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FIRST EVER RESEARCH ARENA FOSTERS COLLABORATIVE RESEARCH AND INTERDISCIPLINARY DIALOGUE



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SARGODHA CITRUS FEST DRAWS INTERNATIONAL ATTENTION WITH OVER 45 CITRUS VARIETIES IN ISLAMABAD

Prof. Dr. Qaisar Abbas, the Vice Chancellor of the University of Sargodha (UOS), attended the 1st Forum on Asian Development at Zhejiang University, Hangzhou, China. The forum, titled “Existing Studies & Relevance for Changing Contexts,” gathered distinguished scholars, researchers, and policy-makers to delve into crucial aspects of development in the Asian region. Prof. Dr. Qaisar Abbas shared his thoughts on “Knowledge Gap and Research Agenda in Asia.”





PROF. DR. QAISAR ABBAS CALLS FOR INNOVATIVE SOLUTIONS AT 1ST FORUM ON ASIAN DEVELOPMENT IN CHINA

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In his address, he brought forth insightful perspectives on the existing gaps in knowledge within the Asian context and outlined a comprehensive research agenda to address the evolving challenges and opportunities in the region.

The Vice Chancellor emphasized the need for collaborative efforts among academic institutions, researchers, and policymakers to bridge the existing knowledge gaps effectively. He highlighted the dynamic nature of the Asian landscape, where socio-economic, technological, and geopolitical changes demand a constant evolution in the approach to research and development.

During his address, Prof. Dr. Qaisar Abbas underscored the importance of fostering a research culture that not only identifies gaps but also seeks innovative solutions to propel sustainable development in Asia. He encouraged academia to actively engage with real-world challenges, ensuring that research outcomes are not only relevant but also contribute meaningfully to the region's progress.



CHINESE SPRING FESTIVAL CELEBRATED AT UOS

To celebrate the Chinese Spring Festival, the Confucius Institute and the Pakistan Institute of China Studies at the University of Sargodha organized a cultural event on February 22, 2024. The event aimed to enhance Pakistani students' understanding of Chinese New Year and traditional holidays. To celebrate the festival, several activities were included, such as a brief talk on the history of the Chinese Spring Festival, learning and writing the Chinese couplets, learning some blessing expressions and etiquette for the Chinese Spring Festival, and watching a short video. On this special day, we also arranged a meet-up of Chinese university alumni working at the University of Sargodha.

Dr. Jane Chen, the Director of the Confucius Institute and Dr. Zhao Yang, the Director of external links at Henan Normal University, joined in celebrating the event from the Chinese side. On this auspicious occasion, the Vice Chancellor of the University of Sargodha, Prof. Dr. Qaisar Abbas shared his heartiest good wishes for the people of China and hoped that this Year of Dragon will open new horizons for the people of two nations. Dr. Jane Chen delivered a brief lecture on the Chinese Spring Festival, sharing information about its history, etiquette, and customs. She also shared a video with the student, describing the customs and traditions of the Chinese Spring festival. Students from the University of Sargodha also practiced writing Chinese couplets as part of the event activity.

UOS AND CIVIL AVIATION UNIVERSITY CHINA TO ESTABLISH CIVIL AVIATION SCHOOL IN PAKISTAN

The Vice Chancellor University of Sargodha (UOS), Prof. Dr. Qaisar Abbas, had a very productive meeting with the President of Civil Aviation University China to foster international collaboration and educational advancement. Prof. Dr. Qaisar Abbas held this meeting during his visit to China for the First Forum on Asian Development.

The meeting's focus was on exploring avenues for cooperation between the two institutions, particularly the establishment of a Civil Aviation School at the University of Sargodha. The proposal, put forward by the University of Sargodha, garnered enthusiastic support from the President of Civil Aviation University China, marking the beginning of a groundbreaking partnership in the field of aviation education.

Beyond the school's establishment, both agreed on the potential for exchange programs involving faculty and students, joint research initiatives, and the organization of joint conferences, seminars, and workshops.

Prof. Dr. Qaisar Abbas expressed his gratitude to the President of Civil Aviation University China for the warm reception and shared commitment to advancing aviation education and research.





NEED TO ADOPT NEW APPROACHES TO FOOD SAFETY AND QUALITY STANDARDS

The Institute of Food Science and Nutrition hosted the second International Food and Nutrition Research Conference on the theme of "Challenges and Opportunities in Food, Nutrition, and Allied Sciences." More than 60 researchers from across the world are participating in the conference. Subthemes of the two-day conference include topics like Food Processing and Post-Harvest Technology, Food Security, Safety, and Quality, Food Microbiology and Biotechnology, Food Chemistry, Food Service and Management, Halal Food, Nutraceuticals, Functional and Medicinal Foods, Public Health Nutrition, Clinical and Therapeutic Nutrition, and Traditional Pakistani Foods.

