



ORIC



ORIC SBBU-SBA NEWSLETTER

2025-26

**ORIC, SBBU-SBA
Achieves Remarkable
Turnaround:
From Underperforming to
"category Y"**

Highest Performing ORIC

A 25-Point Leap in the HEC ORIC
Scorecard FY 2024-25



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NEWSLETTER EDITORIAL TEAM



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Focal Person, ORIC

Shaheed Benazir Bhutto University,
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Message From **Engr. Prof. Dr Madad Ali Shah** **Vice Chancellor**

Shaheed Benazir Bhutto University,
Shaheed Benazirabad

It is with immense pride that, I welcome you to Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), a distinguished centre of academic excellence and innovation in the heart of rural Sindh. Since its establishment, the university has played a vital role in uplifting students through quality education, dynamic research, and community engagement.

A core component of our academic advancement is the Office of Research, Innovation and Commercialization (ORIC), which serves as a catalyst for fostering a research-oriented culture, promoting innovation, and building meaningful linkages between academia and industry. Through ORIC, we empower faculty and students to contribute to cutting-edge research, sustainable development, and knowledge-based entrepreneurship.

Our experienced and dedicated faculty members are actively engaged in nurturing future-ready graduates

by aligning teaching and research with global trends. SBBU-SBA is equipped with modern infrastructure, designed to meet climate and technological challenges, and offers a safe, green, and intellectually vibrant campus environment.

Beyond classrooms and laboratories, we offer students a wide array of ORIC-supported extracurricular platforms to cultivate their talents in leadership, arts, sports, entrepreneurship, and social responsibility. These opportunities are critical in developing well-rounded individuals who are not only academically advanced but also socially conscious citizens of Pakistan.

We remain firmly committed to the vision of Shaheed Mohtarma Benazir Bhutto, striving to transform lives through education, research, innovation, and service to society.



Message From **Dr. Arman Khanzada** Focal Person, ORIC

Shaheed Benazir Bhutto University,
Shaheed Benazirabad

It gives me immense pleasure to share the remarkable progress, achievements, and aspirations of the Office of Research, Innovation and Commercialization (ORIC) at Shaheed Benazir Bhutto University, Shaheed Benazirabad, through this newsletter. At ORIC, we are committed to fostering a vibrant culture of research excellence, innovation, and entrepreneurship. We believe that research and innovation are not only the foundations of academic distinction but also essential drivers of socio-economic development. Our efforts are directed toward creating an enabling ecosystem where faculty and students can engage in high-impact research that addresses real-world challenges and contributes meaningfully to society. We are proud of the milestones achieved in recent months including research grants, patents, international collaborations, and a series of capacity-building and knowledge-sharing events. These accomplishments reflect the unwavering dedication and resilience of our researchers, scholars, and support teams. As we move forward, ORIC remains focused on strengthening university-industry linkages, facilitating

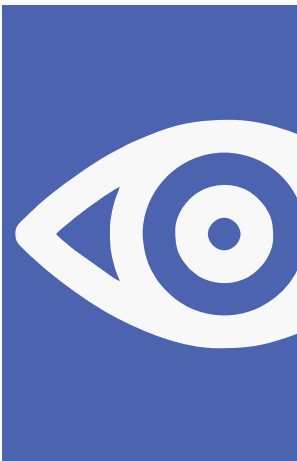
interdisciplinary collaboration, and promoting innovation-driven entrepreneurship. We are aligning our research endeavors with national priorities and global sustainable development goals to ensure that the work emerging from our university is relevant, responsible, and far-reaching. Our mission is to support faculty and students not just in conducting research, but in translating their ideas into impactful solutions. We remain committed to expanding access to funding opportunities, advancing commercialization efforts, and fostering strategic collaborations with academic and industrial partners both locally and internationally.

I wholeheartedly invite all stakeholders, faculty members, students, industry leaders, funding agencies, and policymakers to actively engage with ORIC. Your ideas, contributions, and partnerships are vital to our shared vision of transforming SBBU SBA into a center of research excellence and innovation for regional and global progress. Together, let us continue building a knowledge-driven future rooted in innovation, inclusion, and impact.



ABOUT ORIC

The Office of Research, Innovation and Commercialization at Shaheed Benazir Bhutto University is committed to growing and developing the university's research programs and direct research activities to enhance the educational and socio-economic priorities of the university and its broader community.



VISION

The ORIC-SBBU SBA reinforces SBBU's vision of being the premier institution of learning, teaching, and research to reach the apex of academic excellence with a view to face global challenges by providing affordable quality education and development of manpower to accelerate the pace of socio-economic development in the country.



MISSION

The ORIC-SBBU SBA reinforces SBBU's vision of being the premier institution of learning, teaching, and research to reach the apex of academic excellence with a view to face global challenges by providing affordable quality education and development of manpower to accelerate the pace of socio-economic development in the country.



SDGs

- ◆ SDG 4 – Quality Education
- ◆ SDG 5 – Gender Equality
- ◆ SDG 9 – Industry, Innovation & Infrastructure
- ◆ SDG 17 – Partnerships for the Goals

Introduction

Shaheed Benazir Bhutto University, Shaheed Benazirabad, is a relatively newly established university located in the heart of Sindh Province. Our faculty members are well equipped to address global challenges of the 21st century. Office of Research and Innovation was established in 2015 as per HEC guidelines and delivers as believed. ORIC commenced its operations following notification by the Higher Education Commission. The objective of the establishment of the ORIC is to develop, expand and enhance the university research programs and to link research activities directly to educational, social and economic priorities of the university and its broader community. ORIC provides training, research, information sharing, internal control solutions strategic management, policies and various ideas to improve and assist the national/international organization to esteem their performance.



Excellence in Research

- Empowering Innovation
- Inspiring Discovery
- Creating Impact



Celebrating Excellence In Research & Innovation



Shaheed Benazir Bhutto University, Shaheed Benazirabad proudly celebrates a significant milestone achieved by the Office of Research, Innovation & Commercialization (ORIC) in the HEC ORIC Scorecard 2024–25. Under the visionary leadership of Engr. Prof. Dr. Madad Ali Shah, Vice Chancellor, ORIC improved its score from 29 (2023–24) to 54 (2024–25), securing Category Y. To recognize this remarkable achievement, the Vice Chancellor hosted a cake-cutting ceremony, appreciating dedication of the ORIC team, hard work, and commitment to advancing research, innovation, and institutional excellence.

PREVIOUS YEAR (2023-24)

29

Underperforming



THIS YEAR (2024-25)

54

Category: Y

Research Publications:

Showcasing Excellence

Shaheed Benazir Bhutto University takes pride in its thriving research community, which has collectively produced a variety of publications spanning a broad spectrum of disciplines. With the active participation of faculty researchers of SBBU SBA, we are steadily advancing toward our vision of becoming one of Pakistan's premier research universities.

Excellence in Research: SBBU-SBA Faculty at the International Research Forum 2025–26

Co-Principal Investigator	Grant Type	Host Institution	Project Title	Country
Dr. Irum Naz Sodhar	International Research Grant	Universiti Teknikal Malaysia Melaka (UTeM)	Toward Universal Multilingual Intelligence: Neurosymbolic Enhancements to Large Language Models with Malay–Sindhi Cross-Semantic Reasoning	Malaysia

Principal Investigator(s) / Authors	Research Team & Collaborators	Grant / Funding Type	Funding Institution	Project Title	Research Area	Country / Location
Dr. Zaira Hassan Amur	Co-PI: Dr. Yew Kwang Hooi Research Collaborators: Dr. Irum Naz Sodhar, Dr. Hina Bhanbhro International Collaborator: Dr. Gul Muhammad Soomro National Collaborator: Dr. Kamran Dahri	Research support, international hackathon selection, and conference funding	IEEE Industrial Electronics Society (IEEE IES)	Trust Calibration in Generative AI (GAI) Systems: Confidence and Explainability as Drivers of Over-Reliance in LLMs	Generative AI, Large Language Models (LLMs), Trust Calibration, Explainable AI	Melbourne, Australia
Dr. Hina Bhanbhro	Dr. Zaira Hassan Amur & Institutional support from Faculty of Information and Communication Technology (FICT), Mahidol University, Thailand	YUTP-PRG Research Grant Scheme Ref. No. YUTP-PRG (015PBC-070)	Universiti Teknologi PETRONAS (UTP), Malaysia	ESC-YOLOv8: An Enhanced Deep Learning Framework for Semantic Understanding of Single-Line Diagram Imagery	Deep Learning, Computer Vision, Semantic Image Understanding, Power Systems/ Diagram Imagery	Malaysia / Thailand

SBBU-SBA Faculty Secure SHEC Research Grant at the National Research Forum 2025–26

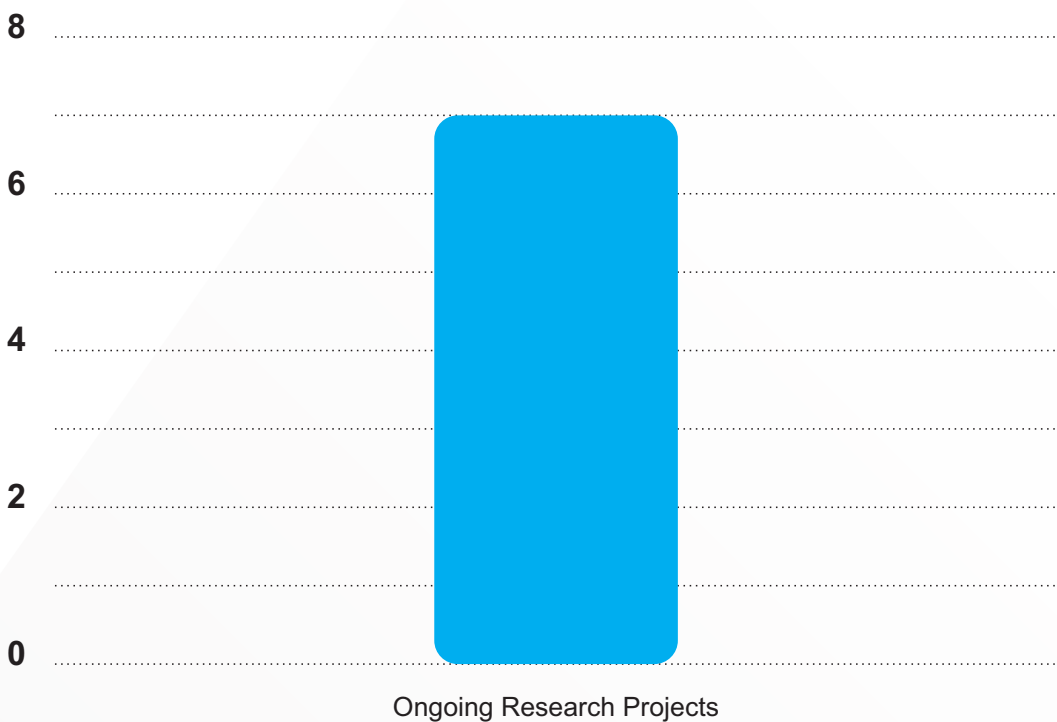
Project Lead	CO-PIs	Thematic Area	Project Title	Funding Agency	Amount (PKR)
Dr. Nawaz Ahmed	Dr. Saifullah	Management Sciences	Data to Dignity: AI Assisted Financial Inclusion for Women Micro-Entrepreneurs in Sindh	SHEC	1,000,000

Principal Organizer	Project Title	Grant Category	Funding Agency	Amount (PKR)
Dr. Muhammad Arif	Strengthening of Finance Trading and Analytics Laboratory	Laboratory Grant	SHEC	3,000,000

Principal Organizer	Project Title	Event Category	Funding Agency	Amount (PKR)
Dr. Muhammad Arif	ESG, Sustainability and Fintech: Fostering Responsible Finance for a Sustainable Future	Conference	Sindh HEC	1,280,000
Dr. Muhammad Yaseen Moroojo	Responsible Journalism in the Era of Digital Transformation, Misinformation, and AI Ethics: Perspectives from Pakistan and the Global Media Landscape	Symposium	Sindh HEC	1,188,000

Ongoing Research Projects:

Seven research projects are currently ongoing.



