



SDG 9: Industry, Innovation and Infrastructure

Ziauddin University pledge to achieve sustainable goals in all their activities therefore, University plays their role to provide all support to create an healthy and sustainable environment by providing grants and financial support to bring innovative ideas and produced innovative projects that create change for industry, environment and society. Through this Ziauddin university aim to introduced new projects that are fruitful for industry growth and to achieved a sustainable goal. Following projects are brought by Ziauddin University to change in energy and climate which are as follows:

S.#	Information
1.	<p>Startup name: Electrocon</p> <p>Description: ElectroCon is an IOT based startup that has recently won 0.5 million seed funding from Prime Minister Youth Program. The startup was mentored at Ziauddin and participated in multiple competitions.</p> <div style="display: flex; justify-content: space-around;"></div>
2.	<p>Startup name: AI enabled GPU based system</p> <p>Description: Ziauddin University Research Lab NCBC (National Centre for Big Data and Cloud Computing) has worked on Artificial Intelligence enabled GPU based systems. The Nvidia Jetson nano AI-enabled powerful computer is designed for powerful entry-level edge AI applications and devices.</p> <div style="display: flex; justify-content: space-around;"></div>



<p>3.</p>	<p>Startup name: Madad</p> <p>Description: Madad is a startup that was envisioned to benefit the health sector. On a rudimentary level, the startup is an ambulance service with other business models for a remote health clinic.</p> 
<p>4.</p>	<p>Startup name: Smart Traffic Monitoring System</p> <p>Description: The Data Acquisition, Processing and Predictive Analytics Lab - Ziauddin University has developed a Smart Traffic Monitoring System that efficiently read the number plate in one of its modules. This number plate detection technique can be used in Vehicle Entry/Exit system, automated barrier opening system, Toll Plaza and roadsides for the detection of specific cars. The interpreted data will be stored and tracked easily through our system for any required records. That can also be used in the future for monitoring which car has high carbon emission and needs to be repaired/maintenance immediately.</p> 
<p>5.</p>	<p>Startup name: ZU IDEA BAITHAK</p> <p>Description:</p> <p>Ziauddin University Department of ORIC, Linkages and outreach domain-initiated ZU IDEA BAITHAK to educate students for future entrepreneurship. The aim of this idea baithak is to empower entrepreneurs to build startup ideas, turn business ideas into successful business plans, learn model canvas and pitch business ideas to evaluators.</p> 



6. **Startup name: Renewable Energy Generation using Vertical Axis Wind Turbine**

Description:

Ziauddin University Faculty of Engineering Science Technology & Management, Department of Electrical Engineering participated in the Pakistan Sustainability Week and presented their project on "Renewable Energy Generation using Vertical Axis Wind Turbine". The project won the second prize in the Alternative Energy domain.

