



# CAMPUS NEWS

Directorate of Public Relations & Publications

Vol: 04 | Issue: 19-20 | Oct 2024



## Inaugural Ceremony

### China-Pak R & D Center for Modern Agri. & Water Efficient Technologies

The Center established at Faculty of Agri. Eng. & Tech. in collaboration with NCEIXJ and GPI



China-Pakistan Research and Development Center for Modern Agriculture and Water Efficient Technologies inaugurated at Pir Mehr Ali Shah Arid Agriculture University Rawalpindi (PMAS-AAUR), on October 28, 2024. The Center is jointly established by National Center of Efficient Irrigation Engineering and Technology Research-Xinjiang (NCEIXJ), Green Pakistan Initiative (GPI) and PMAS-AAUR with an aim to promote collaborative research, academic exchange, technological demonstration, practical application, and talent development.

The center will be built on the existing infrastructure of PMAS-AAUR. The main construction includes Center for Modern Agriculture & Water Efficient Technologies (CMAWET), Irrigation Engineering Laboratory, Soil and Fertigation Laboratory, Efficient irrigation Training Room, Agricultural Engineering Teaching and Research demonstration base and University research farm demonstration base.

On the occasion, Mr. Shahid Nazir, Director General Green Pakistan Initiative (GPI) was the chief guest. He inaugurated the Center and has said Pak-China friendship is higher than mountains, deeper than the ocean, stronger than steel and sweeter than honey. He said that food security is the biggest challenge and it is the time we have to transform conventional agriculture into smart and precision agriculture to increase productivity. The Chief Guest expressed gratitude to the Vice Chancellor of the University and its whole team.

Mr. Ding Lianjun, Program Manager, Xinjiang Tianye (Group) Co., Ltd., said that with efficient and water-saving agriculture as the

main line, Tianye Group will actively promote all-round cooperation in land development, seed development, crop production technology, agricultural machinery, water and fertilizer integration, personnel training and trade.

Earlier, Prof. Dr. Muhammad Naeem Vice Chancellor PMAS-AAUR, in his address, welcomed the participants and highlighted the aims and objectives of this center. He hoped that this center will be helpful to uplift the agriculture of Pakistan with efficient use of water. He also thanked the GPI and China for supporting PMAS-AAUR by establishing this center at PMAS-AAUR.



## 1<sup>st</sup> International Conference on Breaking Boundaries: Digital Transformation & Innovative Management Science Practices



Speakers at a conference said digital transformation is an urgent need in the sector of business management and stressed that entrepreneurship should be promoted among the youth. They were speaking at the two-day 1<sup>st</sup> international conference on “Breaking boundaries: digital transformation and innovative management science practices” held at PMAS-Arid Agriculture University Rawalpindi.

The conference was organized by the University Institute of Management Sciences (UIMS) in collaboration with Pakistan Academy of Sciences (PAS) and Network of Academies of Sciences in Islamic Countries (NASIC). The aim of the conference was to understand the latest digital transformation trends and their implications for businesses, emphasizing the importance of breaking traditional boundaries for organizational success. Additionally, the event was aimed to bridge the gap between theory and practical applications by providing participants with opportunities. Panel discussions,

interactive sessions and keynote addresses took place while 18 speakers, including six from abroad participated online.

HEC Chairman Prof Dr Mukhtar Ahmad, who was chief guest at the concluding session, highlighted how digital innovation was essential for driving efficiency, growth, and competitive advantage in today dynamic business environment.

Prof Dr Khalid Mahmood Khan, Secretary General NASIC, said that research is necessary for innovations and we have to work hard according to the digital era and international standards.

Prof Dr Mohammad Naeem, VC PMAS-AAUR, expressed the hope that the conference will be helpful in finding opportunities and future directions. He said there was a huge potential in the youth to take the country forward through digitization.

## Workshop on “Nudging for Food Loss Reduction in Female Farming”



A training workshop on 'Nudging for Food Loss Reduction in Female Farming' was convened by the Department of Agricultural Extension, PMAS-AAUR in collaboration with the Australian Centre for International Agricultural Research (ACIAR). It aimed to explore how nudging “a behavioral economics tool” can enhance the role of female farmers in mitigating food loss.

Dean Agriculture Prof. Dr. Tariq Mukhtar welcomed the partici-

pants. The workshop spokesperson, Dr. Aneela Afzal, shared her journey working with ACIAR in a leadership role for gender inclusion in agriculture. In his closing remarks, Dr. Badar Naseem Siddiqui Chairman Department of Agri. Ext. thanked the guest speakers and participants for their valuable contributions.

