

## **CURRICULUM VITAE**

### **Dr. IJAZ ASHRAF**

Date of Birth: 14 Febuary 1973 Passport No. BV1840871

**Associate Professor**, Institute of Agri. Extension, Education and Rural Development, University of Agriculture, Faisalabad  
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### **Profile**

“Dr. Ijaz Ashraf has been actively engaged in teaching, research, and outreach initiatives since 2003, accumulating diverse experiences in community engagement. His expertise spans communication, program development, program planning, research methods, sociology of rural life, and the evaluation of existing development initiatives. In the realm of education, he has mentored over 100 master's and doctoral students at the university level. Dr. Ashraf boasts a prolific publication record, with over 100 research papers published in both national and international journals. Additionally, he has authored three books and contributed to seven book chapters, making significant contributions to academic literature. Dr. Ashraf's proficiency extends to outreach activities, where he is notably recognized for his proactive role in organizing the wheat campaign in collaboration with the Agriculture Department, Government of Punjab, under the auspices of the University of Agriculture Faisalabad. He has served as a resource person, trainer, and organizer of various capacity-building workshops and seminars for professionals. Dr. Ashraf has successfully completed projects and outreach activities in collaboration with esteemed organizations such as USP-CAS, Pak Kore Nutrition Center (PKNC), CAB International, Higher Education Commission, STARCH-PAKISTAN, and Gibbs International. His work has spanned various regions in Pakistan, with a particular focus on Balochistan, Khyber Pakhtunkhwa, and Punjab. Dr. Ashraf is committed to working closely with rural communities, advocating for solutions to their challenges, and addressing their needs.”

### **Professional Qualifications (started with most recent):**

1. Ph.D. Agriculture Extension, Univ. of Agri., Faisalabad, Pakistan.

Year of Completion: 2008

#### Main Subjects:

Communication, Adoption, Diffusion, Farming Systems Research & Development, Review of Farmers Education & Extension in Asia, Interviewing, Qualitative Evaluation and Research Methods. Advanced Positivistic Research in Agricultural Extension, & Approaches to Participatory rural development.

2. M.Sc (Hons.) Agricultural Extension, Univ. of Agri., Faisalabad, Pakistan

C.G.P.A. 3.60/4.00

Year of Completion: 2002

#### Main Subjects:

Communication in Agri. Extension, Community Development through Extension Education, Extension Education Methods, Sociology of Rural Life, Writing of Technical Reports & Scientific Articles, Research Methods in Social Sciences, Evaluation in Agricultural Extension etc.

2. B.Sc. (Hons) Agriculture, University of Agriculture, Faisalabad. Pakistan

Major Field of Specialization: Agricultural Extension

Graduation Year: 1999

C.G.P.A. 2.98/4.00

### Main Subjects:

Agronomy, Research Methods in Education and Extension, Education Psychology, Principles of Education and Curriculum Development, Rural Youth, Introduction to Communication, Extension Education in Agriculture, Soil Science, Agricultural Economics, Horticulture, Animal Husbandry, Agri. Engineering etc.

3. Intermediate (Pre-Medical), Govt. College Faisalabad, Pakistan.  
Year of Completion: 1992
4. Matriculation (Science) Laboratory High School, Faisalabad.  
Year of Completion: 1990

### Employment Record

- **Associate Professor on Tenure Track System** in the Institute of Agri. Extension and Rural Development, Univ. of Agri., Faisalabad. Pakistan from 31 August 2019 to date.
- **Assistant Professor on Tenure Track System** in the Institute of Agri. Extension and Rural Development, Univ. of Agri., Faisalabad. Pakistan from 22 February 2011 to 30/08/2019.
- **Assistant Professor** in the Dept. of Agri. Extension, Univ. of Agri., Faisalabad, Pakistan from 8 September, 21 February 2011.
- **Lecturer** in the Dept. of Agri. Extension, Univ. of Agri., Faisalabad, Pakistan from 12 April 2003 to 7 September 7 2008.
- **Teacher on per lecturer basis** in the Dept. of Agri. Extension, Univ. of Agri., Faisalabad. Pakistan from 11 May 2002 to 11 April 2003.

## **Research Projects**

<b>Project No.</b>	<b>Project Title</b>	<b>Funding Agency</b>	<b>Role</b>	<b>Project Status</b>	<b>Total PKR Cost</b>	<b>Duration (Months)</b>
1037	An appraisal of training needs of mango growers for the production of quality fruit in the Punjab, Pakistan	HEC	PI	Completed	0.77	36
	Campaign on awareness and management of Parthenium (Parthenium hysterophorus L.) in Pakistan	CABI	PI	Completed	1.34	12
	Campaign on awareness and management of fall armyworm	CABI	PI	On Going	0.86	12
506	An In-depth analysis of Conventional and Modern Agricultural information Sources for the Development of a strategy to Promote cyber Extension Environment in the Punjab, Pakistan as Perceived by Stakeholders	HEC	PI	Completed	1.83	24
3438	An assessment of information gap of livestock farm families and their capacity building regarding utilization of information and communication technologies (ICTs) in the Punjab, Pakistan	HEC	PI	Completed	3.148	36
6415	Training needs assessment of vegetables growers in peri-urban areas of the Punjab-Pakistan	HEC	PI	Completed	2.42	36
PSSP	Assessing agricultural management practices and externalities of Bt Cotton plantation in Pakistani Punjab	Pakistan Strategy Support Program (PSSP)	Co-PI	Completed	1.44	12
	A follow-up study of the PF-PAK Workshop on strengthening extension skills of young Pakistani professionals	USAID	Co-PI	Completed	0.96	8
4627	Assessment of the production potential of sisal and its adaptation as a new fiber through community mobilization in the Punjab Pakistan	HEC	Co-PI	Completed	7.64	36
6426	Analysis of societal role in conflict resolution among farm families in Punjab Pakistan	HEC	Co-PI	Completed	2.34	36

