



CAMPUS SUSTAINABILITY REPORT 2025



The Islamia University of Bahawalpur, Pakistan

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IUB Sustainability Report 2024-2025:

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CAMPUS SUSTAINABILITY

The Islamia University of Bahawalpur is fundamentally committed to embedding sustainability into our institutional DNA. In a world facing urgent climate challenges, we believe higher education has a profound responsibility to lead the transition to a resilient and sustainable future.

Our Green Campus Project (GCP) is the engine of this transformation. It drives our comprehensive sustainability agenda, ranging from large-scale renewable energy production and strategic water conservation to innovative waste management, curriculum reform, and fostering a campus-wide culture of environmental stewardship.

This report documents our journey over the past year. It transparently details our progress, quantifies our achievements, and outlines the ambitious goals we have set for the future as we continue to build a truly green university for Pakistan and the world.

Our Vision

The campus sustainability is aimed at developing an integrated environmental management approach toward addressing the environmental concerns of the university campus in line with the concept of a sustainable campus.



Our Mission

- Develop and implement sustainability SOPs for all academic, research, cultural and sports activities taking place at the university campuses.
- Promote research on environment and sustainability issues at the campus.
- Make sure that all goods and services procured by the IUB should have minimum adverse environmental outcomes.
- Reduce resources consumed and waste generated per head at the IUB campuses.



Vice-Chancellor's Message

Pakistan faces severe climate-induced hazards, demanding immediate action to protect our ecosystem and f Pakistan faces severe climate-induced hazards, demanding immediate action to protect our ecosystem and future. The Islamia University of Bahawalpur (IUB) is committed to leading the community towards a sustainable future through innovative practices and cutting-edge initiatives. We are integrating sustainability into our core operations, policies, and academic framework, and this Campus Sustainability Report for 2024-25 demonstrates our progress.



Our foundational behavioral interventions, such as afforestation drives, awareness sessions, and waste reduction campaigns, are now embedded in our campus culture. These efforts are complemented by major infrastructure projects, including our flagship 2.5 MW solar power park, showcasing our commitment to renewable energy and operational sustainability. Our upgraded targets focus on providing a safety net against climate dangers, and we are proud of our progress.

I believe these practices will continue to evolve a sustained culture of transformation, benefiting our community, region, and country. IUB aims to become a role model for other institutes of higher learning in Pakistan. I applaud the Green Campus Project team, Environment Management Committee, and the entire IUB community for their dedication to sustainability and documenting this report.

As Vice Chancellor, I pledge my full support to promote practices that ensure sustainability in all spheres of life. I appreciate our staff, students, faculty, and stakeholders for valuing sustainability and working towards a greener campus. Together, we can create a better future for generations to come, and I see IUB playing a definitive role in this endeavor.

Prof. Dr. Muhammad Kamran

Vice Chancellor, The Islamia University of Bahawalpur

Director's Message

Welcome to The Islamia University of Bahawalpur Campus Sustainability Report 2025.

The Islamia University of Bahawalpur (IUB) remains committed to environmental sustainability, as demonstrated in this report. Our strategic plans, objectives, targets, and Key Performance Indicators (KPIs) are designed to achieve outstanding environmental performance. This report evaluates our progress from July 2024 to June 2025, highlighting achievements and future goals.



Over the past year, we have made significant progress in environmental sustainability, with our Green Campus Project (GCP) becoming an integral part of our campus culture. We have built upon our foundational targets, including enhancing our Environmental Policy, expanding volunteer memberships, and executing plantation drives. Our efforts have also led to significant strides in water recycling and sustainable infrastructure interventions, with our 2.5 MW solar park being a notable example.

As we move forward, we recognize the challenges ahead in deepening these interventions into our core operations. Our goal is to educate, empower, and engage all stakeholders, making them realize the importance of environmental sustainability. We believe that sensitizing every employee, student, and faculty member on these critical ecological issues is crucial for a successful transition.

I thank our dedicated team, students, faculty members, and staff for their contributions to our sustainability mission. Their enthusiasm and new ideas have been invaluable in driving our efforts forward. We will continue to work together to achieve our environmental goals and cement IUB's role as a regional and national leader in tackling climate emergencies.

Dr. Abid Rashid Gill

Director Green Campus Project,
The Islamia University of Bahawalpur, Pakistan

BACKGROUND

Large public sector universities function as small cities, each with a significant population, extensive acreage, and complex daily operations. These activities inherently carry a substantial environmental footprint, making campus sustainability a critical global concern for university planners, stakeholders, and policymakers. An environmentally sustainable campus is one that causes the least possible environmental degradation while fulfilling its core mission of education and research for the community.



The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States, provides a shared blueprint for a sustainable future. As microcosm communities, universities are uniquely positioned to address these urgent environmental challenges within a controlled setting, acting as living laboratories for impactful change.

