



IUB SDGs Report 2025



Celebrating a Century of Knowledge and Sustainability

The Islamia University of Bahawalpur

Bahawalpur , Pakistan

Executive Summary

The Islamia University of Bahawalpur (IUB) has solidified its role as a leading Pakistani public sector university dedicated to sustainable development, strategically aligning its core missions—teaching, research, and outreach—with the 17 United Nations Sustainable Development Goals (SDGs). The 2024–2025 reporting period marks a definitive shift toward data-driven governance and measurable societal impact.

IUB's institutional commitment is validated by its strong performance in global evaluations: achieving a place in the 801–1000 band in the Times Higher Education (THE) Impact Rankings 2025 and securing the 331st position globally in the UI Green Metric World University Rankings 2024. This success is driven by targeted action in our regional context of South Punjab and the Cholistan Desert.

Key quantifiable highlights from this period include the successful operation of the 2.5 MW Solar Park, the formalizing of eight high-impact national and international MOUs (SDG 17), the economic empowerment of over 26 women entrepreneurs, and pioneering climate resilience research that focuses on sustainable dryland agriculture. Furthermore, the IUB Biodiversity Park (75 acres) continues to serve as a protected laboratory for conserving endemic desert species.

Our focus moving forward remains on reinforcing accountability via the QEC and extending our partnerships to ensure that, as the UN emphasizes, "The Sustainable Development Goals are not just aspirations; they are a contract with future generations."



Message from the Vice-Chancellor (Patron-in-Chief)

The 2024–2025 SDGs Report marks a truly transformative chapter for The Islamia University of Bahawalpur. Our collective dedication to embedding sustainability into our core mission is now globally validated: advancing into the 801–1000 band in the THE Impact Rankings 2025 and securing a robust 331st in the UI Green Metric Rankings.



IUB views the Sustainable Development Goals as a direct, actionable mandate. We are strategically intensifying our efforts, particularly focusing on SDGs 1 (Poverty), 3 (Health), 4 (Education), 5 (Gender Equality), 6 (Water), 10 (Inequality), 16 (Peace/Justice), and 17 (Partnerships). Our commitment is tangible, demonstrated by infrastructure like the fully operational 2.5 MW Solar Park and our pioneering research addressing South Punjab's acute regional challenges.

I wish to express my profound gratitude to all directorates, faculty, researchers, and administration. Your unified, intensified focus on mainstreaming the entire SDGs agenda—transforming global goals into impactful, localized action—is what truly validates IUB's position as a national catalyst for a sustainable and resilient Pakistan. Let us maintain this vital momentum for future generations.

Prof. Dr. Muhammad Kamran

Patron-in-Chief, SDGs Collaboration Centre,

Vice-Chancellor, The Islamia University of Bahawalpur



Message from the Patron

As Patron of the SDGs Collaboration Centre, I take great pride in witnessing the systematic integration of the global sustainability agenda into the very fabric of our academic and community engagement initiatives. Our focus remains on harnessing the power of the Social Sciences to drive meaningful change across the foundational pillars of equity, inclusion, and human development — particularly SDGs 1, 3, 4, 5, 6, 10, 16, and 17.

This year, we have transformed our mission into measurable social impact. Advancing Gender Equality (SDG 5) and Reduced Inequalities (SDG 10), we partnered with key organizations to empower over 26 local women entrepreneurs through financial literacy and inclusion programs, directly addressing economic disparities in South Punjab. Our collaboration with the State Bank of Pakistan further expanded access to financial education and inclusion for underserved populations.



Promoting Quality Education (SDG 4), we reached marginalized communities through specialized teacher training for Out-of-School Children, in partnership with the Takmil Foundation. In line with Clean Water and Sanitation (SDG 6), we engaged students and communities in awareness drives on safe water, hygiene, and sustainable use of natural resources.

Our dedication to Peace, Justice, and Strong Institutions (SDG 16) is exemplified by our Letter of Collaboration with the Punjab Probation and Parole Service, which fosters social reintegration and justice at the grassroots level. Strengthened by multi-sector collaborations and academic alliances, we continue to uphold Partnerships for the Goals (SDG 17) as the foundation for sustainable progress.

The SDGs Collaboration Centre continues to excel in coordinating interdisciplinary initiatives, ensuring that research in social, health, and behavioral sciences translates into civic engagement, policy advocacy and real-world solutions. This report reaffirms that The Islamia University of Bahawalpur is not only advancing knowledge but also nurturing inclusive, resilient, and sustainable communities.

Prof. Dr. Rubina Bhatti Patron

SDGs Collaboration Centre

Dean, Faculty of Social Sciences

The Islamia University of Bahawalpur



Message from the Director

The 2024–2025 reporting period marks the successful realization of the SDGs Collaboration Centre's core mission: effectively translating the 17 Global Goals into tangible, coordinated local action. Our function as the central hub is fundamentally defined by the principle that "Partnerships for the Goals (SDG 17) is the lifeblood of sustainability." This belief drove our strategic focus on forging powerful collaborations throughout the year.



A significant achievement was the formalization of key partnerships, both international and domestic. We established an impactful academic exchange program with Universiti Kebangsaan Malaysia, enhancing global best-practice sharing. Domestically, vital agreements were secured with governmental bodies such as the Punjab Aab-e-Pak Authority (PAPA) and non-governmental organizations like SSDO. These alliances directly bolster our capacity in critical regional priorities, notably strengthening efforts in water quality assurance (SDG 6) and vital social policy advocacy.

The dedication of the Centre's team and student societies has been instrumental. Their impactful contributions, ranging from leading the high-profile Awareness Walk for Eradication of Poverty to organizing the intensive Teacher Training Program, provide the verifiable data crucial for our progress. These efforts directly underpin the institution's improved standing in the highly respected THE Impact Rankings 2025.

Moving forward, the SDGs Collaboration Centre will maintain its dedication to strengthening our data monitoring and effectively leveraging these established collaborations to maximize IUB's crucial societal and environmental influence across South Punjab.

Prof. Dr. Salman Bin Naeem

Director, SDGs Collaboration Centre,

Chairman, Department of Information Management,

The Islamia University of Bahawalpur



Message from Additional Director

The 2024–2025 SDGs Report is more than a documentation exercise; it is a decisive statement of IUB's return on sustainability investment. Our rise to the 801-1000 band in the Times Higher Education Impact Rankings 2025 provides quantifiable proof of our institutional strategy and data rigor.

As an economist, I measure true impact by tangible uplift in underserved communities. This year we gave extensive focus to SDGs 1, 2, 5, 8, and 10, targeting human-capital growth and regional economic equity. In partnership with external bodies, our financial-inclusion programs have empowered more than 50 local women entrepreneurs through targeted financial-literacy training, strengthening South Punjab's economy.



Robust accountability underpins these achievements. The QEC's oversight ensures every initiative—from community outreach to the e-Procurement system for efficient expenditure—is recorded with verifiable data integrity, satisfying the governance pillar of global sustainability standards.

Our challenge now is to amplify efficiency and scale. We commit to using this data for strategic resource allocation, ensuring The Islamia University of Bahawalpur remains a catalyst for sustainable economic and societal transformation.

Dr. Mariam Abbas Soharwardi
Additional Director, SDGs Collaboration Centre,
Associate Professor, Department of Economics,
The Islamia University of Bahawalpur



Part I: Institutional Commitment and Strategic Framework

I.A. Top Management Commitment and Institutional Standing

Under the visionary leadership of Vice-Chancellor Prof. Dr. Muhammad Kamran, IUB's top management has steered a steady rise in its international rankings, underscoring a relentless commitment to sustainability and positioning the university as a regional leader in South Punjab.



The university's engagement with the Sustainable Development Goals (SDGs) is fundamentally driven by its context within South Punjab and the unique, arid challenges posed by the Cholistan Desert ecosystem. This regional imperative guides the university's strategic prioritization, focusing resources on SDGs that are most critical to local survival and progress, including No Poverty (SDG 1), Zero Hunger (SDG 2), Clean Water and Sanitation (SDG 6), Climate Action (SDG 13), and Life on Land (SDG 15). This strategic alignment ensures that institutional effort translates global goals into meaningful local action.

IUB's leadership maintains a visionary perspective, emphasizing the shift beyond traditional education to embedding sustainability into core operations, research, and comprehensive community engagement. This commitment is structured to cultivate a resilient, inclusive, and sustainable future for the region, leveraging academic expertise to solve complex socio-environmental challenges.

I.B. The SDGs Collaboration Centre: Governance and Mission

The SDGs Collaboration Centre serves as the dedicated institutional cornerstone for driving the SDG agenda. It is established as a dynamic hub to facilitate collective action toward achieving the 17 UN Sustainable Development Goals. The Centre's structure, which involves high-level academic leaders such as Prof. Dr. Rubina Bhatti (Patron) and Prof. Dr. Salman Bin Naeem (Director), ensures deep institutional support and accountability for its ambitious mandate.



Prof. Dr. Rubina Bhatti
Patron, SDGs Collaboration Center



Prof. Dr. Salman Bin Naeem
Director, SDGs Collaboration
Center



Dr. Mariam Abbas Soharwardi,
Additional Director

The SDGs Collaboration center's mission is to cultivate a cadre of professionals committed to the SDGs, focusing on areas such as good governance, sustainable environments, quality education, global health and well-being, and economic sustainability. Its vision is to establish an open platform for top-notch SDG research, engaging eminent experts and academicians in teaching and research activities.

SDGs Collaboration Centre: The Custodian and Coordinating Hub

The SDGs Collaboration Centre acts as the coordinating entity, fostering the **interdisciplinary collaboration** essential for creating a lasting social impact. This coordination role is achieved through a structured approach:

- **Policy and Mainstreaming:** The Centre works with departments to integrate SDG principles into curriculum, research directives, and operational SOPs.
- **Facilitating Cross-Departmental Action:** It partners with the **Faculty of Social Sciences** and the **Fatima Jinnah Women Leadership Center** for events focused on Gender Equality (SDG 5).
- **Monitoring and Reporting Custodianship:** A core objective is to strengthen the reporting, monitoring, and analysis of all SDG-related data, providing the foundational integrity required for external assessments like the THE Impact Rankings.

This formalized, high-level structure confirms that IUB treats SDG reporting not as an isolated administrative task, but as a deeply institutionalized function of quality assurance and strategic management.



I.C. Cross-Cutting Institutional Enablers for SDGs

1. The QEC: Custodian of Data Integrity and Engine of Strategic Enhancement

The **Quality Enhancement Cell (QEC)** at the Islamia University of Bahawalpur (IUB) has fundamentally shifted its mandate, moving past basic **compliance management** to become the **central engine** driving the institution's performance and **global strategic positioning**. The QEC is now directly responsible for integrating crucial **sustainability goals** into IUB's core quality assurance framework, thereby ensuring quality enhancement efforts are strategically aligned with both institutional excellence and global objectives.



Prof. Dr. M. Asadullah Madni
Director QEC

IQC: Apex Governance and Strategic Quality Enhancement at IUB

The Institutional Quality Circle (IQC), established under the HEC PSG-2023 framework, acts as IUB's apex governance body for SDG alignment and systemic quality enhancement. Chaired by the Vice Chancellor and integrating all Deans and Principal Officers, the IQC institutionalizes accountability across all strategic and academic domains.

The inaugural IQC meeting on June 12, 2025, launched a continuous quality improvement cycle, formalizing IUB's commitment to internal quality assurance. Strategic decisions taken during the October 24, 2025, meeting, including the first Quality Policy and international faculty policies, drive the attainment of SDG 4 (Quality Education) and SDG 17 (Global Partnerships).



The Role of Quality Assurance in Data Verification

The foundational role of the QEC is to uphold academic excellence through rigorous internal quality measures, which inherently establish the integrity of the data used for SDG reporting.