KEY POINTS

- Encourage the development and adoption of advanced food processing and postharvest technologies to minimize waste and enhance food quality.
- Prioritize research and innovation in food safety and quality standards to ensure consumer protection and build trust in food systems.
- Encourage the use of biotechnology and microbiology in food production to improve nutritional content, extend shelf life, and maintain safety standards.
- Support the integration of nutrients and functional foods into daily diets to address chronic health issues and improve overall public health.
- Advocate for the inclusion of traditional Pakistani foods in dietary recommendations to preserve cultural heritage while promoting balanced nutrition.
- Emphasize the importance of clinical and therapeutic nutrition in managing and preventing diseases through tailored dietary interventions.
- Strengthen policies and strategies to achieve food security, focusing on sustainable agricultural practices and equitable distribution of resources.
- Encourage the development of Halal food certification and research to meet the growing global demand while ensuring compliance with religious and ethical standards.
- Promote public health nutrition initiatives to address malnutrition and obesity through education and community-based interventions.



YOUTH URGED TO PROMOTE UNITY AND HARMONY



The Department of Sociology and Criminology, University of Sargodha recently hosted a seminar titled "Cultural Diversity of Pakistan and its Impact on National Solidarity." The event featured prominent speakers, including Syed Jamal Shah, Federal Minister for National Heritage and Culture, who highlighted the critical role of cultural diversity in fostering national unity. Vice Chancellor Prof. Dr. Qaisar Abbas, Prof. Dr. Muhammad Zia-ul-Haq, Director General of the Islamic Research Institute at IIUI, and Pro Vice Chancellor Prof. Dr. Mian Ghulam Yasin, along with faculty, students, and community representatives, attended the seminar. The speakers underscored the importance of embracing cultural diversity as a symbol of unity, with Jamal Shah emphasizing the journey from individual solitude to societal integration. The event concluded with a call for the youth to become agents of positive change, promoting empathy, unity, and harmony in the diverse fabric of Pakistani society.

"Pakistan promotes equal rights for all, irrespective of ethnicity, race, class, wealth, or position, making its cultural diversity a strength rather than a weakness." Mr. Jamal Shah (Federal Minister for National Heritage & Culture)

KEY POINTS

- Encourage educational institutions to promote cultural exchange programs that highlight Pakistan's diverse heritage, fostering greater understanding and appreciation among students.
- Integrate cultural diversity and unity as core themes in educational curricula to instill a sense of national solidarity from a young age.
- Support community-based initiatives that celebrate local cultures, languages, and traditions, reinforcing the idea that diversity is a source of strength.
- Promote media content that reflects the rich cultural diversity of Pakistan, challenging stereotypes and highlighting commonalities that unite the nation.
- Facilitate dialogue and collaboration between different cultural groups to address social challenges and build a more inclusive society.
- To ensure the transmission of traditional practices and languages to future generations, encourage youth participation in cultural preservation efforts.
- Emphasize the role of cultural diversity in economic development, encouraging the use of local knowledge and practices in sustainable development projects.
- Encourage the development of national policies that safeguard and advance the cultural rights of every community, guaranteeing the perception of cultural diversity as a strength rather than a source of conflict.





SEMINAR CALLS FOR COLLECTIVE ACTION TO BREAK DOWN SYSTEMIC BARRIERS AT SOCIAL JUSTICE

The Department of Sociology & Criminology organized a seminar on "Social Inclusion as a Pathway to Social Justice" in which Dr. Shoaib Suddle, former DG Intelligence Bureau, VC UoS Prof. Dr. Qaisar Abbas, Prof. Dr. Muhammad Zia Ul Haq, Director General of Islamic Research Institute, IIUI Islamabad, and Pro VC UoS Prof. Dr. Mian Ghulam Yasin shared valuable insights on the topic.

Dr. Shoaib Suddle underscored the constitutional principles of equality, justice, and non-discrimination as foundational pillars for building an inclusive society. He remarked, "The Constitution of Pakistan enshrines the principles of social justice, ensuring equal rights and opportunities for all citizens. We must uphold these principles and strive towards creating a society where every individual feels valued and included."

Prof. Dr. Muhammad Zia Ul Haq said that true social justice can only be achieved when every individual, regardless of their background or identity, is afforded equal opportunities and respected under the law. He also emphasized the significance of promoting inclusivity in all aspects of societal discourse.

Prof. Dr. Qaisar Abbas stressed the need for collective action to dismantle systemic barriers and create opportunities for marginalized communities to thrive.

Prof. Dr. Mian Ghulam Yasin emphasized that social inclusion is not merely a moral imperative; it is a constitutional obligation. We must strive to create a society where every individual has the opportunity to participate fully and equally in all aspects of life.



KEY POINTS

- Uphold and reinforce constitutional principles of equality, justice, and non-discrimination to foster an inclusive society.
- By actively promoting social justice, ensure equal rights and opportunities for all citizens as enshrined in Pakistan's Constitution.
- Encourage inclusivity in all societal sectors, guaranteeing the respect and equal opportunities for individuals from diverse backgrounds and identities under the law.
- Dismantle systemic barriers through collective action, creating pathways for marginalized communities to access opportunities and thrive.
- Recognize social inclusion as both a moral imperative and a constitutional obligation, striving to ensure full and equal participation of every individual in society.
- Encourage continuous dialogue and education on the importance of inclusivity to foster a society where all individuals feel valued and included.
- Advocate for policies and practices that actively work towards reducing disparities and promoting social justice for all members of society.



