

SYEDA MAHVISH ZAHRA

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Mailing Address: House # 94-3, A-Block, Satellite Town, Sargodha, Pakistan.



Education:

- ✓ **Institute of Food Science and Nutrition, University of Sargodha, Pakistan. 2013 – 2016**
Degree: **Ph. D., Food Science and Technology (Cont.....)**
Research & Thesis Title: Efficacy Studies of Iron Fortified Fruit Bar in Anemic University Girls
Courses included: Advanced Food Technology, Nutritional Biochemistry, Design and Analysis of Experiments etc.
Special Projects: Blood Groups based Nutritional Health Status of School Going Children and also of CMH Hospitalised Pregnant Females in Sargodha.
- ✓ **Allama Iqbal Open University, Islamabad, Pakistan. (Distant Learning) 2015 – 2016**
Degree: **Postgraduate Diploma in Nutrition and Dietetics**
- ✓ **Institute of Food Science and Nutrition, University of Sargodha, Pakistan. 2010 – 2012**
Degree: **MS, Food Science and Technology**
Cumulative Grade Point Average: **3.95/4**
Research & Thesis Title: Studies on Development, Characterization, and Evaluation of Nutri-Bar for Internally Displaced People IDPs in Humanitarian Emergencies.
Courses included: Food Quality Assurance Management, Food Additives, Food Industrial Waste Management, Baking Science & Technology, Advanced Food Packaging, Chromatographic Techniques, Design and Analysis of Experiments and Human Resource Management etc.
Special Project: Blood Group, Health & Diet.
- ✓ **Institute of Food Science and Nutrition, University of Sargodha, Pakistan. 2006 – 2010**
Degree: **BS, Food Science and Technology**
Cumulative Grade Point Average: **3.36/4**
Courses included: Food & Nutrition, Introduction to Food Science and Technology, Food Biotechnology, Confectionary and Snack Foods Technology, Food processing and Preservation, Fundamentals of Biochemistry and Business Management etc.
Special Project: Dose optimization of **inoculums** on the physicochemical and sensory characteristics of yoghurt prepared by indigenous **Lactobacillus bulgaricus** (followed by isolation, purification and identification of single strain of Lactobacillus from locally available yoghurt).
- ✓ **Al-Suffah Girls College, Sargodha, Pakistan. 2004-2006**
Certificate: **Higher Secondary School Certificate** 1st Division
- ✓ **St. Doris Girls High School Sargodha, Pakistan. 2002 – 2004**
Certificate: **Secondary School Certificate** 1st Division



Experience:

- ✓ **Al-Shifa Nutrition and Health Care System, Sargodha**
Consultant Clinical Nutritionist and Blood Group Diet Practitioner (22 July, 2016 to cont.....)
- ✓ **Institute of Food Science and Nutrition, University of Sargodha, Sargodha-Pakistan**
Research Associate (15 July, 2013 to 24 April, 2015(paid) to cont.....(volunteer))
PAK-USAID jointly funded project entitled "The Establishment of Fruits and Vegetables Processing Centre at Institute of Food Science and Nutrition, University of Sargodha"
(Project is among top ten projects selected for funding among 268 total projects submitted during 2013 under Pak-US, S & T Cooperation program in the country)
 - Outreach trainings to females, farmers, industrialists , villagers
 - Food product development

- Women empowerment through food technology transfer
- Free distribution of written material regarding development of food products from fruit and vegetables at home and industrial level

✓ **Nurpur Foods, Noon Pakistan Limited, Plant site Sargodha Road, Bhalwal, District Sargodha, Pakistan. Internee (02-02-2010 to 31-03-2010)**

Procurement, Production, Quality Assurance and R&D Departments

- | | | |
|-----------------|-----------------------|-------------|
| • Reception lab | • Quality control lab | • Micro lab |
| | • UHT LAB | • R&D lab |



Publications(National & International):