The Islamia University of Bahawalpur (IUB) is one of Pakistan's largest public-sector universities, with a population of over 50,000 and a land area exceeding 1,400 acres at its main campus. Recognizing its responsibility, the IUB administration has taken decisive initiatives to transform IUB from a traditional university into a leading sustainable/green campus.

This transformation is guided by an integrated environmental management program and executed by a dedicated Environment Management Committee (EMC) and the Green Campus Project (GCP). This includes the implementation of major eco-friendly development projects, such as our 2.5 MW solar power park for green energy and strategic water management programs, often in collaboration with government and funding agencies. This report outlines the framework, actions, and progress of this ongoing sustainability journey.



Environmental Management Committee (EMC)

A truly green and sustainable university integrates sustainability practices across all its activities. To achieve this, the Vice-Chancellor of IUB formed an Environment Management Committee (EMC) to implement the university's sustainability policy. The committee reviews strategic goals, shares recommendations, and ensures timely compliance, driving accountability across domains. This holistic approach enables the university to meet its environmental targets effectively.



As sustainability becomes more deeply ingrained in the university's framework, our approach to monitoring and implementation must also evolve. Learning from the challenges of previous years, the EMC's structure is strategically designed to bridge the critical gap between academic knowledge and practical execution. It operates on a two-tier system: one focused on **Academic Expertise** (research-based solutions) and the other on **Implementation Strategy** (operational execution).

This realistic and collaborative model ensures that stakeholders from every relevant department at IUB are engaged in finding practical solutions, keeping potential constraints and operational issues in view from the outset. This integrated approach is the core of our strategy for turning policy into tangible action.

Energy Management: From Conservation to Clean Generation



The Islamia University of Bahawalpur has implemented a robust energy strategy aligning with SDG 7 and SDG 13. We're transitioning to on-site clean energy generation and fostering a culture of energy conservation. Our goal is to reduce our carbon footprint, ensure energy security, and create a sustainable campus.

This strategy is built on three core pillars: large-scale renewable generation, aggressive demand reduction, and community-wide engagement.

1. Flagship Initiative: The 2.5 MW Solar Park

Our commitment to clean energy is anchored by our flagship project, a state-of-the-art **2.5 Megawatt (MW) Solar Power Park** located at the Baghdad-ul-Jadeed Campus.

- **Massive Clean Generation:** This utility-scale installation provides a significant portion of the university's daytime electricity needs, powering academic blocks, hostels, and administrative buildings.
- **Tangible Impact:** The solar park is a cornerstone of our climate action plan, preventing thousands of tons of CO₂ emissions annually and generating substantial financial savings that are reinvested into our academic and sustainability programs.
- **Ongoing Expansion:** Building on this success, we are actively installing comprehensive solar arrays on the rooftops of all major academic and residential buildings, further decentralizing our power generation and maximizing our renewable capacity.



2. A Culture of Energy Conservation

We recognize that the cheapest and cleanest unit of energy is the one that is never used. Our The Green Campus Project (GCP) is driving campus-wide efficiency through:

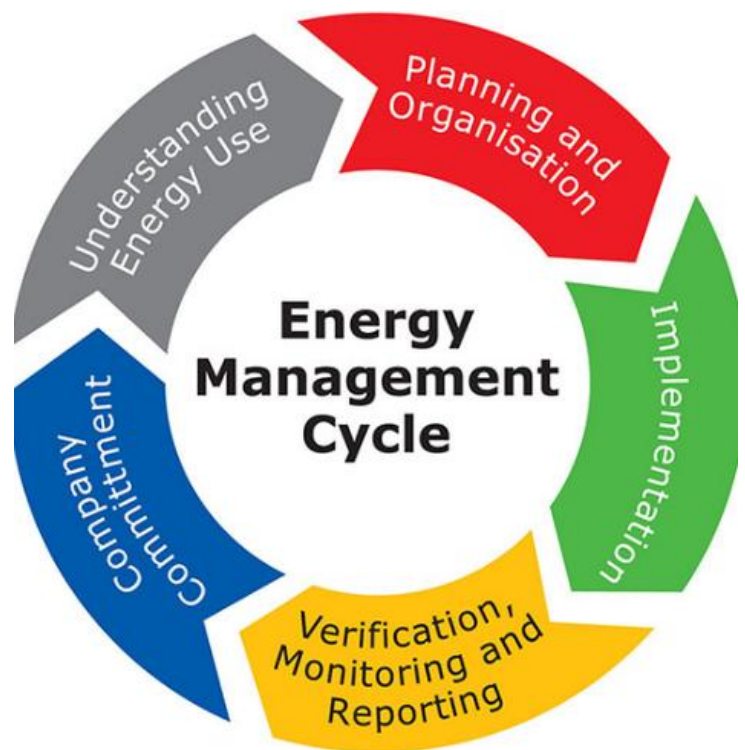
- 1. Smart Infrastructure:** Replacing conventional lighting with LEDs and installing sensor-based systems.
- 2. Energy Audits:** Conducting regular audits to identify and upgrade inefficient equipment.
- 3. Green Procurement:** Prioritizing energy-efficient appliances.



