

ORIC ACTIVITIES

TRAINING SESSION ON PROJECT PLANNING AND BUDGETING

Project planning has an imperative phase in the research and development. Effective project planning along with budgeting can explore the new horizons for the researchers. Viewing to this, one day trainings session of principal investigators was conducted in NTC video conference hall with the cooperation of SMEDA. The cooperation between the SMEDA and ORIC is pertinent to MoU signed between both stakeholders to cooperate with each other in skill development and to enhance the capacity of the researchers in university on different thematic areas focused by the SMEDA and ORIC. The basic purpose is to develop the capacities of the researchers in order to make them competent enough to write a feasible research proposal and take part in internal and external bids for the projects. In addition to this, researchers must know the exact proposal writing and specially to plan the budgeting appropriately. It was a well-managed training session on project planning and budgeting tailored with the cooperation of SMEDA. The resource persons of SMEDA also shared their best knowledge with the researchers. The Director ORIC admired the contribution of the researchers and SMEDA in this regard and was found pretty confident that the researchers would be able to utilize their energies sought during the training session and would take lead to win the research project both internally and externally.



EUROPEAN UNION AWARENESS SEMINAR ON HORIZON 2020, ISLAMABAD

A one-day Seminar was conducted by the Commission on Science and Technology for Sustainable Development in the South (COMSATS) in collaboration with the Service Facility Wing of the European Union (EU) held on 7th May, 2018. The Seminar was organized to provide an overview of the Horizon 2020 Program. Mr. Asif Javed, Director Office of Research, Innovation and Commercialization (ORIC), along-with Mr. Farooq Abdullah and Mr. Atif Sadiq participated in the seminar. Officials from research institutes, universities, and other researchers having diverse backgrounds participated in the seminar. Horizon 2020, is one of the biggest European Union (EU) research and innovation program, results in research taking great ideas from the lab to the market. The program revolves around three key areas; excellent science, industrial



leadership, and society challenges. The program has about €80 Billion available from 2014-2020. It would increase access to new ideas, expertise and collaboration with the best researchers across the globe. Horizon 2020 is open to participation by researchers from all over the world.

The Seminar was organized to provide an overview of the Horizon 2020 program, the application procedure, proposal preparation and submission, as well as the success stories of former applicants. The program covered diverse areas including Environment and Climate Action, Health, ICT Research and Innovation. Every researcher is supposed to participate in the research bids through proposal and idea to win the funding. All the information on Horizon 2020, application procedure, proposal preparation and submission of proposal for Horizon 2020 are readily available at the ORIC.

PROJECT EVALUATION SESSION

The Office of Research Innovation and Commercialization (ORIC) adopted new procedure to evaluate the projects in order to create a sense of competition among researchers. The projects received in due date were further scrutinized through power point presentation by the evaluators. To concede the process, two days were allocated for the presentation of the projects; faculty wise. ORIC received 23 projects from the researchers of the university who intend to conduct the research in different dimensions. After first phase of scrutiny from ORIC office 19 projects were selected for the final power point presentations and led to the second phase. Among the 19 projects, 13 projects were from Faculty of Science, 1 from Faculty of Arts and 5 from Faculty of Engineering were included. For the presentations and evaluation of the project a well-defined and transparent procedure was adopted. According to the annual budget of the ORIC, among the 19 successfully evaluated projects and provision of fund were found for only 15 projects which were dissected through the rating of the evaluators. The high rated projects were selected for funding. Rest of the projects were also approved for funding but due to unavailability of the budget in Fiscal Year 2017-2018 all of these four projects carried forward to coming Financial Year.



