



Shaheed Benazir Bhutto University

Shaheed Benazirabad

KNOWLEDGE - COMMITMENT - LEADERSHIP

Sustainability Impact Report

2025-2026





Shaheed Benazir Bhutto University

Shaheed Benazirabad

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Preface

This Sustainability Report of Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA) for the Academic **Year 2025–26** reflects our continued commitment to advancing the United Nations Sustainable Development Goals (SDGs) and promoting sustainable development through education, research, innovation, and community engagement. As a dynamic higher education institution, SBBU-SBA recognizes its responsibility in addressing global challenges such as climate change, poverty, inequality, resource depletion, and environmental degradation while contributing to the well-being of society.

The report presents the university's vision, policies, initiatives, and achievements in integrating sustainability principles across academic programs, research activities, campus operations, governance practices, and outreach initiatives. It highlights the collective efforts of faculty, students, administrative staff, and stakeholders in fostering a culture of sustainability and social responsibility within and beyond the university community.

Through this report, SBBU-SBA provides a transparent account of its progress, key accomplishments, and strategic initiatives undertaken during the reporting period. It showcases evidence-based practices, impactful projects, and institutional measures that support sustainable development while identifying opportunities for further growth and continuous improvement.

The Sustainable Development Goals (SDGs), adopted by the United Nations as part of the 2030 Agenda for Sustainable Development, serve as a global framework for addressing social, economic, and environmental challenges. Guided by these goals, SBBU-SBA remains dedicated to promoting inclusive and equitable education, advancing research for sustainable solutions, strengthening community partnerships, and contributing to national and global development priorities.

As we continue our sustainability journey, we reaffirm our commitment to embedding sustainability at the core of our institutional mission and vision. Through collaborative action, innovation, and responsible leadership, SBBU-SBA strives to create lasting positive impacts for society, the environment, and future generations while maintaining excellence in higher education.

SUSTAINABLE DEVELOPMENT GOALS





SDG 1 No Poverty:

Microteaching: Enhancing Pedagogical Skills for STEM Faculty

The Office of Research, Innovation and Commercialization (ORIC) at Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized a comprehensive training session titled “Microteaching: Enhancing Pedagogical Skills for STEM Faculty.” The session aimed to strengthen teaching competencies, promote innovative pedagogy, and enhance the overall quality of education across STEM disciplines.

The training was conducted by Dr. Sidra Amin, Assistant Professor Department of Chemistry Shaheed Benazir Bhutto University, Shaheed Benazirabad with virtual co-leadership from Dr. Tabi Wilberforce of King’s College London. Faculty members from the main campus, Nausheroferoz, and Sanghar campuses participated actively in interactive learning exercises that emphasized effective classroom engagement, innovative teaching methodologies, and improved learning outcomes.

Engr. Prof. Dr. Madad Ali Shah, Vice Chancellor of SBBU-SBA, graced the event as Chief Guest. In his address, he highlighted the significance of pedagogical excellence and commended the university’s continuous efforts to enhance faculty capacity. He further emphasized that empowering educators is central to ensuring quality education and fostering socioeconomic development. Certificates were distributed to participants upon successful completion of the training.





This initiative reflects SBBU-SBA's commitment to faculty development, educational innovation, and academic excellence, contributing to the broader vision of sustainable and inclusive education. The training supports Sustainable Development Goal 1 (No Poverty) by strengthening the capacity of educators to deliver high-quality, skills-oriented education. By enhancing teaching effectiveness, the university enables students to gain the knowledge and skills necessary for employment, innovation, and economic empowerment key pathways for reducing poverty and promoting sustainable livelihoods in the region.

Free Vehicle Checkup Camp – Promoting Community Well-being and Economic Support

Shaheed Benazir Bhutto University, Shaheed Benazirabad, in collaboration with Suzuki Nawabshah Motors, organized a **Free Vehicle Checkup Camp** on **27th August 2025** at the University Parking Area.

The event was inaugurated by **Engr. Prof. Dr. Madad Ali Shah**, Worthy Vice Chancellor, along with the **General Manager of Suzuki Nawabshah Motors**.

This initiative aimed to support the **financial well-being** of the university community by providing **free vehicle inspection and maintenance services** to faculty, staff, and students. Suzuki professionals conducted **expert consultations**, offered **mechanical assessments**, and shared **safety and maintenance tips** to promote responsible vehicle use and reduce the financial burden of repair and upkeep.

By offering these services at no cost, the event contributed to **SDG 1 – No Poverty**, as it helped individuals **save on vehicle maintenance expenses**, enhanced **financial resilience**, and promoted **economic welfare** within the campus community.

The university extends its sincere gratitude to **Suzuki Nawabshah Motors** for their collaboration and commitment to community welfare. Through such initiatives, Shaheed Benazir Bhutto University continues to foster partnerships that support the **socio-economic empowerment** and **well-being** of its stakeholders.





Two-Day Training Workshop on Grant Proposal Development

Shaheed Benazir Bhutto University, Shaheed Benazirabad, successfully organized a two-day training workshop on “Grant Proposal Development” from 15th to 16th October 2025 at the University’s Multipurpose Hall.

The event was graced by the Worthy Vice Chancellor, Engr. Prof. Dr. Madad Ali Shah, as Chief Guest, who emphasized the importance of research and innovation in addressing socio-economic challenges and promoting sustainable development.

The workshop aimed to strengthen the research and proposal-writing capacity of faculty members, enabling them to develop competitive and impactful grant proposals aligned with institutional and national priorities.

The sessions were led by Prof. Dr. Altaf Hussain Samo, Director, Executive Development Centre (EDC), Sukkur IBA University, who conducted an engaging and practical training program.

Participants received in-depth guidance on understanding the funding landscape, identifying research problems, aligning proposals with the Sustainable Development Goals (SDGs), budgeting and justification, monitoring and evaluation frameworks, and ethical considerations in research.

This initiative contributes directly to SDG 1 – No Poverty by empowering faculty members with the knowledge and skills to secure research funding for projects that address poverty, social inequality, and economic development. By enhancing research capacity, the university fosters innovation-driven solutions, strengthens community engagement, and supports sustainable livelihoods.

Shaheed Benazir Bhutto University remains committed to advancing academic excellence and social impact, building the capacity of its scholars to lead initiatives that promote a more inclusive and prosperous society.



People's Information Technology Program (PITP) & Google Digital Sahafat Scholarships

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), achieved a significant milestone in promoting digital education and community empowerment through the People's Information Technology Program (PITP-II) and the Google Digital Sahafat Scholarships 2025.

Under the leadership of Worthy Vice Chancellor Engr. Prof. Dr. Syed Madad Ali Shah, the initiative provided IT training and certification programs to participants at Matric, Intermediate, and Graduate levels, enabling skill development and enhancing employability for students and the wider community. The program was formally launched through an MOU signing ceremony, presided over by the Chief Minister Sindh, Syed Murad Ali Shah, highlighting collaboration between academia, government, and global partners such as Google.



By equipping individuals with market-relevant digital skills, the initiative contributes to multiple Sustainable

Development Goals:

SDG 1 – No Poverty: Reducing poverty by enhancing community access to skills that improve employment and income-generating opportunities.

SDG 4 – Quality Education: Expanding access to digital literacy and IT certifications for all educational levels.

SDG 8 – Decent Work and Economic Growth: Promoting entrepreneurship, employability, and workforce readiness through technical skills.

SDG 9 – Industry, Innovation, and Infrastructure: Strengthening technological innovation and digital infrastructure in the education sector.

SDG 17 – Partnerships for the Goals: Fostering collaboration between SBBU-SBA, government institutions, and global tech organizations for sustainable development. This program reflects SBBU-SBA's commitment to transforming education, empowering communities, and promoting inclusive socio-economic growth, ensuring that students and local communities are equipped with the skills needed to thrive in a digital economy.

PITP People's Information Technology Program

IT CERTIFICATION PROGRAMS
ELIGIBILITY: Matric/Intermediate

- Certification in Web Development
- Certification in Python Development
- Certification in Social Media Management
- Certification in Digital Marketing & SEO
- Certification in Graphic Design & UI/UX Design

IT CERTIFICATION PROGRAMS
ELIGIBILITY: Intermediate/Graduate

- Certification in Mobile App Development
- Certification in Java Development
- Certification in Data Management
- Certification in Cloud Computing
- Certification in Cyber Security & Ethical Hacking

LAST DATE TO REGISTER 20 Sep, 2025

COMMENCEMENT OF CLASSES: 22 Sep, 2025
REGULAR CLASSES: Mon-Fri 3 hours/day
AGE LIMITS: 16-28 years
LOCATION: Shaheed Benazir Bhutto University Shaheed Benazirabad

Choose: Shaheed Benazirabad SBBU
APPLY NOW: <https://phase2.pitp-sbbu.com/>

SHAHEED BENAZIR BHUTTO UNIVERSITY
SHAHEED BENAZIRABAD

ORIC

"TRANSFORMING EDUCATION THROUGH VISIONARY LEADERSHIP"

DIGITAL SAHAFAT TRAINING PROGRAM 2025
MOU SIGNING CEREMONY

Shaheed Benazir Bhutto University has achieved a significant milestone in its pursuit of digital excellence. **Worthy Vice Chancellor, Engr Prof. Dr Syed Madad Ali Shah**, played a pivotal role in securing **100 Google Digital Sahafat Scholarships**. This accomplishment was marked by the **MOU signing ceremony for the People's Information Technology Programme (PITP-II) and Google Digital Sahafat Scholarships**, presided over by **Chief Minister Sindh, Syed Murad Ali Shah**. This development highlights the university leadership's vision and dedication to fostering digital growth.

ORIC SBBU SBA



Shaheed Benazir Bhutto University

Shaheed Benazirabad

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Faizan Global Relief Foundation

Industry-University Visit where officials from the Faizan Global Relief Foundation (FGRF) visited the Office of Research, Innovation and Commercialization (ORIC) at Shaheed Benazir Bhutto University (SBBU), Shaheed Benazirabad.





Zero Hunger:

Nutritional Awareness (SBBU-SBA)

The Honorable Vice Chancellor, **Engr. Prof. Dr. Madad Ali Shah**, along with faculty and students of Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), visited the Thalassemia Patients Care Center, Nawabshah, to express solidarity with patients and to raise awareness about their health and nutritional needs. The visit was part of the university's broader commitment to community health, compassion, and social responsibility.

During the visit, discussions were held with healthcare professionals and caregivers on the importance of balanced nutrition, regular medical checkups, and blood transfusion safety for thalassemia patients. The team emphasized the need for community participation and public awareness campaigns to ensure better health outcomes and social inclusion for individuals affected by thalassemia.

The initiative also highlighted the university's role in promoting health education and preventive awareness, particularly among vulnerable groups who face nutritional deficiencies and chronic health challenges. By engaging the academic community in such socially impactful visits, SBBU-SBA continues to bridge the gap between higher education and community service.

This activity directly supports:

Sustainable Development Goal 2 – Zero Hunger: by addressing issues of malnutrition and promoting nutritional well-being among vulnerable populations.

Sustainable Development Goal 3 – Good Health and Well-Being: by encouraging preventive health care, awareness, and support for those living with chronic diseases.

Sustainable Development Goal 10 – Reduced Inequalities: by fostering inclusivity and care for marginalized health groups within society.

Through the visit to the Thalassemia Patients Care Center, SBBU-SBA, under the leadership of **Vice Chancellor Engr. Prof. Dr. Madad Ali Shah**, reaffirmed its commitment to social responsibility, community health, and sustainable human development, reflecting the university's ongoing dedication to the United Nations Sustainable Development Goals.





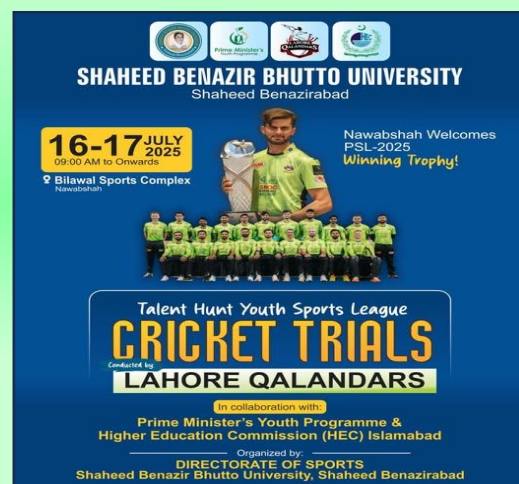
SDG 3 Good Health and Well-being:

National Level Cricket Trials 16th & 17th July 2025:

The Directorate of Sports, Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), successfully organized two-day national-level Cricket Trials in collaboration with Lahore Qalandars, the Higher Education Commission (HEC) Islamabad, and the Prime Minister's Youth Program. The trials were conducted for the Shaheed Benazirabad Division and witnessed remarkable participation from nearly 700 male and female cricket enthusiasts from across the region.

The initiative was organized under the patronage and special support of the Worthy Vice Chancellor, Engr. Prof. Dr. Madad Ali Shah, who continuously encourages youth engagement in healthy and constructive extracurricular activities. The trials provided aspiring athletes with an excellent platform to showcase their sporting talent, physical fitness, teamwork, and competitive spirit at the national level.

The event concluded on a proud note as two players from the SBBU-SBA Zone Cricket Team were successfully selected by Lahore Qalandars, reflecting the university's commitment to nurturing sports talent and empowering youth through professional opportunities in athletics and recreation.



This activity strongly aligns with **SDG 3 – Good Health and Well-Being** by promoting physical fitness, mental well-being, active lifestyles, and youth engagement through sports. It also supports **SDG 5 – Gender Equality** by ensuring inclusive participation opportunities for both boys and girls, and contributes to **SDG 10 – Reduced Inequalities** through equitable access to national-level sports platforms for students from diverse backgrounds.

Floodlights Sports Festival – Ramzan Cup

The Directorate of Sports, Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), in collaboration with Warden Latif Boys Hostel Mr. Junaid Jalbani and Assistant Mr. Muhammad Ali Junejo, successfully organized a two-night “Floodlights Sports Festival Ramzan Cup” at the university campus. The event brought together hostel students in an atmosphere of enthusiasm, unity, and healthy competition through sports activities conducted under floodlights during the holy month of Ramadan.

A total of eight teams from the Boys Hostel actively participated in the festival, with two teams representing each academic batch. The tournament showcased remarkable energy, teamwork, discipline, and sportsmanship among students, while also encouraging recreational engagement and physical activity in a positive campus environment.

The university administration, under the visionary leadership of the Worthy Vice Chancellor, Engr. Prof. Dr. Madad Ali Shah, continues to promote student well-being by providing opportunities for extracurricular and sports activities that foster leadership, confidence, and social interaction among youth.

The festival concluded with a prize distribution ceremony in which Zaheer Ali Shah (Captain, Batch 2025) secured the championship trophy, while Junaid Jagirani and his team earned the runner-up position. Their performances reflected dedication, teamwork, and competitive excellence.

This initiative directly supports **SDG 3 – Good Health and Well-Being** by promoting physical fitness, mental wellness, healthy recreational activities, and active student engagement through sports. The activity also contributes to building a positive and inclusive campus culture that encourages teamwork, discipline, and social cohesion among students.



