President’s Message

This year saw the strengthening of the various Board Committees. Based upon the recommendations of the Board Human Resource Committee, new Employee Service Rules and revised professional grading structures were introduced for WFWF - Pakistan. New with seven instead of three professional grades, developing career paths for committed conservationists in WFWF - Pakistan will be more effective. To encourage and facilitate women to join the field of nature conservation, some additional provisions have been made in the Employee Service Rules, including a target of having at least 25% women in the organisation and providing a transport allowance to them.

An important positive development this year was the increase in corporate fundraising, which grew from 8% to 17% of the total budget of about Rs. 420 million for WFWF - Pakistan. IRE and Coca-Cola Pakistan are the two largest corporate donors.

Recognising that the core values and strength of WFWF - Pakistan rests with its leadership, the Board of Trustees, CEO and senior staff, a mechanism of succession planning is being established to ensure that the organisation remains vibrant and true to its mission in the long-run. Leadership succession and raising funds from within Pakistan are the two key pillars of a future Vision-2030 for WFWF - Pakistan.

Iqbal Ahmed Gandhi
President
WFWF - Pakistan

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Earth Day Celebrations, in Lahore, by Tanzawar Hassan WFWF - Pakistan

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Iftikhar Ahmed Ghazi
President
WNF - Pakistan
Director General's Message

Mind your language!

"Don’t behave like an animal! Don’t soil your clothes, don’t dirty my hands…"

The very dirt and soil that produces the food we eat finds its way into our language as “dirty” words, rather than its rightful place as a symbol of sacred Earth.

The language humans use today has hidden in it a degree of unsanctity to the daily desacration of nature that we cause. It is understood that language represents a whole world view. One wonders then, if it is a coincidence that our Earth is bleeding from wounds inflicted upon it by a humanity gone askew.

We only wish that humans could behave more like other animals, who do not amass wealth, do not build high-rise buildings, and in most species, do not let their young out of their sight.

In spite of the volatility of our region, this year saw the continued increase in the portfolio of projects for WWF - Pakistan. All three large programmes: the Pakistan Wetlands Programme, the Index for All and Thirsty Crops received favourable reviews from external evaluators.

Wouldn’t you like to roll up your trousers/shalwar, take off your shoes and feel the wonderful, squelching, wet soil ose through your toes while walking through the mangrove forest swamps?

WWF - Pakistan invites you all to experience nature, by visiting one of our many field projects.

All Hassan Habib
Director General
WWF - Pakistan

Introduction to WWF - Pakistan

WWF is one of the world’s leading conservation organizations. It has over five million supporters and a global network that operates in almost 100 countries and aims at protecting and conserving the environment. It came into being in response to humanity’s destruction of Earth’s natural resources. WWF’s mission is to stop the degradation of the planet’s natural environment and to build a future in which humans live in harmony with nature.

Established in 1970, WWF - Pakistan is the largest conservation Non-Governmental Organization (NGO) in the country. WWF - Pakistan has expanded rapidly over the years to increase its efforts for conservation. Since its inception 30 years ago, WWF - Pakistan has been committed to saving wildlife species and their habitats, promoting sustainable development in Pakistan and integrating environmental principles with other policies across the government and private sector.

WWF - Pakistan has identified Forests, Freshwater, Marine, Climate Change, Species and Toxics as six priority areas of conservation work. Various projects and programmes have since been developed involving local communities of these priority areas. Our Earth is threatened by deforestation, drying up of freshwater, drying of marine ecosystems, habitat destruction of both animals and plants, pollution by toxins and changing of the climate. Through our projects across the country, WWF - Pakistan strives to educate, assist and inspire millions of people from all walks of life to conserve land, water, wildlife and the natural resources around us.

WWF - Pakistan has its head office in Lahore, with six regional offices in Karachi, Islamabad, Peshawar, Gilgit, Quetta and Muzaffarabad, and project offices across Pakistan.
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The major strength of WWF is its conservation programmes. These programmes are either following the Global Programme Framework or National Level Initiatives.

Indus for All Programme: marshalling ideas and efforts to safeguard the Indus Ecoregion

With the introduction of Global-200 in 1997, WWF embarked on a new approach of conserving biological diversity and ecological processes around the world. The approach involved addressing a broader range of issues and partnerships on a larger landscape level. As part of Global-200, the ecoregion conservation journey in Pakistan began with the Indus Ecoregion, which is one of the 238 ecoregions in the world and also one of the 47 Priority Places for the global WWF Network.
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The basis for the Indus Ecosystem Programme is a study titled "Root causes of Biodiversity Loss in the Margrove Ecosem", conducted in 1999. This was followed by rigorous consultations in 2002 and 2004 towards developing the Indus Ecosystem Plan.

The first six-year implementation phase of the Indus Ecosystem Programme started in 2006 and is known by the Indus for All Programme. Four of the fourteen priority sites within the Indus Ecosystem have been selected for Programme implementation, including Kati Bunder and Keenai Lake in district Thatta, Pai Forest in district Shahdadkot, and the National Zoological Garden in district Sanghar. These sites represent three distinct ecosystems, i.e. coastal, freshwater wetlands, forest and a blend of desert-wetlands ecosystems, respectively.

Indus for All Programme - GIS

The Programmes for All Programme - GIS

WFIP - Pakistan is currently conducting comprehensive GIS and Remote Sensing studies for the four project sites of the Indus for All Programme. Micro-level mapping and change analysis have been conducted to monitor the temporal change trends of the natural resource. Historical aerial photographs and high resolution satellite images of Kati Bunder are also used to analyze the land erosion rate. efforts in agricultural landuse and forest degradation over the past five decades.

A Decision Support System (DSS) for Indus Ecosystem has been launched to support the decision making processes by providing a central resource for sustainable planning. Moreover, to improve the institutional capacity in DSS/RS field, a number of trainings workshops were conducted for major stakeholders. WFIP - Pakistan is also supporting the Programme in NRRI related projects such as Livelihood Development Plans, NRRI Plans and Poverty Environment Links through provision of inputs such as mapping, analysis and modeling.

Partnership Fund

The Indus for All Programme - Partnership Fund is a grant programme, designed to improve alignment and collaboration among stakeholders. Under the Partnership Fund, project grants are provided to programme stakeholders in order to support their interventions for livelihood improvement and nature conservation. A Partnership Fund Technical Committee (PFTC) comprising members from the Government of Sindh, civil society organisations and small grants programme is formed as a decision making body of the Partnership Fund. The Committee meets tri-annually to approve grants. The Partnership Fund has also obtained support from the WWF - Pakistan Small Grants Programme (SSGP) through a Memorandum of Understanding. Under this MoU, the Scientific Committee - the governing body of SSGP, reviews and approves the project grants up to one million rupees.

