



The
University of
Faisalabad



The University of Faisalabad Sustainable Development Goals Report 2022

The 17 United Nations Sustainable Development Goals (UN SDGs) are a blueprint for creating a more sustainable future, addressing the greatest challenges facing humanity and our environment.

Sustainability is at the core of The University of Faisalabad and we acknowledge the responsibility and opportunity we have to contribute to achieving the vision and commitment of the UN SDGs, through our research, education, practice and collaboration with the wider community.

We are proud to have ranked 600 - 800 in the world, from more than 1,400 universities across 106 different countries/regions, in the Times Higher Education Impact Rankings 2022. This achievement is a recognition of our efforts to embed action for the SDGs across our institution, though we know there is always more that we can do.

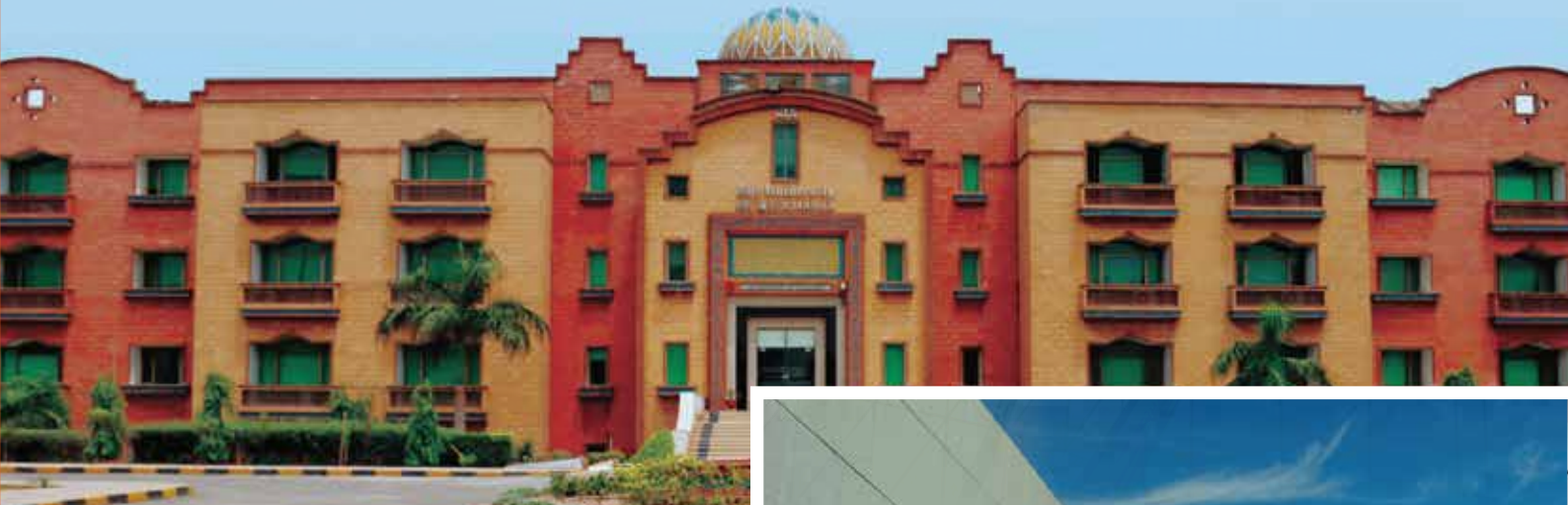
This Report summarises some of the work and actions we have undertaken up to April 2022 across each UN SDG, including research projects, curriculum alignment and community outreach. Organised into four sections: education, research, public outreach and operations, we hope that it can be used to celebrate the hard work of our community and inspire further commitment, collaboration and action so that together we can even faster realise the blueprint of the UN SDGs.

SUSTAINABLE DEVELOPMENT GOALS



What we do

At TUF, we are passionate about bringing together our research, education and professional practice. By ensuring that what we do in each area influences everything we do, we are establishing ourselves as **an innovative university with a different approach to solving the challenges that the world faces today.**



It is understandable then, that the UN's Sustainable Development Goals align with the values and beliefs that TUF has held for many years. Our work is helping people to live better, for longer. We help to protect and preserve a sustainable environment, help people and organisations to prepare for, and recover from, crisis, and we challenge marginalisation, misinformation and under-representation.

These beliefs match well with adopting the UN SDGs, and they help us to provide a framework that shows how we are playing our part in building a better future for everyone. We have matched our existing strengths with the UN SDGs throughout this document so you can see easily how this is about much more than ticking boxes, and about delivering on the values we have held for many years.





End poverty in all its forms everywhere

The University of Faisalabad helps people live better, for longer

The University of Faisalabad helps to prepare for and recover from crisis

The University of Faisalabad challenges marginalisation, misinformation and under-representation



Education

Medical Science

The concept of "humanized healthcare" is the core of a university degree, including adult care, mental health care, and child and adolescent care. These programs not only provide students with technical knowledge and professional experience to become qualified nurses, but also enable them to understand how factors such as poverty affect physical and mental health, and how to reduce health inequality caused by these factors. Through extensive internships and community participation, students have developed effective communication and interpersonal skills to develop supportive relationships and effectively support everyone in the community who needs healthcare.

University Active Role in Poverty Reduction

In the fight against poverty, it is not enough to focus on the poor; it is also necessary to include the non-poor. The social incubation model developed by university students in collaboration with Charity organization Madinah Foundation Social Service program helps to reduce patterns of exclusion and marginalization that perpetuate the cycle of poverty. Special Courses has been incorporated in student's curriculum to shows how knowledge transfer between students and entrepreneurs contributes to improving living conditions, especially for women.