Strengthening Research Through Quality Publications

1

International Journal of Emerging Business and Economic Trends

The Office of Research, Innovation and Commercialization (ORIC), Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA) proudly announces that the International Journal of Emerging Business and Economic Trends (IJBET) has successfully retained its HEC Y Category recognition. We extend our heartfelt congratulations to Engr. Prof. Dr. Madad Ali Shah, Vice Chancellor, Prof. Dr. Salman Bashir, Dean FMBA, Dr. Nawaz Ahmed, and the entire editorial team, reviewers, and authors for their dedication and outstanding contributions. This continued recognition reflects unwavering commitment to academic excellence, high-quality research, and scholarly publishing. Congratulations to the entire SBBU-SBA family on this remarkable achievement of SBBU, SBA



2

SBBU Journal of Social Sciences

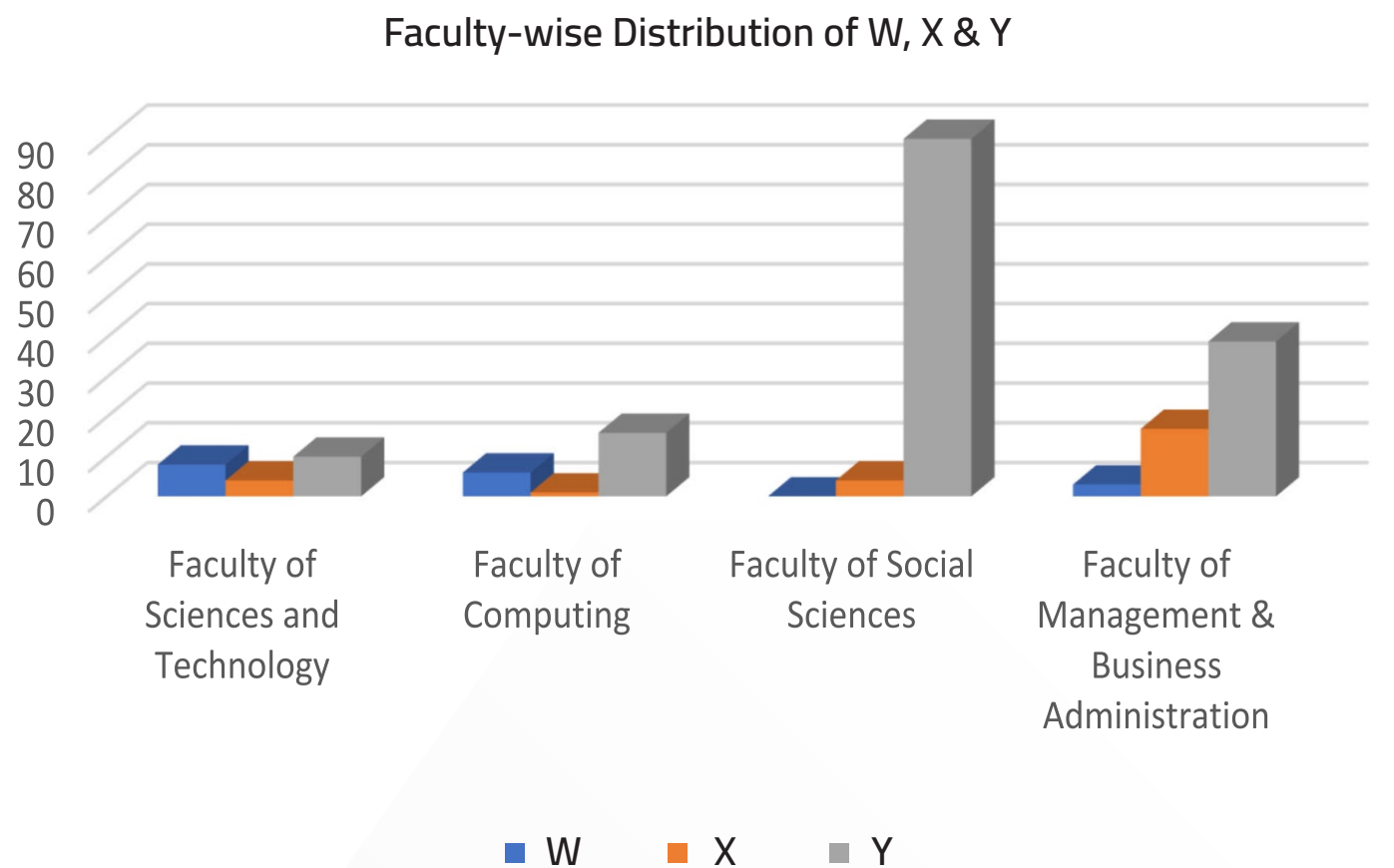
The Office of Research, Innovation and Commercialization (ORIC), Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA) proudly announces that the SBBU Journal of Social Sciences (SBBUJSS) has been recognized by the Higher Education Commission (HEC) of Pakistan in the Y Category. We extend our heartfelt congratulations to Engr. Prof. Dr. Madad Ali Shah, Vice Chancellor, Prof. Dr. Tayyaba Zarif, Dean FSS, Dr. Tania Laghari, and the entire editorial team, reviewers, and authors for their dedication and commitment. This achievement reflects continued pursuit of excellence in research and scholarly publications at SBBU, SBA. Congratulations to the entire SBBU-SBA family on this remarkable milestone.



Number of Research Publications

July 2025 to June 2026 calendar

Faculty	W	X	Y
Faculty of Sciences and Technology	8	4	10
Faculty of Computing	6	1	16
Faculty of Social Sciences	-	4	90
Faculty of Management & Business Administration	3	17	39
Total Number of Research Publication	17	26	155



Our Strategic Collaborations: Key ORIC Partnerships

INTERNATIONAL



Selcuk University
Konya, Turkey



Nilai, Malaysia



Universiti Teknologi
Malaysia



Shinawatra University,
Thailand



Putra Business School



Infrastructure university
Kuala Lumpur, Malaysia



Google and Tech Valley



Global University
Network for Innovation



UIM Indonesia



JIANGSU University,
China



Shahed University, Tehran,
Iran



Universitas Islam Madura
Indonesia



University of Bordeaux



Vitanova International
Alliance For Sciences



Institute of Cost and Management
Accountants of Pakistan



TEDx



Al Kauser Inc



Aspire Pakistan



Necmettin Erbakan
University, Turkey



Konya Food and Agriculture
University (GIDATARIM), Türkiye



Konya Technical University
Türkiye (KTUN)

Our Strategic Collaborations: Key ORIC Partnerships

NATIONAL



Sukkur IBA University



Quaid-e-Awam University
of Science & Technology,
Nawabshah



Abdul Majid Bhurgeri Institute
of Language Engineering
Hyderabad



Zabtech



Muhammad Ali Jinnah
University, Karachi



NIC Hyderabad



Center for Advocacy, Research
& Democracy (CARD) Sindh



International Institute of Forensic
Science & Technology Karachi



Sindh University
Biotechnology & Genetics
Engineering



Federation of Pakistan Chambers
of Commerce & Industry



Integrated Service Excellence



Khadim Ali Shah Bukhari
Institute of Technology



University of Balochistan



Sindhi Language Authority



Sindh Enterprise Incubation
Center



National Commission for Human
Development (NCHD)



Apex Horizon Consultants (AHC),
Karachi



Sustainable Development Policy
Institute (SDPI), Islamabad



University of Management And
Technology, Lahore



University of Southern Punjab



Institute of Space Science &
Technology, University of Karachi

Our Strategic Collaborations: Key ORIC Partnerships

INDUSTRY COLLABORATION



**Shaheed Benazirabad Chamber
of Commerce & Industry**



Engro Corporation



**National ICT R&D Fund
(Ignite)**



**Khushhali microfinance
bank**



CORPO Pvt Ltd



Techno SYNK Solar Pvt Ltd



Khayyam Enterprises



Ali Farhan Builder Pvt Ltd



ZAW Energy Private Limited



Elite Tech Solutions

TECHNOLOGY & INNOVATION



**NIC Karachi (National
Incubation Center)**



Icreatives



**Pakistan Freelancers
Association**



Avalon.AI



AI Geo Navigators

Our Strategic Collaborations: Key ORIC Partnerships

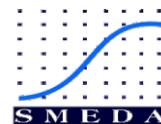
GOVERNMENT & PUBLIC SECTOR



Sindh Board of Investment



Pakistan Agricultural
Research Council (PARC)



Small and Medium Enterprises
Development Authority (SMEIDA)

NGOs AND CIVIL SOCIETY



Aga Khan Rural Support
Programme (AKRSP)



THE CITIZENS FOUNDATION

The Citizens Foundation (TCF)



Zindagi Price



Norin Cancer Hospital

AGRICULTURE AND ENVIRONMENT



WWF Pakistan

Creative Minds, Innovative Solutions

Turning Ideas into Opportunities



Art Exhibition Commemorating Pakistan Independence Day

The Department of Arts & Design at Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), organized an Art Exhibition on **06 August 2025** under the theme **“Bunyan-um-Marsoos (Marka-e-Haq)”** in celebration of Pakistan's Independence Day. The exhibition featured a diverse collection of creative artworks that highlighted national identity,

patriotism, and cultural heritage. Through artistic expression, students and faculty paid tribute to the spirit of independence while promoting cultural awareness, creativity, and community engagement. The event provided a vibrant platform for showcasing artistic talent and fostering appreciation for rich cultural values of Pakistan.



