



ORIC Office of Research, Innovation and Commercialization



INSIGHTS

MNS University of Agriculture, Multan

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

ORIC Overview

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.

Table of Contents

Sr no	Activities	Page
1-	RAF-SP 3rd & 4th Meeting Highlights	1
2-	Hands-on Training on Non-Thermal Sugarcane Juice Processing	2
3-	Entrepreneurial Week	2
4-	Trilateral Agreement: MNS University & Chinese Institutes	3
5-	Industry–Academia Consultative Session	3
6-	MNS-UAM at 3rd International Food & Agriculture Expo	4
7-	Consultative Session on RIBS & UPOV	4
8-	Meeting of the Cotton Varieties Evaluation Committee	5
9-	Merry William Fellowship Program	5
10-	MNS-UAM, PHDEC Partner to Equip Farmers for Global Competitiveness	6
11-	High Citation Award & Industrial Projects Awarded	7
12-	Our Emerging Stories	8
13-	Upcoming Events	9

RAF-SP 3rd & 4th Meeting Highlights

In November 2025, two important rounds of meetings of the Regional Agriculture Forum for South Punjab (RAF-SP) were convened at MNS University of Agriculture, Multan — the 3rd meeting on 7 November 2025 and the 4th meeting on 29 November 2025. These meetings brought together senior leadership, researchers, forum members, and government representatives to advance coordinated agricultural development efforts across South Punjab. During the 3rd meeting, chaired by Prof. Dr. Asif Ali (T.I.), the forum reviewed significant progress on the renovation of the Agriculture Complex, completion of the topographical survey, and refinement of the proposed master plan.

Members evaluated advancements in the Digital Inventory System designed to document human resources, laboratory equipment, farm machinery, and land assets, recommending its integration with the university website and inclusion of researcher profiles to improve collaboration. Updates were also shared on In-Service Training programs and upcoming workshops on Intellectual Property Rights and patent filing to strengthen professional competencies in the agricultural sector. The meeting further assessed Rabi crop demonstration plots, planned cotton pesticide safety trials for the next season, strengthened the Insecticide Resistance Laboratory, and supported the development of certified mango, citrus, and olive nurseries. New initiatives included a pest forecasting model, reactivation of non-functional research tunnels, establishment of a plant disease diagnostic system with Pest Warning, and enhancements in joint publication mechanisms, IT support, and PR promotion. The session concluded with a commitment to address regional agricultural challenges through improved coordination among departments, industry partners, and farmers.

The subsequent 4th meeting, under the chairmanship of Secretary Agriculture Punjab, Mr. Iftikhar Ali Sahu, further reinforced the strategic direction of RAF-SP. With the participation of Vice Chancellor Prof. Dr. Asif Ali (T.I.), senior officials, and industry stakeholders, the forum reiterated its mission to strengthen collaboration among academia, research institutions, extension departments, and the private sector. Emphasis was placed on promoting innovation, enhancing agricultural education and farmer outreach, supporting sustainable practices, and improving productivity across the region. The meeting reaffirmed the forum's long-term vision to build strong institutional linkages, accelerate knowledge exchange, and coordinate collective efforts to transform agriculture in South Punjab.



Hands-on Training on Non-Thermal Sugarcane Juice Processing

The Department of Home Sciences at MNS-University of Agriculture Multan organized a hands-on training session on 5th November 2025 on non-thermal sugarcane juice processing under the SRDB-funded project “Standardization of Sugarcane Juice as a Value-Added Product.” The session introduced modern preservation technologies such as Pulsed Electric Field (PEF) and Ozonation (O₃) to enhance juice quality, safety, and shelf life without heat. Dr. Ambreen Naz opened the event by emphasizing the need for innovative sugarcane-based products, followed by a technical presentation from Dr. Shabbir Ahmad on juice composition, microbial challenges, and the advantages of non-thermal processing. Progressive farmer Chaudhry Fazal shared some insights into the commercial potential of processed sugarcane juice, while Research Associate Mr. Ali Hamza conducted live demonstrations on hygienic juice extraction, equipment disinfection, PEF and ozone application, and proper storage methods. Participants gained valuable hands-on experience and a clearer understanding of operational procedures, and the training overall strengthened research–industry linkages, improved technical competencies, and promoted non-thermal techniques as effective, energy-efficient approaches for producing safe and nutritious sugarcane-based beverages.



