

MNS University of Agriculture Multan Launches “Grow More Wheat” Campaign in Line with Punjab Government’s Initiative



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In response to the Government of Punjab’s directive to enhance national wheat production, the

MNS University of Agriculture, Multan (MNSUAM) has actively launched a comprehensive “Grow More Wheat” campaign. The initiative aims to mobilize agricultural experts and youth

engagement to encourage farmers across Punjab to increase wheat cultivation and adopt improved production practices. Under this campaign, students of MNS University of Agriculture Multan have been assigned to their respective home districts, where they will visit farming communities to raise awareness about the importance of timely wheat sowing, selection of high-yielding varieties, and adoption of modern agronomic techniques. The outreach efforts are designed to bridge the gap between agricultural research and field-level implementation.

As part of the campaign, the Vice Chancellor of MNS University of Agriculture, Multan, Prof. Dr. Asif Ali (T.I), led an awareness walk followed by whole field day activities along with faculty members and male and female students, at the university's C Block today. The event underscored the institution's commitment to supporting national food security and sustainable agriculture.

Addressing the participants, Dr. Asif Ali emphasized the critical role of wheat in Pakistan's economy and food security, urging students to take an active role in educating farmers and helping them overcome challenges such as low yield potential, improper soil management, and delayed sowing. He encouraged students to become ambassadors of agricultural innovation and sustainability in their respective areas. The "Grow More Wheat" campaign reflects the university's dedication to applying agricultural knowledge for the betterment of rural communities and aligns with the Punjab Government's vision of achieving self-sufficiency in

staple food crops.