379	An impact analysis of communication interventions of extension Field staff with farmers under newly introduced decentralized extension system in the Punjab, Pakistan	HEC	Co-PI	Completed	1.91	24
9050	Assessing the livelihood perspective of climate change vulnerability and coping strategies by the farming communities of mountainous areas	HEC	Co-PI	Completed	2.68	24
	Need based integrated E-Learning system for Agricultural Technology Transfer by using hybrid Approach	TDF, HEC	Co-PI	Completed	7.322	24
6431	Analysis of adoption gap of weed management practices among farmers under different cropping system in Punjab, Pakistan	HEC	Co-PI	Completed	2.37	36
NRPU	Analysis of Model Farm Services Centers as an Extension Strategy to Empower the Resource-Poor Farmers in Khyber Pukhtunkhwa, Pakistan	HEC	Co-PI	Completed	1.09	24
CABI	Food safety knowledge, attitude and practices of rural and urban consumers in Pakistan	CABI	Team Leader-1	In progress	6.2	12
CABI	Community Awareness Campaign on Gender Access to Rural Advisory Services	CABI	Team Leader-1	Completed	2.65	24
CABI	Community Awareness Campaign on Pesticides Risks and Safer Food	CABI	Team Leader	Completed	3.375	24
CABI	Awareness campaign on invasive species (Parthenium)	CABI	Project Manager	Completed	1.60	24
GIBZZ	CoAgri II: Counseling Center Agriculture II	GIBZZ & STARCH	Member	In progress	1.5	24
GAC-ENFS:	GAC-ENFS: A Baseline Study	GAC-ENFS:	Team Leader	Completed	4.586	6
GAS-IFPRI	Mapping the Farm and Market Level footprint of Zinc Wheat in Pakistan	Global Affairs Canada	Team Leader-II	Completed	2.4064	6
AFL-SBP	Agriculture Financial Literacy-Students Ambassador Program	State Bank of Pakistan	PI	In progress	5.00	12

### **PhD students Produced**

As Supervisor: 05  
As Member: 12

### **MSc (Hons.)/M. Phil Students Produced**

As Supervisor: 73  
As Member: 127

### **MSc Students Produced**

Supervisor: 15  
As member: 13

### **Books**

- Muhammad, S., and I. Ashraf. 2007. Introduction to Livestock Extension Education. University of Veterinary and Animal Sciences, Lahore-Pakistan.
- Muhammad, S., K. M. Chaudhry and I. Ashraf. 2008. Livestock Extension Education: Strategies and Skills for Effective Livestock Work. University of Veterinary and Animal Sciences, Lahore-Pakistan.
- Muhammad, S., K. M. Chaudhry and I. Ashraf. 2016. Introduction to Livestock Extension Education. University of Veterinary and Animal Sciences.

### **International Book/Chapter**

- Ashraf, I and S. Muhammad. 2011. Decentralized Extension in Pakistan. LAP Lambert Academic Publishing AG & Co, Germany.
- Aftab, M and I. Ashraf. 2013. Effectiveness of Public Sector Extension in Pakistan: with Special Reference to Rice. Published by Scholars' Press, Germany
- Khan, A. A., I. Ashraf and T. Siddiqui. 2016. How Water Effluents Effect Vegetable Production. Lambert Academic Publishing AG & Co, Germany.
- Ashraf, S., M. Luqman, M. Iftikhar, I. Ashraf and Z. Y. Hassan. 2017. Understanding Flood Risk Management in Asia: Concepts and Challenges. In: "Flood Risk Management. INTECH Publishing, Croatia. ISBN: 978-953-51-3466-4
- Ali, T, B. Shahbaz, M. Iftikhtar, I. Ashraf, S. Ali, G. A. Khan, A. Saghir, and M. S. Mohsin. 2018. Rural Development. In: Iqrar Ahmad Khan and Muhammad Sarwar Khan. Developing Sustainable in Pakistan. Taylor and Francis Group. 703-730.
- Ashraf, S., Z. Y. Hassan, I. Ashraf, G. Hassan, H. Raza. Prospects of Agricultural Education in Pakistan-Option and Challenges: Agriculture Education in Pakistan. 2019.

In Ysser, Q. R. (Ed.), Rural Sociology and Community Mobilization for Sustainable Growth.

**Popular Articles (In Urdu)**

- Thirty Popular Article have been published for farmers in different magazines

**Research Papers Published in Impact Factor/ Journals**

60

**Research Papers Published in HEC Recognized Journals**

60

**Research Papers Published in Foreign Journals**

30