1. **Accreditation and Analysis:** The QEC facilitates undergraduate program accreditation through **meticulous evaluation** and **data-driven analysis**, fostering a culture of validated data usage for academic and institutional metrics.

2. **Centralized Data Collection:** A primary formal function is the **collection of information and statistics** for internal assessment and **university rankings**. Centralizing this ensures consistency and control over IUB's performance data for global bodies.
3. **Compliance and Improvement:** The QEC implements the internal quality assurance framework, coordinating with the HEC. This involves using tools like the Continuous Quality Implementation (CQI) plan and aligning internal metrics with the **HEC's 69-parameter assessment framework**, expanding data preparation to cover academics, research, finance, and societal engagement.

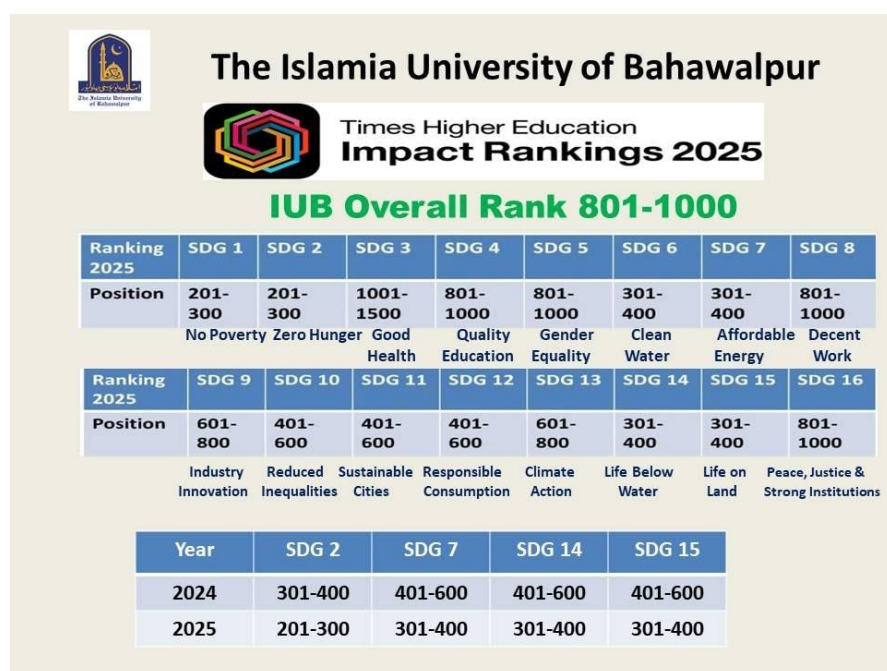
Strategic Oversight: Quantified Achievements and Ranking Optimization (2024-2025)

The QEC's strategic data management in the 2024-2025 cycle resulted in measurable upward mobility across major global sustainability benchmarks.

QEC's Targeted Ranking Strategies

1. THE Impact Rankings: Strategic Data Selection

The QEC's strategy for the THE Impact Rankings focuses on optimizing data submission for the mandatory SDG 17 (Partnerships for the Goals) and the three highest-scoring additional SDGs. This selective focus leverages IUB's historical strengths, such as strong performance in areas like SDG 2 (Zero Hunger) and SDG 16 (Peace, Justice, and Strong Institutions), allowing IUB to aggregate maximum points and secure its place in the 801–1000 band.



2. QS Sustainability Rankings: The Governance Challenge

IUB's performance in the QS Sustainability Rankings, while competitive nationally, reveals a critical area for future QEC intervention: the need for formalizing data across the Environmental, Social, and **Governance (ESG)** pillars. IUB currently falls into the **1001+** bracket in these specific categories. To address this gap, the QEC must utilize its function of providing feedback to decision-making bodies to formalize and audit data related to transparency, ethics, and accountability, thereby making the institution's governance practices verifiable to the global ranking agency.

3. UI GreenMetric: Operational Data Focus

The QEC manages and verifies data across the six core operational categories of the UI GreenMetric Rankings—**Setting and Infrastructure, Energy and Climate Change, Waste, Water, Transportation, and Education and Research**. This focused strategy demands **robust, verifiable data** across all operational aspects, with the QEC also ensuring **operational integrity** by overseeing the implementation of **sustainability initiatives** as part of the Green Campus Project (GCP).

Key Performance Summary (2024-2025)

The meticulous coordination and validation efforts orchestrated by the QEC were critical to securing significant advancements in international standing.

Ranking Body	Latest IUB Global Rank	IUB National Rank	Strategic Significance
THE Impact Rankings (2025)	801–1000 band	30th	Significant improvement from the 2024 ranking band (1001–1500).
UI GreenMetric Rankings (2024)	331st Globally	10th Nationally	Demonstrates strong performance in operational sustainability and infrastructure. ¹
QS Sustainability Rankings (2025)	1181–1200 Global	14th Nationally	Establishes competitive footing but highlights need for deeper data in ESG pillars.

The QEC is essential for translating quality-assurance standards into verifiable SDG impact metrics, and its success in the 2024-2025 THE Impact ranking improvement underscores the need to formalize data flows—especially in waste management, governance and curriculum integration—to keep IUB on a globally sustainable trajectory.



2. Office of Research, Innovation, and Commercialization (ORIC): The Research-to-Impact Nexus

The Office of Research, Innovation, and Commercialization (ORIC) functions as the dynamic engine for translating academic inquiry into verifiable societal impact, directly addressing the Research and Innovation pillars of the SDG framework. ORIC's mandate includes mobilizing resources, promoting startups, and strengthening institutional collaboration between researchers and external partners. Its excellence is externally validated by achieving **HEC X-Category Recognition**.

The IUB ORIC Standing Committee plays a **critical oversight role**, offering **strategic guidance** and **approving major research policies, commercialization plans, and large-scale funding proposals**. It ensures the ORIC's initiatives **align with the university's academic vision** and **national research priorities**, thereby validating and steering the Office's impactful endeavors.



ORIC demonstrates significant success in applying advanced technology and entrepreneurship to solve local problems:

- **Research Funding:** ORIC successfully secured a **PARB funded Research Project of Rs. 43.5 Million**, dedicated to applied research for regional development.
- **Pioneering Technology:** Research includes solutions like the **Mobile-phone Based Platform for Detection of Hemolysis Induced Anemia in Cholistani Cattle**, linking AI research to livestock health (SDG 3) and economic stability (SDG 8).
- **Industry Linkages:** ORIC strengthens collaboration between university researchers and potential users of research in government, industry, and communities⁸, a vital component for SDG 9.

Thematic Synthesis, Student Action, and Future Targets

Role of IUB Student Societies: The Grassroots Engine of Change

IUB recognizes its extensive network of 25+ **registered societies and clubs** as critical drivers of its outreach mission.

- **Climate Action and Environment:** The IUB **Climate Change Society** and affiliated groups conducted the Tree Plantation Drive, planted **over 2,500 trees**, and hosted awareness seminars on climate-resilient agriculture.
- **Social Welfare:** Students actively engaged in welfare and outreach, including organizing the **Shaukat Khanum Awareness Session**, the **Pink Ribbon Seminar and Walk**, and participating in the **International Day of the Girl Child** advocacy.
- **Professional Ethics:** The Department of Social Work reinforced professional responsibility by reviving the **Social Workers' Oath** for graduating students.



Governance, Monitoring & Assurance

The achievement of the SDGs relies on robust governance structures and credible reporting.

- **Centralized Oversight:** The SDGs Collaboration Centre and the **Environmental Management Committee (EMC)** provide a two-tier governance structure, ensuring policies are academically sound (research-based) and operationally effective (implementation).
- **Quality Assurance:** The QEC's role extends to monitoring and providing data integrity for rankings submissions (THE, UI GreenMetric, QS Sustainability).
- **Feedback Loops:** The institutional commitment to accountability is highlighted by the establishment of formal channels for dialogue, such as the **Students' Panchayat**, ensuring governance responsiveness.

Conclusions and Recommendations

The 2024–2025 cycle demonstrates IUB's successful embedding of the SDGs across its operational and academic landscape. Our unique regional focus on arid zone challenges (CIDS, Biodiversity Park) and our strengthened governance (SDGSCC, QEC) position us strongly for competitive results in the THE Impact Ranking 2026.





1 NO POVERTY



SDG 1 – No Poverty

Goal: End poverty in all its forms everywhere

University's Strategic Relevance: Situated in Southern Punjab, where poverty and economic marginalization are significant issues, IUB recognizes the primary role of higher education to contribute to poverty alleviation through ensuring access, fostering modern skills, and promoting inclusive policies. We prioritize the removal of financial and skills-based barriers to higher education as a core poverty eradication strategy.



Key Initiatives (2024–2025)

Initiative	Responsible Units	Description
IUB Scholarship and Financial Aid Schemes	Directorate of Fundraising and University Advancement	IUB mobilizes extensive financial support through internally funded programs (Needy Fee Remission, Orphan Fee Remission, Kinship Fee Remission, Fee Waiver Scholarship) and scholarships channeled through external partners like the Balochistan Education Endowment Fund (BEEF) . This directly mitigates poverty by removing financial barriers for deserving students.
Digital Earning and Employability	Career Counseling and Placement Center, ORIC	Platforms like the Jawan Rozgar Program and the National Freelancing Center focus on training youth in digital skills and promoting remote work opportunities. This creates scalable income generation avenues to transition graduates out of generational poverty.
Inclusive Access and Support	Accessibility Centre, Directorate of Social Work	The Accessibility Centre ensures that disabled students receive free tuition and support , including access to assistive devices and fee waivers. This commitment removes significant socio-economic and physical barriers for marginalized students.
Women's Economic Empowerment Partnerships	SDGs Collaboration Centre, Fatima Jinnah Women Leadership Center	MOUs signed with CIRCLE WOMEN and Bahawal Women Entrepreneurs (BWE) focus on enterprise development and financial management training, addressing poverty by targeting women's economic independence and participation (SDG 5 synergy).



IUB signed an MoU with Helping Hand for Relief and Development



Outcomes, Impact, and Metrics

Ranking Recognition: IUB's concentrated efforts in this area yielded a historical high world rank of **201st in SDG 1 (No Poverty)** in the THE Impact Rankings 2025, confirming the strong foundational efficacy of our access and social mobility programs.



Economic Empowerment: A high-impact session on "Financial Management Strategies for Women-Led SMEs," successfully empowered **more than 26 women entrepreneurs** in South Punjab with vital financial knowledge essential for business success and promoting financial inclusion (SDG 8 linkage).

Activities Conducted in IUB (SDG 1 – No Poverty)

1. **Awareness Walk for Eradication of Poverty (Oct 17, 2024):** This event, led by the Vice-Chancellor, marked the International Day for the Eradication of Poverty, serving to raise institutional and public awareness about poverty and the critical issue of social and institutional maltreatment.



MOU with National Commission for Human Development (NCHD)

2. **Training Workshop: Financial Management Strategies for Women-Led SMEs:** Organized by the SDGs Collaboration Center and Fatima Jinnah Women Leadership Center, this session provided practical skills and financial literacy training, focused on empowering local women entrepreneurs to achieve financial independence.
3. **Seminar on World Development Information Day (Oct 24, 2024):** The SDGs Collaboration Centre organized this event to raise awareness about the importance of information and communication technologies (ICTs) for sustainable development, directly linking digital literacy to income generation and poverty eradication strategies.



SDG 2 – Zero Hunger

Goal: End hunger, achieve food security and improved nutrition, and promote sustainable agriculture.

