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## MNS University hosts successful Agriculture and Food security venture Spark Competition



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Multan: The Agriculture and Food Security Venture Spark Business Ideas Competition was held at

MNS University of Agriculture, Multan. Over 500 ideas from 36 universities across Pakistan

participated, out of which 150 ideas were shortlisted.

The first position was secured by Bahria University Karachi for their Artificial Intelligence-Based

Food Factory Kitchen project.

The second position went to the Small Tractor project from MNS Agricultural University, Multan.

The third position was claimed by the Eco Mars project from Islamia University Bahawalpur.

In the Food Value Addition competition, COTHM Multan won the first position. Ms. Haneena received an industry-sponsored check for her innovative idea of making pasta enriched with zinc wheat.

On this occasion, Dr. Mubashir Mehdi highlighted that 65 companies are working with the Business Incubation Center at MNS Agricultural University, some of which are operating businesses worth over 3 million PKR. He emphasized the role of university in helping students establish new businesses and introducing startups into the market.

Dr. Nasir Nadeem shed light on the key points of the conference, stressing the need for innovation in agriculture and fostering public-private partnerships to address climate change challenges.

Ms. Farah Naz appreciated the the efforts of university and mentioned that such competitions enhance creativity process. She noted the need to improve the presentation of products while acknowledging the hard work of all teams in displaying their ideas.

Mubarak Ali, CEO of Agahi, called the Agriculture and Food Security Venture Spark a platform that allows participants to share ideas with experts and pursue their dreams.

Professor Dr. Ashfaq Ahmed Chattha, Vice-Chancellor of Ghazi University, D.G. Khan, remarked that the MNS Agricultural University model serves as an example for other institutions. He praised the role of MNSUAM in promoting modern ideas among students.

Mr. Amjad Shoaib Khan Tareen, Secretary of Services South Punjab, emphasized the importance of promoting skills among the younger generation. He appreciated the university for allowing other universities to participate in the startup competitions and highlighted the need for value addition in agriculture.

Professor Dr. Kalsoom Paracha, Vice-Chancellor of Women University Multan, noted that business competitions enable students to introduce their innovative ideas to the market.

Professor Dr. Ishtiaq Ahmad Rajwana, Vice-Chancellor of MNS University of Agriculture Multan, reiterated the commitment of MNSUAM to provide platforms for innovation and modern ideas not just for its own students but also for others. He congratulated the winning teams and thanked sponsors, including the Bank of Punjab and Rise AG, for their support.

The event was attended by notable figures such as Ch. Waheed Arain, Professor Dr. Saeed Akhtar, Basharat Ali Siddiqui from Bank of Punjab, Ghulam Fareed from Rise AG, Bakhtawar Tareen, Chairman of the Chamber of Commerce, and other representatives from industries and

universities.

Riaz Ahmad Hiraj

Spokesperson, MNS University of Agriculture Multan