SEMINAR HIGHLIGHTS IMPACT OF GLOBALIZATION ON PAKISTANI HIGHER EDUCATION

The Department of Sociology & Criminology, University of Sargodha, hosted a one-day seminar titled "Social Transformation in the Age of Globalization in Pakistani Society with Special Reference to Higher Education Reforms" as part of the seventh-day activity of Research Arena 2024.

The seminar aimed to delve into the evolving landscape of higher education in Pakistan and its role in shaping societal transformations amidst globalization.

The seminar was attended by Prof. Dr. Nizamuddin, the former Chairman of PHEC, Prof. Dr. Qaisar Abbas, the VC of UoS, Prof. Dr. Ghulam Yasin, the Pro-VC of UoS, Prof. Dr. Salman Tahir, the former VC of Khawaja Farid University of Engineering & Technology, Naeem Masood, a renowned Journalist/Columnist, and Journalist Rizwan Rizi.

Prof. Dr. Nizamuddin emphasized the role of higher education in fostering civic engagement and social responsibility. He stated, "Higher education institutions have a unique responsibility to instill values of tolerance, empathy, and civic responsibility among students."

Prof. Dr. Qaisar Abbas said that higher education plays a pivotal role in shaping the future of the nation. It is not only a means for personal advancement but also a catalyst for national development.

Prof. Dr. Salman Tahir suggested that by nurturing a sense of social consciousness and activism, universities can empower the next generation to actively contribute to positive societal transformations to create a more equitable and inclusive society.

Prof. Dr. Ghulam Yasin said that higher education in Pakistan serves as a cornerstone for societal advancement by promoting research, innovation, and critical inquiry. Universities contribute to the intellectual and cultural growth of our nation.





RESEARCH ARENA KICKS OFF TO FOSTER COLLABORATIVE RESEARCH AND INTERDISCIPLINARY DIALOGUE

Prof. Dr. Zia Ul Qayyum, Executive Director Higher Education Commission Islamabad, along with Vice Chancellor University of Sargodha, Prof. Dr. Qaisar Abbas, inaugurated an opening ceremony of its first-ever "Research Arena 2024," promising a week-long diversity of academic brilliance, innovation, and intellectual exchange.

Prof. Dr. Muhammad Ali Vice Chancellor Baha Uddin Zakariya University Multan attended the opening ceremony along with Vice Chancellor Emerson University Multan Prof. Dr. Muhammad Ramzan, Rector COMSATS University Islamabad Prof. Dr. Sajid Qamar, Vice Chancellor University of Education Lahore Dr. Munawar Sultana, Pro Vice Chancellor UoS Prof. Dr. Mian Ghulam Yassin, former Vice Chancellor, University of Sargodha Prof. Dr. Riaz Ul Haq Tariq, Manager COMSTECH Islamabad Anjum Murtaza, Base Commander Sargodha Hassan Faisal Sultan, Director ORIC Prof. Dr. Ahmad Raza Bilal, and Prof. Dr. Rifat Un Nissa Chairperson Institute of Education University of Sargodha were also present at the moment.

"The Research Arena 2024 featured a diverse array of activities, including international and national conferences, seminars, panel discussions, workshops, exhibitions, forums, and colloquiums aimed to foster a culture of research excellence and scholarly engagement."

Prof. Dr. Zia Ul Qayyum commended the UoS for spearheading the innovative initiative in the Research Arena by providing a platform for collaborative research and interdisciplinary dialogues. This forum has the potential to redefine the role of educational institutions in our society; such events change the learning and teaching patterns, increasing the potential of





Research Arena showcased the latest advancements in academia with more than 27 events, including eight national and international conferences, captivating seminars, interactive workshops, and exhibitions. This is the first event of its kind in the education sector at the University of Sargodha, aimed at meeting modern obligations and addressing ingenious challenges. The research arena brings together leading academics, industry experts, and policymakers to explore innovative approaches to teaching, learning, and educational technologies.

The 4th International Conference on Educational Sciences and Research, Research Expo-2024, International Art Expo, CEO Forum, and activities involving civic engagement commence on the inaugural day of the Research Arena.

It provides a dynamic platform for researchers, scholars, and industry experts to exchange ideas, collaborate, and explore innovative research. The week-long Research Arena paves the way for academia and society by generating new insights, fostering critical thinking, and inspiring transformative ideas. It serves as a nexus for interdisciplinary exchange and collaborations, propelling the frontiers of knowledge forward while addressing contemporary challenges and opportunities.

education. In this rapidly evolving digital age, our educational system must embrace technological advancements, he concluded.

Prof. Dr. Zia Ul Qayyum commended the UoS for spearheading the innovative initiative in the Research Arena by providing a platform for collaborative research and interdisciplinary dialogues. This forum has the potential to redefine the role of educational institutions in our society; such events change the learning and teaching patterns, increasing the potential of education. In this rapidly evolving digital age, our educational system must embrace technological advancements, he concluded.