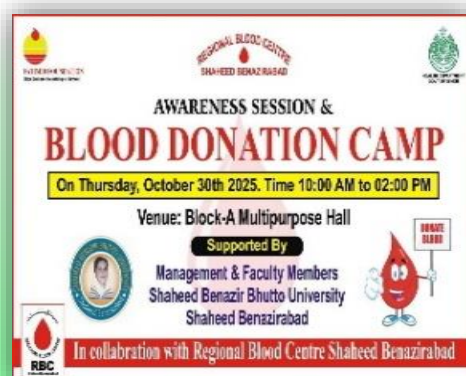
Awareness Session and Blood Donation Camp

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), organized an “Awareness Session and Blood Donation Camp” on October 30, 2025, with the objective of promoting voluntary blood donation, encouraging humanitarian service, and spreading awareness about the importance of donating blood to save precious lives.

The event aimed to educate students about safe blood donation practices, the importance of maintaining healthy blood supplies for emergency medical needs, and the role of youth in supporting community health initiatives. Students actively participated in the awareness session and blood donation activities, demonstrating compassion, social responsibility, and commitment to public welfare.

The activity was conducted as part of the university’s youth engagement and co-curricular development initiatives, designed to foster empathy, civic participation, and a culture of volunteerism among students. Through such programs, the university continues to encourage students to contribute positively to society beyond academic learning.

This initiative directly aligns with **SDG 3 – Good Health and Well-Being** by promoting public health awareness, lifesaving healthcare practices, and community well-being through voluntary blood donation. The awareness session also contributed to **SDG 4 – Quality Education** by educating students about humanitarian values, civic responsibility, and informed participation in community health and social welfare activities.



Free HB% Electrophoresis & Thalassaemia Awareness Program

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), organized a “Free HB% Electrophoresis & Thalassaemia Awareness Program” on November 3, 2025, aimed at educating students about Thalassaemia prevention and the importance of timely HB% Electrophoresis screening. The session focused on creating awareness regarding the hereditary nature of Thalassaemia, preventive healthcare measures, genetic awareness, and the significance of early testing in reducing the spread of the disease within society.



Students actively participated in the awareness session and gained valuable knowledge about responsible health practices, preventive screening, and the importance of informed decision-making for healthier communities. The program emphasized the role of youth in promoting public health awareness and supporting disease prevention initiatives through education and community engagement.

The activity was conducted under the university’s youth engagement and community health awareness initiatives in line with the co-curricular program guidelines of the Universities & Boards Department, Government of Sindh. Through such initiatives, the university continues to promote social responsibility, preventive healthcare awareness, and student participation in community welfare activities.

This initiative directly aligns with **SDG 3 – Good Health and Well-Being** by promoting preventive healthcare, disease awareness, and community health education related to Thalassaemia prevention. The awareness session also contributed to **SDG 4 – Quality Education** by educating students about genetic health awareness, responsible health practices, and informed participation in public health initiatives.



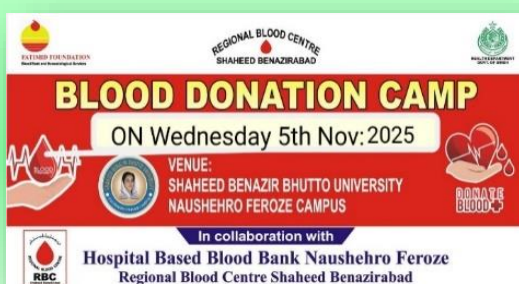
Blood Donation Camp (RBC) November 5th, 2025

A Blood Donation Camp was organized on Wednesday, November 5th, 2025, at Shaheed Benazir Bhutto University, Naushehro Feroze Campus, with the aim of promoting voluntary blood donation, supporting emergency healthcare needs, and encouraging humanitarian service among students and the local community.

The camp was organized in collaboration with the Fatimid Foundation (Blood Bank and Hematological Services), Regional Blood Centre Shaheed Benazirabad, Health Department Government of Sindh, and Hospital Based Blood Bank Naushehro Feroze. The activity provided students and participants with awareness regarding the importance of safe blood donation practices, the critical need for blood availability in healthcare institutions, and the role of youth in saving lives through community service and volunteerism.

A large number of students actively participated in the camp, reflecting enthusiasm, compassion, and a strong sense of social responsibility. The initiative also served as a platform to encourage civic engagement and strengthen awareness regarding public health and humanitarian support services.

This activity directly aligns with **SDG 3 – Good Health and Well-Being** by supporting lifesaving healthcare services, promoting voluntary blood donation, and strengthening public health awareness. The awareness-based engagement and student participation also contributed to **SDG 4 – Quality Education** by promoting humanitarian values, civic responsibility, and informed community participation. Furthermore, the collaboration among healthcare organizations, public institutions, and the university reflects **SDG 17 – Partnerships for the Goals** through collective efforts aimed at improving community health, social welfare, and sustainable development initiatives.



Campus Drive – Emergency and Health Services Awareness Initiative October 22, 2025

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), successfully hosted a Campus Drive at the Multipurpose Hall on October 22, 2025. The event was jointly organized by the Office of Research, Innovation, and Commercialization (ORIC) and the Department of Business Administration, SBBU-SBA, in collaboration with Sindh Integrated Emergency and Health Services, Government of Sindh.

The initiative aimed to engage students in awareness regarding emergency response services, public health support systems, and community welfare mechanisms. The session provided participants with valuable insights into emergency healthcare services, rapid response systems, and the importance of civic responsibility in supporting public safety and health-related initiatives. Students actively participated in the event, reflecting enthusiasm toward community engagement, awareness-building, and professional learning opportunities.

The campus drive also served as a platform to strengthen collaboration between academic institutions and public service organizations, encouraging students to understand the practical role of emergency and healthcare systems in sustainable community development. Through such initiatives, the university continues to promote experiential learning, social responsibility, and student involvement in public welfare activities.

This activity directly aligns with **SDG 3 – Good Health and Well-Being** by promoting awareness regarding emergency healthcare services, community health support, and public safety initiatives. The event also contributed to **SDG 4 – Quality Education** by providing students with



practical awareness and learning opportunities related to public service and emergency response systems. Furthermore, the collaboration between SBBU-SBA and Sindh Integrated Emergency and Health Services reflects **SDG 17 – Partnerships for the Goals** through institutional cooperation aimed at enhancing community well-being and sustainable development.



“Pink For a Purpose: Empowering Women Through Awareness” Breast Cancer Awareness Seminar

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), organized a Breast Cancer Awareness Seminar titled “Pink For A Purpose: Empowering Women Through Awareness” on October 23, 2025, at the Multipurpose Hall, Academic Block-I. The seminar was organized by Mrs. Rashida Pathan, SWO (Female) and Lecturer, Department of

Education, with the objective of promoting awareness regarding breast cancer prevention, early diagnosis, and women’s health empowerment.

The seminar featured Dr. Sardar Khatoon Chandio, Oncologist from NORIN Hospital Nawabshah, as the Guest Speaker, who delivered an informative session on the causes, symptoms, preventive measures, and importance of early screening and timely medical consultation for breast cancer. The session encouraged female students and participants to prioritize health awareness, regular medical checkups, and informed healthcare practices for improving women’s well-being.

The event provided an important platform for awareness-building, open discussion, and educational engagement regarding women’s health issues, while also promoting confidence, social awareness, and community responsibility among students. Through such initiatives, the university continues to strengthen its commitment toward health education, women empowerment, and community well-being.

This activity directly aligns with **SDG 3 – Good Health and Well-Being** by promoting breast cancer awareness, preventive healthcare, early diagnosis, and women’s health education.

The seminar also supports **SDG 4 – Quality Education** through awareness-based learning and informed health education among students and participants. Furthermore, the initiative strongly reflects **SDG 5 – Gender Equality** by empowering women through healthcare awareness, encouraging informed decision-making and promoting equal access to health-related knowledge and support services.



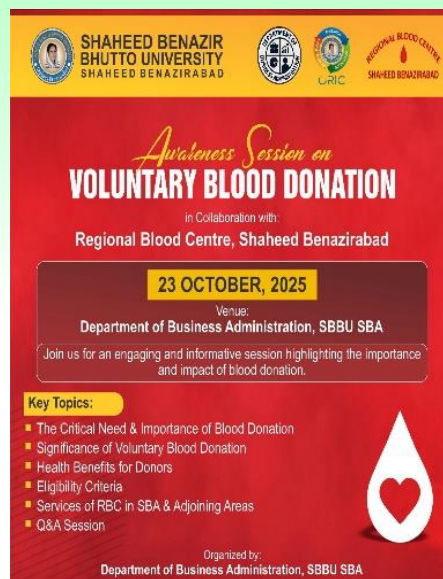
Awareness Session on Volunteer Blood Donation

The Department of Business Administration, Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), organized an Awareness Session on Volunteer Blood Donation on October 23, 2025, in collaboration with the Regional Blood Center. The session aimed to promote awareness regarding the importance of voluntary blood donation, encourage humanitarian service, and educate students about the vital role of blood donation in saving human lives and supporting emergency healthcare services.

Students and faculty members actively participated in the session, demonstrating enthusiasm and commitment toward community welfare and social responsibility. The awareness program highlighted safe blood donation practices, the importance of maintaining adequate blood supplies in healthcare institutions, and the positive impact of volunteerism in strengthening public health support systems.

The session also served as an educational platform to foster empathy, civic engagement, and humanitarian values among students while encouraging youth participation in community health initiatives. Through such awareness-based activities, the university continues to promote responsible citizenship, social welfare, and student involvement in meaningful public service programs.

This activity directly aligns with **SDG 3 – Good Health and Well-Being** by promoting voluntary blood donation, public health awareness, and lifesaving healthcare support services. The awareness-based educational engagement also contributed to **SDG 4 – Quality Education** by enhancing students' understanding of civic responsibility, humanitarian values, and community participation. Furthermore, the collaboration between the Department of Business Administration and the Regional Blood Center reflects **SDG 17 – Partnerships for the Goals** through institutional cooperation aimed at improving community health and social well-being.





SDG 4 Quality Education:

First International Media Symposium on Responsible Journalism and AI Ethics

The Department of Media & Communication Studies, Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), in collaboration with the Sindh Higher Education Commission (SHEC), successfully organized the “First International Media Symposium on Responsible Journalism and AI Ethics” under the theme: *“Responsible Journalism in the Era of Digital Transformation: Misinformation, Disinformation, AI Ethics, and Perspectives from Pakistan and the Global Media Landscape.”*

The two-day international symposium brought together renowned scholars, international media experts, journalists, policymakers, researchers, students, and media professionals from Pakistan and abroad to discuss the emerging challenges associated with digital transformation, artificial intelligence, misinformation, media ethics, digital governance, and public trust in journalism. The event served as an important academic and professional platform for promoting ethical journalism, strengthening responsible media practices, and encouraging collaboration between universities and media institutions.

Addressing the inaugural session, the Vice Chancellor of SBBU-SBA, Engr. Prof. Dr. Madad Ali Shah, emphasized the significance of ethical journalism in protecting democratic values and maintaining public trust in media institutions. Dean, Faculty of Social Sciences, Prof. Dr. Tayyaba Zarif, highlighted the responsibility of academic institutions in combating misinformation and addressing contemporary digital challenges. The Chief Organizer, Dr. Muhammad Yaseen Morojo, stressed the need for professional responsibility and ethical standards in the rapidly evolving AI-driven media landscape.



The symposium featured keynote addresses, panel discussions, academic presentations, and a capacity-building workshop on countering misinformation and disinformation. International experts including Dr. Noor Izzati Binti Aziz (University of Malaya, Malaysia) and Dr. Muhammad Osama Shafiq (UK) shared valuable perspectives on AI ethics, newsroom innovation, regulatory frameworks, and digital media governance. Prominent journalists, media practitioners, academic experts, and policymakers also contributed research-based insights on responsible journalism, freedom of information, ethical reporting, and media literacy. The event additionally included the launch of an academic book on media and digital ethics, further strengthening scholarly engagement and research dissemination.

On the concluding day, several resolutions were unanimously approved for future policy recommendations and academic implementation by the concerned department, reflecting the university's commitment to research excellence, ethical media practices, and international academic collaboration.

This symposium strongly aligns with **SDG 4 – Quality Education** by promoting inclusive academic dialogue, critical thinking, research-based learning, media literacy, and lifelong learning opportunities related to digital transformation and ethical journalism. The event also supports **SDG 9 – Industry, Innovation and Infrastructure** through discussions on artificial intelligence, digital innovation, media technologies, and responsible technological advancement in communication systems.

Furthermore, the symposium reflects **SDG 16 – Peace, Justice and Strong Institutions** by emphasizing ethical journalism, transparency, combating misinformation, freedom of expression, and strengthening public trust in media institutions and democratic processes. The collaboration between SBBU-SBA, Sindh Higher Education Commission, international universities, media organizations, and professional experts also demonstrates **SDG 17 –**

Partnerships for the Goals through global academic cooperation, knowledge exchange, and multi-stakeholder engagement for sustainable development and responsible media practices.



International Conference on ESG, Sustainability, Fintech & Climate Resilience (IC-ESGFCR 2026)

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), successfully hosted the International Conference on “**ESG, Sustainability, FinTech & Climate Resilience: Navigating Responsible Transformation for a Sustainable Future (IC-ESGFCR 2026)**” on 6–7 April 2026. Organized by the Department of Business Administration, the two-day hybrid conference brought together distinguished international and national scholars, policymakers, industry experts, researchers, and students to discuss emerging challenges and innovative solutions related to Environmental, Social and Governance (ESG), sustainability, financial technology (FinTech), and climate resilience.



The conference reflected the University's commitment to promoting research excellence, interdisciplinary collaboration, and evidence-based policy development. Participants from more than 50 universities across Pakistan and over 15 international institutions engaged in meaningful dialogue on sustainable development and responsible transformation.

The conference focused on five thematic areas: ESG and corporate sustainability; sustainability and sustainable finance; FinTech and digital transformation; climate change and resilience; and digital sustainability and emerging technologies. Key discussions addressed ESG accountability and governance, green taxation and sustainable business models, digital financial inclusion, blockchain technology, artificial intelligence, climate-resilient governance, renewable energy transitions, and sustainable innovation.

The event featured renowned keynote speakers from Pakistan and abroad, representing institutions from Oman, Spain, Australia, New Zealand, the United Kingdom, Malaysia, and the Middle East. Their presentations offered valuable insights into sustainable finance, corporate governance, climate resilience, digital sustainability, and emerging technologies.

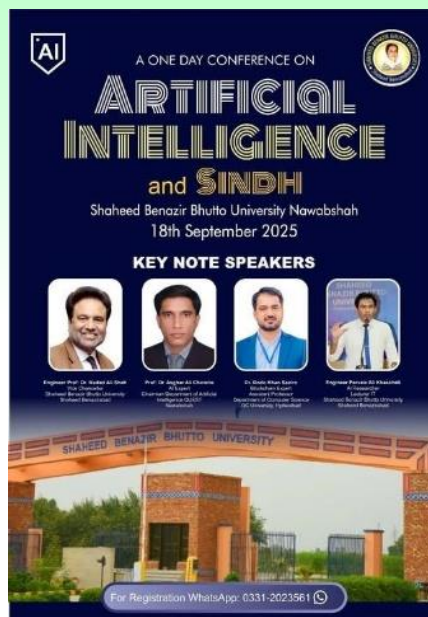
IC-ESGFCR 2026 marked an important milestone for SBBU-SBA in fostering global academic collaboration and advancing research-driven dialogue on sustainability. The conference strongly contributed to **SDG 4 (Quality Education)** through knowledge sharing and research excellence, **SDG 8 (Decent Work and Economic Growth)** through sustainable finance and innovation, **SDG 9 (Industry, Innovation and Infrastructure)** by promoting FinTech and digital transformation, **SDG 13 (Climate Action)** by addressing climate resilience and environmental sustainability, and **SDG 17 (Partnerships for the Goals)** through international and interdisciplinary collaboration for a sustainable future.

