



ORIC - IUB ANNUAL REPORT 2023-24



Table of Contents



Words from the Director	02
About ORIC	03
Milestones Achieved	04
ORIC KPIs	05
Human Resource & Operations	06
ORIC Team	07
ORIC Steering Committee	08
Meetings of ORIC Steering Committee	09
Research Excellence	10
Priority Research Areas	11
Innovation & Commercialization	14
Intellectual Property Applications	16
IUB Research Journals	17
Sustainability & Capacity Building	18



The Office of Research Innovation and Commercialization (ORIC) is proud to present this year's Annual Report, showcasing our commitment to fostering a dynamic ecosystem of research and innovation. Over the past years, ORIC has been at the forefront of driving scientific inquiry, supporting groundbreaking projects, and transforming innovative ideas into commercial successes. Through our unwavering support for researchers and entrepreneurs, we have facilitated numerous collaborations, secured significant funding, and brought forward solutions that address pressing global challenges. This report highlights our performance in light of the set KPIs of HEC and the impactful work of our esteemed faculty and ORIC team. We invite you to explore the stories of innovation and success that define this year's journey and look forward to continuing our mission to advance knowledge and create a better future for all.



Prof. Dr. Muhammad Atif

WORDS FROM THE DIRECTOR



About ORIC

EMPOWERING IDEAS,
ELEVATING EXCELLENCE



In pursuit of the mission and vision of Office of Research, Innovation and Commercialization (ORIC), the core responsibility of the Office is to serve as a pivotal concatenation joint to encompass all research activities of the University and to link these activities directly to the educational, social, economic and industrial priorities under one roof. ORIC believes that there is a great field lurking out there in the industry which can be filled up by the academic research through promoting innovation and entrepreneurship. The mandate of the ORIC also includes to cartel University research activities and startups and promote them by mobilizing resources for research from national and international funding bodies. ORIC also encourages the faculty and staff to get involved in civic engagement, policy advocacy studies, liaison with chamber of commerce and many more. ORIC is also committed to initiate its own startups to contribute in the research & development budget of the University.

Vision

Transforming IUB research into an entrepreneurial ecosystem for innovation centric research.

Mission

To excel the research culture of IUB by bridging the industry need to the academic research of University and enable IUB to act as innovation and entrepreneurship hub for researchers faculty, students and community.

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The Islamia University of Bahawalpur

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oric.iub.edu.pk

Milestones Achieved

ORIC ANNUAL REPORT 2023-24

IP Policy Approved

01

5-Year Strategic Plan

02



Recognition of ORIC

03

Devising and Notification
of Consultancy Policy

04

Notification of Revenue
Distribution

05

03 Patent
Applications

06

06 Copyrights
Applied and Granted

07

Functional ORIC Website
and Social Media

08

IP Negotiations Initiated

09

10

Formation of Institutional
Review Board for Research
Ethics

11

Subscription Model
for IUB Journals

12

17 HEC Recognized Journals

13

IUB Faculty Project Exhibition at
Muhammad Nawaz Shareef
University of Agriculture, Multan

14

IUB Faculty Participation in
PHEC Innovation Expo-2023

15

Strengthening of Policy
Advocacy and Civic
Engagements

16

Capacity Building Workshops

17

Collaborative activities with
WCCI, NGOs, Private Sector,
etc.

18

Circulation of Various Grants
and Consultancy
Opportunities

ORIC KPIs

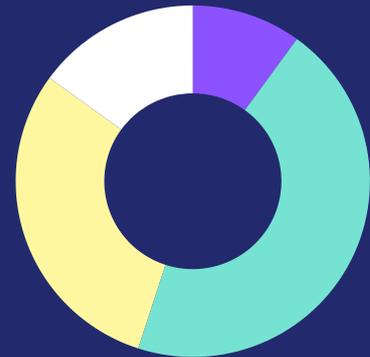
Established by HEC

Office of Research, Innovation, and Commercialization is being evaluated by the Higher Education of Pakistan every year through standard KPIs of 100 marks for a year starting from 1st July to 30th June

KPI BREAKDOWN

The breakdown of 100 Marks of KPI is as below

Human Resource & Operations (HR & O)	Research Excellence (RE)	Innovation & Commercialization (I & C)	Sustainability & Capacity Building (S & CB)
10%	45%	30%	15%