Prof. Dr. Muhammad Ali Shah highlighted the pivotal role of educational institutions in shaping the future leaders, stressing that investment in education is paramount for socioeconomic development and national progress. He emphasized the need for a holistic approach to education, integrating academic excellence with practical skills to equip students for the challenges of the modern world.

Prof. Dr. Qaisar Abbas said that the University of Sargodha is the only educational institution in Pakistan that is providing the best research platform of its kind through Research Arena 2024.





INTERNATIONAL CONFERENCE ON EDUCATION CALLS FOR BRIDGING RESEARCH AND PRACTICE FOR SUSTAINABLE SOCIETIES

International Conference on Education Calls for Bridging Research and Practice for Sustainable Societies

The Institute of Education, in collaboration with the Higher Education Commission of Pakistan, Punjab Higher Education Commission (PHEC), and Standing Committee for Scientific and Technological Cooperation (COMSTECH), organized the 4th "International Conference on Educational Sciences and Research (Icesr, 2024)" as part of Research Arena 2024, University of Sargodha.

The conference's central theme was 'Education for Sustainable Development,' in which more than 127 scholars, researchers, and academicians from around the world exchanged their research on the conference theme.

The two-day conference featured plenary sessions, keynote lectures, training workshops, presentations, online sessions, and question-and-answer sessions. The main purpose of the conference was to introduce advanced approaches in educational studies.

The conference served as a vibrant platform for intellectual exchange and collabo-



Prof. Dr. Nasir Mahmood
Vice Chancellor AIOU Islamabad

“ Universities should shift their pedagogies to emphasize creativity, critical thinking, collaboration, and communication. Education should train youth to handle change, learn new things, and maintain mental balance in challenging situations. ”

ration. Participants engaged in a series of keynote speeches, panel discussions, and workshops, delving into a wide array of topics ranging from pedagogical methodologies to the integration of technology in education.

Chief Guest of the Closing Ceremony, Prof. Dr. Nasir Mahmood, Vice Chancellor AIOU Islamabad, shared expertise and vision for the future of education, emphasizing the importance of holistic approaches to learning and the role of educators as catalysts for societal change.

Prof. Dr. Riffat Un Nissa, Director of the UoS Institute of Education, expressed her gratitude to all participants for their valuable contributions and unwavering commitment to advancing educational research. During the closing session, the organizing committee members, speakers, and workshop resource persons received souvenirs.



KEY POINTS

- The conference aimed to showcase global innovations and trends in education with a focus on transforming societies into sustainable ones. This included discussions on new pedagogical approaches, curriculum developments, and educational policies geared towards sustainability.
- Educationists recommended resetting educational goals to foster transformative education by bridging the gap between the latest research and practices, revisiting curricula, and adopting contemporary teaching skills and approaches.
- Educators emphasized providing students with STEM (integrated Science, Technology, Engineering, and Mathematics) learning opportunities. These opportunities enhance computational thinking and incorporate relevant scientific and engineering design thinking.
- Both students and teachers need to acquire new sets of skills to cope with the challenges of sustainable development and evolving paradigms of learning in Pakistan, as well as address differences in educational goals, dynamics, and assessment.
- The conference highlighted the importance of adopting a holistic approach to education for sustainability. While knowledge is essential, moral and ethical values hold equal importance in achieving sustainable development goals.





SARGODHA CITRUS FEST DRAWS INTERNATIONAL ATTENTION WITH OVER 45 CITRUS VARIETIES IN ISLAMABAD

The University of Sargodha, in collaboration with COMSTECH, organized the first-ever two-day "Sargodha Citrus Fest 2024," which attracted a large number of visitors to the COMSTECH Secretariat in Islamabad. The event featured around 45 varieties of citrus fruit and citrus fruit-made cakes, juices, desserts, candies, and green tea.

Prof. Dr. Qaisar Abbas, the Vice Chancellor of the UoS, and Prof. Dr. Muhammad Ali, the Vice Chancellor of BZU Multan, inaugurated the exhibition alongside ambassadors and diplomats from Sudan, Yemen, Iran, Azerbaijan, Palestine, Kyrgyzstan, the Turkish Republic of Northern Cyprus, Kenya, and Russia who attended the inaugural ceremony. Several stalls exhibited a variety of citrus fruit, including Rangpur Lime, Carrizo Citrage, Gada Dahi, Rangpur, Gilgil, Mitha, Pishawari Mittha, Kinnow, Seedless Lemon, Jati Khati, Bara Masii, Ornad Blood, Mosambi, Murcott, and many others. The citrus festival promises to enthrall visitors of all ages, showcasing citrus-infused culinary delights and interactive exhibits. The University of Sargodha staff briefed the visitors about the products made from citrus fruit and offered them a taste. Speaking on the occasion, the Vice Chancellor of the University of Sargodha, Prof. Dr. Qaisar Abbas, expressed heartfelt gratitude towards foreign delegates and guest participants. He said, "In Islamabad, we are organizing first-ever citrus exhibition, showcasing 45 varieties of citrus fruit." Sargodha produces 75% of the citrus fruit that Punjab exports. We are committed to coming next year with more citrus varieties," he added. Prof. Dr. M. Iqbal Choudhary, the Coordinator General of COMSTECH, stated that the University