The workshop featured several prominent speakers including Ms. Saman Obroi, Dr. Saman Yazdani, Dr. Khalid Masud, Ms. Huma Abbas

& Dr. Munawar Kazmi, who shared their experiences and insights into using nudges for food loss reduction and female empowerment. The workshop successfully highlighted the role of nudging in food loss reduction and its potential to enhance the productivity and empowerment of female farmers. Participants left with new insights and practical strategies for integrating behavioral techniques into agricultural practices, regional collaboration and fostering sustainable development.

## International Seminar on Exploring the Plant Diversity of the Amazon

Speakers at a seminar urged the need for conservation efforts and sustainable management of forest resources, drawing parallels with the importance of protecting Pakistan's diverse ecosystems. The international seminar on exploring the plant diversity of the Amazon - the world's largest wilderness was held on October 10, 2024 at PMAS-AAUR organized by the university's Faculty of Sciences.

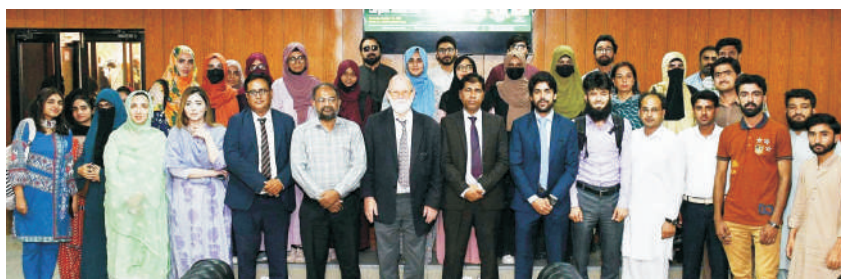
It aimed to provide a platform for knowledge exchange between local and international experts, linking the global significance of the Amazon with Pakistan's rich botanical heritage.

University's Vice Chancellor Prof Dr Mohammad Naeem was chief guest at the concluding ceremony. He emphasized the need for

Pakistani researchers and students to engage with global experts like Dr Balslev to advance their understanding of biodiversity and conservation.

Emeritus Prof Dr Henrik Balslev, an eminent tropical ecologist from Aarhus University, Denmark, in his keynote lecture emphasised the region's critical role in regulating the global climate, maintaining biodiversity, and supporting indigenous cultures. He shared his 45 years of experience working on the flora of the Amazon forest and

conservation efforts. Dr Balslev also addressed the growing threats to the Amazon, including deforestation, illegal logging and agricultural expansion.



## Two-Day Training Session on Hyperspectral Imaging Technique for the Detection of Plant Pathogen from Seed

The Department of Plant Pathology, Faculty of Agriculture, PMAS-AAUR hosted an insightful two-day training session on "Hyperspectral Imaging technique for the detection of Plant Pathogen from Seed" bringing together experts, practitioners, and educators in the fields of agriculture and technology.

The training aimed to tackle pressing challenges in seed diseases and explore innovative solutions through advanced

technologies, including artificial intelligence and smart agricultural practices. Prof. Dr. Muhammad Naeem, Vice Chancellor PMAS-AAUR, shared insights on the importance of collaboration between academia and industry in fostering sustainable agricultural practices. Prof. Dr. Asif Ali Rao, Chairman of NSD & RA, delivered a compelling address that underscored the urgency of developing robust systems to monitor and manage seed health by using forecast model. The first

day's highlight was a panel discussion titled "Discussion on Seed Challenges and Innovative Approaches in Pakistan". The discussion illuminated various challenges faced by Pakistani farmers, such as lack of access to quality seeds, climatic variability, and the growing threat of seed-borne diseases. The panelists proposed innovative approaches to tackle these issues, emphasizing the need for advanced diagnostic techniques and better seed management practices.



 **Congratulations** 

**PMAS-Arid Agriculture University Rawalpindi**

by the  
**Times Higher Education (THE)  
World University Ranking 2025**

Ranked  
**801-1000**  
Worldwide

**Ranked 10<sup>th</sup>**  
**among Pakistani Universities**

Directorate of Quality Enhancement, PMAS-Arid Agriculture University Rawalpindi

**PMAS-AAUR ranked 10th among Pakistani Universities**



**National Agriculture Education Accreditation Council (NAEAC) Team Visited PMAS-AAUR**



**World Egg Day Celebrated at PMAS-Arid Agriculture University Rawalpindi**



**Training Sessions on E-Procurement by the Directorate of Procurement & Inventory Control, PMAS-AAUR**

### **Directorate of Public Relations & Publications (PRP)**

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