- ✓ Sarfraz Hussain, Qaisar Raza, Itrat Fatima, **Syeda Mahvish Zahra** and Farhat Rashid. 2017. Obesity is an eating disorder causing many diseases. Nutrition and Food Toxicology, 1(4), 154-159 ISSN: 2573-4946. (Review Article).
- ✓ Sarfraz Hussain, Qaisar Raza, **Syeda Mahvish Zahra**, Itrat Fatima and Farhat Rashid. 2017. Effect of Blood Group Diet on infertility in ABO Blood Groups. Research & Reviews: Journal of Food and Dairy Technology. P ISSN: 2347-2359. (Short Communication).
- ✓ **Syeda Mahvish Zahra**, Sarfraz Hussain, Muhammad Nadeem, Shahid Mahmood, Ayesha Rafique, Imran Pasha, Shan e Zahra, Wajiha Saeed, Ammara Afzal, Faiqa Afzal, Muhammad Yousaf Quddoos, Faiqa Chaudhry, Farah Naz, Nagina Altaf and Sonia Afzal. 2017. Apricot: Nature's Bliss to combat malnutrition. 1st International Food & Nutrition Conference on Sustainable approaches to combat malnutrition, Poster Presentation, 3-4 April, 2017, Organized by Institute of Home Sciences(Food and Nutrition), Faculty of Food, Nutrition and Home Sciences, University of Agriculture, Faisalabad, Sponsered by USDA, Scaling up Nutrition, Pakistan 2025, MicronutrientInitiative, University of Reading(UK), Chung National University(Korea) and PNDS (Abstract published in Conference Proceedings; Pp74).
- ✓ Ayesha Rafique, Sarfraz Hussain, Muhammad Nadeem, Shahid Mahmood, Wajiha Saeed, **Syeda Mahvish Zahra**, Ammara Afzal, Faiqa Afzal, Shan e Zahra, Faiqa Chaudhary, Sonia Afzal and Muhammad Yousaf Quddoos. 2017. Mung beans (Vigna radiata) and sesame based nutraceutical bar: combating malnutrition. 1st International Food & Nutrition Conference on Sustainable approaches to combat malnutrition, Poster Presentation, 3-4 April, 2017, Organized by Institute of Home Sciences(Food and Nutrition), University of Agriculture, Faisalabad. (Abstract published in Conference Proceedings; Pp 38-39)
- ✓ Waqar Iqbal, Shahid Mahmood, Wajiha Saeed, Ayesha Rafique, Ahmed Hussain, Farhat Rashid and **Syeda Mahvish Zahra**. 2017. Determining prevalence of zinc deficiency: Approach to focus malnutrition measurement tools. 1st International Food & Nutrition Conference on Sustainable approaches to combat malnutrition, Poster Presentation, 3-4 April, 2017, Organized by Institute of Home Sciences(Food and Nutrition), University of Agriculture, Faisalabad. (Abstract published in Conference Proceedings; Pp17).
- ✓ Faiqa Afzal, Ghulam Moeen ud Din, Shahid Mahmood, Sarfraz Hussain, **Syeda Mahvish Zahra**, Ammara Afzal, Ayesha Rafique and Amara Rehman. 2017. Egg shell powder: An aid to combat hypocalcemia. 1st International Food & Nutrition Conference on Sustainable approaches to combat malnutrition, Poster Presentation, 3-4 April, 2017, Organized by Institute of Home Sciences(Food and Nutrition), University of Agriculture, Faisalabad.
- ✓ Ammara Afzal, Ghulam Moeen ud din, Shahid Mahmood, Mubasshir Sohail, Sarfraz Hussain, Faiqa Afzal, Shan e Zehra, Ayesha Rafique and **Syeda Mahvish Zahra**. 2017. Calcium fortified indigenous therapeutic food for hypocalcemic children. 1st International Food & Nutrition Conference on Sustainable approaches to combat malnutrition, Oral Presentation, 3-4 April, 2017, Organized by Institute of Home Sciences(Food and Nutrition), University of Agriculture, Faisalabad. (Abstract published in Conference Proceedings; Pp40).
- ✓ Shan e Zahra, Imran Pasha, Muhammad Sajid Manzoor, **Syeda Mahvish Zahra** and Ayesha Rafique. 2017. Malnutrition's global scenario and animal based foods to combat it. 1st International Food & Nutrition Conference on Sustainable approaches to combat malnutrition, Poster Presentation, 3-4 April, 2017, Organized by Institute of Home Sciences(Food and Nutrition), University of Agriculture, Faisalabad. (Abstract published in Conference Proceedings; Pp83-84).
- ✓ Muhammad Yousaf Quddoos, Shahid Mahmood, Tusneem Kausar, **Syeda Mahvish Zahra**, Amara Rehman, Ayesha Rafique, Nagina Altaf, Faiqa Afzal, Farah Naz, Sonia Afzal and Afzia Noreen Afzal. 2017. Efficacy studies of chicken bone calcium fortified cookies in Hypocalcemic adolescent boys. 1st International Food & Nutrition Conference on Sustainable approaches to combat malnutrition, Poster Presentation, 3-4 April, 2017, Organized by Institute of Home Sciences(Food and Nutrition), University of Agriculture, Faisalabad.