IMPACT

| | |
|---|-----------------------------------|
| <h2>100</h2> <p>Ration Drives</p> | <h2>200</h2> <p>Medical Camps</p> |
| <h2>350</h2> <p>Mass Marriage of Deserving Couple</p> | |
| <h2>39%</h2> <p>Programmes aligned to Sustainable Development Goals</p> | |

Research: Case studies

Children's experiences with Child Protection Services

Research shows that young adults, previously in contact with Child Protection Services (CPS) often have lower overall wellbeing when compared to their peers.

BU research comprehensively identified, synthesised and analysed the current empirical research that explored children's overall experiences of Child Protection Services. It concluded that, clear and comprehensive information about the CPS process is required so that the child can assert their right to participation and protection.

Being in CPS is an emotional experience, thus emotional as much as physical safety, including a sense of belonging and self-actualization, is needed. Their recommendations can support practice to improve both short and long-term outcomes to protect and support children in contact with the CPS.

Safeguarding Vulnerable Adults from Financial Scams

Age UK's figures show that an older person becomes a victim of fraud every 40 seconds.

BU's National Centre for Post-Qualifying Social Work is widely regarded as the leader of research into financial scamming and fraud. Their research highlighted the links between loneliness and scam susceptibility for older people and found that people in the early stages of dementia, with reduced levels of cognitive function, are most at risk of being scammed.

The work informed the Government's National Mental Capacity Forum, raised scam awareness and increased the protection of vulnerable groups. It has been used nationwide by charities, local authorities, the NHS and financial institutions to protect vulnerable people from being scammed.

It has helped to save consumers from over £22 million of scams and was given a CTSI Hero award, for its "significant contribution to understanding the relationship between adult social care and trading standards enforcement work".

Practice: Need Based Scholarships

Stepping Towards No Poverty

Need Based Scholarship of 2.8 Million US dollars has been designated to provide the education to people from the vicinity, community from under privileged area emphasis on women education. Facilitating deserving students with; Free accommodation, transportation and food

Award of Excellence:

Due to extensive initiative to reduce poverty and promote education university is winner of Corporate Social Responsibility Award 2019-2023.

Education for All

University has taken various initiative to support low income families and encouraged youth for prospective education such as: Admitted a considerable number of Orphans from "SOS Village Pakistan"; and recommended students from AlKhidmat Foundation & Punjab Education Endowment Fund-PEEF on tuition-free academic disciplines. Approached international students of under developed & unstable countries through their consulates in Pakistan by offering them scholarships. Organized student recruitment drive in rural/ remote areas by arranging awareness and open house sessions among prospective students.

Practice: Operations

Student financial support

We offer various types of financial support funding to our students, in addition to a range of bursaries, undergraduate scholarships and postgraduate scholarships to students. These include:

Financial Assistance

2,500 students supported in 2022-23

Day Care Facilities

40 Facility supported in 2022-23

Accommodation Support Fund

600 students supported in 2022-23

Placement Opportunity Fund

300 students supported in 2022-23

Transport Facilities

900 students supported in 2022-23

2,464,000 PKR
provided to students as financial support



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

The University of Faisalabad helps people live better, for longer

The University of Faisalabad to protect and preserve a sustainable environment



Education

BS Dietetics and Nutrition Sciences

The faculty of Dietetics and Nutrition Sciences have incorporated their participation in leading research that contributes to social change into the curriculum, including projects to improve the nutritional health of elderly people and reduce malnutrition and work to transform nutritional care for people from underprivileged background.

MS and PhD Dietetics and Nutrition Sciences

This program is accredited by the council and prepares students for a range of career paths, such as working in local or national governments, providing nutrition policy advice, assisting nutrition related charitable organizations or consumer groups, or assisting emergency rescue and volunteer organizations

IMPACT

100
Nutrition
Counselling Camps

69%
Research
on Nutrition

81%
Programmes aligned to
Sustainable Development Goals

Research: Case studies

In Vitro Antioxidant Capacity of Purified Bioactive Compounds in Milk Thistle Seed (*Silybum marianum*) Along with Phenolic Profile

Milk thistle (*Silybum marianum*) belongs to the family Asteraceae, and grows natively in the Mediterranean area. The current study was designed to measure phenolics and antioxidant properties of milk thistle seeds on optimal processing conditions. The optimized conditions (time (60 min), temperature (70 °C), solvent (ethanol 80%), and liquid solid ratio (1:10)) showed a better correlation between the hypothesized and experimental value. The results revealed that the flavonolignans purified by dynamic state (2BV) with the most favorable state for the separation of impurities and high contents of polyphenols. On the bases of the above results, it can be determined that the TXF is the most effective component of SMR as free radical and hydroxyl radical antioxidant activity; SCN and SDN also showed effect as an antioxidant activity rather than SBN and ISBN. In TXF and SCN, no cytotoxicity was found and the effectiveness of SMR improved as an over-the-counter liver cell protection food supplement.