Vice Chancellor Leads Professional Engagement at PNCA

The Department of Arts and Design SBBU SBA, along with the respected Vice Chancellor, Engr Prof. Dr Madad Ali Shah, actively participated in a professional visit and engagement at Pakistan National Council of the Arts (PNCA), located in Islamabad. The presence

of the Vice Chancellor highlighted the institutional importance of the visit and reflected the strong commitment of the university to promote arts, culture, and creative excellence at a national level.



Tech Exhibition Competition Celebrating Independence Day

The Department of Information Technology & Computer Science at Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized a Tech Exhibition Competition on 13 August 2025 under the theme "Operation Bunyan-Um-Marsoos & Marka-e-Haq" in celebration of Pakistan's Independence Day.

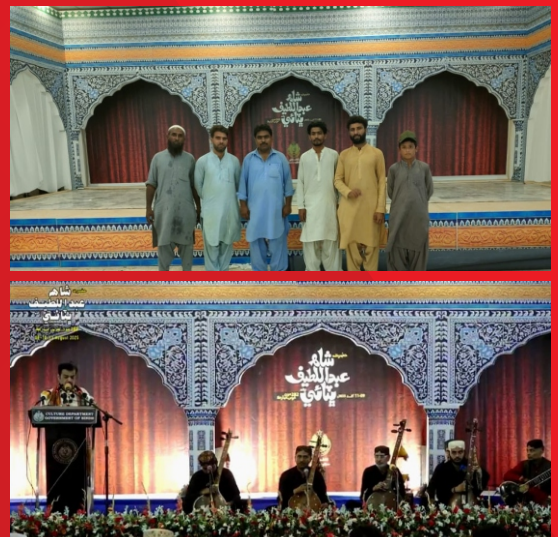
Students showcased innovative software projects, demonstrating their creativity and technical skills. The event provided a valuable platform for promoting innovation, academic excellence, and healthy competition among students.



Celebrating Creative Excellence at Bhattai Conference

The Office of Research, Innovation and Commercialization (ORIC), Shaheed Benazir Bhutto University, Shaheed Benazirabad, proudly recognizes Mr. Manzoor Hussain Mangi, Assistant Professor, Department of Art & Design, and his team for their outstanding contribution to the 282nd Urs of Hazrat

Shah Abdul Latif Bhattai (RA) in Bhit Shah. Their creatively designed stage setup received widespread appreciation from dignitaries, organizers, and attendees for its rich cultural representation and artistic excellence, bringing pride to the university community.



Participation in Sindh Art 2025 Exhibition

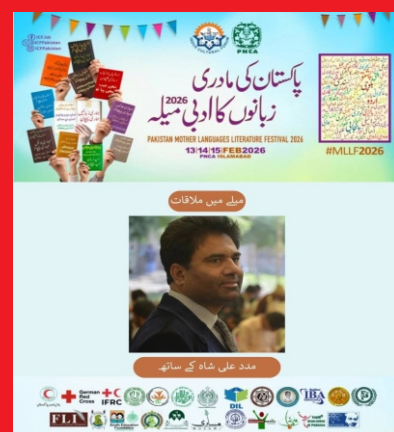
The Department of Arts & Design participated in the SindhArt 2025 Exhibition, organized by the Culture Department of the Government of Sindh, at Mehran Arts Council, Larkana, on 11–12 October 2025. The exhibition showcased artworks by renowned and

emerging artists from across Sindh, promoting the province's rich artistic and cultural heritage while highlighting the creative talent of the university's students and faculty.



Promoting Indigenous Languages & Cultural Heritage

Engr Prof. Dr Madad Ali Shah, Vice Chancellor of Shaheed Benazir Bhutto University, Shaheed Benazirabad, participated in the Pakistan Mother Languages Literature Festival (MLLF) 2026, held from 13–15 February 2026 at the Pakistan National Council of the Arts (PNCA), Islamabad. The festival celebrated Pakistan's rich linguistic and cultural diversity by bringing together distinguished scholars, writers, poets, academics, and literary enthusiasts from across the country. His participation reflected the university's commitment to promoting indigenous languages, preserving cultural heritage, and supporting national initiatives that foster literary excellence and intercultural dialogue.



SEEBA EXPO 2025 at Shaheed Benazir Bhutto University, Shaheed Benazirabad

Shaheed Benazir Bhutto University, Shaheed Benazirabad, successfully organized SEEBA EXPO 2025 on 04–05 November 2025, under the visionary leadership of Engr Prof. Dr Madad Ali Shah, Vice Chancellor, SBBU-SBA. The event provided a dynamic platform where students transformed innovative

ideas into entrepreneurial ventures, showcasing creativity, business acumen, and leadership skills. The expo celebrated innovation and entrepreneurship while encouraging students to explore future business opportunities and develop confidence through practical learning experiences.



Vision 2 Venture – 2025

Shaheed Benazir Bhutto University, Shaheed Benazirabad, successfully organized “Vision 2 Venture – 2025” on 30 October 2025 by the Department of Business Administration in collaboration with ORIC. The event promoted entrepreneurship, innovation, and industry

engagement by providing students with exposure to entrepreneurial ventures, business ideas, and entrepreneurial networking opportunities. The initiative reflects the University's commitment to fostering innovation-driven learning and strengthening university–industry linkages.



Business Bazaar 4.0 at Shaheed Benazir Bhutto University, Sanghar Campus

Shaheed Benazir Bhutto University, Sanghar Campus, successfully hosted the Business Bazaar 4.0: Entrepreneurial Mindset on 4 November 2025. During the event, the Honourable Vice Chancellor, Engr Prof. Dr Madad Ali Shah, visited various stalls and appreciated the students' creativity,

innovation, and entrepreneurial spirit demonstrated through stall displays, poster presentations, and literary model exhibitions. The event provided a valuable platform for promoting practical learning, innovation, and entrepreneurship among students.



Annual Flower Show

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU), stall received a distinguished visit from the First Lady and Member of the National Assembly, Ms. Aseefa Bhutto Zardari, accompanied by Sindh Minister for Health, Dr. Azra Fazal Pechuho, during the Annual Flower Show: Arts, Science and Cultural Exhibition 2026 at "H.M. Khawaja Garden", Nawabshah. The guests were welcomed with floral bouquets by SBBU students. Vice Chancellor Engr Prof. Dr Madad Ali Shah, Director Procurement Manzoor Ali Siyal, and the faculty and students of the Department of Arts & Design presented Ms. Aseefa Bhutto Zardari with a specially crafted portrait. The delegation was also briefed on the University's academic and research initiatives, while the stall's floral displays and artistic exhibits received appreciation.



BFA Batch 2022 Thesis Display: A Celebration of Creativity and Resilience

The BFA Batch 2022 thesis display reflected the students' resilience, creativity, and dedication throughout their academic journey. Despite various challenges, the students demonstrated consistent learning and artistic exploration, transforming their ideas into meaningful visual expressions. The exhibition stands as a celebration of

perseverance, growth, and the power of passion-driven creativity. It highlights the ability of students to translate vision into impactful design outcomes. Congratulations to the BFA Batch 2022 on successfully completing this significant academic milestone.



Painting and Art Competition under “Marka-e-Haq” Celebrations

The Department of Arts & Design, at Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), proudly organized the Painting and Art Competition under the grand “Marka-e-Haq” celebrations, under the guidance of the Worthy Vice Chancellor, Engr Prof. Dr Madad Ali Shah. The event was formally inaugurated by the Dean, Faculty of Social Sciences, Prof. Dr Tayyaba Zarif.



AI-Based Creative Content Competition

The AI-Based Creative Content Competition was organized by the Department of IT, Faculty of Computing, Shaheed Benazir Bhutto University, Shaheed Benazirabad. The competition was held in May 2026. It commemorated the 1st anniversary of “MARKA-E-HAQ.” Students showcased their creativity through AI-powered content. The event promoted innovation, digital skills, and responsible use of artificial intelligence.



Honoring the Literary Excellence at Sukkur Arts Council

The Office of Research, Innovation & Commercialization, (ORIC), at Shaheed Benazir Bhutto University, Shaheed Benazirabad, is pleased to share that Vice Chancellor Engr Prof. Dr Madad Ali Shah attended a prestigious ceremony organized by the Sukkur Arts Council to honor celebrated poets and writers, including Nuzhat Paraylo, Ghulam Murtaza Jakhrani, and Muhammad Ali Shah. During the event, the Vice Chancellor applauded the

valuable contributions of Sindh's literary community. He emphasized the importance of nurturing creative talent alongside academic excellence and commended the organizers for promoting culture, literature, and intellectual growth. ORIC-SBBU-SBA extends its heartfelt congratulations to the organizers for celebrating the voices that enrich our society.



Honoring a Lifetime of Excellence & Distinguished Service

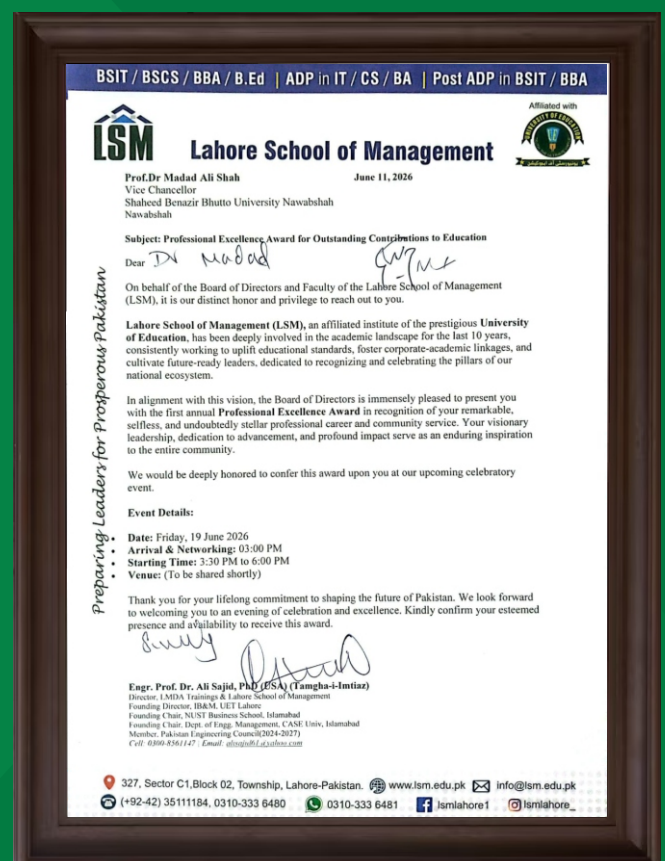
The Office of Research, Innovation & Commercialization, Shaheed Benazir Bhutto University, Shaheed Benazirabad, proudly congratulates Engr Prof. Dr Madad Ali Shah on receiving the prestigious Professional Lifetime Achievement Award 2026 by the Medical &

Engineering Graduates Welfare Association of Sindh. Presented by Governor Sindh, Syed Nihal Hashmi, this honor recognizes his outstanding contributions to education, research, professional excellence, and community development.