The GCP also engages the community through:

- 1. Green Energy Challenges:** Inviting students to design innovative energy solutions.
- 2. Awareness Campaigns:** Promoting energy-saving habits through competitions and workshops.
- 3. Outreach:** Hosting workshops on solar technology and energy efficiency for students, staff, and the local community.

- Future Outlook
- **Smart Grid Pilot:** Planning is underway to pilot a "Smart Grid" system to intelligently manage energy loads and maximize the use of stored solar power.
 - **Net-Zero Buildings:** All new major constructions will be designed to "Net-Zero Ready" standards, integrating passive design, high-efficiency systems, and on-site renewables.
 - **Carbon Sink:** We will continue to offset our energy use by expanding our campus-wide tree plantation and green-cover initiatives.



Water Management: Ensuring Stewardship in an Arid Region

As a university situated in the arid climate of Bahawalpur, characterized by high temperatures and predominantly brackish groundwater, The Islamia University of Bahawalpur (IUB) recognizes water as its most critical natural resource. We have moved beyond simple conservation to implement a comprehensive, high-tech water stewardship strategy, treating every drop as a precious asset. Our commitment is to ensure a secure, high-quality water supply for our campus community while pioneering innovative solutions for treatment, recycling, and efficient agricultural use, directly addressing **SDG 6 (Clean Water and Sanitation)**.



This strategy is built on four key pillars: strategic sourcing, a circular economy for water, smart irrigation, and campus-wide awareness.

1. Strategic Water Sourcing & Purification

- Safe Water Supply: A new High-Grade Reverse Osmosis Water Filtration Plant provides clean drinking water to 60,000+ population.
- Meticulous Monitoring: 24/7 tracking of water abstraction and leak detection ensures accountability.
- Dual-Source Management: Balanced use of groundwater and canal water for non-potable needs.

2. Circular Economy

- Wastewater Treatment: A comprehensive Waste Water Treatment Plant will process all campus wastewater, enabling a "Zero-Discharge" policy.
- Water Recycling: Treated wastewater will be reused for irrigation, reducing freshwater strain.
- Biogas Generation: The plant will capture methane to generate clean energy, creating a closed-loop system.



3. Smart Water Management

- Advanced Drip Irrigation: IUB is implementing a new Response Drip Irrigation System, projected to be 50% more efficient than conventional drip irrigation.
- Xeriscaping: We're promoting native, drought-resistant flora for campus landscaping, reducing irrigation load and celebrating our ecological heritage.

4. Campus-Wide Conservation

- Infrastructure Upgrades: Low-discharge and sensor-based taps are being installed in high-traffic facilities.

Awareness Campaigns: The Green Campus Project runs year-round campaigns to promote water conservation and engage stakeholders.

Stakeholder Engagement: Ongoing dialogue with major water users ensures efficient use of this shared resource.



Sustainable Waste Management: From Policy to Practice

The Islamia University of Bahawalpur is pioneering a "Zero Waste" vision, transforming our campus into a model of resource recovery through Reduce, Reuse, and Recycle principles, creating a cleaner and greener environment.

Key Initiatives & Actions (2024-2025)

- Campus-Wide Source Segregation: Three-stream waste bins deployed for effective sorting.
- Composting: Organic waste is converted to high-quality fertilizer for campus lawns and gardens.
- Waste-to-Energy Pilot Project: Non-recyclable waste is processed into bio-fuel pellets, reducing landfill dependency.
- Hazardous & E-Waste Management: Specialized disposal protocols and e-waste collection drives ensure safe recycling.
- Curbing Plastic Use: Awareness campaigns and policies restrict single-use plastics on campus.

Value Creation:

This integrated system does more than just manage waste; it creates value.

- **Organic Compost:** We are producing our own nutrient-rich fertilizer for campus landscaping.
- **Bio-fuel Pellets:** We are working on a project of turning waste into a potential energy source for university use.
- **Cleaner Campus:** Our efforts have visibly reduced litter and improved the overall campus aesthetic and environment.



Future Outlook

- Expand the source segregation and composting program
- Commission the full-scale Waste-to-Energy plant to process the majority of the university's non-recyclable solid waste.
- Implement a complete, campus-wide ban on the sale and use of single-use plastic bottles.
- Establish a permanent, on-campus "E-Waste and Hazardous Waste" collection center for all departments.

Plastic Waste Management: Towards a Plastic-Free Campus

The Islamia University of Bahawalpur (IUB) is tackling plastic pollution through a proactive, multi-faceted strategy to reduce consumption and waste, supporting SDG 12 and SDG 13 for a cleaner, greener campus.