Recent developments in physical invigoration techniques to develop sprouts of edible seeds as functional foods

For nutritional security, the availability of nutrients from food sources is a crucial factor. Global consumption of edible seeds including cereals, pulses, and legumes makes it a valuable source of nutrients particularly vitamins, minerals, and fiber. The presence of anti-nutritional factors forms complexes with nutrients, this complexity of the nutritional profile and the presence of anti-nutritional factors in edible seeds lead to reduced bioavailability of nutrients. By overcoming these issues, the germination process may help improve the nutrient profile and make them more bioavailable. This research finds reveals that High vigor seeds have improved establishment and productivity of crops. Therefore, sustainable crop production requires the use of low-cost and environment-friendly techniques of seed enhancement. Several pre-sowing treatment attempts have been made to improve the yield. Physical methods are an innovation in the research area of seed invigoration to improve crop yield. These physical techniques are the substitute for chemical-based techniques in the development of new biotech-based solutions. These techniques are environmentally friendly and can be used on a high throughput scale



Importance of Emerging Technologies in Processing and Preservation of Seafood



This case study provides information about the type of emerging technologies used for the processing and packaging of sea foods. The quality of food is always a top priority, a farm-to-fork process which are designed and implemented to get highly safe food. Generally, seafood nowadays is processed, preserved, and packed through the application of both thermal and non-thermal methods. Traditional methods of preservation are replaced by pulse electric field (PEF), high-pressure processing (HPP), ohmic heating. The success factor for the process includes the time, temperature, and chemical reactions involved in different stages of the processing and packaging.

Moreover, unwanted changes in the product would have to be minimized to obtain final products of desirable quality overtime. Seafood is widely used and exported in different countries which comes with potent health hazards. To ensure food safety, high nutritional value and preservation of organoleptic properties industries change their methods which include emerging technologies because through these methods shelf life can extend and the undesirable reaction of enzymes can be controlled which results in high-quality food.

3.87 tonnes

100% of our food waste was sent for anaerobic digestion rather than landfill in 2020-21



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

The University of Faisalabad helps people live better, for longer

The University of Faisalabad helps to prepare for and recover from crisis

The University of Faisalabad challenges marginalisation, misinformation and under-representation



Faculty of Medicine and Allied Health Sciences

We have a dedicated Medicine and Allied Health Sciences, in which relevant courses benefit from professional accreditations such as Pakistan Medical Council, Pakistan nursing Council, Pharmacy Council.

With over 12 programmes under graduate and Post graduate with in the Faculty, thousands of students have graduated ready with the knowledge, skills and training to enter at national and International level in health sector, having benefitted from courses with clinical and community simulation suites and integrated placements in a research-led environment. University has its own affiliated Hospital Madinah Teaching Medina Teaching (MTH) is providing the free medical treatment to students, Staff, and people in the vicinity. MTH is ISO certified with more than 650+ beds. MTH is fully equipped along with all departments (Eye, Obstetrics & Gynecology, Surgery, Dermatology, Physiatrist, Dentistry, Orthopedics, pediatrics, and ENT and Radiology).

IMPACT

200
Medical Camps

70%
Research on Good Health and Well-Being

80%
Courses aligned to Sustainable Development Goals

Research: Case studies

Association of perceived stress with healthy and unhealthy food consumption among teenagers

The cross-sectional study was conducted at five educational institutions in Faisalabad, Pakistan, and comprised individuals of either gender aged 13-19 years. The study was designed to see association of stress with unhealthy food consumption. It was observed that females were fond of salty snacks, fast food, fresh fruits and vegetables compared to boys who usually liked fried food, soft drinks, sports drinks and energy drinks. Another study found that use of these drinks was more common in males and was causing behavioral disturbances in these individuals. An interesting finding in this study was that PSS was significantly higher in males consuming more fried foods, soft drinks, sports drinks and vitaminised sugary waters. This shows that increased consumption of these junk items can lead to increased stress among male teenagers, whereas consumption of fresh fruits and vegetables was negatively associated with PSS

Knowledge, Awareness, and Practices Regarding the Novel Coronavirus Among a Sample of a Pakistani Population: A Cross-Sectional Study

This study has highlighted important points regarding KAP among a sample of the Pakistani population. Most of the respondents in our study were young females. We could not find any plausible cause for this gender imbalance. However, one of the interesting findings of our study was that, as the age was increasing, the knowledge score increased significantly, and it was highest in the age group above 25 years. The binary logistic regression analysis also revealed that age groups 21-25 years and >25 years were



significantly associated with the knowledge score. This age-related knowledge score is due to more use of social media in this age group, and this use is further increased due to their confinement at homes because of the lockdown. Our results also showed that higher education and higher income individuals had significantly more knowledge. Similarly, our regression analysis revealed a direct association of income with knowledge score. One interesting finding was that married people were more knowledgeable as compared with unmarried people.



Factors leading to delayed and challenging presentation of benign breast lumps in young females

Lack of knowledge, low socioeconomic status and social stigma related to breast disease were the main factors that caused delay and posed a barrier to seek medical care in young females with benign breast diseases. Social stigma in these females is significantly associated with poverty, less educational level, lack of independence and fear of cancer. A delayed presentation poses a therapeutic challenge. Our study detected important barriers of health seeking in such patients and thus provides an insight for developing effective strategies to timely manage such issues in young females.



This cross-sectional study was conducted at Madinah Teaching Hospital and Allied Hospital, Faisalabad. One hundred and forty five female patients were selected by non-probability purposive sampling. Patients with large size (>5cm) or multiple benign breast lumps were included. An interview was conducted using structured questionnaire translated in Urdu. Factors leading to delayed presentation and social impact scale for stigma were evaluated.



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

The University of Faisalabad challenges marginalisation, misinformation and under-representation

The University of Faisalabad helping creative and cultural heritage to thrive.