University's Strategic Relevance: As a pre-eminent agricultural university in a challenging arid zone, IUB utilizes specialized research and ecological conservation (CIDS) to pioneer climate-smart farming techniques, protect essential livestock, and improve regional nutritional security, stabilizing the fragile food systems of Southern Punjab.



Key Initiatives (2024–2025)

Initiative	Responsible Units	Description
Climate-Resilient Agriculture Research	Cholistan Institute of Desert Studies (CIDS), Faculty of Agriculture	CIDS undertakes scientific planning and research focused on restoring and rehabilitating the biological resources of the Cholistan Desert. Research studies plant adaptation under salinity stress, supporting climate-resilient agriculture in arid zones.
Livestock and Livelihood Protection	Veterinary Departments, Department of Animal Nutrition	The Department of Animal Nutrition, which operates its own camel farm for research and training , actively supports allied industries. Initiatives include the Vaccination Project for Cholistani Animals to safeguard the health and productivity of essential livestock (SDG 3 synergy).
Nutritional Biofortification Initiatives	Department of Agronomy, ICCFS, External Partners (AGAHE, GAIN)	The university actively promotes strategies to combat micronutrient deficiencies, notably through research and a stakeholder workshop encouraging the cultivation of bio-fortified zinc wheat to improve local nutrition.
Ecosystem Conservation for Land Use	Directorate of IUB Biodiversity Park	The 75-acre IUB Biodiversity Park serves as a protected natural laboratory to conserve endemic desert flora and fauna, protecting biological resources essential for sustainable land use and long-term food resource stability (SDG 15 synergy).

Research Contributions and Outcomes

Ranking Recognition: IUB’s dedicated focus on food security yielded a historical high world rank of **101st in SDG 2 (Zero Hunger)** in the THE Impact Rankings 2025, confirming our capacity for impactful research in this area.

Drought Resilience Research: Faculty research evaluated drought hazards and coping strategies adopted by pastoral communities in the Cholistan Rangeland, directly informing strategies for resilience and sustainable livelihoods in arid regions.

Agricultural Adaptation: Published research investigated the effects of **salt stress on grass species** and the potential of sustainable legume crops like **White Lupin** for improving yield under the challenging environmental conditions of the Cholistan desert.





Activities Conducted in IUB (SDG 2 – Zero Hunger)

1. **Stakeholder Workshop on Biofortified Zinc Wheat to Combat Malnutrition:** Organized by the Department of Agronomy in collaboration with AGAHE, this event aimed to orient agricultural experts, researchers, and government officials on encouraging the cultivation of zinc-fortified wheat for the upcoming 2024-25 agricultural season, directly addressing malnutrition.
2. **National Seminar on Food Security and Climate Change:** The University organized this seminar to promote high-level research and dialogue on critical issues of food access, climate change impacts, and the implementation of sustainable agricultural practices, fostering cross-sectoral understanding.
3. **Desert Field Laboratory and Conservation Activities:** The Directorate of the Biodiversity Park, CIDS, and student researchers regularly conduct post-monsoon plant surveys and perform **seasonal planting drives** of indigenous species (Jand, Peelu) to safeguard long-term food and fodder resources for the regional ecosystem.



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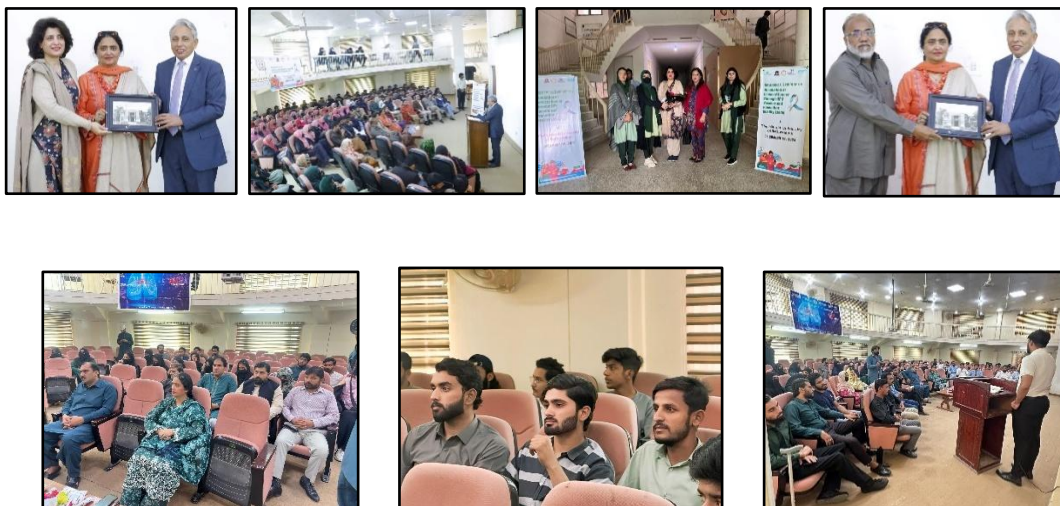




SDG 3 – Good Health and Well-being

Goal: Ensure healthy lives and promote well-being for all at all ages.

University's Strategic Relevance: IUB operates core health infrastructure (Women Health & Maternity Home, Enabling Center) and drives both clinical service delivery and public health research, positioning the university as a key regional resource for wellness advocacy, mental health support, and social health interventions.



Key Initiatives (2024–2025)

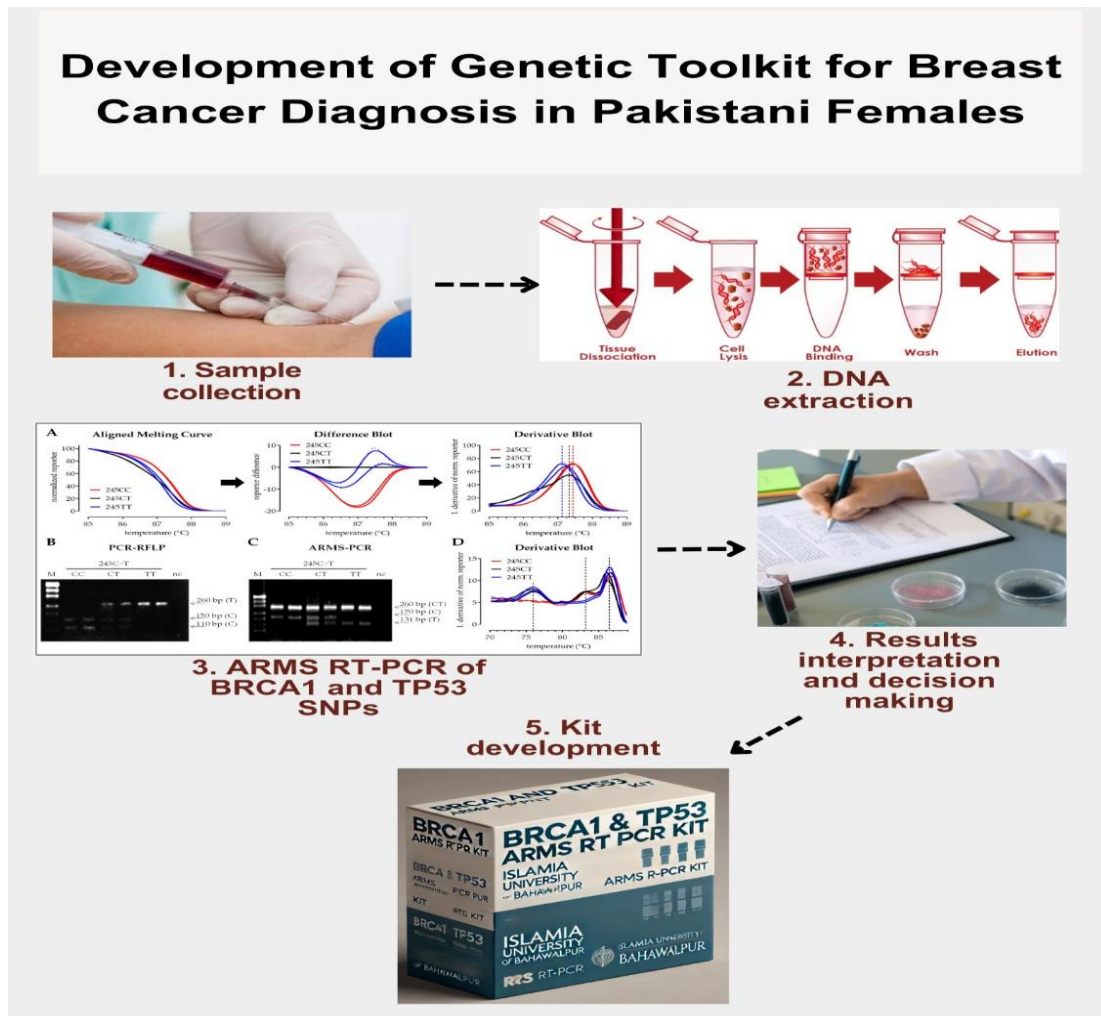
Initiative	Responsible Units	Description
Women Health Care Center & Maternity Home (WHCC&MH)	Directorate of WHCC&MH, IUB Hospital	Approved in 2022, the center provides essential clinical services, including Gynaecological care, Diagnostic/Ultrasonography, and Childcare. Its mission is to address health concerns for the large female student and staff population (over 60% of students) and the surrounding community.
Mental Health and Counseling Services	Enabling Center (Social Work Enabling Centre)	The Enabling Center provides direct support for student, employee, and external mental health needs. Staff utilized detailed clinical data to diagnose and treat complex cases, including depression, anxiety, and trauma-related disorders, promoting overall well-being.
Regional Public Health Partnerships	SDGs Collaboration Centre, ORIC, CHP	The MOU signed with Cyntax Health Projects (CHP) PVT LTD mandates joint conferences, workshops, and collaborative research on health, wellness, and female reproductive health, providing students with internships and professional development courses.
Support for Offender Rehabilitation	Department of Social Work, PP&PS	A Letter of Collaboration (LOC) was established with the Punjab Probation and Parole Service (PP&PS) to partner in research, assessment, and training programs aimed at offender rehabilitation and socio-economic reintegration, linking health (mental/behavioral) and social justice.



Research Contributions and Outcomes

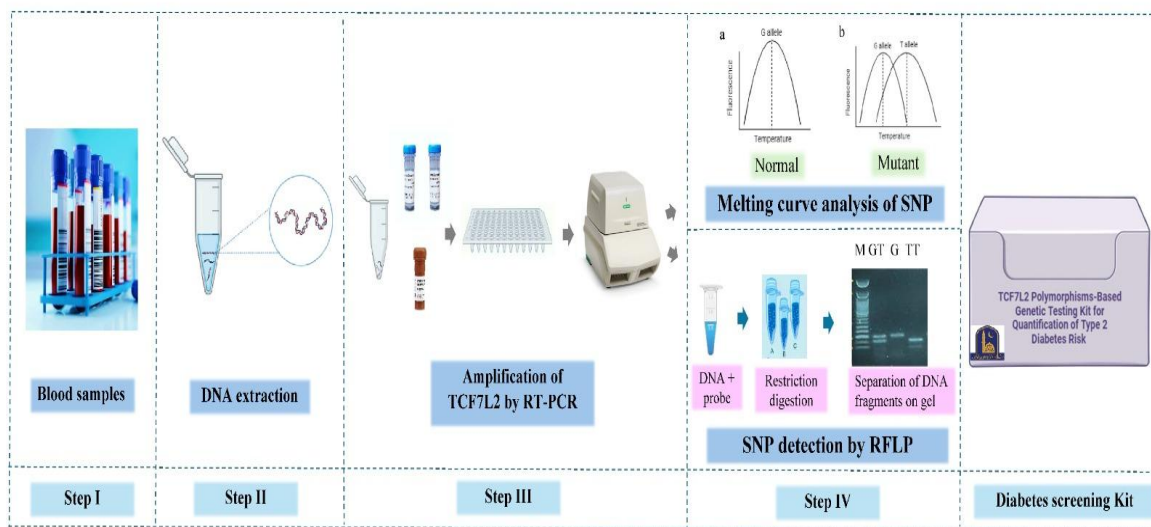
Behavioral Health Data: The Enabling Center's internal clinical data reveals the prevalence of complex psychological issues across the student and employee population, including high instances of Major Depressive Disorder (MDD), Anxiety Disorder (GAD), Post-Traumatic Stress Disorder (PTSD), and Autism Spectrum Disorder (ASD), confirming the critical need for sustained institutional mental health resources.

