



for a living planet™



# INDUS FOR ALL PROGRAMME

## Launching Ceremony

29 August 2007



Indus For All Programme  
WWF - Pakistan

## Chapter 1: Background and Context

### 1.1 The Indus Ecoregion Programme

The Indus Ecoregion Programme is an ambitious long-term (2005-2055) initiative of the World Wide Fund for Nature – Pakistan (WWF-P) and the Government of Sindh to address poverty and natural resource degradation in the Indus Ecoregion. The Indus Ecoregion lies in the southern part of Pakistan in Sindh province and harbours a diverse range of biodiversity from deltaic habitats in the south, riverine ecosystems along the Indus and desert areas in the periphery. The failure of previous disconnected short-term poverty reduction and natural resource management projects has raised the need for a long-term vision and framework that integrates the existing efforts of all stakeholders and results in comprehensive solutions leading to sustainable management of the Indus Ecoregion. The development phase of the Indus Ecoregion Programme was funded by the Royal Netherlands Embassy (RNE), WWF's Living Waters Programme (LWP) and WWF's Asia-Pacific Programme.

#### *Vision of the Indus Ecoregion*

*Mankind coexisting with nature in complete harmony, a network of interlinked wetlands where **Dolphins/Otters** thrive in their river habitats and **raptors/waterfowl** inhabit lakes and lagoons. **Aquatic flora** and associated **biodiversity** flourish on the banks and mouth of the River Indus and the newly hatched **marine turtles** safely return to the sea.*

The failure of previous disconnected short-term poverty reduction and natural resource management projects has raised the need for a long-term vision and framework that integrates the existing efforts of all stakeholders and results in comprehensive solutions leading to sustainable management of the Indus Ecoregion. The development phase of the Indus Ecoregion Programme was funded by the Royal Netherlands Embassy (RNE), WWF's Living Waters Programme (LWP) and WWF's Asia-Pacific Programme.

The Indus Ecoregion Programme is the culmination of a decade-long struggle by WWF-Pakistan in collaboration with a wide spectrum of stakeholders from the Federal Government, Government of Sindh, civil society organisations, community-based organisations, academia, local communities and conservation experts from the WWF network. A continuous national and international consultative process from 2002-2004 led to the development of a 50-year vision for the Indus Ecoregion complemented by 10-20 year targets and 3-5 year milestones.

- ❑ In 2002, the first consultative workshop was organized to assess the current situation of the Indus Ecoregion. The workshop resulted in identification of the boundary of the ecoregion, review of its ecological issues, identification of knowledge gaps, and identification of threats, problems and issues.
- ❑ In July 2004, fifty-six participants representing twenty-five conservation partners participated in a Biodiversity Visioning and Ecoregion Conservation Planning workshop for the Indus Ecoregion. The key outcomes of the workshop were:
  - Development of an Integrated Ecoregion Conservation Plan based on a 50-year Biodiversity Vision;
  - Identification of 10 Conservation Targets (timeframe of 10-20 years) and 43 milestones (3-5 years) to gauge progress towards achieving the conservation targets;

- Identification of 15 Priority Areas of global, regional and ecoregional significance ; and
  - Formulation of an Indus Ecoregion Steering Committee under the Chairmanship of Additional Chief Secretary (Dev), P&D Department Government of Sindh
- ❑ In October-November 2004, the Indus Ecoregion Plan underwent two international reviews at Monterey, California with the Nature Conservancy and Bangkok, Thailand with WWF's Asia-Pacific Programme.
- ❑ In July 2006, Royal Netherlands Embassy signed an agreement with WWF-Pakistan for supporting the Indus for All programme, the first phase of the Indus Ecoregion Programme for the next 6 years.

## **1.2 Indus for All Programme: Overview and Objectives**

Through a generous contribution by the Royal Netherlands Embassy, the first 6-year phase (Indus for All Programme) of the Indus Ecoregion Programme was approved in July 2006. The Indus for All Programme is divided in to three distinct distinct phases: inception (July 2006- March 2007), implementation (April 2007- March 2012) and post-project implementation (March 2012-June 2012). The Indus for All Programme is focused on introducing natural resource management and poverty reduction interventions at four of the fifteen priority areas identified during the development phase of the Indus Ecoregion Programme. Representing the ecological diversity of the Indus Ecoregion, the four programme sites are Keti Bunder and Keenjhar Lake in Thatta district, Chotiari Reservoir in Sanghar and Pai Forest in Nawabshah. Implementation of the Indus for All Programme is guided by four programme objectives:

- ❑ Community-based natural resource management contributes to improved livelihoods;
- ❑ Improved natural resources and livelihoods through mainstreaming of poverty-environment linkages at policy, planning and decision-making levels;
- ❑ Improved institutional capacity and awareness for sustainable management at various levels; and
- ❑ Improved alignment and collaboration for stakeholder interventions.

## **1.3 Objectives of the Indus for All Programme Launching Ceremony**

The Indus for All Programme was formally launched on the 29 August 2007 at an extravagant ceremony attended by a large group of stakeholders and partners from all tiers of the government, civil society organizations, academia and local communities. Held at the Marriot Hotel in Karachi, the Chief Secretary, Government of Sindh, Mr. Ejaz Ahmad Qureshi was the Chief Guest at the ceremony. The launching event achieved four specific objectives:

- ❑ The Indus for All Programme was officially launched in the presence of a large number of stakeholders belonging to a wide range of backgrounds;
- ❑ The website of the Indus for All Programme, **Forever Indus** ([www.foreverindus.org](http://www.foreverindus.org)) was officially launched, promoting the long-term vision for the Indus Ecoregion and inspiring concerted action towards achieving the vision;
- ❑ Stakeholders were sensitized to the environmental and livelihood issues of the Indus Ecoregion through the establishment of site information corners, community handicrafts corner, and awareness materials such as brochures, fact sheets, streamers, posters, and a painting exhibition on 'Birds of Pakistan'; and
- ❑ Stakeholders gained a snapshot of the challenges for natural resource management and livelihood improvement in the Indus Ecoregion through a half-day exposure visit to Keti Bunder.

#### **1.4 Planning Processes and Procedures for the Launching Ceremony**

The planning process for the Indus for All Programme Launching ceremony was initiated approximately three months prior to the actual event in early June when senior management outlined an initial plan of the event. The plan was shared with the programme implementation units for comments and ideas from the field were incorporated that resulted in a final plan (Annexure I). A coordinator was designated to lead the planning phase of the event while senior management provided continued support and feedback to the coordinator. A responsibilities matrix (Annexure- II) was developed by the coordinator to ensure division of work and timely implementation. Leaders were designated to coordinate different aspects of the event who met on a regular basis to share progress and to warn the team of any bottlenecks. Each and every member of the Indus for All team from the Programme Management Unit (PMU) and the four Programme Implementation Units (PIUs) took part in some aspect of the preparations. During the week prior to implementation, daily meetings were held and the role of each team member on the day of the event was discussed at length to ensure effective coordination of the ceremony.

The following aspects played an instrumental role in successful planning of the event:

- ✓ Teamwork
- ✓ Participatory Approach
- ✓ Systematic Planning
- ✓ Regular and Effective Communication
- ✓ Strong Leadership



## Chapter 2: Launching of the Indus for All Programme

### 2.1 Exposure Visit to Programme Site- Keti Bunder

Prior to the launching ceremony on 28 August 2007, a team of around 30 members from WWF-Pakistan, Government of Sindh, and media visited Keti Bunder, one of the programme implementation sites. The participants of the exposure visit interacted with the local people to understand the issues of natural resource use and poverty in the area. The team was also taken to the areas where two wind turbines have been installed in villages of Keti Bunder Taluka as part of the alternative livelihood initiatives of the Indus for All Programme. The windmills were formally inaugurated by Allah Bux Kalhoro, Director General, Sindh Coastal Development Authority.



Mr. Allah Bux Kalhoro, DG, CDA Inaugurating Installation of a Wind Turbine Unit at Keti Bunder.

### 2.2 Programme Launching Ceremony

The formal launch ceremony of the Indus for All Programme was held on 29 August 2007 in a local hotel at Karachi. Over two hundred and fifty participants representing diverse stakeholder groups and organizations, including prominent media agencies attended the event. List of participants is attached as annexure III. The Chief Secretary Sindh, Mr. Ejaz Ahmad Qureshi graced the occasion as the Chief guest. The event proceeded according to the agenda, attached as annexure IV.

#### 2.2.1 Welcome Address

Mr. Ali Hassan Habib, the Director General of WWF-Pakistan, welcomed the dignitaries and all other participants. Regarding his visit with stakeholders to Keti Bunder the day before, Mr. Habib said that the visit yesterday confirmed that small interventions can bring about change in remote areas. He mentioned that the initiatives taken under the Programme such as setting up of a windmill energy units and establishing a small hut to be used as a school for a village of 20 households, have proved that such interventions can bring about change. He further elaborated that the main challenge



Mr. Ali Hassan Habib, Director General, WWF-Pakistan delivering the Welcome Address at the Indus for All

is to maintain that change and to ensure that the windmills are providing energy and the schools are functioning well.

He further elucidated that the difference in the economic prosperity of Pakistan's urban and rural areas is increasing. This disparity needs to be balanced and we should strive to ensure that benefits of economic progress are equitably shared. He further stated that recent reports also confirm that while Pakistan's economy is improving, it is not filtering down to those in need. On behalf of WWF-Pakistan, he requested the Chief Secretary, Government of Sindh to ensure that projects such as Dubai World are not in conflict with the interests of the environment and local people.

### *2.2.2 Introduction of the Indus for All Programme*

Dr. Ghulam Akbar, Director of the Indus for All Programme introduced the concept of ecoregion conservation and the five ecoregions in Pakistan. He highlighted the ecological significance of the Indus Ecoregion that has been recognized globally and that motivated WWF-Pakistan to engage in a national and international consultative process leading to the development of the Indus Ecoregion Programme in 2004.



Dr. Ghulam Akbar, Director Indus for All Programme presenting a brief overview of the Programme.

Dr. Akbar elucidated the objectives of the Indus for All Programme and the core focus of the programme on natural resource management and poverty alleviation. He mentioned the unique 3M approach of the programme that aims to integrate interventions at the micro, meso and macro levels to ensure that lessons learnt at the field level are translated in to effective plans and policies at the provincial and national levels. A brief overview of the four programme sites and their ecological significance was provided with the support of recent GIS images and short footage from each of the sites. Moreover, interventions achieved in the inception phase of the programme were highlighted.

Lastly, Dr. Akbar emphasized the valuable contribution of stakeholders and partners from line departments, civil society organizations, academia and local communities and acknowledged the generous support of the Royal Netherlands Embassy to the Indus for All Programme.

### *2.2.3 Formal Launching of the Indus for All Programme*

Chief Secretary Sindh, Mr. Ejaz Ahmad Qureshi, formally launched the Indus for All Programme. By pulling a curtain he revealed the launch backdrop that signified the start of a journey and the journey symbolised the



Mr. Ejaz Ahmad Qureshi, Chief Secretary, Government of Sindh formally launches the Programme accompanied by other dignitaries.

beginning of the Indus for All Programme. Mr. Ali Hassan Habib, Director General WWF – P, Mr. Ghulam Serwar Khero, Additional Chief Secretary Sindh (Chairman Indus Ecoregion Steering Committee), Mr. Fred Smiet First Secretary/Senior Advisor Environment, Royal Netherlands Embassy in Pakistan, Dr. Ejaz Ahmad Deputy Director General WWF – P and Dr. Ghulam Akbar Director Indus for All Programme WWF – P accompanied the Chief Guest on the stage at the inauguration.

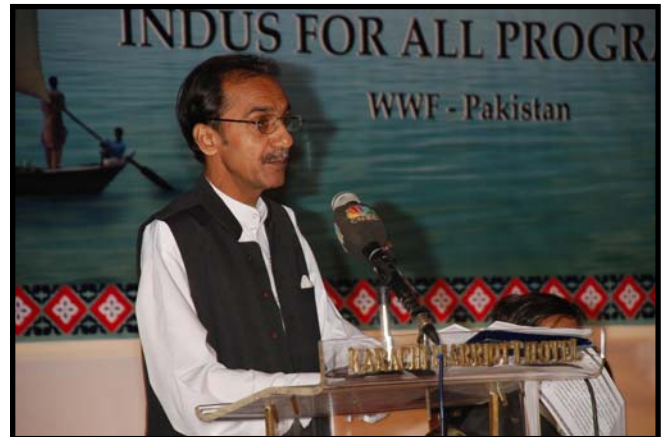
#### *2.2.4 Launching of the 'Forever Indus' Website*

The website of Indus for All Programme was formally launched by the Chief Guest, Chief Secretary to the Government of Sindh, Mr. Ejaz Ahmad Qureshi. The website [www.foreverindus.org](http://www.foreverindus.org) has been developed by the Indus for All Programme with technical support from the Information Technology department of WWF – Pakistan. The website is divided into two main parts, the Indus Ecoregion and the Indus Ecoregion Programme. After the launch of the website by the chief guest, a self-explanatory power point slide-show was shown, which gave a brief overview of the website structure and links. Links to the Indus for All Programme, Friends of Indus Forum and Indus Ecoregion were demonstrated in the presentation.



#### *2.2.5 Sindh Vision 2030 and the Indus for All Programme*

Mr. Ghulam Sarwar Khero, Additional Chief Secretary (Development), Planning & Development Department, Government of Sindh also spoke on the occasion. Mr. Khero highlighted several linkages and opportunities between the Indus for All Programme and the Government of Sindh's long term development vision for the province, Sindh Vision 2030. He pointed out that both initiatives complement each other in the areas of poverty alleviation, forest management, environmental education and awareness, water management and introduction of alternate energy technologies. Speaking about alternate sources of energy, he appreciated the recent initiative of WWF-Pakistan to set up wind turbine units in the remote areas of Keti Bunder. He expressed full support to the Indus for All Programme and encouraged all stakeholders to play an active role in the development and implementation of Sindh Vision 2030.



Mr. Ghulam Sarwar Khero, Additional Chief Secretary (Dev), Govt. of Sindh delivering a presentation.



*2.2.6 Donor Perspectives- Views of the Royal Netherlands Embassy, Pakistan*

Mr. Fred Smiet, the First Secretary of the Royal Netherlands Embassy (RNE) in Pakistan spoke about the different initiatives of the embassy in Pakistan. He said the main objective for funding the Indus for All Programme was to address the nexus between poverty and environment. He further elaborated that the preservation of the biodiversity is important but for RNE the most important aspect was to support the poor whose livelihoods are threatened by a number of factors, such as salinity, sea intrusion, and decline in fisheries resources. He hoped that Pakistan's experience from the Indus for All Programme could become an example for other countries and programmes of similar nature.



