



# PRODUCT DEVELOPMENT AND VALUE ADDITION

## CHAIR (PDVA)

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**Chair: Dr. Mian Kamran Sharif**

**Co-Chair: Dr. Muhammad Saeed, Ms. Hira Iftikhar**

**Research Associate/Master Trainer: Ms. Mehreen Abbas**





# PKNC THEMATIC AREA

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## Product Development and Value Addition



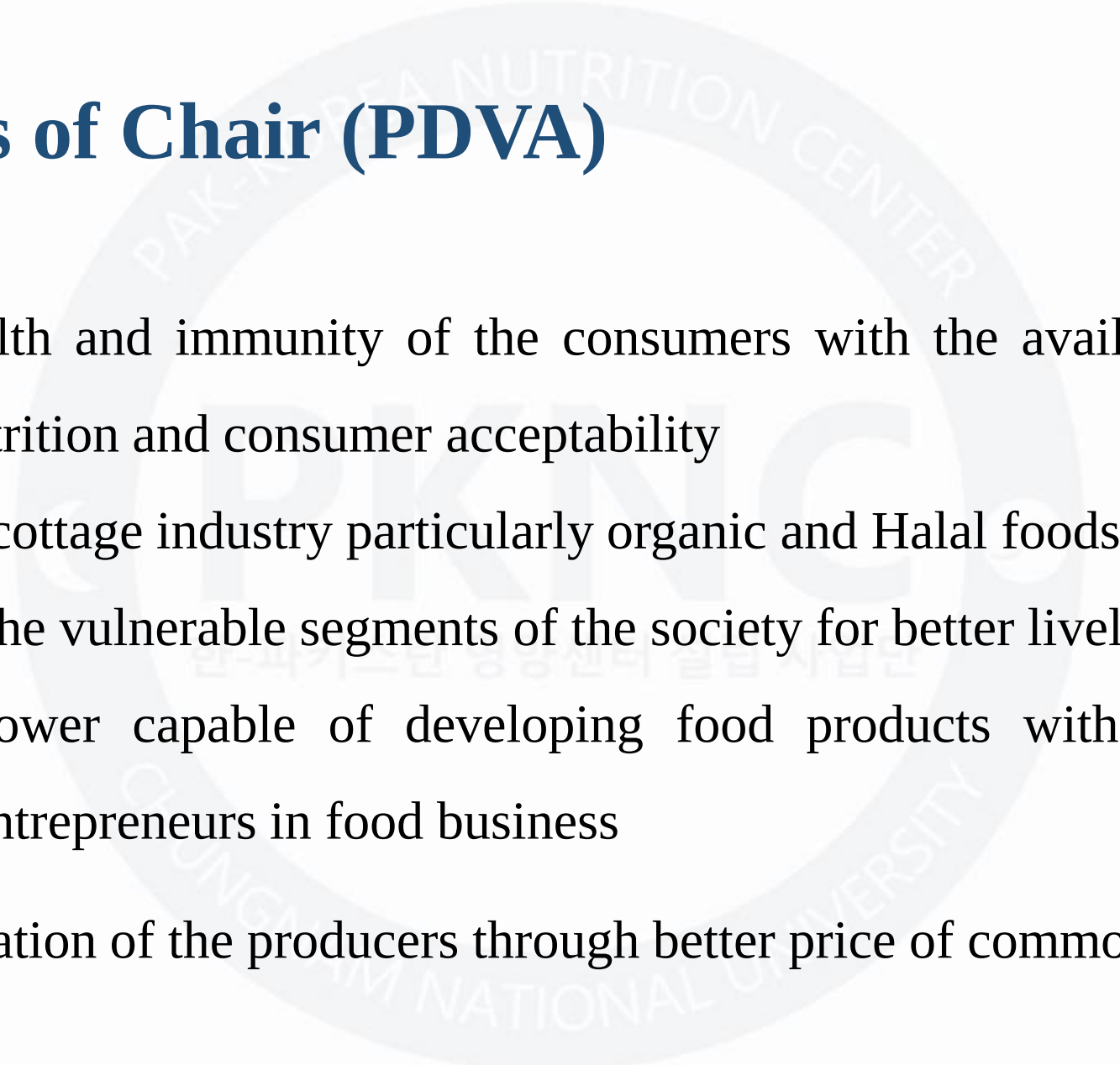
### Domains

- Food product development
- Value Addition/ Organic Foods





## Objectives of Chair (PDVA)

- Improved health and immunity of the consumers with the availability of foods with better nutrition and consumer acceptability
  - Promotion of cottage industry particularly organic and Halal foods
  - Empowering the vulnerable segments of the society for better livelihoods
  - Skilled manpower capable of developing food products with better nutrient profile; new entrepreneurs in food business
  - Poverty alleviation of the producers through better price of commodities
- 