HEC RANKING CRITERIA FOR RECOGNITION AND UNIVERSITY OVERHEAD FROM FUNDED PROJECTS



Non-Recognized

University Overhead
0%



Y Category

University Overhead
5%



X Category

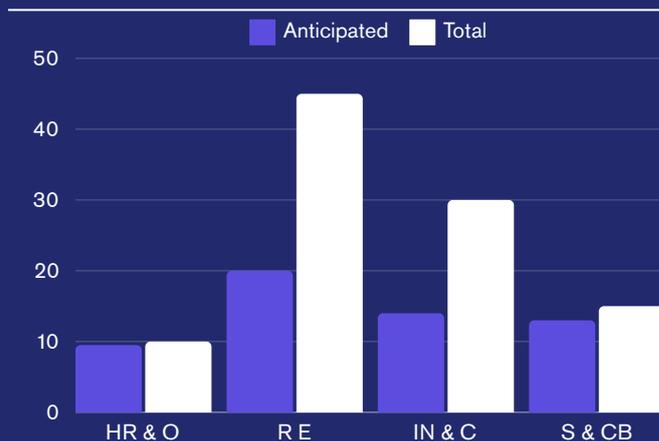
University Overhead
10%



W Category

University Overhead
15%

ORIC ANTICIPATED SCORE FOR THE YEAR 2023-24



ORIC Position in 2009-23

ORIC Anticipated Position in 2023-24



Non-Recognized

University Overhead
0%



Y Category

University Overhead
5%

HR & O = 9.5/10

RE = 20/45

I & C = 14/30

S & CB = 13/15

Total 57/100

HUMAN RESOURCE & OPERATIONS

ORIC, IUB Team Uniting Talents Fueling ORIC



Prof. Dr. Muhammad Atif
Director



Abdul Moeed Abid
Additional Director



Dr. Shafia Arshad
Manager UIL & TT



Dr. Muhammad Sajad
Manager Innovation & Commercialization



Dr. Atif Usman
Manager Research Management



Rana Javaid Akhtar
Admin Officer



Meet our dedicated team of professionals who have contributed their expertise, passion, and collaboration to drive our success



Dr. Umar Bilal Sajid
Assistant



Faizan Ahmad
Manager's Assistant



Farid Zamir
Assistant Director IT (ORIC)



Muhammad Aslam Nadeem
Accounts



Saif ur Rehman
Junior Clerk



Muhammad Shoukat
Office Attendant



Tanveer Ahmad
Office Attendant

ORIC STEERING COMMITTEE



Prof. Dr. Shazia Anjum
Member
Dean
Faculty of Chemical & Biological Sciences



Ahmad Jabbar
Member
Director
Btala Flour Mills



Prof. Dr. Naveed Akhtar
Chair
Vice-Chancellor
The Islamia University of Bahawalpur



Prof. Dr. Asadullah Madni
Member
Director
Quality Enhancement Cell



M. Muneeb Malik
Member
Director
Rafi Group Of Industries Bahawalpur



Prof. Dr. Umer Farooq
Member
Chairman
Department of Physiology



Mohammed Idrees
Member
CEO
Novamed group of companies



Dr. Mohsin Zulfiqar
Co-Chair
CEO
Madina Medicine Company



Prof. Dr. Asif N. Ranjha
Co-opted Member
Director
Advance Studies & Research Board



Dr. Uzair Nagra
Member
Chairman
NAGRA Group



Zahid Qazi
Member
Regional Manager
Excel Lab Islamabad



Malik Saad Tariq
Member
Area Sales Manager
Engro Fertilizers Ltd



Prof. Dr. Muhammad Atif
Secretary
Director ORIC



Nasir Shabir
Co.opted
Senior Marketing
Coordinator S.Punjab
Excel labs Islamabad

MEETINGS OF ORIC STEERING COMMITTEE



KEY DECISIONS

- SOPs Regarding Consultancy Services
- Establishment of Industrial Liaison Board
- Adoption/Formulation of Various Research Policies
- Communicate Areas of Improvement in Dean's Committee
- Enhance interaction with Faculty
- Paradigm shift from Research Incentive to Research Productivity Award