IUB is pioneering biodegradation research to tackle plastic waste and adopting a "Zero Waste" policy.



1. Biodegradation Research: IUB explores microbial agents to biodegrade plastics like PE, PET, and PS, aiming for eco-friendly alternatives to landfilling and incineration.

2. Campus Policy: IUB discourages single-use plastics through its Environmental Policy, promoting reusable bags, minimal packaging, refillable water bottles, and reusable office supplies. The university aims to create plastic-free zones in hostels and dining facilities.3. Practical Initiatives & Actions

IUB's policy is backed by tangible actions to manage plastic waste effectively:

- Awareness Campaigns: Continuous campaigns sensitize students, faculty, and staff about plastic's environmental impact.
- Segregated Waste Collection: Plans are underway to install labeled waste bins for easier collection and recycling.
- Waste-to-Value: Segregated plastic waste can be used for bio-fuel pellets or recycled materials.

Future plans include:

- Pilot Biodegradation Labs: On-campus labs to scale up microbial plastic degradation research.
- Plastic-Free Campus Campaign: Stricter guidelines and biodegradable alternatives in food services and events.
- Student Research Grants: Funding for innovative plastic waste reduction projects.



#BeatPlasticPollution

IUB Biodiversity Park: A Living Laboratory for Desert Conservation

The Islamia University of Bahawalpur protects the Cholistan Desert's fragile biodiversity through the 75-acre IUB Biodiversity Park at Fort Derawer, a flagship initiative for conservation, research, and education.

Mission -To inspire the community in exploring, conserving, and ensuring the sustainable utilization of desert resources for the present and future generations.

Vision - Our vision is a world where biodiversity thrives, and people act to conserve nature for its own sake and for its ability to fulfill our needs and enrich our lives.



Dr. Muhammad Abdullah
Director CIDS & Biodiversity

Alignment with Sustainable Development Goals (SDGs)

The IUB Biodiversity Park is a tangible representation of our commitment to the UN SDGs. Its work is primarily aligned with:

SDG 15 (Life on Land): Directly protects, restores, and promotes the sustainable use of the desert terrestrial ecosystem, halting and reversing land degradation and biodiversity loss.

SDG 4 (Quality Education): Functions as a living laboratory and outdoor classroom for students, researchers, and visiting institutions, providing invaluable hands-on education in ecology, botany, and conservation.



SDG 13 (Climate Action): Contributes to climate resilience by conserving drought-resistant native flora, studying xerophytes, and promoting afforestation as a tool for climate mitigation.

SDG 17 (Partnerships for the Goals): The park is a model of collaboration, working with government bodies (EPA, Cholistan Development Authority), academic departments, and external organizations to achieve shared conservation goals.

The IUB Biodiversity Park's objectives include:

- Conserving and restoring native flora and fauna
- Establishing a seed bank and nursery
- Protecting medicinal plants
- Creating a herbarium
- Monitoring ecological changes
- Promoting education and awareness



The park's infrastructure includes:

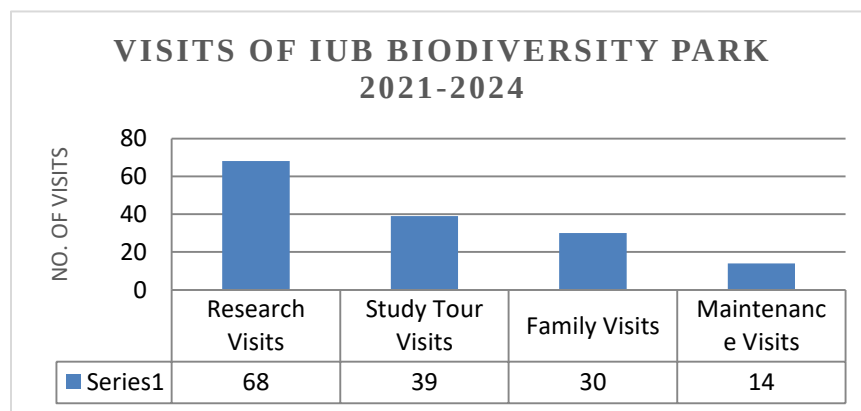
- A secure, fenced area
- Directorate office
- Desert Field Laboratory with herbarium and seed bank
- Greenhouse nursery
- Traditional Cholistani 'Gopa' showcasing local culture



Activities & Research (2024-2025)

The park is a hub of year-round scientific and conservation activity. The IUB Biodiversity Park is actively engaged in:

- Conservation efforts: flora and fauna protection, habitat enrichment, reforestation, and natural regeneration.
- Research: hosting M.Phil. and Ph.D. students, with ongoing research projects on ecology, ethnobotany, and conservation status of desert vegetation.
- Education and training: academic field visits, external training, and high-level briefings.
- Public awareness: hosting seminars and awareness walks, including events for the International Day for Biological Diversity.