Mr. Fred Smiet, First Secretary Environment, Royal Netherlands Embassy in Pakistan sharing RNE's perspective on the Indus for All Programme

*2.2.7 Key Note Address- Chief Secretary, Government of Sindh*

Speaking on the occasion, the Chief Secretary Sindh Mr. Ejaz Ahmad Qureshi said that preservation of the natural environment and conservation of natural resources are very important issues, but unfortunately very little attention had been given to these sectors in the past. He further emphasized that there is a dire need for pragmatic actions to address poverty and livelihoods issues. He pointed out that these issues are of serious concern and can become a threat to the very fabric of the society, if left unattended. He emphasized the need for active involvement of local communities in development projects. Moreover, he expressed gratitude to the Royal Netherlands Embassy in Pakistan for providing generous financial support for implementation to the Indus for All Programme. On behalf of the Government of Sindh, he assured full support to the Indus for All Programme and ensured that he will not support any project that is a threat to the environment. Regarding the Dubai World project, he assured that the project will take in to account environmental sensitivities of the area.



The Chief Guest, Mr. Ejaz Qureshi, Chief Secretary, Government of Sindh delivering the Keynote Address



## Chapter 3: Promoting Awareness of the Indus Ecoregion

### 3.1 Overview

The ceremony also aimed at promoting understanding and public awareness about the Indus Ecoregion. For this purpose the Indus for All Programme team organised a diverse display of awareness and promotional materials, distributed print materials on various aspects of the Indus Ecoregion and invited a large group of representatives from print and electronic media to cover the event.

Major displays consisted of the Programme site's Information Corners; an art exhibition; a slide show on the Indus Ecoregion; and display of awareness materials including streamers, banners and posters.

### 3.2 Site Information Corners

Four information corners were set up, one for each of the Programme sites. The site information corners portrayed the ecosystems of the priority sites in large paintings, models of wild animals and birds, local handicrafts and also depicted the dependence of the communities on natural resources in the area. The site information corners proved to be useful tools to sensitize the stakeholders and partners about the ecological and socio-economic significance of the four ecosystems. Participants to the site information corners were also briefed about the conservation priorities under the Indus for All Programme. To encourage the Indus for All site teams, a competition was held for the best display amongst the four site information corners that was won by PIU- Keenjhar Lake.

#### 3.2.1 Chotiari Reservoir: A Complex of Terrestrial and Aquatic Ecosystems

**Chotiari Reservoir**, a complex of terrestrial and aquatic ecosystems lies in district Sanghar. The reservoir occupies an area of about 64,000 acres with water storage capacity of about 0.71 MAF. The diverse habitats, such as, open wetlands, shallow pools, aquatic vegetation, sand dunes and desert in the peripheries provide shelter for a variety of fish, mammals, birds and reptiles. About 60 villages/settlements exist both inside and around the reservoir while the total population is 16,250. The local economy thrives on fishing, agriculture, livestock and some pastoral activities. Most of the people in the area live below the poverty line due to persistent drought in Achro Thar, lack of basic amenities, illiteracy, unemployment and exorbitant population growth rate. Women in the area are mostly involved in agriculture, livestock, fishing, handicraft and household activities.

The indigenous skills of local communities in developing handicrafts is a potential source of alternative livelihood that needs to be encouraged by improving market access of these community handicrafts. The local community of "Mallah" have traditional local skills to make mats from *Typha spp.* (a wetland plant) used for sitting

and sleeping. This is found in abundance around Chotiari reservoir. Similarly the local Laghari



Communities have outstanding embroidery skills. These embroidery items consist of patterns indigenous to local Sindhi designs and are used for making dresses, cushions, mobile phone cases, shoulder bags etc. The communities of Chotiari also have special skills to make colourful spotted bed sheets and quintals which are locally known as Rili. The Mallah, Mangnana, Wassan, Behan and other communities make these handicraft items by sticking small pieces of cloth to make bed sheet/quintal.

### 3.2.2 Keenjhar Lake: A Wildlife Sanctuary and Ramsar Site

**Keenjhar Lake** located in Thatta District is a freshwater lake covering an area of about 14,000 ha. It is a wildlife sanctuary and a Ramsar site. The Lake is rich in fish fauna and supports the livelihood of about 50, 000 local people. It is an important breeding and wintering ground for a wide variety of birds. Few mammal and reptile species have also been reported from the area. Major problems in the area include depletion of fish stock and reduction in the storage capacity of lake due to deforestation activity.

In the launching ceremony the skills of communities living around the lake were highlighted; people visiting the stall of Keenjhar Lake were fascinated to see such skills in the shape of embroidery, mat making, fishing and pottery. The purpose of showcasing these was to introduce these skills to visitors from various walks of life including media, government functionaries and civil society organizations. Besides this the living style of the communities were also highlighted through model display of a thatched hut used by most communities around the lake. The information corner also highlighted various issues pertaining to natural resources that included reduction in fish

stocks, water pollution, ill-managed tourism, invasive species, habitat destruction, agriculture in the catchments area, logging and deforestation and illegal hunting & shooting.



Site Information Corner for Keenjhar Lake



Another view of the Site Information Corner for Keenjhar Lake with representation from local communities



3.2.3 *Keti Bundar: A Representative Site of the Indus Delta*

**Keti Bundar** in Thatta District is one of the major towns along the Pakistan's coastline that is facing environmental degradation and loss of livelihood opportunities for the locals. Both underground and surface freshwater resources have been degraded by sea intrusion. Seawater has encroached into the creeks, delta, and channels causing the soil salinity of adjacent lands to exceed cultivable limits. Eight species of mangroves have been reported to occur in the area but six species have been lost from Indus Delta including Keti Bundar during the past 70 years. Recently two species have been re-introduced in the delta. The North and South Keti Bundar is a Wildlife Sanctuary, mainly for the water birds.

The site information section for Keti Bundar was designed to inform stakeholders of the various aspects of the fishing activities in the area, the mangrove ecosystem and the cultural framework that the fishing communities live in. These aspects were emphasized through display of the following items:

Fishing Tools	Fish Species	Mangroves	Local Dress
<ul style="list-style-type: none"> <li>Bhulo Gujjo (fishing net)</li> <li>Lathay Jo Bhan (fishing net)</li> <li>Ghurab (fishing boat)</li> <li>Horra (fishing boat)</li> <li>Fisherman's hut</li> </ul>	<ul style="list-style-type: none"> <li>Latescalcaripher Dangri</li> <li>Spinner Dolphin (Malhar)</li> <li>Shark (Mangero)</li> <li>Pumpus argenteus (Silver Pumphlet)</li> <li>Tiger Prawn</li> </ul>	<ul style="list-style-type: none"> <li>Plan with seed</li> <li>Common mangrove species (Avicennia Marina)</li> </ul>	<ul style="list-style-type: none"> <li>Gaj</li> <li>Rilli</li> <li>Dilli</li> </ul>



Site Information Corner for Keti Bundar



3.2.4 *Pai Forest: A Riverine Forest turned into an Irrigated Plantation*

**Pai Forest**, District Nawabshah covers an area of 1933 ha. Due to its ecological importance the entire area of Pai forest has been declared a Game Reserve by the Sindh Wildlife Department. The forest provides a natural habitat for different wildlife species that include, hog deer, partridges, asiatic jackal, jungle cat, porcupine, wild boar and snakes. Originally, Pai forest formed the part of riverine ecosystem which depended on annual inundation of the River Indus. However, due to the construction of protective embankments on either side of the River Indus in early twentieth century, Pai forest was cut off from the riverine tract and became dependent on sanctioned irrigation water supply. This was inadequate and infrequent to sustain the entire forest area which has led to a continuous degradation of forest and wildlife habitat.

The site information corner for Pai Forest was designed to sensitize stakeholders of the wide array of forest by-products that local communities benefit from and the potential of local communities to contribute in the development of local handicrafts which will form the basis of attracting local markets in the near future. Example of the following local handicrafts, forest by-products and instruments were displayed at the site information corner for Pai Forest:

<b>Local Handicrafts</b>	<b>Livelihood Tools</b>	<b>Forest By-Products</b>
<ul style="list-style-type: none"> <li>• Rilly</li> <li>• Took Work</li> <li>• Pranda/Sagyon</li> <li>• Chaja</li> <li>• Hand Made Jewelry (Plastic Work)</li> <li>• Bed sheets</li> <li>• Tea &amp; Table covers</li> <li>• Pindi/Dabkion</li> </ul>	<ul style="list-style-type: none"> <li>• Bull Cart (Dand Gari)</li> <li>• Yoke (Panjari)</li> <li>• Local Plow (Har)</li> <li>• Dandari</li> </ul>	<ul style="list-style-type: none"> <li>• Gum (Khoonr)</li> <li>• Tamarix Galls (Sakkar)</li> <li>• Lacquer (Lakh)</li> <li>• Pods of Babool,</li> <li>• Pods of Kandi</li> <li>• Honey with comb.</li> </ul>



Site Information Corner for Pai Forest

### **3.3 Birds of Pakistan: An Art Exhibition**

An art exhibition was organised on the “Birds of Pakistan”. The art exhibition displayed paintings by the renowned Pakistani wildlife artist Dr. Ahsan Qureshi. More than 200 paintings of various bird species were displayed at the venue. The participants took keen interest in the art work and most expressed the exhibition to be the first of its kind in Pakistan.



Wildlife Artist, Dr. Ahsan Qureshi giving the Chief Guest a round of his artwork on the “Birds of Pakistan”

### **3.4 Indus for All Programme Slideshow**

A mosaic of photos from the four programme sites were carefully integrated in to a slideshow reflecting the natural wealth and livelihood issues of the Indus Ecoregion. The audience were entertained by the slideshow before and after the launching ceremony.

### **3.5 Printed Awareness Materials**

A set of awareness materials on numerous topics related to the Indus Ecoregion was distributed amongst the participants. The set included the following items:

1. A brochure on Pai Forest
2. A brochure on Chotiari Wetlands Complex
3. A brochure on Keti Bunder
4. A brochure on Keenjhar Lake
5. A brochure on Programme Introduction in English
6. A brochure on Programme Introduction in Sindhi
7. A brochure on Fisheries of Keenjhar Lake;
8. A brochure on Keti Bunder: Disaster, Rescure and Rehabilitation
9. A brochure on “Indus Delta: A Vanishing Ecosystem”
10. A special edition (on the Indus Ecoregion) of the monthly magazine “Ferozan”
11. A poster on “Birds of Indus Ecoregion”;
12. A poster on “How do we benefit from wetlands”;
13. Promotional Stickers
14. A hand bag developed from local materials

All the awareness materials are illustrated in Annexure-XI .



A 'Community Handicrafts' Corner that provided participants an opportunity to view first-hand the products that local communities can develop using local materials

### 3.6 Awareness Material Displayed

Apart from printed materials, several education and awareness materials were actually displayed at the event. The following materials were displayed at the venue:

1. Ten streamers on Indus Ecoregion; Sindh Vision-2030; Logo Philosophy; Handicrafts of the Indus Ecoregion; Forever Indus website and Indus for All Programme sites;
2. Two posters on *Birds of Indus Ecoregion* and *Importance of Wetlands*;
3. Four banners on programme sites;
4. A backdrop on the Programme Launch.

### 3.7 Indus for All Memento

The Indus for All memento was presented to Mr. Ejaz Ahmad Qureshi, the Chief Secretary Sindh, Mr. Ghulam Sarwar Khero, Additional Chief Secretary (Dev), Sindh/Chairman Indus Ecoregion Steering Committee and Mr. Fred Smiet, First Secretary/Senior Advisor Environment, Royal Netherlands Embassy in Pakistan.

The design of the Indus for All memento (annexure XII) was developed to promote the long-term vision of the Indus Ecoregion



Indus for All Memento being presented to the Chief Guest, Chief Secretary to Government of Sindh by Director General WWF-P and Director, Indus for All Programme

that emphasizes humans coexisting in harmony with nature. The memento consists of an art piece supported by a wooden base. The art piece displays a painted boat (a sign of livelihood in Sindh) floating on water (a sign of constant flow of River Indus into the sea). The boat contains a map of the Sindh Province with the ecoregion boundaries which also contain selected images of wildlife in Sindh (a sign of biological diversity). The text printed on the wooden base highlights the vision of the Indus Ecoregion Programme, while the clock with a 5 digit sign written next to the clock shows the 50-year vision of the Programme.



## Chapter 4: Outreach and Lessons Learned

### 4.1 Stakeholders and Partners

The launching ceremony was attended by over 180 participants from all tiers of the government, civil society organizations, local communities from the four programme sites, academic institutions and a variety of media groups. The Chief Secretary to the Government of Sindh attended as the Chief Guest while the Additional Chief Secretary (Dev), P&D Department, Government of Sindh delivered a presentation on linkages and opportunities with reference to the Sindh Vision 2030 and the Indus for All Programme. Other key departments represented at the ceremony were the Sindh Forest Department, Sindh Wildlife Department, Sindh Fisheries Department, Sindh Coastal Development Authority, and Irrigation & Power Department. There was strong representation from the local communities as well that constituted approximately a fifth of the total participants. Representatives from other WWF-P programmes including the Pakistan Wetlands Programme and Freshwater & Toxics Programme were also present on the occasion. This confluence of experts and interested parties provided an opportunity for exchange of views and discussion on issues and projects impacting the short-term goals and long-term sustainability of the Indus Ecoregion.



### 4.2 Media Coverage

The presence of the media was reflective of the efforts of the Indus for All Programme team to ensure good media coverage of the event. The extent of the coverage can be gauged by the fact that almost all the major news channels of the country were there to cover the event. These channels include: ARY One World (Dubai-based satellite Channel), GEO News (Dubai-based satellite Channel), PTV (National TV Channel), the US-based global satellite channel Consumer's News and Business Channel (CNBC), Aaj TV (Pakistan-based satellite channel), KTN (Sindh Satellite Channel), and TV One (Satellite TV Channel).

Other than the electronic media mentioned above, a number of people from the print media were also present on the occasion. The newspapers, which were represented in the event, include Daily Dawn, The News, Daily Times, The Nation Daily, and Daily News



Clippings from leading Pakistani Newspapers highlighting the Indus for All Programme Launching Ceremony News

(evening newspaper). Apart from that, the news agency PPI was also represented on the occasion.

The representation from all the sections of the media mentioned above resulted in sufficient coverage of the event. About six TV channels aired news reports for their news bulletins. Main TV channels among those were: Aaj TV, CNBC, ARY, and PTV. Moreover, various newspapers gave enough space to the event. Dawn and The Nation Daily printed three-column news the next day; The News and Daily Times also provided enough space to the event and printed two-column news; whereas The Post printed a full five-page column for the event. The evening newspaper Daily News also printed a three-column news item about the event. Besides the newspapers, the event has also been reported in a couple of websites including that of WWF-Pakistan.

