, and regulatory bodies to promote science based decision making in cotton development.

Concluding the meeting, Prof. Dr. Asif Ali reaffirmed MNSUAM's commitment to supporting transparent and efficient NCVT trials through collaborative research and institutional cooperation for sustainable growth of Pakistan's cotton sector.

International Conference on Food Security 2026 at MNSUAM

The 3rd International Conference on Food Security and Value Chain Systems: Innovative Pathways for Sustainability and Resilience from February 11–13, 2026, was successfully held at Muhammad Nawaz Shareef University of Agriculture. The three-day event brought together national and international experts, researchers, policymakers, development partners, and students to explore comprehensive solutions for sustainable agriculture, resilient food systems, climate adaptation, digital agriculture, and strengthened value chains. It also provided an opportunity for networking and fostering collaborations among participants from diverse sectors.

The conference featured keynote sessions, technical presentations, panel discussions, and knowledge-sharing workshops, providing a platform for collaboration, innovation, and experience exchange. Participants emphasized the importance of integrating research, policy, and practical strategies to address emerging challenges in food security, enhance agricultural productivity, and promote sustainability across the region. Special focus was given to capacity building for young researchers, encouraging participation and knowledge dissemination. The event reinforced the role of collective efforts in shaping resilient and food-secure futures.

AFS Venture Spark 2026

Technological advancements play a crucial role in enhancing productivity and addressing pressing global issues such as climate change, food security, and poverty. In this context, AFS Venture Spark 2026, an entrepreneurial initiative by Muhammad Nawaz Shareef University of Agriculture, emerged as a leading platform promoting innovation and entrepreneurship at the national level. The initiative has helped bridge the gap between academia, industry, and government to promote collaboration for socio economic progress and sustainable development across Pakistan. It continues to serve as a meeting point for ideas that connect research with real world application.

On February 12, 2026, AFS Venture Spark marked its sixth successful edition, further strengthening its role as a platform for knowledge sharing, innovation display, and stakeholder engagement. The event attracted participation from 34 universities and showcased 100 proposals. More than 350 participants from across Pakistan took part in various activities, while the event recorded over 15,000 visitors nationwide, including representatives from academia, the seed sector, banking institutions, industry professionals, and other stakeholders. The platform provided young innovators with valuable opportunities to connect with potential investors and mentors, encouraging entrepreneurship and research driven problem solving. Interactive sessions and networking forums allowed participants to exchange practical insights and explore future collaborations.

AFS Venture Spark 2026 created a dynamic environment where students, researchers, industry experts, and policymakers exchanged ideas and explored avenues for collaboration. The event emphasized the importance of translating research into practical solutions to improve food security, address climate challenges, and promote entrepreneurship at the grassroots level. The University remains committed to sustaining this initiative to empower young innovators, strengthen partnerships, and contribute meaningfully to the advancement of Pakistan's agriculture and allied sectors. It also aims to expand the scale and outreach of future editions to attract greater national and international participation.

Strengthening Academia–Industry Synergy for Sustainable Agriculture

On February 12, 2026, during the dynamic platform of Venture Spark, Muhammad Nawaz Sharif University of Agriculture, Multan (MNSUAM) formalized Agreements of Cooperation (AoCs) with three leading seed sector partners: Akora Seed Company, KPK, Petal Seed Company, KPK and Jullundur Seed Corporation, RYK.

This strategic collaboration marks a significant step toward fostering academia–industry integration, promoting joint research initiatives, varietal development, and technology transfer to enhance crop productivity and agricultural sustainability. Through these partnerships, MNSUAM reaffirms its commitment to advancing innovation, strengthening the national seed sector, and contributing to a resilient and food-secure Pakistan.

MNSUAM Showcased Research and Innovations at 2nd Sukkur Trade Exhibition 2026

MNSUAM participated as an exhibitor in the 2nd Sukkur Trade Exhibition and Seminar 2026 organized by Trade Development Authority of Pakistan at IBA Public School Sukkur on February 14 to 15, 2026. The University's presence in interior Sindh reflected its commitment to serving communities beyond provincial boundaries and providing practical solutions to agricultural and market challenges. At the exhibition, the University showcased applied research, innovative technologies, and value added agricultural products to support farmers and exporters. The participation was facilitated through the Office of Research, Innovation and Commercialization, ensuring effective industry engagement. MNSUAM's stall attracted exporters, entrepreneurs, students, and members of the trade community. Discussions focused on value addition in mango and dates, generating strong interest among participants aiming to enhance export competitiveness and strengthen Pakistan's agri and food sectors, reinforcing the University's commitment to innovation driven agricultural development.