Education

BS Dietetics and Nutrition Sciences

The University of Faisalabad (TUF) stands out due to its strong dedication to quality education, dedicated teaching, specialized skill enhancement, and attractive facilities, which include a peaceful and friendly environment. The primary goal of the university is to offer educational opportunities to the local community, particularly those from underrepresented areas, including women and individuals with special needs. These facilities encompass free access to a digital library, online resources, dedicated time for reading books and newspapers in the library and utilization of IT lab to enhance digital literacy.

We maintain a strong commitment to high standards of Education exclusive skill development opportunities and lucrative facilities to create an environment that is conducive for innovation, learning and teaching. We have a responsibility to ensure that our graduates leave University of Faisalabad with the skills, knowledge and values to support the achievement of the UN SDGs. Therefore, we have committed to aligning all our programmes and student projects to the UN SDGs by 2024. This work is strategically led by our newly established office Center of Collective activities that report to the Sustainability Committee. Moreover, our outreach activities to promote Education in underprivileged "FROM CAMPUS TO COMMUNITY (FCTC) - STUDENTS LEADING THE WAY IN SOCIAL IMPACT" have successfully engaged over 1500 students and 80 staff members in various initiative across the country.

IMPACT

70%
Research on
Quality Education

65
Training Provided
to Students From underrepresented

75%
Courses aligned to
Sustainable Development Goals

Research: Case studies

Implementation of Outcome Based Education in Higher Education Institutions

Under the Professional training competency enhancement program, was held at TUF open for public. The resource person was Professor Dr Ghufra Khan. The purpose of the training was to enhance and train the faculty how to implement outcome-based education in the Allied science department of the University. During the session Dr Ghufra Khan engaged the faculty by providing details of usage of bloom taxonomy and its various level of cognitive, psychomotor and affective domain in their course outlines. Further, he addresses how to map Program educational objectives with department's mission

Experiential Learning as Teaching Strategy

Under the Professional training competency enhancement program third session was held at Saleem campus. The resource person was Dr Farah Arif Associate Professor, UMT. The purpose of the training was to teach our faculty how to engage the student in the class with advanced teaching strategies. During the session Dr Farah Arif engaged the faculty in different ways to teach how to engage students in class i.e. to ask open ended questions, group discussion and distribute the case study to develop the audience's interest. During the question-and-answer session resource person asked a question to faculty about which practices the university lack and give your input of future prospects of the classrooms. One of the faculty members proposed that we have to break this conventional classroom system for research students and the class discussion-like session with students in CAFÉ needs to be encouraged.

Practice: Public engagement and outreach

Computer Short Course for Visually Impaired Students

In collaboration with Pakistan Assistive Technology Foundation (PATF), The University of Faisalabad (TUF) has arranged 2 month free-of-charge course on "Basic Computer skills" for visually impaired persons in the month of June and July. A considerable number of students from different region of Pakistan participated in this course. The Centre of Collective Activity (CCA) at The University of Faisalabad (TUF) has organized

the Certificate Distribution Ceremony after Completion of course. In particular, Ms Rida (Instructor of this course from PATF) especially thanked to the TUF administration for facilitating the Visually Impaired students. Ms Zahida Maqbool addressed to the participants and encourage the "especial students" in their continued efforts to develop their skills and also highlighted the constructive role of TUF in such kind of activities.



Practice: Operations

Hands on Practice of Assessment of Visual Functions in Low Vision

Department of optometry organized a workshop on "Hands on Practice of Assessment of Visual Functions in Low Vision" for undergraduate students of various universities. Dr Ayesha Kiran, Coordinator department of Optometry conducted this workshop and invited Dr Shumaila Shahzadi, Optometrist at Allied Hospital Faisalabad attended by students of Optometry. They emphasis on all important clinical aspects related to Low Vision person rehabilitation. Dr Ayesha Kiran enlightened students about the use of different Low vision instruments used in practice and practically performed for better understanding as well. After the conclusion of the workshop certificate presented to our guest speaker. Students provided their feedback and affirmed that it was a thought provoking and meaningful training session.



Library and open access

We work hard to provide a comprehensive libraries and learning support service to our community. As well as our two libraries – Amin campus and Saleem Campus – we offer a wide range of online resources, including e-books and e-journals. We welcome visitors to both to use its resources



Achieve gender equality and empower all women and girls

The University of Faisalabad challenges marginalisation, misinformation and under-representation



Education

Education on Women Empowerment

The University Women's Empowerment Office aims to support women, increase their visibility within and outside the organization, and to make them safe from lobby on gender inequality issues. Despite decades of lobbying, women have made significant achievements in the workplace, however, women in Academia have not made significant progress to groom their self. University office of women empowerment has organized a series of activities to increase women's awareness regarding education and established a regular networking forum. It also collaborates with the professional department of the University of Faisalabad to provide coaching support and high-profile role models for female scholars, ensuring academic equality, diversity, and inclusiveness

Day Care

Day Care Centre caters to the requirements of children of married female students, teachers and employees. It provides a congenial and conducive atmosphere to children up to the age group of 3 years. Now more than 150 children are registered and facilitated.

Empowering Women Projects

Rwayat Restaurant was established by office of women empowerment, University of Faisalabad with a heartfelt mission to empower women. This restaurant provides a safe and familiar starting point for the women who may have never worked before due to raising large families or experiencing significant barriers to getting into work especially from rural areas of Pakistan

Gymnasium

Dedicated Gymnasium has been established Inside the university for Female that is the biggest facility for female students from which all day scholars and Hostilities can get benefit. University Gymnasium comprises of two parts. One is for indoor games and other is Fitness Gym.