#### **Diversity of Media Presence at the Indus for All Programme Launch**

<b>Electronic Media</b>	<b>Print Media</b>	<b>News Agencies &amp; Magazines</b>
ARY One World Aaj TV CNBC Geo News KTN PTV TV One	Dawn The News The Nation Daily News (Evening) The Post Daily Times	PPI Affair (Sindhi Magazine) Ferozan (Urdu Magazine) Sindh Green (Thatta)

### **4.3 Post- Launch Reflections**

A reflection exercise was held the week after the launch. The purpose of the exercise was to examine the shortcomings as well as successes in relation to the ceremony's planning and execution. A list of observed pros and cons was used to inform the discussion (Annexure-XIV)

As regards planning and budgeting, it averred that the breaking up of major tasks into sub-teams of carefully selected individuals and regular meetings that intensified closer to the event date was a good recipe. In future innovations should only be tested after contingency plans are already in place and risks have been minimized – e.g., the selection in lieu of a hotel of a venue like the Mohatta Palace Museum, should be examined after hotel halls have been visited, tape measured, and booked so that last minute work does not excessively pressurize the team and lower morale. With everyone's participation, without exception, there was no need for costly event management services and team spirit was developed. It helped no end that team members accepted work in addition to their programmatic responsibilities, did not distinguish between tasks that befitted their seniority levels, and constantly displayed cheer and optimism. Certain seemingly unimportant time planning items incorrectly received insufficient attention – e.g., transport of materials from the office to the hotel.

As regards the execution of the ceremony, from the arrival of (overnight) guests to their departure, the team's organization paid off and yet mistakes need to be noted so they are not repeated. The organization which paid off included obtaining hotel sanctions (even for unforeseen problems by maintaining trust), auditing materials, and rehearsing

set-up and public speaking. There is no preferential treatment among participants invited to our events, except perhaps as regards beneficiaries of the Programme – i.e., community members. Here, our team needs to better understand how to improve arrangements related to transport, lodging and attendance sheet signing when groups of people as opposed to individuals are visiting. We learned that we cannot underestimate the need for a good understanding of the senior government officials' expectations through candid prior discussions with the protocol officer. The chief guest was delighted by our level of organization and adherence to time. Prior press briefings could have helped that could have certainly avoided irrelevant questions to the chief guest. Anticipating security problems, including vis-à-vis hired service providers, is now a major responsibility during the planning and holding of an event. After event clear up, press releases, and even evaluation required the kind of stamina we are learning to recognize in our peers.



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## Annexure I: Plan Outline

### Indus for All Programmes' Launching Ceremony

#### Expected Outcomes:

1. The significance of the Indus ecoregion has been highlighted at micro, meso and macro level;
2. The 50-year vision of the Indus Ecoregion Programme has been introduced to the key stakeholders and other concerned individuals and organisations;
3. Indus for All Programme-the first 5-year implementation phase of the Indus ecoregion programme has been launched and introduced to the key stakeholders and other concerned individuals and organisations ;
4. The Indus Ecoregion Programme's website "[www.foreverindus.org](http://www.foreverindus.org)" and "Friends of Indus" (an interest group environmental activists or environmentally concerned individuals of Sindh concerning with the Indus ecoregion) have been launched.

**Proposed venue:** Pearl Continental or Sheraton or Regent Plaza Hotel Karachi.

**Proposed date:** Wednesday, August 29<sup>th</sup>, 2007

#### Proposed Participants:

Govt. of Sindh	30
Federal Govt.	03
Other provinces	05
WWF Board	05
WWF Mgt.	07
Donors	04
Academia	10
Civil Society	15
FPCCI	03
Community (Friends of Indus)	32
IFAP Staff	40
Media	15
Theatre and Musical group	16
<b>Total</b>	<b>185</b>

#### Components of the event:

1. Picture Gallery/Slide Show on the four programme sites by developing information corners at the venue of the ceremony;
2. Photographic exhibition (Dr. Ehsan's photographs of wild animals and birds);
3. Theatre programme and music show on environment related themes of the Indus ecoregion;
4. Presentations and Speeches (by IFAP, Sindh Govt, Donor, Chief guest and Community representative)
5. Inauguration (The Indus for All Programme, IFAP website, Friends of Indus (an interest group of activists or environmentally concerned individuals on the Indus ecoregion)
6. Field visit for selected participants.

**Proposed Chief Guest:** Chief Secretary Sindh, or Additional Chief Secretary Sindh



## Programme Schedule

Time	Description	Facilitator
<b>Day 1 (August 28<sup>th</sup>, 2007) Field Visit</b>		
08:00 a.m.- 07:00 p.m.	Field visit to Keti Bunder	Mustaf Talpur, Rab Nawaz, Zafar
<b>Launching Ceremony, August 29<sup>th</sup>, 2007</b>		
9:30 a.m.	Arrival of guests and registration	Sharmeen, Fouzia, Nida
10:10 a.m.	Arrival of Chief Guest	Rab Nawaz/Mustafa Talpur
10:15 a.m.	Visit of Information Corners & Art Exhibition	Ali Dehlavi
11:15 a.m.	Guests to be seated	Irshad, Khuram, Shehzadi
11:30 a.m.	Recitation from the Holy Quran	Moula Bakhsh
11:35 a.m.	Welcome address	Ali Hassan Habib
11:45 a.m.	Brief Introduction of Indus for All Programme and 50-year vision	Dr. Ghulam Akbar
12:00 p.m.	Inauguration of the Indus for All Programme and Forever Indus website	
	Announcing of the "Friends of Indus" Forum	Mustafa Talpur
	Inauguration of "Friends of Indus" Forum	
12:20 a.m.	Presentation on Environmental resources of Sindh, Poverty alleviation and Initiatives of government of Sindh for environmental protection.	Representative of Sindh Government
12:35 p.m.	Concluding remarks by Chief guest	
12:45 p.m.	Lunch	Akram

## Checklist of tasks and responsibilities

#	Activity	Responsibility		Timeline
		Lead Role	Support Role	
<b>Invitation</b>				
1.	Develop draft list of invitees(Government officials, Academia, civil society and guests from other provinces and federal government and Board members of WWF)	IJ	Gabol, Site Mangers, Mustafa Talpur	10/7/2007
2.	Finalise list of invitees through in-house discussions	IJ	PMU, PIU	16/7/2007
3.	Design invitation card	Zafar	Fouzia	16-20/7/2007
4.	Deliver cards	Salvy	Fouzia	01-07/8/2007
5.	Follow up of the invitees and get confirmations	Gabol	Fouzia, Sharmen	15-24/8/2007
<b>Presentations and Speeches</b>				
6.	Identify speakers and get confirmation	GQ Shah	Khuram,	20/7/07
7.	Get Presentations and speeches ready	GQ Shah	Khuram	16/8/07
<b>Chief Guest and RNE</b>				
8.	Get consent of chief guest and RNE on the dates and participation	Dr. Ghulam Akbar	Talpur	16/7/2007
<b>Media Outreach</b>				

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9.	Hold meetings with Dawn, Ferozan and Kawish, discuss possibilities for special editions and or supplements and finalise agreements/ToRs	Talpur	Zafar, Gabol, Irshad	7/72007-24/7/2007
10.	Write up for Dawn, Kawish and Ferozan	Talpur	Zafar, Gabol, Site Managers	01/8/07-15/8/07
11.	Identify list of media channels and personnel to be contacted and include in invitation list	Gabol	Talpur, Zafar, GQ Shah	16/7/2007
<b>Site specific information Conrner</b>				
12.	Prepare list of material to be displayed	Ali	Laghari, Site managers, Shehzadi, Zafar	13/7/2007
13.	Prepare designs for information corners	Jahangir Durrani	Laghari, Ali	16/7/2007
14.	Collect material for each information corner from the respective site offices	Ali	Laghari, Janangir Durrani, Site Mangers +Site Teams	17/7-17/8, 2007
15.	Handi crafts and local products	Shehzadi		7/8/2007
<b>Photo exhibition of Dr. Ehsan</b>				
16.	Liaise with Dr. Ehsan and finalise the programme	Rab Nawaz	Ali, JD	27/7/2007
17.	Arrange the exhibition	Rab Nawaz	Ali, JD	As per the programme
<b>Theatre and musical arrangements</b>				
18.	Contact with theatre groups and finalize the programme	Talpur	Site Mangers	27/7/2007
19.	Arrange theatre	Talpur	Junejo, Site Managers	As per the programme
<b>Boarding, lodging</b>				
20.	Organise boarding, lodging	Adnan	Akram, salvy	As per the programme
<b>Arrange venue</b>				
21.	Finalise the venue	Ali/Talpur		13/7/2007
22.	Decorate/prepare the venue	Ali	Rab Nawaz, GQ Shah, Talpur	As per the Programme
<b>Awareness and Promotional material</b>				
23.	Prepare a list of promotional material (Souvenirs, bags, banners, streamers, greeting cards)	Shehzadi	PMU	12/7/2007
24.	Prepare a list of awareness/resource material (Posters/wall charts, fact sheets, brochures)	Zafar	Site managers	16/7/2007
25.	Identify themes, collect information for Brochures (4), Posters (4), Fact Sheet (4)	Site managers	Rab Nawaz, Zafar	8/7/2007-20/7/2007
26.	Prepare poster on birds	Rab Nawaz		8/8/07
27.	Collect information, design and finalize brochure on Birds of Keenjhar	Jahangir D.	Rab Nawaz	6/7/07-27/7/07
28.	Finalize designs for awareness and promotional material	Zafar, Shehzadi	Rab Nawaz, Talpur	8/7/2007-8/8/2007
29.	Prepare material (Printing and publications)	Shehzadi, Zafar	Graphic designer	9/8/2007-17/8/2007
30.	Prepare folders	Zafar	Gabol	17/8/2007
<b>Friends of Indus Forum</b>				
31.	Identify 8 members/volunteers from each site	Site	Talpur,	15/7/07

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		Managers	Shehzadi	
32.	Prepare charter for the Forum	Talpur	Shehzadi	20/7/2007
33.	Convene meeting of the forum	Shehzadi	Shehzadi, Site Managers	7/8/2007
<b>Name tags</b>				
34.	Prepare name tags	<b>Salvy</b>	<b>Akram</b>	<b>20-24/8/2007</b>
<b>Photography and, audio/ video recording</b>				
35.	Arrange photography and audio/video recording	Rab Nawaz	Salvy	As per programme
<b>Field visit</b>				
36.	Develop field visit plan	Zafar		17/7/2007
37.	Organise field visit	Talpur	Rab nawaz, Adnan	As per the Programme
<b>Launching Ceremony report writing</b>				
38.		Khuram	Ali, Talpur, Junejo, Rab Nawaz, Shehzadi	1-15/9/2007

## Annexure II: Responsibilities Matrix

Launching Event				
Task	Team	Major activities	Deadline	Comments
<b>Resource Material</b>	Zafar Khan Nida Shams Karim Gabol Mustafa Rab Nawaz  <b>Lead Person: Mustafa Talpur</b>	<ul style="list-style-type: none"> <li>• Brochures</li> <li>• Posters</li> <li>• Streamers</li> <li>• Stickers</li> <li>• GIS Maps</li> <li>• Backdrop</li> <li>• Banner</li> <li>• Souvenir</li> <li>• Bags</li> <li>• Folder</li> <li>• Sindhi Brochure</li> <li>• Newsletter</li> <li>• Frozan Magazine</li> </ul>	20 <sup>th</sup> August	CHECKLIST NEEDED (FOLLOW EXAMPLE OF 4-CORNERS)
<b>Event Management</b>	Ali Dehlavi Shahzadi Sharmeen  <b>Lead Person: Ali Dehlavi</b>	<ul style="list-style-type: none"> <li>• Arrangements for 4-Corners</li> <li>• Collection and display material on corners</li> <li>• Collection Community product and arrangement for display</li> </ul>	24 <sup>th</sup> August	CHECKLIST NEEDED (FOLLOW EXAMPLE OF 4-CORNERS)
<b>4-Corners</b>	Syed Ghulam Qadir Shah Osama Silvi Durrani  <b>Lead Person: Syed G.Q. Shah</b> <u>Slide Show:</u> Farooq Laghri Naveed Soomr Rabia  <b>Lead Person: Farooq Leghari</b>	<ul style="list-style-type: none"> <li>• Set up of booths</li> <li>• Slide shows</li> <li>• Durrani displays</li> <li>• Durrani posters</li> <li>• Streamers, banners, reading</li> </ul>	20 <sup>th</sup> August	CHECKLIST: Complete slideshows x 4; Stalls Rental x 4 (call to obtain quotation from Fixon); Stall Tables x 4 (ask Marriot); Projector Screens x 4 (ask Marriot); Banners x 4 (text, dimensions, placement, ordering, payment, etc); Streamers x 4 (text, dimensions, placement, order, payment, etc); Stalls Placement (plan displays, screen,



				information materials, measur); Durrani displays (fit?, progress, carpenters, transport, installation time); Information materials (brochures, publications?); Other display materials (handicraft, stickers, posters, etc.); <b>Questions:</b> Plasma screens instead of projectors? Hangers for Durrani posters (2 ft x 2.5 ft, two for each stall); Who will be manning stalls?
<b>Display of Dr. Ahsan's Paintings</b>	Dr. Ahsan Mumtaz Mangi Nazia <b>Lead Person: Mumtaz Mangi</b>	<ul style="list-style-type: none"> <li>Rental of screens</li> <li>Installation of screens and paintings simultaneously</li> </ul>	20 <sup>th</sup> August	CHECKLIST NEEDED (FOLLOW EXAMPLE OF 4-CORNERS)
<b>Website and Slide show</b>	Rab Nawaz Zafar  <b>Lead Person: Rab Nawaz</b>	<ul style="list-style-type: none"> <li>Upload material</li> </ul>	24 <sup>th</sup> August	CHECKLIST NEEDED (FOLLOW EXAMPLE OF 4-CORNERS)
<b>Invitation, Confirmation registration</b>	Irshad Junejo Fouzia Silvi Sara  <b>Lead</b>	<ul style="list-style-type: none"> <li>Sending invitation cards with letters</li> <li>Confirmation</li> <li>Preparation of name tags</li> <li>Registration of participants</li> </ul>	Card sent by August 16	CHECKLIST NEEDED (FOLLOW EXAMPLE OF 4-CORNERS)

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	<b>Person:</b> <b>Irshad Junejo</b>			
<b>Logistics ( Hotel Accommodation, Field Visit, Transport, Food)</b>	Adnan Akram <b>Lead Person:</b> <b>Adnan Hanif</b>	<ul style="list-style-type: none"> <li>• Book hotel rooms</li> <li>• Airport pick ups and drop</li> <li>• Transport for field visit</li> <li>• Food</li> <li>• Transport for community participants from field</li> <li>•</li> </ul>	20 <sup>th</sup> August	CHECKLIST NEEDED (FOLLOW EXAMPLE OF 4-CORNERS)
<b>Field Visit and Collaboration with stakeholders</b>	Khurram Karim Gabol Hote Khan Jamali Mustafa Talpur  <b>Lead Person:</b> <b>Mustafa Talpur</b>	<ul style="list-style-type: none"> <li>• Prepare presentation for ACS</li> <li>• Coordination with following for field visit: <ul style="list-style-type: none"> <li>○ DG Sindh CDA</li> <li>○ Ghulam Mohd Mahar DG Fisheries</li> <li>○ Khalid Sahib Board Member</li> <li>○ Kausar Abdullah Malik Board Member</li> <li>○ Shah Kamal</li> <li>○ Zulfiqar Memon, DFO Thatta</li> <li>○ Two journalists (may be Bhagwandas from Dawn and one from electronic channel)</li> <li>○ Representative of Marine fisheries.</li> </ul> </li> <li>• Vehicle arrangement</li> <li>• Boat Arrangement</li> <li>• Lunch at Keti Bunder</li> <li>• Community meeting at Hajamro Creek</li> </ul>	20 <sup>th</sup> August	CHECKLIST NEEDED (FOLLOW EXAMPLE OF 4-CORNERS)
<b>Participation of Community Members from Field</b>	Mustafa Talpur Shahzadi All four site managers	<ul style="list-style-type: none"> <li>• Finalize list of community members</li> <li>• Deliver invitation</li> <li>• Arrange transport</li> </ul>	20 <sup>th</sup> August	CHECKLIST NEEDED (FOLLOW EXAMPLE OF 4-CORNERS)

