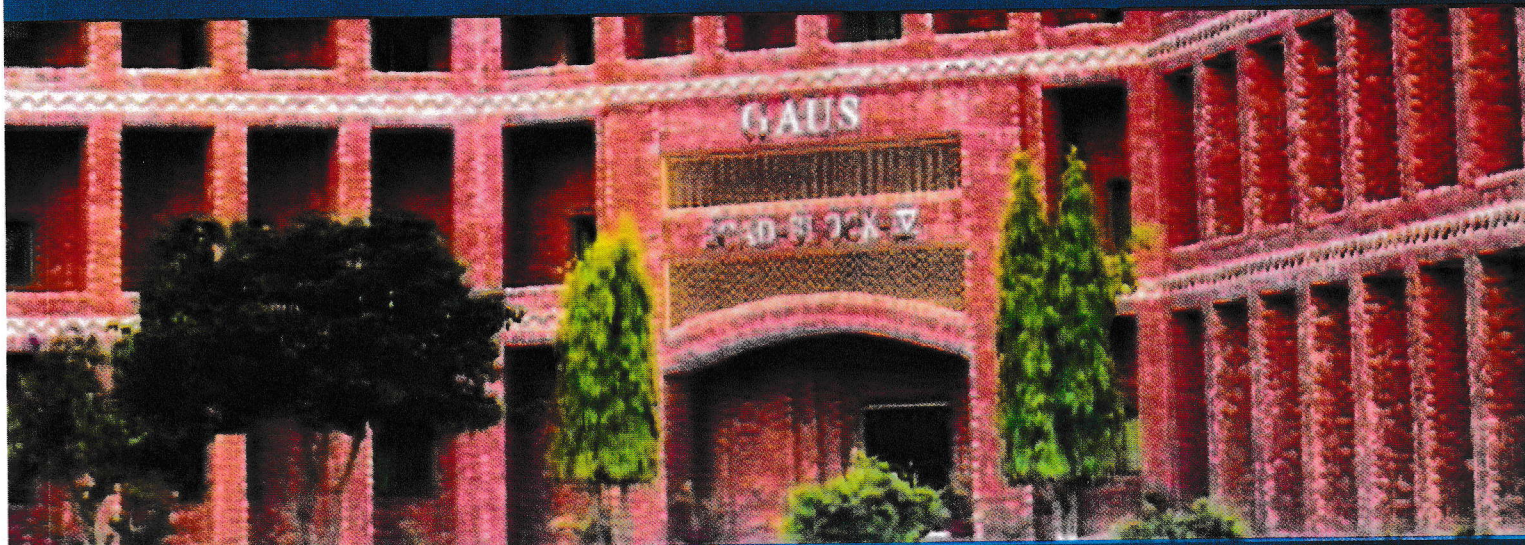
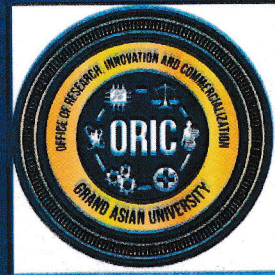




ORIC STRATEGIC PLAN (2026-2030)

Office of Research Innovation and
Commercialization
Grand Asian University Sialkot

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Message from Chairman



It is with great pride and a deep sense of responsibility that I share my vision for the Office of Research, Innovation and Commercialization (ORIC) at Grand Asian University, Sialkot. The establishment of ORIC represents a strategic commitment to transform our university into a hub of knowledge creation, innovation, and economic impact, directly contributing to the development of Sialkot, Pakistan, and the wider global community.

Sialkot is a remarkable example of industrial resilience and entrepreneurial excellence. Its globally recognized export industries in sports goods, surgical instruments, leather products, and light engineering have positioned it as a key contributor to Pakistan's economy. However, sustaining and enhancing this position in an increasingly competitive global environment requires continuous innovation, technological advancement, and strong linkages between academia and industry. ORIC is envisioned as the bridge that connects academic knowledge with industrial needs, enabling evidence-based solutions, product innovation, and sustainable growth.

At Grand Asian University, we envision ORIC as more than an administrative unit. It will function as a strategic engine of transformation that nurtures research culture, fosters entrepreneurship, promotes intellectual property creation, and facilitates commercialization of knowledge. Through this platform, we aim to align academic inquiry with real-world industrial challenges, ensuring that research outcomes directly contribute to economic productivity and societal well-being.