Entrepreneurial Week

The Business Incubation Agricultural and Entrepreneurship Centre (BIAEC) at MNS-University of Agriculture Multan organized Entrepreneurial Week 2025 from 17–24 November 2025. The event brought together international scholars, industry experts, development representatives, and young entrepreneurs to promote entrepreneurial thinking and strengthen startup development. Distinguished guests from Turkey, Pakistan, and UNESCO, Prof. Dr. Mustafa Kan, Dr. Mustafa Aslan and Dr. Mithat Direk participated, sharing insights on global entrepreneurship, agricultural innovation, and technology-driven business models.

Under the leadership of Prof. Dr. Mubashir Mehdi and Vice Chancellor Prof. Dr. Asif Ali (T.I), the week featured expert talks, interactive sessions, and startup exhibitions. Incubated startups showcased their products and received valuable mentorship and feedback. The event highlighted emerging opportunities in agri-business, digital enterprise models, and youth-led innovation.

It also emphasized the importance of university-based incubation, digital transformation, and interdisciplinary collaboration for building a strong entrepreneurial ecosystem in Pakistan. Entrepreneurial Week 2025 concluded with an appreciation ceremony honoring the speakers, startups, and organizers, marking a successful step toward empowering future entrepreneurs. The successful participation of students and innovators demonstrated the growing entrepreneurial spirit at MNSUAM.

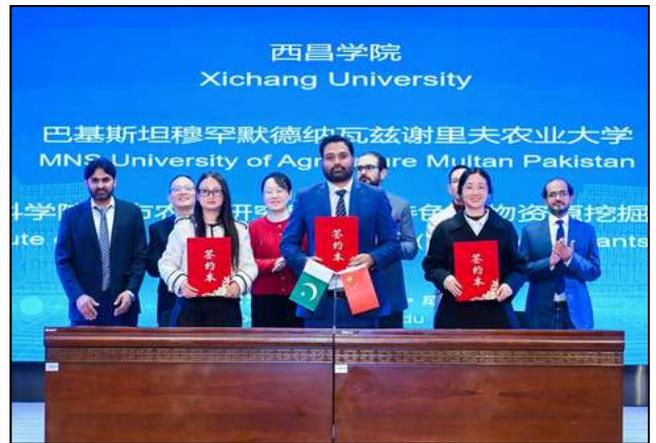


Trilateral Agreement: MNS University & Chinese Institutes

The MNS University of Agriculture, Multan (MNSUAM) has signed a landmark Trilateral Agreement of Cooperation with Xi-chang University and the Institute of Urban Agriculture (IUA), Chinese Academy of Agricultural Sciences (CAAS), China, on 20 November 2025. This strategic collaboration was initiated during the Prime Minister's Capacity Building Program for 1000 Agriculture Professionals, with significant efforts from Dr. Umair Riaz, Assistant Professor at MNSUAM, who played a central role in establishing the partnership during his training visit to China.

The agreement focuses on strengthening academic and research collaboration across key agricultural disciplines. Scientists from MNSUAM's Departments of Soil and Environmental Sciences, Horticulture, and Plant Pathology will work jointly with Chinese experts on priority areas including selenium enrichment in Pakistani soils, management strategies for potato late blight, soil fertility and chemistry improvement, and addressing emerging agricultural challenges faced by both countries.

This trilateral cooperation marks an important step toward advancing agricultural innovation, enhancing scientific exchange, and strengthening Pak-China academic and research ties.