The Partnership Fund’s grant cycle starts with a call for proposals. During 2004-08, two call for proposals were made and good response was received. A total of 60 grant applications were received in the first round and 119 applications were received in the second.

After intense security and technical review of proposals by the in-house committee the PFTC and SSGP Small Grants Programme together approved 30 project proposals for the awarding of grants. Out of these, 14 proposals, totaling rupees 26 million were approved in the first round, while 16 projects, requesting an investments of rupees 29.5 million were approved in the second round of funding. All these projects are being implemented in different parts of the Indus ecosystem including four in the upper Indus Basin. Out of the total amount approved for these 30 projects, the NGO/CEOs will receive rupees 26.5 million (86 %), rupees 19.7 million (28 %) will be disbursed to government departments and rupees 3.4 million (5 %) were approved for academic institutions. Thematically these projects are mainly for the conservation of species, conservation of habitat, provision of alternative livelihoods and introduction of alternative energy resources.
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Aimed at conserving the biodiversity of the Indus Ecoregion and improving and diversifying livelihoods of the local communities, the Programme intends to demonstrate participatory natural resource management (NRM) practices in the four priority sites. For this purpose, the Programme has received generous financial support from the Embassy of the Kingdom of the Netherlands.

The Programme has adopted a strong institutional framework. It has established the Indus Ecoregion Steering Committee (IESC) to steer the Programme comprising stakeholders and government agencies from the national and provincial levels and District Coordination Committees (DCCs) at the district level. The Programme has developed a socio-economic and NRM plans for priority sites which are being implemented in collaboration with key stakeholders. Programmatic interventions are further supported by on-ground action research on poverty-environment linkages and a comprehensive education and awareness drive. The Programme is also engaged in translating its on-ground interventions into policy relevant formats as well as mainstreaming environmental considerations in important policy and macro-economic planning documents.

For more information about the Programme, log on to www.foreverindus.org

Indus for All Programme - GIS

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Boundary Demarcation & Re-notification of Protected Areas

WWF - Pakistan is implementing the ‘Boundary delineation and re-notification of Protected Areas: Project in collaboration with the Ministry of Environment (MoE) and the Pakistan Petroleum Exploration and Production Companies Association (PPEPCA). The Project aims to upgrade the existing protected areas notification formats through inclusion of GIS-based boundary and land references. So far, the boundaries of the Kharbat Protected Areas Complex and five National Parks i.e. Ayuba, Machtara, Hingal, Margalla and Katharbat have been delineated. Under the Project, landcover map, topographic data and wildlife habitat maps have also been developed for each Protected Area. GIS-based notification formats have also been formulated in consultation with Area Specific Committees (ASCs) which include representatives of Provincial Forests and Wildlife Departments, Revenue Department and WWF - Pakistan. The proposed notification formats are submitted to the Ministry of Environment’s National Demarcation Committee on Protected Areas (NDCPA) for final validation.

Improved Watershed Management in Ayuba National Park

This project aims to improve and sustain the perennial flow of clean water in springs and streams of the Ayuba National Park through an integrated watershed management approach. Moreover, it supports the key stakeholders in the waste management and cleaning of Sufi-Malut National Park. Both of these areas fall in the western Himalayan 1220 Ecoregion. Coca-Cola Foundation is providing financial support to this project. The area forms important water catchments of the Indus River and possesses unique biodiversity. Increased population pressure leading to heavy demand for timber, fuel wood, fodder and agricultural land has resulted in degradation of these watersheds. Problems such as shortage of clean water and flooding in streams coupled with low agricultural production are being faced even by the local communities living at the very bottom of these watersheds. The project follows a participatory approach, actively involving the local communities, teachers and government officials in the planning and implementation of activities.

Pakistan Sustainable Cotton Initiative – Chenab

WWF - P concluded the ‘Pakistan Sustainable Cotton Initiative project in collaboration with AHEA & Chenab Ltd. in 2008. The objective of the project is to improve the sustainability of cotton production, which is substantial benefit for people and the environment. The project aims to improve livelihoods of farmers through Better Management Practices (BMPs) in T.T.Singh District, ensuring sustainable improvement in the natural, financial, social and human capital available to the cotton farmers and promote its adoption throughout Pakistan and internationally. During 2008, 102 Master Farmer Facilitators (MFF) and 1658 farmers with an area of 4691 ha under BMP cotton, graduated from season long cotton Training of Trainers (TOT) and Farmer Field School (FFS) courses at T.T. Singh. A total of 13,660 tonnes of BMP cotton were produced by participating farmers. During the crop season 2009, One Village One Facilitator (OVOF) approach along with FFS methodology has been adopted through which one facilitator will be appointed in each of 80 villages. This year 7,103 farms with an area of 12996 ha under BMP cotton are participating in project activities.

Pakistan Sustainable Cotton Initiative – MinFAL

Encouraging results during 2008 lead to the revision of the Memorandum of Understanding for collaboration with Crop Masselization Project-II (CMIP-II), Ministry of Food, Agriculture and Livestock (MoFAL). Government of Pakistan, for the up-scaling of BMP activities for widespread dissemination in cotton crops with enhanced scope. Under this, 100 Master Facilitators and about 1,100 farmers will be trained in BMP implementation in districts Rahim Yar Khan and Multan. Furthermore, the FFS established during 2008 are converted into One Village One Facilitator (OVOF) activities by around 2,500 farmers and over 9500 ha of cotton cultivation.
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Improved Watershed Management in Ayubia National Park

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Pakistan Sustainable Cotton Initiative - IKEA

Since 2005, IKEA – P. is collaborating with IKEA in focusing on the development and promotion of Better Management Practices (BMPs) in the Bahawalpur District, improving farmer livelihoods and reducing the use of freshwater, pesticides and fertilizers. The project is implemented in collaboration with several NGOs including Kisan Weftline Association, Kisan Stout Organization, etc. and Government departments such as Dept. of Agriculture, Punjab, Central Cotton Research Institute (CCRI), National Agricultural Research Centre and All Pakistan Textile Mills Association. The project revealed that by using BMPs, farmers can reduce the freshwater, pesticides and fertilizer use by an average of 29%, 60% and 38%, respectively. The farmers who use BMPs also receive a higher gross margin on average than conventional farmers, with the reduced expenditure on pesticides contributing significantly. Since 2008, in a second phase, the project is now implemented with large-scale farmers and partners in all Union Councils and villages in two sub-districts in Bahawalpur district. The BMP activities further extended to cover around 3,000 farmers with 10,195 ha of BMP cotton in (Bhokar and Sialkow Districts).