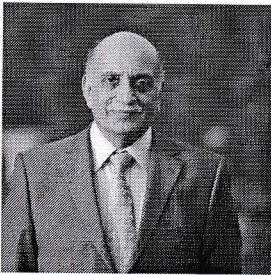
We also recognize that sustainable development requires alignment with global priorities. Therefore, ORIC will actively promote research and innovation aligned with the United Nations Sustainable Development Goals (SDGs), particularly in areas of industry innovation, quality education, economic growth, and sustainable production systems.

I firmly believe that through strategic leadership, dedicated faculty engagement, and strong industry partnerships, ORIC will emerge as a catalyst for transforming Grand Asian University into a research-driven institution of national significance. More importantly, it will serve as a meaningful contributor to the economic transformation of Sialkot and the broader development agenda of Pakistan.

Mr. Muhammad Islam

Chairman Board of Governors
Grand Asian University Sialkot

Message from Vice Chancellor



It gives me immense pleasure to present the Five-Year Strategic Plan (2026–2031) of the Office of Research, Innovation and Commercialization (ORIC) at Grand Asian University, Sialkot. This strategic plan reflects our institutional commitment to advancing research excellence, fostering innovation, strengthening industry engagement, and contributing to sustainable socio-economic development.

As a forward-looking institution, Grand Asian University recognizes that research and innovation are essential drivers of academic distinction, knowledge creation, and national progress. The establishment of ORIC marks a significant milestone in our journey toward becoming a research-oriented university that not only disseminates knowledge but also generates impactful solutions to contemporary challenges.

This strategic plan provides a comprehensive roadmap for developing a vibrant research ecosystem through effective governance, capacity building, research funding, innovation support, intellectual property management, and commercialization of research outcomes. It aligns closely with the vision and mission of the University, national development priorities, and the strategic framework of the Higher Education Commission of Pakistan.

The successful implementation of this plan will require the collective efforts of our faculty, researchers, students, industry partners, and stakeholders. I am confident that through collaboration, commitment, and excellence, Grand Asian University will emerge as a recognized center of research, innovation, and entrepreneurship.

I commend the efforts of the ORIC team in developing this strategic plan and reaffirm the University's full support for its implementation.

Prof. Dr. Mujahid Kamran

Vice Chancellor
Grand Asian University, Sialkot

Message from Pro-Vice Chancellor



It is a privilege to present the Five-Year Strategic Plan of the Office of Research, Innovation and Commercialization (ORIC) at Grand Asian University, Sialkot. This initiative marks a significant step in strengthening the University's commitment to research excellence, innovation, and meaningful engagement with industry and society.

In today's knowledge-driven economy, universities are expected to serve not only as centers of teaching but also as engines of research, innovation, and economic development. The establishment of ORIC provides the institutional framework required to translate academic potential into tangible outcomes that benefit both the region and the country.

Grand Asian University is uniquely positioned within the industrial landscape of Sialkot, a city renowned for its export-oriented industries and entrepreneurial dynamism. ORIC will play a pivotal role in connecting this industrial strength with academic expertise, enabling collaborative research, technology development, and problem-solving initiatives that respond directly to real-world challenges.

This strategic plan outlines a clear roadmap for building a sustainable research ecosystem over the next five years. It emphasizes the development of research capacity, enhancement of funding opportunities, promotion of interdisciplinary collaboration, strengthening of industry linkages, and advancement of innovation and commercialization activities. Particular attention has been given to establishing strong systems of research governance, ethical compliance, and quality assurance.

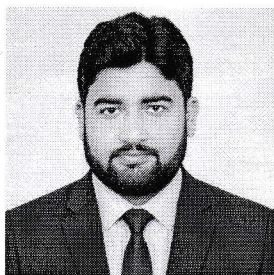
We are committed to fostering a culture where faculty and students are actively engaged in inquiry, creativity, and innovation. Through structured training programs, research support mechanisms, and strategic partnerships, ORIC will enable the University community to contribute more effectively to national priorities and global knowledge domains.

The successful implementation of this plan will require collective effort, institutional commitment, and sustained leadership support. I am confident that under the guidance of the University leadership and the dedication of our academic community, ORIC will emerge as a strong pillar of institutional development and a key contributor to the socio-economic progress of Sialkot and Pakistan.