of Sargodha, as a member of the COMSTech Consortium of Excellence, plays a crucial role by providing fellowships to students from OIC states, resulting in the placement of numerous scholars at the University. Prof. Choudhary stated that citrus is a highly nutritious fruit and stressed the importance of investigating its medicinal properties. He appreciated the University of Sargodha's initiative to research the medicinal properties of this fruit. Citrus fruit expert Prof. Dr. Irfan Ullah gave a comprehensive presentation on the nutritional importance of citrus fruit and the challenges farmers face in its cultivation. He recommended establishing a citrus market, an expo center, and a dry port to facilitate the export of this magic fruit.





DIGITAL INTEGRATION AND EMERGING AREAS HIGHLIGHTED AT LINGUISTICS CONFERENCE



The second international conference on 'Modern Trends in Linguistics and Literature', a joint effort of the Department of English, TUOL Sargodha campus, and Englishers International, kicked off at NBS Hall.

Prof. Dr. Shahid Siddiqui, former VC AIOU Islamabad, and VC UoS Prof. Dr. Qaisar Abbas presided over the opening ceremony of the two-day conference.

In his remarks, Prof. Dr. Shahid Siddiqui emphasized the pivotal role of academia and research in navigating the complexities of the 21st century. He concluded that, as the hub of knowledge and innovation, this century demands a paradigm shift to meet the evolving needs of our rapidly changing world.

Prof. Dr. Qaisar Abbas informed the audience about the university's academic and developmental progress. He reiterated the university's commitment to provide a premier research platform through the Research Arena 2024 and expressed pride in the university's role as a pioneer in promoting collaborative research and scholarly endeavors.

Encourage interdisciplinary collaboration in linguistics and literature to address contemporary challenges and trends more effectively.

KEY POINTS

- Emphasize the integration of digital tools and technologies into research and teaching methodologies to keep pace with the evolving academic landscape.
- Promote the exploration of new and emerging areas in linguistics and literature, such as computational linguistics and digital humanities.
- Support the development of curricula and programs that reflect modern trends, preparing students for the demands of 21st-century academic and professional environments.
- Advocate for increased opportunities for collaborative research projects and international academic exchanges to broaden perspectives and enhance scholarly contributions.
- Highlight the importance of maintaining a balance between traditional literary studies and innovative approaches to ensure a comprehensive understanding of the field.
- Encourage educators and researchers in linguistics and literature to continue their professional development to stay up to date with the latest trends and methodologies.





INTERACTIVE AND STUDENT-CENTERED APPROACHES IN ARABIC TEACHING ADVOCATED

The Department of Arabic Language and Literature hosted the first Arabic International Conference on "Arabic Language Teaching Methods." The conference aimed to foster a deeper understanding of Arabic language pedagogy, particularly in the context of Pakistani and Arab universities. More than 80 researchers across the world presented their research work in this two-day international conference.



KEY POINTS

- Emphasize the need for context-specific teaching methods that cater to the linguistic and cultural diversity of students in Pakistani and Arab universities.
- Promote the integration of modern technology and digital tools to enhance the effectiveness of Arabic language instruction.
- Encourage the development of interactive and student-centered teaching approaches that engage learners and facilitate better language acquisition.
- Highlight the importance of continuous professional development for Arabic language teachers to keep pace with evolving pedagogical trends.
- Support the inclusion of immersive language experiences, such as study abroad programs and language labs, to strengthen students' practical language skills.
- Advocate for the adaptation of teaching materials to reflect contemporary issues and cultural contexts relevant to both Pakistani and Arab students.
- Foster collaboration between Arabic language educators globally to share best practices, research findings, and innovative teaching strategies.
- Encourage the use of assessment methods that evaluate not only grammatical knowledge but also communicative competence and cultural understanding.
- Promote the incorporation of Arabic literature and media in teaching to provide a richer and more comprehensive language learning experience.
- Address the challenges of teaching Arabic as a second language by developing strategies that cater to students' varying proficiency levels.