One-Day Conference on “Artificial Intelligence and Sindh”

One-Day Conference on “Artificial Intelligence and Sindh” The Department of Information Technology, Shaheed Benazir Bhutto University, Shaheed Benazirabad, successfully organized a One-Day Conference on “Artificial Intelligence and Sindh” on Thursday, 18th September 2025.

The event witnessed the participation of hundreds of students from various departments and the Sanghar Campus, who gained valuable insights into the field of Artificial Intelligence (AI), its opportunities, and challenges in Sindh. Distinguished speakers included Engr. Prof. Dr. Madad Ali Shah, Vice Chancellor SBBU-SBA; Dr. Asghar Chandio, Chairman, Department of Artificial Intelligence QUEST; Dr. Dodo Khan Seelro, Assistant Professor, Department of Computer Science, GC University Hyderabad; and Engr. Pervaiz Ali Khaskheli, Lecturer, Department of Information Technology, SBBU.

The experts shared their knowledge on AI, Blockchain Technology, and their growing influence on industry and education. The discussions emphasized the need for developing AI skills among youth, including mathematics, Python programming, and machine learning. Speakers urged the Government of Sindh to establish state-of-the-art AI laboratories in schools, colleges, and universities to foster research and innovation. The event concluded with a commitment to continue organizing conferences, workshops, and seminars to promote technological learning and innovation among students. The initiative directly supported **SDG 4 (Quality Education)** by promoting advanced learning opportunities and **SDG 9 (Industry, Innovation and Infrastructure)** by encouraging technological advancement and digital transformation in Sindh.



Women in Tech – Breaking Barriers, Building Futures

The Department of Information Technology, SBBU-SBA, organized a training session titled “**Women in Tech – Breaking Barriers, Building Futures**” to promote women’s empowerment in technology and innovation.

The session featured **Mr. Israr Hussain, CEO of The Institute of Management & Entrepreneurship (TIME)**, as the guest speaker, who shared valuable insights on entrepreneurship and opportunities in the tech industry.

The Honorable Vice Chancellor, **Engr. Prof. Dr. Madad Ali Shah**, also addressed the participants, highlighting the vital role of technology in shaping future careers and encouraging women to lead in the digital era. The event reinforced SBBU-SBA’s commitment to promoting women’s participation in technology and entrepreneurship, contributing to SDG 4 (Quality Education) through digital skill development, SDG 5 (Gender Equality) by empowering women in STEM fields, and SDG 9 (Industry, Innovation, and Infrastructure) by fostering a culture of innovation and entrepreneurship among students.



One-Day Workshop on the Development of Strategic Plan for SBBU-SBA

The **Quality Enhancement Cell (QEC)** of Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized a **one-day workshop on the Development of the Strategic Plan for SBBU-SBA** on **26th September 2025**. The workshop aimed to strengthen institutional governance, planning, and quality assurance mechanisms in alignment with the Higher Education Commission's (HEC) *Pakistan Precepts, Standards, and Guidelines (PSG-2023)*.

The event commenced with the recitation from the Holy Quran, followed by the **welcome address by Engr. Prof. Dr. Madad Ali Shah**, Vice Chancellor, SBBU-SBA, who appreciated the QEC's efforts and emphasized the importance of strategic planning for sustainable institutional development. **Dr. Munwar Ali Zardari**, Director QEC SBBU-SBA, introduced the consultants and highlighted the workshop's role in enhancing the university's quality framework.

The technical sessions were conducted by **Dr. Saeed Ahmed Khan**, Director QEC, Sukkur IBA University, and **Dr. Syed Muhsin Amir Mukhtiar Kazmi**, Assistant Professor, Sukkur IBA University. Their sessions provided practical insights into quality assurance systems and methodologies for effective strategic planning. The workshop concluded with closing remarks and the distribution of certificates among participants, along with tokens of appreciation for guest speakers.

This workshop marked a significant step toward institutional sustainability and capacity building, aligning with **SDG 4 (Quality Education)** through quality enhancement, **SDG 16 (Peace, Justice, and Strong Institutions)** by promoting good governance and accountability, and **SDG 17 (Partnerships for the Goals)** through academic collaboration with peer institutions.



Seminar on “Literature: A Self-Evolving, Self-Sustaining Art”

The Department of English, Shaheed Benazir Bhutto University, Sanghar Campus, successfully organized a seminar titled “*Literature: A Self-Evolving, Self-Sustaining Art*” on 17th October 2025 for BS English Batches 23, 24, and 25. The seminar aimed to enhance students’ understanding of literature as a dynamic and evolving form of art that reflects human experience, culture, and social change.

The session featured **Professor Muhammad Ibrahim Mangrio**, Associate Professor (P.S.S.S), Government Degree College Sanghar, as the **Guest Speaker**, who shared his scholarly insights into the transformative nature of literature. The event was graced by **Dr. Mansoor Ahmed Khuhro**, Director, SBBU Sanghar Campus, who appreciated the initiative and encouraged students to engage in literary and intellectual discussions that enhance their academic growth.

The seminar was facilitated by **Ms. Aisha Bhatti**, Chairperson, Department of English, and organized by **Mr. Zeeshan Ali Rahu**, Lecturer, Department of English, SBBU Sanghar Campus.

The event provided students with an engaging platform to explore the relevance of literary studies in promoting critical thinking, creativity, and cultural sustainability. It aligned with **SDG 4 (Quality Education)** by fostering intellectual development and **SDG 11 (Sustainable Cities and Communities)** by encouraging appreciation of cultural and artistic expressions that contribute to a more informed and inclusive society.



Idea to Impact – Innovation and Entrepreneurship Workshop

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), through its Office of Research, Innovation and Commercialization (ORIC) and the Department of Business Administration, organized a one-day workshop titled “*Idea to Impact*” in collaboration with the Sindh Enterprise Incubation Centre (SEIC), Karachi, on **September 29, 2025**, at the University’s Multipurpose Hall.

The session was graced by **Engr. Prof. Dr. Syed Madad Ali Shah**, Vice Chancellor SBBU-SBA, as the **Chief Guest**. Renowned trainers from SEIC — **Mr. Malik Khaskheli**, **Mr. Aizaz Fida**, and **Mr. Fawad Safdar** — conducted engaging sessions focusing on innovation, entrepreneurship, and transforming ideas into impactful ventures.



The event concluded with remarks from the Vice Chancellor, who appreciated ORIC’s initiative in promoting research and innovation culture among students and faculty. This activity aligned with **SDG 4: Quality Education**, by fostering creativity, research collaboration, and skill development for sustainable growth.



Workshop on VUCA Framework and Pareto Chart

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), through its Department of Computer Science, organized a workshop on “**Volatility, Uncertainty, Complexity, and Ambiguity (VUCA) Framework and Pareto Chart**” on 16 October 2025 at the Auditorium Hall, Block-2. The workshop aimed to equip students with practical problem-solving skills and familiarize them with contemporary analytical frameworks used in decision-making and quality improvement.

The event commenced with the recitation of the Holy Qur’an, followed by a warm welcome to the guest speaker, **Mr. Imtiaz Habib**, whose professional achievements and expertise were briefly introduced. During the interactive session, participants were divided into groups and engaged in hands-on activities to solve real-world problems using the VUCA framework. The workshop provided an opportunity for students to develop critical thinking, teamwork, and analytical skills while understanding the practical applications of uncertainty management and prioritization techniques.

In addition to the technical session, Mr. Imtiaz Habib delivered an awareness talk on important public health issues, including Thalassemia, Malaria, and Dengue, emphasizing preventive measures and community responsibility. The session concluded with a question-and-answer segment, allowing participants to interact directly with the speaker and gain deeper insights into both professional and social issues.

As a token of appreciation for his valuable contribution, the guest speaker was presented with the traditional Ajrak. The concluding remarks were delivered by **Mr. Abdul Samad Jamali**, who appreciated the guest speaker and participants for their active engagement and highlighted the importance of such workshops in enhancing students’ academic and professional competencies.

The workshop contributed to **SDG 3 (Good Health and Well-being)** through health awareness, **SDG 4 (Quality Education)** by promoting experiential learning and analytical skills, and **SDG 17 (Partnerships for the Goals)** by encouraging collaboration between academia and industry professionals.



Workshop on SPSS and Quantitative Research Methods

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), through its Department of English, organized a one-day workshop titled “**Empowering Research Minds!**” on 21 October 2025. The workshop aimed to strengthen participants’ research capabilities by providing practical training in quantitative research methods and data analysis using the Statistical Package for the Social Sciences (SPSS).

The workshop was conducted under the expert guidance of **Dr. Nargis Mari**, who delivered comprehensive sessions on research design, data management, statistical techniques, and the interpretation of quantitative findings. Participants from various departments actively engaged in the hands-on training and gained valuable insights into the practical application of SPSS for academic research and evidence-based analysis.

The interactive sessions enabled participants to enhance their analytical skills and develop a better understanding of data handling, statistical procedures, and research interpretation. The workshop provided an excellent platform for interdisciplinary learning and encouraged participants to adopt quantitative approaches in their respective fields of study.

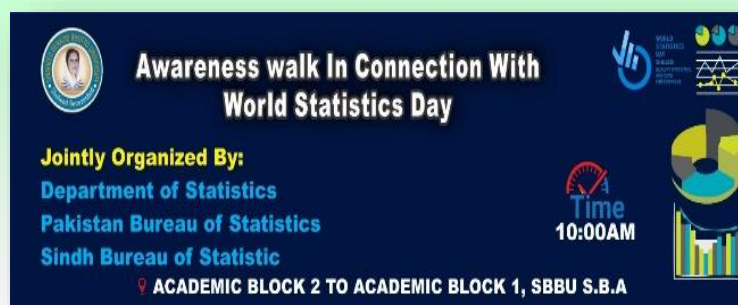
The event concluded with a certificate distribution ceremony, recognizing the active participation and commitment of attendees. Special appreciation was extended to **Dr. Tania Laghari**, Chairperson of the Department of English, for her dedicated support and facilitation, which contributed significantly to the successful organization of the workshop.

The workshop contributed to **SDG 4 (Quality Education)** by enhancing research and analytical skills, **SDG 9 (Industry, Innovation and Infrastructure)** through the promotion of data-driven research and technological tools, and **SDG 17 (Partnerships for the Goals)** by fostering interdisciplinary collaboration and knowledge sharing.



Awareness Walk on World Statistics Day

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), through its Department of Statistics, in collaboration with the Pakistan Bureau of Statistics and Sindh Bureau of Statistics, organized an **Awareness Walk on World Statistics Day** on 20 October 2025. The event aimed to promote awareness regarding the importance of statistics in evidence-based decision-making, research, and sustainable development.



The awareness walk commenced at 10:00 AM from Academic Block 2 and concluded at Academic Block 1. Faculty members, students, researchers, and representatives from the collaborating organizations enthusiastically participated in the event, demonstrating their commitment to advancing statistical literacy and promoting the significance of official statistics in society.

The event highlighted the vital role of statistics in shaping public policy, monitoring development indicators, and addressing socio-economic and environmental challenges. Participants carried banners and placards carrying messages emphasizing the value of data-driven decision-making and the contribution of statistical sciences to national development and global progress.

The awareness walk provided an excellent platform for fostering collaboration between academia and government institutions while inspiring students to appreciate the growing importance of statistics in research, innovation, and policymaking. The active participation of all stakeholders reflected a shared commitment to promoting statistical awareness and strengthening the culture of evidence-based governance.



The event contributed to **SDG 4 (Quality Education)** by promoting statistical literacy and awareness, **SDG 16 (Peace, Justice and Strong Institutions)** through advocacy for evidence-based governance and informed decision-making, and **SDG 17 (Partnerships for the Goals)** by strengthening collaboration between academic and government institutions.

Workshop on Corpus Linguistics

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), through its Department of English, organized a workshop on **Corpus Linguistics** on 27 October 2025. The workshop aimed to enhance participants' understanding of corpus-based research methodologies and their applications in modern linguistic studies.

The session was conducted by **Dr. Tania Laghari**, Chairperson, Department of English, who served as the keynote speaker. She delivered an insightful lecture on corpus linguistics, highlighting its significance in language analysis, research development, and data-driven linguistic interpretation. The workshop was organized by **Dr. Ruqia Mastoi**, who played a key role in facilitating the event and ensuring its successful execution.



Participants from the department actively engaged in the session and gained valuable knowledge regarding corpus compilation, analysis techniques, and the practical applications of corpus-based research in academic writing and linguistic inquiry. The workshop provided a strong foundation for understanding how digital tools and language corpora can be utilized in contemporary research practices.

The event concluded successfully, reflecting the Department of English's commitment to promoting innovative research methodologies and academic excellence. It also encouraged students and faculty to integrate corpus-based approaches into their future research endeavors.

The workshop contributed to **SDG 4 (Quality Education)** by enhancing research skills and academic learning, **SDG 9 (Industry, Innovation and Infrastructure)** through the use of digital tools in linguistic research, and **SDG 17 (Partnerships for the Goals)** by fostering academic collaboration and knowledge sharing within the university.

One-Day Seminar on Statistical Research Projects

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), through its Department of Statistics, organized a **One-Day Seminar on Statistical Research Projects** with the objective of promoting research culture and enhancing participants' understanding of statistical methodologies and their practical applications in diverse fields.

The seminar brought together faculty members, researchers, and students who actively participated in discussions on contemporary statistical research trends, project design, data analysis techniques, and the role of statistics in evidence-based decision-making. The event provided an interactive platform for participants to share ideas, explore innovative research approaches, and gain insights into the significance of statistical tools in addressing real-world problems.



During the seminar, speakers highlighted the importance of statistical research in academia, industry, healthcare, economics, and public policy. The discussions emphasized the need for rigorous research methodologies, ethical data practices, and the use of advanced analytical techniques to generate reliable and impactful findings. Participants were encouraged to undertake research projects that contribute to scientific advancement and sustainable development.

The seminar concluded successfully with an engaging exchange of ideas and reaffirmed the university's commitment to promoting research excellence and nurturing analytical skills among students and scholars. The event served as an important step toward strengthening the research ecosystem at SBBU-SBA and inspiring future innovations in statistical sciences.

The seminar contributed to **SDG 4 (Quality Education)** by promoting research and analytical skills, **SDG 9 (Industry, Innovation and Infrastructure)** through the advancement of scientific research and innovation, and **SDG 17 (Partnerships for the Goals)** by fostering academic collaboration and knowledge sharing.

Talent Hunt Program

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), through its Department of English, successfully organized a **one-day Talent Hunt Program** to provide students with an opportunity to showcase their creativity, artistic abilities, and hidden talents. The event was primarily arranged for students of BS English, Section 24-A, with the aim of promoting self-expression, confidence, and extracurricular engagement.

The program featured a variety of performances, including singing, poetry recitation, and other creative presentations. Students enthusiastically participated in the event, demonstrating their artistic skills and expressing their ideas through diverse forms of talent and creativity. The lively atmosphere encouraged participants to explore their potential while fostering a spirit of healthy competition and mutual appreciation.

Faculty members and students appreciated the initiative as an important platform for nurturing creativity and strengthening interpersonal skills. The event not only celebrated students' talents but also promoted teamwork, confidence-building, and cultural expression within the academic community.

The Talent Hunt Program concluded successfully with appreciation for all participants and organizers for their dedication and active involvement. The event reflected the Department of English's commitment to providing a holistic educational experience that balances academic excellence with personal growth and creative development.