## SMART INDICATORS

| Major Project Goals/Target Areas     | Quantifiable Indicators                                                                                                                                                                                                                                                                                                              | Baseline | Year-Wise Target |       |       |       |       | Total |
|--------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|------------------|-------|-------|-------|-------|-------|
|                                      |                                                                                                                                                                                                                                                                                                                                      |          | Year1            | Year2 | Year3 | Year4 | Year5 |       |
|                                      | Targets (2022-27)                                                                                                                                                                                                                                                                                                                    |          |                  |       |       |       |       |       |
| Product Development & Value Addition | Diversified/ Demand driven nutrient-dense value-added food products (e.g., Food supplements, Multimixes, Immune Boosters, Anti-diabetic flour blends, Omega-3 enriched foods, Cholesterol lowering foods, calcium fortified products, TVP, RTE cereals etc.) developed and commercialized in collaboration with mass scale producers | 6        | 8                | 20    | 24    | 8     | 8     | 68    |
|                                      | Targets Achieved                                                                                                                                                                                                                                                                                                                     | 6        | 8                | 20    | 24    | -     | -     | 52    |
|                                      | No. of private partnerships developed for mass scale production of products                                                                                                                                                                                                                                                          | 2        | -                | 1     | 1     | 1     | -     | 3     |
|                                      | Targets Achieved                                                                                                                                                                                                                                                                                                                     | 2        | -                | 1     | 1     | -     | -     | 2     |

# YEAR-I KPI's

| Sr. No. | Quantifiable Indicators                                                                                                                                                                                                                                                                                                                                                | Targets | Status   |
|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|
| 1       | Diversified/ demand driven nutrient-dense value-added food products (e.g., Food supplements for PEM and WRA, Multimixes, Breakfast cereals, Immune Boosters, Antidiabetic flour blends, Omega-3 enriched foods, Cholesterol lowering foods, Calcium fortified products, TVP, RTE cereals etc.) developed and commercialized in collaboration with mass scale producers | 08      | Achieved |
| 2       | No. of private partnerships developed for mass scale production of products                                                                                                                                                                                                                                                                                            | -       | -        |

# Products Developed under Product Development and Value Addition Chair in Year-I (1/2)



**Sprouted mung bean and lipid based supplement**

**Target group:**

Malnourished children

**Main ingredients:** Peanut flour, mung bean, milk veg. oil, vitamin and mineral pre-mix.



**Sprouted mung bean in glutinous rice flour**

**Target group:** Protein-Energy Malnutrition

**Main ingredients:** Mung bean, honey, oil, rice flour and sesame seeds.



**Omega-3 enriched breakfast cereal**

**Target group:** All age groups

**Main ingredients:** Oats, flaxseeds, milk powder and sugar.



**Nutri-seed flax-co-balina**

**Target group:** Women with PCOS

**Main ingredients:** Wheat flour, oil, sugar, flaxseeds, pumpkin seeds, sesame seeds and sunflower seeds.

# Products Developed under Product Development and Value Addition Chair in Year-I (2/2)



**Iron rich bites**  
**Target group:** School going children  
**Main ingredients:** Dates, coconut, cashews, walnuts, almonds and peanut.



**Galactogue bars**  
**Target group:** Lactating mothers  
**Main ingredients:** Oats, fenugreek, flaxseeds, almond powder, honey and brown sugar.



**Apricot-date bars**  
**Target group:** Anemic pregnant women  
**Main ingredients:** Dried apricot, dates, oats, almonds, honey and chocolate chips.



**Supplementary food for low iron**  
**Target group:** Postpartum mothers  
**Main ingredients:** Chickpea, lotus seeds, flaxseeds, almonds and coconut flakes.