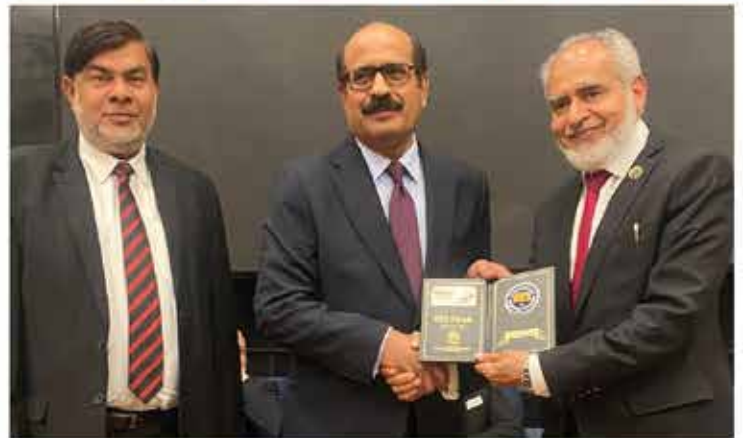


CEO FORUM EMPHASIZES ENTREPRENEURIAL SKILLS AND ADAPTABILITY FOR BUSINESS GRADUATES

Malik Firoz Khan Noon Business School hosted a remarkable event, "CEO Forum 2024," as part of Research Arena 2024, University of Sargodha. The forum brought together prominent figures from academia and industry, including the Vice Chancellor Prof. Dr. Qaisar Abbas, and Director of Malik Firoz Khan Noon Business School, Prof. Dr. Ghulam Ali Bhatti, alongside the focal person, Prof. Dr. Arfan Shahzad, and attracted a significant number of students. The forum was graced by notable guests such as Tanveer Sultan Awan, Chairman Hajvairy, Chairman of Vital Group Mr. Ghulam Mustafa, CEO of Marhaba Industries Mr. Hakeem Muhammad Usman, CEO Elevators Usama Mehmood Majoka, CEO Insta Care Bilal Amjad, and Naeem Ashraf from Citro-Pak LTD.

Vice Chancellor Prof. Dr. Qaisar Abbas expressed about the University's unwavering commitment to academic excellence and innovation. As we continue to forge ahead on our journey of scholarly advancement, collaborations, and transformative projects, events like these are catalysts for collective growth and prosperity. With a shared vision of creating a brighter future through education and research, we stand poised to overcome challenges, seize opportunities, and make meaningful contributions to society. Together we embark on this journey of progress and discovery, leaving a lasting impact on generations to come.

Chief Guest, Chairman Tanveer Sultan Awan of Hajvairy, shared invaluable insights, emphasizing the importance of entrepreneurial skills and adaptability in the evolving business landscape. His words resonated with the audience, inspiring aspiring business graduates to embark on their professional journeys with confidence and foresight. The panelists collectively opined that students need to focus on learning, reading, and learning when looking for a job instead of focusing on the initial pay check and their next promotions. The event facilitated an engaging Q&A session, providing students with a platform to seek clarification on pertinent topics and glean practical wisdom from seasoned professionals.





FILMMAKER SYED NOOR HIGHLIGHTS ART AS A BRIDGE ACROSS CULTURAL DIVIDES

The Institute of Design organized an insightful artist talk by eminent filmmaker and producer Syed Noor on the theme "Synchronicity of Souls: Harmony of Cultures through Artistic Expressions." During the event, Noor illuminated the transformative power of art, illustrating how it has the unique ability to bridge linguistic, cultural, and geographical divides. His discussion emphasized how art can serve as a universal language, fostering deeper connections and mutual understanding among diverse cultures. Noor urged attendees to actively support and participate in initiatives that promote cultural harmony, as well as recognize their own roles in nurturing a more inclusive society.

In his address, Noor called for a collective effort to leverage artistic expressions as a means to unite different cultures, advocating for increased community engagement in cultural projects. He encouraged artists and cultural practitioners to continue exploring and showcasing diverse cultural narratives through their work, highlighting the role of education and collaborative projects in promoting cross-cultural dialogue. The artist talk underscored the need for ongoing support for artistic endeavors that celebrate cultural diversity and enhance societal cohesion.



KEY POINTS

- Promote art as a universal language that bridges cultural and geographical gaps.
- Encourage support for initiatives that foster cultural harmony through artistic expressions.
- Facilitate community engagement in projects that highlight diverse cultural narratives.
- Advocate for educational programs that integrate artistic and cultural understanding.
- Strengthen collaborations between artists and cultural institutions to promote cross-cultural dialogue.
- Support and fund artistic projects that explore and celebrate global cultures.
- Organize more events that bring together artists and cultural practitioners to discuss and showcase their work.
- Use art to promote social inclusion and combat cultural prejudices.
- Emphasize the role of individual contributions in advancing cultural harmony through artistic endeavors.
- Make sure public art exhibitions and programs reflect and celebrate cultural diversity.

KASHMIR SOLIDARITY DAY OBSERVED AT UOS



The University of Sargodha organized a walk and seminar to raise awareness against the ongoing oppression and brutality faced by the people of Indian-occupied Kashmir. The Department of Islamic Studies and the Riaz Shad Co-Curricular Forum jointly organized the event. Pro Vice Chancellor Prof. Dr. Mian Ghulam Yasin led the walk, started from the academic block and ended at Library Chowk. Participants, including staff, faculty members, and students, marched with placards and banners displaying slogans in support of Kashmir and its people's struggle for freedom. During the seminar, Prof. Dr. Mian Ghulam Yasin emphasized that Kashmir is an integral part of Pakistan and reiterated that it will never be a part of India. He called upon the United Nations to play its role in resolving the Kashmir issue peacefully, advocating for open dialogue, diplomacy, and international cooperation to address the conflict. He further stressed the importance of promoting stability, justice, and respect for human rights within Muslim-majority countries.