WRF – P. under the PSCL is promoting the adoption of BMPs in cotton cultivation areas to achieve a considerable reduction in key environmental impacts, while improving economic and social benefits for the cotton farmers. To achieve the success of the BMP project, it is important that the benefits of the adoption of these practices on the water quality and quantity, soil & biodiversity are also assessed in a scientific manner through comparison of above-mentioned parameters between BMP and non-BMP sites in project areas. Key areas of concern in relation to water quality are pesticide residues, volcanic pollution and phosphorus levels in ground and surface water. Further, impacts on biodiversity including birds, small mammals, amphibians, reptiles, and insects are also being studied.

Better Management Practices for Water Thirsty Crops

The European Commissioner (EC) funded ‘Better Management Practices (BMPs) for Water Thirsty Crops’ project aims at ensuring sustainable sources of freshwater to support the livelihoods of poor farming communities in Pakistan. The project objectives have been achieved by developing and implementing appropriate on farm BMPs in Faisalabad and Bahawalpur Districts, working closely with research centres, target farmers and extension services.

In Bahawalpur, on the whole 123 activities such as Farmer Field Schools (FFS), One Village One Facilitator (OVF), Practice and Policy Transfer (PFT) were established for widespread BMP dissemination, under which 4,119 farmers were trained in 2008 for cotton crop, with a total of 19,138 ha and 4,300,437.9 kg of BMP used cotton was produced by these farmers. The cotton BMP farmers made crop management decisions which led to reduction of irrigation operations up to 23%, irrigation water up to 39%, synthetic fertilizers up to 31% and pesticides up to 68%. Similarly, for the sugarcane crop in Faisalabad, 24 FFS with more than 800 farmers were established during 2009. The trained farmers implemented BMPs over 1500 acres (648 ha). Research trials of bio-fertilizers and biological controls of pests for sugarcane with several research organisations were conducted, which showed savings of up to 100% pesticide application. The crop management decisions of sugarcane BMP farmers led to 30.5% reduction in fertilizer applications and 27.6% in irrigation water. The project has been instrumental in formalisation and registration of around 68 FFS into farmer organisations; WRF – P organised four Skill Enhancement Workshops and one exposure visit for capacity building of extension staff. Efforts are being made to support the uptake of BMPs targeting Farmer Organizations to strengthen their role, Government on policy reforms and businesses to develop markets for sustainable products.

Indus Basin Water Security Plan

Vision: Environmental flows are protected in the Indus River ensuring that sustainable freshwater resources are available to support a growing population, the ecosystem functions and services upon which they depend and to increasing the adaptive capacity of the local people to events such as droughts and floods in the wake of future water fluctuations.

Goal: In light of the Water Accord of 1991, ensuring that the environmental flows are appropriately recognised and an authority is defined for their implementation and the enforcement of a Draft National Water Policy leading towards sustainable use in the Indus Basin.

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WFP - P., under the PCI is promoting the adoption of BMPs in cotton cultivation areas to achieve a considerable reduction in key environmental impacts, while improving economic and social benefits for the cotton farmers. To guarantee the success of the BMP project, it is important that the benefits of the adoption of these practices on the water quantity and quality, soil and biodiversity are also assessed in a scientific manner through comparison of above-mentioned parameters between BMP and non-BMP sites in project areas. Key areas of concern in relation to water quality are pesticides residues, nitrate pollution and phosphorous levels and ground and surface water. Further, impacts on biodiversity including birds, small mammals, amphibians, reptiles, and insects are also being studied.

Better Management Practices for Water Thirsty Crops

The European Commissioner (EC) funded ‘Better Management Practice (BMP)’ for Water Thirsty Crops’ project aims at ensuring sustainable sources of freshwater to support the livelihoods of poor farming communities in Pakistan. The project objectives have been achieved by developing and implementing appropriate ‘farm’ BMPs in Faisalabad and Bahawalpur Districts, working closely with research centers, target farmers and service providers.

In Bahawalpur, on the whole 123 activities such as Farmer Field Schools (FFS), One Village One Facilitator (OVOF), Practical FFS and FFsF (Farmer Training of Facilitators) were established for widespread BMP dissemination, under which 4,119 farmers were trained in 2008 for cotton crop, with a total of 19,138 ha and 4,300,470 kg of BMP seed cotton was produced by these farmers. The cotton BMP farmers made crop management decisions which led to reduction of irrigation operations up to 23%, irrigation water up to 31%, synthetic fertilizers to 31% and pesticides up to 68%. Similarly, for the sugarcane crop in Faisalabad, 24 FFS with more than 850 farmers were established during 2009. The trained farmers implemented BMPs over 1500 acres (648 ha). Research trials of bio-fertilizers and biological controls of pests for sugarcane with several research organizations were conducted, which showed savings of up to 18% water application. The crop management decisions of sugarcane BMP farmers led to 35% reduction in fertilizer applications and 27.6% in irrigation water. The project has been instrumental in formalization and registration of around 68 FFS into farmer organizations. WFP - P. organised four Skill Enhancement Workshops and one exposure visit for capacity building of extension staff. Efforts are being made to support the uptake of BMPs, targeting Farmer Organizations to strengthen their role, Government on policy reforms and businesses to develop markets for sustainable products.

Indus Basin Water Security Plan

Vision: Environmental flows are protected in the Indus River ensuring that sustainable freshwater resources are available to support a growing population, the ecosystem functions and services upon which they depend and to increasing the adaptive capacity of the local people to events such as droughts and floods in the wake of future water fluctuations.

Goal: In light of the Water Accord of 1991, ensuring that the environmental flows are appropriately recognised and an authority is defined for their implementation and the enforcement of a Draft National Water Policy leading towards sustainable water use in the Indus Basin.
Indus River Dolphin Conservation Project

The Indus River Dolphin is an important flagship species for the Indus River, as an increased number of dolphins may be regarded to indicate the improved health of the Indus River ecosystem. The Indus River Dolphin Conservation Project (IRDCP) focuses on the root causes of biodiversity loss by linking the protection of the Indus Dolphin with measures in the agricultural and fisheries sectors.

WWF demonstrates, together with partners and local communities, that changing agricultural and fishing practices can significantly contribute to a more sustainable use of natural resources and to the protection of the dolphin. Knowledge and experience gained is widely disseminated by the media and through special events for schools and concerned stakeholders.

The project combines conservation work with initiatives to improve the livelihoods of local communities. The potential of ecotourism, skill enhancement training, value addition products in agriculture, etc., are widely explored in order to provide additional income for the local fishermen.

Indus Dolphin Conservation Center

The Indus Dolphin Conservation Centre (IDCC) was established in partnership with Sixth Wildlife Department (SWD) and Adventure Foundation Pakistan (AFP) in order to carry out awareness raising and ecotourism related activities for the conservation of Indus River Dolphin. The IDCC has been constructed at a walking distance from Sukkur Barrage near the bank of Indus River as a park called Lob-e-Mahan. Awareness raising and information on Indus Dolphin and their habitat is being disseminated through IDCC which is fully equipped with multimedia and various displays, providing a variety of information on various aspects of the dolphin and its habitat. Locals as well as foreigners, including tourists, visit the Centre and are briefed about the dolphins. In particular, students from different schools were invited to the IDCC and briefed about the dolphin and the threats to its habitat. A number of awareness raising workshops are also organized at IDCC.

