

# ORIC Newsletter

University of Agriculture, Faisalabad

May 01 to 15, 2025



## ORIC KICKS OFF DEBATE ON AGRICULTURAL PRODUCTIVITY AND TRANSFORMATION

The Office of Research, Innovation & Commercialization (ORIC) has launched a series of panel discussions to address critical agricultural challenges. The initiative follows the vision of the Vice Chancellor, focusing on key issues such as seed battle: local varieties vs. hybrid and imported seeds, soil degradation crisis: causes, consequences, and solutions, organic vs chemical-intensive farming: pros and cons, GM crops & agricultural extension: their role in rural development, land ownership debates: corporate land leasing vs growth, cotton comeback: revitalizing Pakistan's key cash crop, agricultural price volatility: why farmers struggle with fair pricing, water crisis in Pakistan: scarcity, mismanagement, or lack of innovation?, agricultural research & governance: identifying fault lines, wheat market crisis: production shortfalls, procurement flaws, and political interference, climate-smart agriculture: adapting practices for resilient farming, digital agriculture: technology, data, and innovation in the field, food & nutrition security: challenges and strategic solutions, women in agriculture: empowerment, equity,

and impact, small farmers' struggles: land access, credit, and support systems, post-harvest losses & value addition: wasted effort or missed opportunity?, agri-entrepreneurship & startups: youth's role in Pakistan's agricultural future, livestock & dairy industry: neglected pillars of the agricultural economy, peri-urban agriculture: feeding cities and greening spaces, forests, rangelands & bio-diversity: missing links in agricultural policy, and rural development through agriculture: empowering communities. This initiative aims to educate viewers on the real problems behind surface-level issues and foster innovative solutions for Pakistan's agricultural sector.

The first panel discussion was held yesterday, featuring Chairperson Punjab Higher Education Commission (PHEC) Prof. Dr. Iqrar Ahmad Khan (HI, SI), Prof. Dr. Asif Kamran (Agri. Policy & Governance), and Prof. Dr. Nadeem Akbar Sandhu (Chairman Agronomy). Experts from various agricultural disciplines will contribute empirical evidence to make these discussions impactful and meaningful.

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- ORIC kicks off debate on agricultural productivity - transformation
- BIC participates in 2nd Pakistan Expo on Disaster Risk Reduction
- ORIC notifies ORIC Focal Persons to foster response
- Int. conference on cooperatives for sustainable agri. and Rural Dev.
- ORIC convenes 1st meeting of ORIC Forum-2025 on may 26, 2025

## PARTICIPATION IN 2ND PAKISTAN EXPO ON DISASTER RISK REDUCTION (PEDRR-25)

University of Agriculture Faisalabad participated in 2nd Pakistan Expo on Disaster Risk Reduction; PEDRR-25” at Islamabad. The expo was organized by National Disaster Management Authority (NDMA) Islamabad wherein UAF showcased innovative solutions for flood forecasting, food security, locust and dengue control.

Dr. Musadik Masood Malik, Federal Minister, Climate Change & Environmental Coordination and Lieutenant General Inam Haider Malik, Hilal-E-Imtiaz (Military) Chairman, NDMA Pakistan visited the UAF stall and appreciated the effort of UAF for remarkable achievements to mitigate the upcoming challenges regarding food security. Dr. Iftikhar Ahmad, Director Business Incubation Centre further briefed the chief guest about latest technologies which are developed by UAF Scientists.

While pitching these technologies, our researcher, Dr. Sikandar Ali, presented his research on Transboundary Flood Management and Impact of Indian Dams on Chenab River, which was appreciated by 45 Engineer Division of Pak Army. On 2nd day, team UAF was invited to HQ, where Dr. Sikandar Ali presented his findings in detail. His presentation was focused on Impacts of Indian Dams on Chenab and Jhelum Rivers, risks associated with various Water Storage and Release Scenarios, Flood Forecasting, and Flood Early Warning System. The GOC of 45 Engineer Division carried out an in depth discussion, appreciated and offered his support to implementing these findings for strategic benefits.