AREAS FOR POTENTIAL IMPROVEMENT

- Research Proposal Submission Ratio for Funding
- Joint Research Projects
- Research Links Establishment with HEI/Industry
- Contract Research Awarded by Industry or Government Organizations
- Patents, Copyrights and Trademarks
- Consultancy Contract Agreements
- Policy Advocacy Studies
- Prototypes for Testing
- Revenue Generation Through other Sources



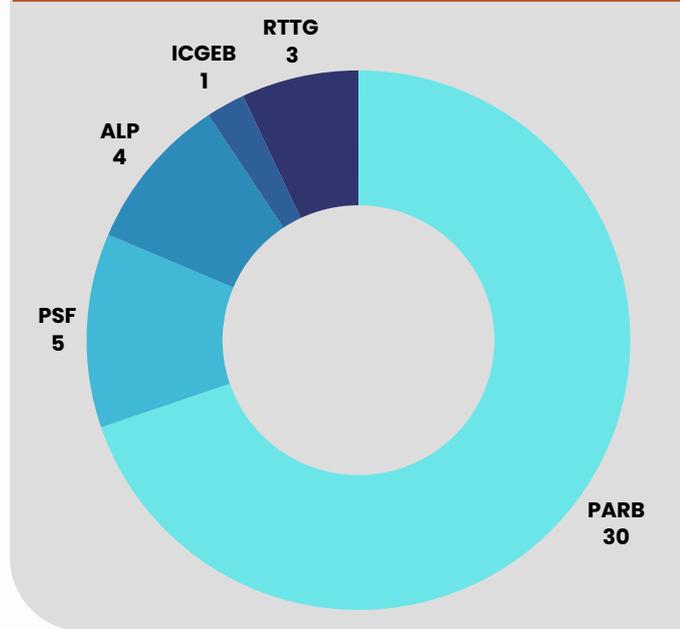
Yields from the Meetings

In the fiscal year 2023-24, the Office of Research, Innovation, and Commercialization (ORIC) convened six meetings of the Steering Committee, presided by Prof. Dr. Shazia Anjum, the Vice-Chancellor's Nominee. During these meetings, the Committee conducted periodic performance reviews of ORIC in line with the established KPIs of ORIC by the Higher Education Commission of Pakistan. Further, the Committee identified the areas for potential improvement, and made decisions as outlined above.

ORIC ANNUAL
REPORT 2023-2024

RESEARCH EXCELLENCE



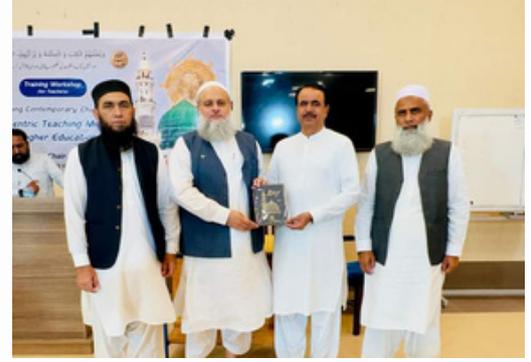


Priority Research Areas

- 1 DRUG DEVELOPMENT AND PRECISION MEDICINE
- 2 PHARMACEUTICAL POLICY AND PRACTICE
- 3 ONE HEALTH
- 4 ANIMAL HEALTH AND WELFARE
- 5 SUSTAINABLE BUSINESS DEVELOPMENT
- 8 SUSTAINABLE LIVESTOCK
- 7 ECONOMIC MODELS FOR GROWTH
- 9 INTEGRATION OF ROBOTICS AND AI
- 10 ECO-FRIENDLY TECHNOLOGIES AND INFRASTRUCTURE SOLUTIONS
- 11 ZOOONOTIC DISEASES TO PREVENT OUTBREAKS AND PROTECT PUBLIC HEALTH
- 6 JUDICIOUS USE OF COMPLEMENTARY AND ALTERNATIVE THERAPIES
- 13 POLICY ADVOCACY STUDIES AND CIVIC ENGAGEMENT IN APPLIED SCIENCE, SOCIAL SCIENCE, ARTS AND LAW
- 14 NEW PATHWAYS IN LEARNING, LEARNING ENVIRONMENT, RESILIENT EDUCATION SERVICES AND REFORMS IN EDUCATION
- 15 FOOD SECURITY, WATER ACCESS, AND SUSTAINABLE FARMING PRACTICES
- 12 SUSTAINABLE AGRICULTURE PRACTICES