The program contributed to **SDG 4 (Quality Education)** by promoting inclusive and holistic learning opportunities, **SDG 5 (Gender Equality)** by encouraging equal participation and representation, and **SDG 10 (Reduced Inequalities)** by providing all students with an equitable platform to showcase their talents and abilities.



Decoding Financial Data: Mastering Financial Analysis Using Excel

The Department of Business Administration at Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU SBA) organized a specialized training session titled **"Decoding Financial Data: Mastering Financial Analysis Using Excel"** to equip business students with critical, market-ready skills. The workshop provided hands-on experience in using advanced Excel formulas, functions, dynamic tables, and data visualization tools for comprehensive company analysis and professional investor presentations. A significant portion of the session focused on teaching students how to dig deeper into financial results, with detailed discussions revolving around how to critically analyze financial data to identify corporate inefficiencies and determine how an organization's financial policies and standards should be strategically revamped.



In addition to mastering core technical competencies, the session emphasized the vital importance of financial literacy and analytical thinking in today's highly competitive corporate environment. To inspire diverse career pathways, the guest speaker shared valuable insights from their own professional journey, demonstrating how students can effectively leverage these data analysis skills in both traditional corporate roles and the rapidly growing global freelancing market. This dual focus allowed participants to see the immediate, real-world utility of financial modeling and strategic policy evaluation beyond the classroom.

SBBU SBA extends its appreciation to **Mr. Maqsood Ali Jamali** (Lecturer, Business Administration) for his efforts in organizing this valuable learning opportunity. The university also acknowledges the supportive presence and encouragement of **Dr. Salman Bashir, Dr. Muhammad Arif, and Dr. Syed Talib Hussain**. The high level of engagement and enthusiasm shown by the participating students throughout the workshop highlights SBBU SBA's ongoing commitment to fostering academic excellence and preparing its graduates for future leadership in the business world.



The workshop contributed to **SDG 4 (Quality Education)** by enhancing financial acumen, financial literacy and analysis skills, **SDG 8 (Decent Work and Economic Growth)** by promoting entrepreneurship and sustainable business development within the field of finance by introducing learnt skills in the global market of freelancing.

Study Tour to Karachi

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), organized an educational **Study Tour to Karachi** for the students of Batch 24 and Batch 25, accompanied by faculty members. The tour was designed to provide students with experiential learning opportunities and expose them to the rich artistic and cultural heritage of the metropolitan city.

During the visit, students explored renowned art galleries and museums, where they observed diverse collections of paintings, sculptures, historical artifacts, and contemporary artworks. The tour offered participants valuable insights into artistic expression, cultural diversity, and the preservation of heritage, enabling them to connect theoretical knowledge with real-world experiences.

The interactive learning environment encouraged students to appreciate creativity, broaden their intellectual horizons, and develop a deeper understanding of art and culture. Faculty members guided the students throughout the visit, fostering discussions on aesthetics, history, and the social significance of artistic endeavors.

The study tour proved to be an enriching experience, combining education with cultural exposure and inspiring students to cultivate creativity and critical thinking. The event reflected the university's commitment to holistic education by promoting experiential learning beyond the classroom and nurturing well-rounded individuals prepared to contribute positively to society.

The study tour contributed to **SDG 4 (Quality Education)** by promoting experiential and lifelong learning, **SDG 11 (Sustainable Cities and Communities)** through appreciation of cultural heritage and preservation, and **SDG 17 (Partnerships for the Goals)** by encouraging collaborative learning and academic engagement beyond the university campus.





SDGS 5- GENDER EQUALITY

Women Empowerment Through Political Participation and Entrepreneurship

An **awareness session** on “*Women Empowerment Through Political Participation and Entrepreneurship*” was organized by the **Bureau of Student Tutorials, Guidance, Counselling Services, and Co-curricular Activities (STAGS)** in collaboration with **The Society for the Protection of the Rights of the Child (SPARC)** on **October 24, 2025**, at **Shaikh Ayaz Auditorium, University of Sindh, Jamshoro**.

The event featured distinguished speakers including **Dr. Ghazala Shoukat** and **Dr. Erum Shaikh**, Head of the Department of Business Administration, SBBU Sanghar Campus. **Prof. Dr. Fateh Muhammad Mari**, Vice Chancellor, University of Sindh Jamshoro, graced the occasion as **Chief Guest**, while **Prof. Dr. Nanik Ram**, Dean, Faculty of Social Sciences, presided over the session.

The session highlighted the significance of **women’s active participation in leadership, governance, and entrepreneurship** as key drivers of inclusive and sustainable development. It aimed to build awareness, confidence, and leadership capacity among women students, encouraging them to contribute meaningfully to economic growth and decision-making at various levels.

Through this collaborative effort, **STAGS, SPARC, and Shaheed Benazir Bhutto University (SBBU) Sanghar Campus** demonstrated their collective commitment to promoting **gender equality, economic inclusion, and institutional partnerships** for advancing sustainable development.

1. **SDG 5 – Gender Equality:**

The session directly supported gender empowerment by promoting women’s active roles in leadership, entrepreneurship, and governance, ensuring equal opportunities for participation and advancement.

2. **SDG 8 – Decent Work and Economic Growth:**

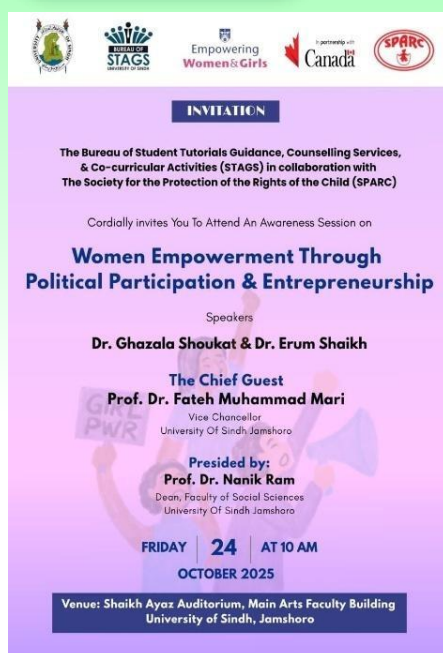
By encouraging women’s involvement in entrepreneurship and professional leadership, the session contributed to inclusive economic growth and sustainable employment opportunities.

3. **SDG 10 – Reduced Inequalities:**

The event promoted social inclusion and equal participation for women, addressing barriers to representation and access in political and economic spheres.

4. **SDG 17 – Partnerships for the Goals:**

The collaboration between STAGS, SPARC, and SBBU Sanghar Campus exemplified strong institutional partnerships that advance shared objectives for gender equality and sustainable development.



“Pink For a Purpose: Empowering Women Through Awareness” Breast Cancer Awareness Seminar

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), organized a Breast Cancer Awareness Seminar titled “Pink For A Purpose: Empowering Women Through Awareness” on October 23, 2025, at the Multipurpose Hall, Academic Block-I. The seminar was organized by Mrs. Rashida Pathan, SWO (Female) and Lecturer, Department of

Education, with the objective of promoting awareness regarding breast cancer prevention, early diagnosis, and women’s health empowerment.

The seminar featured Dr. Sardar Khatoon Chandio, Oncologist from NORIN Hospital Nawabshah, as the Guest Speaker, who delivered an informative session on the causes, symptoms, preventive measures, and importance of early screening and timely medical consultation for breast cancer. The session encouraged female students and participants to prioritize health awareness, regular medical checkups, and informed healthcare practices for improving women’s well-being.

The event provided an important platform for awareness-building, open discussion, and educational engagement regarding women’s health issues, while also promoting confidence, social awareness, and community responsibility among students. Through such initiatives, the university continues to strengthen its commitment toward health education, women empowerment, and community well-being.



This activity directly aligns with **SDG 3 – Good Health and Well-Being** by promoting breast cancer awareness, preventive healthcare, early diagnosis, and women’s health education.

The seminar also supports **SDG 4 – Quality Education** through awareness-based learning and informed health education among students and participants. Furthermore, the initiative strongly reflects **SDG 5 – Gender Equality** by empowering women through healthcare awareness, encouraging informed decision-making, and promoting equal access to health-related knowledge and support services.





SDG 6- CLEAN WATER AND SANITATION

Shaheed Benazir Bhutto University, Shaheed Benazirabad

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA) demonstrates its commitment to Sustainable Development Goal 6 (Clean Water and Sanitation) by implementing comprehensive initiatives that ensure efficient water use, conservation, recycling, and sanitation across its campuses. The university's infrastructure and operational practices reflect a strong emphasis on environmental sustainability and responsible water management.

Water Conservation Program Implementation

SBBU-SBA has adopted multiple **rainwater harvesting and conservation mechanisms** to ensure optimal use of natural water resources. All campus buildings are equipped with **separate sewerage systems** for wastewater and rainwater. Collected rainwater from rooftops is channeled into specially constructed **creeks and reservoirs**, where it is filtered and partially reused for **toilet flushing and plant irrigation** within the university premises.

Facilities Overview (Main Campus):

1. **Reservoirs:** 3 (Total capacity: 105,000 liters)
 2. **Lakes:** 2 (Total capacity: 210,000 liters)
 3. **Recharging Pits:** 5 (Total capacity: 42,000 liters)
- These sustainable systems significantly reduce water wastage and promote eco-friendly campus management.



Example of Water Conservation – Rain Water Collection (Shaheed Benazir Bhutto University, Shaheed Benazirabad)



Example of Water Conservation - In Ground Water Tank (Shaheed Benazir Bhutto University, Shaheed Benazirabad)



Example of Water Conservation – Lake (Shaheed Benazir Bhutto University, Shaheed Benazirabad)

Water Recycling Program Implementation

To promote sustainable water management, SBBU-SBA has established an active **Water Recycling Program** across its academic and residential facilities. **Reverse Osmosis (R.O.) plants** are installed for filtering and reusing water, while **rainwater harvesting tanks** collect and store water for secondary purposes such as **flushing systems and garden irrigation**. Recycled water is utilized efficiently in **Academic Blocks, Library, Administration Block, and Hostels**, minimizing wastage and ensuring a circular water usage model. This initiative directly supports the goal of ensuring **availability and sustainable management of water and sanitation for all**.





Water Efficient Appliances Usage

The university promotes **water efficiency and conservation** through the installation of modern, water-saving appliances. Facilities include **handheld toilet bidets** and **low-flow washbasins**, which reduce excessive water consumption and support responsible usage. Approximately **22% of the total campus fixtures** are water-efficient, contributing significantly to lowering the university's water footprint. These steps not only optimize resource use but also raise awareness about sustainable consumption among students and staff, reflecting SBBU-SBA's practical commitment to **SDG 6: Clean Water and Sanitation**.





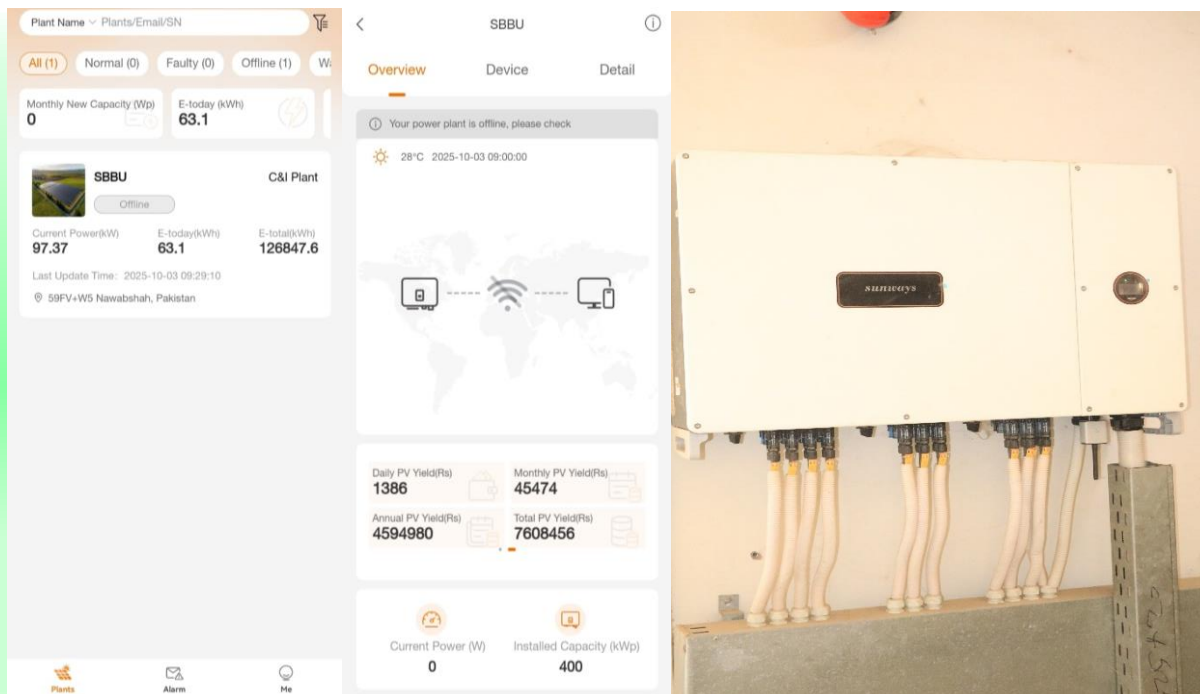
SDG 7- AFFORDABLE AND CLEAN ENERGY

Innovative Energy Management Programs

SBBU SBA has adopted **two innovative digital applications**, namely **Sunways** and **Haiwell**, to efficiently monitor and manage energy production and consumption across the university.

1. These smart systems provide **real-time data** on solar energy generation and utilization.
2. They assist in tracking **yearly energy consumption patterns**, enabling data-driven decisions for energy optimization.
3. Through these apps, the university ensures the **efficient distribution and reduced wastage** of solar energy, contributing to cleaner operations.

This initiative demonstrates innovation in **ICT-based renewable energy management**, ensuring transparency, accountability, and optimal use of green energy sources.



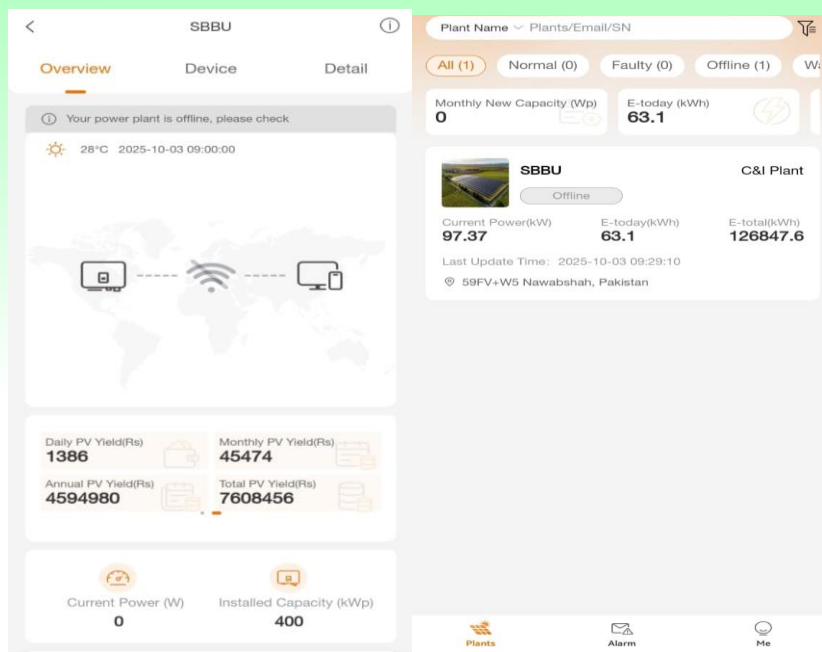
Renewable Energy Planning, Implementation, and Monitoring

For the energy consumption and production, two innovative program are used named Sunways and Haiwell. These apps tells us about the yearly consumption production of the energy that helps managing the energy while being efficient with energy usage.