**ACTIVITIES CONDUCTED UNDER  
PRODUCT DEVELOPMENT AND VALUE  
ADDITION CHAIR  
(2022-2023)**



# Activity conducted under Product Development and Value Addition Chair Year-I (1/1)

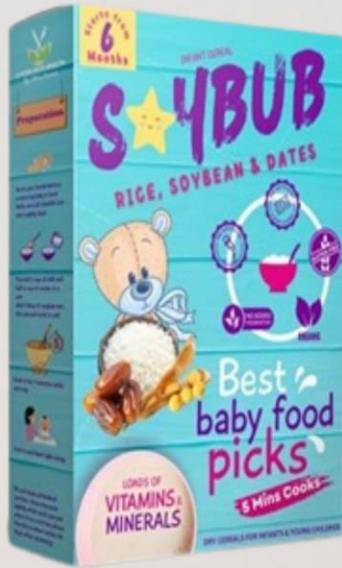


**Hands-on Training Workshop “Turn your idea into business – Food product development for entrepreneurship : Concept to marketplace”**  
**4<sup>th</sup> May, 2023**

# YEAR-II KPI's

| Sr. No. | Quantifiable Indicators                                                                                                                                                                                                                                                                    | Targets | Status   |
|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|
| 1       | Diversified/ demand driven nutrient-dense value-added food products (e.g., Food supplements, Weaning foods, Immune Boosters, Antidiabetic snacks, Omega-3 enriched foods, Cholesterol lowering foods, Snacks etc.) developed and commercialized in collaboration with mass scale producers | 20      | Achieved |
| 2       | No. of private partnerships developed for mass scale production of products                                                                                                                                                                                                                | 1       | Achieved |

# Products Developed under Product Development and Value Addition Chair in Year-II (1/5)



## Legume based weaning food

**Target group:** Infants and young children

**Target issue:** Malnutrition

**Main ingredients:** Rice, dates, soy and mung bean.



## Beans and cereals based weaning food

**Target group:** Infants

**Target issue:** Malnutrition

**Main ingredients:** Rice, oats, yellow split grams.



## Cookies incorporated with pumpkin seeds

**Target group:** Children

**Target issue:** Immunity boosting

**Main ingredients:** Pumpkin seed powder.



## Multi legume crisps for children

**Target group:** Children

**Target issue:** Protein deficiency

**Main ingredients:** Chickpeas, mung bean, kidney beans.

# Products Developed under Product Development and Value Addition Chair in Year-II (2/5)

|                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                              |                                                                                                                                                                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p>A stack of rectangular multigrain crackers with a green herb garnish. A small sign next to them reads 'MULTIGRAIN CRACKERS'.</p> |  <p>A yellow and orange pouch of 'FAN STARS' brand 'FLAXSEED SUPPLEMENTED CORN NACHOS'. The pouch features a 'SUPERFOODS' label and a 'Halal' certification logo.</p> |  <p>A yellow pouch of 'NOGGIN MIX' featuring a mix of nuts and seeds. The label includes the text 'Stronger Minds, Brighter Futures'.</p> |  <p>A dark blue box of 'Nutri Haven Bar' with several bars displayed in front. The box features an image of a single bar.</p> |
| <p><b>Multigrain crackers</b><br/> <b>Target group:</b> Adults<br/> <b>Target issue:</b> Oxidative stress<br/> <b>Main ingredients:</b> Garlic powder, multigrain flour.</p>                                          | <p><b>Flaxseeds supplemented corn nachos</b><br/> <b>Target group:</b> Adults<br/> <b>Target issue:</b> Hyperlipidemia<br/> <b>Main ingredients:</b> Flaxseeds and corn.</p>                                                                            | <p><b>Nutrient enriched Noggin Mix</b><br/> <b>Target group:</b> All age groups<br/> <b>Main ingredients:</b> Walnuts, almonds, melon seeds, funnel seeds, rock sugar.</p>                                                   | <p><b>Nutri-Heaven Bar for Adults</b><br/> <b>Target group:</b> Adults<br/> <b>Target issue:</b> Snack<br/> <b>Main ingredients:</b> Burdock root powder, lotus seeds, chickpeas, dates, raisins.</p>            |

# Products Developed under Product Development and Value Addition Chair in Year-II (3/5)

|                                                                                                                                                                                                   |                                                                                                                                                                                            |                                                                                                                                                                                                               |                                                                                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                  |                                                                                                          |                                                                                                                            |                                                                                                                          |
| <p><b>Poppy seeds supplemented kheer</b><br/> <b>Target group:</b> Geriatrics<br/> <b>Targeted Issue:</b> Joint pain<br/> <b>Main Ingredient:</b> Poppy seeds, rice, milk powder and almonds.</p> | <p><b>Flaxseeds supplemented multigrain bars</b><br/> <b>Target group:</b> Geriatrics<br/> <b>Target issue:</b> Heart disease<br/> <b>Main ingredients:</b> Flax seeds and chia seeds.</p> | <p><b>Hemp seed oil spread using beeswax as oleogel</b><br/> <b>Target group:</b> Geriatrics<br/> <b>Target issue:</b> Hypercholesterolemia and inflammation<br/> <b>Main ingredients:</b> Hemp seed oil.</p> | <p><b>Crisp cookies supplemented with herb</b><br/> <b>Target group:</b> Geriatrics<br/> <b>Target issue:</b> Rheumatoid arthritis<br/> <b>Main ingredient:</b> Herb Chinese chaste tree leaves powder.</p> |