## ORIC FOCAL PERSONS NOMINATED TO FOSTER RESPONSE AND EFFECTIVE COMMUNICATION

To make effective liaison at department level, and for smooth implementation of research excellence framework, ORIC after seeking nominations from the chairmen/heads of the teaching departments and principals of the Constituent Colleges of the varsity has nominated ORIC-Focal Persons. The initiative was taken to foster the response and communication between ORIC and other offices of the varsity. As per Director ORIC Prof. Dr. Muhammad Imran Arshad, the initiative was aiming at getting prompt response from the departments regarding progress and bottlenecks in submission of proposals against project calls and follow-ups for ensuring maximum submissions of project proposals. The ORIC Focal Persons will also help the office getting ranking data for onward submissions to various ranking agencies. This initiative will also help to nurture an industry-academia linkages and promoting consultancy services among the faculty and the relevant industry.





# INTERNATIONAL CONFERENCE ON **COOPERATIVES** for SUSTAINABLE AGRICULTURAL AND RURAL DEVELOPMENT

**May 28-29, 2025**

## Patron-in-Chief

**Prof. Dr. Zulfiqar Ali**  
Vice Chancellor, UAF

## Patrons

**Dr. Ahmed Javed Qazi**  
Secretary Cooperatives Department, Punjab

**Prof. Dr. Iqrar Ahmad Khan** (S. I., H. I.)  
Chairperson, Punjab Higher Education Commission

## Contact

**Dr. M. Rafay Muzamil**  
Organizing Secretary  
Cell: +92 332 7657007

[www.uaf.edu.pk](http://www.uaf.edu.pk)

For registration & abstract submission



## International Speakers

### Prof. Dr. Saqib Mukhtar

Professor and Associate Dean, University of Florida, USA

### Dr. Muhammad Ejaz Qureshi

Australian National University, Australia

### Prof. Dr. R. Ramakumar

Dean, School of Development Studies, Tata,  
Institute of Social Sciences (TISS), India

### Dr. Bishnu Raj Upreti

Nepal Centre for Contemporary Research (NCCR), Nepal

### Dr. Songliang Wang

Professor, College of Agriculture, Fujian Agriculture and  
Forestry University, China

### Mr. Kim Inho

Executive Director, Social Cooperative Rural Pathways,  
South Korea

### Ahi Saipaia

Technical Officer at Ministry of Agriculture, Food and Forest,  
Tonga, Oceania

## Organized by

Faculty of Social Sciences, University of Agriculture, Faisalabad

## Co-organized with

Cooperatives Department, Government of Punjab



# University of Agriculture, Faisalabad - Pakistan

Striving for Food Security, Rural Development & Sustainable Agriculture since 1906

*Heartiest*  
**Welcome**

to the distinguished guests  
and participants of



Prof. Dr. Iqar Ahmad Khan<sup>(PhD, SI)</sup>  
Chairperson, PHEC



Prof. Dr. Zulfiqar Ali  
Vice Chancellor, UAF



Prof. Dr. Mukhtar Ahmad<sup>(PhD)</sup>  
Chairman, HEC, Islamabad

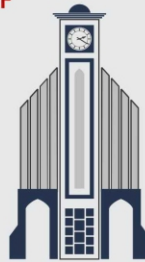
1<sup>st</sup>

Meeting of

# ORIC<sup>S</sup> FORUM - 2025

Monday May 26, 2025 | CAS Auditorium, UAF

Organized by:  
Office of Research Innovation &  
Commercialization (ORIC)  
University of Agriculture, Faisalabad



## University of Agriculture Faisalabad - Pakistan

Sustainable agriculture through  
Learning | Discovery | Outreach  
<http://www.uaf.edu.pk>



+92419200183  
+92419200997

[oric@uaf.edu.pk](mailto:oric@uaf.edu.pk)

[www.facebook.com/oric](http://www.facebook.com/oric)

### Patron in Chief:

Prof. Dr. Zulfiqar Ali  
Vice Chancellor

### Chief Editor:

Prof. Dr. Muhammad Imran Arshad  
Director, ORIC

### Editorial Panel:

Dr. Khuram Zia, Assistant Prof.  
Prof. Dr. Iftikhar Ahmad, Director BIC  
Ms. Aisha Arshad, Assistant Prof.  
Muhammad Hanif Ch., Admin Officer