SBBU SBA employs a structured ICT-supported approach to renewable energy integration: Energy and Climate Change (EC)

Planning, implementation, monitoring and/or evaluation of all programs related to Energy and Climate Change through the utilization of Information and Communication Technology (ICT)

Stage	Activities/Programs	ICT Utilization	Evidence	Timeline	Responsible Team/Department
Planning	Assess potential for renewable energy installations	GIS mapping, renewable energy simulation software	Feasibility studies, site assessment reports	Jan 2024 - Feb 2024	Energy Management, ICT Dept
Implementation	Install solar panels, wind turbines, etc.	Project management tools, installation scheduling software	Installation logs, energy generation data	Oct 2024 - Dec 2024	Facility Management, Energy Dept
Monitoring	Track renewable energy production	Renewable energy monitoring systems	Energy production reports, performance analytics	Ongoing	Energy Management, ICT Dept



Renewable energy simulation software and installation of renewable energy

Renewable Energy and GHG Emission Reduction

SBBU SBA actively contributes to **reducing greenhouse gas emissions** by **switching to renewable solar energy** for its electricity needs.

1. The transition from grid electricity to self-generated solar power significantly reduces the university's carbon footprint.
2. Solar energy now powers a large portion of academic and administrative buildings, minimizing reliance on non-renewable sources.

This approach not only supports **SDG 7** but also contributes to **SDG 13 (Climate Action)** through emission reduction and climate adaptation efforts.



Renewable energy (Shaheed Benazir Bhutto University, Shaheed Benazirabad)

Energy-Efficient Appliances Usage

SBBU SBA has implemented an energy conservation strategy focusing on the deployment of **energy-efficient appliances** across its facilities.



Example of Energy Efficient Appliances Usage: Use of LED lighting and lamps with light detection (Shaheed Benazir Bhutto University, Shaheed Benazirabad)



Example of Energy Efficient Appliances Usage: Solar absorption Air Conditioning system (Shaheed Benazir Bhutto University, Shaheed Benazirabad)

Additional measures include:

3. Installation of **LED lighting systems** and **light-detection lamps** in classrooms and corridors.
4. Use of **solar absorption air-conditioning systems** to reduce electricity consumption.
5. Incorporation of **energy-efficient appliances** in new building projects.

SBBU SBA plans to further improve efficiency rates in the coming years by replacing outdated equipment with **green-certified alternatives**.

Appliance	Total Number	Total number energy Efficient appliances	Percentage
LED Lights	4823	4823	100%
Fan	1033	00	00%
Air Conditioners	258	0	00%
Average Percentage			33%





Impact of Energy and Climate Change Programs on SDGs

SBBU SBA's energy initiatives directly contribute to the achievement of **multiple Sustainable Development Goals (SDGs)**, with a central focus on **SDG 7 – Affordable and Clean Energy**.

Key Programs and Impacts:

1. **Solar Photovoltaic (PV) Systems:** Installed across campus buildings and open areas to produce renewable electricity.
2. **Smart Energy Management Apps (Sunways & Haiwell):** Ensure optimized energy use, efficiency, and data-driven energy decisions.
3. **Retrofit Projects:** Replacement of conventional lighting systems with **100% LED fixtures**.
4. **Sustainable Construction Practices:** Incorporation of passive design principles—**natural ventilation, daylight optimization, and insulation**—in all new buildings.
5. **Green Mobility Initiatives:** Restriction of unnecessary vehicle use, introduction of **electric shuttle buses, bicycles, and EV charging stations** to reduce fuel-based emissions.
6. **Collaborative Climate Action Plans:** Developed with local and international organizations to reinforce the university's sustainability roadmap.

These initiatives support the following SDGs:

1. **SDG 7:** Ensuring access to affordable, reliable, and clean energy.
2. **SDG 9:** Fostering innovation through smart infrastructure and technology integration.
3. **SDG 11:** Promoting sustainable, low-carbon campus development.
4. **SDG 12:** Encouraging responsible energy consumption.
5. **SDG 13:** Addressing climate change through renewable energy adoption and emission mitigation.



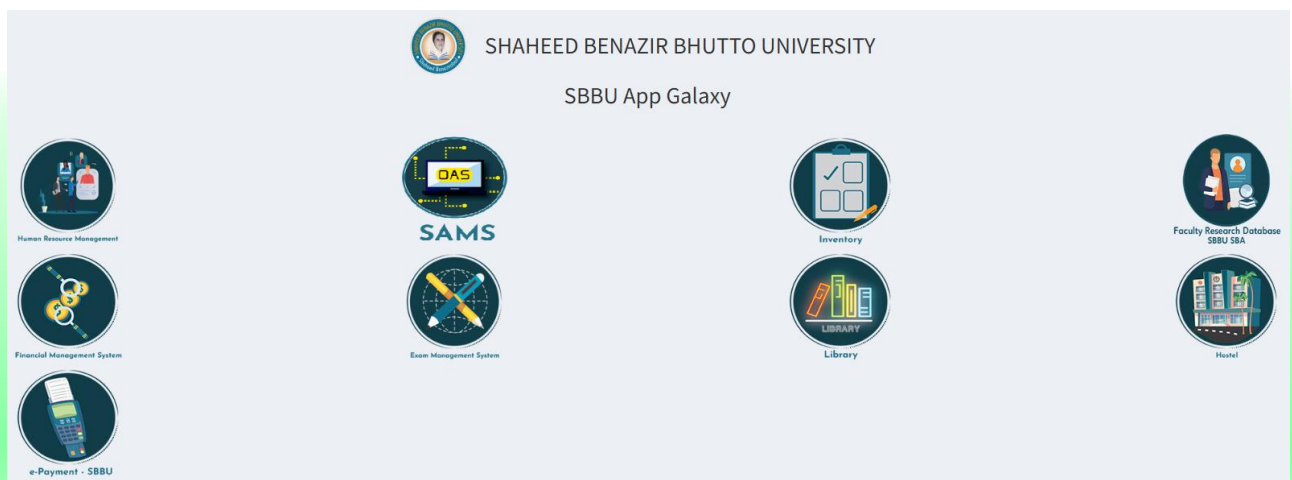
Shaheed Benazir Bhutto University

Shaheed Benazirabad

KNOWLEDGE - COMMITMENT - LEADERSHIP



Solar Systems



Digitalized Systems



SDG-8 DECENT WORK AND ECONOMIC GROWTH

SEEBA EXPO 2025

The **SEEBA EXPO 2025**, organized collaboratively by the *Faculty of Management and Business Administration* and the *Faculty of Social Sciences* at Shaheed Benazir Bhutto University, served as a significant initiative aligning with **Sustainable Development Goal 8 (SDG 8): Decent Work and Economic Growth**. The event aimed to promote inclusive and sustainable economic growth by fostering entrepreneurial skills, innovation, and collaboration among students and local stakeholders.



Bringing together departments such as **Business Administration, Arts, English, Sindhi, and Economics**, the Expo created a dynamic platform for interdisciplinary synergy, encouraging creativity and enterprise development. Over **40 student-led startups** showcased their business ideas, products, and services, demonstrating the university's commitment to nurturing youth entrepreneurship and employability.

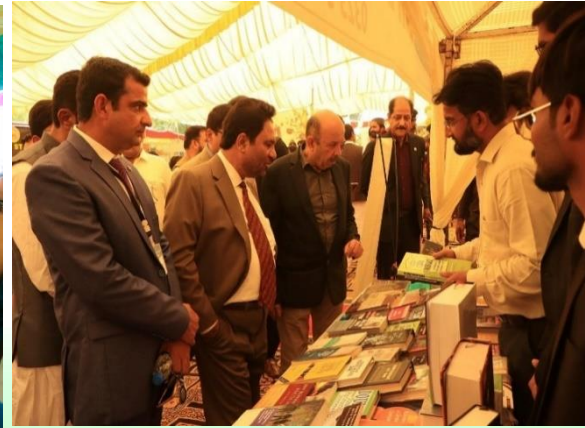
Supported by major financial institutions including **Meezan Bank Ltd., Allied Bank Ltd., Zarai Tarqati Bank Ltd., United Bank Ltd., and Suzuki Nawabshah**, the event strengthened academia–industry linkages and promoted awareness of financial literacy, sustainable business models, and innovation-driven growth.

A unique aspect of the SEEBA EXPO 2025 was the inclusion of **Deaf Reach School Nawabshah**, which provided a platform for differently-abled students to exhibit their artwork and sign language performances—emphasizing inclusive economic participation and equal opportunities for all. Additionally, stalls highlighting **Sindhi cultural craftsmanship, literary work, and customized local products** reflected the university's contribution to sustaining local culture and promoting creative industries.

Through this initiative, SBBU demonstrated its active role in advancing **SDG 8** by:

1. **Encouraging youth entrepreneurship and innovation.**
2. **Promoting employability skills and decent work opportunities.**
3. **Strengthening public-private partnerships** to foster sustainable economic growth.
4. **Supporting inclusivity and equal participation** in economic and educational activities.

The SEEBA EXPO 2025 thus exemplified how higher education institutions can serve as catalysts for regional economic empowerment, innovation, and sustainable development in alignment with SDG 8.



Campus Recruitment Drive

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), successfully hosted a **Campus Recruitment Drive** organized by the Department of Business Administration in collaboration with the Office of Research, Innovation and Commercialization (ORIC), SBBU-SBA. The initiative aimed to bridge the gap between academia and industry by providing students with valuable career opportunities and direct access to leading employers.

As part of the recruitment drive, **Meezan Bank Limited** conducted interviews for the position of **Personal Banking Officer (PBO)**. A total of 45 talented students from the Department of Business Administration, including participants from the Main Campus and Sanghar Campus, as well as students from the BS Economics program, actively participated in the selection process.

The recruitment drive provided students with an excellent opportunity to interact with industry professionals, demonstrate their skills and competencies, and gain firsthand experience of professional recruitment practices. The event also enabled participants to explore career pathways in the banking sector and understand the expectations of prospective employers.

The successful organization of the recruitment drive reflects the university's commitment to enhancing students' employability, strengthening industry-academia linkages, and promoting professional growth. Such initiatives play a vital role in preparing graduates for the job market and fostering a culture of career readiness and lifelong learning.

The event contributed to **SDG 4 (Quality Education)** by promoting career-oriented learning and skill development, **SDG 8 (Decent Work and Economic Growth)** by creating employment opportunities and enhancing employability, and **SDG 17 (Partnerships for the Goals)** through collaboration between academia and industry to support sustainable professional development.



Guest Speaker Session on Financial Planning for New Ventures

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), through its Department of Business Administration, organized a **Guest Speaker Session** titled **“Numbers That Convince: Financials for Early-Stage Business Pitches.”** The session aimed to equip students and aspiring entrepreneurs with practical knowledge of financial planning and investor-oriented business pitching for startup ventures.

The session focused on the essential financial aspects that entrepreneurs must understand to effectively communicate the viability of their business ideas. Participants gained insights into the **five key financial figures every founder should know**, strategies for clearly explaining revenue models, and the components of an effective financial slide for a pitch deck. The speaker also discussed practical approaches to estimating startup costs, calculating break-even points, and managing cash runway for early-stage businesses.

Emphasis was placed on developing investor-ready thinking by presenting financial information in a simple, transparent, and persuasive manner without relying on overly complex spreadsheets. Through interactive discussions and practical examples, participants enhanced their understanding of financial decision-making, entrepreneurial planning, and business sustainability.

The session provided an excellent opportunity for students to strengthen their entrepreneurial and financial literacy skills while gaining valuable insights into the expectations of investors and the startup ecosystem. The initiative reflects the Department of Business Administration’s commitment to nurturing innovation, entrepreneurship, and industry-relevant competencies among students.

The event contributed to **SDG 4 (Quality Education)** by enhancing entrepreneurial and financial literacy skills, **SDG 8 (Decent Work and Economic Growth)** by promoting entrepreneurship and sustainable business development, **SDG 9 (Industry, Innovation and Infrastructure)** through encouragement of innovation and startup culture, and **SDG 17 (Partnerships for the Goals)** by fostering collaboration between academia and industry professionals.



Industrial Study Tour to Pakistan International Airlines (PIA)

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), through its Department of Business Administration, Sanghar Campus, organized an **Industrial Study Tour to Pakistan International Airlines (PIA)** for final-year Business Administration students. The tour was designed to provide students with practical exposure to the operations and management practices of the aviation industry and to bridge the gap between theoretical learning and real-world business environments.



The study tour was organized under the supervision of **Dr. Erum Shaikh**, Head of the Department of Business Administration, with the active support and participation of faculty members. During the visit, students gained firsthand knowledge of the organizational structure, operational procedures, customer service management, and strategic functions of PIA. The interactive sessions enabled participants to understand the complexities of airline operations and the significance of effective management practices in the aviation sector.

The tour offered students an invaluable opportunity to observe industry practices, interact with professionals, and explore career prospects within the aviation and service industries. The experience enhanced their understanding of business operations, leadership, and organizational dynamics while fostering critical thinking and professional development.

The Industrial Study Tour proved to be an enriching educational experience that complemented classroom learning and strengthened industry-academia linkages. The initiative reflects the Department of Business Administration's commitment to providing experiential learning opportunities and preparing students to meet the challenges of an evolving business environment.

The tour contributed to **SDG 4 (Quality Education)** by promoting experiential and industry-based learning, **SDG 8 (Decent Work and Economic Growth)** by enhancing employability and professional skills, and **SDG 17 (Partnerships for the Goals)** by strengthening collaboration between academia and industry.



Talk on Civic Economy

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), through the Economic Society in collaboration with the Department of Economics, organized a **Talk on Civic Economy** on 30 October. The session was designed to engage students, faculty members, and the wider community in meaningful dialogue on contemporary economic perspectives and civic responsibility in shaping sustainable development.



The event featured an insightful keynote address by esteemed guest speaker **Agha Shakeel**, Founder of CointheEducation, who shared his expertise on civic economy, financial awareness, and the role of innovative economic thinking in addressing modern socio-economic challenges. His talk emphasized the importance of informed citizenship, financial literacy, and participatory economic systems in driving sustainable progress.

The event was organized under the guidance of **Prof. Dr. Salman Bashir**, Dean, Faculty of Management and Business Administration, and facilitated by **Dr. Zahid Hussain Channa**, Chairman, Department of Economics. The session was moderated by **Mr. Ameet Kumar**, Lecturer, Department of Economics, who ensured smooth coordination and active engagement throughout the program.

Participants actively engaged in the session through questions and discussions, gaining valuable insights into civic economic models, community-driven development, and the importance of integrating economic awareness into everyday decision-making. The interactive format encouraged critical thinking and broadened the understanding of contemporary economic challenges.

The talk successfully strengthened academic dialogue and community engagement, reflecting the university's commitment to promoting intellectual growth, research-based learning, and public awareness on emerging economic issues.

The event contributed to **SDG 4 (Quality Education)** by promoting economic literacy and learning, **SDG 8 (Decent Work and Economic Growth)** by encouraging sustainable and inclusive economic thinking, **SDG 16 (Peace, Justice and Strong Institutions)** by highlighting civic participation and informed decision-making, and **SDG 17 (Partnerships for the Goals)** through collaboration between academia, experts, and the community.