Faculty Development Session on Career Planning for Academicians

A faculty development session titled "Career Planning for Academicians: The Road to Success" was jointly organized by the Institute of Plant Breeding and Biotechnology and the Directorate of External Linkages, Muhammad Nawaz Shareef University of Agriculture, on February 16, 2026. The session was delivered by Prof. Dr. Muhammad Aamer Mehmood from Government College University Faisalabad, focusing on strategic academic planning, research portfolio development, and international collaboration. He also shared practical guidance on securing research funding and building strong academic networks. The event aimed to strengthen faculty capacity and enhance research driven academic growth within the university.

MNSUAM and FAO Collaborate on Water Management in Southern Punjab

On February 17, 2026, Prof. Dr. Asif Ali (T.I.), Vice Chancellor of Muhammad Nawaz Shareef University of Agriculture, visited the FAO Office Islamabad to sign a Letter of Agreement focused on enhancing agricultural water productivity. The agreement marked the launch of the project "Data Analysis, Crop Mapping, Water Requirement, and Productivity Assessment in Bahawalpur and Bahawalnagar Districts" under FAO's WaPOR framework to support evidence based water management and improve crop productivity in Southern Punjab.

The MNSUAM delegation was welcomed by FAO Country Representative Mr. James Okoth and his team. During the meeting, Prof. Dr. Asif Ali highlighted the University's efforts in sustainable agriculture and water conservation, while FAO representatives shared the project framework and future collaboration plans. The agreement was formally signed by Mr. James Okoth and Prof. Dr. Asif Ali, marking the beginning of the initiative and strengthening cooperation for agricultural sustainability.

Hands-On Training on AI Tools for Research at MNSUAM

Realizing the importance of AI for graduates, the Department of Entomology, Muhammad Nawaz Shareef University of Agriculture, organized a hands-on training on "AI Tools for Research" on February 18, 2026, at Sardar Tanveer Ilyas Khan Library. The session aimed to introduce students and faculty to the practical applications of AI in academic research, enhancing their skills in data analysis, literature reviews, and scientific writing.

Faculty and graduates actively participated in the training, engaging in interactive exercises and discussions to understand the capabilities of AI tools in supporting research processes. Participants committed to incorporating these tools in their future work, particularly for data interpretation, report writing, and streamlining research workflows.

Dr. M. Asif Farooq and Dr. Farrukh Baig served as resource persons, demonstrating advanced techniques and sharing practical insights on AI applications in entomology and broader agricultural research. Chairman of the Department Entomology, Dr. Mirza Abdul Qayyum, and Dr. Unsar Naeem-ullah (Associate Professor) encouraged the trainees to adopt these modern technologies promptly, emphasizing that timely mastery of AI tools is essential for making a meaningful impact in the global research community.

The training concluded with a discussion on future sessions, collaboration opportunities, and ways to integrate AI into ongoing research projects, ensuring that participants are well-prepared to leverage technology in advancing scientific inquiry.

MNSUAM VC Attends UNESCO Cooperation Roadmap Meeting 2026–2030

On February 19, 2026, Prof. Dr. Asif Ali (T.I.), Vice Chancellor of Muhammad Nawaz Shareef University of Agriculture, participated in a meeting on the UNESCO Strategic Cooperation Roadmap (2026–2030) at the Council Hall, Allama Iqbal Open University (AIOU), Islamabad. The session was organized by UNESCO Pakistan to discuss strategies for aligning UNESCO's global expertise with Pakistan's national priorities, including the 5Es Framework and Pakistan Vision 2025.

During the meeting, participants agreed to strengthen the roadmap to translate policy commitments into measurable actions, ensuring effective implementation of joint initiatives. UNESCO Country Representative Dr. Fuad Pashayev emphasized the importance of this partnership, stating that it will not only strengthen synergies within the UNESCO ecosystem but also enhance collaboration with networks and partners to actively contribute to the post-2030 agenda.

Prof. Dr. Asif Ali highlighted the role of academic institutions in supporting these objectives, stressing the importance of research, innovation, and capacity building in achieving sustainable development goals. He also suggested integrating local expertise and community-focused projects to maximize the impact of UNESCO programs. The meeting concluded with a commitment to regular monitoring, reporting, and collaborative efforts to ensure that the roadmap delivers tangible benefits for education, science, culture, and communication in Pakistan.

MNSUAM Conducts Hands-On Training on Digital Teaching and Learning Tools

On February 20, 2026, the Department of Outreach and Continuing Education, Muhammad Nawaz Shareef University of Agriculture, organized a one-day hands-on training session on "Use of Digital Tools in Teaching and Learning" for faculty members of Social Sciences and Humanities. The session aimed to enhance teaching effectiveness by introducing modern digital platforms and AI-based tools that can improve student engagement and learning outcomes.