Marine Turtles

WWF – Pakistan initiated its Turtle conservation activities at Sandspit since 1999. ICJ Pakistan is supporting this programme since 2004 and provides the salaries of four turtle guards during the nesting season to patrol the nesting beach during the night, record the number of visiting turtles and also rescue stranded turtles and hatchlings and release them into the sea. Billboards have been installed all along the Sandspit road to convey environmental messages and create awareness among the beach visitors.

Realizing the importance of turtle nesting beach, Oawood Corporation also supported WWF - Pakistan in initiating a permanent mechanism to keep the Sandspit beach clean and safe for visiting turtles. Twenty nine garbage bins with the interval of 200 meters in between have been installed on the beach. Five persons have been hired from the community to maintain the turtle nesting beach and clean the garbage bins on a daily basis. The City Dettctor Government collects waste once in a week for final disposal. This programme is itself demonstrates the exemplary coordination between various agencies to save this precious species.
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Gyps Vulture

The large communal avian of the critically endangered White-backed vultures in Chong-Manga forest now has a flock of fourteen birds. The construction of four breeding aviaries has been completed and three breeding pairs have been moved into individual aviaries. A guinea pig breeding facility has been set up to provide supplementary food for the vultures and awareness activities were conducted with the schools located at the field site.

An extensive field survey of the White-backed vulture in the Punjab and Sindh provinces was conducted in the breeding season (2008-09) which demonstrated that the current population of the white-backed vulture in Pakistan is less than 50 birds. The Environment Agency of Abu Dhabi has approved funding for phase II (2009-11) of the project.

Common Leopard Conservation in Pakistan

The Galali in the Himalayan forests are a critical habitat of the Common leopard in Pakistan. Due to legal cover and good protection on the ground, the species has grown in numbers and has started posing problems to the lives and property of local communities. In June 2005, a common leopard killed six women in the Galali area which was the first time such an incident was recorded in the history of the region. These incidents increased human-leopard conflict and the community’s negative feelings and attitude towards the conservation of wildlife, especially gave rise to the conflicts. As a result of that incident, retaliatory killings of the leopards increased.

WWF - Pakistan launched a leopard conservation project with a Sir Peter Scott Award of IUCN. In the area. Under this research project, the Common leopard population was estimated as 23 to 25 in an area of approximately 23,800 ha. A community-based livestock insurance scheme was initiated by supporting a local CBO to reduce the economic losses to farmers due to leopards and now there are more than 100 members of this scheme. An environmental education and awareness programme has also been initiated regarding leopard conservation and risk mitigation measures. This is being done in collaboration with the locals and WWF Wildlife Department.

Snow Leopard Conservation Programme

The Snow leopard is found in the high altitude areas of twelve countries, including Pakistan. It is endangered throughout its natural range due to various reasons, the most significant being killing by livestock owners in retaliation to loss of their animals, killing for trade, habitat fragmentation and loss of natural prey. The Snow leopard is important to conserve not only because of its right to exist but also as an integral part of the high altitude ecology, culture and socio-economic system.

WWF - Pakistan in collaboration with the International Snow Leopard Trust, is involved in the conservation of Snow leopards in Chitral District, NWFP. The prime aim of this programme is to conserve the Snow leopard and its fragile ecosystem in Pakistan by improving knowledge, eliminating the practice of poaching of Snow leopards and their natural prey through community-based sustainable conservation actions, conservation education interventions, and by assisting in low law enforcement.
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Forests

Conservation Initiatives in Palas Valley of Indus Kohistan

Palas Valley, one of the biodiversity-rich valleys in the Western Himalayan Ecoregion, has thick forest cover which represents about 10% of the total country’s flora and fauna of the globally significant fauna such as the Western-trained tragopan. Musk deer and the Black bear, etc. To protect this precious flora and fauna and its unique habitat, a number of conservation and development projects have been implemented. These include “Himalayan Jungle Project” (1991-2000), “Palas Conservation and Development Project” (2001-2004), “Palas non-timber forest products Project” (2005-07), “De-concentration of power to the local level in Pakistan” - DPLL (2005-2009) and the “Community Livelihood Recovery Project” - DPLL (2009-2016).

Generally WWF-P has been playing a key role throughout these initiatives but with the last two projects it has really come to the forefront as an active partner of the NWFP Wildlife and Forest Department. DPLL and CLRP have been very important projects as they plugged the gap created due to winding up of the previous projects and helped in sustaining the successful efforts made during the past 15 years. The DPLL project is funded by the DFID and Birdlife International and aims at recovering the community livelihood affected during the October 2005 earthquake.

The community livelihoods in Palas Valley are mainly dependent on natural resources i.e. agriculture, forests and pastures. The project assists in addressing their needs as well as introducing alternative solutions that will help in the conservation of these resources.

Medicinal Plant Conservation in Swat and Nathiagali

Both Swat (Mandani) and Gallat (Nathiagali) are amongst the best representative forests of the Himalayan Moist Temperate Forests of Pakistan. A study revealed that there are at least 180 plant species identified to lie in Mandani and Nathiagali, including some endangered species like Tussac wallisii, Verrine, and Sarcospermum, nappe. Out of this lot, 179 species are used for the treatment of various health problems. The medicinal flora of Mandani and Nathiagali is also facing the problem of degradation due to anthropogenic activities. The initial reasons for the degradation include nomadic grazing, unsustainable collection of medicinal plants, deforestation, reforestation, and lack of awareness among people regarding the importance of medicinal plants.

WWF - Pakistan with the financial support of MinFAL, took the initiative to organize and train Medicinal Plants (MPs) collectors on sustainable collecting, built the capacity of local farmers about on-farm cultivation of MPs and created awareness amongst the local people, especially students, regarding the sustainable use of natural resources.

Clean and Green Lahore Project

WWF - Pakistan has initiated a small-scale solid waste management project around its Head Office in Lahore, in order to set a guiding principle to make Lahore clean and green. The project was implemented jointly by WWF-P, community representatives and concerned governmental line departments such as Solid Waste Management Department, Parks and Horticulture Authority and public sector organisations like Waste Busters. The project was successful in removing piles of solid waste along the green belts and created awareness in local residents regarding general environmental conditions and environmental health problems related to solid waste generation, inefficient disposal, and personal and domestic hygiene.