- ✓ Faiqa Chaudhry, Farah Naz Akbar, Komal Chaudhry, Umar Farooq, **Syeda Mahvish Zahra** and Ayesha Rafique. 2017. Combating Malnutrition in relation to Diabtese. 1st International Food & Nutrition Conference on Sustainable approaches to combat malnutrition, Poster Presentation, 3-4 April, 2017, Organized by Institute of Home Sciences(Food and Nutrition), University of Agriculture, Faisalabad. (Abstract published in Conference Proceedings; Pp59-60).
- ✓ Muhammad Y. Quddoos, Umer Farooq, Shahid Mahmood, **Syeda M. Zahra**, Bushra Shaheen and Ayesha Rafique. 2016. Hypocholesterolemic potential of *Lactobacillus acidophilus*: An in-vitro probe. 2nd International Conference on Malnutrition, Poster Presentation, 7-8 April, 2016, Organized by Institute of Food Science & Nutrition, Bahauddin Zakariya, Multan-Pakistan. ((ICM-2016-49)Abstract Published in Proceedings; Pp76).
- ✓ Sarfraz Hussain, Farhat Rashid, **Syeda Mahvish Zahra**, Muhammad Umar Nasir and Ayesha Rafique. 2015. Blood Group Diet Research is the Key to Get Precise Results to Improve Human Health. Research & Reviews: Journal of Food and Dairy Technology. ISSN: 2321-6204. (Research paper).
- ✓ A. Dawood, S. Hussain, M. Nadeem, S. Jabbar, T.M. Qureshi, M.U. Nasir, **S.M. Zahra** and F. Rashid. 2015. Quality assessment of Doughnut prepared by using small sized potatoes (Diamant). Journal of Environmental & Agricultural Sciences. 4:21-27. (Research paper).
- ✓ U. Shahid S. Hussain, M. Nadeem, S. Jabbar, T. M. Qureshi, M. U. Nasir, **S. M. Zahra**, F. Rashid. 2015. Quality assessment of the mango-mandarin (kinnow) squash during storage. Science letters, 3(2), 115-121. (Research paper).
- ✓ Z. Zahra, S. Hussain, M. Nadeem, S. Jabbar, T. M. Qureshi, M. U. Nasir, **S. M. Zahra**, F. Rashid. 2015. Body mass index and consumption pattern of different food products in thalassemia and healthy children of the Sargodha district of Pakistan. Science letters, 3(2), 1-8. (Research paper).
- ✓ **S. M. Zahra**, M. Nadeem, S. Hussain, T. M. Qureshi, A. Din and F. Rashid. 2014. Development and Evaluation of Nutri-bars for Internally Displaced People (IDPs) in Humanitarian Emergencies. Journal of Agricultural Research, 52(2), 217-227. (Research paper).
- ✓ F. Rashid, T. Kausar, T. M. Qureshi, S.Hussain, M. Nadeem, A. Ainee, and **S. M. Zahra**. 2014. Evaluation of Physico-Chemical and Sensory Properties of Orange Marmalade Supplemented with Aloe Vera Powder. Journal of Agricultural Research, 52(4), 561-568. (Research paper).
- ✓ Sarfraz Hussain, **Syeda Mahvish Zahra**, Muhammad Umar Nasir and Farhat Rashid. 2014. An Ultimate Diet Pyramid based on blood groups. International Conference & Expo 2014, Conference Session, Clinical & Therapeutic Nutrition, Recent Developments in Human Nutrition, 19-20 March, 2014, at PC Hotel Lahore, Organized by Nutritional Association of Pakistan and University of Veterinary & Animal Sciences, Lahore. (Abstract Published in Proceedings; Pp78-79).
- ✓ **Syeda Mahvish Zahra**, Sarfraz Hussain, Muhammad Nadeem, Tahir Mahmood Qureshi, Ayesha Rafique, Nida Mian, and Farhat Rashid. 2014. Preparation of Nutri-bar for Internally Displaced People (IDPs) in Humanitarian Emergencies. International Conference & Expo 2014, Recent Developments in Human Nutrition, 19-20 March, 2014, at PC Hotel Lahore, Organized by Nutritional Association of Pakistan and University of Veterinary & Animal Sciences, Lahore. (Abstract Published in Proceedings; Pp 12-13).
- ✓ Sarfraz Hussain, Muhammad Nadeem, Tahir Mahmood Qureshi, Farhat Rashid, **Syeda Mahvish Zahra** and Muhammad Umar Nasir. 2014. "Blood group diet the key to good health" Paper Presented in International Conference on "Natural Therapies against Lifestyle Related Disorders", May 29-30, 2014. National Institute of Food Science & Technology, University of Agriculture, Faisalabad, Pakistan. Abstract published in proceedings of the conference.