Dr. Fawad Zafar Ahmad Khan served as the resource person for the session, which focused on the practical use of innovative digital platforms including Kahoot, Mentimeter, Socrative, and NotebookLM. The training highlighted ways to enhance classroom interaction, provide real-time feedback, conduct formative assessments, and integrate AI-supported teaching practices. Faculty members were also guided on strategies to design interactive lesson plans, incorporate multimedia resources, and evaluate learning analytics to inform teaching decisions.

Faculty members actively participated in hands-on activities and discussions, equipping themselves with modern tools to create more engaging and effective learning environments. The initiative reflects the University's ongoing commitment to technology-enabled teaching, professional development, and fostering innovative educational practices. Participants expressed enthusiasm to implement the skills learned, ensuring that digital tools become an integral part of their teaching methodology and contribute to improved student learning experiences.

6th Regional Agriculture Forum Meeting Held at MNSUAM

On February 25, 2026, the 6th meeting of the Regional Agriculture Forum was held at Muhammad Nawaz Shareef University of Agriculture under the chairmanship of Vice Chancellor Prof. Dr. Asif Ali (T.I.). The forum brought together representatives from research institutions, government departments, and industry stakeholders to review ongoing initiatives and strategize for the upcoming agricultural season.

The meeting reviewed progress on key areas including agricultural research, the Cotton Plan 2026, digital inventory management, and adaptive research programs. Discussions emphasized the importance of integrating innovative technologies, improving resource efficiency, and promoting data-driven decision-making to support sustainable agricultural development in South Punjab.

Participants highlighted the need for strengthened collaboration among universities, research institutes, and local farmers to ensure practical implementation of research outcomes. Challenges such as climate variability, pest management, and crop diversification were addressed with recommendations for targeted interventions.

Prof. Dr. Asif Ali appreciated the collective efforts of all stakeholders and urged continuous monitoring, knowledge sharing, and coordinated action to improve productivity and resilience in the region's agriculture sector. The meeting concluded with a commitment to follow up on action plans for long-term sustainable growth in South Punjab.

Bayer Crop Science Visits MNSUAM for Career Counseling and Recruitment

On February 25, 2026, a delegation from Bayer Crop Science visited Muhammad Nawaz Shareef University of Agriculture, Multan, to strengthen academic and industry collaboration. A productive discussion was held focusing on organizing a Career Counselling Session aimed at preparing students for professional careers in the agriculture sector.

The session emphasized student training, skill development, and practical guidance for entering the competitive job market. Experts from Bayer Crop Science Pakistan shared insights on industry expectations, modern agricultural practices, workplace competencies, and career opportunities available for agriculture graduates.

The event was organized by the Career Development Center and Placement Bureau (CDC/PB), providing students with direct interaction opportunities with industry professionals. Following the counselling session, interviews were conducted for the recruitment of internees at Bayer Crop Science Pakistan, enabling students to showcase their skills and academic potential.

The visit served as an important step toward bridging academia and industry, promoting experiential learning, and enhancing employability among graduates. The initiative reflects MNSUAM's continued commitment to facilitating industry exposure and creating career pathways for its students through strong institutional partnerships.

Our Students, Our Pride

Supervised by Dr. Aamir Hussain, a team comprising Muhammad Aswad, Umer Ejaz, and Noor Zahra has developed Gluco-Agri, an emerging health tech startup aimed at transforming diabetes screening in Pakistan. The project focuses on a non invasive public glucose monitoring kiosk designed to make diabetes detection affordable and accessible. Using optical sensor based glucose estimation supported by AI analytics, the system removes the need for needles, reducing pain, infection risks, and recurring testing costs.

Gluco-Agri applies advanced SPR and PPG optical sensing integrated with a hybrid edge and cloud computing system. Real time signal processing is carried out at the kiosk, while cloud based AI models perform calibration and data analysis. This setup enables glucose testing at an estimated cost of around 5 PKR per test, making screening feasible for low income and high risk populations.

The project also introduces an Agri Health Intelligence Model that generates anonymized regional diabetes heatmaps and links glucose trends with dietary and agricultural patterns. By combining affordable testing with data analytics, Gluco-Agri creates a sustainable platform that supports public health planning, agricultural research, and community well being while reflecting the innovation culture at Muhammad Nawaz Shareef University of Agriculture, Multan. The initiative also highlights the growing role of student led innovation in addressing healthcare challenges through technology driven solutions.

Upcoming Event

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