Dr. Jehanzaib Islam

Pro-Vice Chancellor
Grand Asian University, Sialkot

Message from Director ORIC



Research, innovation, and commercialization are increasingly shaping the future of higher education institutions worldwide. Recognizing this imperative, Grand Asian University has embarked upon a strategic initiative to establish a dynamic and sustainable research ecosystem through the Office of Research, Innovation and Commercialization (ORIC).

The ORIC Strategic Plan 2026–2030 outlines our vision, priorities, and implementation framework for strengthening research governance, promoting high-quality scholarly output, enhancing external funding opportunities, fostering industry-academia collaboration, and facilitating the commercialization of knowledge and innovation.

Over the next five years, ORIC will focus on building institutional capacity, establishing robust research management systems, supporting faculty and student researchers, promoting interdisciplinary collaborations, and creating pathways for translating research into societal and economic impact. Particular emphasis will be placed on research quality, ethical standards, intellectual property development, entrepreneurship, and sustainable development.

This strategic plan is designed to serve as a living document that guides our actions, measures our progress, and supports continuous improvement. Through the dedication of our academic community and the support of university leadership, we aim to establish ORIC as a catalyst for research excellence and innovation-driven growth.

I invite all stakeholders to actively participate in this journey as we work together to position Grand Asian University among the emerging research-intensive institutions of Pakistan.

Dr. Khaliq Ur Rehman

Director ORIC
Grand Asian University, Sialkot

Executive Summary

The Office of Research, Innovation and Commercialization (ORIC) Strategic Plan 2026–2031 presents a comprehensive framework for developing a robust research and innovation ecosystem at Grand Asian University, Sialkot. The plan has been developed in alignment with the University's vision of excellence, innovation, and societal contribution, as well as the Higher Education Commission (HEC) guidelines for ORIC establishment and development.

The strategic plan recognizes research, innovation, entrepreneurship, and industry engagement as critical drivers of institutional growth, academic quality, and socio-economic development. As Grand Asian University continues to expand its academic and research capabilities, the establishment of a fully functional ORIC will provide the institutional infrastructure necessary to coordinate, support, and enhance research activities across the University.

The plan is built around seven strategic pillars: **Research Governance and Management; Research Capacity Building; Research Funding and Grants; Innovation and Commercialization; Industry-Academia Linkages; Research Ethics and Quality Assurance;** and **Global Visibility & Strategic Partnerships**. These pillars collectively provide a roadmap for strengthening institutional research performance and achieving sustainable growth.

During the five-year implementation period, ORIC will focus on establishing effective governance structures, developing research policies and procedures, strengthening faculty research capacity, increasing external research funding, promoting interdisciplinary collaborations, supporting intellectual property protection, and facilitating commercialization activities. The plan also envisages the establishment of research databases, digital management systems, industry partnerships, and mechanisms for monitoring research performance.

Key targets include the development of a fully operational HEC-compliant ORIC, significant growth in research publications and funded projects, expansion of industry collaborations, establishment of intellectual property management systems, promotion of innovation and entrepreneurship initiatives, and enhancement of the University's national and international research visibility.

The successful implementation of this strategic plan will position Grand Asian University to achieve HEC ORIC recognition, strengthen its contribution to knowledge creation and innovation, and support its long-term aspiration of becoming a leading institution for research, innovation, and sustainable development. Through strong leadership, stakeholder engagement, and continuous performance evaluation, ORIC will serve as a catalyst for transforming research outcomes into meaningful academic, societal, and economic impact.

Introduction

Sialkot occupies a distinctive position within Pakistan's industrial and economic landscape. It is globally recognized for its export-oriented manufacturing base, particularly in surgical instruments, sports goods, leather products, and small and medium-sized engineering industries. This industrial ecosystem is characterized by high entrepreneurial density, strong export performance, and deep integration with international markets. At the same time, it faces evolving challenges related to innovation, technological upgrading, quality enhancement, productivity improvement, and compliance with global standards.

In this context, universities are expected to play a more active and structured role in supporting regional economic development through applied research, innovation, skilled human capital development, and technology transfer. The establishment of the Office of Research, Innovation and Commercialization (ORIC) at Grand Asian University, Sialkot represents a strategic response to these regional imperatives.