Research Links Established





Consultancies, Civic Engagements & Policy Advocacy



Consultancy Contracts Executed

- Livestock, Cholistan, Bahawalpur
- Divisional Disease Diagnostic Laboratory, Bahawalpur
- New Pakistan Veterinary Medical Store, Bahawalpur
- Akbar Institute of Medical Sciences, Bahawalpur
- Edwards College of Health Sciences, Bahawalpur
- Ministry of National Food Security & Research, Islamabad
- Electrobuild Engineering (Pvt.) Ltd
- Power Consultant, Lahore
- Rangers, Bahawalpur
- Usama Fish & Dairy Farm, Bahawalpur



Policy Advocacy/Case Studies Presented to Government Departments

- Drug Control Wing, Bahawalpur
- Cholistan University of Veterinary & Animal Sciences, Bahawalpur
- Ministry of National Food Security & Research
- Ministry of Environment & Climate Change
- Punjab Wildlife and Parks Department



Civic Engagements

- Awareness Raising About Cancer
- Sessions on Drug Abuse Prevention
- Clean Drinking Water
- Tech Lancer Mega Summit
- Kashmir Solidarity Day
- Women's Self-Examination Of Breast
- Advancing Pharmacy Services
- Global Hand Wash Day 2023
- World Polio Day 2023
- National Seminar On Climate Crisis "Smog"
- Women Entrepreneur Convention
- Intellectual Development Workshops
- Dialogue on Role of Religion, Peace and Interfaith Harmony
- Walk on Anti Begging Through Community Engagement
- Citizen Engagement Activity By CPDI and Department of Social Work

ORIC ANNUAL
REPORT 2023-24



INNOVATION & COMMERCIALIZATION

PAGE

14

Appreciating Faculty Support

Heroic Faculty Leading the Charge in Patent and Copyright Applications and IP Disclosures

ORIC proudly appreciates our esteemed faculty members who have actively collaborated with ORIC by submitting three Patents and six Copyright applications, and providing seven Intellectual Property (IP) disclosures.



Glimpses of Arts / Science Products Activity Performed / Displayed at National Level



IUB Crop Varieties



Development of Genetic Toolkit for Breast Cancer Diagnosis in Pakistani Females



Main objective of the project is to develop a diagnostic kit which can be employed to quantify the risk of breast cancer in asymptomatic females of Pakistani populations. This kit will help to devise a prevention strategy and diagnose breast cancer at an early stage.



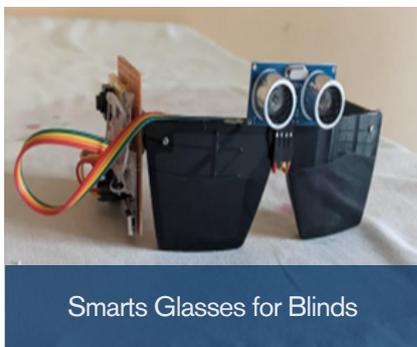
Firefighting Robot

This project is about design and implementation of an autonomous fire-fighting robot equipped with sensors and extinguishing mechanisms. The robot can detect fire sources, navigate obstacles, and effectively suppress flames, demonstrating potential for use in hazardous environments where human intervention is risky.



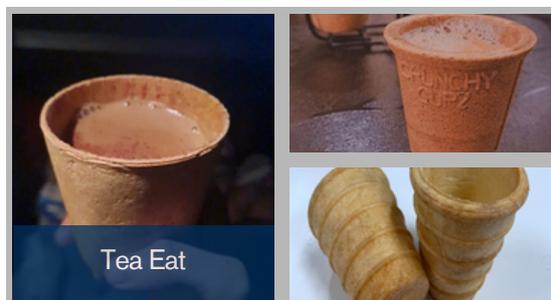
Eco-Friendly Pencil

Pencils made up with the waste paper having seed. After the use, pencils can be planted that will sprout into new plants. It is biodegradable, light weight and decomposable.



Smarts Glasses for Blinds

The Smarts Glasses for Blinds project introduces a groundbreaking technology designed to enhance the lives of visually impaired individuals. These innovative glasses aim to bridge the gap between the blind and their surroundings by providing real-time auditory descriptions of the environment in front of them.