Health Policy Advocacy: The collaboration with Cyntax Health Projects specifically included working as collaborative partners for advocacy campaigns on areas of mutual interest, including female reproductive health and wellness, enhancing IUB's influence on regional public health policy.



Development of TCF7L2 Polymorphisms-Based Genetic Testing Kit for Quantification of Type 2 Diabetes Risk in Pakistan Population

Development of TCF7L2 Polymorphisms-Based Genetic Testing Kit for Quantification of Type 2 Diabetes Risk in Pakistani Population



Activities Conducted in IUB (SDG 3 – Good Health and Well-being)

1. **Cyntax Health Projects (CHP) Workshop on Health and Wellness:** A workshop was jointly organized with CHP to conduct research, provide training on entrepreneurship and health, and promote discounted online professional development courses for IUB students and faculty on health and wellness topics.
2. **Free Health Camps and Awareness Drives:** The Directorate of Women Health Care Center & Maternity Home IUB held **free health camps** and maternal health awareness events, extending essential preventive services, including Gynaecological care and ultrasounds, to the large female student and local community population.
3. **PP&PS Training and Internships:** The Department of Social Work utilized the LOC with the Punjab Probation and Parole Service to place students in internship programs focusing on offender rehabilitation, research, and psychological assessment for individuals in the criminal justice system.



Faculty members and students participate in Allied Health Professions Day organized by Faculty of Allied Health Sciences, the Islamia University of Bahawalpur



“Two Days Free Medical Camps Organized at The Islamia University of Bahawalpur on International Women’s Day 2025”



“Free Medical Camp at University Girls Hostels”





“Love your Bones to Keep your Future Safe, a Special Seminar on Women's Health on International Women’s Day 2025”



“Multidisciplinary Consortium on Women’s Health”





University Hostel Staff Training on Fire Fighting



CPR Training in Various departments of IUB



4 QUALITY EDUCATION



0SDG 4 – Quality Education

Goal: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

University's Strategic Relevance: Quality Education is core to IUB's mission. We ensure equitable access for marginalized groups and uphold academic excellence benchmarked against international standards through the Quality Enhancement Cell.



پروفیسر ڈاکٹر روبینہ بھٹی، ڈین فیکلٹی آف سوشل سائنسز اسلامیہ یونیورسٹی بہاول پور ریجنل ٹیچر ٹریننگ پروگرام کی افتتاحی تقریب سے خطاب کر رہی ہیں

Key Initiatives (2024–2025)

Initiative	Responsible Units	Description
Curriculum Integration & Quality Assurance	Quality Enhancement Cell (QEC), SDGs Collaboration Centre	The QEC is responsible for institutional quality assurance and actively ensures the integration of sustainability and SDG principles across all university Faculties and administrative departments. The QEC submits data for major global rankings (QS Sustainability, THE Impact, UI GreenMetric) to benchmark institutional quality.
Inclusive Access for Disabled Students	Accessibility Centre	The Accessibility Centre (Enabling Center) plays a critical role in promoting equity by providing essential accommodations, including free tuition and fee waivers for students with qualifying medical conditions or disabilities, guaranteeing equal access and participation in academic life.
Capacity Building for OOSC Teachers	SDGs Collaboration Centre, Takmeel Foundation	A vital partnership with the Takmeel Foundation was formalized, including a one-week intensive training session for teachers of Out-of-School Children (OOSC), directly addressing educational deficits in the region.
Internationalization of Education	SDGs Collaboration Centre, Directorate of Linkages	Signed a landmark MOU and Student Exchange Agreement with Universiti Kebangsaan Malaysia (UKM) to enhance joint research, knowledge sharing, and expand international opportunities for students and faculty, linking local education to global standards.



Outcomes, Impact, and Metrics

Global Recognition: IUB secured a major institutional success by advancing into the **801–1000 band** in the THE Impact Rankings 2025, confirming the quality and impact of its academic activities. IUB has historically **excelled in SDG 4**, positioning us as a leader in educational quality in Pakistan.



Outreach Impact: The teacher training program conducted with the Takmeel Foundation provided a measurable output in enhancing the quality of teaching available to marginalized out-of-school children, directly fulfilling SDG 4 targets on equity.



Activities Conducted in IUB (SDG 4 – Quality Education)

1. **Teacher Training Program for OOSC Educators:** Organized a **one-week intensive training session** for teachers from the Takmeel Foundation to enhance pedagogical quality and capacity in educating out-of-school children, a key step towards achieving equitable education.



2. **Global Media and Information Literacy Week Seminar (Oct 2024):** Held a seminar on "The New Digital Frontiers of Information" to promote critical thinking, digital literacy, and responsible media consumption among students, aligning education with modern civic and social responsibilities.
3. **World Development Information Day Seminar (Oct 24, 2024):** The SDGs Collaboration Centre organized this event to raise awareness among students and faculty about the importance of Information and Communication Technologies (ICTs) for development, accelerating knowledge dissemination and innovation.



Training Sessions on Program Review for Effectiveness & Enhancement (PREE) as per PSG-2023 by Quality Enhancement Cell





Women in Tech-Seminar and Projects Exhibition”





“Panel Discussion on the Role of Women in Higher Education”



“Inauguration of IUB Center for Women in STEM, Display of Projects “Physics & Art” on the theme Her Science, Her Technology, Her Future: A celebration of women in STEM”





SDG 5 – Gender Equality

Goal: Achieve gender equality and empower all women and girls.

University's Strategic Relevance: With a substantial female student population, IUB actively drives gender equity by strengthening female leadership (Fatima Jinnah Leadership Centre), ensuring specialized health services (WHCC&MH), and promoting economic independence through targeted entrepreneurial programs for women in South Punjab.



MOU with CIRCLE WOMEN, Lahore



MOU with Bahawal Women Entrepreneurs



Key Initiatives (2024–2025)

Initiative	Responsible Units	Description
Economic Empowerment MOUs	SDGs Collaboration Centre, ORIC, Fatima Jinnah WLC	Signed MOUs with CIRCLE WOMEN and Bahawal Women Entrepreneurs (BWE) to advance female entrepreneurship, digital literacy, and provide crucial financial management training, directly addressing economic inequality in South Punjab (SDG 8 synergy).
Women Health and Support Services	Women Health & Maternity Home IUB	Provides specialized clinical services and health awareness campaigns, crucial for supporting the physical and emotional well-being of the large female student and staff population, facilitating equal access to academic pursuits.
Future Leadership Promotion	Fatima Jinnah Leadership Centre	This center works in partnership with the SDGs Centre to host leadership workshops and seminars to cultivate confidence and leadership skills among female students, encouraging their full participation in academic and public life.
Harassment Prevention	University Administration, Security Directorate	The university maintains a strict policy and governance structure to prevent harassment and discrimination, providing a safe, equitable learning and working environment compliant with national standards.



Promotion of women's traditional crafts in exhibition at Sanatzar





“Sports Gala and Fun Festival for Female Employees and Students of IUB”



**“Empower Her: Celebrating International Women’s Week: Fine Arts Exhibition,
Wall Painting and Video Documentary”**





“Panel Talk on Status of Women in Islam and other Religions”



Webinar on Roles of Women’s in Pakistan Movement, State of Bahawalpur and Constitutional Rights of Women in Pakistan”



“Women in Leadership: Breaking Barriers & Inspiring Change”





“Wall of Appreciation – Honoring Remarkable Women Leaders”



“Panel Discussion of Women Empowerment through Political Participation”

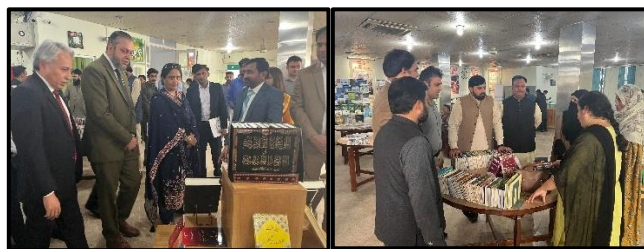


Outcomes, Impact, and Metrics

Economic Empowerment: A high-impact Training Workshop on "**Financial Management Strategies for Women-Led SMEs**," successfully empowered **more than 26 local women entrepreneurs** with vital financial knowledge, promoting business success and financial inclusion in the region. This is a direct, measurable contribution to female economic participation.



Teacher Training and Capacity Building (Takmeel Foundation Collaboration)



Book Donation Ceremony at Baghdad-ul-Jadeed Campus

Advocacy and Awareness: The institutional observance of the **International Day of the Girl Child** amplified advocacy for girls' rights to education, health, and socio-economic empowerment across the university and the Islamia University School System.



Activities Conducted in IUB (SDG 5 – Gender Equality)

1. **International Day of the Girl Child (Oct 11, 2024):** Held an awareness walk and seminars at both the IUB campus and the Islamia University School System, promoting girls' rights to education and leadership and fostering a culture of empowerment.
2. **Training Workshop on Financial Management Strategies for Women-Led SMEs:** Organized by the SDGs Collaboration Center, this session provided crucial practical skills and financial literacy training, focused on empowering women entrepreneurs in South Punjab, demonstrating active economic inclusion.
3. **2nd Women Economic Empowerment Expo (WEEE) 2024:** This large-scale expo held in **November, 2024** and promoted female entrepreneurship and provide networking and business development opportunities, building on previous success.



فاطمہ جناح ویمن لیڈرشپ سینٹر اور SDGs کولبریشن سینٹر اسلامیا یونیورسٹی بہاول پور کے زیر اہتمام سیمینار کے شرکاء کا گروپ فوٹو

15-Day Women's Empowerment Festival: IUB's 2025 International Women's Day Celebration

The Islamia University of Bahawalpur (IUB) organized an extensive **15-Day Series of Activities** for International Women's Day 2025 across all its campuses, in compliance with the Women Development Department, Government of Punjab's instructions. The celebrations focused on multi-dimensional **women's empowerment**, covering areas such as economic independence, health, and leadership. Key events included an International Symposium on **Financial Independence for Women**, a Panel Discussion on **Political Participation**, and seminars on women's constitutional **rights** and status in Islam. The university also launched the new Center for Women in **STEM**, hosted a large-scale **Sports Gala and Fun Festival** for 3000+ participants, and organized **Free Medical Camps** to promote women's health and well-being.