Achievements

University is the recipient of Corporate Social Responsibility Awards (CSR) in 2019, 2020 and 2021 for remarkable efforts and initiatives taken under CSR in the category of women welfare, empowerment and development and shortlisted for work place of the year category work place of the year for Em-powering women's.

IMPACT

65%

Female Academic Staff

75%

Research on Gender Equality

73%

Courses aligned to Sustainable Development Goals

Research: Case studies

Women Empowerment: Case study of southern Punjab

Women empowerment has taken a central position on international forum and it is still a focusing and critical issue. For instance, women remained under-represented in education and comprise nearly sixty seven percent of the world's illiterate persons. Moreover, women are the major part of the working poor. There are also many areas in Pakistan especially in southern Punjab where there is a huge gap between men and women. Furthermore, difference is also seeing the gender's voice in society; as women opinions are not given a proper consideration. It has been considered that women empowerment can resolve this issue of discrimination and will effectively decrease these differences. Moreover, it is also essential for development process to eliminate gender inequality at both levels i.e. societal and household matters.

Practice: Public engagement and outreach

Factors of Women's Empowerment in Pakistan: Analysis from Demographic and health Surveys

This case study examines the distribution and correlates of two different dimensions of the empowerment of currently married women age 18-45 in various province of Pakistan. These dimensions are women's participation in household decision making and their attitudes regarding specific inequalities in gender roles. The main goals of the analysis are to a) compare women's levels of empowerment in various provinces of Paksitan; b) better understand which factors enhance women's household decision making and promote egalitarian gender-role attitudes; c) determine whether the different measures of empowerment are related to each other in similar ways; and d) determine whether these measures of empowerment have a positive relationship with variables—such as education, employment,

media exposure, age at first marriage, and spousal age difference—that can be affected by policies and programs. The analysis reveals that education is an important factor in women 's acceptance of unequal gender roles., the more education a woman has, the less likely she is to agree that wife beating is justified for any reason. However, in certain contexts, having only primary education is not enough to empower women; at least secondary education is required.

Practice: Operations

Women empowerment: key factor to Pakistan Economic development

This case study focuses on Increasing women's participation in Pakistan's labour force that is beneficial to both economic growth and gender equality. Policy interventions must identify and alleviate barriers to women's participation by improving access to finance, enhancing digital literacy, and addressing mobility challenges. From analysis it has been observed that The lack of women's participation in Pakistan's economy is both a gender equity and developmental concern. If they will participate Pakistan's GDP could increase up to 70% by 2025. It was concluded that Pakistan can make progress in empowering millions of women, lifting them and their households out of poverty.





Ensure access to affordable, reliable, sustainable and modern energy

The University of Faisalabad helps to protect and preserve a sustainable environment



Education

Ensure access to affordable, reliable, sustainable and modern energy

This short course designed specifically for undergraduate students examines the impact of different technologies on the environment and society, in order to critically evaluate which methods may truly be considered 'green'. Students consider the main environmental, political, and socio-economic drivers of green technology development, and study how to address these challenges through technological innovation, as well as potential conflicts that may arise from implementing such technologies. Therefore, students can have a comprehensive understanding of this rapidly developing field and its relationship with the wider society. This module can be studied as a short-term course in CPD.

Establishment of Center for Intelligent Systems at The University of Faisalabad (CIS@TUF)

Center for Intelligent Systems at The University of Faisalabad (CIS@TUF) is utilizing state-of-the-art AI, IoT and Cloud Computing techniques to build a truly smart campus. CIS@TUF aims to improve energy, resource conservation, student services enhancement, human errors reduction, and systems and workflows automation through innovative technologies including AI-based campus DC microgrid, campus auto-disinfection, documents auto-delivery and auto-surveillance robot, IoT-based campus waste, solar and battery management system, solar-powered electric vehicles, smart classrooms with biometric attendance and AR, and single integrated student card to automate all campus processes. CIS@TUF boasts a complete integrated solution enhancing the overall efficiency and cost with end to end Advanced Encryption Standard (AES).

IMPACT

18,170.88 kg
CO2 Reduction 2022

82%
Research on
Renewable Energy

80%
Courses aligned to
Sustainable Development Goals

Research: Case studies

In Vitro Antioxidant Capacity of Purified Bioactive Compounds in Milk Thistle Seed (*Silybum marianum*) Along with Phenolic Profile

The green innovations in the energy sector are smart solutions to meet the excessive power requirements through renewable energy resources (RERs). However, The pricing scheme limitations hinder the profit maximization of Microgrid and their customers. The demand response optimization problem is solved through the particle swarm optimization (PSO) technique. The proposed dynamic electricity pricing scheme can readily be used for real microgrids (MGs) to grasp the goal for cleaner energy production.