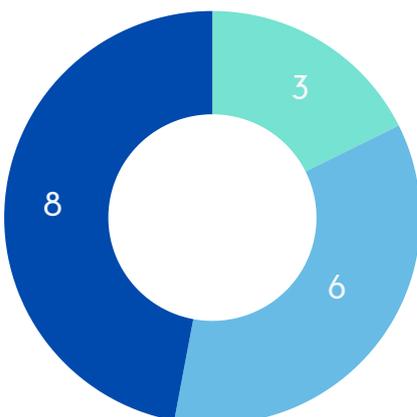


Tea Eat

T-Eat is a unique start up idea that aim to reduce plastic waste by offering an edible alternative to disposable cups. The concept is simple, a cup made of edible materials that can hold hot or cold beverages for a certain amount of time, and then can be eaten after use. The edible tea cup could be made from a variety of materials such as rice flour, wheat flour, or corn starch.

Intellectual Property Applications

Patents Copyrights IP Disclosures



IP Disclosures

- Prof. Dr. Maqshoof Ahmad**
Dept. of Soil Sciences
- Prof. Dr. Muhammad Naeem**
Dept. of PBG
- Prof. Dr. Muhammad Iqbal (2)**
Dept. of PBG
- Dr. Musarrat**
Dept. of Botany
- Dr. Muhammad Faisal Shahzad**
Dept. of Livestock
- Dr. Samina Ejaz, (2)**
Dept. of Biochemistry

Patents Applicants

- Dr. Tahir Mehmood**, Dept. of Food Science and Technology
- Prof. Dr. Haji Shoab Khan**, Dept. of Pharmaceutics
- Dr. Maqshoof Ahmad**, Dept. of Soil Sciences

Copyright Applicants

- Prof. Dr. Umer Farooq**, Dept. of Physiology
- Prof. Dr. Muhammad Atif (2)**, Dept. of Pharmacy Practice
- Prof. Dr. Samar Fahd**, Dept. of Psychology
- Dr. Saima Asghar (2)**, Dept. of Pharmacy Practice

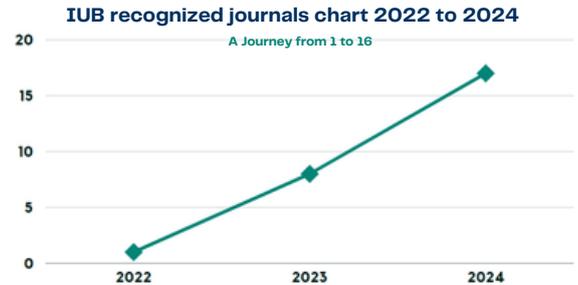
IUB Research Journals

One-day training activity on "Development of National Digital Archive of Research Published in Pakistani Journals" & "Indexation of Journals in Scopus"



Dr. Shafia Arshad
Resource person IUB
Research Journals

IUB Research Journals to be operated under the Administrative Domain of ORIC, w.e.f 16.08.2022



List of HEC Recognized Journals of IUB

- | | | | | | | | |
|---|---|---|---|----|---|----|--|
| 1 | PAKISTAN JOURNAL OF ECONOMIC STUDIES (PJES) | 5 | JOURNAL OF WORLD RELIGIONS AND INTERFAITH HARMONY | 9 | JOURNAL OF BANKING AND SOCIAL EQUITY (JBSE) | 14 | JOURNAL OF INFORMATION MANAGEMENT AND PRACTICES (JIMP) |
| 2 | PAKISTAN JOURNAL OF APPLIED PSYCHOLOGY (PJAP) | 6 | RESEARCH JOURNAL ULŪM-ISLĀMĪA | 10 | MATAN | 15 | JOURNAL OF CONTEMPORARY BUSINESS AND ISLAMIC FINANCE (JCBIIF) |
| 3 | SOUTH ASIAN REVIEW OF BUSINESS AND ADMINISTRATIVE STUDIES | 7 | IUB JOURNAL OF SOCIAL SCIENCES | 11 | PAYAM (RESEARCH ON IQBAL STUDIES) | 16 | PAKISTAN JOURNAL OF QUR'ĀNIC STUDIES |
| 4 | INTERNATIONAL JOURNAL OF NATURAL MEDICINE AND HEALTH SCIENCES | 8 | INTERNATIONAL JOURNAL OF FOREST SCIENCES (IJFS) | 12 | AL-ULOOM-UL-ARABIA | 17 | JOURNAL OF TOURISM, HOSPITALITY, AND SERVICES INDUSTRIES RESEARCH (JTHS) |
| | | | | 13 | AL-ABṢĀR (الابصار) | | |