Events Summary

Sr. No.	Time Day & Date	Action/Activity	Venue	Participants
1.	Monday Feb 10, 2025	International Symposium on Financial Independence for Women and Entrepreneurs	Video Conference Room, Khawaja Ghulam Farid Auditorium, BJC	100+ Online
2.	Monday Feb 17, 2025	Panel Talk on Status of Women in Islam and other Religions	Conference Room, Vice Chancellor's Secretariat, BJC	100+
3.	Tuesday February 18, 2025	Free Medical Camp at University Girls Hostels	Gils Hostel	For 3000+ students
4.	Wednesday February 19, 2025	Two Day Free Medical Camp including Hostel Consultation, Medical Test, Ultrasound and Free Medications	Women Health Care Center and Maternity Home, Medical Hospital, BJC	1000+ consultations
5.	Wednesday Feb 19, 2025	Panel Discussion on Financial Inclusion and Launch of Scholarships for Women	Video Conference Room, Khawaja Ghulam Farid Auditorium, BJC	100+ Online

6.	Wednesday Feb 19, 2025	First Women Bank Launched Campaign for Financial Inclusion of Women to Promote Financial Literacy and Women Empowerment	Main Entrance, Khawaja Ghulam Farid Auditorium, BJC	500+ Visitors
7.	Monday Feb 24, 2025	Webinar on Roles of Women in Pakistan Movement, State of Bahawalpur and Constitutional Rights of Women in Pakistan	Video Conference Room, Khawaja Ghulam Farid Auditorium, BJC	100+ Online
8.	Monday Feb 24, 2025	Women in Leadership: Breaking Barriers & Inspiring Change	Rahim Yar Khan Campus	150+
9.	Monday Feb 24, 2025	Wall of Appreciation – Honoring Remarkable Women Leaders	Rahim Yar Khan Campus	100+ Visitors
10.	Tuesday Feb 25, 2025	Sports Gala and Fun Festival for Female Employees and Students of IUB	Girls Study Park, Opposite University Girls Hostels, BJC	3000+
11.	Wednesday Feb 26, 2025	Panel Discussion of Women Empowerment through Political Participation	Conference Room, VC Secretariat, Abbasia Campus	100+ Online
12.	Wednesday Feb 26, 2025	Inauguration of IUB Center for Women in STEM, Display of Projects “Physics & Art” on the theme Her Science, Her Technology, Her Future: A celebration of women in STEM	Institute of Physics, BJC	300+
13	Wednesday Feb 26, 2025	Love your Bones to Keep your Future Safe- A Special Seminar on Women's Health on International Women's Day 2025	Video Conference Room, Khawaja Ghulam Farid Auditorium, BJC	100+ Online
14	Thursday Feb 27, 2025	Creative Writing Competition on International Women's Day 2025	Rahim Yar Khan Campus	100+

15	Thursday Feb 27, 2025	Panel Discussion on Women's Day & Creative Writing Competition	Bahawalnagar Campus	200+
16	Friday Feb 28, 2025	Multidisciplinary Consortium on Women's Health	Ghulam Muhammad Ghotvi Hall, Abbasia Campus	150+
17	Friday Feb 28, 2025	Empower Her: Celebrating International Women's Week: Fine Arts Exhibition, Wall Painting and Video Documentary	University College of Art and Design	1000+ Visitors
18	Friday, Feb 28, 2025	Panel Discussion on the Role of Women in Higher Education	Rahim Yar Khan Campus	150+
19	Tuesday March 04, 2025	Women in Tech-Seminar and Projects Exhibition	Khawaja Ghulam Farid Auditorium	800+
20	Monday March 10, 2025	Women Financial Empowerment and Financial Literacy	Video Conference Room, Khawaja Ghulam Farid Auditorium, BJC	100+ Online



6 CLEAN WATER AND SANITATION



SDG 6 – Clean Water and Sanitation

Goal: Ensure availability and sustainable management of water and sanitation for all.

University's Strategic Relevance: Located in an arid zone where water scarcity and quality are critical regional challenges, IUB prioritizes water resource management, high-efficiency usage, pollution prevention, and utilizing its expertise to become a regional authority on water testing.



Key Initiatives (2024–2025)

Initiative	Responsible Units	Description
Clean Drinking Water Initiative & Regional Collaboration	SDGs Collaboration Centre, Green Campus Directorate, PAPA	Hosted a high-level meeting with the Punjab Aab-e-Pak Authority (PAPA) to formalize collaboration on water resource research in the Cholistan Desert and discuss provisions for clean drinking water in South Punjab.
Water Testing Laboratory Establishment	SDGs Collaboration Centre, PAPA, Relevant Faculties	A future plan is underway to formally establish a state-of-the-art Water Testing Laboratory at IUB, leveraging university expertise to ensure regional water quality for South Punjab (Future Plan).
Water Efficiency and Stewardship	Green Campus Project	The Green Campus Project manages water supply from six groundwater turbines and canal water sources. The ongoing implementation of the Micro Irrigation Project is designed to maximize water efficiency in campus horticulture.
Pollution Prevention Infrastructure	Green Campus Directorate	Plans are confirmed for the installation of a comprehensive Waste Water Treatment Plant to treat campus effluent, aiming for a "Zero-Discharge" policy by recycling water for secondary uses, safeguarding local water bodies.



پروفیسر ڈاکٹر نوید اختر وائس چانسلر اسلامیہ یونیورسٹی بہاولپور، ایس ڈی جی کو لیبریشن سنٹر اور پنجاب آب پاک اتھارٹی کے اشتراک سے جنوبی پنجاب میں پینے کے صاف پانی کی فراہمی کے موضوع پر اجلاس کی صدارت کر رہے ہیں

Outcomes, Impact, and Metrics

Water Provision: The continued operation of the High-Grade Reverse Osmosis Water Filtration Plant ensures clean, safe drinking water is provided to the campus population, which exceeds 60,000 students and staff.

Policy Influence: The high-level meeting and resulting collaboration with PAPA elevate IUB's role from a simple consumer to a verified **expert partner and regional authority** in water security and quality management (Future Plan).

Activities Conducted in IUB (SDG 6 – Clean Water and Sanitation)

1. **Clean Drinking Water Initiative Meeting with PAPA:** The SDGs Collaboration Centre hosted a high-level meeting with the Punjab Aab-e-Pak Authority to formally initiate a collaboration aimed at water resource research and improving clean drinking water provisions across the South Punjab region.
2. **Implementation of Water Saving Practices:** The Green Campus Project initiated awareness campaigns and operational shifts toward water-saving practices, emphasizing the judicious use of resources, including the adoption of the efficient Micro Irrigation System.
3. **Sanitation Awareness Campaign:** The university conducted periodic awareness campaigns concerning hygiene and sanitation practices within hostels and community outreach units to maintain health standards and prevent waterborne diseases.



7 AFFORDABLE AND CLEAN ENERGY



SDG 7 – Affordable and Clean Energy

Goal: Ensure access to affordable, reliable, sustainable, and modern energy for all.

University's Strategic Relevance: IUB demonstrates sector leadership in operational sustainability by investing significantly in renewable energy generation, energy efficiency measures and pioneering research into low-carbon infrastructure, which contributed significantly to securing the **331st position** in the UI Green Metric World University Rankings 2024.



Key Initiatives (2024–2025)

Initiative	Responsible Units	Description
Flagship Solar Power Generation	Green Campus Project, Administration	The commissioning and successful operation of the 2.5 Megawatt (MW) Solar Power Park at the Baghdad-ul-Jadeed Campus provides a substantial portion of the university’s daytime electricity needs, reducing reliance on fossil fuels.
Energy Efficiency Measures	Green Campus Directorate	The GCP enforces mandatory efficiency upgrades across campus operations, including the continued replacement of conventional lighting systems with energy-saving LEDs and the installation of sensor-based systems in non-critical zones.
Sustainable Infrastructure Mandates	Green Campus Project, Works Directorate	All new major construction projects are mandated to be designed to meet " Net-Zero Ready " standards, incorporating passive design and high-efficiency systems to ensure long-term energy sustainability.
Clean Energy Research & Development	CIDS, ORIC	Research by CIDS faculty included investigating the feasibility of Geothermal Energy Production (Earth Pipe Cooling and Heating) tailored for the extreme desert environment, demonstrating innovation in low-carbon adaptation.



IUB SOLAR PARK



Outcomes, Impact, and Metrics

Carbon Mitigation: The operation of the 2.5 MW Solar Park generates significant clean electricity, resulting in verifiable tons of CO2 emissions prevented annually, serving as IUB's core measurable contribution to SDG 13 (Climate Action) and SDG 7.

Energy Stewardship: IUB's outstanding performance in eco-friendly categories, particularly energy, waste, and water management, was highlighted by the Director of the Quality Enhancement Cell (QEC) as instrumental in achieving the **331st rank** in the UI Green Metric World University Rankings 2024.



Campus Energy-Saving Hour Campaign & Energy Management Training

Activities Conducted in IUB (SDG 7 – Affordable and Clean Energy)

- Solar Power Park Operation and Optimization:** Continuous monitoring and optimization of the 2.5 MW Solar Power Park ensured peak performance, maximizing the generation of affordable, clean energy for campus operations throughout the year.
- Campus Energy-Saving Hour Campaign:** The Green Campus Directorate organized internal campaigns and informational sessions to promote energy conservation behaviors among students and staff, encouraging minimal use of electricity during peak hours.
- LED Lighting Retrofitting Project:** A continuous project to retrofit conventional lighting across older campus buildings with high-efficiency LED systems was implemented, reducing overall campus electricity consumption.



8 DECENT WORK AND ECONOMIC GROWTH



SDG 8 – Decent Work and Economic Growth

Goal: Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.

University's Strategic Relevance: IUB drives regional economic growth by fostering an innovation ecosystem (ORIC), strengthening employment skills (Digital Centers), supporting inclusive entrepreneurship (WEEE, Women MOUs), and ensuring institutional transparency (e-Procurement).



Key Initiatives (2024–2025)

Initiative	Responsible Units	Description
Digital Economy and Employability	Career Counseling and Placement Center, ORIC	Platforms like the Jawan Rozgar Program and the National Freelancing Center continue to enhance youth employability by linking academic skills directly to market opportunities, supporting remote, sustainable employment.
Inclusive Entrepreneurship & MOUs	ORIC, SDGs Collaboration Centre, Fatima Jinnah WLC	MOUs signed with CIRCLE WOMEN and Bahawal Women Entrepreneurs (BWE) advance women's economic empowerment through enterprise development, digital literacy, and financial management training in South Punjab.
Institutional Transparency and Decent Work	Administration, Finance Directorate	The adoption of a comprehensive e-Procurement system (July 2024) significantly enhances financial transparency, efficiency, and accountability in economic management, reinforcing institutional decent work practices.
Entrepreneurship Advocacy	ORIC, SDGs Collaboration Centre	ORIC and the SDGs Centre jointly promote entrepreneurship through events like the Women Economic Empowerment Expo (WEEE) and workshops focusing on SME financial management.



University College of Art & Design and Hakra Art Gallery



Entrepreneurial Stalls visit at WEEE 2024



Research Contributions and Outcomes

Innovation-Driven Economic Growth (ORIC): The Office of Research, Innovation, and Commercialization (ORIC) achieved **HEC X-Category Recognition** and secured a **PARB-funded Research Project of Rs. 43.5 Million**, demonstrating its success in mobilizing resources and fostering research that translates into commercial and economic benefit (SDG 9 synergy).

Skills Development: The "Financial Management Strategies for Women-Led SMEs" workshop successfully empowered **more than 26 local women entrepreneurs** with crucial financial knowledge, enabling them to expand their businesses and contribute to regional economic growth.



Activities Conducted in IUB (SDG 8 – Decent Work and Economic Growth)

1. **Training Workshop on Financial Management Strategies for Women-Led SMEs:** Organized by the SDGs Collaboration Center and Fatima Jinnah WLC, this high-impact session provided vital financial literacy and management skills to over 26 women entrepreneurs to aid business survival and growth.
2. **Launch of e-Procurement System (July 2024):** The Administration Directorate finalized the adoption of a comprehensive e-Procurement system, enhancing transparency, reducing paper use, and improving the efficiency and accountability of all university financial transactions (SDG 12 synergy).
3. **National Freelancing Center Engagement:** The Career Counseling and Placement Center facilitated multiple information and training sessions at the National Freelancing Center, encouraging students to register and utilize digital platforms for remote work and income generation.