# Products Developed under Product Development and Value Addition Chair in Year-II (4/5)



**Nan khatai  
supplemented with  
Ashwagandha**

**Target group:** Insomnia  
patients

**Target issue:** Insomnia

**Main ingrediets:**  
Ashwagandha and wheat.

**Cucurbita Delight for  
Children**

**Target group:** Patients  
with CVDs

**Target issue:** CVDs

**Main ingredients:**  
Pumpkin seeds, flakes,  
chocolate

**Liver Bliss: Milk Thistle  
based supplement**

**Target group:** Liver  
patients

**Target issue:** Liver  
disease and liver injury

**Main ingredients:** Milk  
thistle powder, oats, soy.

**Milk thistle  
supplemented whole  
wheat flour**

**Target Group:** Liver  
patients

**Target issue:** Fatty liver

**Main Ingredients:** Milk  
thistle and wheat flour

# Products Developed under Product Development and Value Addition Chair in Year-II (5/5)



## Cereal Based Probiotic Milk Beverage for Adults

**Target group:** Adults  
**Target issue:** Gut health  
**Main ingredients:** Cow milk, malted millet flour, probiotic bacteria.



## Coconut water probiotic beverage

**Target group:** Adults (20-45 years)  
**Target issue:** Gut health  
**Main ingredients:** Coconut water, *Lactobacillus plantarum*.



## Liquorice root based herbal teamix

**Target group:** Asthmatic patients  
**Target issue:** Asthma  
**Main ingredients:** Liquorice root powder.



## Nutri-treat bars

**Target group:** Diabetic patients  
**Target issue:** Diabetes  
**Main ingredients:** Gymnema sylvestre and flaxseeds.

# MoU Signed with Country Plus Foods for Mass Production of Products



**MoU Signing Ceremony with Country Plus Foods**  
**13<sup>th</sup> August, 2024**

**ACTIVITIES CONDUCTED UNDER  
PRODUCT DEVELOPMENT AND VALUE  
ADDITION CHAIR  
(2023-2024)**



# Activities conducted under Product Development and Value Addition Chair Year-II (1/9)



**One Day Training workshop “Food Entrepreneurship for Women Empowerment”**  
**25<sup>th</sup> September, 2023**

# Activities conducted under Product Development and Value Addition Chair Year-II (2/9)



**One Day Nutritional Assessment and Awareness Camp on “Polycystic Ovary Syndrome (PCOS)”**  
**28<sup>th</sup> September, 2023**

# Activities conducted under Product Development and Value Addition Chair Year-II (3/9)



**Hands-on Training Workshop “Nutripreneurship for Better Health”**  
**29<sup>th</sup> January, 2024**

# Activities conducted under Product Development and Value Addition Chair Year-II (4/9)



**Nutrition Awareness Camp for “Women of Reproductive Age”**  
**28<sup>th</sup> February, 2024**

# Activities conducted under Product Development and Value Addition Chair Year-II (5/9)



**“Nutritional Health Assessment Camp in connection with International Women Day 2024” at NIFSAT, UAF**  
**8<sup>th</sup> March, 2024**

# Activities conducted under Product Development and Value Addition Chair Year-II (6/9)



**Nutrition Awareness Camp for Children of Orphanage at “Apna Ghar Orphanage-Faisalabad”**  
**9<sup>th</sup> March, 2024**

# Activities conducted under Product Development and Value Addition Chair Year-II (7/9)



**Nutrition Assessment Camp For Children of Govt. Girls Higher Secondary School 202 RB, Faisalabad**  
**2<sup>nd</sup> May, 2024**



# Activities conducted under Product Development and Value Addition Chair Year-II (8/9)



**One Day Training Workshop on “Food Entrepreneurship from A to Z”**  
**6<sup>th</sup> May, 2024**

# Activities conducted under Product Development and Value Addition Chair Year-II (9/9)



**Seminar on: “Specialized Diets: Opportunities For Nutripreneurship” At Government College University, Faisalabad  
17<sup>th</sup> May, 2024**

