



CAMPUS NEWS

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Directorate of Public Relations & Publications

1st International Precision Agriculture Pakistan Conference

A three-day International Precision Agriculture Pakistan Conference (PAPC) 2022 commenced at PMAS-AAUR from 22-24 Sep, 2022. The conference is organized by PMAS-AAUR Center for Precision Agriculture (CPA) with an aim to provide researchers, scientists, and industrial personnel a platform to join hands in achieving goals of increasing farm profitability and reducing environmental impacts.

The international participation from different countries of the world including USA, Canada, China, Turkey and Australia both physically and through Zoom is also overwhelming. Over 200 researchers were participated in the workshop including students, academic researchers, and representatives from the private and public agriculture sector.

In his welcome address, Vice Chancellor Prof. Dr. Qamar-uz-

Zaman emphasized that Pakistani agriculture is facing environmental pollution, adverse effects of climate change, water shortages and stressed on industry-academia linkage to address the challenges being faced by the farmers. He was of the view that there is dire need to manage agriculture fields by adopting precision agriculture technologies. Pakistan has a huge potential in the area of Precision agriculture which will also be helpful to minimize the yield gaps and ensure food security.

Keynote speaker, Dr. Aitazaz Farooque from the UPEI, Canada gave a presentation on the use of, machine vision, thermal imagery using drone technology, artificial intelligence, digital photography technique and sensor integration into agricultural equipment for real time soil plant and yield mapping to assess the irrigation water needs of agriculture crop production.

The Speakers said that promoting modern agricultural technology and digital agriculture can not only achieve self-sufficiency in agricultural production but also realize the dream of exporting agricultural products. Pakistan needs an integrated strategy to promote and make digital and precision agriculture popular in the country as it is the need of the hour due to climate change.

Pakistan has a lot of concerns due to changing weather patterns and farmers need to adopt modern agricultural technology. The Guests & Speakers appreciated the efforts of Vice Chancellor and his team for organizing the conference. The conference was also attended by the progressive farmers, industry people and government officials.

The shields and certificates were also distributed among the presenters and participants.



Smart IoT Farm Inaugurated at URF, Koont

The Smart IoT Farm established at University Research Farm, Koont of PMAS-AAUR was on 24-09-2022. The aim of establishing this Smart IoT Farm is to promote digital and precision agriculture at the National level so that the farmers will be aware of the needs of their crops in real time.

On this occasion, PMAS-AAUR Vice Chancellor Prof. Dr. Qamar-uz-Zaman, Vice Chancellor University of Agriculture Faisalabad Prof. Dr. Iqrar Ahmad Khan, PCSIR Chairman Dr. Syed Hussain Abidi, Executive Director SDPI Dr. Abid Sulehri, Ex-Provincial Minister Sindh Hassan Ali Chandio, Progressive farmer Afaq Ahmad Tiwana, faculty members, deans, directors, students and farmers were also present.

While addressing, Vice Chancellor Prof. Dr. Qamar-uz-Zaman said that it is the need of the hour to strengthen industry-academia ties on promote modern agricultural technology for which agriculture



scientists will have to make every effort to solve the problems of farmers. Precision agriculture will not only increase per acre production but will also help to eliminate poverty and also ensure food security.

He also appreciated the efforts of Prof. Dr. Jahanzeb Masud Cheema and Dr. Naveed Tahir for establishing Smart IoT Farm and hope that this farm will contribute to uplift the livelihood of small farmers.

Prof. Dr. Iqrar Ahmad Khan, Dr. Syed Hussain Abidi and Dr. Abid Sulehri congratulated the PMAS-AAUR for

establishing Smart IoT Farm which will allow agriculture production & business to be more profitable, efficient, safer and environment friendly.

Other Speakers and guests said that the Smart IoT Farm will help the farmers to get modern agricultural technology to increase the agricultural production. They also reviewed the use of smart spray, drone technology, GNSS land leveling system, auto-steering technology, automatic irrigation system, real time seed depth control system and other precision farming technologies.

Field Demonstrator of Precision Agriculture Technologies





**Inauguration of Big Data Agriculture Repository (BDAR)
Center for Precision Agriculture, PMAS-AAUR**



**Smart IoT Farm progress review and way forward meeting of
DDSDP and NCIB staff of Center for Precision Agriculture**

Training workshop on Mushroom Cultivation & Value Addition



A Two days Training workshop on “Mushroom Cultivation and Value Addition leading to Poverty Alleviation of Farming Community” was organized by the Department of Plant Pathology (PP), PMAS-AAUR with the collaboration of Department of Horticulture and Stakeholder Zarai Taraqati Bank (ZTBL) with huge impact on reducing vulnerability to poverty and strengthens livelihoods through the generation of fast and reliable source of income. As it does not require access to land, its cultivation is viable and attractive for both rural and urban farmers. On first day Dr. Gulshan Irshad (Associate professor) from Department of PP highlighted the Current Scenario and future prospects of mushroom cultivation in Pakistan, after continues hard working along with her team successfully prepared Spawn of Oyster Mushroom has been displayed as demo in front of industry. The training of spawn preparation to mushroom cultivation with value addition in collaboration with ZTBL & Department of Horticulture will open multiple skill oriented doorways for woman, students and farmers to earn handsome revenue by promoting countries economy.