TRAINING WORKSHOP ON “INTELLECTUAL PROPERTY RIGHTS”

Office of Research Innovation and Commercialization (ORIC) in collaboration with Small and Medium Enterprises Development Authority (SMEDA) and Intellectual Property Organization (IPO) of Pakistan has organized one day training session on “Intellectual



Property Rights”, for University faculty members, young prospective and existing entrepreneurs and final year students desirous to learn about the Intellectual Property (IP) laws and keen to patent their inventions, at Mirpur University of Science & Technology (MUST), Mirpur-AJK, held on 04th day of July, 2018. This session was in furtherance of Memorandum of Understanding (MoU), signed by the ORIC and SMEDA, to cooperate in skill development, enhance capacity building and transfer the practical knowledge which contribute significantly to economic and industrial advancement. The Objectives of the training session were; to gain understanding of the importance of IP Rights, acquire latest information on the IP Legislation, to transfer the knowledge regarding relevant procedures for patent registrations and to develop essential competencies to be IP compliant.

Mr. Nasir Mehmood, Deputy Director and IP Expert from Intellectual Property Organization (IPO) of Pakistan was the most competent trainer of the session. While, Mr. Rukhsar Ahmed, Regional Business Manager (RBC) SMEDA, Mr. Asif Javed, Director (ORIC), Dr. Jabbar, Assistant Professor and Dr. Tahir, Lecturer from Department of Biotechnology, Dr. Shujaat, Director (MBS), Mr. Faisal Riaz, Assistant Professor, CSIT along other faculty members, ORIC officials, final year students and young researchers attended the training workshop.

Mr. Nasir Mehmood, mentioned above transferred knowledge on evaluation, development and implementation of laws to safeguard the Intellectual Property rights at domestic and international level. While adhering to significance of IP rights, he unfolded that “leading universities of the World are earning millions of dollars annually from protection of IP rights”. Further, he focused on the question how a researcher and institution will protect such rights from infringement. In Q&A session, while answering the valued questions, he mentioned Higher Education Commission (HEC) policy on patent registration that “HEC acknowledges publication of 2 impact factor while registering a patent at domestic level and publication of impact factor 5 at the level of international registration of patent”. To concluding the session, Mr. Asif Javed, Director ORIC, thanked SMEDA for their collaboration and Mr. Nasir Mehmood’s guidance on successful transfer of premier knowledge on Intellectual Property Rights to the participants and researchers of the University. He also added that “in future, ORIC will organize more activities in collaboration with the partners to encourage the research activities at the University to cater down challenges facing the researchers of the University”.

ONE-DAY TRAINING SESSION ON FACEBOOK MARKETING

Social media refers to the interaction or communication among people to create, share or exchange ideas on virtual networks. The opportunities that social media provides for our society are countless and many companies and organizations are using them to better their communication. It helps make advertising and communicating much more efficient and the message gets across to more people. Facebook is one of famous social networking websites across the globe, which was



launched in the first decade of this century, seemingly, almost one out of 14 people in this world is using Facebook. With the help of growing number of Facebook users, it attracts investors and marketing companies to nurture their businesses.

Many national and international companies are using Facebook, to market and advertise their business, in order to fascinate more clients. Facebook is thus an attractive marketing channel to reach consumers, and particularly interesting for new companies that do not have extensive marketing budget. One-day training session on “Facebook Marketing: an effective way to promote business” was organized by ORIC in collaboration with Small and Medium Enterprises Development Authority (SMEDA), held at MUST, Bhimber Campus. The main objective of the training was to provide awareness, engage and channelize the participants for social media marketing, more specifically, effective use of Facebook for such activities. Mr. Shamoon, an expert on Social Media Marketing from SMEDA was the resource person for the training session.

In this training session, Mr. Rukhsar Ahmed, RBC-SMEDA, Mr. Asif Javed, Director (ORIC), Mrs. Naseem Akhtar, Coordinator Bhimber Campus, Dr. Ishtiaq, Department of Botany, other faculty members, ORIC officials, final year students and young researchers participated in training workshop. In the training session, Mr. Shamoon focused on positive usage of Facebook to promote different brands and products, while sitting at home, resultantly, earn handsome income. While sharing his experience, Mr. Shamoon said “he never establishes any office for Facebook marketing, he is working from home during his spare time and earning handsome income for such services”. In concluding session, Mrs. Naseem Akhtar, Coordinator Bhimber Campus presented acknowledgement shield to Mr. Shamoon.