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	<b>Lead Person: Mustafa Talpur</b>			
<b>Power Point Presentation for Dr. Akbar</b>	Khurram Rab Nawaz  <b>Lead Person: Rab Nawaz</b>	<ul style="list-style-type: none"> <li>• Develop Tempelate</li> <li>• Arrange video clips from sites</li> <li>• Insert t Text &amp; Visuals</li> <li>• Finalize Presentation</li> </ul>	20 <sup>th</sup> August	
<b>Power Point Presentation for ACS</b>	Khurram Mustafa Talpur  <b>Lead Person: Mustafa Talpur</b>	<ul style="list-style-type: none"> <li>• Study Sindh Vision Document</li> <li>• Segregate major components complimentary to Indus for All Prog.</li> <li>• Develop Tempelate</li> <li>• Develop Presentation</li> <li>• Share with ACS for his approval with print outs</li> <li>• Finalize presentation</li> </ul>		
<b>Working Paper for Sub-committee</b>	Khurram Syed GQ Shah Mustafa Talpur  <b>Lead Person: Syed GQ Shah</b>	<ul style="list-style-type: none"> <li>•</li> </ul>	20 <sup>th</sup> August	
<b>Media Coverage</b>	Gabol Junejo Talpur  <b>Lead Person: Talpur</b>	<ul style="list-style-type: none"> <li>•</li> </ul>	20 <sup>th</sup> August	

### Annexure III: List of Participants

S#	Name (Alphabetically)	Designation/Department/Organization
<b>Government</b>		
1	Alam Mastoi	Director, Inland Fisheries (Sindh).
2	Allah Bux Kalhoro	Director General, Coastal Development Authority
3	Dr. Ghulam Rasool Keerio	Project Director, Community Development Project, CDA
4	Dr. Kausar Abdullah Malik	Planning Commission, Islamabad
5	Dr. Kella Lekhraj	Chief Conservator, Sindh Forest Department
6	Fakhruddin	P&D Department, Sindh
7	Fayaz Rasool Sindhu	Deputy Manger MPD, Karachi Port Trust
8	Ghulam Rasool Channa	Conservator Wildlife, Forest & Wildlife Department. Sindh
9	Rashid Yahya Usmani	Manager, Marine Pollution Control Department
10	Saeed Baloch	Deputy Conservator Wildlife Hyderabad
11	Salahudin Abbasi	Director Regulation, Irrigation and Power, Govt. of Sindh, Karachi.
12	Shamsul Haq Memon	Consultant (Agriculture), Coastal Development Authority
13	Subhan Memeon	Secretary Women Development, Sindh
14	Sultan Hashvani	Education Department
15	Zulfiquar Ali Memon	DFO, Coastal forest Division Karachi
<b>District Government</b>		
16	Abdul Jabbar Memon	District Officer Fisheries Thatta
17	Dr. Munwar Ali Rajput	DO, Livestock, Sanghar
18	Ghulam Mohammad Sahito (Sarang)	Assistant Director, CDD, Nawabshah
19	Ghulam Rasool Shoro	UC Nazim Jhampir, Thatta
20	Karim Bux Laghari	EDO Agriculture, Nawabshah
21	Pir Ali Hassan Shah	Chairman UC Keti Bunder, Thatta
22	Qamar-u-Zaman Siddiqui	EDO Education Thatta
<b>Indus for All Programme and WWF-Sindh Staff</b>		
23	A. Waheed Jamali	CDO Male Thatta
24	Abdul Karim Gabol	Communication Officer
25	Abrar Akbar	Admin & Finance Officer
26	Adnan Hanif	Admin & Finance Coordinator
27	Affaq Hassan Khan	Finance Asst Programme Office
28	Akhter Samoo	CDO Male Keti Bunder
29	Akram Farooki	Admin officer
30	Ali M. Khan Dehlavi	Programme Economist
31	Atif Ahmed Siddiqui	Marketing Executive, WWF-Pakistan Karachi
32	Faisal Niaz	Sanghar
33	Farooque Laghari	GIS Analyst



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S#	Name (Alphabetically)	Designation/Department/Organization
34	Fozia Masood	Secretary to Director
35	Ghulam Farid Sheikh	IT Officer
36	Ghulam Kubra	CDO Female Sanghar
37	Ghulam Mustafa	Admin & Finance Officer
38	Ghulam Mustafa Talpur	Programme Coordinator
39	Ghulam Qadir Shah	Manager Conservation Sindh
40	Hari Das	EE Officer Keti Bunder
41	Hasan Askari	Sanghar
42	Hote Khan Jamali	Sire Manager Keti Bunder
43	Irshad Junejo	Manager Monitoring & Evaluation
44	Jahangir Durrani	NRM Officer Thatta
45	Kashif Suleman	Admin & Finance Officer
46	Khuram Sham Khan	Manager Policy & Programme Dev
47	Leshe D' Souza	Karachi
48	M Adil Khan	Marketing Executive, WWF-Pakistan Karachi
49	M Ibrahim	Thatta
50	M Safiullah	Marketing Executive, WWF-Pakistan Karachi
51	M. Aslam Jarwar	Site Manager Thatta
52	M. Zafar Wassan	Site Manager Sanghar
53	Mohammad Zafar Khan	Manager Environmental Education
54	Moula Bux Mallah	CDO Male Sanghar
55	Mumtaz Mangi	NRM Officer Nawabshah
56	Mumtaz Rahoo	CDO Male Nawabshah
57	Nadim Mirbahar	NRM Officer Keti Bunder
58	Najja Ashfaq	Marketing Executive, WWF-Pakistan Karachi
59	Naveed Soomro	EE Officer Sanghar
60	Nazia Bano	EE Officer Keenjhar
61	Nida Shams	Graphic Designer
62	Noshaba Malkani	EE Officer Nawabshah
63	Rab Nawaz	NRM Coordinator
64	Rabia Khan Rind	CDO Female Keti Bunder
65	Rahat Najam	Wetlands Officer
66	Rahila Memon	CDO Female Keenjhar
67	Rajab Ali	Nawabshah
68	Rizawan Asghar	Asst Manager Finance
69	Rukhsana Memon	CDO Female Nawabshah
70	Saeedul Islam	NRM Officer Sanghar
71	Sajjad Hyder	Admin & Finance Officer

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<b>S#</b>	<b>Name (Alphabetically)</b>	<b>Designation/Department/Organization</b>
72	Salvador Fernandis	Admin Asstt Programme Office
73	Sara Malik	Front Desk officer Programme office
74	Shahzadi Tunio	Programme Sociologist
75	Sharmeen Qazalbash	HR Officer
76	Sunita Kyani	Wetlands Centre, WWF Pakistan - Karachi
77	Syed Ali Hasnain	Project Manager
78	Usama Anwar	Site Manager Nawabshah
<b>WWF- Pakistan (Non IFAP)</b>		
79	Anwar Nasim	Director Finance WWF Pakistan
80	Ashiq Ahmed Khan	CTA- WWF-Pakistan
81	Babar Nasim	Head Programme Development, WWF-P
82	Dr. Ejaz Ahmed	Deputy Director General, WWF-P
83	Hamad Naqi Khan	Director Freshwater, WWF-P
84	Marriyum Aurangzeb	Pakistan Wetlands Programme
85	Richard Ganstrang	Pakistan Wetlands Programme
86	Saman Ahsan	Communication Officer, WWF-P Lahore
<b>Community</b>		
87	Abdul Karim Samoo	Conservationist, Keti Bunder
88	Abdul Sattar Detho	President Village Development Association
89	Abdul Waheed Memon	Keti Bundar
90	Allah Bux Jalbani	President Mast Nazar Mohd Welfare Association, Nawabshah
91	Chaker Khan Jalbani	President Mohammad Shah Welfare Association Nawabshah
92	Ghulam Ali Keerio	President Sindhri Welfare Association, Nawabshah
93	Ghulam Mustafa	President SHAPE, Nawabshah
94	Hamida Nigar Khoso	HST, Thatta
95	Imtiaz Memon	President, United Community Development Organization , Keti Bunder
96	Kamaluddin Palari	Community Potential Person, Thatta
97	Khair Mohammed Lakho	Vice Chairman &Coordinator Environment, Nawabshah
98	Khalid Hussain	Global Welfare Development Organisation, Thatta
99	Khan Mohammad Marri	President Makkhi Welfare Organization, Sanghar
100	Lala Ghulam Qadir	Conservation Activist, Sanghar
101	M. Ismail Memon	Thatta
102	Majid Mangrio	Civil Society Activist, Sanghar
103	Mohammad Siddique Roonjho	Thatta
104	Mohammad Yaqoob (Amar) Laghari	Educationist/ Friends of Indus, Sanghar
105	Mohram Kerio	Finance Secretary, Nawabshah
106	Mr Mohammad Ismail Mehdi	Conservation Artist, Sanghar

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S#	Name (Alphabetically)	Designation/Department/Organization
107	Ms. Karima	General Secretary, Nawabshah
108	Ms. Rani	President, Nawabshah
109	Ms. Rasti	President, Keti Women Development Organization(KWDO), Keti Bunder
110	Ms. Suria	Office Secretary, Sakrand
111	Ms.Gul Naz	Office Secretary, Sakrand
112	Muhammad Adam Gandro	Chairman Keenjhar Fishermen Welfare Society , Thatta
113	Muhammad Alam	Conservation activist/ aquaculturist, Thatta
114	Nawaz Kumbhar	Conservation Activist, Sanghar
115	Nisar Brohi	President, Nawabshah
116	Pir Sikander Shah	President, Coastal Development and Welfare Association , Keti Bunder
117	Saima Khanzada	General Secretary, Nawabshah
118	Salime Tunio	Project Officer, KRDO Sakro
119	Siddique Roonjho	Community Activist, Thatta
120	Syed Pir Dino Shah	Notable of the area , Keti Bunder
121	Syed Pir Odir Dino Shah	Notable of the area , Keti Bunder
122	Urs Shoro	Community representative, Thatta
123	Wali Mohammad Kumbhar	President Chotiari Welfare Organization
124	Zahid Kerio	President, Ways Foundation Nawabshah. 0300-3220911
<b>Media</b>		
114	Aamir Hassan	PTV
115	Aamir Zafar	Indus Television
116	Amar Guriro	Daily Times
117	Aziz Sanghur	TV One
118	Dodo Chandio	KTN
119	Dr. Ali Ahmed Rind	Editor "Affair"
120	Faiza Ilyas	Reporter, The Dawn
121	Fayaz Qureshi	Journalist of Thatta
122	GN Mughal	The Post
123	Hafiz Mushtaq Ahmed	Journalist of Thatta
124	Imran Zakir	Pakistan Vision News
125	Junaid Hassan	TV One
126	Kafeel Ahmed	Monthly Muqadma
127	Mahmood Alam Khalid	Editor, FAROZAN
128	Mohammad Saleh Billo	Journalist, Nawabshah
129	Mudasser Aziz,	Aaj TV
130	Munir Ahmed	Press & Media
131	Rashid Alam	Vision

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S#	Name (Alphabetically)	Designation/Department/Organization
132	Saif Ali Khan	Pakistan Press International
133	Salman Farooqui	CNBC News
134	Shafi Baloch	The Nation
135	Sidra Rafique	The NEWS
136	Sultan Mehmood	ARY
137	Zulfiqar Ali	Journalist
<b>Other Stakeholders</b>		
138	Abdul Ghani	Kakapir, Sandspit
139	Abdul Qadir Rafiq	Programme Officer, Energy & Environment UNDP, Islamabad
140	Abdul Wahid	Strengthening Participatory Organization, Hyderabad
141	Abida Begum	Researcher (PHD Fellow), Karachi
142	Adnan Yahya	
143	Darakshan Abbas	Researcher (PHD Fellow), Karachi
144	Dr. A.A Qureshi	Senior Conservationist, Karachi
145	Dr. Bakshal Lashari	Mehran University, Hyderabad
146	Dr. Shoukat	Oceanography
147	Dr. Suraya Khatoon	Department of Botany, Karachi University
148	Fateh Mohammad Mari	Manager, Actionaid Karachi
149	Fayaz Siddiqui	0300-9209173
150	Fozia Tabbasum	Researcher (PHD Fellow), Karachi
151	Ghulam Mustafa Zaor	Regional Office Manager, HANDS, Hyderabad
152	Gulab Shah	Pakistan Fisherfolk Forum, Keti Bunder
153	Haji Mohammad Siddiq	Patron, Fisher Folk Development Organisation Kakapir
154	Ishaque Soomro	PDI, 03002553676
155	Javed Iqbal	Regional Officer, Trust for Voluntary Organization, Karachi
156	Khair Mohammad Junejo	Agriculturalist, Sanghar
157	Mahjabeen Khan	SCOPE, Karachi
158	Masood Ahmed Lohar	UNDP GEF Programme, Hyderabad
159	Master Rashi	Sonmiani
160	Mohammad Anwar Mandro	Coordinator, Sonmiani
161	Mohammad Imran	University of Karachi
162	Naila Ahmed	SHEHRI, Karachi
163	Naseer Memon	LEAD Pakistan, Karachi
164	Nasir Ali Panhwar	Coordinator Sindh Programme, IUCN, Karachi
165	Pir Bux	Sonmiani
166	Pir Mansoor Ali	Member, Rotary Club Nawabshah
167	Ramzan Mallah	Representative of Fisher Folk (C.B.O), Sanghar
168	Rasool Bux Dars	Writer, Intellectual, Politician, Thatta



**Indus for All Programme- WWF - Pakistan**

<b>S#</b>	<b>Name (Alphabetically)</b>	<b>Designation/Department/Organization</b>
169	Shala Bunyed	
170	Sohail Maqbool Malik	Country Representative, IUCN, Karachi
171	Suleman G. Abro	Chief Executive Officer, SAFWCO, Hyderabad
172	Syed Ali Ghalib	Consulting Ornithologist, Karachi
173	Yaqoob Baloch	Sonmiani
174	Zaffar Pervez Sabri	General Manager, Water Management Centre PPAF, Islamabad
175	Zeeshan M Athar	Consultant, HT Consultants, Karachi
176	Zubaida Birwani	ShirkatGah, Karachi
<b>On Stage</b>		
177	Ali Hassan Habib	Director General WWF Pakistan
178	Dr. Ghulam Akber	Programme Director
179	Fred Smiet	First Secretary Environment, Development Section, Royal Netherlands Embassy.
180	Ghulam Sarwar Khero	Additional Chief Secretary (Development), P&D, Govt. of Sindh.
181	Mr. Ejaz Ahmed Qureshi	Chief Secretary, Government of Sindh