Future Plans

To build on this success, the university has proposed several key sustainability upgrades for the park:

- Construction of guest rooms and a mosque to facilitate overnight research and visits.
- Installation of a water turbine and rain gun system for pond filling and floral restoration.
- Installation of a dedicated weather station to provide critical climatic data to researchers.
- Installation of 10 sensor-based camera traps for monitoring nocturnal wildlife.
- Development of a Zoological Museum to display the unique fauna of the desert.
- Initiating the process to secure permanent ownership of the park for IUB to ensure its long-term protection

Cholistan Institute of Desert Studies (CIDS): Pioneering Sustainability in Arid Lands

The Cholistan Institute of Desert Studies (CIDS) at IUB is a premier research center focused on addressing the ecological challenges and opportunities of the Cholistan Desert, aiming to conserve and sustainably utilize its resources while supporting local livelihoods and aligning with the UN Sustainable Development Goals.

Mission & Vision

- **Mission:** To lead and inspire in the exploration, conservation, and sustainable use of desert resources for current and future generations.
- **Vision:** A world where desert biodiversity thrives, and communities act collaboratively to conserve nature for its intrinsic value and its ability to meet human needs.



CIDS's work contributes to several SDGs, including:

- SDG 2 (Zero Hunger): climate-resilient crops and agriculture
- SDG 7 (Clean Energy): solar and geothermal energy
- SDG 13 (Climate Action): climate impact assessments and resilient agriculture
- SDG 15 (Life on Land): biodiversity conservation and sustainable land use
- SDG 12 (Responsible Consumption & Production): sustainable production patterns



CIDS focuses on sustainable solutions in the Cholistan desert, and working on biodiversity conservation, sustainable agriculture, resource management, medicinal flora, climate resilience, renewable energy, community engagement, eco-tourism.



CIDS undertakes various research and conservation initiatives, including

Climate-Resilient Crop Trials: Evaluating crops like cotton, millets, and medicinal plants using saline water drip irrigation.

Ex-situ Conservation: Maintaining field gene banks and nurseries for indigenous plants.

Habitat Restoration: Collaborating on large-scale rangeland rehabilitation projects.



Sustainable Resource Management: Researching integrated soil and water management, biochar application, and eco-friendly pest control.

Value Addition: Enhancing market value of crops like Moringa and medicinal teas through post-harvest processing.

Nursery Establishment: Propagating indigenous desert flora for conservation and distribution to local communities.



CIDS collaborates with national and international organizations to amplify its impact through:

Partnerships: With organizations like PARC, HEC, WWF-Pakistan, and Chinese Academy of Sciences.

Knowledge Sharing: Hosting visits and training sessions for officials, students, researchers, and farmers.

Community Engagement: Training local farmers and communities on sustainable practices.

Future directions include:

Scaling Up Restoration: Expanding habitat rehabilitation.

Climate Monitoring: Establishing a desert climate monitoring system.

Community Empowerment: Launching capacity-building programs for sustainable livelihoods.

Policy Advocacy: Promoting evidence-based policies for sustainable land and water management.

Renewable Energy Integration: Expanding solar power use.



Consortium on Climate Change, Sustainability & Conservation (CCSC) / International Center for Climate Change, Food Security & Sustainability (ICCFS) - A National Hub for Climate Action and Food Security



Prof Dr Muhammad Kamran (Patron-in-Chief 01)



Prof Dr Shazia Anjum (Patron-in-Chief 02)



Prof. Dr Asif Naveed Ranjha (Patron)



Prof Dr Wajid Nasim Jatoui (Focal Person)

The Islamia University of Bahawalpur's Consortium on Climate Change, Sustainability & Conservation and International Center for Climate Change, Food Security & Sustainability drive high-level research, collaboration, and policy influence to combat climate change and food insecurity.

Alignment with Sustainable Development Goals (SDGs)



The work of the CCSC/ICCFS is a direct implementation of the UN 2030 Agenda, with a particular focus on **SDG 1: No Poverty**, **SDG 2: Zero Hunger**, **SDG 7: Affordable and Clean Energy**, **SDG 11: Sustainable Cities and Communities**, **SDG 13: Climate Action**, **SDG 15: Life on Land**, and, **SDG 17: Partnerships for the Goals**

Flagship Research Projects (2024-2025)

The ICCFS has secured major research grants for 2024-2025, including:

- Enhancing Climate Resilience in South Asia: Predicting precipitation shifts for disaster risk reduction (USD \$90,000).
- Vegetation Restoration and Carbon Sequestration: Exploring carbon sequestration potential of farmland abandonment (2 Million Chinese Yuan).
- Innovative Irrigation System: Developing smart irrigation technologies to conserve water in agriculture (4 Million PKR).