INTERNATIONAL WOMEN'S DAY AT UOS HIGHLIGHTED WOMEN'S ACHIEVEMENTS

In celebration of International Women's Day, the University of Sargodha hosted a seminar to highlight the achievements of women and address the challenges they face in contemporary society. The Department of Psychology, the Counseling Centre, and the Women Friendly Association (WFA) organized the event. The seminar was graced by Prof. Dr. Qaisar Abbas, Vice Chancellor of the University of Sargodha, and Ms. Sajida Shahnawaz, President of WFA. In his opening remarks, Prof. Dr. Qaisar Abbas emphasized the need to reaffirm the commitment to promote gender parity and creating an environment where women can excel professionally, academically, and socially. "On this significant occasion, it is imperative that we address systemic inequalities and ensure that women have equal access to opportunities in all spheres of life," he stated. The seminar provided a platform for discussions on key issues affecting women, including the need for equal access to education, the importance of mental health support, and the role of society in empowering women. The event also celebrated the resilience and achievements of women, reinforcing the university's commitment to fostering a more inclusive and equitable environment for all.



AUSTRALIAN HIGH COMMISSIONER NEIL HAWKINS VISITS UNIVERSITY OF SARGODHA FOR COLLABORATIVE CITRUS PROJECT

Neil Hawkins, the High Commissioner of Australia, accompanied by a delegation, visited the University of Sargodha and met with the Vice Chancellor, Prof. Dr. Qaisar Abbas. The visit aimed to focus on the ongoing ACIAR-funded project, "Improving smallholder well-being through participation in modern value chains," by fostering collaborative efforts between Australia and Pakistan, with a special emphasis on citrus growers. Discussions focused on the current ACIAR-funded research project's progress, with the goal of ensuring that the research's benefits directly impact citrus growers in the area. Both sides identified and mutually agreed upon several areas for potential collaboration, as citrus is one of Pakistan's most significant horticultural crops, comprising about one-third of Pakistan's fruit production. Punjab dominates the production of the flavorful, but seedy, especially mandarin variety "Kinnow" with half of it grown in the Sargodha region. The key feature was the development of Sargodha based on the successful model of Riverina in Australia and community engagement initiatives, including short courses for skills development within the local farming community. Potential collaborative projects included interdisciplinary research on "One Health to address challenges" like antimicrobial resistance, exploration of the climate change nexus with agriculture and water usage, and the development of fruit waste-based feed additives as alternatives to antibiotics for poultry. "This project will bridge the gap between consumers and smallholder families and build on the findings from previous citrus production research, as well as policy, irrigation, and other ACIAR projects in Pakistan," Mr. Neil Hawkins, Commissioner of Australia. Furthermore, efforts include the establishment of scholarships for University of Sargodha students, the creation of a Precision Agriculture and Animal Production Technologies Center, and the development of a mobile app providing farmers with real-time price and consumption data on agricultural commodities. The delegation also visited the project site at 10 NB, Bhalwal Road, and engaged with local farmers, gaining valuable insights into the challenges faced by citrus growers in the region. The Vice Chancellor showed warm hospitality to the delegation, which included Australian High Commissioner Mr. Neil Hawkins, and gave them souvenirs and cultural gifts.





EXPERTS CALL FOR STRONGER COLLABORATION IN ADDRESSING MENTAL HEALTH CHALLENGES

The 2nd national conference entitled “Psychology for Sustainable Community: Challenges and Trends” organized by the Department of Psychology featured 69 research papers and 13 poster presentations with keynote speeches from eminent research scholars presented during the conference.



KEY POINTS

- Foster stronger collaboration between academic researchers, practitioners, and community stakeholders to address local mental health challenges effectively.
- Encourage the development of indigenous psychological interventions that are culturally relevant and tailored to local community needs.
- Promote interdisciplinary research that integrates psychology with other fields, such as education, public health, and social work, to create comprehensive solutions for community well-being.
- Enhance the role of psychology in leadership development, focusing on fostering emotional intelligence, resilience, and ethical decision-making in leaders.
- Advocate for the integration of mental health education into school curricula to equip students with the skills needed for emotional well-being and resilience.
- Support the inclusion of gender-sensitive approaches in psychological research and practice, addressing the unique mental health needs of different gender identities.
- Encourage the use of technology and digital platforms in psychological research and therapy to increase accessibility and effectiveness of mental health services.
- Highlight the importance of community-based mental health initiatives that empower local populations to actively participate in promoting psychological well-being.
- Promote the role of psychology in addressing societal issues such as violence, addiction, and social inequality, emphasizing prevention and early intervention strategies.
- Advocate for continuous professional development and training for psychologists to stay updated on emerging trends and best practices in the field.



EXPERTS URGES EDUCATIONAL INSTITUTIONS TO KEEP PACE WITH DIGITAL ADVANCES

The Department of Communication and Media Studies at UoS organized a seminar titled “Conventional to Digital Media Screens: The Challenges & Opportunities for Media Education.”