Vice Chancellor Honoured with Ethical Leadership Award

Engr Prof. Dr Madad Ali Shah, Vice Chancellor of Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), has been conferred the Ethical Leadership Award for Professional Excellence by Lahore School of Management (LSM) in recognition of his visionary leadership, commitment to academic excellence, and dedicated service to society. This prestigious honor reflects his significant contributions to higher education and his efforts to promote integrity, professionalism, and institutional growth. The award stands as a testament to his inspiring leadership and enduring impact on academia. The SBBU-SBA community extends its heartfelt congratulations on this remarkable achievement and wishes him continued success in his future endeavors.



SBBU-SBA Promotes Safe and Inclusive Campuses:

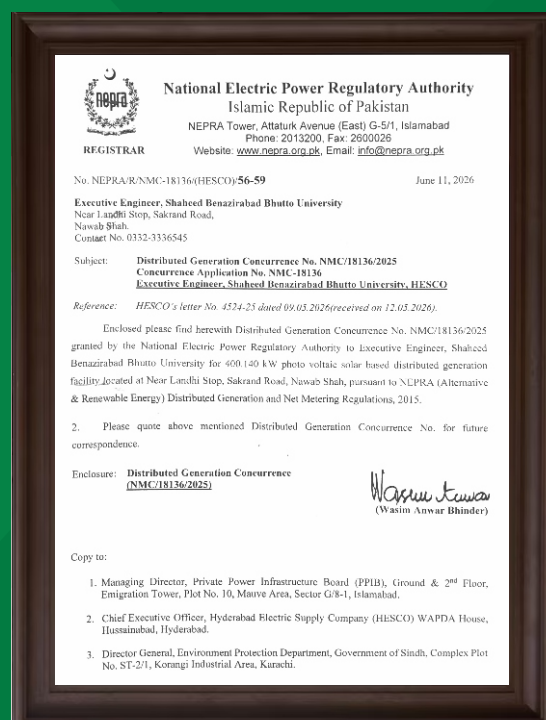
Office of Research, Innovation & Commercialization, (ORIC), at Shaheed Benazir Bhutto University, Shaheed Benazirabad appreciates Engr Prof. Dr Madad Ali Shah, Vice Chancellor, SBBU-SBA, for participating in the Consultative Workshop on Harassment Cell and Inquiry Committee Toolkit (HCICT), organized by Shaheed Allah Buksh Soomro

University of Art, Design and Heritages in collaboration with SHEC and the Sindh High Court Bar Association. His participation reflects SBBU-SBA's commitment to fostering safe, inclusive, and respectful academic environments and strengthening institutional governance.



Appreciating Green Leadership & Clean Energy

Under the visionary leadership of Engr Prof. Dr Madad Ali Shah, Vice Chancellor, Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), the university has achieved a significant milestone with the issuance of a Solar Net Metering License by NEPRA. This achievement reflects SBBU-SBA's commitment to sustainable development, clean energy, and a greener campus, reinforcing its vision of promoting environmental responsibility and energy efficiency.





Prof. Dr. Tayyaba Zarif Awarded Honorary Fellowship by Centre for Business & Economic Research

Shaheed Benazir Bhutto University, Shaheed Benazirabad congratulates Prof. Dr Tayyaba Zarif on being awarded the Honorary Fellowship by the Centre for Business & Economic Research (CBER). The award will be conferred on August 11, 2025, at the ROGE Conference, hosted at Said Business School, University of Oxford. This prestigious honor acknowledges her outstanding contributions to knowledge leadership on both national and international platforms.



International Conference on ESG, FinTech and Climate Resilience 2026

ORIC, SBBU-SBA extends heartfelt congratulations to Dr. Muhammad Arif, HOD Business Administration, on the successful organization of the International Conference on ESG, FinTech and Climate Resilience 2026. The conference provided a dynamic platform for scholars, researchers, and industry experts to deliberate on emerging challenges and innovative solutions in sustainability, financial technology, and climate resilience, reflecting SBBU's commitment to academic excellence and global engagement.



Congratulations on Securing the National Postdoctoral Fellowship!

Office of Research, Innovation & Commercialization, (ORIC), at Shaheed Benazir Bhutto University, Shaheed Benazirabad congratulates Dr. Yaseen Morojo on securing the National Postdoctoral Fellowship Programme by Sindh HEC and wishes him continued success and impactful research in the future.



Congratulations on Securing the National Postdoctoral Fellowship!

Office of Research, Innovation & Commercialization, (ORIC), at Shaheed Benazir Bhutto University, Shaheed Benazirabad congratulates Mr. Dastar Chandio on securing the National Postdoctoral Fellowship Programme by Sindh HEC and wishes him continued success and impactful research in the future.



ORIC SBBU-SBA Celebrates Leadership Appointment of Dr. Nawaz Ahmad

The Office of Research, Innovation, and Commercialization (ORIC), SBBU-SBA, extends its heartiest congratulations to Dr. Nawaz Ahmad on his appointment as Vice Chairman of the Strategic Studies Chapter by the Asian Business Forum. This prestigious role stands as a testament to his continuous dedication, rigorous academic work, and escalating contributions to the global academic and strategic community.



New Publication Milestone: Dr. Muhammad Aftab Madni

ORIC SBBU-SBA offers its warmest congratulations to Dr. Muhammad Aftab Madni, Assistant Professor in the Department of Media and Communication Studies, on the successful publication of his book, "Digital Empires: Islamic Economic Ethics in the Age of AI and Big Data." Published by WA Publishers, this remarkable work offers deep scholarly insight by seamlessly blending advanced technology, ethics, and Islamic economic perspectives.



International Recognition for Artistic Excellence: Mr. Manzoor Mangi Secures 1st Place

The Office of Research, Innovation & Commercialization (ORIC), SBBU-SBA, proudly celebrates Mr. Manzoor Mangi, Assistant Professor in the Department of Art & Design, for securing first place at the prestigious International Watercolor Festival "Caspian Waves 2026."



International Book Chapter Publication

SBBU-Sanghar Campus proudly congratulates Dr. Mansoor Ahmed Khuhro, Assistant Professor, on the publication of an international book chapter, "Eastern and Western Perspective of Workplace Gender Equality: Review and Research Agenda," in the book Gender Equality and Leadership: Transforming the Organizational Culture published by Apple Academic Press/Taylor & Francis Group.

Research Commercialization Achievement Award 2025

SBBU-SBA proudly congratulates Dr. Arman Khazada, Assistant Professor, Department of Business Administration, on receiving the Research Commercialization Achievement Award 2025 at the 1st Annual International Research Commercialization Achievement Awards in Kuala Lumpur, Malaysia. This prestigious recognition reflects his outstanding contributions to innovation, research commercialization, and technological advancement. The university community extends its heartfelt congratulations on this remarkable achievement.



Honoring Academic Excellence: Dr. Wazir Ali Metlo Represents SBBU-SBA in Algeria

ORIC, SBBU-SBA proudly congratulates Dr. Wazir Ali Metlo for delivering an impactful keynote presentation at the Second International Conference on Biological Control and Integrated Control in Algeria. His research presentation, titled "Sustainable Agriculture in a Changing Climate: Preserving Biodiversity through Integrated Solutions in Date Palm," was jointly organized by IOBC, CRSTRA, and the University of Batna. This global milestone perfectly highlights SBBU-SBA's commitment to international research excellence and sustainable development solutions.



International Professional Certification Achievement

The Office of Research, Innovation, and Commercialization (ORIC), SBBU-SBA, proudly congratulates Dr. Zaira Hassan Amur, Lecturer, Department of Information Technology, on successfully earning an internationally recognized professional certification in the field of Information and Communication Technology (ICT).



Academic Excellence in Global Publishing

Dr. Arman Khan Contributes to Seven Scopus-Indexed International Books

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA) proudly celebrates the outstanding scholarly achievement of Dr. Arman Khan, whose academic contributions have been recognized through seven book chapters/books published by IGI Global during 2025–2026. All publications are Scopus-indexed, reflecting international standards of research quality and academic excellence.

These publications explore emerging and impactful themes including artificial intelligence, sustainable business models, strategic brand management, knowledge sharing, digital influencer marketing, AI-driven decision-making, and geospatial information systems, addressing contemporary challenges in business, innovation, and sustainable development.

Published Titles (2025–2026):

- **Metaverse and Sustainable Business Models in SMEs (2025)**
- **Strategic Brand Management in the Age of AI and Disruption (2025)**
- **Knowledge Sharing and Fostering Collaborative Business Culture (2025)**
- **Impacts of AI-Generated Content on Brand Reputation (2025)**
- **Building AI-Driven Decision-Making Competencies for Sustainability (2026)**
- **Strategies, Dynamics, and Societal Impacts of Digital Influencer Marketing (2026)**
- **Harnessing Geospatial Information Systems for Sustainable Economic and Regional Development (2026)**

This remarkable accomplishment underscores Dr. Arman Khan's continued commitment to advancing knowledge through high-impact international publications and reinforces SBBU-SBA's growing presence in global research and academic scholarship.

Congratulations to Dr. Arman Khan on this significant academic milestone. We wish him continued success in his future research endeavors.



Congratulations to Dr. Arman Khanzada on this remarkable accomplishment.

The Office of Research, Innovation and Commercialization (ORIC), Shaheed Benazir Bhutto University, proudly congratulates Dr. Arman Khanzada on securing a United Kingdom Registered Design (Design No. 6508466) from the UK Intellectual Property Office for his Predictive Marketing Analytics Kiosk. This innovative design

integrates Artificial Intelligence and Machine Learning to enhance real-time consumer behavior analysis and data-driven decision-making. The achievement reflects Dr. Khanzada's commitment to innovation and strengthens SBBU-SBA's presence in global research and technology development.



DR. ARMAN KHANZADA
Assistant Professor
Department of Business Administration
SBBU-SBA

From Innovation to Employment:

Showcasing ORIC's Impact Through Exhibitions, Entrepreneurship, Job Fairs, and Industry Collaboration: A Spotlight on ORIC Activities:



Two-Day Grant Proposal Development Training Workshop

The Office of Research, Innovation, and Commercialization (ORIC) at Shaheed Benazir Bhutto University, Shaheed Benazirabad, successfully organized a two-day Grant Proposal Development Training Workshop on 15–16 October 2025 at the University's Multipurpose

Hall. The workshop was conducted by Prof. Dr. Altaf Hussain Samo, Director, Executive Development Center (EDC), Sukkur IBA University, who shared his extensive expertise in research grant writing, proposal development, and strategies for securing competitive research funding.