Industry–Academia Consultative Session

Institute of Plant Breeding and Biotechnology (IPBB) organized a Industry–Academia Consultative Session on November 20, 2025, aimed at aligning postgraduate student research with field-level challenges and industrial needs. Representatives from leading agri-companies including Tara Seeds, Certus Seeds, Guard Seeds, Syngenta, LCI, Commander Group, Suncrop, CRI, Ecdon Group, Early Wood Seeds, FMC Seeds, HiCell Seeds, 4B Seeds, Khaksaar Seeds, and Evyol Group actively participated and provided valuable insights. Discussions focused on critical agricultural issues such as poor germination, sulfur nutrition management, soil temperature, seed quality, heavy metal uptake in vegetables, and the need for advanced post-harvest technologies. Industry leaders emphasized curriculum reform, joint varietal development, and the inclusion of industry experts in academic committees. A framework for collaborative research, including short-term studies with long-term impact and financial sponsorships, was proposed. Faculty members will now design targeted research topics based on these inputs. The session concluded with a strong commitment to formalize partnerships, sign MoUs, and sustain long-term engagement for innovation-driven agricultural advancement in South Punjab and beyond.



MNS-UAM at 3rd International Food & Agriculture Expo

The MNS-University of Agriculture, Multan participated in the 3rd International Food & Agriculture Expo (FoodAg 2025) held from 25–27 November 2025 at the Karachi Expo Centre. The event, organized by TDAP, brought together over 500 exhibitors and 850+ international buyers. MNS-UAM showcased innovative value-added food products, including dehydrated fruits and vegetables developed through its research and incubation programs. Throughout the expo, the university team engaged in productive B2B and B2C meetings, receiving strong interest from delegates from Poland, Turkey, Nigeria, Libya, Japan, South Korea, China, Italy, and African countries. Several buyers requested quotations for bulk orders of dried mango, apple, strawberry, date powder, and onion powder. The stall also attracted visits from senior government officials, diplomats, and major agribusiness companies. Mr. Sarfraz Ahmad and Mr. Aleem Taqi incubatee of the university showcase their products. Participation in FoodAg 2025 strengthened MNS-UAM's industry linkages, enhanced visibility of its food innovation initiatives, and opened new opportunities for collaboration, commercialization, and market expansion. The insights and connections gained during the expo will support the university's mission of advancing research-driven agribusiness development and expanding its footprint in national and international markets.



Consultative Session on RIBS & UPOV

The Institute of Plant Breeding and Biotechnology (IPBB), MNS-University of Agriculture, Multan, organized a consultative session on “RIBS, Royalty Systems, and Pakistan's Potential UPOV Membership” on November 27, 2025. The meeting brought together experts from academia, government, research organizations, and the seed industry to discuss the national implications of UPOV standards and strengthening Plant Breeders' Rights (PBR) in Pakistan. The session opened with remarks from the Vice Chancellor, emphasizing the role of intellectual property rights in the seed sector. Dr. Muhammad Naeem, Registrar of the PBR Registry, delivered an in-depth presentation on the UPOV Convention, its benefits and challenges, and the impact of RIBS and royalty systems on innovation and seed market governance. Industry representatives also shared practical insights on how UPOV membership and royalty reforms could influence private-sector breeding and farmers' access to improved varieties. The event concluded with closing remarks from Prof. Dr. Asif Ali (T.I), Chairperson NSDRA, who highlighted the need for balanced regulations that support innovation while safeguarding farmers' interests. The session was also streamed live via Zoom to ensure wider participation.



Meeting of the Cotton Varieties Evaluation Committee

A meeting of the Cotton Varieties Evaluation Committee was held on 28th November 2025 at MNS University of Agriculture, Multan, under the chairmanship of Prof. Dr. Asif Ali (T.I), Vice Chancellor and Chairman of the National Seed Regulatory & Development Authority (NSRDA). The session brought together a wide range of stakeholders, including representatives from federal and provincial research departments of Punjab, Sindh, and Khyber Pakhtunkhwa, national research institutes such as NIBGE, NIAB, and NARC, officials from the Plant Breeders' Rights Registry, leading seed companies, and members of the Pakistan Seed Association.

The primary objective of the meeting was to strengthen, streamline, and enhance the transparency and effectiveness of the National Coordinated Varietal Trials (NCVT) system for the registration and release of new cotton varieties in Pakistan. Discussions focused on improving evaluation mechanisms, ensuring uniform standards, and promoting fair and scientific procedures for variety approval.

On this occasion, Dr. Muhammad Azam Khan, Director General of the Federal Seed Certification & Registration Department, along with other committee members, also participated and provided valuable insights to support the advancement of Pakistan's cotton breeding and variety release system.