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Freshwater

Pakistan Wetlands Programme

The PNP aims at promoting the conservation of the country’s freshwater and marine wetlands and their associated biodiversity by means of two distinct sub-sets of interventions:

1. The creation of an enabling environment for wetlands conservation through policy development, training and awareness raising and

2. The provision of replicable, working examples of wetlands conservation in the form of community-based management plans for four region specific wetlands complexes;

1. Central Indus
2. Makran Coast
3. Salt Range
4. Alpana

Pakistan Wetlands Geographic Information System

A GIS-based national wetlands inventory has been developed to fill the information gap on the distribution and characterization of the Wetlands of Pakistan. The major achievements of the project include the establishment of a GIS Laboratory at the National Council for Conservation of Wildlife, Ministry of Environment, Islamabad, development of a multi-scale watershed database of Pakistan, the presenting of Conservation GIS Training courses for partners and stakeholders and several publications at international scientific forums.
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Valuing Recreational Use of Wetlands

The India for All Programme, along with the South Asian Network for Development and Environmental Economics (SANDEE), is conducting a valuation study at Keenjhar Lake. Focused on the Sindh Tourism Development Corporation’s (STDC) tourism operation, it will monetize recreational use values, forecast visits given simulated pricing regimes, and examine the demand for clean water.

Keenjhar Lake: numbers of visitors and visitors per capita (28.3.09 to 3.0.09) [map prepared by India for All Programme, WWF - P]

Management and Saving Wetlands Sky High

Through the "Saving Wetlands Sky High" project, WWF - Pakistan is working with Alpine communities to conserve selected high altitude wetland ecosystems, such as Ultar Range and Langar - Shanidar wetland complexes of Galiat-Baltistan. The project is designed to enhance the socio-economic and ecological prosperity of the people, community-based natural resource management, ecotourism promotion, scientific research and institutional strengthening of community-based organisations. This regional programme is being supported by WWF - Netherlands through WWF International and is working in India, Nepal, Bhutan, Pakistan and Tibet.

Alternate energy and wetlands

Many of the communities that WWF - Pakistan works with lack basic utility services such as piped gas and electricity. Realizing the opportunity to provide electricity to these communities using low-carbon technologies, WWF - Pakistan has installed a number of alternate energy units across the country. Several technologies are currently being tested through local communities. These are biogas, solar, wind turbines, and solar and wind turbine hybrid. To ensure successful operation of these new technologies, they have been installed by our technical partners. For example both biogas and solar units have been installed with the help of the Pakistan Council for Renewable Energy Technology, a government department that provided units on subsidized rates. The programme has also learnt that, for the running of these units to become sustainable, a sense of ownership must be developed within the communities; hence the programme has encouraged cost sharing from the community whenever possible. This has particularly been the case for biogas where local CBOS have taken the responsibility of providing the labour free-of-charge during the installation. Once installed, the programme ensures that the units are maintained by setting up a mechanism where users have to pay a minimum monthly fee for the service e.g. Rs 50 per energy-saving bulb per month. If any of the units breaks down, then the villagers have some savings to repair it. Though the purpose of these units is primarily to provide electricity to the designated communities, they also act as a powerful incentive for communities to adopt wise and sustainable use of natural resources. For example, at Keenjjar Lake, after installing solar units in the village of a mini-making community, the villagers declared a no-cutting zone at one of the meadow beds, saving the habitat for many wildlife species, especially birds.

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Table List of various alternate energy interventions by WWF in Pakistan

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Intervention</th>
<th>Numbers</th>
<th>Total Capacity</th>
<th>Location</th>
<th>Project</th>
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<td>89</td>
<td>756 m³</td>
<td>Sindh, Punjab, NWFP</td>
<td>Indus for All, PWP, SC</td>
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<td>2</td>
<td>Wind</td>
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<td>Sindh, Balochistan</td>
<td>Indus for All, PWP</td>
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<tr>
<td>3</td>
<td>Solar</td>
<td>26</td>
<td>6.400 w</td>
<td>Sindh, NWFP</td>
<td>Indus for All, PWP</td>
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<tr>
<td>4</td>
<td>Hybrid</td>
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<td>5,200 w</td>
<td>Sindh, NWFP, Balochistan</td>
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<tr>
<td>5</td>
<td>Jatropha plantation</td>
<td>35 Acres</td>
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<tr>
<td>6</td>
<td>Fuel Efficient Stoves and Solar Cookers</td>
<td>590 Hm</td>
<td>Saving of 10-15 kg Hm</td>
<td>Sindh, NWFP, NAAL</td>
<td>NAAL, Indus for All, PWP</td>
</tr>
<tr>
<td></td>
<td>Solar water heater</td>
<td>26</td>
<td>500 individuals</td>
<td>NWFP</td>
<td>Coca Coca Foundation</td>
</tr>
</tbody>
</table>

Indus for All Programme/Sindh Programme alternate energy interventions as of 31st December 2009

<table>
<thead>
<tr>
<th>Location</th>
<th>No. of Units</th>
<th>Per Unit Capacity</th>
<th>Total Capacity</th>
<th>No. of Beneficiaries (Hh)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keenjhar</td>
<td>6</td>
<td>500w</td>
<td>3,000</td>
<td>400</td>
<td>20</td>
</tr>
<tr>
<td>Keti Bunder</td>
<td>6</td>
<td>450w</td>
<td>2,500</td>
<td>400</td>
<td>20</td>
</tr>
<tr>
<td>Total for Hybrid</td>
<td>7</td>
<td></td>
<td>5,500</td>
<td>1,050</td>
<td></td>
</tr>
</tbody>
</table>

**Windmill (watts)**

- Keenjhar: 6 units, 500 watts each, 3,000 total watts, 400 beneficiaries
- Keti Bunder: 6 units, 450 watts each, 2,500 total watts, 400 beneficiaries

**Total for Solar (watts)**

- Keenjhar: 1 unit, 500 watts
- Keti Bunder: 1 unit, 500 watts
- Total: 2 units, 1,000 watts