Adaptive Dynamic Control Based Optimization of Renewable Energy Resources for Grid-Tied Microgrids

Renewable-energy-resource-based microgrids can overcome excessive carbon footprints and increase the overall economic profile of a country. However, the intermittent nature of renewables and load variation may cause various control problems. This study aims to develop an adaptive technique for the optimization of renewable energy resources (RERs). The proposed system provides robust optimization And reduces the overall system cost, and increases economic profitability

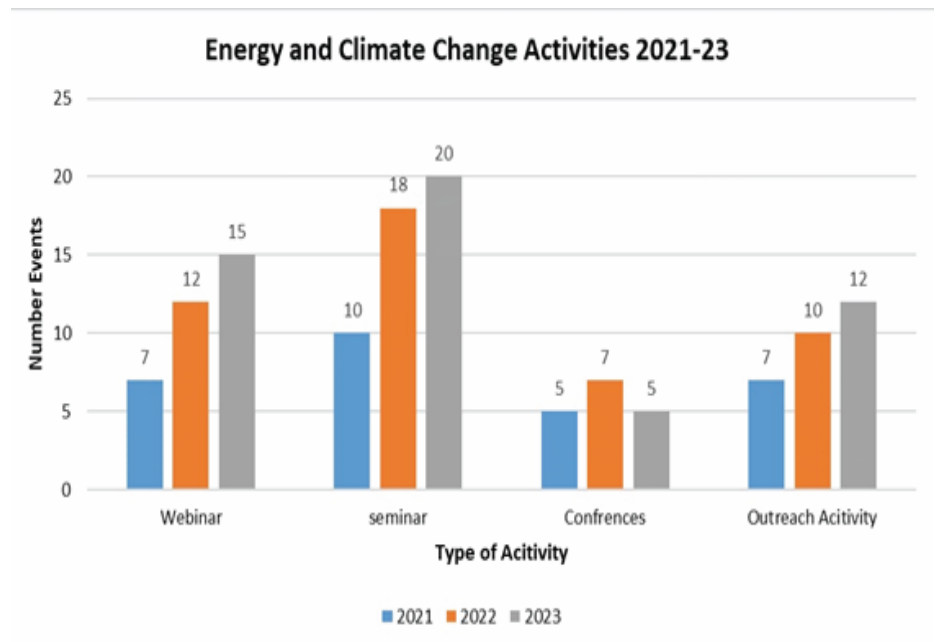
Practice: Public engagement and outreach

Fluorination Treatment and Nano-Alumina Concentration on the Direct Current Breakdown Performance & Trap Levels of Epoxy/Alumina Nanocomposite for a Sustainable Power System

Epoxy resin is extensively used in gas insulated switches as a renewable energy coating due to its exceptional insulation, mechanical characteristics, and environmental friendliness. The higher resistivity of the epoxy resin causes numerous surface charges to accumulate on the surface of the epoxy resin may cause insulation Failure of the power transmission system. Research was conducted to examine the impact of fluorination treatment on epoxy resin and it was observed that the fluorinated layer has a charge-suppressing effect and improved insulation properties.

Building an Electric car

School of Electrical Engineering supported a local school to encourage its students to get excited about how to build an electric car. Not only does this engage student in engineering but also to consider the future of the automotive industry in regard to innovation and energy.



COMMUNITY AWARENESS SESSION ON RENEWABLE ENERGIES:

People from local community was invited and solar site visited by the people. Project Manager Solar describes the importance of Renewable energy sources vital for communities as they provide clean, sustainable power, reduce greenhouse gas emissions, and decrease dependence on fossil fuels

Webinar Seminar on Climate Change

University has taken an initiative for arranging various webinar, seminar, International Conferences and outreach activities for Faculty, student as well as community on climate change and use of Renewable Energy Resources



Transition to Energy Efficient Appliances and Renewable Energy Generation.

University has undertaken various sustainable efforts, including the expansion of renewable energy sources like wind and solar power. Currently university has Installed 2 MW on grid Solar that fulfil 30 percent of university energy. Moreover, according to strategic plan university will be completely shift to solar by 2030. These efforts aim to address environmental challenges and promote a more sustainable future for the country. Additionally, more than 80% of our lighting appliances have LED technology. This is estimated to save over 150,000 kWh of electricity annually.



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

The University of Faisalabad to prepare for and recover from crisis

The University of Faisalabd acting as a catalyst for growth, using our skills and expertise to boost skills and advance the region.



Education

Course Module Offered in National Business School

Global Responsible Business Practice Global Business Ethics, Corporate Social Responsibility, and Sustainable Development is a unit provided by our national business school for our two largest course modules. It aims to place ethics at the core of our global business thinking and generate profound thinking on the importance of sustainable business practices, stakeholder engagement, and accountability in the relationships between enterprises and various stakeholders. It utilizes corporate practice, corporate social responsibility theory, and contemporary cutting-edge case studies to study how companies align with the United Nations Sustainable Development Goals agenda. The United Nations Sustainable Development Goals are embedded in the design of the plan, and the lecture links business practices with the Sustainable Development Goals. The seminar case study explicitly mentions corporate actions in key

key sustainable development goals. In their assessment, students study the current sustainability challenges of specific companies, enabling them to explore in detail the impacts related to business.

MS Accounting and Finance

In this master's program, students studied issues surrounding sustainable development in emerging market economies and acquired skills in analyzing, understanding, and interpreting data to address major issues facing humanity. By covering sustainable regional development, global economic challenges, and entrepreneurship, students graduate to understand the common, contemporary, and emerging issues in sustainable and ethical economic development, as well as how to innovate and critically address these issues.

IMPACT

85%
Research on Decent work and Economic Growth

80%
Courses aligned to Sustainable Development Goals

Research: Case studies

Corporate social responsibility and employee retention: The mediating role of employee engagement in the Textile sector of Pakistan

Case study present study examines the influence of CSR on employee individual performance especially in the context of the underdeveloped country, that is, Pakistan (unique socioeconomic culture). Second, the study introduces a unique mediator (EE) to understand the CSR-EP association. Finally, it helps to understand the utility of CSR to satisfy employees and encourage them to play a significant role in the success of their respective organizations. It was found that CSR has a direct impact on employee performance and engagement.

