



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.

New Year New BEGINNINGS!

ORIC Direction for the Year Ahead



As we step into the New Year, I extend my greetings to the faculty, researchers, and students of MNS University of Agriculture, Multan. This new phase invites us to think boldly, act responsibly, and strengthen our commitment to research, innovation, and commercialization. Together, we aim to foster a culture where knowledge creation is aligned with practical solutions and long term impact for agriculture and society.

ORIC continues to serve as a platform where ideas grow into solutions and research moves toward real world impact. Building on the progress of the past year, our focus remains on improving research quality, encouraging innovation led thinking, and creating stronger links between academia, industry, and society.

With shared effort and clear direction, we move forward with confidence to shape knowledge into impact and contribute meaningfully to national development. Through collaboration, integrity, and innovation focused research, we aim to create solutions that respond to real needs and support sustainable progress.

Regards,
Prof. Dr. Mubashir Mehdi
Director ORIC

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RAF South Punjab Insect Management Session

The Department of Entomology, MNSUAM, organized an important consultative session titled “Management of Harmful Insect Pests in South Punjab.” on December 3, 2025. The session was held under the Regional Agriculture Forum, South Punjab. Experts in entomology from different universities, research institutions, and the industry across the region actively participated.

The main purpose of this joint session was to review the challenges related to insect pests and to develop practical and sustainable strategies for their effective management in the region. The session began with the recitation of the Holy Quran, followed by a welcome address by Dr. Mirza Abdul Qayyum, Chairman, Department of Entomology. In his address, he highlighted the importance of the session and presented a detailed overview of the major insect pest issues affecting key crops of South Punjab. He emphasized that coordinated and collective efforts are essential to develop sustainable, economical, and science based solutions for farmers.

The keynote online address was delivered by Dr. Naeem Sattar, Associate Professor, King Faisal University, focusing on pest forecasting models, early detection, and their role in decision making. The session included group discussions involving academia, research, and industry to identify key issues and practical solutions. Participants emphasized revising Economic Threshold Levels according to crop growth stages and highlighted crop zoning for better pest management. The session concluded with a shared commitment to continue regular consultative activities to support research and collaboration in entomology.



Hands on Training Workshop on 1304 JDG Tractor

On December 3, 2025, In collaboration with AMRI, MNS University of Agriculture organized a hands on training workshop on the high horsepower 1304 JDG tractor from China. The workshop aimed to bridge the gap between theory and field practice by providing students and tractor operators with direct experience in modern tractor technology.

Participants received detailed training on tractor operation, safety protocols, basic troubleshooting, routine maintenance, and the proper selection and use of compatible agricultural implements. Live field demonstrations allowed participants to understand machine handling, power management, and efficiency under real working conditions.

The 4WD 130 HP (95 kW) tractor is designed for heavy duty operations, large scale farming, and challenging soil conditions. Its performance makes it suitable for deep tillage, land preparation, and other intensive farm activities, highlighting its role in improving productivity and reducing labor constraints.

Such training activities reflect the university’s commitment to promoting mechanized agriculture, strengthening practical skills, and preparing future agricultural professionals to adopt modern technologies for sustainable and efficient farming systems.



World Soil Day 2025

On December 5, 2025, MNS University of Agriculture, Multan celebrated the World Soil Day 2025 with great enthusiasm under the theme “Healthy Soils for Healthy Cities.” The event was organized by the Department of Soil & Environmental Sciences in collaboration with Fauji Fertilizer Company Ltd. (FFC) and the Food and Agriculture Organization (FAO). The Vice Chancellor Prof. Dr. Asif Ali (T.I.) addressed the gathering and highlighted that healthy soils are the foundation of sustainable cities and food systems. Speakers emphasized that urban soils, when protected and managed wisely, can reduce flooding, regulate temperature, store carbon, improve air quality, and support greener, more resilient communities. Speakers urged students, researchers, and policymakers to rethink urban landscapes from the ground up and integrate soil health into climate and city planning.

Participants discussed the growing challenges of soil degradation and the importance of sustainable soil management practices that preserve biodiversity, enhance fertility, and combat climate change. The event also highlighted the role of academic institutions in raising awareness, generating research-based solutions, and training future professionals in sustainable soil and environmental management. Interactive discussions and expert insights encouraged greater collaboration among academia, industry, and development organizations to address urban soil challenges. The event reaffirmed the commitment of the university to environmental stewardship and advanced research in soil and urban ecosystem health.