Microteaching Training for Faculty

The Office of Research Innovation and Commercialization (ORIC) at Shaheed Benazir Bhutto University, Shaheed Benazirabad, (SBBU-SBA) organized a training session on Microteaching: Enhancing Pedagogical Skills for

STEM Faculty. The training session, held on October 8, 2025, aimed to enhance teaching skills and promote quality education among STEM faculty members.



Idea to Impact Workshop

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU SBA), through its Office of Research, Innovation and Commercialization (ORIC) and Department of Business Administration, successfully organized a one-day workshop on "Idea to Impact" in collaboration with the Sindh Enterprise Incubation Centre (SEIC), Karachi, on 29th September 2025 at the University's Multipurpose Hall. The event was graced by Engr Prof. Dr Madad Ali Shah, Vice Chancellor, SBBU-SBA as the Chief Guest.



Campus Recruitment Drive

Shaheed Benazir Bhutto University, Shaheed Benazirabad, hosted a successful 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.



Job Fair 2025

Office of Research Innovation & Commercialization at Shaheed Benazir Bhutto University, Shaheed Benazirabad Nawabshah, on October 27, 2025: under the visionary leadership of its Worthy Vice

Chancellor, Engr Prof. Dr Madad Ali Shah, successfully organized Job Fair 2025 in collaboration with United Bank Limited (UBL) at the Multipurpose Hall, SBBU-SBA.



Campus Recruitment Drive

Shaheed Benazir Bhutto University, Shaheed Benazirabad, hosted a successful Campus Recruitment Drive, organized by the Department of Business Administration in collaboration with ORIC, SBBU-SBA. Meezan Bank Limited conducted interviews for Personal Banking Officer positions, with Forty-five talented students from the Department of Business Administration and BS Economics program participated.



Book Launch Ceremony

The Office of Research, Innovation and Commercialization (ORIC), Shaheed Benazir Bhutto University, organized a Book Launching Ceremony and Distinguished Speaker Lecture by Ambassador Dr. Ahmed Ali Sirohey at the Multipurpose Hall on 13 February, 2026. The event was graced by the Vice

Chancellor, Engr Prof. Dr Madad Ali Shah. The session provided valuable insights into diplomacy and global engagement, with active participation from faculty and students. ORIC extends its sincere thanks to the distinguished guest and all participants for making the event successful.



Sindh Acceleration Program

The Office of Research, Innovation & Commercialization (ORIC), at Shaheed Benazir Bhutto University, in collaboration with Sapphire Consulting Services, organized an awareness session on the Sindh Acceleration Program on 27 February 2026 at the university's Multipurpose Hall. The session introduced students and faculty to



startup. acceleration opportunities, focusing on idea validation, entrepreneurship development, and scaling innovative ventures. Participants were encouraged to engage with available support mechanisms for transforming innovative ideas into sustainable businesses.



Faculty Capacity Building:

Highlights Enhancing Academic Excellence



Dr Arman Attends International Training on Research Design and Academic Writing:

The Office of Research, Innovation & Commercialization (ORIC) proudly shares that Dr. Arman Khanzada, Focal Person, ORIC, attended the 2-Day International Training on “Research Design and Academic Writing” at SZABIST Karachi on 28–29 July 2025. The training enhanced research and academic writing skills, reflecting ORIC’s commitment to research excellence and faculty



Faculty Capacity Building in Islamic Finance

Dr. Arman Khanzada successfully completed a Faculty Development Training Program organized by the Centre for Excellence in Islamic Finance (CEIF), IBA Karachi, from 29 July to 1 August 2025. The program enhanced participants’ knowledge and teaching competencies in Islamic finance and business education.



International STEM Faculty Training Program Pak–UK Gateway Education Initiative

Dr. Sidra Ameen, Assistant Professor, Department of Chemistry, successfully participated in the STEM Faculty Training Program under the Pak–UK Gateway Education Initiative, sponsored by the Higher Education Commission Pakistan. The program enhanced her expertise in AI, innovative teaching, project-based learning, and academia–industry collaboration through training at leading UK universities.



Women in Tech – Empowering Future Innovators

The Department of Information Technology, Shaheed Benazir Bhutto University, Shaheed Benazirabad, successfully organized a “Women in Tech” training session to inspire female students toward technology, innovation, and entrepreneurship. The event encouraged participants to embrace emerging technologies, develop entrepreneurial skills, and pursue leadership in the digital world.



Digital Sahafat Training Program Empowers Future Journalists

The Department of Media and Communication Studies at Shaheed Benazir Bhutto University, Shaheed Benazirabad, successfully organized a Digital Sahafat Training Program in collaboration with Tech Valley Pakistan and Google. The program focused on enhancing students' digital journalism skills, ethical reporting, and online safety. Vice Chancellor Engr Prof. Dr Madad Ali Shah and Prof. Dr. Salman Bashir Memon, Dean Faculty of Social Sciences, appreciated the initiative, while Ms. Sameen Aziz, Project Manager at Tech Valley Pakistan, introduced 100 Digital Sahafat Scholarships for students.



SBBU-SBA Conducts NAHE Cascading Training on Enhanced Quality Assurance Practices

The Quality Enhancement Cell (QEC) of Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA) organized a Cascading Training Session under the umbrella of the National Academy of Higher Education (NAHE) on October 13, 2025, at 11:30 AM in the Syndicate Hall, Administration Block.

The training session focused on the theme "Enhanced Quality Assurance Practices" and was conducted by Prof. Dr. Salman Bashir, Dean, Faculty of Management and Business

SBBU-SBA. The training aimed to strengthen institutional quality assurance mechanisms and enhance academic leadership and management capacity among QEC and ORIC staff.



Training Session for Program Teams Conducted

The Quality Enhancement Cell (QEC) of Shaheed Benazir Bhutto University, Shaheed Benazirabad, conducted a training session for Program Team (PT) members of BS, MS, MPhil, and PhD programs from the main and sub-campuses on 13th November 2025 at the Multipurpose Hall, Block-I. The session commenced at 09:00 a.m. and focused on strengthening academic quality assurance practices and program management. PT members actively participated in the training, which aimed to enhance compliance with quality standards and improve program effectiveness.



Digital and Financial Literacy Training (DFLT) Conducted at SBBU-SBA

The Sustainable Development Policy Institute (SDPI) conducted a fully funded Digital and Financial Literacy Training (DFLT) for 160 students of Shaheed Benazir Bhutto University, Shaheed Benazirabad.

The training was held from 08–10 May 2026, followed by field engagement from 11–16 May 2026, during which students delivered literacy sessions to beneficiaries of the Benazir Income Support Programme (BISP).

The initiative provided students with valuable hands-on experience in community-based learning, and participants were awarded Community Service Experience Certificates. Top-performing students were also considered for extended program implementation in June–July 2026.

The program was facilitated by the department of Business Administration.



Strengthening Industry–Academia Linkages Through HEC–NBEAC 2 Day Training Programme:

The Focal person, Office of Research, Innovation & Commercialization (ORIC), Dr. Arman Khanzada, attended the 2-day National Business Education Accreditation Council (NBEAC), HEC training titled “New Developments in Marketing Curriculum: Industry–Academia Co-Training”, held on 29–30 December 2025. The training was organized by the University of Central Punjab (UCP), Lahore, focusing on strengthening industry–academia linkages and contemporary approaches in marketing education.



Enhancing Quality Through ISO 9001:2015 QMS Awareness Training:

An ISO 9001:2015 Quality Management System (QMS) Awareness Session, organized by Mr. Ashfaque Hussain, Director Finance, was conducted by Ace Management System Consultants to enhance participants' understanding of internationally recognized quality management principles. The session promoted best practices in quality assurance, continuous improvement, and organizational



Three-Day EaSTE Phase II Training of Trainers

3-day EaSTE Phase II Training of Trainers as a Course Leader, organized in collaboration with the British Council, STEDA, and the School Education & Literacy Department, Government of Sindh from 5th to 7th May, 2026. The training was attended by Dr. Tania Laghari, Chairperson, Department of English, Shaheed Benazir Bhutto University, Shaheed Benazirabad.



AI in Higher Education: From Models To Meaningful Practice"

Two-day training workshop on "AI in Higher Education: From MODELS TO MEANINGFUL PRACTICE" Dr. Javed Ahmed Shaikh, Lecturer in the department of Business Administration, participated in a two-day training workshop titled "AI in Higher Education: From Models to Meaningful Practice", organized by the Sindh Higher Education Commission. The workshop was held on 13–14 May 2026 at Salim Habib University, Karachi, and focused on the effective integration of Artificial Intelligence into teaching, learning, and academic practices in higher education institutions.



Participation in MACS-15 Conference:

Dr. Arman Khanzada, focal person, Office of Research, Innovation & Commercialization (ORIC), attended the 15th International Conference on Mathematics, Actuarial Science, Computer Science & Statistics (MACS-15) held on December 20–21, 2025. In recognition of active participation and contribution, the Director ORIC was presented with a Token of Appreciation by the conference organizers, reflecting the university's commitment to academic engagement and research excellence.



Vice Chancellor Represents SBBU-SBA at the 5th Pak–Turk International Conference on Chemical Sciences 2025

ORIC, SBBU-SBA proudly highlights the participation of its Vice Chancellor, Engr Prof. Dr Madad Ali Shah, in the 5th Pak–Turk International Conference on Chemical Sciences 2025 at the University of Sindh, Jamshoro. The conference served as a platform for scientific collaboration, knowledge exchange, and innovation in chemical sciences.



Director ORIC Represents SBBU-SBA at APSSF 2026

The Office of Research, Innovation & Commercialization (ORIC) proudly shares that Dr. Arman Khanzada, Focal person ORIC, represented SBBU-SBA at the Asia-Pacific Shelter & Settlements Forum 2026 (APSSF 2026) held in Karachi from 12–14 February 2026. The forum promoted collaboration and knowledge exchange on sustainable, climate-resilient housing and urban development.



Session Chair at First International Conference on Sustainability, Technology, Entrepreneurship & Education

The Office of Research, Innovation & Commercialization (ORIC) proudly shares that Dr. Arman Khanzada, Focal person ORIC, served as a Session Chair at the 1st International Conference on Sustainability, Technology, Entrepreneurship & Education (ICSTEE 2026) held at the University of

Mirpurkhas, Sindh, on 28–29 January 2026. He was joined by Dr. Altaf Hussain Khaskheli, who also served as a Session Chair, and Dr. Javed Ahmed Shaikh, who participated in the conference.



1st International Research Conference on Business and Management IRCBM 2026 @University of Southern Punjab Multan, Pakistan

Dr. Arman Khanzada, Focal person, Office of Research, Innovation & Commercialization (ORIC), attended the 1st International Research Conference on Business and Management (IRCBM 2026) hosted by the University of Southern Punjab, Multan, Pakistan. He was accompanied by Dr. Arif, Chairman, Department of Business

Administration, who served as a Session Chair at the conference. The event provided a valuable platform for knowledge exchange, academic collaboration, and discussions on emerging trends in business and management research, reflecting ORIC's continued commitment to research excellence and scholarly engagement.