Furthermore, EE partially mediates the CSR-EP relationship as EE has a direct link with CSR and employee performance. So, it works as an influential mediator between CSR-EP relationship. Additionally, it was suggested that companies might be thinking to invest their financial resources for employees' friendly workplace practices and donate for the welfare of general society and especially for employees' families.

Practice: Public engagement and outreach

Promoting Responsible Sustainable Consumer Behavior through Sustainability Marketing: The Boundary Effects of Corporate Social Responsibility and Brand Image

Responsible sustainable consumer behavior might serve as a complex pattern of social and environmental issues, consistent with the perspective of sustainability as a construct with both social and environmental pillars. This study analyzes data from five-star and four-star hotel customers using SmartPLS SEM (v 4.0). The findings support our hypotheses that a hotel's brand image mediates the relationship between sustainability marketing and responsible sustainable consumer behavior. In addition, hotels' engagement in corporate social responsibility activities moderates the link between sustainability marketing and brand image, such that the association is stronger (weaker) at higher (lower) levels of corporate social responsibility. This study explores the boundary conditions of the sustainability marketing–responsible sustainable consumer behavior link. Hotels can foster responsible sustainable consumer behavior by executing sustainability marketing and engaging in corporate social responsibility activities.

CSR Communication Matters! An Examination of CSR, Organisational Pride, and Task-Related Pro-Environmental Behaviour Nexus



Corporate Social Responsibility (CSR) has many positive outcomes, yet how and when its impacts employees' green behaviour is still to be examined. This research tested the effect of CSR initiatives on the Task Pro-environmental behaviour (TPB) of employees via the mediating role of organisational pride. Moreover, the role of CSR communication was considered as a moderator in CSR and pride relationships. The study was based on two theories: Social Identity Theory and Signalling Theory. CSR plays a vital role in creating feelings of pride in the employees and this in turn makes them motivated to indulge in more pro-environmental behaviours, such that employees make more environmentally friendly choices in performing their day-to-day work activities.



Ensure sustainable consumption and production patterns

The University of Faisalabad helps to **protect and preserve** a sustainable environment

The University of Faisalabad helps to **prepare for and recover** from crisis



Education

Course on Environmental Degradation Reduction

Sustainable consumption and production (SCP) is an approach to limit the environmental degradation caused by the production and use of goods and services. SCP requires that production practices become more efficient, use fewer resources, and generate less pollution and waste. To achieve SCP, production sectors, business, governments, communities, and individuals all need to work together to meet the needs of society in an environmentally sustainable way. Course is Designed by department of Interior design to understand the concept of SCP in the context of national conservation and development planning and management processes.

Emerging Technologies for Environmental Sustainability

Emerging Technologies for Environmental Sustainability is designed by department of Electrical Engineering that's allows students to employ problem solving and prototyping skills using Emerging technologies to address the above targets. In addition to case studies of how the resolve issue of Responsible consumption and production tackling, educating communities and businesses, by using hardware and software prototyping, prototyping tools and technologies (IoT, Microcontrollers, App development, Artificial Intelligence, AR/VR, Metaverse) and will gain first-hand experience in using these tools to prototype a solution to address a challenge statement around environmental sustainability.

IMPACT

85%
Research on Responsible Consumption and Production

78%
Courses aligned to Sustainable Development Goals

Research: Case studies

Influence on compressive and tensile strength properties of fiber-reinforced concrete using polypropylene, jute, and coir fiber

Reinforced concrete is commonly used in buildings, dams, highways and so on. The high cost of steel in reinforced concrete is a major concern. The main goal of this research is to reduce the cost of steel by reducing the area of steel using jute and polypropylene fiber ropes. The cost analysis shows that this research is beneficial to reduce the cost of concrete steel-reinforced beam by using jute and polypropylene fiber ropes wounding on steel bars.

Effect of Lime, Fly Ash and Mat Fiber On Strength And Permeability Characteristics of Subbase Material

Road pavement failure mostly occurs due to poor selection of material or poor compactive effort. Roads and highways are the most important components of infrastructure development. This research work is carried out to investigating the effect of Lime, Fly ash and Mat fiber on the strength and permeability characteristics of Subbase material. It has been observed that the performance characteristics of pavement can be enhanced by addition of lime and fly ash in the subbase.

Physio-Mechanical and Thermal Properties of Concrete Produced by Partial Replacement of Sand with Plastic Fines

Abundant plastic waste is generated around the globe annually and safe management of this waste is crucial for the health of our environment. This research was conducted to examine the physical and mechanical properties of plastic waste concrete (PWC) formulated by partially replacing natural sand with plastic fines. Based on the test results and analysis, 10% replacement of sand with plastic fines is recommended to be used it for construction purposes.

Practice: Public engagement and outreach



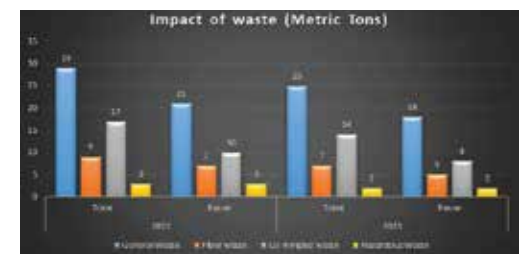
Lighting installation of keyboard keys with mesh

Department of Design and Interior used old keyboard keys and useless iron mesh to create an incredible light source that is not only appealing but also provides the impression of a beehive. When light shines through it, it produces an appealing ambiance.