Achievements:

- ✓ **Selected in top 100 multidisciplinary food researchers around the world and sponsored to Present the poster "NUTRI BAR: AN EFFECTIVE NUTRITIVE SOLUTION FOR VICTIMS OF HUMANITARIAN EMERGENCIES" in São Paulo School of Advanced Sciences on Reverse Engineering of Processed Food, held at the Faculty of Food Engineering FEA-UNICAMP, Brazil, South America, September 25th to October 4th, 2017.**
- ✓ **Earned 5 Credit Hours, PMDC Recognition Code: CME/DME-156, by delivering presentation entitled "Dietary guidelines for Diabetics" in One day Seminar on World's Diabetese Day 14 November at Mushaf Hospital Pakistan Air Force, November 14, 2016.**
- ✓ **Earned 2.5 Credit Hours, PMDC Recognition Code: CME/DME-156, by performing group activity related to Anthropometrics and Quantum Magnetic Resonance Analyser Body Composition of Diabetic patients on World's Diabetese Day 14 November at Mushaf Hospital Pakistan Air Force, November 14, 2016.**
- ✓ **Sarfraz Hussain. 2015. Preparation of products from fruits and vegetables at Home and Industrial level (In Urdu). 2nd Edition. Publication Department, University of Sargodha, Funded & Sponsored by USAID & Higher education commission, Islamabad-Pakistan. Pp144.(Project Helpers: Syeda Mahvish Zahra, Farhat Rashid and Amjad Abbas(Research Associates))**