The seminar was attended by Farrukh Sohail Goindi, a writer and TV analyst, Vice Chancellor UoS Prof. Dr. Qaisar Abbas, Pro VC UoS Prof. Dr. Mian Ghulam Yasin, Defense Analyst Brig (R) Ghazanfar Ali, Salman Abid, a column writer and analyst, Dilawar Chaudhary Analyst, Dr. Sohail Riaz, Chairman Media Studies Director COMSAT Lahore, Muhammad Aslam Dogger, Ex-DGPR, and Prof. Dr. Hassan Raza Syed, Chairperson Department of Communication and Media Studies.

The seminar aimed to explore the evolving landscape of media education in light of rapidly advancing digital technologies.



Farrukh Sohail Goindi highlighted the importance of equipping students with the skills and knowledge necessary to thrive in a digital media environment. He said that as technology continues to reshape the media industry, educators must stay abreast of these changes and prepare students to be versatile and critical media practitioners.

Salman Abid said that the digital revolution has fundamentally altered how audiences consume media content, posing both challenges and opportunities for media professionals. Further, he said educators must equip students with the skills to navigate this dynamic landscape effectively.

Prof. Dr. Qaisar Abbas highlights that social media platforms have emerged as powerful agents of change, influencing public opinion and shaping discourse on critical issues. This requires a blend of theoretical knowledge and practical skills, equipping students with the tools to adopt emerging media trends and technologies.

Ghazanfar Ali emphasized that in an era of rapid technological advancement, media education must evolve to meet the needs of a digital-native generation.

Dilawar Chaudhry emphasized the imperative for educational institutions to keep pace with technological advancements and equip students with the skills necessary to thrive in the digital age.



INTERNATIONAL CONFERENCE EXPLORES AI'S INFLUENCE ON MEDIA

The Department of Communication & Media Studies, University of Sargodha, organized the two-day International Media Conference 2024, "Artificial Intelligence and Media: A Force of Colonization or Empowerment." Prof. Dr. Shahid Munir, Chairman of Punjab Higher Education Commission (PHEC), and Prof. Dr. Qaisar Abbas, Vice Chancellor of UoS, graced the opening ceremony.

Prof. Dr. Zia ul Qayyum, Executive Director of the Higher Education Commission (HEC), Pro Vice Chancellor Prof. Dr. Ghulam Yasin, Prof. Dr. Bushra Hameed ur Rehman, President of the Association of Media and Communication Academic Professionals (AMCAP), Prof. Dr. Ghulam Abbas Gondal, Dean Faculty of Arts and Humanities and Chairman of the Department of Communication & Media Studies, UoS Prof. Dr. Hassan Raza Syed, along with several international guest speakers, shared their perspectives on the conference theme.

CEO Discover Pakistan Dr. Kaisar Rafeeq, a chief guest, also graced the concluding session by emphasizing the imperative need for continued scholarly engagement and collaborative efforts to navigate the evolving dynamics of media in the digital age. While addressing the ceremony, Prof. Dr. Shahid Munir emphasized that artificial intelligence is an informative force that changed the media landscape. We must harness the power of AI responsibly, ensuring it serves to amplify diverse voices and foster inclusive storytelling. He further assured that PHEC will continue to release funds for such productive events.

The convergence of AI and media presents a momentous opportunity to democratize access to information and amplify marginalized narratives, said Prof. Dr. Qaisar Abbas, University of Sargodha. Dr. Bushra expressed optimism about the future of AI and media. She called upon the need for dialogue and cooperation among academia, industry, and policymakers to harness AI's potential for positive societal impact.

In the conference, 45 researchers across the world, including China, UK, New Zealand, UAE, Norway,





Malaysia, Czech Republic, Russia, Germany, and Ireland, presented their research papers. More than 65 national and international scholars from across the world presented research papers at the conference with sub-themes of Digital Media, Media Ethics, Film Studies, Media Literacy, Media Education, Media & Gender, Media Culture & Society, Political Communication, Development Communication, Audio Communication, Visual Communication, and Science Communication.



KEY POINTS

- Encourage the responsible use of AI in media to ensure it amplifies diverse voices and fosters inclusive storytelling.
- Promote collaboration between academia, industry, and policymakers to harness AI's potential for positive societal impact.
- Advocate for ethical AI practices in media to prevent bias reinforcement and ensure fair content creation and distribution.
- Support the development of AI-driven tools that democratize access to information, especially for marginalized communities.
- Emphasize the need for continuous scholarly engagement to navigate the evolving dynamics of AI and media.
- Encourage media literacy programs to help the public understand the implications of AI in media, enabling them to critically engage with AI-generated content.
- Explore the potential of AI in enhancing the accuracy and efficiency of media production while safeguarding against the risks of misinformation and manipulation.
- Highlight the importance of interdisciplinary research to address the challenges and opportunities presented by the intersection of AI and media.
- Foster international cooperation to share best practices and innovations in the use of AI in media across different cultural and regulatory contexts.
- Make sure that the development and application of AI technologies respects human rights, privacy, and freedom of expression.