The ORIC Strategic Plan (2026–2030) is designed to position the University as a key knowledge and innovation partner for Sialkot's industrial sector. It aims to bridge the gap between academic research and industrial application by promoting problem-driven research, fostering industry-academia collaboration, and facilitating the translation of knowledge into commercially viable solutions. Particular emphasis is placed on engaging local SMEs and export-oriented industries in joint research initiatives, consultancy projects, product development, and process innovation.

Given the competitive pressures of global markets, Sialkot's industries require continuous improvement in areas such as advanced manufacturing, material science, supply chain optimization, digital transformation, and sustainable production practices. ORIC will contribute to addressing these needs by mobilizing faculty expertise, encouraging interdisciplinary research, and aligning university research priorities with industry demand and national development goals.

Furthermore, the plan recognizes the importance of developing an innovation ecosystem that supports entrepreneurship, startup creation, and intellectual property development. By integrating academic knowledge with industrial experience, ORIC aims to generate practical solutions that enhance productivity, competitiveness, and export performance of the region.

In essence, this strategic plan situates Grand Asian University as an active partner in Sialkot's economic transformation, ensuring that research and innovation are not confined to academic outputs alone but are translated into tangible socio-economic impact for the region and beyond.

Vision



GRAND ASIAN UNIVERSITY

SIALKOT



VISION

To position Grand Asian University as a leading center of research, innovation, entrepreneurship, and commercialization, delivering sustainable solutions that advance industry, society, and global development.



RESEARCH
Advancing knowledge through impactful research.



INNOVATION
Turning ideas into creative and practical solutions.



ENTREPRENEURSHIP
Empowering ideas and talent to build sustainable ventures.



COMMERCIALIZATION
Transforming research and innovations into market-ready solutions.



SUSTAINABLE IMPACT
Delivering solutions that advance industry, society, and global development.

INNOVATE • INSPIRE • IMPACT

Mission



GRAND ASIAN UNIVERSITY, SIALKOT

ORIC MISSION

Office of Research, Innovation & Commercialization



OUR MISSION

"To strengthen Grand Asian University's research ecosystem by enabling high-quality research, fostering industry-academia partnerships, supporting intellectual property development, and driving knowledge commercialization — translating innovation into sustainable societal and economic impact."



RESEARCH MANAGEMENT
Streamlined grant facilitation, funded project support & quality assurance



INNOVATION SUPPORT
Incubation, startup mentorship & entrepreneurship development



INDUSTRY LINKAGES
MoUs, joint projects & collaborative R&D with industry partners