Old Wall Clock into Table

Old Wall clock and old decorations have been given a second life and have been upcycled to make new coffee table. This was conducted as furniture design project motivating students to use recycled materials in interior decoration.



17 PARTNERSHIPS FOR THE GOALS



Strengthen the means of implementation and revitalise the global partnership for sustainable development

The University of Faisalabad challenges marginalisation, misinformation and under-representation

The University of Faisalabad helping creative and cultural heritage to thrive

The University of Faisalabad acting as a catalyst for growth, using our skills and expertise to boost skills and advance the region



Education

Community Engagement Course

Community Engagement course designed for student of mass and Communication and Education for identifying and working on an issue, cause or problem affecting a local community organization or charity. Students co-created the brief for the project and developed digital engagement interventions that aimed to improve engagement with their target community members. The student will have focused on pedagogy supported active collaboration and community partnerships. The student work will be presented at a Community Showcase Event to numerous local organizations, which revealed the impact of student projects on both the local community and the students themselves. The students' digital interventions have been featured on social media platforms. Many students appreciated the opportunity to support their local community and continue to volunteer with their partner organizations – they continue to make an impact on society by finding ways to help organizations better engage with their target community.

Course Designed by National Business School

National Business School has designed the course for students to raise awareness about the importance of global partnerships for sustainable development. The students will be able to work with others to promote global partnerships for sustainable development and demand governments' accountability for the SDGs. Additionally, students will be able to take ownership of the SDGs and create a vision for a sustainable global society that will experience a sense of belonging to a common humanity, sharing values and responsibilities, based on human rights.

IMPACT

35

MOUs with Regional National and International organization

78%

Courses aligned to Sustainable Development Goals

Research: Case studies



Skill Based Education at the Secondary School in Collaboration with Industrial Sector

In this research, the necessity for skilled-based education at the secondary school level in In Collaboration with Government School was analyzed. The research focused on the integration of skill-related subjects in secondary school curricula and aimed to investigate the skill set required in the industrial sector. To understand the current situation, governmental policies were reviewed and major challenges in implementing technical education were highlighted. It was qualitative research with an exploratory research design. Tehsil Gujranwala was the selected study area. Elite interviews with representatives of business, TEVTA, and Gujranwala school heads were used to gather the data. Three documents were analyzed i.e., the technical courses taught at the secondary school level. The results painted a bleak picture of state of skill-based education in an industrial city. All the stakeholders involved lacked ambition, communication, and teamwork. It was vital and crucial that the curriculum be modified in order to incorporate skill-based education into general education for the benefit of individuals, society, and ultimately Pakistan's socioeconomic development.

Regional Collaboration:

The University of Faisalabad has signed a memorandum of Understanding (MOU) with Toyota Faisalabad for mutual cooperation. The purpose of the agreement was to introduce TUF Loyalty card for students and faculty members, enabling them to receive exclusive discounts on Toyota's services in Faisalabad.

Representative from Toyota company expressed his delight at collaboration with the University. TUF Loyalty card program became effective immediately with both organizations committed to its success.

TUF signs MoU with SOS Children's Villages Pakistan

Agreement aims to create a long-term partnership in the areas of mutual interests to bridge the gaps among education, opportunities & welfare society (SOS Children's Village). The agreement will provide opportunity of education to the children from SOS village in various degree programs of TUF. It will help students to get themselves equipped with the technical skill sets, professional knowledge and attitude and to develop a plan for the execution of agreed activities. It will also equip and facilitate the students to cope-up the challenges and standards of International platforms. SOS Children's Villages team also visited different departments of the University and affiliated Madinah Teaching Hospital.

Practice: Public engagement Panel Discussion

Cross Sectorial Dialogue on SDG's

The panel discussion on "Cross Sectorial Dialogue on SDG's" organized by The University of Faisalabad is a significant initiative aimed at fostering a holistic and collaborative approach to achieving the United Nations Sustainable Development Goals (SDGs). By bringing together experts and stakeholders from various sectors, this event encourages in-depth discussions and knowledge sharing. It provides a platform for exploring the interrelation of different SDGs and finding innovative solutions to address global challenges.

Such cross-sectorial dialogues involving different stakeholders are essential for advancing sustainable development, promoting partnerships, and driving positive change in our communities and beyond.

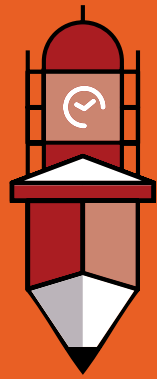


University partnerships:

University currently has over 50 academic partners around the world and our office of International Linkage closely with them to advance knowledge, build our global outlook, develop our impact and grow worldwide recognition of The University of Faisalabad. In 2022, we signed the SDG Accord to recognize the role education has in, and commit to supporting, the delivery the UN. Furthermore, the university has established multiple international affiliations aimed at integrating the United Nations Sustainable Development Goals into its educational and research activities. Through this the university actively contributes in addressing pressing global challenges, actively engaging its students and faculty in civic engagement initiatives to empower them in becoming active and responsible citizens capable of making meaningful impact to society.

Alumni Network

THE University of Faisalabad alumni community is made up of more than 12,000 graduates in over various countries. Our office of Alumni Networks works to build and support the network; celebrating the success of our graduates, championing the impact they are making around the world and connecting them with opportunities to support current students. The team facilitates a volunteering programme which includes mentoring, guest speaker sessions and advisory panels. Awards schemes, such as the Alumni of the Year Award.



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