A Year of National & International Engagement (2024-2025)

The CCSC/ICCFS has led and participated in over 20 high-level events, workshops, and conferences, demonstrating its leadership in climate discourse.



Hosting & Leading Climate Discourse at IUB

The

ICCFS hosted various events, including International Workshop on Droughts: Addressing drought dynamics in the region, local Conference of Youth (LCOY): Collaborating with PAK SARZAMEEN and YOUNGO, World Day of Climate Action 2024 Seminar: Raising awareness and promoting solutions, Bio fortified Zinc Wheat Workshop: Combating malnutrition with AGAHE and GAIN, World Mother Earth Day Seminar: Focus on combating plastic pollution, and, Sugarcane Production Training: Training for scientists, farmers, and industry partners etc.

Prof. Dr. Wajid Nasim Jatoi, Director ICCFS, engaged in:

National Policy & Strategy: Invited as a speaker and expert to events like Climate Change Mitigation Workshop, Agricultural Innovations Conference, and Climate Resilient Agriculture Seminar.

Global Collaboration & Knowledge Sharing: Participated in international project meetings, workshops, and conferences, including events in Nepal, Japan, and Islamabad, focusing on climate resilience, carbon sequestration, and climate applications



Empowering Student & Youth Activism

- **IUB Climate Change Society:** Celebrated the achievements of the student-led society at an Appreciation Ceremony in 2024.
- **Faith & Gender in Climate Action:** Delivered the concluding lecture for a 2-month online fellowship program for over 250 youth, organized by the Native Youth Club for Climate Change (NYCCC).

Food Sustainability: From Research to Residence

The Islamia University of Bahawalpur is committed to addressing food sustainability through holistic research and practical actions, aiming to reduce food waste and ensure a food-secure future for generations.

Key Initiatives & Research (2024-2025)

IUB advances SDG 2 (Zero Hunger) through its Faculty of Agriculture and ICCFS

Tackling Malnutrition: Hosting workshops on biofortified zinc wheat to address micronutrient deficiencies.

Climate-Smart Agriculture: Promoting research and dialogue on regenerative agriculture and climate-resilient practices.

Farmer Engagement: Organizing seminars to share knowledge on soil health and crop nutrition.

Food Science Education: Developing future leaders in food safety, processing, and sustainability.



IUB reduces its "footprint" through:

- **Food Wastage Control Team:** Monitoring and managing food consumption in campus messes and hostels.
- **-Stakeholder Training:** Educating food handlers on food safety, waste reduction, and environmental impact.
- **Public Awareness Events:** Engaging students and staff on food-related issues, like World Egg Day.

Future Outlook

IUB's future plans include:

Data-Driven Approach: Implementing a data collection system to monitor food waste and publish reports.

Policy Development: Using data to propose and enact university-wide policies on food procurement, waste, and safety.



Curriculum and Research Management

A university's most profound impact on sustainability is through the education it provides and the knowledge it creates. At IUB, we are committed to embedding sustainability not just in our campus operations, but at the very core of our academic mission. Our goal is to prepare future professionals and leaders who understand and are equipped to solve complex environmental and social challenges.

We have adopted a multi-pronged strategy for this integration:

First, sustainability is formally integrated into our curriculum governance. A special focus is given to sustainability during the review and updating of all courses by the university's Boards of Studies. This ensures that environmental ethics, resource management, and climate literacy are progressively woven into the academic fabric of all disciplines.



Second, we employ a "horizontal and vertical" approach to course delivery. Horizontally, a compulsory introductory course on sustainability and the environment is included in all undergraduate programs, providing a foundational understanding for every IUB student. Vertically, we offer specialized degree programs, such as in the Faculty of Agriculture and Environment, that allow students to dive deeply into environmental science and related fields.

Third, we are actively linking our research ecosystem to global goals. A new directive encourages that final-year projects, postgraduate theses, and faculty research initiatives are increasingly aligned with the UN's Sustainable Development Goals (SDGs). This transforms academic inquiry into a powerful engine for finding practical, local solutions to global issues, from clean energy to food security.

By investing in this comprehensive academic framework, IUB is ensuring that our graduates leave not only with a degree but with a deep-seated commitment to building a sustainable future.

SDGs Collaboration Centre: Driving Sustainable Futures



Prof. Dr. Rubina Bhatti

Patron



Dr. Salman Bin Naeem

Director



Dr. Mariam Abbas Soharwardi

Additional Director

UB's SDGs Collaboration Centre drives collective action towards achieving the 17 UN Sustainable Development Goals, fostering research, education, advocacy, and partnerships to create a sustainable future.



Mission and Vision

Mission: To cultivate a cadre of professionals committed to the Sustainable Development Goals, equipped with the knowledge and skills necessary to address complex, multifaceted challenges.