Honors and Awards

Mr. Muhammad Saad Ali, student of IUB and founder of Holistic Nutrition, had an amazing opportunity to participate in the National Idea Bank Pakistan competition. He presented his innovative ideas and showcased his entrepreneurial spirit along with his amazing team. This year, 2800 startups were registered, out of which 180 qualified for the provincial level, and only 67 startups made it to the nationals. The National Idea Bank was the vision of President of Pakistan, Dr. Arif Alvi. The finale was held in Aiwan-e-Sadar Islamabad, hosted by the President of Pakistan. He expressed that it was a great experience to be at Aiwan-e-Sadar. I am thrilled to announce that Holistic Nutrition secured a position in the top 30 startups from all over Pakistan! It's been a journey filled with hard work, dedication, and lots of late nights, but it's all been worth it. I am thankful to ORIC The Islamia University of Bahawalpur for their invaluable support, funding and guidance which enabled us to participate in National Idea Bank. I am also thankful to Department of Human Nutrition & Dietetics to support us throughout the process.



Holistic Nutrition among the top 30 startups at the National Idea Bank, Aiwan-e-Sadar, Islamabad

IUB Students secure 2nd position in the Third Annual Medication Management Conference by Shifa International Hospital

Usama Tariq, student of IUB won the cash prize in "Essay Writing in Pakistan Inter-University English competition" organized by HEC





SUSTAINABILITY & CAPACITY BUILDING

Annual Research Revenue Generated by ORIC through Research Grants & Projects



The ORIC takes immense pride in acknowledging outstanding contributions of our dedicated researchers, whose tireless efforts have significantly bolstered the Annual Research Revenue for ORIC through their successful acquisition of research grants and projects. Their innovative approaches, unwavering commitment, and pursuit of excellence have not only enhanced the University's research portfolio but also demonstrated the far-reaching impact of their work on both national and international levels. These achievements are a testament to their scholarly expertise and dedication to advancing knowledge. ORIC remains deeply grateful for their contributions and is committed to supporting their continued success in future endeavors.



Harvesting Success: The Revenue Contributions of the National Cotton Breeding Institute

The ORIC proudly recognizes the exceptional achievements of the National Cotton Breeding Institute, whose groundbreaking work is significantly contributing to the University's revenue generation. Through innovative research and advanced breeding techniques, the institute has not only strengthened the cotton industry but also positioned the University



as a leader in agricultural innovation. The institute's success in generating substantial revenue underscores the dedication and expertise of its team, whose efforts are driving both economic growth and academic excellence. We extend our heartfelt appreciation to Dr. Iqbal Bandesha, founding director of National Cotton Breeding Institute for his invaluable contributions and excellence.



Glimpses of Trainings, Workshops, Seminars, Conferences Arranged by ORIC on Research, Innovation, & Commercialization



Patent Filing Workshop



Workshop on Trademark and Copyright



Nailing a Postgraduate Scholarship Abroad



Event Organized for 27 IUB Researchers, Featured in Stanford University's World's Top 2% Scientist Ranking



Faculty Outreach Initiative

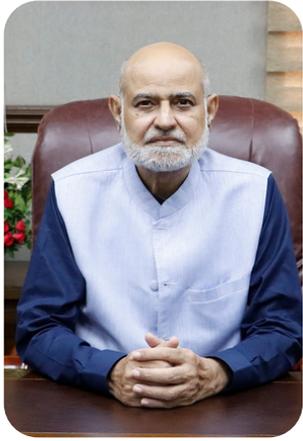


Advancing Pharmacy Services Event at IUB

Acknowledging Excellence

We would like to express our profound gratitude to several key individuals whose support has been instrumental in achieving the objectives of ORIC. To our esteemed Vice-Chancellor, Deans, Chairpersons, Faculty, Registrar, Treasurer, and Director, Media, and Public Relations, your backing has been crucial in enabling ORIC to reach its goals. Additionally, We would like to express our sincere appreciation to the members of the ORIC Steering Committee for generously dedicating their time and expertise. ORIC Team also encourages the efforts of Mr. Moeed Abid in drafting first-ever annual report of ORIC.

ORIC Team



SUCCESS IS THE JOURNEY
NOT THE DESTINATION