- ✓ **Developing Country Sponsorship Award to Participate in The 17th World Congress of Food Science and Technology** by International Union of Food Science and Technology(IUFoST) & Canadian Institute of Food Science and Technology(CIFST) at Palais des congres de Montreal, Canada, August 17-21, 2014.
- ✓ **Poster Presentation in International Conference & Expo 2014, Recent Developments in Human Nutrition** entitled "Preparation of Nutri-bar for Internally Displaced People (IDPs) in Humanitarian Emergencies", at PC Hotel Lahore, Organized by Nutritional Association of Pakistan and University of Veterinary & Animal Sciences, Lahore, March 19-20, 2014.
- ✓ **Participated as a Team member in "Competition of Innovative Ideas" in DICE in Collaboration with CONNECT & PCST**, at University of Gujrat, Pakistan, Organized by British Council, DICE Foundation, PCST, HEC & UOG, "Project Title: An Ultimate Diet Pyramid Based On Blood Groups" Project # 12161, October 1- 2, 2013.
- ✓ **Participated in Innovative Ideas to Feed the World competition** at FAO Headquarters, Rome, Organized by UN-FAO-WFP, May 21, 2013.
- ✓ **PhD Indigenous Scholarship Award (Fully Funded)** by HEC, 2013.
- ✓ **Laptop awarded on merit basis through Governor of Punjab's Merit based Laptop Distribution Programme held at University of Sargodha, Sargodha**, 2012.
- ✓ **Presented Scientific Research Communication in 1st International Emergency Response Conference 2012** on the Theme of **Pakistan: Emergency Response and Environmental Challenges** at Beach Luxury Hotel, Karachi, by Sindh Social Development Network, August 28, 2012.
- ✓ **Research Article Published in Supplement of Business Recorder, Karachi. Title: Emergency foods and humanitarian emergencies in Pakistan on Honorary basis**, August 28, 2012.
Available at: <http://www.brecorder.com/supplements/88/1231728/>
- ✓ **Declared as the best Intern at Nurpur, Noon Pakistan Limited** based on the assessment and got job offer as reward.
- ✓ **Awarded with Merit scholarship of Pakistan Army in School, College & University.**



Co-curricular Activities:

- ✓ **Training Courses and Internships Completed:**
 - **Successfully attended multidisciplinary lectures in São Paulo School of Advanced Sciences on Reverse Engineering of Processed Food**, held at the Faculty of Food Engineering FEA-UNICAMP, Brazil, South America, September 25th to October 4th, 2017.
 - **Successfully Completed 3 days training on Research Methodologies under SUN Academia & Research Network Pakistan and Nutrition International at University of Veterinary and Animal Sciences, Lahore, Pakistan**, August 28-30, 2017.
 - **Successfully Completed 3 months Internship under the Pepsico Food Safety Internship Program-2016.**
 - **Successfully Completed 43rd Postgraduate Training Course on Nuclear and other advanced techniques in Agricultural & biological Research at Nuclear Institute for Agriculture and Biology(NIAB), Faisalabad, Pakistan**, November 2-13, 2015.
- ✓ **Outreach Trainings Facilitated:**
 - **One day fruit & vegetable preservation field training for women in Chak No.101 NB, District Sargodha in collaboration with Punjab Rural Support Program, District Office** on 16th August, 2014.
 - **One day fruit & vegetable preservation field training for women in Chak No.102 NB, District Sargodha** on 17th August, 2014.
 - **One day fruit & vegetable preservation field training for women in Lalian near Chiniot** on 20th August, 2014.
 - **One day fruit & vegetable preservation field training for women in Chak No.103 SB, District Sargodha** on 23rd August, 2014.
 - **One day fruit & vegetable preservation field training for women in Bhain, Chakwal** on 25th August, 2014.
 - **One day fruit & vegetable preservation field training for women in Jauharabad** on 28th August, 2014.
- Workshops Attended:**
 - **Personality Development through Quality Mind Set** by Mr. Asad Abbas Jaffari in Department of Business Administration, UOS, July 16, 2012 to July 20, 2012.
 - **Successful Job Interview, Resume Writing & Career Counseling** by Mr. Asad Abbas Jaffari in Department of Business Administration, UOS, July 14, 2012 to July 15, 2012.
 - **Time Management & Stress Management** by Mr. Asad Abbas Jaffari in Department of Business Administration, UOS, July 14, 2012 to July 15, 2012.
 - **Leadership and Management Skills, How to deliver peak performance** by Mr. Asad Abbas

Jaffari in Department of Business Administration, UOS, July 12, 2012 to July 13, 2012.