Vision: To establish an open and leading platform for top-notch SDG research and education, engaging eminent experts, academicians, and community stakeholders in transformative teaching and research activities.

Key Objectives

The Centre's strategy is guided by the following key objectives:

- Mainstreaming SDGs within all University Faculties and administrative departments.
- Strengthening reporting, monitoring, and analysis of SDG-related data.
- Developing financing frameworks for sustainability projects.

- Prioritizing specific SDGs that are most critical to the South Punjab region.
- Implementing all SDGs-2030 targets in a coordinated manner, beginning with our regional community and expanding to the national level.



Strategic Partnerships & MOUs (2024-2025)

Collaboration is the lifeblood of the SDGs. This year, the Centre has formalized several key partnerships to extend our impact:

- **Universiti Kebangsaan Malaysia (SDG 4, 17):** Signed a landmark MOU and Student Exchange Agreement to enhance joint research & international opportunities for students.
- **Punjab Probation and Parole Service (PP&PS) (SDG 3, 4, 16):** Established a Letter of Collaboration (LOC) to partner in research, assessment, and training for offender rehabilitation, including providing valuable internship programs for IUB students.
- **Sustainable Social Development Organization (SSDO) (SDG 10, 11, 16):** An MOU focused on providing annual internship programs and joint research assistance, particularly in the areas of social policy advocacy and enhancing civic space.
- **Takmeel Foundation (SDG 4):** A vital partnership to work collectively for the education of Out-of-School Children (OOSC) & conducting capacity-building training for teachers.
- **CIRCLE WOMEN & Bahawal Women Entrepreneurs (BWE) (SDG 5, 8):** Signed MOUs to advance women's economic empowerment through enterprise development, digital literacy, and financial management training.
- **Cyntax Health Projects (CHP) PVT LTD (SDG 3):** An MOU to jointly conduct conferences, workshops, and research on health, wellness, and entrepreneurship.

Key Activities & Initiatives (2024-2025)

The SDGs Collaboration Centre, in partnership with the Faculty of Social Sciences and the Fatima Jinnah Women Leadership Center, has executed a wide range of impactful events:

Gender Equality & Empowerment (SDG 5)

- Organized a high-impact session on "**Financial Management Strategies for Women-Led SMEs**" to empower local women entrepreneurs with financial knowledge
- **International Day of the Girl Child (Oct 11, 2024):** Held an awareness walk and seminars at both the university and the Islamia University School System

Peace, Justice & Social Inclusion (SDG 1, 10, 16)

- **Awareness Walk on Non-Violence (Oct 2, 2024):** Commemorated the International Day of Non-Violence, promoting peace and emphasizing the rejection of violence
- **Awareness Walk for Eradication of Poverty (Oct 17, 2024):** Marked the International Day for the Eradication of Poverty.



Health & Environment (SDG 3, 6)

- **Clean Drinking Water Initiative (SDG 6):** Hosted a high-level meeting with the Punjab Aab-e-Pak Authority (PAPA) to discuss provisions for clean drinking water in South Punjab and to formalize a collaboration for water resource research in the Cholistan Desert.

Quality Education & Awareness (SDG 4)

- **Teacher Training Program (SDG 4, 17)** - Organized one-week intensive training session for teachers from the Takmeel Foundation to enhance the quality of education
- **Global Media and Information Literacy Week (Oct 2024)** - Held a seminar on "The New Digital Frontiers of Information" to promote critical thinking and media literacy
- **World Development Information Day Seminar (Oct 24, 2024)**

Future Plans

The Centre is poised to expand its initiatives in the coming year with several major plans:

Water Testing Laboratory: Formalizing collaboration with PAPA to establish a state-of-the-art water testing lab at IUB, leveraging university expertise to ensure water quality for the region (SDG 6).

Annual International Conference on SDGs to serve as a premier platform for SDG-related research and policy discussion.



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Sustainable Infrastructure & Green Building

The sheer scale of the Islamia University of Bahawalpur—a "small city" with a population exceeding 50,000 and a main campus of over 1,250 acres—presents a significant challenge for sustainable growth. Managing this footprint requires a forward-thinking and integrated approach to our entire built environment.

Our strategy is driven by the Campus Development Committee (CDC), which actively revises the university's master plan to embed sustainability at its core. This plan is now centered on two key principles:



1. **Vertical Expansion:** To optimize land use and preserve green spaces, all new academic and residential buildings are mandated to be multi-story.
2. **Green Building SOPs:** All new construction must adhere to Standard Operating Procedures for green buildings, integrating sustainability from the initial design phase.

IUB's sustainability initiatives include:



Smart Buildings: Energy-efficient systems and sustainable materials.

Green Renovation: Retrofitting older buildings with modern, eco-friendly technologies.

Campus Redesign: Promoting pedestrian-first culture and efficient utilities.

