

Signing of Agreements Between Department of Plant Breeding and Genetics and KANZO Quality Seeds and SUNCROP group for sole marketing rights of cotton varieties IUB-222, IUB-13 and MM-58

On Thursday March 11, 2021 agreements were held for transfer of sole marketing rights of cotton varieties developed by Department of Plant Breeding and Genetics, The Islamia University of Bahawalpur to private organizations that ranked the University from generation II to generation 4th. Sole marketing rights of IUB-222 were awarded to KANZO Quality Seeds Multan, while sole marketing rights of IUB-13 and MM-58 were awarded to SUNCROP group Multan.

Worthy Vice Chancellor Engr. Prof. Dr Athar Mehboob graced the event and appreciated the efforts of Prof. Dr. Muhammad Iqbal Chairman Department of Plant Breeding and Genetics / Director ORIC for commercialization of Intellectual property (Research product). He also assured his support and guidance to strengthen the University & Industry linkages in future. He further stated that this public private partnership assures the provision of quality seed of cotton varieties of IUB to cotton growers, which will be helpful in the revival of cotton crop economy of Pakistan.