IP DEVELOPMENT
Patent filing support & protection of intellectual property

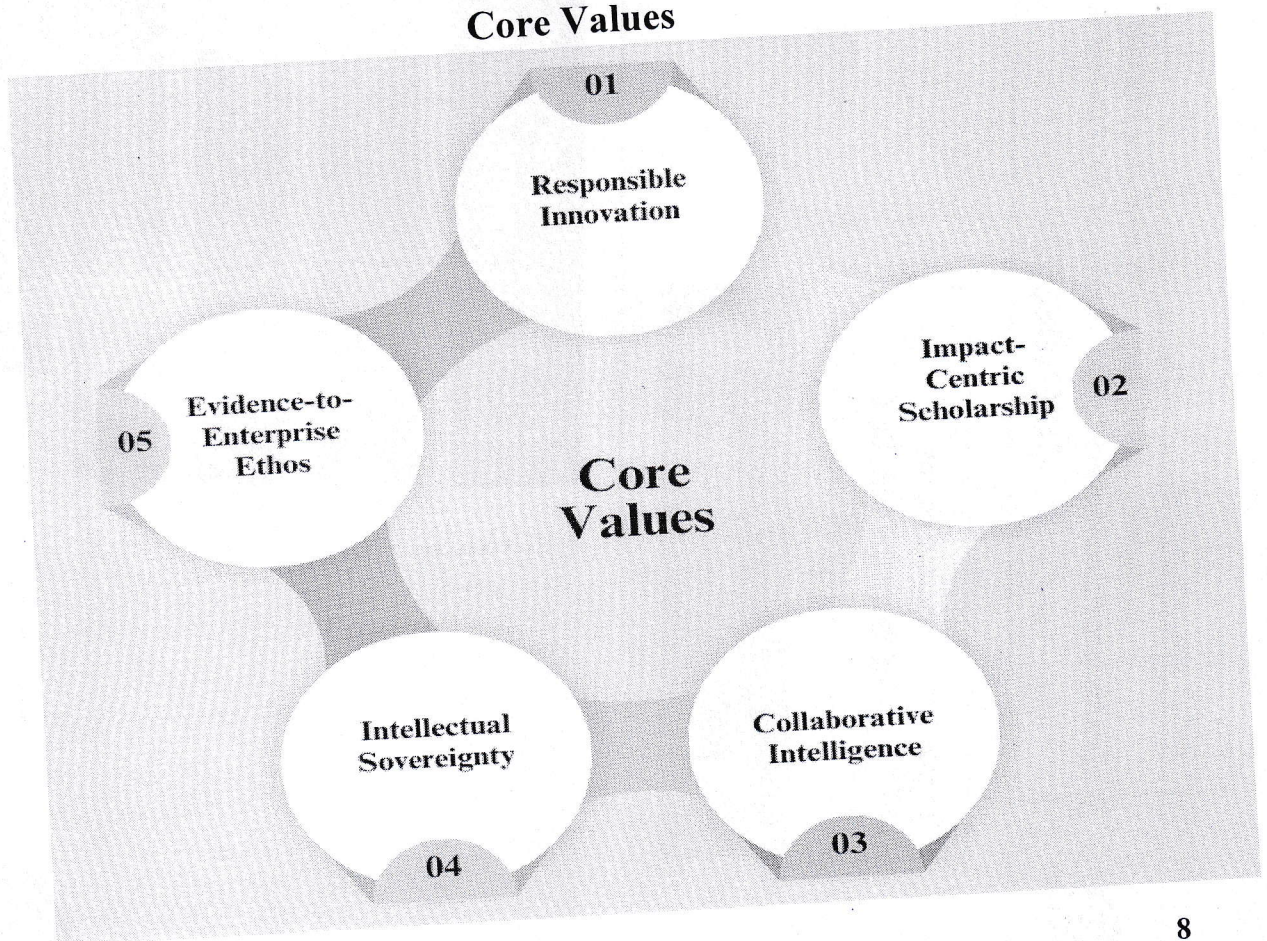


COMMERCIALIZATION
Tech transfer, licensing & market-ready solutions

Strategic Objective



Core Values



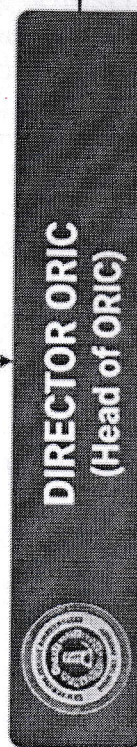
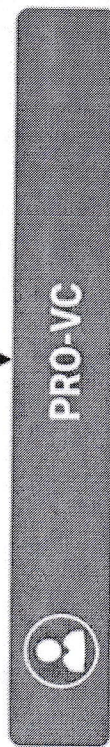


GRAND ASIAN UNIVERSITY, SIALKOT

OFFICE OF RESEARCH, INNOVATION & COMMERCIALIZATION (ORIC)



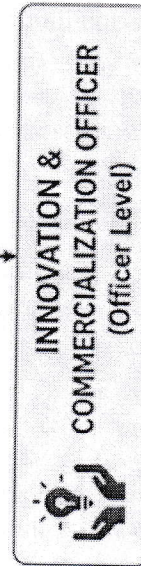
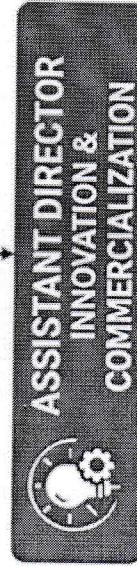
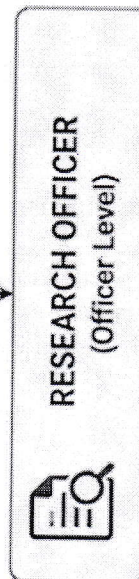
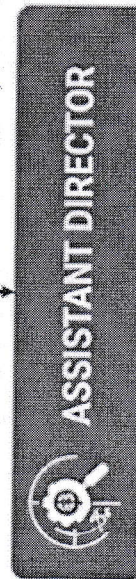
PROPOSED ORGANOGRAM



ORIC STEERING COMMITTEE



(Senior Faculty, Deans,
Industry Representatives,
Legal Advisor, Finance
Representative, and others)



ORIC MISSION

To advance research excellence, foster innovation, and promote commercialization for societal impact and sustainable development.