**Bingas (m³)**

- Cholistan: 6 units, 500 m³ each, 3,000 total m³, 2-3 mm unit, 3 by HSPC
- Pi Forest: 6 units, 500 m³ each, 3,000 total m³, 2-3 mm unit, 4 by HSPC
- Keenjhar Lake: 6 units, 500 m³ each, 3,000 total m³, 2-3 mm unit, 2 by HSPC
- Khashab (Kul, Khojir, Khabib, Ogur), Central India (Champa, Layyah, Hid Ali), Renan Yar Hain, Kalhor: 4 units, 10-15 m³ each, 50, 50 HH, 56 HH, 56 HH
- Meghna: 6 units, 500 m³ each, 3,000 total m³, 2-3 mm unit, 4 by HSPC
- Total Bingas: 89 units, 795 m³, 74 units
<table>
<thead>
<tr>
<th>S.No.</th>
<th>Intervention</th>
<th>Numbers</th>
<th>Total Capacity</th>
<th>Location</th>
<th>Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Biogas</td>
<td>89</td>
<td>776 m³</td>
<td>Sindh, Punjab, NWFP</td>
<td>Indus for All, PWP, DC</td>
</tr>
<tr>
<td>2</td>
<td>Wind</td>
<td>5</td>
<td>2,500 w</td>
<td>Sindh, Balochistan</td>
<td>Indus for All, PWP</td>
</tr>
<tr>
<td>3</td>
<td>Solar</td>
<td>26</td>
<td>8,400 w</td>
<td>Sindh, NWFP</td>
<td>Indus for All, PWP</td>
</tr>
<tr>
<td>4</td>
<td>Hybrid</td>
<td>7</td>
<td>5,200 w</td>
<td>Sindh, NWFP, Balochistan</td>
<td>Indus for All, PWP</td>
</tr>
<tr>
<td>5</td>
<td>Jatropha plant</td>
<td>25 Acres</td>
<td></td>
<td>Sindh</td>
<td>Indus for All, PWP</td>
</tr>
<tr>
<td>6</td>
<td>Efficient stoves and Solar Cookers</td>
<td>SNAI HH</td>
<td>Saving of 10-15 kg HH</td>
<td>Sindh, NWFP, NAHL</td>
<td>Indus for All, PWP</td>
</tr>
<tr>
<td></td>
<td>Solar water heater</td>
<td>26</td>
<td>500 individuals</td>
<td>NWFP</td>
<td>Coca-Cola Foundation</td>
</tr>
</tbody>
</table>

Indus for All Programme/Sindh Programme alternate energy interventions as of 31st December 2009

<table>
<thead>
<tr>
<th>Location</th>
<th>No. of units</th>
<th>Per Unit Capacity</th>
<th>Total Capacity</th>
<th>No. of Beneficiaries (Hh)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wind milieu</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kot Bunder</td>
<td>4</td>
<td>500w</td>
<td>2,000</td>
<td>54</td>
<td></td>
</tr>
<tr>
<td>Keenijar</td>
<td>1</td>
<td>500w</td>
<td>500</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Total for Windmil</td>
<td>5</td>
<td></td>
<td>2,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Solar panel</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cholistan</td>
<td>4</td>
<td>4 x 200w, 0 x 400w</td>
<td>800</td>
<td>4 x 3 months, 10 HH</td>
<td>7 PORET funded</td>
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</table>

**Bingas (m³)**

<table>
<thead>
<tr>
<th>Location</th>
<th>No.</th>
<th>Capacity</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cholistan</td>
<td>6</td>
<td>5 m³ each</td>
<td>30</td>
</tr>
<tr>
<td>Kot Bunder</td>
<td>7</td>
<td>5 m³ each</td>
<td>35</td>
</tr>
<tr>
<td>Keenijar Lake</td>
<td>6</td>
<td>5 m³ each</td>
<td>30</td>
</tr>
<tr>
<td>Kharbal (Khar, Kharbal, Khabiki, Khool)</td>
<td>4</td>
<td>10-15 m³ each</td>
<td>90</td>
</tr>
<tr>
<td>Central Islaz (Ciaza, Layth, Hid Ali, Rehman Yar Hman, Kharo)</td>
<td>52</td>
<td></td>
<td>600</td>
</tr>
<tr>
<td>Pehgari</td>
<td>8</td>
<td>4 x 1 cubic m</td>
<td>20</td>
</tr>
</tbody>
</table>

**Bingas totals**

<p>| | | | |</p>
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<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Bingas</td>
<td>89</td>
<td>795</td>
<td>74</td>
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</tbody>
</table>

**Total Solar**

<p>| | | | |</p>
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<thead>
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<th></th>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Total Solar</td>
<td>26</td>
<td>8,400</td>
<td></td>
</tr>
</tbody>
</table>

**Hybrid water and wind (kW)**

<table>
<thead>
<tr>
<th>Location</th>
<th>Capacity</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kot Bunder</td>
<td>900 w</td>
<td>900</td>
</tr>
<tr>
<td>Keenijar</td>
<td>900 w</td>
<td>900</td>
</tr>
<tr>
<td>Cholistan</td>
<td>500/180 solar</td>
<td>580</td>
</tr>
<tr>
<td>Gwadar</td>
<td>500/180 solar</td>
<td>2,700</td>
</tr>
</tbody>
</table>

**Total for Hybrid**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total for Hybrid</td>
<td>7</td>
<td>5,200</td>
</tr>
</tbody>
</table>

**Bingas totals**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Bingas</td>
<td>89</td>
</tr>
</tbody>
</table>

**Bingas totals**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Bingas</td>
<td>89</td>
</tr>
</tbody>
</table>
## Green Learn-n-Fun Programme

With the support from Southern Sui Gas Company, WWF - P has been able to provide environmental education to students and teachers of the City District Government, Kasur, Schools under the title of ‘Green Learn-n-Fun’. The programme was launched in 2003 and continued until May 2009. This Environmental education programme provided students and teachers from government schools with the opportunity to learn about nature and to gain first-hand knowledge about ecosystems. Through participation in the interactive activities at the湿地Center, students and teachers learned how to effectively address various environmental issues. About 16,000 students have participated in the activities since the start of the programme.

### Syed Asad Ali Conservation Award

Since 2000, WWF - Pakistan has been celebrating Syed Asad Ali Conservation Award to pay tribute to the late Syed Asad Ali for his contributions towards nature conservation. The award for 2008 was presented to Mubarak Muhammad, Founding Member of Mah-e-Rahat, Sammomi and Muhammad Naseem Khan, a devoted forest conservationist of Pothohar.

### WFP Assistance in Machhira National Park during 2008-09

Since 2000, WWF - P has been working as volunteer partner in the Machhira National Park area for the World Food Programme Food for Work Initiative under the PRRO programme. In 2007, an agreement between the UN-World Food Programme and WWF - P was signed for implementation of PRRO Project for Food for Work (FFW) and Food For Training activities. During the financial year 2008-09 (From July to December 2009), 134,296 metric tonnes of food was distributed for carrying out FFW activities including the rehabilitation of 26.33 km of community access roads, 32.74 km of community bridge paths and FFW activities including conducting 82 different kinds of income generation, capacity-building and awareness training courses.

This has helped local communities to recover from the damages caused by the October, 2005, earthquake as well as to build up their natural assets for their long-term sustainable benefits.
### National Level Initiatives

#### Green Learn-n-Fun Programme

With the support from Southern Sui Gas Company, WWF - P has been able to provide environmental education to students and teachers of the City District Government, Kasur. The programme was launched in 2003 and continued until May 2009. This programme provides students and educators with the opportunity to learn about nature and gain first-hand knowledge about ecosystems. Through participation in interactive activities at the Wetland Centre, students and teachers learned how to effectively address various environmental issues. About 16,000 students have participated in the activities since the start of the programme.