Benefits: Reduced costs, improved energy efficiency, better air quality, and a healthier campus.

Sustainable Tourism & Residential Facilities: Pioneering a Greener Standard



The Islamia University of Bahawalpur (IUB) is uniquely positioned at the crossroads of a rich cultural heritage and a fragile desert ecosystem. IUB has adopted a proactive strategy to embed sustainability into both its regional tourism initiatives and its on-campus residential life. This is driven by the **Directorate of Sustainable Tourism (IUB-DoST)** and the **Green Campus Project (GCP)**, which work in close collaboration with University Hostels.

1. IUB-DoST: Championing Regional Eco-Tourism

IUB is the first university in Pakistan to establish a dedicated directorate for sustainable tourism. The IUB-DoST's mission is to develop the region's vast tourism potential—from the Cholistan Desert to Bahawalpur's historic palaces—in a way that is non-extractive, benefits local communities, and preserves the environment for future generations.



Core Principles & Actions:

- **Community-Based Eco-Tourism:** IUB-DoST has developed and presented a model for community-based eco-tourism. This model ensures that tourism revenue directly supports local livelihoods, protects indigenous flora and fauna, and preserves the cultural heritage of the Cholistan region.
- **Empowering Local Artisans:** Through initiatives like the "**DoST Shop**" and its online portal, IUB-DoST provides a platform for local and Cholistani artisans to sell traditional products, creating a sustainable income stream that is not dependent on environmental exploitation.

2. Greening Campus Life: Sustainable Residential Facilities

With a large on-campus residential population, IUB treats its hostels, messes, and canteens as critical environments for implementing sustainability. The administration, led by the Director of GCP and Directorate of Sustainable Tourism's collaboration ensures that sustainability is not just an academic concept but a lived reality for the 50,000+ strong university community.

Key Initiatives in Residential Facilities (2024-25):

- Aggressive Plastic Reduction & Promoting a Reusable Culture
- Enhancing Food Sustainability & Safety
- Constant Awareness & Nudging
- Future-Proofing Residential Life (Green Procurement, Water & Energy Audits)

Sustainable E-Procurement: Digitizing for Efficiency & a Greener Footprint

As a large public sector university, The Islamia University of Bahawalpur (IUB) is fully accountable to public trust and regulatory frameworks, including the Punjab Procurement Regulatory Authority (PPRA). In a landmark move to enhance transparency, efficiency, and environmental responsibility, IUB has strategically transitioned from traditional procurement to a comprehensive e-Procurement system. This digital transformation, officially adopted in July 2024, is a cornerstone of our sustainability strategy. By moving our complex procurement processes online, we are not only optimizing expenditure but are also making a direct and measurable contribution to **SDG 12 (Responsible Consumption and Production)** and **SDG 13 (Climate Action)**. It will result in **Massive Paper Reduction, Reduced Carbon Footprint and Enhanced Efficiency & Transparency**



Capacity Building for a Seamless Transition



To ensure the success of this digital shift, the IUB Procurement Division, in collaboration with **PPRA, Punjab**, conducted a comprehensive training titled "Procurement Rules & e-Pads: The Digital Transformation in Procurement." The training was chaired by the **Vice Chancellor, Prof. Dr. Muhammad Kamran**. The session was led by **Ms. Maryam Dawood (Coordinator e-Procurement, PPRA Punjab)**, ensuring our staff learned from the source. With the active participation of **Mr. Abdul Sattar Zahory (Treasurer)** and organization by **Mr. Tariq Mahmood Shaikh (Additional Treasurer, Procurement)**, over 40 key officers and officials were trained, equipping them to lead this transformation across their departments.

Paper Management: Our Digital-First Strategy

IUB is transitioning to a digital-first environment to reduce paper usage, conserve resources, and increase efficiency. IUB's paper-reduction initiatives include:



Administrative Operations: Digital workflows for budgeting, record-keeping, and internal communications.

Academic Affairs: LMS-based paper reduction, digital dissertation evaluations, and online student portals.

Meetings & Communications: Paperless meetings, digital event management, and e-newsletters.

Policy for Essential Printing

When printing is unavoidable, a clear "print-on-purpose" policy is communicated to all staff and faculty to minimize waste:

Duplex Printing: All networked printers are set to default to double-sided (duplex) printing.

Network & Font Efficiency: All departments utilize shared network printers to reduce hardware redundancy. When printing, staff are encouraged to use ink-saving fonts like 'Century Gothic' or 'Garamond'.

Smart Printing: Use "Print Preview" to print only the necessary pages and select "multiple pages per sheet" for drafts.

Prioritize Efficiency: Print in black and white, as color toner has a greater environmental impact and cost.

Toner Recycling: All empty toner cartridges are collected for recycling.

By treating paper reduction as a key performance indicator for operational efficiency, IUB is not only building a more sustainable campus but also a more agile and responsive university.

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