“Panel Discussion on Financial Inclusion & Launch of Scholarships for Women”



ایس ڈی جی کو لیبریشن سٹراٹجی، فاطمہ جناح ویمن لیڈرشپ سٹراٹجی، یو نیو سٹی بہاول پور کے زیر اہتمام خواتین کے عالمی دن کی مناسبت سے منعقدہ سیمینار سے پروفیسر ڈاکٹر روبینہ بھٹی اور دیگر خطاب کر رہی ہیں



“Women Financial Empowerment and Financial Literacy”



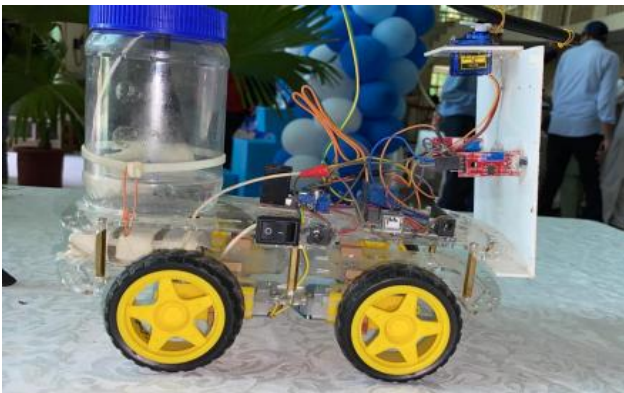
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



SDG 9 – Industry, Innovation, and Infrastructure

Goal: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

University's Strategic Relevance: IUB's contribution is driven by the Office of Research, Innovation, and Commercialization (ORIC), which catalyzes high-impact research, secures major funding, strengthens industry linkages, and mandates resilient, green campus infrastructure through the Green Campus Project (GCP).



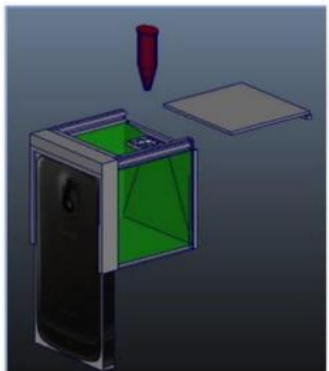
Firefighting Robot -IOT based Project



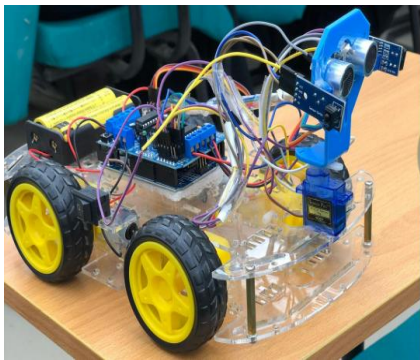
Smarts Glasses for Blinds

Key Initiatives (2024–2025)

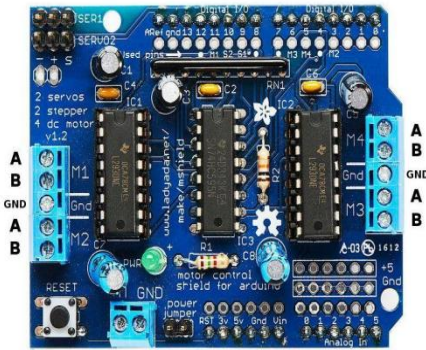
Initiative	Responsible Units	Description
Research Mobilization & Commercialization	ORIC	ORIC achieved HEC X-Category Recognition and secured a substantial PARB-funded Research Project of Rs. 43.5 Million , demonstrating success in mobilizing resources for research that leads to industrial and economic benefit.
Pioneering Technology Innovation &	ORIC, Faculty of Computing	ORIC supports the commercialization of cutting-edge research, including innovations in AI and Mobile Technology for cattle health. Core research is housed in specialized departments like Nanotechnology and Artificial Intelligence.
Sustainable Infrastructure Mandate	Green Campus Project (GCP), Works Directorate	The GCP mandates that all new major construction projects are designed to meet "Net-Zero Ready" standards. Furthermore, the successful implementation of the 2.5 MW Solar Park (SDG 7 synergy) represents a crucial investment in resilient energy infrastructure.
Digitalization for Efficiency	Administration, Finance Directorate	The adoption of a comprehensive e-Procurement system (July 2024) streamlined operational processes, representing a non-physical infrastructure upgrade that improves efficiency and transparency (SDG 12 synergy).



Proposed prototype/hardware
to be used for anemia detection



Human Following Robot



Research Contributions and Outcomes

Industry Relevance: ORIC's primary mandate includes cratering university research and promoting it by strengthening institutional collaboration between researchers and potential users of research in government, industry, and communities. This ensures that IUB's research directly contributes to sustainable industrialization and technological advancement.

Innovation for Society: Research projects are application-focused, such as developing genetic testing kits for disease risk and pioneering cattle health solutions using AI, which directly serves regional industry needs and social development (SDG 3 synergy).



اسلامیہ یونیورسٹی بہاول پور کے 41 سائنسدانوں (محققین) دنیا کے اعلیٰ ترین 2 فیصد سائنسدانوں کی لسٹ میں شامل ہوئے ہیں۔

Activities Conducted in IUB (SDG 9 – Industry, Innovation, and Infrastructure)

- HEC X-Category Recognition Ceremony:** The achievement of HEC X-Category Recognition for ORIC was celebrated, highlighting the directorate's success in mobilizing research funds and strengthening the university's innovation ecosystem.
- Launch of e-Procurement System (July 2024):** The official adoption of the comprehensive e-Procurement system marked a significant upgrade in administrative infrastructure, enhancing transparency and operational efficiency across the university.
- Research Mobilization Workshops:** ORIC regularly hosted "Call for funding Opportunities" workshops and research methods series sessions to encourage faculty to secure competitive research grants that directly address industrial challenges and foster innovation.





SDG 10 – Reduced Inequalities

Goal: Reduce inequality within and among countries.

University's Strategic Relevance: IUB actively works to reduce inequalities by ensuring equitable access to education regardless of disability or socio-economic background and by partnering with NGOs to advocate for social policy change.



Key Initiatives (2024–2025)

Initiative	Responsible Units	Description
Inclusive Access for Disabled Students	Accessibility Centre (Enabling Center)	The Centre provides essential support services, including free tuition and fee waivers , assistive devices, and accommodations for students with disabilities, guaranteeing equal opportunities and success in academic pursuits (SDG 4 synergy).
Policy Advocacy and Civic Space	SDGs Collaboration Centre, Department of Social Work, SSDO	An MOU was signed with the Sustainable Social Development Organization (SSDO) to provide annual internship programs and joint research assistance focused on social policy advocacy and enhancing civic space for marginalized groups (SDG 16 synergy).
Social Justice and Non-Violence	SDGs Collaboration Centre, Faculty of Social Sciences	The Centre actively advocates for social harmony and the rejection of discrimination through initiatives like the International Day of Non-Violence (Awareness Walk on Non-Violence).
Financial Inclusion	Directorate of Fundraising and University Advancement	Targeted scholarship schemes (BEEF, Needy Fee Remission) directly address socio-economic inequality by supporting financially disadvantaged students to gain high-quality education



Outcomes, Impact, and Metrics

Accessibility: The provision of **free education and facilities** through the Accessibility Centre represents a direct, measurable institutional investment in eliminating educational inequality for students with disabilities, exceeding standard accommodation mandates.

Policy Reach: The partnership with SSDO created opportunities for students to engage in social policy research and advocacy, translating academic knowledge into real-world efforts to reduce institutional and social inequalities.

Activities Conducted in IUB (SDG 10 – Reduced Inequalities)

1. **SSDO Internship Programme Launch:** The MOU with the Sustainable Social Development Organization was operationalized, providing IUB students with annual 8-week internship programs focusing on social policy and human rights advocacy.
2. **Awareness Walk on Non-Violence (Oct 2, 2024):** Commemorated the International Day of Non-Violence, this event promoted peace, social harmony, and emphasized the rejection of all forms of violence and discrimination, directly supporting inclusion and justice.
3. **Accessibility Centre Outreach:** The Accessibility Centre conducted orientation sessions for new students and staff to raise awareness about the services and legal rights of students with disabilities, fostering an inclusive campus environment.



11 SUSTAINABLE CITIES AND COMMUNITIES



SDG 11 – Sustainable Cities and Communities

Goal: Make cities and human settlements inclusive, safe, resilient, and sustainable.

University's Strategic Relevance: IUB leverages its historical and geographical context to promote sustainable urban and regional development through cultural preservation, community-based tourism, green infrastructure expansion, and promoting civic literacy.



Key Initiatives (2024–2025)

Initiative	Responsible Units	Description
Green Urban Development	Department of Social Work, LPP, RSDO	The Department of Social Work served as the liaison for the Urban Forest MoU (August 2024) , establishing a partnership with the Lodhran Pilot Project (LPP) and the Rural Sustainable Development Organization (RSDO) to enhance local green spaces and ecosystem services.
Sustainable Tourism and Heritage	Directorate of Sustainable Tourism (IUB-DoST)	The IUB-DoST promotes a community-based eco-tourism model for the Cholistan Desert and historical sites, ensuring tourism minimizes environmental impact while providing economic benefit to local communities and preserving cultural heritage.
Digital Literacy for Civic Engagement	SDGs Collaboration Centre, Faculty of Social Sciences	The Centre hosted a seminar during Global Media and Information Literacy Week (Oct 2024) to promote critical thinking essential for informed civic engagement and resilient community planning.
Policy and Civic Space	SSDO, Faculty of Social Sciences	The MOU with the Sustainable Social Development Organization (SSDO) actively promotes enhancing civic space and supporting local community development policies.



DG Punjab Archeology visit to IUB

Outcomes, Impact, and Metrics

Green Infrastructure: The formalization of the Urban Forest MoU directly contributes to making the campus and surrounding areas more resilient and sustainable by expanding green infrastructure and promoting ecosystem services (SDG 15 synergy).

Cultural Preservation: Through the Directorate of Sustainable Tourism and the Culture and Heritage Research Center, IUB ensures that regional cultural assets (e.g., historical sites like Derawar Fort) are preserved while developing economic opportunities for local communities.



Activities Conducted in IUB (SDG 11 – Sustainable Cities and Communities)

1. **Global Media and Information Literacy Week Seminar (Oct 2024):** Held a seminar on "The New Digital Frontiers of Information" to equip students with critical media literacy skills necessary for informed participation in civic life.
2. **Urban Forest MoU Formalization (Aug 2024):** The Social Work Department and GCP finalized the agreement with LPP and RSDO to establish an urban forest at the Baghdad Campus, promoting local environmental sustainability.
3. **Sustainable Tourism Educational Tours:** The Directorate of Sustainable Tourism and the Geography Department organized educational trips to regional heritage sites like **Derawar Fort** and **Sadiq Garh Palace** for students, fostering cultural awareness and promoting community-based eco-tourism.



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



SDG 12 – Responsible Consumption and Production

Goal: Ensure sustainable consumption and production patterns.

University's Strategic Relevance: IUB promotes institutional accountability, circular economy research, and efficient resource management across all campus operations, transforming administrative functions and academic innovation to align with sustainable consumption patterns.



Key Initiatives (2024–2025)

Initiative	Responsible Units	Description
Digitalization of Procurement	Administration, Finance Directorate	The successful adoption of a comprehensive e-Procurement system (July 2024) drastically reduced reliance on paper-based processes. This promotes efficiency, transparency, and inherently reduces material consumption in administrative operations (SDG 9 synergy).
Waste Management and Circularity	Green Campus Project (GCP)	The GCP implements systematic waste management protocols, including managing streams for municipal trash, recycling, and landscaping waste. Future plans include fostering innovation in waste-to-value solutions and organic composting.
Sustainable Sourcing Mandate	Green Campus Project	The GCP's mission includes developing and implementing sustainability SOPs to ensure that all goods and services procured by the university have minimal adverse environmental outcomes, promoting responsible sourcing.
Research on Degradation	Relevant Faculties	Academic research is being conducted on the issue of environmental degradation, including specialized studies into biodegradation research to tackle plastic waste using microbial agents, promoting circular solutions.