## YEAR-III KPI's

| Sr. # | Quantifiable Indicators (As per PC-1)                                                                                                                                                                                                                                                                                               | Targets | Status   |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|
| 1.    | Diversified/ demand driven nutrient-dense value-added food products (e.g., Food supplements, Multimixes, Immune Boosters, Antidiabetic flour blends, Omega-3 enriched foods, Cholesterol lowering foods, Calcium fortified products, TVP, RTE cereals etc.) developed and commercialized in collaboration with mass scale producers | 24      | Achieved |
| 2.    | No. of private partnerships developed for mass scale production of products                                                                                                                                                                                                                                                         | 1       | Achieved |

# Products Developed under Product Development and Value Addition Chair in Year-III (1/6)



***Cicer arietinum* chocolate spread**

**Target group:** Children

**Target issue:** Growth and Development

**Main ingredients:**

Chickpea flour, powdered jaggery, cocoa powder.



**Cocoa mix powder**

**Target group:** Children (9-12 years)

**Target issue:** Perceptual abilities

**Main ingredients:**

Iron supplement, Cocoa powder, milk powder.



**Moringa supplemented cake rusk**

**Target group:** Children

**Target issue:** Protein deficiency

**Main ingredients:**

Soybean and moringa



**Power punch Cookies premix**

**Target group:** Children

**Target issue:**

Malnutrition

**Main ingredients:**

Germinated wheat, barley and sesame flour 28

# Products Developed under Product Development and Value Addition Chair in Year-III (2/6)



**Moringa leafy delight**  
**Target group:** Children  
**Target issue:** Protein energy malnutrition  
**Main ingredients:** Moringa, wheat flour, sesame seeds, peanuts and Butter.



**PulsePro**  
**Target group:** Children  
**Target issue:** Protein energy malnutrition  
**Main ingredients:** Chickpeas, red lentils, mung beans, cocoa powder.



**Pulses based power bars**  
**Target group:** Adults  
**Target issue:** Protein energy malnutrition  
**Main ingredients:** Chickpea flour, mung dal, masoor dal, oats, dates, nuts and seeds.



**Multi-seed powder crisps**  
**Target group:** Adults  
**Target issue:** Nutritional deficiencies  
**Main ingredients:** Flax, chia, pumpkin, sunflower and sesame seeds, rolled oats.

# Products Developed under Product Development and Value Addition Chair in Year-III (3/6)



## Flaxseed and chia seed snack

**Target group:** Adults

**Target issue:**

Hypertension

**Main ingredients:** Flex seed, chia seed , sesame seeds, dates.



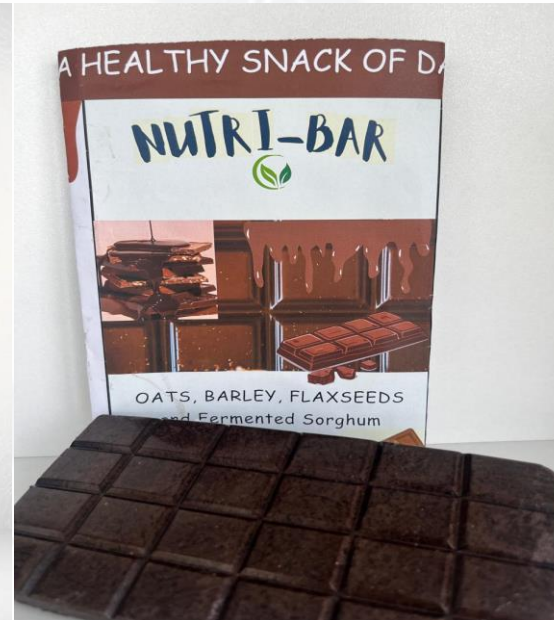
## Pumpkin and sesame seed-based cookies

**Target group:** Adults

**Target issue:** Constipation

**Main ingredients:**

Pumpkin seeds, sesame seeds, wheat flour, brown sugar.



## Multigrain bar incorporated fermented sorghum

**Target group:** Adults

**Target issue:** Low energy

**Main ingredients:**

Fermented Sorghum, oats, barley, flaxseeds



## Chicomil bites

**Target group:** Adults

**Target issue:** Functional gastrointestinal disorders

**Main ingredients:** Pearl millet flour, chicory root powder, whole wheat flour.

# Products Developed under Product Development and Value Addition Chair in Year-III (4/6)



**White kidney beans-based probiotic beverage**  
**Target group:** Lactose intolerant and vegan  
**Target issue:** Lactose Intolerance  
**Main ingredients:** Kidney beans, starter culture.



**Red Kidney bean probiotic beverage**  
**Target group:** Lactose intolerant  
**Target issue:** Lactose intolerance  
**Main ingredients:** Red beans, bacterial culture.