Vice Chancellor Visits Sohni Dharti International

The Vice Chancellor, Prof. Dr. Asif Ali (T.I.), along with Dr. Mubashir Mehdi, Director ORIC, visited Sohni Dharti International on 6th December 2025. During the visit to the corporate office, seed processing plant, research station, and advanced Hi Tech laboratory, Prof. Dr. Asif Ali (T.I.) appreciated the company’s strong operational systems, adoption of modern technologies, and clear focus on research and development. He highlighted the important role of the private sector in promoting innovation and ensuring sustainable agricultural growth in Pakistan. The visit also included productive discussions on future plans, joint research opportunities, and long term collaboration between academia and industry to address emerging challenges in agriculture.

On this occasion, Prof. Dr. Mubashir Mehdi, Director ORIC, emphasized that such engagements are vital for strengthening academia–industry linkages. He noted that collaboration with progressive companies like Sohni Dharti International helps translate research into practical solutions, supports commercialization, and builds capacity for students and researchers. The interaction also explored possibilities for internships, technology transfer, and knowledge sharing initiatives. The visit marked an important step toward fostering mutual cooperation for sustainable agriculture and knowledge driven development.



National Dialogue on Enhancing Cotton Production

A National Dialogue on Enhancing Cotton Production in Pakistan was successfully held at MNS University of Agriculture, Multan on 8th December, 2025. The event brought together leading cotton scientists from PARB, CRI, CCRI, APTMA, PCPA, private industry representatives, and progressive cotton growers. In addition, international experts from Uzbekistan, China, and Egypt participated, providing global perspectives on cotton cultivation and technology adoption.

The dialogue was chaired by Prof. Dr. Asif Ali (T.I.), Vice Chancellor MNS University of Agriculture, Multan. During the session, national and international participants engaged in in-depth discussions on current challenges, innovative practices, and technological interventions to enhance cotton yield and quality.

Key recommendations for the revival of cotton production in 2026 were shared, focusing on improved seed quality, pest and disease management, mechanization, and sustainable agronomic practices. The session emphasized collaborative efforts between research institutions, the government, private sector, and farmers to ensure a productive and resilient cotton sector in Pakistan.

The dialogue also highlighted the importance of capacity building for farmers and the adoption of digital tools for precision agriculture. Experts agreed that continuous research, training, and policy support will be critical to achieving long-term growth and competitiveness in Pakistan's cotton industry.



AgriThon 2025

We are happy to share that MNS University of Agriculture, Multan (MNSUAM) secured the 1st Position Prize at AgriThon 2025, held on 10–11 December, 2025, at the University of Agriculture, Faisalabad (UAF). The event was organized by the Business Incubation Center (BIC), UAF, with coordination and support from the Institute of Business Management Sciences (IBMS), UAF, the Asian Development Bank (ADB), and CABI. AgriThon 2025 provided a platform for university students to present innovative ideas, entrepreneurial solutions, and technology-driven concepts. A total of eight projects from MNSUAM participated, offering creative and impactful business ideas across diverse fields.

The 1st Position Prize was awarded to the project “Diabetes Mellitus E-Health Control System,” developed under the supervision of Dr. Aamir Hussain, Assistant Professor, and presented by students M. Aswad and Umer Ejaz from BS Data Science, Institute of Computing (IOC), MNSUAM. With support from Prof. Dr. Mubashir Mehdi, Director ORIC, BIAEC, MNSUAM, and their team, all participating groups demonstrated strong technical skills, innovative thinking, and well-prepared business concepts throughout the competition.

We also extend sincere thanks to Prof. Dr. Zulfiqar Ali, Vice Chancellor UAF, Dr. Hammad Badar, Director BIC UAF, and his team for their warm hospitality, excellent arrangements, and continuous support during the event.

Congratulations to the winning team, and appreciation to all MNSUAM participants for their dedicated efforts and valuable representation at this national platform.



Showcased MNSUAM Research and Innovation

The Office of Research, Innovation & Commercialization (ORIC) at MNS University of Agriculture, Multan (MNSUAM) organized a detailed display of the university's research outputs, innovative solutions, emerging technologies, and entrepreneurial initiatives on 15 December 2025. This activity was arranged during the Ceremony of the Chief Minister Punjab Internship Program for Agriculture Graduates, held at MNSUAM.

The showcase featured a wide range of research based technologies, applied solutions, and student and faculty driven innovations aimed at improving agricultural productivity, sustainability, and value addition. Visitors were briefed on how research outcomes are being transformed into practical applications and commercial opportunities.

Overall, the display highlighted MNSUAM's growing contribution to knowledge creation, technology transfer, and entrepreneurship. It reflected the university's commitment to linking research with real world needs and supporting an innovation driven, sustainable future for Pakistan's agriculture and rural development.