Inauguration Ceremony – Vision 2 Venture: Business Idea Competition 2025 & Launch of Entrepreneurship Society

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), proudly organized the **Inauguration Ceremony of Vision 2 Venture: Business Idea Competition 2025** along with the formal launch of the **Entrepreneurship Society**. The event was designed to promote innovation, entrepreneurial thinking, and startup culture among students by providing them with a platform to present and refine their business ideas.

The competition featured **15 student teams** who presented their innovative business concepts, demonstrating creativity, problem-solving skills, and entrepreneurial potential. The ideas were evaluated by distinguished judges, including **Dr. Nawaz Ahmad** and **Mr. Mohsin Mubarak**, Founder of Tech Talk and TEDx Nawabshah, representing NIC Hyderabad. Their expert feedback and guidance provided valuable insights to the participants regarding feasibility, innovation, and market potential of their ideas.

The inauguration ceremony marked an important milestone in strengthening the entrepreneurial ecosystem at SBBU-SBA. The launch of the Entrepreneurship Society further reinforced the university's commitment to fostering innovation-driven learning, startup development, and industry-academia collaboration.

Participants gained practical exposure to pitching business ideas, understanding evaluation criteria, and developing entrepreneurial mindsets aligned with real-world market demands. The event encouraged students to transform creative concepts into viable business ventures.



The program successfully highlighted the university's vision of empowering young entrepreneurs and nurturing future business leaders capable of contributing to economic development and innovation.

The event contributed to **SDG 4 (Quality Education)** by promoting experiential and entrepreneurial learning, **SDG 8 (Decent Work and Economic Growth)** by encouraging startups and job creation, **SDG 9 (Industry, Innovation and Infrastructure)** through fostering innovation and business development, and **SDG 17 (Partnerships for the Goals)** by strengthening collaboration between academia, industry experts, and innovation networks.

Business Bazaar 4.0 – Entrepreneurial Mindset

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), Sanghar Campus, successfully organized **Business Bazaar 4.0: Entrepreneurial Mindset**, aimed at promoting innovation, creativity, and experiential learning among students of the Department of Business Administration. The event provided a dynamic platform for students to showcase their entrepreneurial ideas through stall setups, poster presentations, and literary and business model exhibitions.

The Honorable Vice Chancellor of SBBU-SBA, **Professor Dr. Madad Ali Shah**, visited various stalls during the event and interacted with students to appreciate their efforts and innovative thinking. He highly commended the creativity, presentation skills, and practical business ideas demonstrated by the participants, highlighting the importance of such activities in developing an entrepreneurial mindset among youth.

The Worthy Vice Chancellor also appreciated the Department of Business Administration for its continuous efforts in creating a practical and industry-oriented learning environment. He emphasized that such initiatives play a vital role in bridging the gap between theoretical knowledge and real-world business practices, ultimately preparing students for future professional challenges.

Students enthusiastically presented their ideas and received valuable feedback from faculty members and visitors, which further enhanced their understanding of entrepreneurship, marketing, and business development strategies. The event encouraged teamwork, innovation, and confidence-building among participants.

Business Bazaar 4.0 successfully reflected the university's commitment to fostering entrepreneurship, creativity, and experiential learning, contributing to the holistic development of students and strengthening industry-academia engagement.

The event contributed to **SDG 4 (Quality Education)** by promoting experiential and practical learning, **SDG 8 (Decent Work and Economic Growth)** by encouraging entrepreneurship and business development, **SDG 9 (Industry, Innovation and Infrastructure)** through innovation-driven student activities, and **SDG 17 (Partnerships for the Goals)** by strengthening collaboration between academia, students, and institutional leadership.



Islamic Banking Awareness Seminar

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), through its Department of Business Administration, successfully organized an **Islamic Banking Awareness Seminar** in collaboration with **Meezan Bank**. The seminar aimed to enhance students' understanding of Islamic banking principles, financial ethics, and Shariah-compliant financial systems.

The session was facilitated by faculty members **Mr. Maqsood Jamali** and **Ms. Bibi Fiza Shah**, who guided participants on the fundamental concepts of Islamic finance, its operational mechanisms, and its growing importance in the modern financial industry. The speakers emphasized the distinction between conventional and Islamic banking systems, highlighting the principles of risk-sharing, ethical investment, and interest-free financial transactions.

Participants from the Department of Business Administration actively engaged in the session and gained valuable insights into the practical applications of Islamic banking in Pakistan's financial sector. The seminar also provided an opportunity for students to understand career prospects and industry trends within Islamic finance institutions.

The event successfully strengthened academic-industry linkage through collaboration with Meezan Bank and contributed to enhancing financial literacy among students. It reflected the university's commitment to promoting ethical financial education and professional development.

The seminar contributed to **SDG 4 (Quality Education)** by promoting financial literacy and learning, **SDG 8 (Decent Work and Economic Growth)** by supporting knowledge of sustainable financial systems, **SDG 9 (Industry, Innovation and Infrastructure)** through awareness of modern financial practices, and **SDG 17 (Partnerships for the Goals)** by fostering collaboration between academia and the banking sector.



Job Fair 2025 at SBBU Sanghar Campus

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), Sanghar Campus, successfully organized **Job Fair 2025** on 6 November 2025. The event was conducted in collaboration with **United Bank Limited (UBL)** and organized by the Department of Business Administration, with the aim of providing career opportunities and strengthening industry-academia linkages.

The job fair brought together students and recruiters on a single platform, enabling final-year students and graduates to explore employment opportunities and interact directly with industry representatives. The event focused on enhancing students' employability, career readiness, and understanding of professional recruitment processes.

Representatives from United Bank Limited conducted screening activities and engaged with students regarding available job positions, selection criteria, and career pathways in the banking sector. Students from the Department of Business Administration actively participated, showcasing their academic knowledge, communication skills, and professional competencies.

The event provided a valuable opportunity for students to gain exposure to real-world hiring practices and to understand the expectations of leading financial institutions. It also strengthened their confidence and motivation to pursue successful professional careers.

Job Fair 2025 reflected the university's commitment to bridging the gap between academia and industry, promoting graduate employability, and fostering a career-oriented learning environment.

The event contributed to **SDG 4 (Quality Education)** by promoting career development and skill enhancement, **SDG 8 (Decent Work and Economic Growth)** by facilitating employment opportunities, and **SDG 17 (Partnerships for the Goals)** through collaboration between academia and the banking sector.





SDGS-9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

AI-Driven Personalized Learning Session

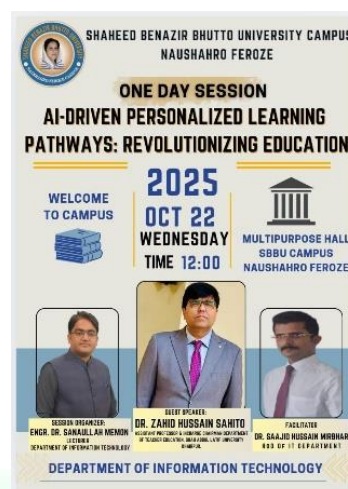
Shaheed Benazir Bhutto University Campus, Naushahro Feroze, successfully organized a one-day academic session titled **“AI-Driven Personalized Learning Pathways: Revolutionizing Education”** on 22 October 2025 at 12:00 PM in the Multipurpose Hall of SBBU Campus, Naushahro Feroze. The session aimed to explore the transformative role of Artificial Intelligence in reshaping modern educational systems and personalized learning approaches.

The event focused on how AI technologies are enabling adaptive learning environments that cater to individual student needs, learning speeds, and academic performance. Participants were introduced to key concepts such as intelligent tutoring systems, AI-based learning platforms, predictive learning analytics, and personalized assessment techniques that enhance teaching and learning outcomes.

Students and faculty members actively participated in the session and engaged in meaningful discussions on the integration of AI in education. The interactive format allowed participants to understand how digital tools and AI-driven systems can improve academic performance, support educators, and promote more effective learning strategies.

The session highlighted the importance of embracing technological advancements in education and encouraged participants to develop digital literacy, critical thinking, and innovative mindsets. It also emphasized the growing significance of AI in creating future-ready education systems.

The program successfully reflected the university’s commitment to academic innovation, digital transformation, and quality education by promoting awareness of emerging technologies in teaching and learning practices.



The event contributed to **SDG 4 (Quality Education)** by promoting innovative and technology-enhanced learning, **SDG 9 (Industry, Innovation and Infrastructure)** through the integration of artificial intelligence in education systems, and **SDG 17 (Partnerships for the Goals)** by encouraging knowledge sharing and academic collaboration in digital innovation.

Project Exhibition – “Words That Endure: Prose Writers and Their Impact on Society”

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), through the Department of English, successfully organized a Project Exhibition aimed at promoting creative learning, academic exploration, and student-led research presentations. The exhibition provided students with a platform to showcase their intellectual and creative work through thematic displays, literary analysis, and innovative presentations.

The event focused on enhancing students’ understanding of literature, critical thinking, and communication skills while encouraging them to engage in experiential learning practices. Participants demonstrated their ability to connect theoretical knowledge with practical interpretation, reflecting both academic depth and creative expression.



Through structured presentations and interactive displays, students explored diverse literary themes, developed analytical perspectives, and strengthened their research and presentation skills. The exhibition also encouraged innovation in academic expression by integrating visual, textual, and conceptual elements into student projects.

The Project Exhibition successfully reflected the university’s commitment to quality education and innovation in teaching and learning practices, providing an engaging academic environment that nurtures creativity and intellectual growth.



The event contributed to **SDG 4 (Quality Education)** by promoting inclusive, equitable, and quality learning opportunities through experiential academic engagement, and **SDG 9 (Industry, Innovation and Infrastructure)** by encouraging innovation, creativity, and the development of modern academic presentation skills and research-based thinking among students.

Certificate Distribution and Event T-Shirts Ceremony – Faculty of Computing

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), through the Faculty of Computing, organized a recognition ceremony for participants in appreciation of their active engagement and successful participation in the academic event focused on emerging technologies and innovation in computing.

Certificates of participation along with event T-shirts were distributed among students as a token of encouragement and recognition of their enthusiasm, commitment, and involvement throughout the event. The initiative aimed to motivate students and acknowledge their contributions toward learning and innovation in advanced computing domains.

The event was well-received by participants and faculty members, reflecting a positive academic environment that supports creativity, collaboration, and skill development. It highlighted the Faculty's continuous efforts to promote innovation-driven learning and to prepare students for future challenges in the field of computing and artificial intelligence.

The ceremony reinforced the importance of experiential learning and recognition-based academic engagement, encouraging students to further explore emerging areas such as Agentic AI and modern computing technologies.

The event contributed to **SDG 4 (Quality Education)** by promoting inclusive and engaging learning experiences, **SDG 9 (Industry, Innovation and Infrastructure)** through encouragement of innovation and advanced technological learning, and **SDG 17 (Partnerships for the Goals)** by fostering academic-community collaboration and knowledge sharing in emerging tech domains.



Seminar on AI, Deep Learning and Computer Vision

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), through its Faculty of Computing, successfully organized an academic seminar on **Artificial Intelligence (AI), Deep Learning, and Computer Vision**. The purpose of the session was to introduce students to emerging technologies shaping the future of computing and to enhance their understanding of intelligent systems and data-driven applications.

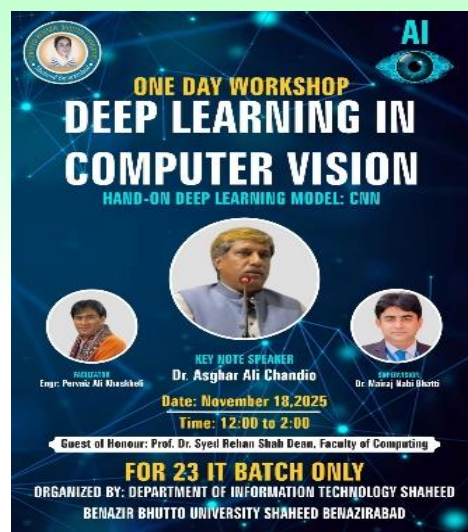
The seminar focused on core concepts of Artificial Intelligence, including machine learning fundamentals, deep learning architectures, and real-world applications of computer vision. Participants were guided on how AI systems process visual data, recognize patterns, and support automation in various industries such as healthcare, security, agriculture, and autonomous systems.

Students actively engaged in the session and gained valuable insights into modern AI frameworks, neural networks, and the practical implementation of computer vision techniques. The interactive discussion encouraged participants to explore research opportunities and develop skills relevant to the evolving technology landscape.

The session highlighted the importance of AI literacy and innovation in computing education, motivating students to pursue advanced studies and projects in artificial intelligence and related fields. It also emphasized the growing role of AI in solving real-world problems and driving technological advancement.

The seminar reflected the Faculty of Computing's commitment to promoting advanced learning, research orientation, and technological innovation among students.

The event contributed to **SDG 4 (Quality Education)** by enhancing knowledge and technical learning, **SDG 9 (Industry, Innovation and Infrastructure)** by promoting advanced technologies and innovation, and **SDG 17 (Partnerships for the Goals)** by encouraging academic collaboration and knowledge exchange in emerging fields of computing.



Three-Day Workshop on Graphic Designing

The **Department of Information Technology**, Shaheed Benazir Bhutto University, **Naushahro Feroze Campus**, successfully organized a **Three-Day Workshop on Graphic Designing** from **October 13–15, 2025**. The workshop was designed to enhance students' **technical proficiency and creative capacity** in digital design, focusing on widely used professional tools such as **Adobe Photoshop, Adobe Illustrator, Canva, CapCut, and Blender**.

Through interactive sessions and hands-on practice, participants gained valuable experience in **visual communication, layout design, digital illustration, and multimedia content creation**. The training emphasized practical learning aligned with industry standards, preparing students to meet the growing demands of the **creative and digital technology sectors**.

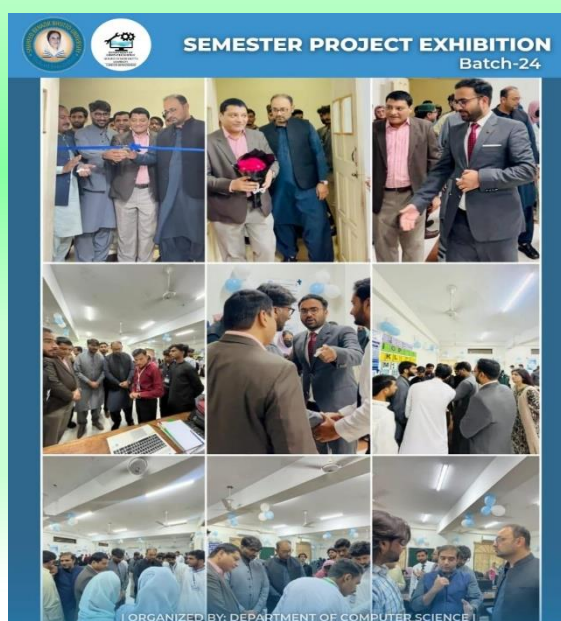


This initiative aligns with **Sustainable Development Goal 9 – Industry, Innovation, and Infrastructure**, as it promotes **technological innovation, skill development, and digital capacity-building**. By equipping students with practical design and media production skills, the workshop supports the creation of a **skilled, innovation-driven workforce**, capable of contributing to Pakistan's **digital transformation and creative economy**. It also reflects the university's commitment to strengthening the link between **education, technology, and industry-oriented innovation** for sustainable development.