**Oatmilk snack bar**  
**Target group:** Gluten intolerants  
**Target issue:** Gluten intolerance  
**Main ingredients:** Oat flour, oat milk, oat flakes, millet flour.



**Ginger millet soup premix**  
**Target group:** Hospitalized patients  
**Target issue:** loss of appetite  
**Main ingredients:** Millet flour, ginger, garlic, carrot.

# Products Developed under Product Development and Value Addition Chair in Year-III (5/6)



**Chia Fig Bliss**  
**Target group:** Women of Reproductive Age  
**Target issue:** Constipation  
**Main ingredients:** Figs, Chia seeds.



**Ginger and chamomile instant powder**  
**Target group:** Women  
**Target issue:** Menstrual pain  
**Main ingredients:** Ginger powder, chamomile powder, turmeric.



**Chamomile-Amla Herbal Tea**  
**Target group:** Diabetic patients  
**Target issue:** Diabetes  
**Main ingredients:** Chamomile, amla, ginger, fennel.



**Fermented date milk**  
**Target group:** Pre-Diabetics or health conscious people  
**Target issue:** Pre-diabetes  
**Main ingredients:** Date molasses, prebiotics, milk.

# Products Developed under Product Development and Value Addition Chair in Year-III (6/6)



**Guava leaf's extract enriched Cupcake**  
**Target group:** All age groups  
**Target issue:** Heart Health  
**Main ingredients:** Extract of guava leaves, flour, sugar, butter.



**Cinnamon crunch spread**  
**Target group:** All age groups  
**Target issue:** Neuroprotection  
**Main ingredients:** Cinnamon, wheat flakes.



**Pealicious**  
**Target group:** All age groups  
**Target issue:** Malnutrition  
**Main ingredients:** Green peas, carrot powder, potato powder, chickpeas, corn flour.



**Mung bean flour Noodles**  
**Target group:** All age groups  
**Target issue:** Snack  
**Main ingredients:** Mung bean flour and wheat flour.

# MoU Signed with Canadian Wise Foods for Mass Production of Products



## Memorandum of Understanding between University of Agriculture, Faisalabad and Canadian Wise Foods Pakistan (Pvt.) Limited



This Memorandum of Understanding (hereinafter referred to as “MoU”) is made between University of Agriculture, Faisalabad (hereinafter referred to as “UAF”) and Canadian Wise Foods Pakistan (Pvt.) Limited (hereinafter referred to as “CWF”).

WHEREAS, UAF located in Faisalabad, is a premier institution of higher education, research, and advocacy in agricultural and human sciences in Pakistan. It is a top ranked University of Pakistan with international recognition through QS, TIMES, UI Green Metric World Universities and many more Ranking Systems. UAF’s mission is to lead the change through outstanding achievements in learning, discovery, and community service with a clear focus on programs of significance to agricultural and rural development. Moreover, Pak-Korea Nutrition Center (PKNC) is a joint collaborative development project between Islamic Republic of Pakistan and Republic of Korea (South Korea).

WHEREAS, M/s Canadian Wise Foods Pakistan (Pvt.) Limited, In 2018, two visionary founders—Dr. Sabir, a renowned scientist with over 30 years of successfully managing *Canadian Wise Foods* in Vancouver, Canada, and Muhammad Yasin, an accomplished businessman with extensive expertise in the printing press industry—combined their passion for quality by establishing a brand “So Eezee” in Faisalabad, Punjab and registered under the companies ordinance, 1984. Starting on a small scale in this agricultural hub, the company was built on core values of integrity, quality, and innovation. Rapid growth led to expanding production capacity and manpower, and by 2023, the company relocated its operations to a 5-Acres facility in Phase-2 M-3 Industrial Zone FEIDMC Faisalabad. Today, the company boasts a robust workforce of joined 50 marketing Team member and over 50 Production Team members including Miss Muzamil Tehreem working as quality supervisor, testing final recipes and raw materials to ensure consistency and quality and an impressive portfolio of over 100+ products, including spices, recipe mixes, pickles, and vinegar and tea. The management’s unwavering focus on quality, research, technology, and adherence to standards like Halal certification and Punjab Food Authority guidelines has positioned the company as a market leader in spices and condiments. As of 2024, it continues to uphold its commitment to excellence and sustainability in the food industry.

NOW THEREFORE, in consideration of mutual promises and covenants here in contained, the parties have agreed upon the following:

### Article 1: Scope of Collaboration

Terms of joint activities, conditions for utilizing the results achieved and arrangements for specific visits, exchanges and other forms of cooperation will be negotiated for each specific activity.