PMAS-AAUR Signed MoU with MFTC, Japan

A MoU has been signed between PMAS-AAUR and Meskey & Femtee Trading Company, Japan to jointly carry out Agriculture Community Development activities in term of Mechanization as PMAS-AAUR is a quality-focused higher education institution that provides excellent academic and research environment for producing researchers and scholars in the fields of Agriculture, Agri-Engineering, IT, Business, Education and Veterinary Sciences. Meskey & Femtee Trading Company, Japan (MFTC) provides mechanization services to



farmers through the Mechanized Agricultural Operations (MAO) under the company's Agriculture Division with brand name Kubota in Pakistan. PMAS-AAUR and MFTC signed MoU in the presence of the

Vice Chancellor PMAS-AAUR Prof. Dr. Qamar-uz-Zaman and Mr. Shahid Tawawala (CEO, MFTC) for mutually working for Testing/ Evaluation/ design and development of agricultural machinery & equipment. In this since MFTC will provide one (1) Kubota BOOM Sprayer and one (1) Kubota Combine Harvester and Department of Agricultural Engineering, PMAS-AAUR will evaluate the design and the functionality of provided machinery along with the performance evaluation and give recommendations to MFTC for the improvements. Dr. Tahir Iqbal Associate Professor Agri. Eng. the Representative from PMAS-AAUR and Engr. Khalid Mahmood Manager, Sales & Training Kubota Pakistan from MFTC will perform the necessary arrangements to ensure satisfactory implementation of the joint ventures.

Ph.D Passout

S. No.	Name of Student & Regd. No.	Title	Name of Supervisor
1	Rashida Khan 11-arid-3919 (Ph.D Zoology)	Dynamics of Micro RNAs in Thyroid Cancer	Dr. Ruqia Mehmood Baig
2	Zohaib Asad 15-arid-3304 (Ph.D Plant Pathology)	Sero-Molecular Diagnosis and Genetic Recombination Analysis of Major RNA Viruses Infecting Cucurbits in Punjab, Pakistan	Prof. Dr. M. Inam-ul-haq
3	Shagufta Bibi 07-arid-145 (Ph.D Plant Pathology)	Utilization of Antagonistic Potential of Plant Growth Promoting Rhizobacteria and Host Resistance for the Management of Bacterial Canker of Stone Fruits	Prof. Dr. M. Inam-ul-haq
4	Asmat Ali 14-arid-498 (Ph. D Remote Sensing & GIS)	Spatial Data Infrastructure as a Means to Assemble Geographic Information Necessary for Effective Agriculture Policies in Pakistan	Dr. Muhammad Imran

Ph.D Thesis Defence

S. No.	Name of Student & Regd. No.	Title	Name of Supervisor
1	Shahid Abid, 16-09-2022 11-arid-3624 Ph.D (CS)	Detection of Anomalies in Animals Behaviour: A Study based on Deep Learning Architectures	Dr. Muhammad Aqib
2	Maryia Iqbal, 16-09-2022 09-arid-699 Ph.D (CS)	Towards Aspect Based Software Product Lines Model: Situational Component Mining Taxonomy	Dr. Yaser Hafeez
3	Abdul Wahid, 19-09-2022 21-arid-136 Ph.D (Management Sciences)	A Dynamic Analysis of Corporate Frauds and Firms Financial Policies	Dr. Kaleem Ullah
4	Kashif Mehmood, 19-09-2022 09-arid-910 Ph.D (Management Sciences)	Work engagement and job strain as mediators between job demands and proactive behaviors	Dr. Afsheen Fatima
5	Rabail Ejaz, 22-09-2022 08-arid-381 Ph.D (Management Sciences)	Employee Work Engagement and Brand Building Behaviors: an integrated analysis of Employee Based Brand Equity and Organizational Performance with the role of Leadership and Commitment	Dr. Muhammad Asif Zaheer
6	Basit Shehzad, 21-09-2022 13-arid-520 Ph.D Agriculture (Horticulture)	Adaptation of Precision Agriculture Technologies to Enhance Potato Production	Prof. Dr. M. Azam Khan
7	Rabeea Tariq, 21-09-2022 06-arid-114 Ph.D Agriculture (Horticulture)	Improvement in local hemp germplasm through mutation breeding and induced feminization for targeted seed production	Dr. Umer Habib
8	Humayun Shuja, 23-09-2022 21-arid-137 Ph.D (Management Sciences)	The relationship between Internal Brand Management and Brand Citizenship Behaviour	Dr. Muhammad Maroof Ajmal
9	Aziz Ur Rehman, 23-09-2022 97-arid-196 Ph.D (Management Sciences)	Customer Engagement: an analysis of social media marketing strategy of tourism industry	Dr. Zia Ur Rehman

Seminars Organized by DAS

1. Title: Role of Migration Management Regarding the Benefit Sharing in Development Sector of Pakistan

Presenter: Dr. Irfan Mahmood Janjua, Assistant Professor, Department of Sociology

Date: 29-Sep-2022

Directorate of Public Relations & Publications (PRP)

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