1st Project Exhibition – Fostering Innovation and Technological Learning

The **Department of Computer Science**, Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), organized its **1st Project Exhibition** on **Thursday, 6th November 2025**, under the supervision of **Mr. Muhammad Faheem Shah**, Lecturer, Department of Computer Science.

The event showcased a range of innovative student projects in areas such as **Sindhi and Urdu Learning Applications for Kids, Health Care Management Systems, Inventory Systems, Marksheet Management, and Exam Systems**. These projects reflected creativity, technical expertise, and a focus on **technology-driven solutions for educational and social development**.



Distinguished guests including Prof. Dr. Salman Bashir (Dean, Faculty of Management and Business Administration) and Dr. Munwar Ali Zardari (Director, Quality Enhancement Cell) graced the occasion, appreciating the students' innovation and the department's efforts in promoting applied learning and research.

The projects were evaluated by Dr. Azeem Mirani and Mr. Abdul Samad Jamali, who assessed creativity, functionality, and technical execution. The top-performing projects were:

Sindhi and Urdu Alphabet Learning for Kids – 1st Position

Pharma Sync – 2nd Position

Diabetes Care Management System – 3rd Position

In his concluding remarks, Prof. Dr. Reehan Ali Shah commended the students' dedication and highlighted the significance of innovation, critical thinking, and digital transformation in academia.

This exhibition contributes to the United Nations Sustainable Development Goals (SDGs) by:

SDG 4 – Quality Education: Enhancing experiential and practical learning in computer science and technology.

SDG 8 – Decent Work and Economic Growth: Equipping students with digital competencies to meet workforce demands and entrepreneurial opportunities.

SDG 9 – Industry, Innovation, and Infrastructure: Encouraging research and technological innovation for community advancement.

SDG 17 – Partnerships for the Goals: Promoting academic collaboration and strengthening ties between departments, faculty, and external stakeholders.

Through this initiative, SBBU-SBA reaffirmed its mission to empower students through innovation, education, and research excellence, fostering a generation ready to lead in technology and sustainable development.





SDG 10 REDUCED INEQUALITIES

Culture in Conversation Webinar – Cross-Cultural Pragmatics through Speech Acts

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), through the Department of English, successfully hosted a webinar titled “**Culture in Conversation: Cross-Cultural Pragmatics through Speech Acts**” on 3 November 2025. The webinar aimed to enhance students’ understanding of language use in cultural contexts and the role of pragmatics in effective communication across diverse societies.

The session featured distinguished guest speaker **Prof. Dina El-Dakhs**, who delivered an insightful lecture on cross-cultural pragmatics, focusing on how speech acts vary across cultures and influence communication patterns. The speaker highlighted the significance of understanding cultural nuances in language interpretation, particularly in academic, professional, and social interactions.



Participants actively engaged in the webinar and gained valuable knowledge regarding pragmatic competence, intercultural communication, and the impact of culture on meaning-making in language use. The discussion encouraged students to critically analyze real-life communication scenarios and appreciate linguistic diversity.

The webinar provided an interactive platform for academic learning and cross-cultural awareness, strengthening students’ conceptual understanding of applied linguistics and communication studies. It also reflected the Department of English’s commitment to promoting innovative and research-based learning experiences.

The event contributed to **SDG 4 (Quality Education)** by enhancing linguistic and academic learning, **SDG 10 (Reduced Inequalities)** by promoting intercultural understanding and communication, and **SDG 17 (Partnerships for the Goals)** through international academic engagement and knowledge exchange.

Two-Day Bait Bazi Contest

Shaheed Benazir Bhutto University, Shaheed Benazirabad, successfully organized a **Two-Day Bait Bazi Contest** on **23rd and 24th September 2025**, featuring enthusiastic participation from **14 departments** of the university. The competition was conducted in both **Sindhi and Urdu categories**, reflecting the institution's commitment to promoting **linguistic diversity, cultural inclusivity, and equal opportunities for all students**.

The contest progressed through multiple stages — **Round 1, Quarter Finals, Semi-Finals, and Finals** — where students displayed their poetic knowledge, creativity, and passion for literature. The event celebrated Pakistan's rich cultural heritage while fostering mutual respect, unity, and understanding among participants from diverse academic and linguistic backgrounds.

The **Chief Guest, Engr. Prof. Dr. Madad Ali Shah**, graced the occasion with his presence and appreciated the efforts of the organizing team and the participants for their enthusiasm and literary excellence.

His inspiring remarks emphasized the importance of **inclusive cultural engagement** in promoting equality and harmony within academic communities.

This event aligns with **Sustainable Development Goal 10 – Reduced Inequalities**, as it encouraged **equal participation and representation** of students across departments and languages, providing an inclusive platform for expression regardless of background or discipline. By celebrating diversity and ensuring equal access to cultural and educational opportunities, the Bait Bazi Contest contributed to fostering **social cohesion, inclusivity, and cultural equality** within the university community.



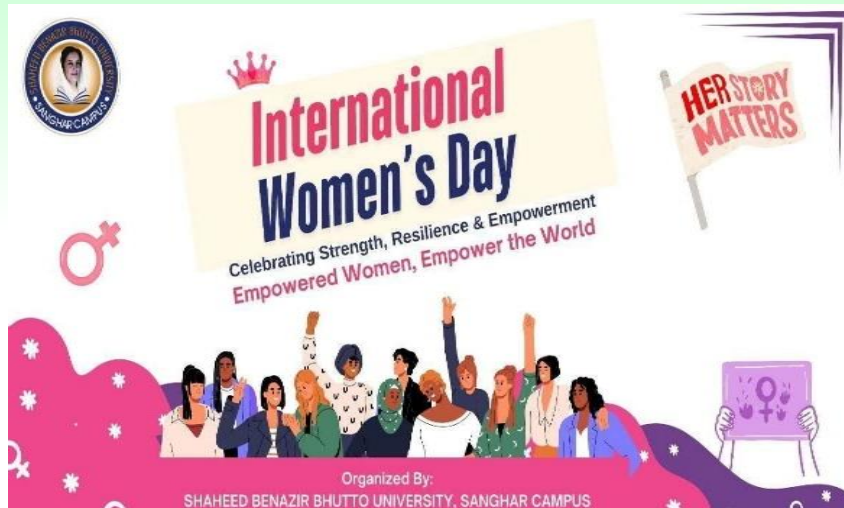
International Women's Day Celebration – Empowered Women, Empower the World

Shaheed Benazir Bhutto University, Sanghar Campus, organized an event to celebrate **International Women's Day** under the theme “*Empowered Women, Empower the World.*”

The event recognized and celebrated the achievements, leadership, and contributions of women in education, entrepreneurship, and community development. It provided a platform for students, faculty, and community members to engage in discussions promoting gender equality, inclusion, and empowerment in all spheres of life.

This initiative aligns with **SDG 5 (Gender Equality)** by empowering women to participate fully and equally in leadership and decision-making roles; with **SDG 4 (Quality Education)** by fostering awareness and opportunities for equitable learning and personal growth; with **SDG 10 (Reduced Inequalities)** by addressing barriers to equal participation and promoting social inclusion; and with **SDG 17 (Partnerships for the Goals)** by strengthening collaboration between academia, community, and institutions to advance sustainable development.

Through this celebration, **Shaheed Benazir Bhutto University reaffirmed its commitment to building an inclusive, equitable, and sustainable society**, where empowered women lead progress and inspire transformation across all sectors.





SDG 11- SUSTAINIBALE CITIES AND COMMUNITIES

Free Vehicle Checkup Camp

Shaheed Benazir Bhutto University, Shaheed Benazirabad, in collaboration with Suzuki Nawabshah Motors, organized a **Free Vehicle Checkup Camp** on **27th August 2025** at the University Parking Area.

The event was inaugurated by **Engr. Prof. Dr. Madad Ali Shah**, Worthy Vice Chancellor, along with the **General Manager of Suzuki Nawabshah Motors**.

This initiative aimed to support the **financial well-being** of the university community by providing **free vehicle inspection and maintenance services** to faculty, staff, and students. Suzuki professionals conducted **expert consultations**, offered **mechanical assessments**, and shared **safety and maintenance tips** to promote responsible vehicle use and reduce the financial burden of repair and upkeep.

By offering these services at no cost, the event contributed to **SDG 1 – No Poverty**, as it helped individuals **save on vehicle maintenance expenses**, enhanced **financial resilience**, and promoted **economic welfare** within the campus community.

The university extends its sincere gratitude to **Suzuki Nawabshah Motors** for their collaboration and commitment to community welfare. Through such initiatives, Shaheed Benazir Bhutto University continues to foster partnerships that support the **socio-economic empowerment** and **well-being** of its stakeholders.



Three-Day Thalassemia Awareness Program (November 3–5, 2025)

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), in collaboration with the **Thalassaemia Patients Welfare Society, Nawabshah**, organized a **three-day awareness program on Thalassemia prevention** from **November 3 to 5, 2025**, at the University Auditorium Hall.



The event aimed to build a **health-conscious and sustainable community** by promoting awareness about genetic health issues and encouraging preventive healthcare practices among youth. The program began with the recitation of the Holy Quran, followed by a welcome address from **Engr. Prof. Dr. Madad Ali Shah, Vice Chancellor, SBBU-SBA**, who emphasized the University's role in fostering community partnerships to address pressing social and health challenges.

Dr. Muhammad Sadiq Siyal, General Secretary of the Thalassaemia Patients Welfare Society, Nawabshah, highlighted that Thalassemia is an incurable hereditary disease and stressed the importance of **pre-marital H.B. Electrophoresis testing** as the only effective preventive measure. **Mr. Danish Tanio**, a Thalassemia fighter, inspired students to pledge to undergo the test before marriage to protect future generations.

The program was coordinated by **Ms. Rashida Pathan**, University Program Coordinator (SWO – Female), who ensured active participation of students and faculty. At the closing session, **Prof. Dr. Ali Bux Soomro**, Chairman of the Thalassaemia Patients Welfare Society, expressed gratitude to the University for supporting community health initiatives and helping raise awareness across the region.

This initiative supports **SDG 11 – Sustainable Cities and Communities** by fostering a **healthy, inclusive, and resilient community** through education and preventive healthcare. By addressing a major public health issue collaboratively, SBBU-SBA contributes to creating **sustainable and safe communities** where citizens are informed, proactive, and engaged in improving overall well-being..



Project Exhibition – “Words That Endure: Prose Writers and Their Impact on Society”

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), through the Department of English, Batch 24 Section B, successfully organized a project exhibition titled **“Words That Endure: Prose Writers and Their Impact on Society.”** The exhibition aimed to celebrate the richness of English prose and to highlight the enduring influence of prose writers on society, culture, and intellectual thought. The exhibition revolved around the theme **“Prose, Writers, and History,”** exploring different literary ages and showcasing the themes, movements, and influential voices that shaped the evolution of English prose. Through creative displays and informative presentations, students examined the historical and cultural contexts of literary works and demonstrated how prose has served as a powerful medium for expressing ideas, preserving heritage, and inspiring social change.



The event provided students with an opportunity to engage in experiential learning by combining literary analysis with creative presentation techniques. Participants showcased their research, communication, and critical thinking skills while celebrating creativity, history, and timeless literary expression. Faculty members and visitors appreciated the students’ efforts in presenting literary history in an engaging and innovative manner.

The exhibition successfully reflected the Department of English’s commitment to promoting academic excellence, creativity, and appreciation of literary and cultural heritage. It encouraged students to explore literature not only as an academic discipline but also as a dynamic force that shapes societies and preserves collective memory.

The event contributed to **SDG 4 (Quality Education)** by promoting literary learning, research, and critical thinking; **SDG 9 (Industry, Innovation and Infrastructure)** by encouraging innovation and creativity in academic presentations and research-based learning; **SDG 11 (Sustainable Cities and Communities)** by preserving and celebrating literary and cultural heritage through the exploration of influential prose writers and literary traditions; and **SDG 17 (Partnerships for the Goals)** by fostering collaborative learning and knowledge sharing within the academic community.

Bhittai Day Celebration

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), proudly celebrated **Bhittai Day** to pay tribute to the timeless legacy of the great Sufi poet **Shah Abdul Latif Bhittai** and to promote awareness of Sindh's rich literary and cultural heritage. The event aimed to familiarize students with Bhittai's philosophy of peace, love, tolerance, and humanity, which continues to inspire generations across the world.

The celebration featured a variety of cultural and literary activities, including recitations of Shah Jo Risalo, speeches on the life and teachings of Shah Abdul Latif Bhittai, poetry presentations, and musical performances based on his Sufi verses. Students and faculty members actively participated in the event, reflecting their appreciation for Sindhi literature and the enduring values embodied in Bhittai's poetry.

Speakers highlighted Shah Abdul Latif Bhittai's role as a visionary poet whose message transcends geographical and cultural boundaries. His teachings emphasize social harmony, coexistence, and respect for diversity, making his work highly relevant in contemporary society. The event provided an opportunity for participants to explore the spiritual, literary, and philosophical dimensions of his poetry and its influence on society.

The Bhittai Day celebration successfully reflected the university's commitment to preserving cultural heritage and promoting literary and artistic traditions. The event encouraged students to value their cultural identity while fostering creativity, mutual respect, and appreciation for the rich heritage of Sindh.



The event contributed to **SDG 4 (Quality Education)** by promoting cultural and literary learning, **SDG 10 (Reduced Inequalities)** by fostering inclusion, tolerance, and respect for diversity, **SDG 11 (Sustainable Cities and Communities)** by preserving and celebrating cultural and literary heritage, and **SDG 17 (Partnerships for the Goals)** by encouraging collaborative participation and community engagement.



SDGS-12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Campus-Led Micro-Agriculture

At Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU SBA), the commitment to UN Sustainable Development Goal 12 is tangibly demonstrated through active, localized resource generation. The university utilizes decentralized micro-agricultural plots to transition from a model of passive consumption to one of self-sustaining



production. This on-campus infrastructure features carefully tilled garden beds, varied vegetable crops, and traditional terracotta aeration jars, showcasing how educational institutions can successfully repurpose campus land to establish efficient, low-impact organic farming ecosystems.

This localized vegetation strategy directly targets the core tenets of SDG 12 by fostering a "zero-kilometer" food model. By cultivating fresh herbs and seasonal produce directly on institutional grounds, SBBU SBA effectively eliminates the carbon emissions, excessive packaging, and logistical food losses typically associated with commercial supply chains. Furthermore, these climate-adaptive cultivation techniques—such as using localized clay pottery to manage soil moisture—ensure that vital resources are conserved responsibly, which is a critical necessity given the arid and demanding climate of the Sindh region.

The success of this initiative relies heavily on a circular consumption framework where institutional waste becomes the catalyst for new vegetation production. Organic waste generated from campus cafeterias and landscape maintenance is systematically composted and reintroduced as nutrient-rich fertilizer for these garden beds, successfully closing the production-consumption loop. Ultimately, these micro-farms act as living laboratories that provide students with essential, hands-on experience in urban agriculture, transforming the academic community into active practitioners of mindful resource management and ecological stewardship.

Visit to Habib Sugar Mills Biological Laboratory – Strengthening Academia-Industry Collaboration (SBBU-SBA)

The faculty and students of Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA) visited the Biological Laboratory of Habib Sugar Mills, Shaheed Benazirabad, to explore innovative research initiatives in the biological control of sugarcane pests. During the visit, discussions were held with the Managing Director of the Distillery Division, Habib Sugar Mills, focusing on potential collaborative research in the areas of environmental sustainability, pest management, and climate change adaptation.