International Conference on Women, Population, and Development (ICWPD-2026).

Faculty members from Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA) actively participated in the International Conference on Women in Policy Development (ICWPD 2026) at BNBWU Sukkur (29–30 April 2026). Dr. Muhammad Arif and Dr. Nawaz Ahmed served as panelists, while Dr. Arman Khanzada, Dr. Altaf Hussain Khaskheli, Dr. Javed Ahmed Shaikh, Dr. Muhammad Hafeez Gujar, and Ahmed Raza-ul-Mustafa served as session chairs, highlighting the University's commitment to academic excellence and policy engagement.



UGRAD CEBET Conference 2026 (Undergraduate Research Conference on Commerce, Economics, Business, Education, and Technology).

Dr. Arman Khanzada, Focal Person, Office of Research, Innovation & Commercialization (ORIC), and Dr. Javed Ahmed Shaikh, Lecturer, Department of Business Administration, participated in the UGRAD CEBET Conference 2026 (Undergraduate Research Conference on Commerce, Economics, Business, Education, and Technology). The conference provided an excellent platform for academic engagement, research dissemination, and networking with scholars and professionals from diverse disciplines.



International Conference on Sustainable Business (ICSB 2026), Salim Habib University, Karachi

Dr. Arman Khanzada, Focal Person, Office of Research, Innovation & Commercialization (ORIC), and Dr. Nawaz Ahmed, Associate Professor, Department of Business Administration, served as Session Chairs at the International Conference on Sustainable Business (ICSB 2026) held at Salim Habib University. Their participation in this prestigious international conference reflects Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA)'s commitment to academic excellence, research leadership, and global scholarly engagement.



Session Chair at iCBEM-26 International Conference:

Dr. Arman Khanzada, Focal Person ORIC, served as Session Chair at the 6th International Conference on Business, Economics & Management (iCBEM-26) held at Sukkur IBA University on 22–23 January 2026. Dr. Arman was accompanied by Dr. Muhammad Arif, and Dr. Javed Ahmed Shaikh, who represented the Department of Business Administration. Their participation highlighted SBBU-SBA's commitment to research and academic collaboration.



ICBM 2026 & 2nd IEEE HTC, Mohammad Ali Jinnah University, Karachi

Dr. Arman Khanzada, Focal person, Office of Research, Innovation & Commercialization, Dr. Hafeez Gujjar, Assistant Professor, Dr. Javed Ahmed Shaikh, Lecturer and Dr. Altaf Hussain Khaskheli, Assistant Professor, from the Department of Business Administration, served as Session Chairs at ICBM 2026 & the 2nd IEEE HTC, hosted by Mohammad Ali Jinnah University, Karachi. Their participation highlights Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA)'s growing presence in the international research community and reflects its commitment to promoting academic excellence, innovation, and interdisciplinary collaboration.



Forman International Conference on Business & Innovation 2026

Dr. Arman Khanzada, Focal person, Office of Research, Innovation & Commercialization (ORIC), served as a Session Chair at the Forman International Conference on Business & Innovation 2026. His participation in this distinguished international conference reflects SBBU-SBA's continued commitment to research excellence, academic leadership, and fostering global collaboration in business and innovation.



3rd SZABIST International Conference (SIC 2026)

Dr. Arman Khanzada, Focal person, Office of Research, Innovation & Commercialization (ORIC), served as a Session Chair at the 3rd SZABIST International Conference (SIC 2026). His contribution as a Session Chair underscores SBBU-SBA's dedication to advancing research excellence, strengthening academic networks, and promoting international collaboration across diverse fields of study.



Empowering Minds Through Knowledge:

Workshops at SBBU-SBA



SBBU-SBA Participates in HEC Sindh Orientation Workshop on Academic Excellence

A delegation from Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), led by Vice Chancellor Engr. Prof. Dr. Madad Ali Shah, participated in the HEC Sindh Orientation Workshop on Academic Excellence at the University of Sindh, Jamshoro. The workshop focused on strengthening higher education through quality assurance, academic standards, governance, innovation, and institutional excellence.



Business Idea Competition:

The Department of Business Administration at Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), in collaboration with ORIC, successfully organized the Vision 2 Venture Business Idea Competition under the leadership of Dr. Muhammad Arif, Chairman, Department of Business Administration, with support from Dr. Arman Khanzada, Director ORIC, and Dr. Afroze, Assistant Professor. The Honorable Vice Chancellor distributed prizes to the top three teams, with Legacy – Turning Waste into Wealth securing first place for its innovative and sustainable recycling startup concept.



Two-Day Workshop on Filmmaking

The Department of Media and Communication Studies, at Shaheed Benazir Bhutto University, Shaheed Benazirabad, successfully organized a two-day workshop on filmmaking at the Media Lab. The workshop was conducted by "Kainat Thebo", a renowned filmmaker, who engaged with students through interactive sessions and hands-on practical exercises.



Workshop on Development of Strategic Plan for SBBU-SBA

The Quality Enhancement Cell (QEC), Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), organized a Workshop on the Development of a Strategic Plan for SBBU-SBA on 25 September 2025, bringing together university leadership and stakeholders to formulate a strategic roadmap for academic excellence, innovation, quality assurance, and sustainable institutional growth.



Workshop on Artificial Intelligence and Prompt Engineering

The Department of English at Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized a workshop on Artificial Intelligence and Prompt Engineering, which introduced students to Large Language Models such as ChatGPT and DeepSeek and their role in addressing educational challenges. Through hands-on prompt writing exercises and an interactive Q&A session, participants gained practical

insights into the effective use of AI tools. Associate Professor Dr. Tania Laghari and faculty members encouraged the ethical and productive use of AI, while Mr. Faheem Shaikh, Lecturer in English and Convenor, emphasized maintaining creativity and originality. The workshop concluded with positive student feedback and a strong demand for similar initiatives in the future.



Workshop on From Classroom to Career: Practical Management for Career Readiness:

The Department of Statistics at Shaheed Benazir Bhutto University, Shaheed Benazirabad, proudly hosted a transformative one-day seminar-cum-workshop titled "From Classroom to Career: Practical Management for Career Readiness"—an initiative aimed at bridging academic learning with professional success.



Navigating Challenges Through the VUCA Framework

The Department of Computer Science, at Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized an engaging session on the Volatility, Uncertainty, Complexity, and Ambiguity (VUCA) Framework and Pareto Chart on 16 October 2025 at the Auditorium Hall, Block-II. Facilitated by Mr. Imtiaz Habib, the session involved interactive group activities focused on problem-solving using the VUCA framework, while also raising awareness about Thalassemia, Malaria, and Dengue. The event concluded with the presentation of a traditional Ajrak to the guest speaker and remarks appreciating the active participation of attendees.



Empowering Research Minds

The Department of English at Shaheed Benazir Bhutto University, Shaheed Benazirabad organized a one-day SPSS Workshop on 21 October 2025 under the guidance of Dr. Nargis Mari. The workshop provided practical training in quantitative research methods and SPSS-based data analysis. Participants from various departments gained valuable skills in data handling and research interpretation. The session concluded with a certificate distribution ceremony, marking a successful learning experience.



Workshop on Agentic AI

The Faculty of Computing, SBBU-SBA, in collaboration with the Pakistan User Group, organized a workshop on Agentic AI, providing students with hands-on experience in emerging AI technologies. Participants received certificates, reflecting the Faculty's commitment to innovation and AI-focused learning.



Hands-on AI & Machine Learning Workshop

An intensive Hands-on AI & Machine Learning Workshop was conducted by Mr. Ghulam Mustafa, providing students with practical exposure to AI and ML concepts. Participants were guided through the development of an AI-based application from scratch, covering model development, algorithm implementation, real-world applications, and machine learning-based problem-solving. The workshop significantly enhanced students' technical competencies and practical confidence in emerging AI technologies.



Annual Strategic Planning and Resource Mobilization Workshop

Shaheed Benazir Bhutto University, Shaheed Benazirabad, participated in the Annual Strategic Planning and Resource Mobilization Workshop organized by the Centre for Advocacy, Research and Democracy (CARD). Held under the theme "Rethinking the Roles of Academia, Civil Society, and Youth", the workshop focused on climate, disaster, and energy challenges, highlighting the role of social enterprises in promoting inclusive growth and sustainability.



ORIC Elevates SBBU-SBA to Global Forums: Advancing Research Through International Conferences



1st International Media Symposium (IMS) 2026

The Department of Media & Communication Studies, Faculty of Social Sciences, Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), successfully organized the 1st International Media Symposium (IMS) 2026 on 11–12 February 2026. The symposium brought together distinguished national and international scholars, researchers, and media professionals to discuss the theme, “Responsible Journalism in the

Era of Digital Transformation, Misinformation, Disinformation, and AI Ethics: Perspectives from Pakistan and the Global Media Landscape.” The event served as a valuable platform for scholarly dialogue on ethical journalism, emerging media challenges, and the responsible use of digital technologies, reflecting SBBU-SBA's commitment to academic excellence and responsible media practices.



International Conference on ESG, Sustainability, Fintech and Climate Resilience

The Department of Business Administration, Shaheed Benazir Bhutto University, Shaheed Benazirabad, successfully organized the International Conference on ESG, Sustainability, Fintech and Climate Resilience, bringing together distinguished scholars, researchers, industry experts, policymakers, and students from across the globe. The conference served as a dynamic platform for discussing emerging trends, innovative solutions, and research-driven strategies related to Environmental, Social, and Governance (ESG) practices, sustainable

development, financial technologies, and climate resilience. Participants engaged in insightful discussions aimed at addressing contemporary economic, environmental, and societal challenges. The event was graced by Engr. Prof. Dr. Madad Ali Shah, Vice Chancellor, SBBU-SBA, who highlighted the importance of interdisciplinary collaboration, innovation, and sustainable practices in shaping a resilient future. The conference concluded with a shared commitment to advancing research, policy dialogue, and practical solutions for sustainable development and climate adaptation.



Artificial Intelligence and Sindh

A one-day conference on "Artificial Intelligence and Sindh" was held on 18th September 2025 at Shaheed Benazir Bhutto University, Shaheed Benazirabad. The event featured renowned keynote speakers including Engr. Prof. Dr. Madad Ali Shah, Vice Chancellor SBBU-SBA, Prof. Dr.

Aijaz Ali Ghumro, Dr. Imtiaz Ahmed Soomro, and Engr. Revioul Ali Khokhar. The conference aimed to explore the role and potential of Artificial Intelligence in transforming Sindh's educational and industrial sectors.