LEGEND

— Direct Reporting

- - - Functional / Advisory Relationship

ORIC Responsibilities

1. Provide a one-stop office for supporting, advising, and monitoring quality of research.
2. Strengthen institutional collaboration between university researchers and potential users of research in government, industry, and communities.
3. Mobilize resources for research from national and international funding bodies.
4. Establish an Ethical Institutional Review Board (IRB) in the university to undertake meticulous reviews of research proposals before submission to national and international funding bodies, to ensure that all research, especially research on human subjects, adheres to ethics guidelines.
5. Develop the university's IPR (Intellectual Property Rights) Policy, and ensure that the interests of researchers and faculty-members are fully protected.
6. Identify, build, and market the intellectual property of the university personnel (faculty, students and researchers) through a range of licensing and spin-off arrangements.
7. The university shall establish every year a research budget, which will receive funds of project overheads, 15% performance grant allocated by HEC, the university's own contribution and any matching contribution by industry or the business plus other research grants received from government or inter-governmental sources. The university shall share and audit its statements of the research support budget every year and this be used in the determination of the 15% performance grant by HEC.
8. ORIC will provide the Board of Advance Studies and Research Board (BASR) an annual report describing priority areas for research for graduate studies and highlighting the research achievements of the University.
9. Provide support to the researchers to access relevant research data.

Services at ORIC

- Identify and disseminate the funding opportunities among the researchers/faculty in the Grand Asian University Sialkot
- Research policy guidance and compliance support especially research ethics and integrity
- Industry problem identification and mapping the faculty strengths at Grand Asian University Sialkot
- Developing dataset on the research, Innovation and commercialization related indicators
- To facilitate PIs to work with other researchers and develop consortiums
- Supporting and processing MoUs with national and international organizations
- Training in research methods, grant writing, and academic publishing
- Workshops on AI, innovation, and entrepreneurship
- Facilitate the interns to work in various organizations/departments

Development Plan

Strategic Pillar	KPI	2026	2027	2028	2029	2030
Research Growth and Visibility	Scopus-indexed publications	40	80	150	250	400
	Web of Science publications	20	40	80	150	250
	Q1/Q2 publications	10	25	50	100	150
	Annual citations	100	300	700	1,500	3,000
	Faculty research profiles	40%	60%	80%	100%	100%
Research Ecosystem Development	Faculty research trainings	10	15	20	25	30
	Proposal writing workshops	4	6	8	10	12
	Patent writing workshops	1	2	5	10	15
	Research ethics trainings	2	4		10	12
Internationalization	International MoUs	10	20	30	40	50
	Joint publications	10	25	50	80	120
	Student exchange	2	5	10	15	20
	Faculty exchange	5	10	20	30	40
	Conferences hosted	1	2	3	4	5
	International grants	1	2	4	6	10
Industry Engagement	Industrial MoUs	15	30	50	70	100
	Consultancy projects	2	4	6	8	10
	Joint research projects	2	5	10	15	25
	Grant proposals submitted	25	40	60	80	100
	Grant success rate	20%	25%	30%	35%	40%
	External research funding	PKR 10 million	PKR 30 million	PKR 60 million	PKR 100 million	PKR 200 million
	Industry-funded projects	2	5	10	15	25
Innovation	Patent applications	-	2	4	6	10
	Patents granted	-	-	1	3	5
	Research spin-off companies	-	1	2	3	5
	University startups supported	5	10	20	30	50
Research Culture	Best Researcher Awards	-	10	20	30	40
	Student Innovation Competition	1	2	3	4	5
	PhD programs launched	1	2	3	4	5
	PhD enrolment	20	40	60	80	100
	MS research theses completed	5	20	50	100	250
	Research Centers	1	4	8	10	20
	Research Labs	1	2	5	10	15
	Research Journals	6	10	10	10	10