## **Annexure IV: Agenda of the Launching Ceremony**

*Launching Ceremony*

*of the*

***Indus for All Programme***

***WWF - Pakistan***

*Marriott Hotel Karachi, Wednesday, 29 August, 2007*

### **AGENDA**


- 09:30 a.m. Arrival of Guests and Registration
- 10:15 a.m. Guests to be Seated
- 10:20 a.m. Arrival of the Chief Guest
- 10:30 a.m. Recitation from the Holy Qura'n
- 10:35 a.m. Welcome Address – Ali Hassan Habib, Director General, WWF - Pakistan
- 10:45 a.m. Formal Launching of the Indus for All Programme
- 10:50 a.m. Introduction of Indus Eco-region Conservation Programme – Dr. Ghulam Akbar, Director, Indus for All Programme, WWF - Pakistan
- 11:05 a.m. 'Sindh Vision 2030 and Indus for All Programme: Linkages and Opportunities' – Mr. Ghulam Sarwar Khero, ACS (Dev), P&D Department, Government of Sindh
- 11:20 a.m. Views of The Royal Netherlands Embassy in Pakistan – Fred Smiet, First Secretary/ Senior Advisor Environment and Water
- 11:30 a.m. Launching of "Forever Indus" Website
- 11:35 a.m. Closing Remarks by the Chief Guest
- 11:45 a.m. Presentation of 'Indus for All' Memento to the Chief Guest
- 11:50 a.m. Vote of Thanks – Dr. Ejaz Ahmad, Deputy Director General WWF - Pakistan
- 11:55 a.m. Visit of Information Corners and Art Exhibition
- 12:35 p.m. Lunch

## **Annexure V: Welcome Address, Director General, WWF-Pakistan**


Honorable Chief Guest Chief Secretary, Ejaz Ahmed Qureshi, Ghulam Sarwar Khoro, Royal Netherlands Embassy, Fred Smiet, DG Indus for All Programme, Dr Ghulam Akbar, Secretary Forest, Mahboob Ansari and from the government, Khoso Malik board member and many other friends and colleagues from partners, civil society organizations and academia I would like to welcome you on behalf of WWF Pakistan to the formal launch of the Indus for All Programme. I would like to share with you a few thoughts about the programme. Yesterday some of us visited Keti Bunder, one of the field sites of the programme. It was heartening to see that very small interventions such as installing a small windmill is providing electricity to a village of about 20 households, a village where there was no electricity and there is still no school. Through the programme a small hut has been established and teachers are being recruited to provide schooling. So it was heartening to see that small interventions can bring about change. Of course the challenge is to maintain these things, that the windmill keeps working and the schools have teachers that keep coming regularly and not to become ghost schools. There were some shocking realizations, one of them was that we have this impression that people living in urban areas are well off with all the facilities and the poor people on Keti Bunder and such places have been forgotten and only now they are included, we saw that was not the case. In the past we found that 50 years ago the Keti Bunder town council gave a loan to Karachi town council because they were more prosperous. It does get one thinking and searching ones soul that something is terribly wrong in our urban areas and it needs to be looked at and there needs to be a better balance between our urban and rural areas for equitable sharing of the benefits of economic progress. You may know that some recent reports show that whilst Pakistan's economy is improving, it is not filtering down to those who need it. Taking advantage of the presence of the Chief Secretary, since we know that you are environmentally friendly from our colleagues in Peshawar we have expectations but we will go for a more balanced plan and we are very pleased that the planning for Sindh in terms of the 2030 Vision is going on at the same time, we have learnt from that particular engagement. I think the 2030 vision already integrates a number of aspects of caring for the environment and we look forward to that future. Just a final comment, that at the moment research done by WWF globally says that if we are maintain our current lifestyle, two to three planets will be required, of course you are not living sustainably, some correction has to take place. So with this in mind I think we should be careful that in literature, as it is said, ecology can provide for the needs of the people but not for their greed. One example is we hear that some talk about Dubai World and international companies taking over large areas of beach areas around Karachi to convert in to luxury housing. I again request Chief Secretary to not allow such things, it is not in the interest of the people and as a collaboration organization we work very closely with the government and we feel we are not confrontational but sometimes there is a feel that it is obviously, we feel its not in the interest of the people or the environment, sometimes we go to the court to ask for the closing of such schemes. It is not to open a confrontation, but this is some of the ways in which we work. So look forward to working with all the partners.

## Annexure VI: Presentation on Introduction of Indus for All Programme

### Slide 1




# Indus for All Programme



## Sustainable Management of Indus Ecoregion by Addressing Poverty-Environment Linkages

By Dr. Ghulam Akbar, Team Leader, WWF/Indus for All Programme  
29<sup>th</sup> August 2007

### Slide 2



**WWF International, UNEP, National Geographic and other conservation agencies introduced ecoregion-based approach to conservation to overcome shortcomings' of previous approaches**

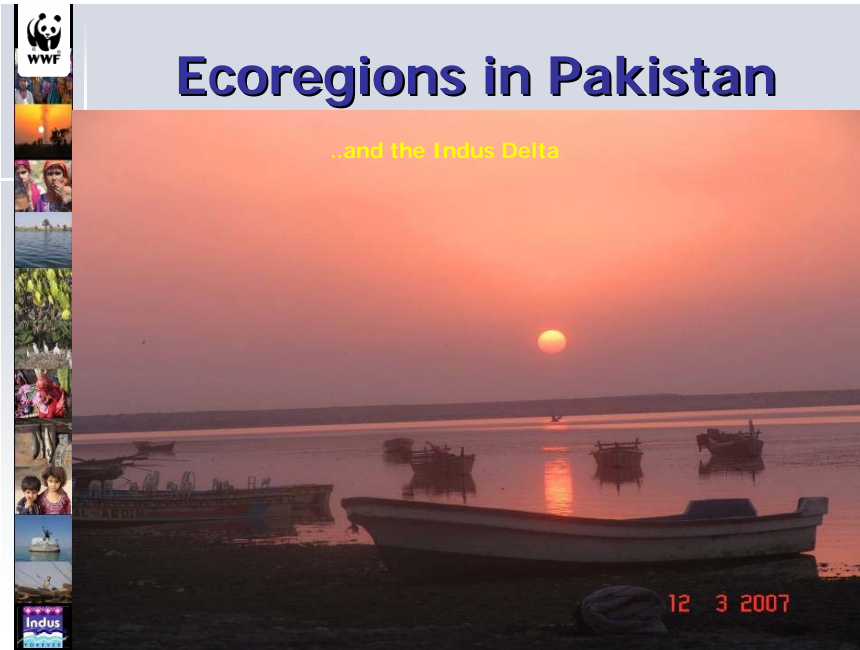
*Definition of an Ecoregion: A large unit of land or water containing a geographically distinct assemblage of species, natural communities, and environmental conditions. The boundaries of an ecoregion encompass an area within which important ecological and evolutionary processes most strongly interact.*



Slide 3



Slide 4

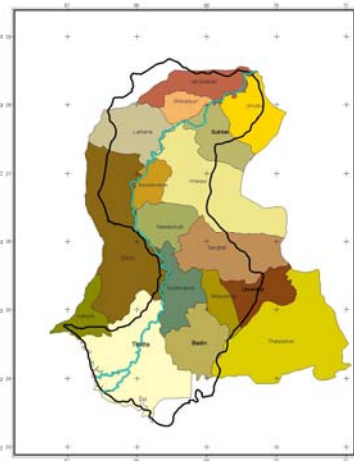


Slide 5

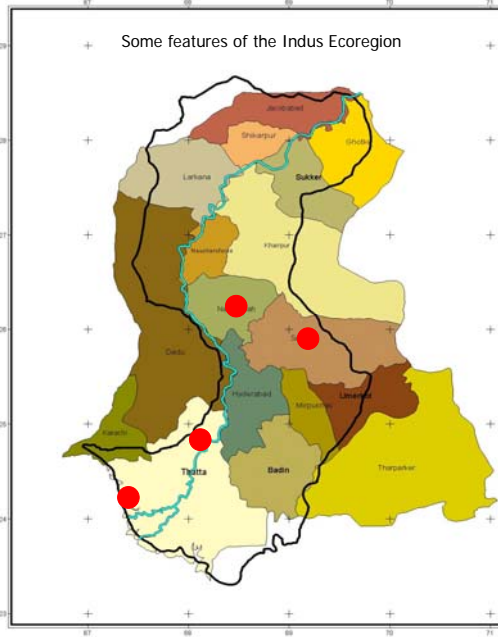


# Indus Ecoregion

Global 200 Analysis identified the Indus Delta Ecoregion amongst the 40 most biologically significant Eco regions in the world.



Slide 6



- Lower Indus Basin
- 15 priority sites identified
- Approx. 65% of Sindh Province
- Large River Delta biomes
- Supports variety of livelihoods
- Encompasses critical habitats such as mangroves and freshwater lakes
- Presently four sites are included in the Indus for All Programme

Slide 7




## Principles of ecoregion-based conservation



(iii) **Integrated approach (linking natural resources and livelihoods)**



Slide 8



## Key steps and outcomes of the planning process

<ul style="list-style-type: none"> <li>■ 1st Consultative Workshop on the Indus Delta Ecoregion, Dec 2002</li> </ul>	<ul style="list-style-type: none"> <li>■ Boundary of Ecoregion Defined</li> <li>■ Existing State of the Environment Reviewed</li> <li>■ Threats and Opportunities Identified</li> <li>■ 75 participants from 30 organisations represented</li> </ul>
<ul style="list-style-type: none"> <li>■ 2nd Workshop on Biodiversity Vision and Conservation Planning, July 2004</li> </ul>	<ul style="list-style-type: none"> <li>■ 50 years Biodiversity Vision</li> <li>■ 15 Sites Prioritized</li> <li>■ Formulation of Indus Ecoregion Steering Committee</li> <li>■ Identification of priority interventions</li> <li>■ 56 participants from 25 organisations participated</li> </ul>
<ul style="list-style-type: none"> <li>■ Review Processes</li> </ul>	<ul style="list-style-type: none"> <li>■ WWF-TNC Peer Review, USA, Oct, 2004</li> <li>■ WWF Asia-Pacific Region, Thailand, Nov 2004</li> </ul>

Slide 9


## Overall Objective

- **Overall Objective:**  
Natural Resource Management in the Lower Indus Basin contributes to improved livelihood and sustainable development.
- **Financial Support:**  
Royal Netherlands Embassy (RNE)
- **Timescale:**  
9-month Inception Phase : July 2006-March 2007  
5-yr Project Implementation: April 2007-March 2012  
3-month Post-Project Implementation Planning


Slide 10


## Overview of Programme Objectives

5-yr Programme Implementation

1. Community-based natural resource management at priority areas
2. Mainstreaming of poverty-environment linkages at decision-making levels
3. Improved institutional capacity for environmental management at various levels
4. Improved alignment and collaboration for stakeholder interventions







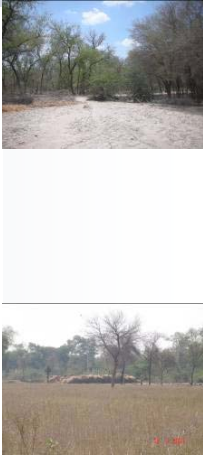
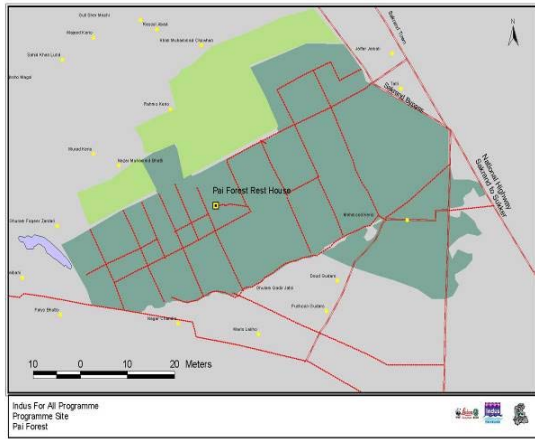

Slide 13

The map shows Keenjhar Lake and the River Indus. It includes a legend with categories like 'Keenjhar Lake', 'River Indus', 'Sindh', 'Pakistan', and 'India'. A scale bar indicates 0 to 4 kilometers. The text 'Indus For All Programme Programme Site Keenjhar Lake' is visible at the bottom of the map area.

Slide 14

The map shows the Ketibunder area with various creeks and rivers. It includes a legend with categories like 'Keenjhar Lake', 'River Indus', 'Sindh', 'Pakistan', and 'India'. A scale bar indicates 0 to 2 miles. The text 'Indus For All Programme Programme Site Ketibunder' is visible at the bottom of the map area.

Slide 15



Indus For All Programme  
Programme Site  
Pai Forest

Slide 16



### Progress so far in the implementation phase

- Site – offices established
- Two meetings of Steering Committee convened
- One year detailed and 5 year overall work plans approved by IESC
- One sub-committee of Indus for All approved by IESC
- Confidence building and signing MoUs with provincial departments and other non-government partners



Slide 17



- Presentation to National Assembly Standing Committee on Environment (27th December 2006)
- Arranged donor visits to programme sites
- Team building exercise conducted
- Baseline assessments initiated
- Initial awareness raising material prepared, including website
- Social mobilization for conservation



Slide 18



*Thank you*

Photo credits

Gorgonia fanParagorgia arboreaNew Caledonia (FR) Underwater scene showing Gorgonia sp. Corals and diver, New Caledonia Barrier Reef, France. Project NC0002 - CRISP - Ecoregion 221. CREDIT: (c) WWF-Canon / Roger LeGUENIMAGE No.: 114653

## Annexure VII: Presentation on *Forever Indus* Website

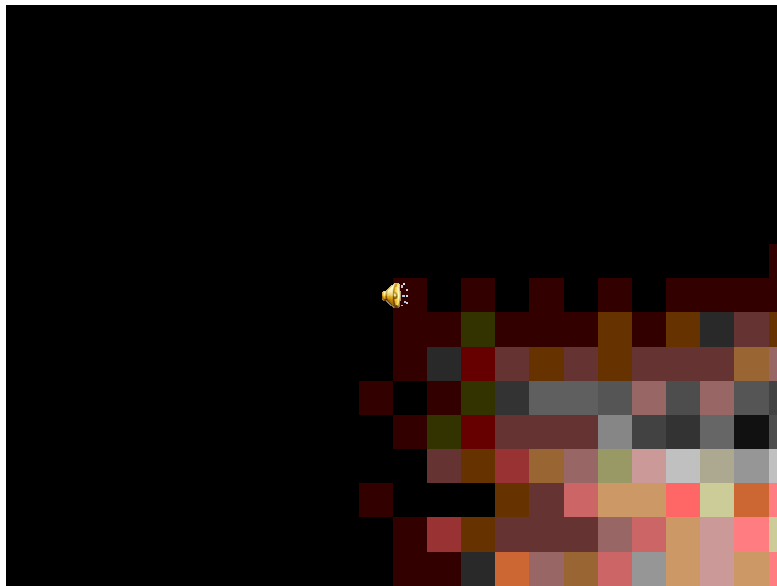
### Slide 1

Welcome to the launching of the Indus for All Programme website – [www.foreverindus.org](http://www.foreverindus.org)



If the honorable chief guest can click on the green button, the website will be officially launched:

### Slide 2





Slide 3

- Thank you, the website is now launched. We will now have a quick look at the use and contents of the website 📢

Slide 4

## Purpose and scope

- The purpose of this website is to provide access to data on the Indus Ecoregion through the internet. The concept is that it should go beyond any project or institution.
- Eventually the website will be developed into a web-portal for all data pertaining to the Indus Ecoregion. It will also link to other web-applications such as Decision Support Systems

Slide 5

The website is divided into two main parts to the website, one about the Indus Ecoregion and other the Indus Ecoregion Programme

**Indus Ecoregion**

Identified amongst the 40 most biologically rich ecoregions in the world, the Indus Ecoregion covers approximately 65% of the province of Sindh and occupies 18 districts of Sindh while a small northwestern part of the ecoregion extends slightly into Balochistan.