The event also provided an opportunity to strengthen engagement with stakeholders and inspire young graduates to pursue innovation and entrepreneurship in the agriculture sector.



ORIC Meeting:

During the ORIC staff meeting held on December 17, 2025, clear strategic directions were set to enhance the efficiency, coordination, and overall impact of research, innovation, and commercialization activities at MNS University of Agriculture, Multan. A structured time allocation strategy was adopted for research funding calls, ensuring sufficient proposal preparation time for faculty while maintaining timely review and submission by ORIC. The meeting emphasized strengthening governance and internal systems through documented mechanisms for laboratory equipment management, systematic project laboratory data reporting, and a clear division of administrative and technical responsibilities within ORIC to improve workflow and accountability. Strategic focus was also placed on reinforcing academia industry engagement by revising industrial project procedures, ensuring follow up on consultancy matters, and maintaining compliance with funding agencies and regulatory bodies. In addition, ORIC reaffirmed its direction toward expanding international collaboration, commercialization, and innovation driven initiatives through joint research programs, renewal of key research facilities, strategic scheduling of innovation events, and active coordination with partner institutions. Overall, the meeting reflected a strong commitment to timely execution, transparency, strengthened academia industry linkages, and sustained progress in research commercialization.



MOU signed with Alkaram Farm Technologies:

MNSUAM has signed an Agreement of Cooperation with Alkaram Farm Technologies, marking an important step toward strengthening collaboration in the field of precision agriculture. This Agreement of Cooperation was facilitated by the Department of Outreach and Continuing Education, highlighting the university's commitment to industry engagement. The partnership is aimed at promoting innovation, applied research, technology transfer, and practical field based solutions for sustainable and modern agriculture. Through this collaboration, both institutions will work jointly on precision farming tools, data driven decision making, and the adoption of advanced technologies to improve productivity and resource efficiency. This agreement will provide valuable opportunities for students and researchers through hands on training, field demonstrations, internships, and joint research projects, while also supporting farmers by translating research outcomes into real world applications. Together, MNSUAM and Alkaram Farm Technologies are committed to bridging the gap between research and field implementation, contributing to the development of efficient, sustainable, and technology driven agriculture in Pakistan. This collaboration will also support capacity building, knowledge sharing, and the wider adoption of precision agriculture practices across farming communities.



Annual Chrysanthemum Show at Qila Kohna Qasim Bagh, Multan

The Annual Chrysanthemum Show, held at Qila Kohna Qasim Bagh, Multan from December 23 to 25, 2025, was a grand success, featuring stunning chrysanthemum displays that highlighted the region's horticultural excellence and diversity. MNS University of Agriculture, Multan actively participated in the event, showcasing its research outputs and value-added products. The university presented hydroponic units demonstrating soilless cultivation for efficient water use and higher crop yields, along with smart techniques in kitchen gardening and horticulture for innovative urban gardening and effective space management.

The showcase also highlighted value addition of fruits, vegetables, and cereal crops through advanced processing and packaging techniques, introduced a unique naturally colored cotton variety with textile potential, displayed high-yield, disease-resistant, and climate-tolerant wheat varieties, and presented drought-resistant millet varieties to support sustainable food security. Additionally, the university demonstrated AI-powered beekeeping through an AI honey bee box and showcased eco-friendly pest management using beneficial insects nesting. In recognition of its outstanding participation and contributions, the Director General of the Parks and Horticulture Authority awarded a certificate to the university. The event provided a valuable platform for stakeholders to share knowledge, innovations, and best practices in horticulture, strengthening links between research, industry, and the community while benefiting local farmers,



Training Workshop on Improving Teamwork Through Reflection

The training workshop titled “Improving Teamwork Through Reflections,” held on 29 December 2025, provided an in-depth exploration of the vital role teamwork plays in enhancing organizational performance and achieving collective goals. The session extensively covered team dynamics, emphasizing how effective communication, trust building, and conflict management are essential for creating a harmonious and efficient workplace. Participants engaged in a variety of reflective practices, practical exercises, and real-life case studies, which enabled them to critically assess their current teamwork approaches, identify strengths, recognize areas requiring improvement, and understand the impact of individual behaviors on overall team performance. The workshop also introduced actionable strategies for fostering collaboration, encouraging active participation, promoting inclusivity, and developing a culture of mutual support and accountability within teams. Special focus was given to problem-solving techniques, decision-making processes, and ways to harness diverse skills and perspectives for achieving team objectives. By the end of the workshop, participants not only gained theoretical knowledge but also practical tools to implement immediately in their professional environments, leading to improved efficiency, higher motivation, stronger interpersonal relationships, and a more cohesive and productive work atmosphere. The interactive format ensured that attendees could internalize lessons, share experiences, and develop personalized action plans to enhance teamwork both within their current teams and in future collaborative projects.