SWOT Analysis of Grand Asian University

Strengths (Internal)	Weaknesses (Internal)
S1. Strategic Location: Situated in Sialkot, internationally recognized sectors including surgical instruments, sports goods, leather products, textiles, ceramics, engineering, and emerging IT industries.	W1. Developing Research Ecosystem: ORIC and institutional research management systems are in the initial stages of establishment.
S2. Visionary Leadership: Strong commitment of the Chairman, Vice Chancellor, and University leadership to promote research, innovation, and entrepreneurship.	W2. Limited External Research Funding: Limited experience in securing competitive national and international research grants.
S3. Young and Dynamic Institution: Flexibility to adopt modern governance models, digital technologies, and international best practices without legacy administrative constraints.	W3. Research Output Needs Expansion: Current volume of high-impact publications, citations, and funded research projects requires significant growth.
S4. Multidisciplinary Academic Environment: Diverse academic programs provide opportunities for interdisciplinary and applied research.	W4. Commercialization Infrastructure: Intellectual property management, technology transfer, and startup support systems are yet to be institutionalized.
S5. Emerging Research Culture: Increasing faculty and student interest in research, scholarly publishing, innovation, and community engagement.	W5. Human Resource Capacity: Need for specialized personnel in research management, grants administration, innovation, and industry engagement.
S6. Strong Industry Access: Proximity to more than 5,000 export-oriented manufacturing enterprises provides opportunities for collaborative research, consultancy, internships, and technology transfer.	W6. International Research Collaboration: Limited international partnerships, joint research projects, and faculty mobility programs.
Opportunities (External)	Threats (External)
O1. HEC Support: Availability of ORIC development programs, research grants, faculty development initiatives, and institutional capacity-building support.	T1. Increasing Competition: Growing competition among universities for research funding, rankings, talented faculty, and industry partnerships.
O2. Industrial Innovation Needs: Increasing demand from Sialkot industries for product innovation, automation, digital transformation, quality improvement, and sustainable manufacturing.	T2. Funding Constraints: Limited national research funding and increasing competition for available grants.
O3. International Funding: Opportunities through international agencies, donor organizations, development partners, and collaborative research programs.	T3. Economic Uncertainty: Fluctuating economic conditions affecting research investment by both government and industry.
O4. Entrepreneurship Ecosystem: National emphasis on startups, incubation, technology commercialization, and innovation-led economic growth.	T4. Brain Drain: Migration of highly qualified researchers and talented graduates to larger institutions or overseas.
O5. Digital Transformation: Emerging technologies such as Artificial Intelligence, Industry 4.0, advanced manufacturing, and data analytics creating new research opportunities.	T5. Rapid Technological Change: Continuous technological evolution requiring regular investment in infrastructure and faculty development.
O6. Sustainable Development Goals (SDGs): Expanding funding and collaboration opportunities for research addressing national and global sustainability challenges.	T6. Global Market Requirements: Export industries face increasingly stringent international standards, regulatory requirements, and sustainability expectations.

TOWS Strategic Matrix

The TOWS Strategic Matrix translates the findings of the SWOT analysis into strategic initiatives that will guide the development and implementation of the Office of Research, Innovation and Commercialization (ORIC) over the next five years. It provides a practical framework for leveraging institutional strengths, addressing internal limitations, capitalizing on emerging opportunities, and mitigating external risks.

Leveraging Strengths to Capitalize on Opportunities

Institutional Strengths	External Opportunities	Strategic Initiatives
Strategic location in Sialkot's industrial cluster	Growing demand for industrial innovation	Establish sector-specific research centres focused on surgical instruments, sports goods, leather, engineering, and digital manufacturing.
Strong institutional leadership commitment	HEC funding and ORIC development programs	Secure HEC support for ORIC development, faculty capacity building, and research infrastructure enhancement.
Multidisciplinary academic programs	Availability of interdisciplinary research funding	Develop interdisciplinary research clusters addressing industrial, healthcare, environmental, and technological challenges.
Strong potential for industry collaboration	Increasing demand for consultancy and applied research	Launch structured consultancy services, collaborative research projects, and contract research programs with industry.
Emerging research culture	National innovation and entrepreneurship initiatives	Establish innovation competitions, startup support programs, and entrepreneurship development initiatives for students and faculty.

Using Opportunities to Overcome Weaknesses

Institutional Weaknesses	External Opportunities	Strategic Initiatives
Limited research funding experience	National and international research grants	Establish a Grant Development and Research Support Cell to identify funding opportunities, assist proposal development, and manage funded projects.
Limited commercialization mechanisms	Expanding innovation ecosystem	Develop an Intellectual Property and Commercialization Office to facilitate patents, licensing, and technology transfer.
Developing research output	HEC faculty development programs	Implement comprehensive faculty mentoring, publication support, and research incentive schemes to improve research productivity.
Limited international collaborations	Global academic partnerships	Establish international research collaborations, faculty exchange programs, and joint research initiatives with leading universities.
Developing research management systems	Digital transformation initiatives	Implement an integrated Research Management System (RMS) for project tracking, publications, grants, and performance monitoring.