Prof. Dr. Salman Bashir Memon Joins UGrad CEBET-2026 as Keynote Speaker

Prof. Dr. Salman Bashir Memon, Dean FMBA, Shaheed Benazir Bhutto University, Shaheed Benazirabad, participated as a Keynote Speaker at the Undergraduate Research Conference (UGrad CEBET-2026) held at Shaikh Ayaz University, Shikarpur. The conference focused on "Shaping Future Leaders: The Role of Universities in the Digital and Sustainable Era," promoting undergraduate research, innovation, and academic collaboration.



Dr. Wazir Ali Metlo Presents Research at International Date Palm Conference

ORIC, SBBU-SBA proudly congratulates Dr. Wazir Ali Metlo on presenting his research paper, "Prevalence of Sudden Decline Disease of Date Palm in Pakistan," at the Eighth International Date Palm Conference, held from 28 April–1 May 2026 at Emirates Palace, Abu Dhabi, UAE. His participation highlights SBBU-SBA's growing presence on international research platforms and reflects his valuable contribution to date palm disease research and agricultural innovation.



Voices Of Wisdom!

Seminar Series Recap:



Preparing Students for the Digital Workplace

The Department of English, at Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized a session on "Effective Communication in the Digital Workplace: Leveraging WBLT for Success" for third-year students on 16 September 2025 at the English Language Lab. The session was delivered by Dr. Ruqia Mastoi, Lecturer,

Department of English, and facilitated by Dr. Tania Laghari, Chairperson, Department of English. The event provided students with valuable insights into professional communication strategies, digital workplace competencies, and the effective use of technology for academic and career success.



AI-Driven Personalized Learning Pathways: Revolutionizing Education

Shaheed Benazir Bhutto University Campus, Naushahro Feroze, organized a one-day session on "AI-Driven Personalized Learning Pathways: Revolutionizing Education" on October 22, 2025, at the Multipurpose Hall. The session highlighted the transformative role of Artificial Intelligence in modern education, focusing on how AI-powered technologies can create personalized learning experiences, enhance student engagement, and improve academic outcomes. Faculty members, students, and academic professionals participated in the event, gaining valuable insights into emerging trends and innovations shaping the future of education.



Mastering Financial Analysis Using Excel

A training session on "Mastering Financial Analysis Using Excel" was held on 27 October 2025, organized by Mr. Maqsood Ali Jamali and conducted by Mr. Masroor Ali, Data Analyst (QEC). Participants received hands-on training in Excel-based financial analysis, decision-making, and freelancing opportunities in financial analytics.



Environmental Journalism Documentary Competition

The Department of Media & Communication Studies, at Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized an Environmental Journalism Documentary Competition on October 30, 2025. The competition highlighted student creativity and encouraged experiential learning through documentary

production focused on environmental issues. The initiative was appreciated by the Vice Chancellor, Engr Prof. Dr Madad Ali Shah, who commended the department's efforts in promoting practical learning and raising awareness on environmental journalism among students.



Islamic Banking Awareness Session

The Department of Business Administration, at Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized an Islamic Banking Awareness Session on 6 November, 2025, in Room No. 120, Academic Block-I, in collaboration with Meezan Bank. The session aimed to enhance

students' understanding of Islamic banking principles and financial systems. It was facilitated by Mr. Maqsood Jamali and Ms. Bibi Fiza Shah, who provided valuable insights into Shariah-compliant banking practices and their relevance in the modern financial sector.



Managing Data: From Source to Insight

The Faculty of Computing, SBBU-SBA organized a guest lecture on "Managing Data: From Source to Insight" on 16 December 2025. The session provided students with practical insights into data management, analytics, and real-world data-driven applications across various industries.



Collaborative Action Research in English Language Teaching

The Department of English, at Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized a one-day session on "Collaborative Action Research in English Language Teaching" on 17 February, 2026, at Block I, SBBU-SBA. The session was conducted with the support of the Dean, Faculty of Social Sciences, Prof. Dr. Tayyaba Zarif, and under the leadership of Dr. Tania Laghari, Chairperson, Department of English. The event

was specially organized for final-year students to enhance their understanding of research-based teaching practices. The session was also graced by the Worthy Vice Chancellor, Engr Prof. Dr Madad Ali Shah, making it a significant academic engagement focused on strengthening collaborative and action-oriented research in English Language Teaching.



Enhancing Financial Literacy Among Future Professionals:

The Department of Business Administration, at Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized an informative session titled "Enhancing Financial Literacy Among Future Professionals" on April 27, 2026, at Academic Block I, Room No. 120. The session was conducted in collaboration with the State Bank of Pakistan

(SBP) Ambassadors Program and aimed to enhance students' understanding of key financial and economic concepts. Participants gained valuable insights into financial literacy, empowering them to make informed financial decisions in their academic and professional lives.



'Strengthening Academia–Industry Linkages Through Industrial Visits and Academic Outreach

Key Highlights

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA) continues to strengthen its academic–industry linkages through a series of impactful industrial visits and outbound academic engagements by faculty and leadership. Students and faculty members from various departments actively participated in visits to leading organizations, industries, research centers, and professional institutions, gaining valuable exposure to real-world practices, modern technologies, and evolving market trends. In parallel, The Vice Chancellor along with faculty representatives undertook several official academic and industry outreach visits to partner institutions and organizations, aimed at fostering collaboration, enhancing research opportunities, and promoting internship and employment pathways for students. These initiatives collectively reflect the university's commitment to experiential learning, capacity building, and bridging the gap between academia and industry for producing future-ready graduates.





**Selçuk University,
Türkiye**



**International Business
University, Canada**



**Konya Food and Agriculture
University, (GIDATARIM)**



**Konya Technical University
Turkey**



**Necmettin Erbakan
University, Turkey**



**Konya Technical University
Turkey**



**French Archaeologist
Prof. Dr. David**



ICMA International



HEC Chairman Visit



Mr. Faisal Bashir Memon Visit



SSP Shabir Ahmed Sethar



**Ghazi University,
Dera Ghazi Khan**



Sukkur Arts Council Visit



**NORIN (Atomic Energy Cancer
Hospital) Nawabshah**



**Kashif Siddiqui
Director, CARD Pvt Ltd**



**VC SBBU SBA Sindhology,
University of Sindh Visit**



Thalassaemia Patient Welfare Society, SBA



Mr. Fawad Safdar, Manager Outreach at Sapphire



Free Vehicle Checkup Campaign



Revive Float Activity Free Test Trial



A delegation from BNBWU Visit



Faizan Global Relief Foundation



Sindh Integrated Emergency and Health Services



United Bank Limited



**Dr. Arman Khanzada Visits
IoBM, Karachi**



**Dr. Arman Khanzada Visits
Forman Christian College**



**Mr. Aizaz Fida,
Director, SEIC**



**Mr. Shahzeb Jillani,
Director, IBA Centre**



**Dr. Ali Naimat Pervaiz,
Assistant Professor, UoL**



**Regional Blood Centre
(RBC), Nawabshah**



**Prof. Dr. Raja Irfan Sabir
Professor, (UCP), Lahore**



**Dr. Zafar Siddiqui,
Corporate Trainer, Hyderabad**

Civic Impact Stories From SBBU-SBA: Empowering Community Outreach



Solidarity Walk at SBBU-SBA in Honour of National Heroes and Pakistan's Independence

Shaheed Benazir Bhutto University, Shaheed Benazirabad organized a Solidarity Walk on 4 August 2025 under the Directorate of Sports to honor the brave soldiers of Operation Bunyan-um-Marsoos and celebrate Pakistan's Independence Day. Led by the Vice Chancellor, Engr Prof. Dr Madad Ali Shah, the walk brought together students, faculty, officers, and staff in a strong display of unity, patriotism, and solidarity.



SBBU-SBA Observes One-Minute Silence on Youm-e-Istehsaal in Solidarity with Kashmiri People

Shaheed Benazir Bhutto University, Shaheed Benazirabad observed Youm-e-Istehsaal on 5 August 2025 by holding a one-minute silence to express solidarity with the people of Indian Illegally Occupied Jammu & Kashmir. Faculty, staff, and students gathered in front of the Administrative Block, reaffirming their support for the Kashmiri people and their commitment to peace, human dignity, and justice.



Tree Plantation Drive at SBBU-SBA for a Greener Pakistan:

Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized a Tree Plantation Drive on 5 August 2025 as part of Pakistan's 78th Independence Day celebrations. Led by the Directorate of Sports, the initiative engaged students, faculty, and staff in promoting environmental sustainability and fostering a greener, cleaner Pakistan.



Tree Plantation by Prof. Dr. Tayyaba Zarif Marks 14th August Celebrations at SBBU-SBA:

As part of the 14 August celebrations, Prof. Dr. Tayyaba Zarif, Dean, Faculty of Social Sciences, planted a tree at Shaheed Benazir Bhutto University, Shaheed Benazirabad, reaffirming the university's commitment to environmental sustainability and promoting a greener future.



Panel Discussion at SBBU-SBA Highlights Unity, Resilience and National Strength

Shaheed Benazir Bhutto University, Shaheed Benazirabad organized a Panel Discussion on 7 August 2025 under the theme "Operation Bunyan-um-Marsoos: What It Teaches Us About Unity Today" as part of the Marka-e-Haq and Independence Day celebrations. Distinguished panellists shared valuable insights on unity, resilience, and national strength inspired by Operation Bunyan-um-Marsoos.



Essay Writing Competition at SBBU-SBA Celebrates Patriotism and National Unity

Shaheed Benazir Bhutto University, Shaheed Benazirabad organized an Essay Writing Competition on 8th August 2025 under the theme "Marka-e-Haq" as part of the Independence Day celebrations. The competition encouraged patriotism among students while highlighting the unity, sacrifices, and dedication of Pakistan's armed forces in safeguarding the nation.



Poetry and Milli Naghma Contest at SBBU-SBA Celebrates Patriotism and National Spirit

Shaheed Benazir Bhutto University, Shaheed Benazirabad organized a Poetry and Milli Naghma Contest on 12 August 2025 under the themes "Marka-e-Haq" and "Bunyan-um-Marsoos" as part of the Independence Day celebrations. The event showcased students' patriotic spirit and national pride through inspiring performances in the presence of faculty, guests, and fellow participants.



Grand Flag Hoisting Ceremony Marks 78th Independence Day at SBBU-SBA

Shaheed Benazir Bhutto University, Shaheed Benazirabad proudly celebrated Pakistan's 78th Independence Day with a Flag Hoisting Ceremony on 14 August 2025. The event united students, faculty, staff, and security officials in a spirit of patriotism to honor the sacrifices of the nation's heroes.



Awareness Walk Marking World Statistics Day at SBBU-SBA

Shaheed Benazir Bhutto University, Shaheed Benazirabad organized an Awareness Walk at 10:00 AM on 20 October 2025 in connection with World Statistics Day. The event was jointly arranged by the Department of Statistics in collaboration with the Pakistan Bureau of Statistics and the Sindh Bureau of Statistics at SBBU-SBA.