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This has helped local communities to recover from the damages caused by the October 2005, earthquake as well as to build up their natural assets for their long-term sustainable benefits.

---

**Table:**

<table>
<thead>
<tr>
<th>Jerrahha</th>
<th>Fuel Buckets</th>
<th>20 acres</th>
<th>Qarshi project</th>
</tr>
</thead>
</table>

| Fuel Efficient Stoves and Solar Contents | 10-15 kg firewood/day/HH-saving | 5860 HH |

| Chitra | 128 km | Saves 40% past |

<table>
<thead>
<tr>
<th>Solar re-chargeable lanterns</th>
<th>6 watt</th>
<th>80</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>250</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Total 333</td>
<td></td>
</tr>
</tbody>
</table>

WWF – Pakistan, Gulpil-Bahistan has also introduced Hatch Windows and Fuel Efficient Stoves in Gishk, Gishk, Sheni, Huralia, district Gulpil, Bulushar valley, district Astor and Kahan valley district Gishk under the MACP and Kahanval OOP project as alternative source of energy in 2100 HH.
Support to Kakapir School

Kakapir is a small village near Sandspit, Karachi and its people are custodians of a good patch of mangrove forest and the most important Turke beach of Pakistan. WWF - P. in collaboration with ICI, is supporting the Kakapir Community School with teachers’ salaries and books and stationery for students. A total of 175 children between 6 to 12 years, including 104 boys and 71 girls, are currently receiving education through this initiative.

Strengthening Environmental Data Resource Centre

The main objective of this project, funded by WWF - Sweden, is to improve resources at the Environmental Data Resource Centre (EDRC) at the WWF - Pakistan Head Office to support research and environmental conservation. The second objective is to raise awareness regarding freshwater conservation issues in Pakistan through a documentary. With a grant of 5000 Euros, study decks were made for users of EDRC and 32 books on freshwater, conservation, wildlife, energy and climate change issues were purchased to upgrade the collection at EDRC. In addition to this, a Swedish animation documentary (India Not So Mighty anymore) on freshwater was edited and a 20-minute version was developed in Urdu. More than 100 DVDs of this video were distributed among local partners and institutions.

Environmental Monitoring and Evaluation of the PPAF II Project

WWF - Pakistan has successfully completed the PPAF “Environmental Monitoring and Evaluation of PPAF II Project”. This was a comprehensive environmental assessment of 90 projects being implemented by 23 Partner Organisations of PPAF. The assessment was done by using the PPAF environmental guidelines, Environmental and Social Management Framework (ESMF) as the reference document. The PPAF projects selected for review included: one for EU, five for Integrated Environmental Review and 84 for Environmental Review (Health, Education, Community Physical Infrastructure and Enterprise Development Facility). While the overall environmental compliance was good, WWF - Pakistan also identified gaps in the ESMF guidelines to suggest changes to be incorporated in the ESMF guidelines, which will be the reference guide for the forthcoming PPAF III Project.

Earth Day

WWF - Pakistan, in collaboration with Levi Strauss, celebrated Earth Day on 22nd, 23rd and 25th of April 2003 in Karachi, Lahore and Islamabad respectively. In this connection a nationwide campaign was designed to promote awareness, volunteerism and activism for the environmental protection, while raising funds for nature conservation. Levi Strauss designed and launched special T-shirts with “I Love Earth” written on them which were made available for sale in the selected outlets of Levi’s in Karachi, Lahore and Islamabad.

More than 2,000 students and people from all walks of life participated in the events that received extensive coverage of both electronic and print media. These events included clean-up activities at the Sandspit Beach in Karachi and Ramel Dam Lake in Islamabad, with a film festival in Lahore. It also marked the beginning of the Green Generation Campaign of the International Earth Day Network.
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<table>
<thead>
<tr>
<th>Participants</th>
<th>Topic of Training</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Staff Member</td>
<td>Eight week long online training course on &quot;Principles of Databases&quot;.</td>
</tr>
<tr>
<td>Two Staff Members</td>
<td>Week-long training on the &quot;Remote Sensing applications using coarse resolution data&quot;.</td>
</tr>
<tr>
<td>One Staff Member</td>
<td>Three months &quot;Certificate Course in Wildlife Management&quot;.</td>
</tr>
<tr>
<td>One Staff Member</td>
<td>&quot;GEOSS Workshop XXVI - Forestry - Towards a Global Forest Carbon Monitoring System&quot;</td>
</tr>
<tr>
<td>Four Staff Members</td>
<td>3 days training on Environment Impact Assessment.</td>
</tr>
<tr>
<td>Four Staff Members</td>
<td>Monitoring Environment Industries.</td>
</tr>
<tr>
<td>Two Staff Members</td>
<td>10 days training on Fish Stock assessment.</td>
</tr>
<tr>
<td>15 Staff Members</td>
<td>1 day training on Pre Hospital Trauma Care.</td>
</tr>
<tr>
<td>5 Staff Members</td>
<td>5 days training on art of technical writing and its advantages.</td>
</tr>
<tr>
<td>One Staff Member</td>
<td>6 day training on sustainable fisheries management.</td>
</tr>
<tr>
<td>One Staff Member</td>
<td>4 day training on achieving carbon offsets for mangroves and wetlands.</td>
</tr>
<tr>
<td>One Staff Member</td>
<td>Advanced course on &quot;Measuring Land cover Change and its Impact on Endangered Species using GIS and Remote Sensing&quot;.</td>
</tr>
<tr>
<td>One Staff Member</td>
<td>Report Writing Skills.</td>
</tr>
<tr>
<td>13 Staff Members</td>
<td>Principles &amp; Applications of Conservation GIS.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Country/City/Project</th>
<th>Two Staff Members</th>
<th>One Staff Member</th>
<th>One Staff Member</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>One day workshop on Sustainable Sanitation and Constructed Wetlands.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One Staff Member</td>
<td>Five days training on Principles and Conservation of Application GIS.</td>
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</tr>
<tr>
<td>Eight Staff Members</td>
<td>Report Writing Skills.</td>
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</tr>
<tr>
<td>Five Staff Members</td>
<td>Emergency First Aid with CPR.</td>
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</tr>
<tr>
<td>12 Staff Members</td>
<td>Principles and Applications of Conservation GIS.</td>
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<tr>
<td>One Staff Member</td>
<td>Other Training Course.</td>
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<tr>
<td>One Staff Member</td>
<td>Graphic Designing Training Course.</td>
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<tr>
<td>One Staff Member</td>
<td>Advanced GIS Training Course.</td>
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<tr>
<td>One Staff Member</td>
<td>EIA &amp; O HS Training.</td>
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<td>One Staff Member</td>
<td>Fresh Water Turtle.</td>
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<tr>
<td>One Staff Member</td>
<td>Role of Multi-stakeholder Process in Community Mobilisation.</td>
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<tr>
<td>One Staff Member</td>
<td>Participatory Integrated Water Shed Management.</td>
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</table>