**Indus Ecoregion Programme**

The Indus Ecoregion Programme is an ambitious long term (2006-2056) initiative of the World Wide Fund for Nature - Pakistan (WWF-P) and the Government of Sindh that will address poverty and natural resource degradation in the Indus Ecoregion.

Indus FOREVER

A Quarterly Newsletter of the Indus For All Programme, WWF - Pakistan

Volume-1, Issue-1 (March 2007)  
Volume-1, Issue-2 (April - June 2007)

Slide 6

In the Indus Ecoregion page you can get details about the ecoregion, such as the history, culture, wildlife and types of habitats that can be found

**Indus Ecoregion**

Home : Indus Ecoregion

**Introduction**

- Global 200 Ecoregions
- Ecoregions in Pakistan
- Indus Ecoregion

**Species**

- Key Species
- Species of Special Concern

**People**

- History
- Culture
- Livelihoods

**Protected Areas**

- National Park
- Game Reserves
- Wildlife Sanctuaries
- Other Sites

**Major Ecosystems**

- Coastal Areas
- Riverine Forests
- Fresh Water Lakes
- Brackish and Salt Lakes
- Desert
- Trigated Landscapes

Identified amongst the 40 biologically richest ecoregions in the world, the Indus Ecoregion covers approximately 65% of the province of Sindh and occupies 18 districts of Sindh while a small northwestern part of the ecoregion extends slightly into Balochistan. Located in a semi-arid environment, the ecoregion harbours riverine forests along the Indus River, mangrove forests in the coastal areas while desert ecosystems occupy the periphery of the ecoregion.

Slide 7

foreverindus.org  
The website of the Indus Ecoregion Programme

Introduction

Vision

Indus Ecoregion Steering Committee

Indus for All Programme

In the Indus Ecoregion page you can have a look at our vision

The Indus Ecoregion Programme is an ambitious long-term vision to address poverty and natural resource degradation in the Indus Ecoregion. The failure of previous disconnected short-term poverty reduction and natural resource management projects has raised the need for a long-term vision and framework that integrates the existing efforts of all stakeholders and results in comprehensive solutions leading to sustainable management of the Indus Ecoregion. Development of the Indus Ecoregion Programme was funded by the Royal Netherlands Embassy (DfNE), WWF's Living Waters Programme (LWP) and WWF –International Asia-Pacific Programme. The global WWF network is heavily involved in supporting programmes globally and through out the Asia-Pacific Region. WWF –Pakistan has been engaged in development of the Indus Ecoregion Conservation Programme through a continuous national and international consultative process.

2002,

The first consultative workshop was organized to assess the current situation of the Indus Ecoregion. The workshop resulted in identification of the boundary of the ecoregion, review of its ecological issues, identification of knowledge gaps, and identification of threats, problems and issues.

representing twenty-five conservation partners participated in a Biodiversity Visioning and Action Planning workshop for the Indus Ecoregion. The key outcomes of the workshop were:

- Development of an integrated Ecoregion Action Plan
- Identification of 25 Priority Areas of global, regional and ecoregional significance
- Identification of 30 Conservation Targets (timeframe of 10-20 years) and 43 milestones (2-5 years) to gauge progress towards achieving the conservation targets
- Formulation of an Indus Ecoregion Steering Committee under the Chairmanship of Additional Chief Secretary (Development) Government of Sindh

Slide 8

foreverindus.org  
The website of the Indus Ecoregion Programme

About the Programme

Introduction

Background

Programme Approach

Objectives and Outputs

Programme Sites

Chhoti Wetlands Complex

Keti Bunder

Keenjhar Lake

Pai Forest

You can find out about the programme, its objective and outputs.

You can also check out what is going on at our programme sites.

Indus Ecoregion

Indus Ecoregion Programme

Identified amongst the 40 most biologically rich ecoregions in the world, the Indus Ecoregion covers approximately 62% of the province of Sindh and occupies 18 districts of Sindh while a small northwestern part of the ecoregion extends slightly into Balochistan

LEARN MORE

The Indus Ecoregion Programme is an ambitious long-term (2006-2056) initiative of the World Wide Fund for Nature – Pakistan (WWF-P) and the Government of Sindh that will address poverty and natural resource degradation in the Indus Ecoregion.

LEARN MORE

WWF for a living planet  
World Wide Fund for Nature - Pakistan

Government of Sindh

Friends of Indus Forum

subscribe for

Submit

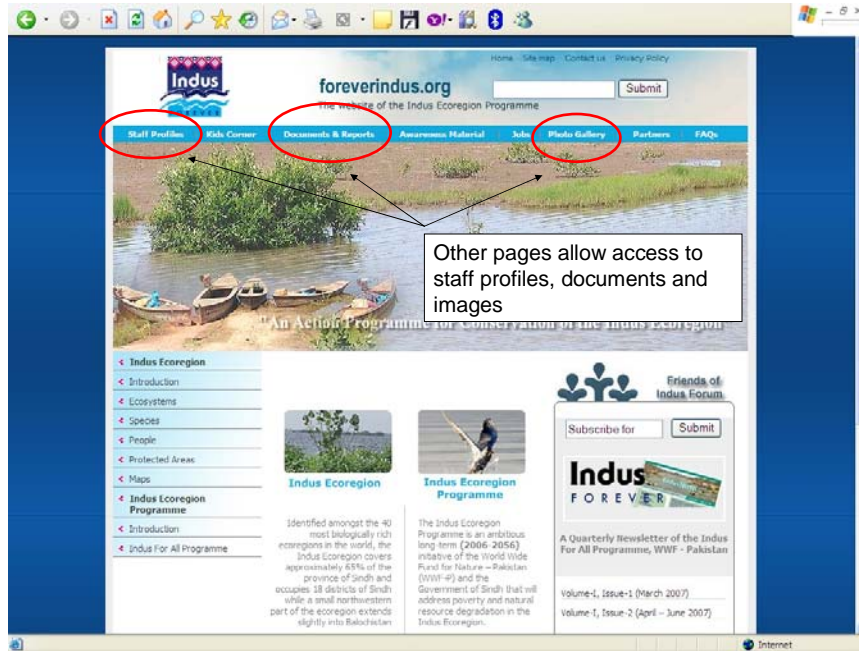
Indus FOREVER

A Quarterly Newsletter of the Indus For All Programme, WWF - Pakistan

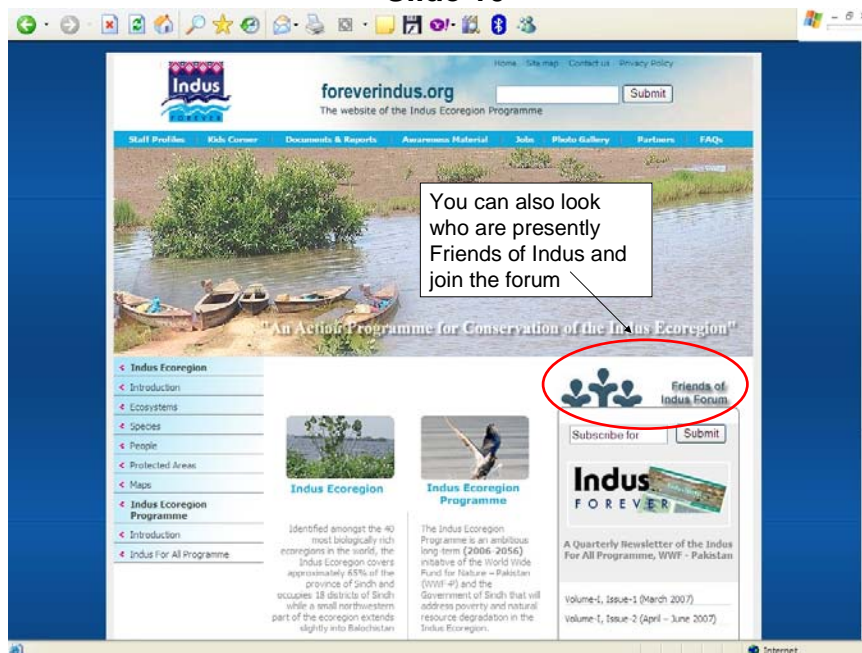
Volume-1, Issue-1 (March 2007)

Volume-1, Issue-2 (April – June 2007)

Slide 9



Slide 10





Slide 11

The image shows a screenshot of the website foreverindus.org. The website has a header with the logo and navigation links. A large text overlay in the center reads: "Thank you for your time and we hope that you will visit the website regularly". Below the text, there are several sections: a navigation menu on the left, two featured articles with "LEARN MORE" buttons, and a "Subscribe for" form on the right. The website's background features a scenic landscape with a river and trees.



## **Annexure VIII: Views of Royal Netherlands Embassy, Pakistan**

Honorable Chief Secretary, Additional Chief Secretary (Dev), Director General, WWF-P, ladies and gentlemen, it is an honor for me to be here at the launching of the Indus for All Programme. For us, the Netherlands, this occasion is an important one, as we consider this programme as one of the pillars of our programme in Pakistan. First, let me give you a brief overview of our environmental programme in Pakistan. The annual investment of RNE on the environment is 14 million Euros. We are supporting private sector in Pakistan – the Cleaner Production (in the leather and textile industries) – focused on how to improve their recycling, how to improve their energy efficiency or how to treat their wastewater.

Dutch support to this programme is first and foremost about people- the people in the Lower Indus. Certainly plant and animal and biodiversity are important, certainly so, and so is the preservation of ecosystems. But what attracted us to support this programme is the focus on and their livelihood. Many people in this area feel threatened, they are threatened by the salinity that affects agricultural yield, they feel threatened because fisheries are declining due to pollution, entire villages are vulnerable due to coastal erosion, last but not least, many people in the region have suffered from the recent floods. People, not ..... should be....., their livelihoods should be sustainable- in harmony with nature and in coexistence with biodiversity. Ladies & Gentlemen, the interface of livelihoods, people and sustainable ecosystems is at the ..... of the Indus for All Programme. I think WWF is well positioned to manage such a complex programme. As a strong NGO, it is able to bring stakeholders from all different levels from the local to the national level. It is able to bring different levels of government from tehsil to district up to provincial and national level. Furthermore, WWF has acted in similar programmes in other countries. I have asked them to bring their experience from other countries to the Lower Indus area one can learn from the international experiences. The Lower Indus can be example for the rest of the world. Finally, as in all large river basins, the Lower Indus depends on development in the Upper Indus, basically, the rest of Pakistan. Together, ..... WWF and Indus for All Programme must be alert on all developments that might take place upstream and that affect the livelihoods of people downstream. I have visited some of the field sites, like it was mentioned by Dr. Akbar and I was very impressed by the commitment shown by the field staff of the WWF, but also the local people, their commitment to the programme, the commitment show by the Government of Sindh and in the integration of the Indus for All programme into the Vision 2030 for the Sindh province. I finish by calling on WWF to actively seek the involvement of other NGOs and all other relevant government departments in the implementation of this programme and let me also call on all stakeholders to support the programme to make it a success.

## Annexure IX: Presentation on Sindh Vision 2030 and Indus for All Programme: Linkages and Opportunities



### Slide 1



### Sindh Vision 2030 and Indus for All Programme: Linkages and Opportunities

Ghulam Sarwar Khero  
Additional Chief Secretary (Development)  
Sindh Planning and Development Department  
Government of Sindh

### Slide 2






### Presentation Outline

1. Sindh Vision 2030: Context for Development
2. Sindh Vision 2030: Overview and Approach
3. Integration of International, National and Provincial perspectives and programmes
4. Comparison of Overall Aims
5. Linkages and Opportunities - Poverty
6. Linkages and Opportunities – Forests
7. Linkages and Opportunities – Education
8. Linkages and Opportunities – Others
9. Conclusions and Way Forward




Slide 3




### Sindh Vision 2030: Context for Development

- Nationally, **poverty headcount** stands at 23.9% (PRSP II Draft)
- Rural Sindh suffers **highest poverty levels** with exception of rural areas in Balochistan (Opinion Survey, SV2030)
- **Literacy in Sindh** only **54.5% for males and 34.78% for females** (Sindh Population Census Report 1998)
- Approximately **a fifth of the dense mangrove cover has reduced** in the Indus Delta from 1992-2000 (*Forever Indus*, WWF-P, 2002)
- Dramatic reduction in fish catch- catches of large shrimps, “**jaira**” **has reduced by 50%** from 1971-98 (Marine Fisheries Department)
- Sindh’s population is expected to double (1998 baseline) to appx. 64.2 million further **intensifying demand for scarce water resources**