Training on The Digital Transformation in Procurement



Outcomes, Impact, and Metrics

Operational Efficiency: The implementation of the e-Procurement system serves as a key metric of responsible consumption, moving the university towards a less material-intensive administrative model.

Waste Diversion (Future Focus): The ongoing efforts in source segregation (municipal, recycling, food, landscaping, chemical waste) lay the groundwork for quantifying the university's material consumption per capita in future reports.

Activities Conducted in IUB (SDG 12 – Responsible Consumption and Production)

1. **Launch of e-Procurement System (July 2024):** The official adoption of the comprehensive e-Procurement system significantly streamlined purchasing processes, promoting institutional transparency and minimizing paper usage.
2. **GCP Waste Management Workshops:** The Green Campus Project conducted internal awareness sessions focusing on the importance of three-stream source segregation for waste materials (recyclables, organic, and general waste) across the campus to support future composting efforts.
3. **Research on Eco-Friendly Products:** ORIC supported student and faculty research focused on innovative, eco-friendly product alternatives, including projects involving edible materials and waste-derived materials, promoting closed-loop systems.



Eco-friendly Cups and Pencil Projects done by IUB students



SDG 13 – Climate Action

Goal: Take urgent action to combat climate change and its impacts.

University's Strategic Relevance: IUB serves as a national hub for climate action, driving high-level research, securing international funding, and leading massive-scale community capacity building to build regional resilience against climate change impacts such as droughts and erratic weather.



Key Initiatives (2024–2025)

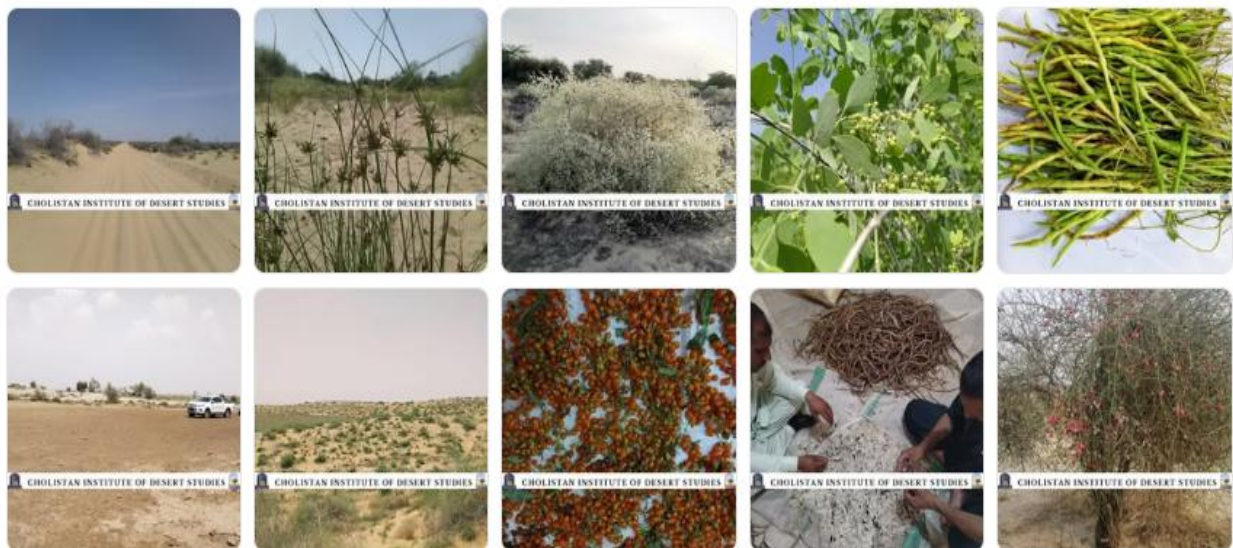
Initiative	Responsible Units	Description
Clean Energy Mitigation	Green Campus Project	The successful operation of the 2.5 Megawatt (MW) Solar Power Park serves as IUB's primary, measurable contribution to climate change mitigation, drastically reducing the institutional carbon footprint and reliance on non-renewable sources (SDG 7 synergy).
International Research Funding	ICCFS, ORIC	IUB researchers secured competitive grants focused on climate resilience, including projects related to vegetation restoration, carbon sequestration, and predicting climate shifts in South Asia, enhancing global knowledge on climate adaptation.
Community Capacity Building	Faculty of Social Work, Student Societies	Collaborative efforts led to a multi-day training program on Climate Change Awareness and Youth Engagement ¹ for over 700 participants (students and community members), translating scientific knowledge into actionable resilience strategies.
Green Infrastructure Expansion	Green Campus Project	The mandate for all new construction to be " Net-Zero Ready " standards ensures that all future campus development actively integrates climate mitigation strategies (SDG 9 synergy).



Outcomes, Impact, and Metrics

Mitigation: The 2.5 MW Solar Park results in measurable tons of carbon dioxide emissions avoided annually.

Outreach: The successful mobilization and training of **over 700 participants** in climate awareness campaigns represents a significant impact on community resilience and knowledge dissemination, a key metric for climate outreach.



Activities Conducted in IUB (SDG 13 – Climate Action)

1. **Climate Change Awareness and Youth Engagement Training:** A multi-day training program was conducted for **over 700 participants** (students and community members) to enhance their understanding of climate hazards and local coping mechanisms, promoting proactive resilience.



SDG 14 – Life Below Water

Goal: Conserve and sustainably use the oceans, seas and marine resources for sustainable development.

University's Strategic Relevance: Although IUB is an inland institution, our contributions focus on protecting the regional watershed, rivers, and scarce freshwater resources from terrestrial pollution, adhering to the principle that all water bodies are ultimately connected.



IUB Green Belt



Key Initiatives (2024–2025)

Initiative	Responsible Units	Description
Water Quality Protection Partnership	SDGs Collaboration Centre, PAPA	The ongoing collaboration with the Punjab Aab-e-Pak Authority (PAPA) facilitates the future establishment of a Water Testing Laboratory at IUB, which will be instrumental in monitoring regional surface and groundwater quality, preventing contamination.
Pollution Prevention Infrastructure	Green Campus Directorate	The planned installation of the Waste Water Treatment Plant (Future Plan) is designed to achieve a " Zero-Discharge " policy, ensuring that institutional effluent is treated and recycled, preventing pollutants from reaching local water bodies (SDG 6 synergy).
Freshwater Research	Agricultural & Veterinary Sciences Faculties, Institute of Water & Soil Science	Academic research focuses on water-systems, hydrology, and water quality relevant to local bodies like the River Sutlej and regional canals, supporting sustainable freshwater ecosystem management.
Awareness Modules	Relevant Departments	Student awareness modules and discussions are organized to promote understanding of water ecosystems and the critical links between land-based activities and water quality in the regional watershed.



Outcomes, Impact, and Metrics

Pollution Control: The commitment to the "Zero-Discharge" policy, supported by the future Waste Water Treatment Plant, is IUB's primary, measurable contribution to preventing land-based pollution of vital water resources.

Regional Expertise: The partnership with PAPA solidifies IUB's role in providing technical and scientific verification for regional water quality, directly benefiting the health of the community and the ecosystem.

Activities Conducted in IUB (SDG 14 – Life Below Water)

1. **Clean Drinking Water Initiative Meeting with PAPA:** This high-level meeting laid the groundwork for formalizing IUB's role in regional water testing and conservation, establishing institutional accountability for water quality.
2. **Research Seminar on Water Quality and Watershed Management:** Faculty and researchers from the Institute of Water & Soil Science and Agricultural Sciences conducted seminars focusing on the quality of regional water bodies and effective watershed management practices.
3. **Student Awareness Modules:** Specific educational modules and debates were organized for students to enhance their understanding of freshwater ecosystem management and the local impact of pollution on aquatic life.





SDG 15 – Life on Land

Goal: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt biodiversity loss.

University's Strategic Relevance: IUB's contribution to SDG 15 is globally unique due to its strategic location bordering the Cholistan Desert. Our efforts are dedicated to the conservation and restoration of this fragile arid ecosystem through the IUB Biodiversity Park and specialized desert research (CIDS).



Key Initiatives (2024–2025)

Initiative	Responsible Units	Description
IUB Biodiversity Park Conservation	Directorate of IUB Biodiversity Park, CIDS	The 75-acre IUB Biodiversity Park is a fenced, protected area located near Derawar Fort dedicated to the ex-situ conservation of desert flora and fauna. It protects nearly 100 endangered plant species and serves as a natural laboratory for researchers.
Research for Restoration	CIDS, Botany, Zoology	The Park supports specialized research demands from multiple departments, including Forestry, Botany, and Zoology, on topics such as sustainable use of biological resources and strategies to restore dwindling desert ecosystems.
Green Infrastructure Expansion	Green Campus Project	Beyond the Biodiversity Park, IUB actively expands urban green spaces. The Urban Forest MoU (August 2024) established a partnership with local NGOs (LPP, RSDO) to increase local green cover and ecological value on the Baghdad Campus (SDG 11 synergy).



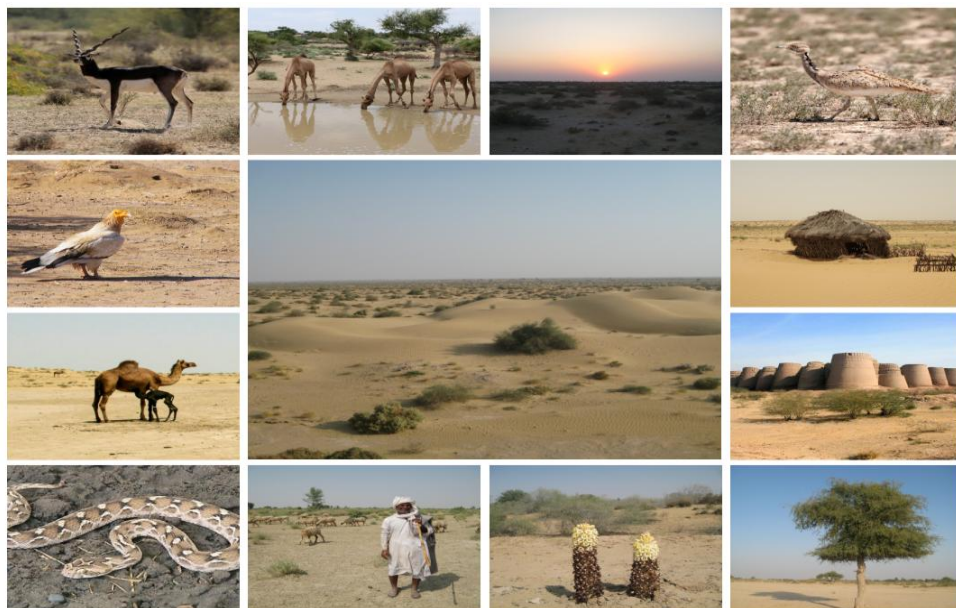
Outcomes, Impact, and Metrics

Conservation: The Biodiversity Park actively conserves **approximately 100 plant species** and provides a safe habitat for local bird, mammal, and reptile species, confirming IUB's role in protecting endangered regional biodiversity.

Scientific Value: The Park's function as a "best Natural laboratory" fulfills the research demands of multiple departments, directly integrating the goal of ecosystem research and sustainable use into the core academic mission.