MNSUAM at HEC Technology Impact Showcasing Event 2025

MNSUAM actively participated in the Higher Education Commission Technology Impact Showcasing Event 2025 (TIS'25) held on 30 December 2025 at the Pak–China Friendship Centre, Islamabad. Organized under HEC's Technology Development Fund (TDF) initiative, the event promotes applied research with industrial and societal impact, focusing on prototype development, intellectual property creation, and potential commercialization. Chairman HEC, Mr. Nadeem Mahbub, highlighted that TIS'25 reflects HEC's vision to strengthen academia–industry–government collaboration, emphasizing technology-driven socio-economic development and the practical application of research outcomes.

MNSUAM was represented by TDF project teams led by Prof. Dr. Umar Farooq, Prof. Dr. Shafqat Saeed, Dr. Sarfraz Hashim, and Dr. Muhammad Amir Bakhtavar, along with key technical staff. The teams presented innovative solutions in agriculture, biotechnology, food processing, and value addition of agricultural products, demonstrating the university's ability to translate research into practical technologies.

The event showcased MNSUAM's leadership in applied research, attracting attention from industry, government, and academia, and highlighted the importance of university–industry partnerships in advancing technology adoption, commercialization, and sustainable growth in agriculture.



Academia-Industry Linkages

On December 30, 2025, a productive Academia-Industry Linkages Session was organized at the Department of Soil and Environmental Sciences, MNS University of Agriculture, Multan, in collaboration with Engro Fertilizers Ltd. The session was graced by the presence of Mr. Shozab Gardezi and his team from Engro Fertilizers, who engaged with university researchers to explore innovative solutions for sustainable agriculture. Faculty members including Dr. Muhammad Imran, Dr. Zeeshan, Dr. Baqir Hussain, Dr. Wazir Ahmed, and Dr. Umair Riaz presented their research on innovative fertilizer products aimed at improving fertilizer use efficiency and environmental sustainability.

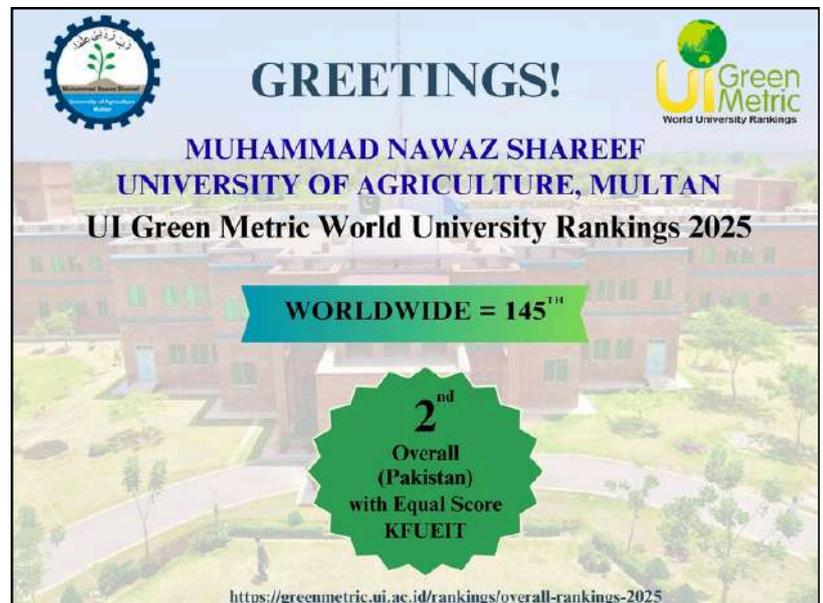
The session was chaired by Dr. Mubashir Mehdi, Director ORIC, and attended by Dr. Hammad Nadeem, Dean Faculty of Agriculture & Environmental Sciences, and Dr. Irfan Ahmed Baig, Dean Faculty of Social Sciences. The Engro team appreciated the dynamic leadership of Prof. Dr. Asif Ali, Vice Chancellor MNSUAM, for fostering meaningful academia-industry collaboration. Participants also discussed opportunities for joint research projects, knowledge exchange, and capacity building to address emerging challenges in agriculture. The session concluded with a mutual commitment to strengthen research partnerships, promote innovation, and contribute to the sustainable growth of the agricultural sector in Pakistan.