Merry William Fellowship Program

The Office of Research, Innovation & Commercialization (ORIC) is pleased to highlight a remarkable achievement in the Merry William Fellowship Program 2025, which received 150 applications from across Pakistan, out of which only 20 candidates were selected after a competitive shortlisting process. On 30 November 2025, it was announced with great pride that four distinguished female scholars from Muhammad Nawaz Sharif University of Agriculture, Multan—Dr. Ambreen Naz (Associate Professor), Dr. Nighat Raza (Assistant Professor), Ms. Benish Sarfraz (Lecturer), and Ms. Shifa Nayab (Lecturer)—secured their place in this prestigious fellowship. This accomplishment reflects the University's strong academic and research culture and reinforces its commitment to fostering women empowerment and leadership in higher education. The success of these scholars highlights the exceptional talent of MNSUAM's female faculty and elevates the University's national reputation in competitive research and fellowship programs. ORIC extends heartfelt congratulations to these faculty members for bringing honor and recognition to MNSUAM, and their achievement serves as a motivating example for future scholars, particularly young women aspiring to advance in research, academics, and innovation.



MNS University of Agriculture, Multan, in partnership with the Pakistan Horticulture Development and Export Company (PHDEC) and the Ministry of Agriculture and Rural Development, organized a special awareness and capacity-building session on "From Farm Gate to Global Plate: Quality Packaging and Branding Techniques for Value-Added Horticultural Products" on 11th November, 2025. The purpose of the event was to educate farmers, entrepreneurs, and stakeholders about modern packaging, branding, and certification practices that can enhance the market value and export potential of horticultural products. The session was inaugurated by Athar Hussain Khokhar, CEO PHDEC, who emphasized that Pakistan has significant potential in horticulture exports, but global competitiveness requires modern branding and high-quality packaging. He stressed that adopting international standards can help Pakistani products gain better recognition worldwide.

Several experts addressed key aspects of value addition:

- Daniyal Iqbal (Simply the Great Food) discussed how strong branding, storytelling, consistency, and consumer trust can help build a sustainable export identity.
- Muhammad Sarfraz Akram, Plant Manager/Consultant at the Mango Dehydration Facility (MNSUAM), demonstrated how innovative packaging can increase product value and appeal.
- Abid Shah Shinwari, Senior Research Officer at AARI Mingora (Swat), explained advanced labeling and packaging techniques essential for meeting international market requirements.
- Dr. Muhammad Azeem Khan, PHDEC Consultant, shared details about initiatives such as PakGAP and the 80-20 Cost Sharing Scheme, which help growers and exporters obtain certifications like GlobalGAP—a key requirement for export-ready horticultural products.

In his closing remarks, Prof. Dr. Asif Ali (T.I.), Vice Chancellor MNSUAM, highlighted that Pakistan's farmers and young entrepreneurs have the potential to compete globally, provided they embrace innovation, modern branding, and internationally recognized certification systems. He reaffirmed that MNSUAM is committed to supporting this transformation through research-based solutions, training programs, and strong linkages with industry and government.

Other notable attendees included Nadeem (Manager Agri Production), Zulqarnain Zaka (Assistant Manager Production, PHDEC), Prof. Dr. Mubashir Mehdi, Mr. Bilal, and several progressive mango growers. The session underscored MNSUAM's ongoing efforts to uplift Pakistan's horticulture sector by promoting quality improvement, value addition, and export-readiness.



High Impact Publication and Citations Award 2025

Sr no	Name	Category	Department	Impact Factor
1-	Dr. Abdul Ghaffar	Professor	Agronomy	6.9
2-	Dr. Kashif Razzaq	Associate Professor	Horticulture	6.3
3-	Dr. Ali Haider	Assistant Professor	FVAS	17.9
4-	Dr. Muhammad Arif	Lecturer	Soil and Environmental Sciences	7.8

