

BOOK LAUNCHING CEREMONY

The University of Sufism and Modern Sciences (USMS), Bhitshah, through its Office of Research, Innovation, and Commercialization (ORIC), organized a Book Launching Ceremony to celebrate the release of "شاگردن لاءِ ڪاروبار: خودمختياري جي راه" authored by Dr. Muhammad Nawaz Tunio.

The ceremony was graced by Prof. Dr. Arabella Bhutto, Vice Chancellor USMS, as the Chief Guest. She commended the author's contribution, noting that the book provides students with practical guidance for embracing self-reliance and entrepreneurship in a competitive era.

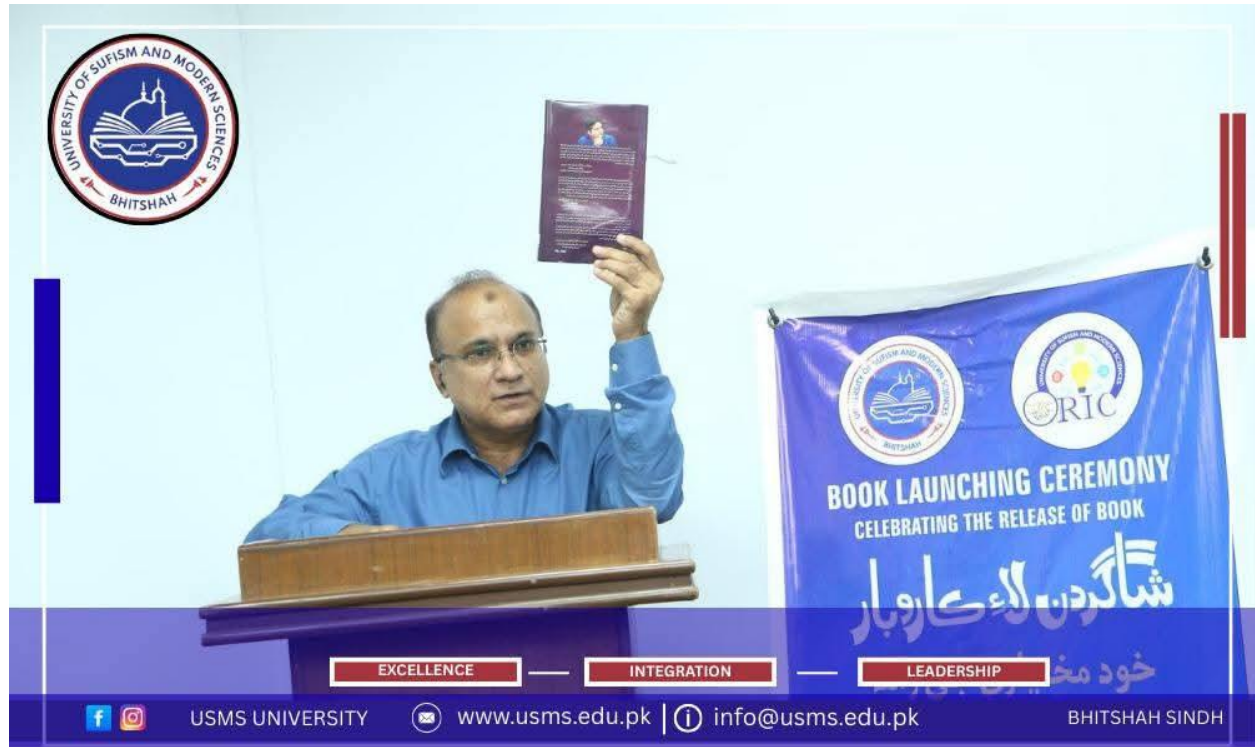
Prominent speakers, including Mr. Imdad Bughio (MUET Jamshoro), Dr. Zafar Junejo, Dr. Qamaruddin Mahar, Dr. Arshad Saleem, and Dr. Akhtiar Ali, shared their insights on the book's relevance. They emphasized its value in preparing students for future challenges by linking academic knowledge with practical entrepreneurship.

Author Dr. Tunio highlighted the book's aim to inspire youth in Sindh and beyond to pursue innovation, creativity, and sustainable livelihoods.

The event was organized and moderated by Mr. Atta Choppan, Deputy Director ORIC, who ensured smooth proceedings.















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