MNSUAM Excels in UI GreenMetrics World University Rankings 2025

MNSUAM has secured the 145th position worldwide and 2nd (Shared with KFUEIT) among universities in Pakistan in the UI GreenMetric World University Rankings 2025, reflecting its strong commitment to sustainability, environmental stewardship, and a green campus.

The ranking evaluates universities on energy and climate policies, waste management, water usage, transportation, campus infrastructure, and sustainability education, recognizing institutions that integrate eco-friendly practices into operations and academics. MNSUAM's initiatives include energy-efficient solutions, effective waste management, water conservation, and environmentally friendly transportation, while embedding sustainability into research, teaching, and student engagement. Faculty and students are involved in projects addressing climate challenges, resource optimization, and eco-friendly technologies, reinforcing the university's reputation as a hub for green innovation.



This achievement positions MNSUAM as a model for other universities in Pakistan, showing that academic excellence and ecological responsibility can go hand in hand. The university plans to expand initiatives such as smart energy systems, green infrastructure, and sustainable water management, further strengthening its role as a leader in global sustainability and inspiring the academic community to contribute to a greener future.

Dr. Umair Riaz, Assistant Professor in the Department of Soil and Environmental Sciences at MNS University of Agriculture, Multan (MNSUAM), has been honored with the Distinction Award under the Prime Minister's Initiative for Capacity Building of 1,000 Agriculture Graduates. This prestigious recognition reflects his exceptional performance, professional excellence, and dedication to advancing agricultural research and education, placing him among the top-performing agriculture professionals selected from across the country.

The award was conferred upon participants of a three-month international training program, which was funded by the Government of Pakistan and organized by the Higher Education Commission (HEC) in collaboration with the Ministry of Food Security, and jointly arranged with the Institute of Urban Agriculture, Chinese Academy of Agricultural Sciences (CAAS), China. The program aimed to strengthen the technical capacity of agriculture graduates by exposing them to modern agricultural practices, advanced research methodologies, and innovative technologies. Key focus areas included sustainable agriculture, soil and environmental management, urban agriculture, and climate-smart farming practices.

Throughout the training period, participants were evaluated through extensive qualitative and quantitative assessments, including coursework, practical assignments, research activities, and performance reviews. Dr. Umair Riaz demonstrated outstanding proficiency across all evaluation criteria, consistently displaying strong analytical skills, problem-solving ability, and a research-oriented mindset. His performance reflected a strong commitment to translating scientific knowledge into practical solutions for agricultural challenges.



In addition to his academic excellence, Dr. Umair Riaz played a key role in fostering academic and research collaborations between MNSUAM and leading Chinese institutions, including CAAS, Xichang University, and Sichuan Agricultural University. His efforts strengthened Pakistan–China academic cooperation, creating opportunities for student and faculty exchanges, joint research initiatives, and collaborative knowledge sharing in areas such as soil science, sustainable agriculture, and environmental management. This recognition also reflects Dr. Umair Riaz's commitment to teaching, research, and professional development, while highlighting MNSUAM's supportive role in encouraging faculty participation in international training and capacity-building programs. By earning this distinction, Dr. Umair Riaz has set a positive example for faculty and students, inspiring them to pursue excellence in research and global academic engagement.

Through this achievement, Dr. Umair Riaz continues to strengthen the reputation of MNS University of Agriculture, Multan as a leading institution in agricultural education and research. His success contributes to national efforts aimed at modernizing agriculture, improving productivity, and enhancing food security in Pakistan, reinforcing the importance of international collaboration and applied research for sustainable agricultural development.

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

15 JAN 2026 | 11-13 FEB 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	January 15, 2026	January 30, 2025	January 02, 2026	February 11-13, 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



12 February, 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)

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

CONTACT US:

0302-7558536, 0302-7583132, 0333-6113764 | afsvs@mnsuam.edu.pk | <https://www.mnsuam.edu.pk/>

REGISTER NOW

Editorial Team



Mr. Zeeshan
Research Officer-ORIC

+92 3027583132
zeeshan.ahmad@mnsuam.edu.pk



Ms. Syeda Khadija Zubair
Business Development Officer-BIAEC

+92 3336118764
khadija.zubair@mnsuam.edu.pk



Muhammad Anas
Student BSc (Hons) Agriculture, 3rd Semester

+92 3247070350
muhammad.anas110@yahoo.com

For More Information

SCAN HERE



Office of Research, Innovation and Commercialization
Postgraduate Block, MNS University of Agriculture, Multan