- **Presentation and Confidence Building Skills by Mr. Asad Abbas Jaffari in Department of Business Administration, UOS, July 12, 2012 to July 13, 2012.**

✓ Conferences and Seminars attended:

- **One day National Seminar on “Functional Foods: Recent approaches towards human health” by Department of home economics and food Sciences, GC Women University, Faisalabad, December 4, 2014.**
- **Two days International seminar on “Post Harvest technology and processing of fruits and vegetables” Organized by and held at Institute of Food Science & Nutrition, University of Sargodha, Pakistan November 17 to 18th, 2014.(Attended & organized) (Sponsored by Pak-US Science & Technology Cooperation for development (USAID))**
- **One Day Seminar on “Industrial Training Centre for Women, On Fruits & Vegetable Preservation” at Sanat-e-zar, Satellite Town, Sargodha, September 27, 2014.(Under the Project of Pak-US Science & Technology Cooperation for development (USAID))**
- **One Day Seminar on “Women, Peace & Democracy” Organized by Taangh Wasaib Organization at Prime Castle, Sargodha, August 28, 2014.**
- **One day National Seminar on “Post Harvest technology: The Key to food Safety & Security” by Post Harvest Research Centre, Ayub Agricultural Research Institute, Faisalabad April 10, 2014.**
- **One Day Seminar on “Functional Foods and Nutraceuticals Chemistry, Recent Developments and Future Prospects”, Organized by and at The Department of Chemistry, University of Sargodha, Sargodha-Pakistan, March 20, 2013.**
- **1st International Emergency Response Conference 2012 on “Pakistan: Emergency Response & Environmental Challenges” by Sindh Social Development Network, Karachi, August 27-29, 2012.**
- **1st International Conference on “Safe Foods & Human Health” by GC University Faisalabad in collaboration with PARB & HEC Pakistan, January 10-11, 2012.**
- **International Conference on “Emerging Issues In Food Safety” by NIFSAT, University of Agriculture, Faisalabad, Pakistan, November 14-16, 2011.**

✓ Participant in **Urdu & English Declamation** in School and College, **Declamation Mentor** for Schools.

✓ Represented **University of Sargodha** in **badminton**.

✓ Reviewer for **AJFAND, JFNR, AJFST** and **American Journal of Food and Nutrition**.



Membership:

✓ Member of **School of Nutrition/The Nutritionists Club**, Membership ID # **1503-172**.



Skills:

- ✓ Food Preservation and Food Product Innovation.
- ✓ Excellent Presentation, Communication and Interpersonal Skills.
 - **Designed and Presented presentations to an audience of 50+.**
- ✓ An **adept** team player.
- ✓ Proficient in **Microsoft Office, SPSS, WHO Anthro, WHO Anthro Plus, NS, Nvivo and Turnitin**.
- ✓ **TWIN SHIME, ICP, AAS, FTIR, HPLC and UV-Visible Spectrophotometry**.



Specialties:

- ✓ **Management** and **Teamwork** learned through working in Professional organization, organizing events and attending workshops.
- ✓ **Hardworking** and **Adaptive** to the organizational ethos.



Areas of interest:

- Food Science & Technology
- Nutrition & Dietetics
- Nutraceuticals
- Food biochemistry
- Public Nutrition Education
- Biotechnology
- Product Development & Exp. cooking