Plantation drive at IUB



Biodiversity of Cholistan desert



Visit of World-Wide Fund (WWF) delegation to CIDs & Bio Diversity Park, IUB



**Taxonomical tagging of
desert plants**



**Clutch size of Red
Wattled Lapwing**



**Birds nest boxes
has been installed**



**Research survey from Botany dept. for vegetation
Biodiversity Park**



Annual plantation drives from nursery of IUB



Arboretum of desert Trees species

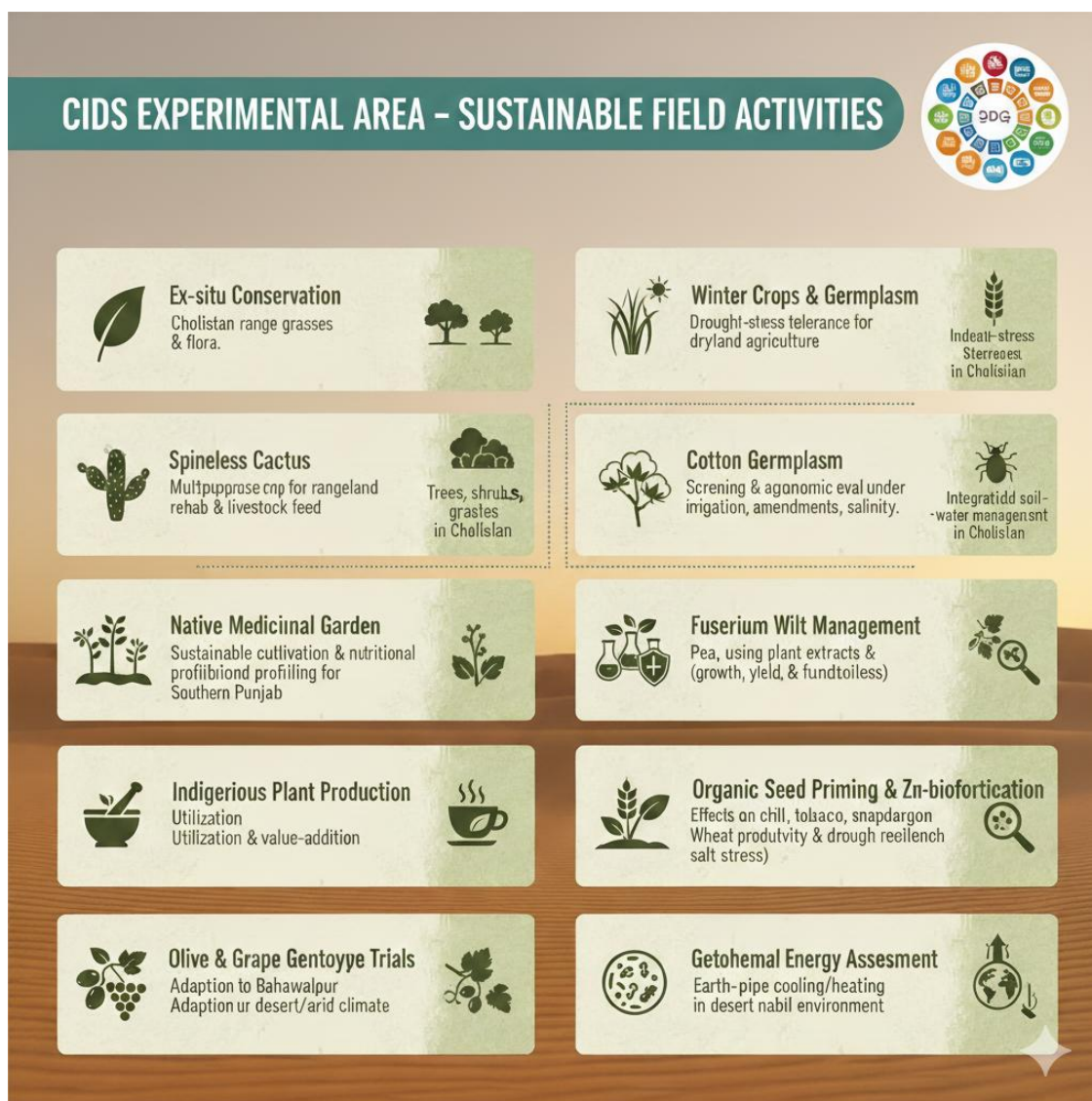


Sharing expert opinion



Activities Conducted in IUB (SDG 15 – Life on Land)

1. **International Day for Biological Diversity Observation (May 22, 2025):** The Directorate of IUB Biodiversity Park observed World Biodiversity Day to promote awareness and discuss issues related to the preservation of the Cholistan ecosystem, engaging the wider public.
2. **Post-Monsoon Plant Survey:** A team of research students, supervised by the Additional Director of the IUB Biodiversity Park, conducted a post-monsoon plant survey to collect plant and soil samples for laboratory analysis, feeding directly into conservation strategies.
3. **Urban Forest MoU Formalization (Aug 2024):** The Social Work Department served as the liaison to formalize the agreement to establish an urban forest on the Baghdad Campus, ensuring collaboration for local environmental sustainability.





SDG 16 – Peace, Justice and Strong Institutions

Goal: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

University's Strategic Relevance: IUB upholds strong governance, institutional accountability, and actively contributes to the regional justice system through specialized research and training programs for law enforcement and social justice advocacy.



Key Initiatives (2024–2025)

Initiative	Responsible Units	Description
Support for the Justice System	Department of Social Work, PP&PS	A Letter of Collaboration (LOC) was established with the Punjab Probation and Parole Service (PP&PS) to partner in research, assessment, and training for offender rehabilitation, including mandatory student internship programs (SDG 3, 4 synergy).
Institutional Accountability and Civic Dialogue	Administration, Student Affairs	The university maintains a governance structure that promotes accountability and provides formal mechanisms for stakeholder feedback, such as the upcoming Students' Panchayat (Future Plan), ensuring an inclusive institutional environment.
Social Policy and Civic Space	SDGs Collaboration Centre, SSDO	An MOU with the Sustainable Social Development Organization (SSDO) provides annual student internship programs and joint research focused on social policy advocacy, enhancing civic space, and tackling social injustice (SDG 10 synergy).
Advocacy for Non-Violence	SDGs Collaboration Centre, Faculty of Social Sciences	The Centre actively promotes peace and social harmony, emphasizing the rejection of violence and discrimination as foundational elements of a just society.



Vice Chancellor chaired the 2nd IQC Meeting



Group photo of participants of the anti-harassment awareness seminar organized by the Law Students Society, Faculty of Law, the Islamia University of Bahawalpur

Outcomes, Impact, and Metrics

Justice System Contribution: The collaboration with PP&PS provided IUB students with valuable internship programs focused on social work in the justice system, strengthening the professional capacity of future rehabilitation efforts.

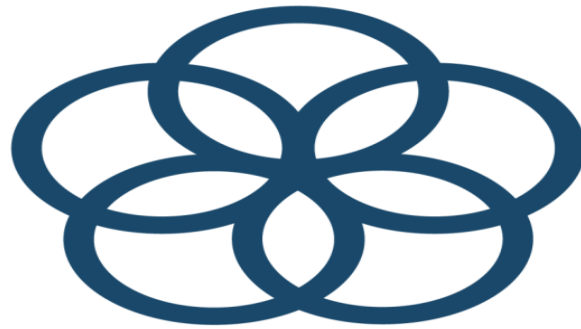
Advocacy: The observance of the International Day of Non-Violence served as a visible institutional commitment to promoting peace and rejecting all forms of violence, aligning with global efforts to build inclusive societies.

Activities Conducted in IUB (SDG 16 – Peace, Justice and Strong Institutions)

1. **Awareness Walk on Non-Violence (Oct 2, 2024):** Commemorated the International Day of Non-Violence, this event promoted peace and emphasized the institutional rejection of all forms of violence and discrimination within the campus and surrounding community.
2. **PP&PS Training and Internships:** The Department of Social Work utilized the LOC with the Punjab Probation and Parole Service to place students in mandatory internship programs focusing on offender rehabilitation and social justice practices.
3. **SSDO Internship Programme:** The MOU with the Sustainable Social Development Organization was operationalized, providing students with annual 8-week internship programs focusing on research and advocacy related to social policy and civic rights.



17 PARTNERSHIPS FOR THE GOALS



SDG 17 – Partnerships for the Goals

Goal: Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development.

University's Strategic Relevance: SDG 17 is mandatory for the THE Impact Ranking submission (22% weighting). IUB's strategy ensures a diverse, outcome-focused portfolio of collaborations across academic, government, NGO, and industry sectors to maximize collective impact and resource mobilization. The SDGs Collaboration Centre is the institutional hub for driving all these partnerships.



Key Initiatives (2024–2025)

The SDGs Collaboration Centre formalized **eight high-impact partnerships** during the reporting period, demonstrating a clear focus on inter-sectoral mobilization:

Partner	Sector	Primary Focus SDGs	Collaboration Scope & Quantifiable Outcomes
Universiti Kebangsaan Malaysia (UKM)	International Academic	SDG 4, 17	Signed a landmark MOU and Student Exchange Agreement to enhance joint research and academic mobility.
Punjab Probation and Parole Service (PP&PS)	Government/Justice	SDG 3, 16, 17	Established an LOC for research, assessment, training, and mandatory internship programs for IUB students.
Sustainable Social Development Organization (SSDO)	NGO/Civil Society	SDG 10, 16, 17	MOU provides annual internship programs and joint research assistance focused on social policy advocacy and enhancing civic space.
Punjab Aab-e-Pak Authority (PAPA)	Government	SDG 6, 17	Collaboration formalized to establish a Water Testing Laboratory at IUB, leveraging expertise for regional water quality verification (Future Plan).
Takmeel Foundation	NGO/Education	SDG 4, 17	Vital partnership for a one-week intensive Teacher Training Program for Out-of-School Children (OOSC) educators.
CIRCLE WOMEN & BWE	Industry/NGO	SDG 5, 8, 17	MOUs signed to advance women's economic empowerment through enterprise development, digital literacy, and financial management training in South Punjab.
Cyntax Health Projects (CHP)	Industry/Health	SDG 3, 17	MOU for joint conferences, workshops, and collaborative research on health, wellness, and female reproductive health.
Houbara	Government/Conservation	SDG 15,	CIDS maintains key

Foundation/Pak Army		17	collaborations on desert habitat restoration and rangeland rehabilitation in Cholistan, ensuring resource sharing for conservation.
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Outcomes, Impact, and Metrics

Strategic Weighting: By providing robust evidence for SDG 17 and demonstrating high performance in other goals (SDG 2 and SDG 1 historically), IUB is strategically positioned to maximize its score in the overall THE Impact Ranking, as SDG 17 accounts for 22% of the final score, and the three highest scores account for 78% of the remaining score.



Inter-sectoral Mobilization: The breadth of partnerships—from international academic exchange (UKM) to local government mandates (PAPA, PP&PS)—validates the Centre’s success in coordinating resources for the 2030 Agenda.

Activities Conducted in IUB (SDG 17 – Partnerships for the Goals)

1. **UKM Student Exchange Agreement Signing:** A landmark MOU and Student Exchange Agreement were signed with Universiti Kebangsaan Malaysia, strengthening international collaboration in research, knowledge sharing, and providing global opportunities for IUB students.
2. **Teacher Training Program for Takmeel Foundation:** The Centre successfully organized a **one-week intensive training session** for teachers from the Takmeel Foundation, fulfilling a key partnership deliverable to enhance educational quality for out-of-school children.
3. **PAPA Collaboration Meeting:** A high-level meeting was hosted with the Punjab Aab-e-Pak Authority, resulting in the formal agreement to establish a Water Testing Laboratory, leveraging IUB’s technical expertise for government policy and regional development.



**Report Developed by SDGs Collaboration Centre,
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