### Article 2: Areas of Cooperation

Moreover, this agreement is valid for the following collaborative programs:

- 2.1 Basic and applied research.
- 2.2 Technology transfer of new value-added food products.
- 2.3 Innovative dehydrated product development, value addition and product commercialization.
- 2.4 Collaboration with Product Development & Value Addition (PDVA) Chair of PKNC project for demand driven products development & commercialization.

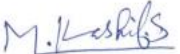
### Article 9: Signatures

Sign for and on behalf of  
University of Agriculture,  
Faisalabad – Pakistan

#### Focal Person

  
Dr. Mian Kamran Sharif,  
Associate Professor/Chair PDVA

#### Witness

  
Prof. Dr. Muhammad Kashif Saleemi,  
Director, External Linkages

  
Prof. Dr. Zulfikar Ali,  
Vice Chancellor

Date: 03/04/2025

Sign for and on behalf of  
Canadian Wise Foods,  
Faisalabad – Pakistan

#### Focal Person

  
Mr. Muhammad Yasin,  
Director, Canadian Wise Foods

#### Witness

  
Mr. Amjad Rafique,  
General Manager (GM)

  
Ms. Mariam Sadia,  
Plant Manager

Date: / /2025



**ACTIVITIES CONDUCTED UNDER  
PRODUCT DEVELOPMENT AND VALUE  
ADDITION CHAIR  
(2024-2025)**



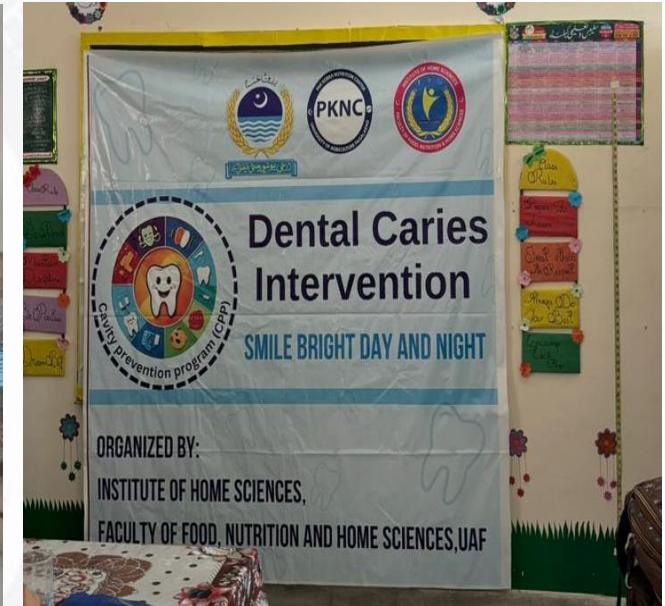
# Activities conducted under Product Development and Value Addition Chair Year-III (1/5)



**One Day Training Workshop “Showcasing and Hands-on training of Products”**

**26<sup>th</sup> September, 2024**

# Activities conducted under Product Development and Value Addition Chair Year-III (2/5)



**2-Days “Nutrition Awareness Camp at M.C. Girls High School, Nankana Sahib”**

**30-31 October, 2024**

# Activities conducted under Product Development and Value Addition Chair Year-III (3/5)



**Training Workshop on “The First 1000 Days of Life: A Foundation for Lifelong Health Development” at Khwaja Fareed University of Engineering and Information Technology, Rahim Yar Khan**  
**16<sup>th</sup> December, 2024**

# Activities conducted under Product Development and Value Addition Chair Year-III (4/5)



**One Day Training Workshop “Culinary Arts for Better Nutrition”**  
**18<sup>th</sup> February, 2025**

# Activities conducted under Product Development and Value Addition Chair Year-III (5/5)



**One Day Training Workshop “The Researchers Compass: From Skills to Social Responsibility and Society Building V.1”**  
**17<sup>th</sup> March, 2025**



# YEAR-IV KPI's

| Sr. # | Quantifiable Indicators (As per PC-1)                                                                                                                                                                                                                                                                                               | Targets | Status     |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------|
| 1.    | Diversified/ demand driven nutrient-dense value-added food products (e.g., Food supplements, Multimixes, Immune Boosters, Antidiabetic flour blends, Omega-3 enriched foods, Cholesterol lowering foods, Calcium fortified products, TVP, RTE cereals etc.) developed and commercialized in collaboration with mass scale producers | 8       | In Process |
| 2.    | No. of private partnerships developed for mass scale production of products                                                                                                                                                                                                                                                         | 1       | In Process |