Blood Donation Camp and Thalassemia Awareness Program at SBBU Sanghar Campus

Shaheed Benazir Bhutto University, Sanghar Campus successfully organized a one-day Blood Donation Camp and Thalassemia Awareness Program on 21st October 2025 in collaboration with the Thalassemia Patients Welfare Society, Nawabshah District Shaheed Benazirabad, under the supervision of Director Campus, Dr. Mansoor Ahmed Khuhro.



Breast Cancer Awareness Seminar: Pink for a Purpose – Empowering Women Through Awareness

Shaheed Benazir Bhutto University, Shaheed Benazirabad organized a Breast Cancer Awareness Seminar titled "Pink For A Purpose: Empowering Women Through Awareness" on 23 October 2025. The seminar promoted awareness about breast cancer, early detection, and prevention, with Dr. Sardar Khatoon Chandio, an Oncologist at NORIN Hospital, Nawabshah, delivering an informative keynote on the importance of regular screening and timely diagnosis.



Blood Donation Awareness Session

The Department of Business Administration, Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized an Awareness Session on Volunteer Blood Donation on 23rd October 2025 in collaboration with the Regional Blood Center. The session promoted the importance of voluntary blood donation, with active participation from students and faculty, reflecting their commitment to community service and social responsibility.



Talk on Civic Economy at SBBU-SBA

Shaheed Benazir Bhutto University, Shaheed Benazirabad organized a Talk on Civic Economy on 30th October 2025 under the Economic Society of the Department of Economics. Agha Shakeel, Founder of CointheEducation, delivered the keynote address, highlighting the role of civic economy in fostering inclusive development.



Awareness Session & Blood Donation Camp at SBBU-SBA

Shaheed Benazir Bhutto University, Shaheed Benazirabad organized an Awareness Session & Blood Donation Camp on 30th October 2025 at the Multipurpose Hall, Block-1. The event aimed to promote voluntary blood donation, highlight its life-saving importance, and encourage students to actively participate in humanitarian and community service. It also raised awareness about safe blood donation practices and the role of youth in supporting public health initiatives.



Thalassaemia Awareness and Free Hb Electrophoresis Screening Program at SBBU-SBA

Shaheed Benazir Bhutto University, Shaheed Benazirabad organized a Thalassaemia Awareness Session with a Free HB% Electrophoresis Screening Program on 3rd November 2025. The initiative educated students about thalassaemia, its prevention, and the importance of early screening, promoting responsible health practices and community well-being.



Blood Donation Camp at SBBU Naushahro Feroze Campus

Shaheed Benazir Bhutto University, Naushahro Feroze Campus organized a Blood Donation Camp on 5 November 2025 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 Naushahro Feroze.



Plantation Drive at SBBU Sanghar Campus Promotes Environmental Sustainability

Shaheed Benazir Bhutto University, Sanghar Campus, organized a One-Day Plantation Drive on 26th February 2026 in collaboration with the District Forest Office Sanghar. The initiative brought together faculty, staff, and students under the leadership of Dr. Mansoor Ahmed Khuhro, Director SBBU-Sanghar Campus reaffirming the campus's commitment to environmental sustainability and community responsibility.



Awareness Seminar on Drug Abuse

Shaheed Benazir Bhutto University, Shaheed Benazirabad organized a One-Day Drug Abuse Awareness Seminar on the directives of the Universities & Boards Department, Government of Sindh. Experts from the Anti-Narcotics Force (ANF) and a psychiatric specialist highlighted the dangers of drug abuse, inspiring students to promote a healthy, drug-free society.



Tree Planting Campaign "Love for Mother Earth" Launched at SBBU-SBA

Shaheed Benazir Bhutto University, Shaheed Benazirabad launched a Tree Plantation Campaign on 26th March 2026 under the theme "Love for Mother Earth." Inaugurated by Vice Chancellor Engr. Prof. Dr. Madad Ali Shah, the campaign brought together faculty, officers, and staff to plant saplings across the campus, promoting environmental sustainability.



Road Safety Awareness Seminar

Shaheed Benazir Bhutto University, Shaheed Benazirabad organized a Road Safety Awareness Seminar on 26th April 2026 to promote responsible driving and road safety awareness among students. A key highlight of the event was the signing of a Memorandum of Understanding (MoU) with NHMP Sector-II Sakrand, strengthening collaboration for road safety education and awareness.



AI-Based Creative Content Competition at SBBU-SBA Showcases Digital Innovation

The Department of Information Technology, Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized an AI-Based Creative Content Competition in 05 May 2026 as part of the "Marka-e-Haq" one-year anniversary celebrations. The competition provided students with a platform to showcase their creativity through AI-driven digital content, promoting innovation and the effective use of modern AI technologies.



Milli Naghma Competition "Sadaa-e-Haq" Celebrates Patriotism at SBBU-SBA

Shaheed Benazir Bhutto University, Shaheed Benazirabad organized the Milli Naghma Competition "Sadaa-e-Haq" on 8 May 2026 in collaboration with the Sindh Higher Education Commission. The event showcased patriotic solo and group performances under the theme "Marka-e-Haq–One Nation, One Resolve," celebrating national unity and student talent.



Academic Seminar Commemorating "Marka-e-Haq" One-Year Anniversary 2026

Shaheed Benazir Bhutto University, Shaheed Benazirabad, organized an Academic Seminar to commemorate the "Marka-e-Haq" One-Year Anniversary 2026 under the theme "One Nation, One Resolve," following the directions of the Worthy Vice Chancellor, Engr Prof. Dr Madad Ali Shah. Held on 06 May 2026 at Block 1, the seminar promoted patriotism, national unity, sacrifice, and a collective commitment to the defense and prosperity of Pakistan. The event provided an academic platform for meaningful discussions, reinforcing the University's dedication to fostering responsible citizenship and national consciousness.



University-Industry Linkages

MoUs 2026

————— International and National:

Strengthening Global Academic Ties: SBBU-SBA Signs MoUs with Various International and National Partners: In a landmark move to foster international collaboration in research, innovation, and higher education, Shaheed Benazir Bhutto University, Shaheed Benazir Abad, signed Memorandum of Understanding (MoUs) with many prestigious institutions. Glimpses of the MoU Signing Ceremony are shared below, capturing the spirit of academic partnership and global engagement.



International Collaborations



Aspire Pakistan



**Necmettin Erbakan
University**



**Konya Food and Agriculture
University (GIDATARIM)**



**Konya Technical University,
Türkiye (KTUN)**



Al Kauser Inc



**Hubei Engineering University,
Xiaogan, China**



**Vita Nova International
Alliance For Sciences Vnias**



**Institute of Cost and Management
Accountants of Pakistan**

National Collaborations



National Commission for Human Development, Islamabad



Begum Nusrat Bhutto Women University, Sukkur



National Highway and Motorway Police



Sustainable Development Policy Institute



AI Geo Navigators



Moulana Bashir Ahmed Farooqui Centre for Space Science, Climatology, Environmental Technology (Karachi, Ak)



Avalon. Ai



University of Management and Technology, Lahore

National Collaborations



TEDx Nawabshah



Job Genie Pvt.ltd



**Ghazi Khan University
Dera Ghazi Khan**



**Elite Tech Solution (Pvt) Ltd
and Elite Fusion (Pvt) Ltd**



**Sindh Enterprise Incubation
Center**



**Apex Horizon Consultanats
Karachi**



**Sindhi Language Authority
Qasimabad, Hyderabad**

Educational Excellence & Quality Assurance

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA) is committed to educational excellence, academic quality, and continuous improvement, supported by its ISO 9001:2015 certification. The University strives to provide high-quality education, research, and academic services in accordance with internationally recognized quality standards.

CERTIFICATE

This certificate is awarded to
**Shaheed Benazir Bhutto University Shaheed
Benazirabad Sindh**

as The 943rd World's Most Sustainable University
in 2025 UI GreenMetric World University Rankings
5 December 2025



Dr. Vishnu Juwono, S.E., MIA
Chairperson of UI GreenMetric



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CERTIFICATE
MEMBERSHIP

SHIP OF

University

Global Inter Certification

Management System Certification

CERTIFICATE

No. 26-A-40

**Shaheed Benazir Bhutto
Benazir**

Shaheed Benazir Bhutto University, Shaheed
Stop, Sakrand Road, Nawabshah

Company Reg. No.

has documented and implemented system in

ISO 9001:2015
Quality Management

for

Provision of higher education services including
research, examinations, admissions, and
support services

IAF Code: 37

The certificate is issued on the basis of the results mentioned in the pertaining to the validity of the certificate is conditionally limited by positive results of surveillance to undergo.

The validity of this certificate can be checked on the main page of the GIC. This certificate can be invalid if the certificate holder does not fulfill the conditions.



UI Green Metric world University Ranking 2025

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA) has achieved a notable position in the UI GreenMetric World University Rankings 2025, which assessed 1,745 higher education institutions across 105 countries worldwide. The University secured an impressive 943rd position globally, 551st in Asia, 49th in Pakistan, and 13th in Sindh, reflecting its continued commitment to environmental sustainability, sustainable campus development, efficient resource management, and the promotion of green and sustainable practices in higher education.



Times Higher Education Impact Ranking-2025

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA) has achieved a significant milestone by earning recognition in the Times Higher Education (THE) Sustainability Impact Rankings 2026. Under the visionary leadership of Engr. Prof. Dr. Madad Ali Shah, Vice Chancellor, the University improved its overall global ranking from 1501+ (2025) to the 1001–1500 band (2026), while also advancing its performance across multiple Sustainable Development Goals (SDGs), reflecting its commitment to academic excellence and sustainable development.



SBBU-SBA Joins the Global Talloires Network

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA) is an official signatory member of the Talloires Network of Engaged Universities, a global network comprising 455 universities across 93 countries. This recognition reflects SBBU-SBA's strong commitment to community engagement, social responsibility, and academic excellence.



ISO 9001:2015 Certification and Quality Assurance

Shaheed Benazir Bhutto University, Shaheed Benazirabad (SBBU-SBA), is proud to be ISO 9001:2015 certified, reflecting its strong commitment to internationally recognized Quality Management Systems (QMS). The certification demonstrates the University's focus on maintaining high standards in the delivery of higher education services. It covers academic programs, teaching, research, examinations, admissions, and essential administrative and student support services. Through this certification, the University ensures systematic and efficient processes across its academic and administrative functions. It also promotes consistency, accountability, and effective service delivery. The University continuously evaluates and improves its processes to enhance the overall educational experience and institutional performance. This achievement reflects SBBU-SBA's dedication to quality, efficiency, innovation, and continuous improvement in higher education.





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**Office of Research,
Innovation & Commercialization**

Shaheed Benazir Bhutto University,
Shaheed Benazirabad



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