One of the university's students is currently engaged in pioneering research at the facility, developing eco-friendly and sustainable methods for pest control that reduce dependence on chemical pesticides. This initiative represents a strong example of academia–industry cooperation aimed at promoting sustainable agriculture and responsible production practices in the region.

The visit provided valuable insights into practical applications of biological research, encouraging innovation and the exchange of scientific knowledge to enhance agricultural productivity while minimizing environmental harm. It also underscored the importance of aligning industrial processes with sustainable and climate-resilient methods that protect natural resources and promote long-term ecological balance.

This activity directly supports:

Sustainable Development Goal 12 – Responsible Consumption and Production: by fostering sustainable agricultural techniques and promoting eco-friendly pest management practices that minimize chemical use and environmental impact.

Sustainable Development Goal 13 – Climate Action: by advancing adaptive research strategies that build resilience against climate-related agricultural challenges.

Sustainable Development Goal 17 – Partnerships for the Goals: by strengthening collaborations between academia and industry for sustainable innovation.

Through initiatives like this visit and ongoing collaborative research, SBBU-SBA continues to demonstrate its dedication to responsible production, environmental stewardship, and sustainable agricultural development, contributing meaningfully to regional and global sustainability goals.





SDGS-13 CLIMATE ACTION

Tree Plantation Drive- Tree Plantation Drives – Promoting Sustainable Ecosystems (SBBU-SBA)

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA) organized a series of Tree Plantation Drives across its main and sub-campuses as part of its ongoing commitment to environmental sustainability and responsible resource management. Faculty, staff, and students actively participated in planting trees within the campus premises and surrounding areas, creating green spaces that contribute to a healthier and more sustainable environment.

The initiative was designed not only to beautify the campus but also to strengthen awareness about the importance of sustainable consumption and production patterns. By promoting tree plantation, the university emphasized the responsible use of natural resources, reduction of carbon footprint, and long-term environmental stewardship. Trees play a vital role in maintaining ecological balance, improving air quality, conserving water, and supporting biodiversity — all of which are essential to achieving sustainable development.



International Webinar on “The Role of Environmental Education in the Fight Against Climate Change” – Learn Green, Act for the Climate (SBBU-SBA)

As part of the **Green Education Sustainable Education Campaign**, Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA) participated in an **International Webinar** titled “*The Role of Environmental Education in the Fight Against Climate Change – Learn Green, Act for the Climate*” held on **5th September 2025** via **Zoom**. The session was attended by **Dr. Wazir Ali Metlo**, Associate Professor, Department of Molecular Biology & Genetics.

The webinar emphasized the vital role of **environmental education** in fostering awareness, responsibility, and proactive behavior toward **climate action and sustainable living**. Experts from various countries shared innovative strategies for integrating sustainability into academic curricula and community outreach, highlighting how education can empower individuals to mitigate environmental degradation and protect natural ecosystems. Participants discussed the importance of equipping students and educators with the knowledge and tools to address **climate change, pollution, and marine ecosystem conservation** through research, policy advocacy, and community engagement.

This initiative aligns with:

1. **Sustainable Development Goal 14 – Life Below Water:** by promoting education that supports the reduction of marine pollution, sustainable use of ocean resources, and the protection of aquatic ecosystems.
2. **Sustainable Development Goal 13 – Climate Action:** by advancing environmental literacy and encouraging global collaboration to combat climate challenges.
3. **Sustainable Development Goal 4 – Quality Education:** by integrating sustainability and environmental consciousness into higher education frameworks.

Through participation in international learning platforms like this, **SBBU-SBA** demonstrates its ongoing commitment to **environmental sustainability, marine conservation, and climate education**, strengthening its role in building a greener and more sustainable global future.





SDG-14 LIFE BELOW WATER-

International Webinar on “The Role of Environmental Education in the Fight Against Climate Change” – Learn Green, Act for the Climate (SBBU-SBA)

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This initiative aligns with:

4. **Sustainable Development Goal 14 – Life Below Water:** by promoting education that supports the reduction of marine pollution, sustainable use of ocean resources, and the protection of aquatic ecosystems.
5. **Sustainable Development Goal 13 – Climate Action:** by advancing environmental literacy and encouraging global collaboration to combat climate challenges.
6. **Sustainable Development Goal 4 – Quality Education:** by integrating sustainability and environmental consciousness into higher education frameworks.

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SDGS-15 LIFE ON LAND

Wildlife Conservation Framework at SBBU SBA

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU SBA) plays a vital role in integrating environmental consciousness with higher education. The university promotes wildlife conservation through a multi-faceted approach:

Academic Research and Zoology: Through its **BS Zoology** program, the university explicitly focuses on ecology, natural resource management, and mitigation strategies for biodiversity loss. Students and researchers are trained in wildlife management to study local species and implement innovative solutions for their survival.

The Greenery & Sustainability Office: SBBU SBA features a dedicated administrative office aimed at expanding the campus's eco-footprint. By cultivating indigenous trees and maintaining green spaces, the university provides a protected urban micro-habitat where local birds can safely forage, drink, and nest.

Synergy with Specialized Regional Institutions: The broader conservation ecosystem in Shaheed Benazirabad is further strengthened by its specialized sister institution, the **Shaheed Benazir Bhutto University of Veterinary & Animal Sciences (SBBUVAS)**. This institution explicitly includes the **diversification, conservation, and preservation of wildlife** within its veterinary and bioscience mandates, building critical knowledge regarding regional animal welfare and ecosystem health.



Water Management Programs at Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA)

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), through its comprehensive **Water Management Programs**, actively supports **SDG 15: Life on Land** by promoting sustainable use of water resources that protect and enhance terrestrial ecosystems.

The University's initiatives include **rainwater harvesting**, **reuse of treated wastewater**, and **efficient irrigation systems** that ensure optimal water use for maintaining the campus's green landscapes, botanical areas, and plantation zones. The reuse of filtered and treated water reduces groundwater extraction, helps maintain soil moisture balance, and prevents contamination of the land.

Furthermore, the installation of **bio-retention and infiltration wells** improves groundwater recharge and prevents surface runoff and soil erosion. These systems sustain local vegetation and contribute to the preservation of the ecological balance within the university's environment.

Tree plantation drives, green belt development, and maintenance of campus biodiversity are supported through these sustainable water practices. By integrating **eco-friendly water infrastructure**—such as permeable pavements and green roofs—the university minimizes land degradation and strengthens resilience against climate-induced environmental changes.

Through these efforts, SBBU-SBA demonstrates a strong institutional commitment to protecting terrestrial ecosystems and ensuring the responsible management of natural resources, directly contributing to **SDG 15 (Life on Land)** while also supporting **SDGs 6, 11, 12, and 13**.





SDGS-16 PEACE JUSTICE AND STRONG INSTITUTION

One-Day Workshop on the Development of Strategic Plan for SBBU-SBA

The **Quality Enhancement Cell (QEC)** of Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized a **one-day workshop on the Development of the Strategic Plan for SBBU-SBA** on **26th September 2025**. The workshop aimed to strengthen institutional governance, planning, and quality assurance mechanisms in alignment with the Higher Education Commission's (HEC) *Pakistan Precepts, Standards, and Guidelines (PSG-2023)*.

The event commenced with the recitation from the Holy Quran, followed by the **welcome address by Engr. Prof. Dr. Madad Ali Shah**, Vice Chancellor, SBBU-SBA, who appreciated the QEC's efforts and emphasized the importance of strategic planning for sustainable institutional development. **Dr. Munwar Ali Zardari**, Director QEC SBBU-SBA, introduced the consultants and highlighted the workshop's role in enhancing the university's quality framework.

The technical sessions were conducted by **Dr. Saeed Ahmed Khan**, Director QEC, Sukkur IBA University, and **Dr. Syed Muhsin Amir Mukhtiar Kazmi**, Assistant Professor, Sukkur IBA University. Their sessions provided practical insights into quality assurance systems and methodologies for effective strategic planning. The workshop concluded with closing remarks and the distribution of certificates among participants, along with tokens of appreciation for guest speakers.

This workshop marked a significant step toward institutional sustainability and capacity building, aligning with **SDG 4 (Quality Education)** through quality enhancement, **SDG 16 (Peace, Justice, and Strong Institutions)** by promoting good governance and accountability, and **SDG 17 (Partnerships for the Goals)** through academic collaboration with peer institutions.



Pakistan Navy Awareness Session at SBBU Sanghar Campus

Shaheed Benazir Bhutto University, Sanghar Campus, hosted an awareness session by the Pakistan Navy, led by Lt. Cdr. Zahid Ali from the Pakistan Navy Selection and Recruitment Center, Shaheed Benazirabad.



The session aimed to motivate students to serve the nation by joining the Pakistan Navy through its various short and long commission programs. Lt. Cdr. Zahid Ali discussed career opportunities, discipline, national service, and the importance of contributing to the defense and stability of Pakistan.

This initiative aligns with SDG 16 – Peace, Justice, and Strong Institutions, as it promotes patriotism, responsible citizenship, and the strengthening of national institutions. By inspiring youth to play active roles in maintaining peace and security, the session supports the development of a more peaceful, just, and resilient society.





Uniform Admission Policy

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), upholds a **uniform admission policy** that ensures equal opportunity for all applicants, regardless of caste, creed, faith, or gender. This policy reflects the university's firm commitment to fairness, transparency, and inclusiveness in its institutional framework.

By guaranteeing that every student is treated with equality and dignity, SBBU-SBA actively supports **SDG 16 – Peace, Justice, and Strong Institutions**, fostering trust in governance, promoting social harmony, and ensuring that access to higher education remains just and equitable for all segments of society.

The image is a screenshot of the Shaheed Benazir Bhutto University (SBBU) Admissions 2026 brochure. It features the university's logo at the top left and the title 'SHAHEED BENAZIR BHUTTO UNIVERSITY SHAHEED BENAZIRABAD ADMISSIONS 2026' at the top right. The brochure is divided into several sections, including 'BS Programmes', 'BS Programmes in Allied Health Sciences', 'BS Programmes in Agriculture', 'BS Programmes in Business', 'BS Programmes in Education', 'BS Programmes in Engineering', 'BS Programmes in Health Sciences', 'BS Programmes in Law', 'BS Programmes in Life Sciences', 'BS Programmes in Management', 'BS Programmes in Medicine', 'BS Programmes in Social Sciences', 'BS Programmes in Technology', 'BS Programmes in Veterinary', 'BS Programmes in Women's Studies', 'BS Programmes in Youth Studies', 'BS Programmes in Environmental Studies', 'BS Programmes in International Studies', 'BS Programmes in Global Studies', 'BS Programmes in Area Studies', 'BS Programmes in Interdisciplinary Studies', 'BS Programmes in Transdisciplinary Studies', 'BS Programmes in Multidisciplinary Studies', 'BS Programmes in Cross-disciplinary Studies', 'BS Programmes in Interdisciplinary Studies', 'BS Programmes in Transdisciplinary Studies', 'BS Programmes in Multidisciplinary Studies', 'BS Programmes in Cross-disciplinary Studies'. Each section lists various programs and their eligibility criteria. At the bottom, there is a section for 'Facilities Offered' and 'Contact Information'. The contact information includes the university's website (www.sbbu.edu.pk), email address (admission@registraracademics@sbbu.edu.pk), and phone numbers (+92-300-3578002 and +92-300-2487778).



SDGS-17- PARTNERSHIP FOR THE GOALS-

Campus Career Drive 2025

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), through its Office of Research, Innovation and Commercialization (ORIC) and the Department of Business Administration, organized a Campus Drive 2025 on October 22, 2025 at the Multipurpose Hall. The event was held in collaboration with the Sindh Integrated Emergency and Health Services (SIEHS), Government of Sindh, under the visionary leadership of Engr. Prof. Dr. Madad Ali Shah, Vice Chancellor, SBBU-SBA.

The campus drive offered employment opportunities for BBA and MBA graduates, enabling direct interaction between students and recruiters from SIEHS. Participants submitted CVs, attended on-spot interviews, and received professional guidance on career planning and workplace readiness.

The initiative reflected SBBU's strong commitment to building sustainable partnerships with public-sector organizations to promote employability, skill development, and inclusive growth. It demonstrated how collaborative engagements between academia and government institutions can effectively contribute to addressing unemployment challenges and preparing youth for professional success.

The collaboration between SBBU-SBA, ORIC, the Department of Business Administration, and the **Government of Sindh's Integrated Emergency and Health Services** exemplified a strategic multi-stakeholder partnership aimed at creating job opportunities, enhancing institutional cooperation, and advancing the shared vision of sustainable development.



Job Fair 2025 – SBBU Sanghar Campus

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), through its **Department of Business Administration, Sanghar Campus**, organized a **Job Fair 2025** on **6th November 2025** in collaboration with **United Bank Limited (UBL)**. The event aimed to strengthen **industry-academia linkages** by providing students and graduates with direct exposure to leading employers and corporate professionals.

The Job Fair served as a platform for **career counseling, on-spot interviews, and professional networking**, enhancing participants' understanding of recruitment processes, workplace skills, and employment opportunities. Representatives from UBL shared valuable insights on hiring trends, organizational culture, and entrepreneurship development, preparing students for successful integration into the workforce.

This collaborative initiative demonstrated SBBU-SBA's commitment to building **strategic partnerships with corporate and financial institutions** to enhance graduate employability and promote inclusive economic growth. By fostering cooperation between the **university and the private sector**, the event contributed to **Sustainable Development Goal 17 (Partnerships for the Goals)** — promoting effective collaboration among educational and industry stakeholders for sustainable development and youth empowerment.



Digital Sahafat Training Session

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), through its Department of Media and Communication Studies, organized a Digital Sahafat Training Session in collaboration with the Science and Information and Press Information Department, Government of Sindh, Google, and Tech Valley Pakistan on October 8, 2025.

The inaugural session was graced by the Honourable Vice Chancellor, Engr. Prof. Dr. Madad Ali Shah, as Chief Guest, accompanied by Prof. Dr. Salman Bashir Memon, Dean Faculty of Social Sciences, and representatives from Google and Tech Valley Pakistan. The program aimed to enhance digital journalism skills, promote ethical media practices, and strengthen digital literacy among university students.

Under this collaboration, 100 Digital Sahafat Scholarships were announced for SBBU students to support their training in digital media, responsible reporting, and online safety. Google-certified trainers conducted practical sessions on innovative tools and professional ethics in journalism.

This initiative reflects SBBU-SBA's strong commitment to SDG 17 – Partnerships for the Goals, by fostering multi-stakeholder collaboration among academia, government, and global technology organizations.

Through such partnerships, the university is empowering students with modern digital competencies, promoting responsible media practices, and contributing to an informed, progressive, and connected society.



Sukkur Beverage Pvt. Ltd. (A PepsiCo Company) Visit – SBBU-SBA

Shaheed Benazir Bhutto University, Shaheed Benazirabad, hosted a visit from Sukkur Beverage Pvt. Ltd. for the launch activity of their new brand Revive. Under the leadership of Engr. Prof. Dr. Madad Ali Shah, discussions focused on strengthening



academia-industry partnerships and exploring future collaborations. The visit aligned with SDG 17 (Partnerships for the Goals) by promoting sustainable cooperation between academia and the corporate sector.



Shaheed Benazir Bhutto University

Shaheed Benazirabad

KNOWLEDGE - COMMITMENT - LEADERSHIP

Office of the Quality Enhancement Cell

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