**ACTIVITIES CONDUCTED UNDER  
PRODUCT DEVELOPMENT AND VALUE  
ADDITION CHAIR  
(2025-2026)**



# Activities conducted under Product Development and Value Addition Chair Year-IV (1/4)



**One Day Training Workshop “Food Product Development for Small Enterprises”**  
**25<sup>th</sup> September, 2025**

# Activities conducted under Product Development and Value Addition Chair Year-IV (2/4)



**ONE DAY HANDS-ON TRAINING WORKSHOP**  
**FOOD ENTREPRENEURSHIP: TURNING**  
**FOOD INNOVATION INTO A MARKET-**  
**READY PRODUCTS**

**THURSDAY**  
December 4, 2025

**TIME**  
10:00 am

**Organized By**  
Institute of Food & Nutritional Sciences, PMAS-Arid  
Agriculture University Rawalpindi

**In Collaboration With**  
Product Development and Value Addition Chair Of  
Pak-Korea Nutrition Center  
University of Agriculture, Faisalabad

The poster features logos of HEC, PMAS-Arid Agriculture University Rawalpindi, PKNC, and the University of Agriculture, Faisalabad. A circular inset image shows a wooden box labeled 'Recipes' filled with recipe cards, with a wooden spoon and some dried herbs on a wooden surface next to it.

**One Day Hands-on Training Workshop “Food Entrepreneurship: Turning Food Innovation into a Market-Ready Products”**  
**4<sup>th</sup> December, 2025**

# Activities conducted under Product Development and Value Addition Chair Year-IV (3/4)



**One Day Hands-on Training Workshop “Food Entrepreneurship & Value Addition: Turning Ideas into Successful Start-ups”**  
**5<sup>th</sup> December, 2025**

# Activities conducted under Product Development and Value Addition Chair Year-IV (4/4)



**One Day Workshop on “Innovation in Nutrition: The Development of a Home-Grown Solution for Pakistani Children”**  
**16<sup>th</sup> December, 2025**

**DISPLAY OF PRODUCTS DEVELOPED UNDER  
PRODUCT DEVELOPMENT AND VALUE  
ADDITION CHAIR AT VARIOUS  
COLLABORATIVE EVENTS  
(2024-2025)**



# Products Display by Product Development and Value Addition Chair at Various Collaborative Events in Year-III



**Inauguration Ceremony of PKNC Building, 19<sup>th</sup> September, 2024.**



**PKNC Food & Nutrition Festival 2024, 3<sup>rd</sup>-4<sup>th</sup> October, 2024.**



**2<sup>nd</sup> National PKNC Conference, 26-27 November, 2024.**



**KOICA visit at PKNC for videography, 19<sup>th</sup> May, 2025.**

# Products Display by Product Development and Value Addition Chair at Various Collaborative Events in Year-III



**NICF Event at Expo Center-UAF, 26<sup>th</sup> May, 2025.**



**Consultative Workshop at PKNC-UAF, 27<sup>th</sup> May, 2025.**



**At PKNC Meeting, 13<sup>th</sup> June, 2025.**



**15<sup>th</sup> Anniversary Ceremony – KOICA Pakistan Office 19<sup>th</sup> June, 2025**



**DISPLAY OF PRODUCTS DEVELOPED UNDER  
PRODUCT DEVELOPMENT AND VALUE  
ADDITION CHAIR AT VARIOUS  
COLLABORATIVE EVENTS  
(2025-2026)**

# Products Display by Product Development and Value Addition Chair at Various Collaborative Events in Year-IV



**1<sup>st</sup> Conference at COMSATS Islamabad, Campus, 13<sup>th</sup> October, 2025.**

**International Conference on Food and Nutrition Lab, National Institute of Food Science and Technology, 18<sup>th</sup> October, 2025.**

**1<sup>st</sup> Conference “Sustainable Approaches to Address Global Food Security Challenges” at GCWUF, 21 October, 2025.**

**PKNC International Conference “Nutrition in Changing World: Advancing Science in Food & Nutrition” at PKNC- UAF, 3<sup>rd</sup> and 4<sup>th</sup> November, 2025.**

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# Products Display by Product Development and Value Addition Chair at Various Collaborative Events in Year-IV



**National Conference on Advancing Food Systems for a Sustainable & Nourished Future  
& Food Expo at University of Sargodha, 17-18 December, 2025.**

# Sustainability Plan of Product Development and Value Addition Chair



Thank You