Industrial Project Awarded

Sr no	Name	Department	Team Members	Project Title	Funding Agency	Amount
1-	Dr. Amir Hussain (Assistant Professor)	Institute of Computing	Principal Investigator	Data-Driven Smart Media Monitoring and Decision Support System for Climate Smart Greenhouse	SPURT International	PKR 2.570 million
2-	Dr. Abdul Razzaq (Associate Professor)	Institute of Computing	Co-Principal Investigator			
3-	Dr. Akhtar Hameed (Assistant Professor)	Institute of Plant Protection	Co-Principal Investigator			

Our Emerging Stories

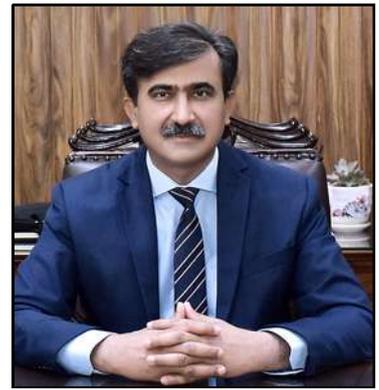
Chenab-LG, a new low-gluten wheat variety developed through collaboration between MNS University of Agriculture, Multan, and the University of Agriculture, Faisalabad, has been officially recommended by the Variety Evaluation Committee (VEC) of PARC. Supported by PARB Projects 734 and 958, the variety was developed under the leadership of Prof. Dr. Zulfiqar Ali (VC, UAF) and Dr. Muhammad Ali Sher and Dr. Shoaib-ur-Rehman (MNS-UAM).

After multi-year testing, Chenab-LG showed strong agronomic performance, high grain quality, and excellent adaptability to different environmental conditions. Its soft gluten makes it easy to digest and ideal for flatbreads, biscuits, crackers, cereals, and other specialty products. Millers can use it to produce low-gluten flours for health-conscious consumers, reflecting a growing demand for nutritious and functional wheat products.

In addition to its nutritional advantages, Chenab-LG offers farmers higher income potential by tapping into niche markets and value-added products. Its release also strengthens Pakistan's wheat breeding programs, encouraging innovation in crop development. The variety is expected to play a key role in meeting changing dietary trends and supporting the food industry's growth. Its adoption is anticipated to boost both local consumption patterns and future export opportunities, creating wider economic benefits across the wheat value chain.

Beyond productivity, Chenab-LG demonstrates resilience under diverse climatic conditions, making it suitable for both irrigated and semi-arid zones. Its stable performance in trials ensures dependable yields for growers even under fluctuating weather patterns. The variety has also gained appreciation from baking industries for its consistent dough behavior and superior color profile. With growing global interest in specialty grains, Chenab-LG positions Pakistan to enter premium markets with competitive, value-rich products.

The approval of Chenab-LG not only reflects scientific excellence but also showcases successful institutional collaboration aimed at strengthening the national food system. Overall, its introduction marks a significant step in promoting consumer health, agricultural innovation, and sustainable industry development across Pakistan. Moreover, Chenab-LG supports future research opportunities in functional foods and specialized wheat-based nutrition. Its success is expected to inspire breeders to focus more on consumer-centric traits alongside traditional yield goals. With its official approval, Chenab-LG stands as a milestone variety that will shape Pakistan's wheat landscape for years to come.



Prof. Dr. Zulfiqar Ali
(VC, UAF)



Dr. Muhammad Ali Sher
(Lecturer, MNSUAM)



Dr. Shoaib-ur-Rehman
(Assistant Professor, MNSUAM)

Upcoming Events

CALL FOR PAPERS

3RD 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

22
DEC
2025

05-06
JAN
2026

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

For more Information:
@ icfsvc@mnsuam.edu.pk ☎ 0300-8547247

For Abstract Submission scan QR Code or use the link provided:
<https://www.ageconfrontiers.com/icfsvc-2026-submission>



INTRODUCTION

The 3rd 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 22, 2025	December 30, 2025	January 02, 2026	January 05-06, 2026



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)	16 Dec, 2025 (Deadline for Application Submissions)	30 Dec, 2025 (Shortlisting of the Projects)	12 Feb, 2026 (Main Event)
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EXCITING PRIZES FOR ALL PARTICIPANTS

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



ORGANIZED BY: Business Incubation & Agricultural Entrepreneurship Centre - MNSUAM

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REGISTER NOW

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