Slide 4

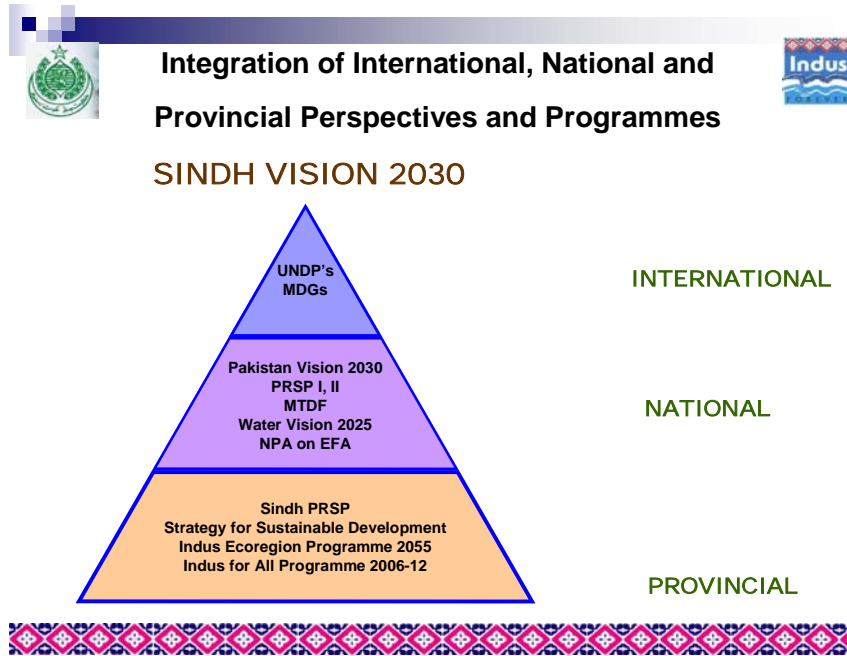


### Sindh Vision 2030: Overview and Approach

- Ambitious **long-term vision** document highlighting **development priorities** of the province based on **aspirations of the citizens** of Sindh and review of international, national and provincial perspectives and plans
- Strategic guidance & overall framework provided by the **Pakistan Vision 2030**
- Findings based on over **500 suggestions** gathered through 14 consultative workshops, group meetings and SV2030 questionnaire
- Findings reflect **diverse views** of elected representatives, line departments, civil society organizations, business and industry, as well as rural communities
- **Themes Identified:** Poverty & Health, Education, Employment-Access to Opportunities, Justice, Human Rights and Prosperity, Land, Water, Infrastructure and Industry & Environment
- **Next Steps:** Presentation to Sindh Cabinet and development of detailed action plans and monitoring mechanism through integration of sector-wise targets
- **Comments Welcome:** Please visit ([www.managementconsultants.pk](http://www.managementconsultants.pk))



Slide 5

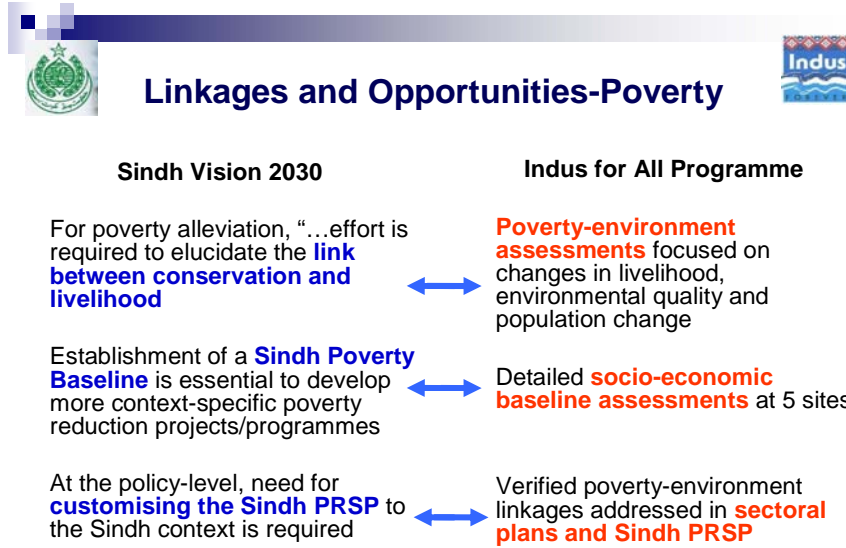


Slide 6

**Comparing MDGs, Sindh Vision 2030 and Indus for All Programme**

MDG Indicators	Indus for All Programme	Sindh Vision 2030
<ul style="list-style-type: none"> <li>Target 1: Halve, between 1990 and 2015, proportion of people with income less than \$1/day</li> </ul>	<ul style="list-style-type: none"> <li>Community-based natural resource management contributes to improved livelihoods</li> </ul>	<ul style="list-style-type: none"> <li>Every citizen must have equal opportunity to achieve his/her potential</li> </ul>
<ul style="list-style-type: none"> <li>Target 2: Halve, between 1990 and 2015, the proportion of people who suffer from hunger</li> </ul>	<ul style="list-style-type: none"> <li>Improved natural resources and livelihoods through mainstreaming of poverty-environment linkages at policy, planning and decision-making levels</li> </ul>	<ul style="list-style-type: none"> <li>All citizens of our province.....where peaceful, secure and environmentally friendly communities are nurtured</li> </ul>
<ul style="list-style-type: none"> <li>Target 9: Integrate the principles of sustainable development into country policies and programmes and reverse the loss of environmental resources</li> </ul>	<ul style="list-style-type: none"> <li>Improved capacity and awareness for environmental management at various levels</li> </ul>	<ul style="list-style-type: none"> <li>The young and old are empowered to help themselves through sound education</li> </ul>
<ul style="list-style-type: none"> <li>Target 10: Halve, by 2015, the proportion of people without access to safe drinking water and basic sanitation</li> </ul>	<ul style="list-style-type: none"> <li>Improved alignment and collaboration for stakeholder interventions</li> </ul>	<ul style="list-style-type: none"> <li>Judicious use is ensured of all natural resources and not at the cost of current and future generation</li> </ul>
		<ul style="list-style-type: none"> <li>Respect for law, human rights, security and democracy</li> </ul>
		<ul style="list-style-type: none"> <li>Diversity and originality values and heritage protected</li> </ul>

Slide 7

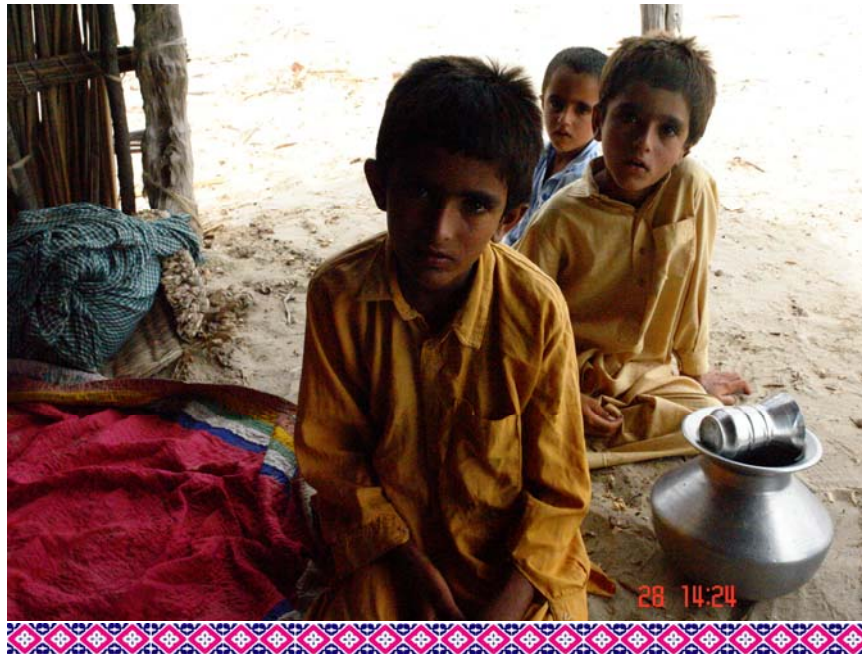


Slide 8





Slide 9



Slide 10

 **Linkages and Opportunities- Forests** 

Sindh Vision 2030	Indus for All Programme
As an immediate intervention, a thorough <b>audit of the existing forest cover</b> must be carried out to provide a realistic picture of forest health in Sindh	<b>Detailed ecological assessment</b> of forests at Pai, Keti Bundar and Keti Shah will be carried out along with an analysis of pressures and options for improvement
As a long-term intervention, <b>management plans</b> must be prepared for forests that <b>integrate natural resources</b>	<b>Integrated Natural Resource Management plans</b> will be prepared for Pai Forest and mangrove forests in Keti Bunder
<b>Satellite-based technology</b> must be used and effective forest <b>monitoring mechanisms</b> established	<b>GIS support and training</b> on forest monitoring mechanisms for Sindh Forest Department



**Slide 11**



**Slide 12**




Slide 13

### Linkages and Opportunities- Education

<p><b>Sindh Vision 2030</b></p> <p>“In order to deal with environmental issues, efforts will be made to <b>educate the younger generation</b>”</p>	<p><b>Indus for All Programme</b></p> <p>Development of environmental education and advocacy <b>training manuals for youth</b> and <b>youth greening activities</b></p>
<p><b>Interactive modes of education</b> to be used to promote environmental education and conservation</p>	<p>Establishment of <b>nature clubs/environmental societies</b> at schools/colleges and conduct <b>nature study camps</b></p>
<p><b>Environmental studies</b> to be included in the <b>syllabi</b> covering many aspects of the environment</p>	<p><b>Train teachers and Master Trainers in environmental education</b> in collaboration with Education and Literacy Department</p>



Slide 14

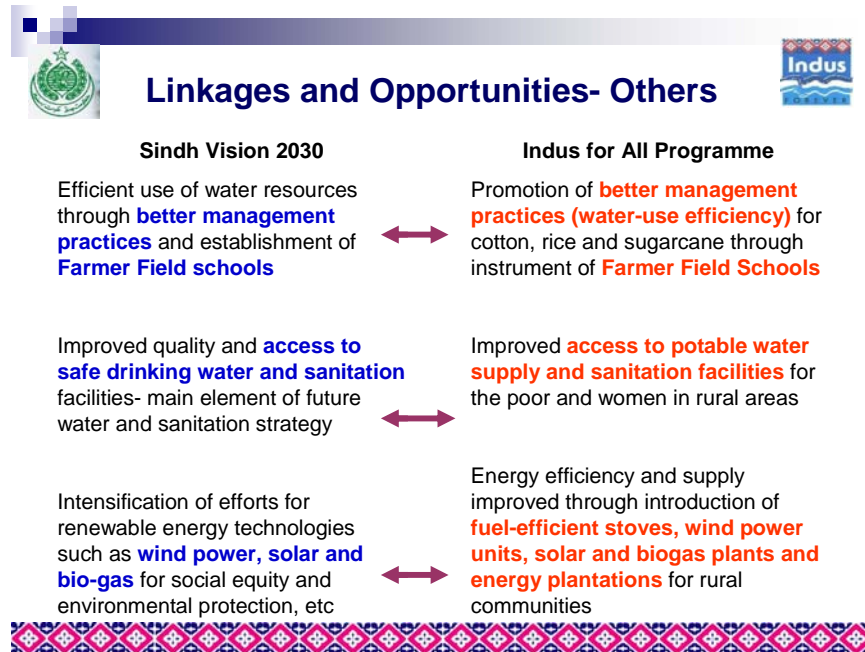




Slide 15



Slide 16



Slide 17



Conclusions and Way Forward



- ❖ **Sindh Vision 2030 : A long-term framework providing an enabling environment for concerted efforts**
- ❖ **The Indus for All Programme supports implementation of Sindh Vision in many core areas**
- ❖ **Indus for All Programme: A Model for Government-Civil Society Partnerships for Conservation and Livelihood Improvement**
- ❖ **Alignment of long-term sectoral plans with Sindh Vision 2030 and Indus Ecoregion Vision 2055**
- ❖ **Further avenues for integration and leveraging of resources must be explored**



Slide 18



Thank you





## **Annexure X: Key Note Address, Chief Secretary, Government of Sindh**

Bismillah-ir-Rehman-ir Rahim.

Distinguished Guests, Ladies and Gentleman, indeed it is a great delight and pleasure to be here at the launching function. I was impressed by the punctuality of the participants and the seriousness of the purpose. I think WWF and the organizers one to be congratulated for organizing this very special function.

These are the areas and subjects that are very important, but they don't have political constituency. These areas do not attract votes, so sometimes they do not get that attention which is due and I consider it my duty to be part of these initiatives and I would inshallah always be available for all your worthwhile initiatives in the future.

WWF is piloting this project in an excellent manner.

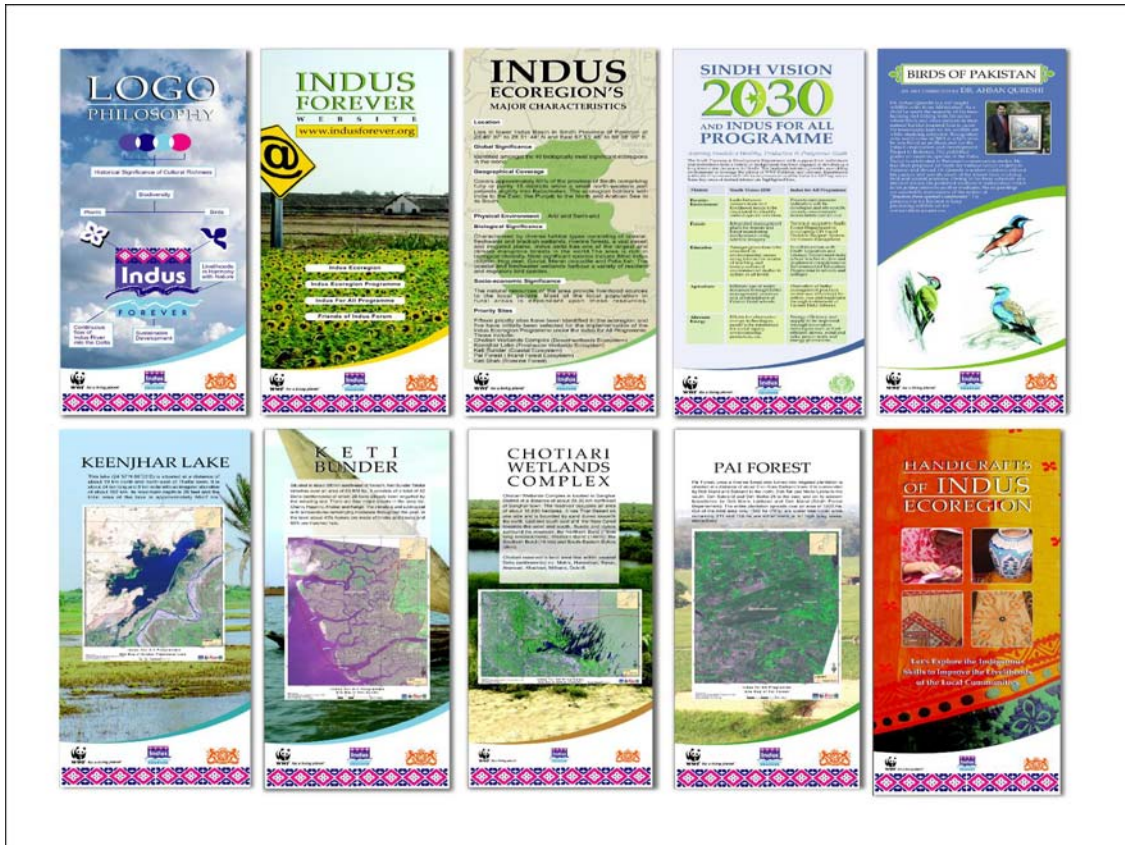
I think inshallah in the coming days, there will be greater consideration for some of the coming projects by the provincial government. A mention was made regarding the Dubai World Project. I want to ensure all of you who are concerned with ecology, environment that I have.....a meeting and I have been apprised of the concerns, be rest assured we are going about it in a way that we are able to develop in the best interests of Karachi and Pakistan, but keeping in view all the environmental concerns.