Leveraging Strengths to Mitigate Threats

Institutional Strengths	External Threats	Strategic Initiatives
Strong industrial proximity	Increasing competition among universities	Position GAUS as the preferred research and innovation partner for Sialkot's industries through high-impact applied research and consultancy.
Visionary university leadership	Economic uncertainty	Diversify research funding by expanding industry-sponsored research, consultancy, executive training, and international grants.
Flexible institutional structure	Rapid technological changes	Continuously update research infrastructure, digital technologies, and faculty competencies in emerging technologies.
Multidisciplinary expertise	Changing industrial requirements	Develop multidisciplinary research teams capable of addressing complex industrial and societal challenges.
Growing research culture	Brain drain of talented researchers	Introduce research incentives, recognition programs, and career development opportunities to attract and retain high-performing faculty.

Minimizing Weaknesses and Reducing Threats

Institutional Weaknesses	External Threats	Strategic Initiatives
Limited research infrastructure	Competition for research funding	Adopt a phased investment strategy to strengthen research infrastructure, laboratories, and digital systems while maximizing external funding opportunities.
Developing commercialization capacity	Global technological competition	Build institutional capacity in intellectual property management, innovation commercialization, and technology transfer through targeted training and strategic partnerships.
Limited specialized research staff	Increasing regulatory and quality requirements	Recruit qualified research management professionals and implement continuous professional development programs.
Limited research visibility	International competition	Develop a comprehensive research communication strategy to promote publications, innovations, partnerships, and institutional achievements through digital platforms and academic networks.
Limited experience in research governance	Evolving higher education policies	Establish robust governance structures, standard operating procedures, quality assurance mechanisms, and periodic policy reviews aligned with HEC guidelines and international best practices.

Conclusion

The establishment of the Office of Research, Innovation and Commercialization (ORIC) at Grand Asian University, Sialkot represents a strategic institutional commitment to advancing research excellence, fostering innovation, strengthening industry engagement, and contributing to national development. As a university located in the heart of Pakistan's premier export-oriented industrial region, Grand Asian University recognizes its responsibility to serve as a catalyst for knowledge creation, technological advancement, entrepreneurship, and sustainable economic growth. Through ORIC, the University seeks to bridge the gap between academia and industry by promoting collaborative research, facilitating technology transfer, encouraging innovation, and translating research outcomes into practical solutions that create value for society.

Over the next five years, ORIC will strengthen research governance, enhance faculty and student research capacity, increase competitive research funding, promote interdisciplinary collaboration, protect intellectual property, support innovation and commercialization, and expand strategic partnerships at national and international levels. Progress will be monitored through clearly defined Key Performance Indicators (KPIs), periodic reviews, and continuous quality improvement mechanisms to ensure transparency, accountability, and measurable institutional growth.

This Strategic Plan is intended to serve as a living document. It will be reviewed periodically to respond to emerging national priorities, technological advancements, industrial needs, and changes in the higher education landscape. The University envisions ORIC as a cornerstone of its transformation into a research-driven institution that contributes meaningfully to advancing knowledge, strengthening the competitiveness of Sialkot's industries, achieving the Sustainable Development Goals, and supporting Pakistan's socio-economic development.

The University respectfully submits this Strategic Plan to the Higher Education Commission of Pakistan as evidence of its institutional commitment to developing a robust, accountable, and future-oriented research ecosystem. Grand Asian University looks forward to working closely with HEC and all stakeholders in realizing this shared vision of strengthening Pakistan's higher education and research landscape through excellence, innovation, collaboration, and impact.

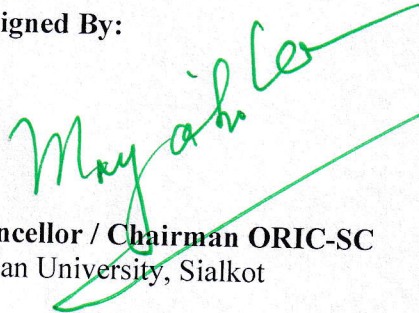
Submitted By:



Director ORIC

Grand Asian University, Sialkot

Countersigned By:



Vice Chancellor / Chairman ORIC-SC
Grand Asian University, Sialkot