Be rest assured that during our .....ACS in charge of the ..... committee at all levels we would like to balance the needs of Karachi, the needs of Pakistan with development with the view that they are environmentally- friendly and all your concerns are duly addressed. I would not be part of any such project which goes against that, be rest assured. Poverty, livelihood, these are pressing issues ..... lots in being done, but much more needs to be done. There is a strata, 1/3 below the poverty line, which require utmost attention. In our development planning for the last 50 years, somehow it has not received the attention that is called for. I think it is time for all of us make concerted efforts, people who are aware, people who see the consequences, ramifications from the lives of these people. How difficult life has become, how it destroys the social fabric, how it affects adversely toward the social fields. All the issues are now upfront, we need to tackle it in a concerted manner, include it in our development planning, in our resource allocation. I am very glad that WWF in its own way and all of you who are here are contributing to solving these issues that confront us.

In the end I thank you all for inviting me here, the organizers. I feel very happy to be part of this very good, worthwhile initiative.

## Annexure XI: Awareness Materials







**Indus for All Programme- WWF - Pakistan**







## Annexure XII: Indus for All Memento



## Annexure XIII: News Clippings

DAWN THURSDAY, AUGUST 30, 2007

### Project for Indus eco-region's conservation launched

By Our Staff Reporter

KARACHI, Aug 29: The Sindh government is well aware of the development needs of Karachi and no project will be undertaken that may threaten the city's environment or the biodiversity of the province.

Sindh Chief Secretary Ejaz Ahmed Qureshi gave this assurance at the launch of the 'Indus for All Programme,' an initiative of the World Wide Fund for Nature Pakistan, at a local hotel on Wednesday. The project is the first phase of a 50-year plan, the Indus Eco-region Conservation Programme.

The chief secretary said that the environment and conservation were important but, unfortunately, they had failed to receive due attention from successive governments. He also said that the government was very much aware of the development needs of Karachi and people should rest assured that no project would be undertaken that could endanger the environment.

He also expressed gratitude to the Royal Netherlands Embassy for providing funds for the project

and assured the government's full support to the venture.

Earlier, Dr Ghulam Akbar, Director of the Indus for All Programme, introduced the Indus Eco-region Conservation Programme and said that the plan had been developed in collaboration with the government of Sindh and other stakeholders for long-term biodiversity conservation and poverty alleviation in the Indus eco-region.

"There are five eco-regions in the country. Home to about 20 million people, the Indus eco-region is amongst the 40 priority eco-regions of the world. It has one of the few species of freshwater dolphins worldwide and numerous species of endemic fish and encompasses critical habitats such as mangroves and freshwater lakes," he said.

"At present," he added, "four project sites that include Kinjar Lake (district Thatta), Chotiari Reserve (district Sanghar), Keti Bunder (district Thatta) and Pai Forest (district Nawabshah) have been chosen for intervention and implementation of the

first six-year phase."

About their interest in the project, Mr Fred Smiet, First Secretary of the Royal Netherlands Embassy, said that what made them fund the project was the cause of poverty alleviation.

"Preservation of biodiversity is important. But more significant is support to the poor whose livelihoods are threatened by increasing salinity, steep decline in fisheries, sea intrusion and more recently by floods," he remarked, expressing the hope that Pakistan's experience in this project could become an example for other countries.

Ali Hassan Habib, Director-General WWF Pakistan, Ghulam Sarwar Khero, Additional Chief Secretary Planning and Development Department, and Dr Ejaz Ahmad, Deputy Director-General WWF Pakistan, also spoke.

Several stalls of local handicrafts were set up along with a display of 44 paintings of bird species and mammals at the venue. The website—[www.forever-indus.org](http://www.forever-indus.org)—was also launched.

The News International, Thursday, August 30, 2007

### 'Indus for all'

By our correspondent

Karachi

Mankind coexists with nature in complete harmony and biodiversity flourishes in its respective habitat. This was the main idea behind launching the 'Indus for all Programme' by the World Wide Fund (WWF) for Nature, in collaboration with the Government of Sindh and other stakeholders. The Chief Secretary Sindh, Ejaz Ahmad Qureshi was the chief guest for the occasion.

The project is in its five-year implementation phase, which is the first phase of a 50-year vision that aims to conserve biodiversity in the Indus eco-region and improve the livelihoods of the local people.

Four priority areas have been identified for this and selected for the program from the Indus delta region. These include the Chotiari Wetlands complex in Sanghar, Keti Bunder, Keerjhar Lake and Pai forest in Nawabshah district. A team of stakeholders and media persons were taken to these places on different

occasions previously, so as to allow them to experience the on-ground situation.

The director of the project, Dr Ghulam Akbar gave an introduction to the program. He said that the program will conserve the natural biodiversity of the region. 'The selected regions are very rich in terms of different species and conserving them will help save their generation,' he explained.

Speaking on the occasion, Additional Chief Secretary

Planning and Development Sindh, Ghulam Sarwar Khero highlighted the linkages and opportunities in the four regions saying that with time the socio-economic condition of the people will advance, provided they are given the means and methods to improve their livelihood. 'This is the main aim of the program and it will enable the locals to exhibit their work,' said Khero.

In order to promote the work and efforts of the people belonging to these regions, several stalls of local handicrafts were set up at the venue.





**The Nation**

Thursday, August 30, 2007 The Nation 19

## Preservation of Indus delta Govt to work jointly with IAs and NGOs

**SHAFI BALOCH**

KARACHI - Sindh government would work hand in hand with international agencies and local Non Governmental Organizations (NGOs) for the development and perseverance of Indus delta, stated Chief Secretary Sindh Ejaz Ahmad Qureshi on the occasion of launching the Indus Eco-region Conservation Programme ceremony held at local hotel on Wednesday.

The implementation of first five-year phase of a 50-year vision programme aims at conserving the bio-diversity in the Indus Eco-region and improving the livelihoods of the local communities.

Additional Chief Secretary Planning and Development Department of Sindh Ghulam Sarwar Khoro said that Indus for all Programme and Sindh Vision

2030 have many linkages and both would facilitate people toward creating development in education, tourism and income growth sectors of Sindh.

He regretted that the government of Sindh has provided 18,000 acres of land to the Alternative Energy Department Government of Pakistan which was supposed to develop wind generated power plant. According to that agreement, power generating units were supposed to be setup within six months but 18 months have lapsed so far and no single unit has been generated. He added that survey must be conducted to assess the environmental, ecological and social impacts upon Indus Delta due to development of dams, reservoirs and barrages.

Funded by Royal Netherlands Embassy in Pakistan, the program has been developed in co-

operation with the government of Sindh and other stakeholders for long-term bio-diversity conservation and poverty alleviation in the Indus Eco-region. The Indus Eco-region lies in the southern part of Pakistan in Sindh province and harbours diverse range of bio-diversity from habitats in the southern riverian ecosystems along the Indus and desert areas in the periphery.

The Eco-region partially or fully covers several districts of Sindh including Thatta, Badin, Hyderabad, Dadu, Nawabshah, Sanghar and Umer Kot. In addition to that, four priority areas were selected for programme interventions including the Chotiari Wetlands Complex in Sanghar, Keti Bunder and Keenjhar Lake in Thatta and Pai Forest in Nawabshah district keeping in view the potential habitat types.

Website: www.thepost.com.pk

# The POST

THE TRUTH, AND NOTHING BUT

Thursday, August 30, 2007, Sha'ban 16, 1428

## Japan offers \$800m loan for Mass Transit System in Karachi

**GN MUGHAL**

KARACHI: The Japanese government has offered a soft loan of \$800 million for establishing Mass Transit System in Karachi for alleviating its current traffic problems.

This was stated by Chief Secretary Ejaz Qureshi while talking to newsmen on the eve of the launching ceremony of "Indus For All Programme" organised by WWF at a local hotel Wednesday.

He said the federal government had assigned this project to Pakistan Railways. However, he said a consultant firm was currently assessing the feasibility of the cost of the project. He assured that not only that the element of transparency would be inducted in the implementation of the project but all related aspects including environmental considerations of the project would be thoroughly looked into.

In reply to a question regarding the directives of the Supreme Court to resolve the issue of frequent traffic jams in Karachi, the chief secretary said a committee headed by him had been formed which was proposing short term as well as long term measures required for this purpose.

When his attention was drawn towards launching of a number of mega projects in Karachi without assessing their environmental and other likely negatives effects on the civic life of the cosmopolitan city, in the reply he welcomed launching of the development work and said that work should have launched 20 years back.

However, he said, now things would be streamlined within next 6 months. However, he also underlined the need that all environmental and other aspects of these projects would be taken into consideration with full responsibility.

He said he recently issued as chief secretary as such he was looking in all vital matters. In this regard, he said he had got briefing on the cultural policy and was in touch with various NGOs and other civil society organisations on all these issues.

Ejaz Qureshi said equal emphasis was also being given on the removal of encroachments all over city including at Northern Bypass as well as Southern Bypass.

He said a committee had been formed which was dealing with the city government. He said necessary planning was also being made for plying CNG vehicles in the city.

Replying to a question about the elimination of forests all over Sindh by the influential persons, he assured to look into the matter.

He said he would be getting briefing about low downstream Kotri flow as well as the pollution of Karachi coast.

Earlier, speaking on the subject, "Sindh Vision 2030 and Indus for All Programme: Linkages and opportunities", Ghulam Sarwar Khoro, additional chief secretary, underlined the need for ensuring flow of at least 8.6 maf water downstream Kotri, as assessed by an international consultant in order to protect mangroves, agriculture and forest in riverian area in Indus Delta.

He recalled that in the past i.e. before the construction of structures upstream, at least 25 million maf used to flow downstream Kotri round the year.

Ali Hassan Habib, WWF director general, explained in detail the objectives and targets of Indus for All Programme.

Daily Times

Thursday, August 30, 2007

### **WWF starts 'Indus for All' programme**

**KARACHI:** The World Wildlife Federation (WWF) launched Wednesday the Indus Ecoregion Conservation Programme – the “Indus for All Program” – for long-term biodiversity conservation and poverty alleviation in the Indus region. The programme was launched in collaboration with the Royal Netherlands Embassy of Pakistan. Sindh Chief Secretary Ejaz Ahmed Qureshi inaugurated the programme and its website at a local hotel. “Due to a reduction of the Indus water in downstream Kotri and the rapidly disappearing mangroves from Sindh’s coastal belt several species of fish and other marine animals have gone down,” the additional chief secretary of the planning and development department, Ghulam Sarwar Khero, said. He said that the president of Pakistan recently announced ‘vision 2030’. “Sindh has included the environment as a major part of its vision,” he said. WWF Pakistan DG Ali Hassan Habib said that the Indus for All Programme is a five-year implementation of a 50-year vision which aims to conserve biodiversity in the Indus eco-region and improve the livelihood of local communities. The first phase of the programme will cover Thatta, Badin, Hyderabad, Dadu, Nawabshah, Sanghar and Umerkot, he said. Programme Director Dr Ghulam Akbar, Sindh Coastal High Development Authority DG Allah Bux Kalhoro, Royal Netherlands Embassy in Pakistan First Secretary Fred Smiet and others also spoke. STAFF REPORT

### Annexure XIV: Reflection Exercise: Pros and Cons

PROS	CONS
- Regular meetings were helpful	- Dinner at 1 a.m!
- Turn out was good	- No accommodation for community guests
- Teams were helpful	- P.A to Chief Secretary lost temper due to 2 Qaris
- Everything was on time (ahead of time)	- Glasses + digital diary + original papers lost in bag (phone all participants)
- Follow up with govt. officials successful eg. Website logo, arrival of CS	- Underestimated Fortune Centre loading and transport time
- Very clear with banquet staff, therefore they extended full support	- Ahmad cut his hand. No bandage in office or car
- Preparation deadlines were met	- Event managers all arrived late
- Art display / corners / backdrop left a very good impression	- Fixon I.D cards not there. Our copies not there either.
- All staff very motivated and cheerfully assumed their responsibilities and supported one another	- Attendance desk over crowded (Richard told off staff)
- Therefore, future division of labour / challenging exercises would be facilitated	- Overloaded team with 56 printing items especially for items like posters
- Responsibilities appropriately assigned	- Fixon N.I.C secondary date expired
- Press release timely	- Measuring tape and security problem and Marriot
- Lahore / Karachi press coordination very effective	- Budgeting left for too late



- Very good overall management / timely decisions and personal participation by team leader (Dr. Akbar)	- Early floor plan would have been better than last minute and several trips
- Durrani's art work on time and perfect	- Mic stopped working
- Handling of big load by Zafar / Shah Saab exemplary	- Too long / too much effort / too much time to select venue
- Community stall success	- Preparation / selection / rehearsal of speaker left to last minute
- Laghari's PowerPoint professionally done. Spirit and energy appreciated.	- V.I.P seating arrangements not taken care of
- Office boys and drivers put in <i>immense</i> effort	- Small editorial glitches
- Promotion of art successful (2 potential buyers)	- No control over bags
- Post event press coverage successful	- Press organization and briefing required. Not to ask irrelevant questions
- CS, RNE, IESC members, others congratulated Team on event	- Wasey Azeem, Director Corporate Relations, mobile picked

### **Our Mission**

WWF - Pakistan aims to conserve nature and ecological processes by:

- Preserving genetic, species and ecosystem diversity
- Ensuring that the use of renewable natural resources is sustainable, both now and in the longer term
- Promoting actions to reduce pollution and the wasteful exploitation and consumption of resources and energy

### **Vision of the Indus Ecoregion Programme**

“Mankind coexists with nature in complete harmony and biodiversity flourishes in its respective habitat”

### **Indus For All Programme, WWF - Pakistan**

#### **Programme Management Unit (PMU)**

606, 607 Fortune Centre, Block-6 P.E.C.H.S, Shakra-e-Faisal, Karachi.

Tel: 021-4544791-92, Fax: 021-4544790

[www.foreverindus.org](http://www.foreverindus.org)

### **Programme Implementation Units (PIU)**

#### **Chotiari Wetlands Complex**

House # 129/2, Housing Society,  
Near Government Boys High School,  
Nawabshah Road, District Sanghar, Sindh.  
Tel: 0235-542837, Fax: 0235-542791

#### **Keenjhar Lake**

House # B/112,  
Hashimabad Society Makli,  
District Thatta, Sindh.  
Tel: 0298-772318, 772319, 610426.

#### **Keti Bunder**

Keti Bunder Town, P.O. Keti Bunder  
via P.O. Mirpur Sakro,  
District Thatta, Sindh.  
Tel: 0298-607685, 620291

#### **Pai Forest**

House # A-3, M.U.C.E.T Employees  
Co-operative Housing Society,  
District Nawabshah, Sindh.  
Tel: 0244-366364, Fax: 0244-282496