Conservation International Cambodia
Cambodia / Phnom Penh
Miami Beach Convention Center
USA / Florida
Smithsonian Institution's Conservation and Research Center
USA / Fort Royal Virginia
University of Colombo
U.K. / Colombo
Wetlands Institute in Stone Harbor, USA / New Jersey
Wageningen University
Netherlands
Godwin Training Center
Nepal / Kathmandu
<table>
<thead>
<tr>
<th>Participants</th>
<th>Topic of Training</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eight week long online training course on “Principles of Databases”.</td>
<td></td>
</tr>
<tr>
<td>Three months “Certificate Course in Wildlife Management”.</td>
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<tr>
<td>“GEOSS Workshop XXIV - Forestry - Towards a Global Forest Carbon Monitoring System”.</td>
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</tr>
<tr>
<td>3 days training on “Impact Assessment”.</td>
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<tr>
<td>Monitoring Environment Indicators.</td>
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</tr>
<tr>
<td>10 days training on “Fish Stock assessment”.</td>
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</tr>
<tr>
<td>1 day training on “Pre Hospital Trauma Care”.</td>
<td></td>
</tr>
<tr>
<td>5 days training on “Technical Writing and its Advantages”.</td>
<td></td>
</tr>
<tr>
<td>6 days training on “Sustainable Fisheries Management”.</td>
<td></td>
</tr>
<tr>
<td>4 days training on “Achieving Carbon Offsets for Mangroves and Wetlands”.</td>
<td></td>
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<tr>
<td>Report Writing Skills.</td>
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<td>Principles &amp; Applications of Conservation GIS.</td>
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</table>

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<thead>
<tr>
<th>Country/City/Project</th>
<th></th>
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<tbody>
<tr>
<td>International Institute for Geo-Information Science and Earth Observation, Netherlands</td>
<td></td>
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<tr>
<td>SUPARCO, Karachi.</td>
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</tr>
<tr>
<td>Wildlife Institute of Dehradun, India</td>
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<tr>
<td>IEEE Committee on Earth Observations, Italy</td>
<td></td>
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<tr>
<td>India Forestry Programme.</td>
<td></td>
</tr>
<tr>
<td>Jinnah Postgraduate Medical Centre</td>
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<tr>
<td>Pakistan Institute of Management, Punjab, Pakistan</td>
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<tr>
<td>Commonwealth Fisheries Programme, Bangladesh, Sri Lanka.</td>
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<tr>
<td>Ramseth Semenrath, Gujarat, India.</td>
<td></td>
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<tr>
<td>Pakistan Wetlands Programme, Pakistan</td>
<td></td>
</tr>
<tr>
<td>Smithsonian Institution, Washington, D.C., USA.</td>
<td></td>
</tr>
<tr>
<td>Pakistan Wetlands Programme.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Staff Training h</th>
<th>Staff Training h</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two Staff Members</td>
<td>One Staff Member</td>
</tr>
<tr>
<td>Eight weeks training on “Principles of Databases”.</td>
<td>Five days training on Principles and Conservation of Application GIS.</td>
</tr>
<tr>
<td>“GEOSS Workshop XXIV - Forestry - Towards a Global Forest Carbon Monitoring System”.</td>
<td>Emergency First Aid with CPR.</td>
</tr>
<tr>
<td>3 days training on “Impact Assessment”.</td>
<td>Principles and Applications of Conservation GIS.</td>
</tr>
<tr>
<td>Monitoring Environment Indicators.</td>
<td>One Staff Member Other Training Course.</td>
</tr>
<tr>
<td>10 days training on “Fish Stock assessment”.</td>
<td>One Staff Member Graphic Design Training Course.</td>
</tr>
<tr>
<td>1 day training on “Pre Hospital Trauma Care”.</td>
<td>One Staff Member Advanced GIS Training Course.</td>
</tr>
<tr>
<td>5 days training on “Technical Writing and its Advantages”.</td>
<td>Two Staff Members EIA &amp; Others Workshop.</td>
</tr>
<tr>
<td>6 days training on “Sustainable Fisheries Management”.</td>
<td>One Staff Member Fresh Water Turtles.</td>
</tr>
<tr>
<td>4 days training on “Achieving Carbon Offsets for Mangroves and Wetlands”.</td>
<td>One Staff Member Role of Multi-stakeholder Process in Community Mobilisation.</td>
</tr>
</tbody>
</table>

Conservation International Cambodia, Cambodia / Phnom Penh.
Miami Beach Convention Center, USA / Florida.
Smithsonian Institution’s Conservation, USA / Front Royal, Virginia.
University of Colorado, Germany / Boulder.
Wetlands Institute, USA / New Jersey.
Wageningen University, Netherlands.
Godawari Training Center, Nepal / Kathmandu.
**Partners Training**

<table>
<thead>
<tr>
<th>Participants</th>
<th>Topic/ Training/ workshop</th>
<th>Country/City/Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>CNHP Staff, ICIMOD, Gilgit-Baltistan Wildlife Department</td>
<td>Geo-Informatics and Earth Observation Applications for Assessment of Natural Resources/Land Cover Dynamics in Protected Areas.</td>
<td>CNHP Land-cover mapping project Islamabad</td>
</tr>
<tr>
<td>Provincial Wildlife Departments, UCN, GICC</td>
<td>Principles and Applications of Conservation GIS.</td>
<td>Pakistan Wetlands Programme</td>
</tr>
<tr>
<td>Save the Children</td>
<td>Training on Geographic Information System and ArcGIS</td>
<td>Indus For All Programme</td>
</tr>
<tr>
<td>20 members of local NGOs and CBOs</td>
<td>Advocacy for Community Based Natural Resources Management</td>
<td></td>
</tr>
<tr>
<td>25 members of local NGOs and CBOs</td>
<td>Master Trainers’ Training in Environmental Education</td>
<td></td>
</tr>
<tr>
<td>36 schoolteachers</td>
<td>Environmental Impact Assessment</td>
<td></td>
</tr>
<tr>
<td>23 government officials</td>
<td>Environment Indicators</td>
<td></td>
</tr>
<tr>
<td>21 government officials</td>
<td>Field-Based Teachers Training in Environmental Education</td>
<td>Pakistan Wetlands Programme</td>
</tr>
<tr>
<td>16 schoolteachers</td>
<td>One day training workshop on wildlife management for the Honorary District Game Warden of Sindh</td>
<td>Pakistan Wetlands Programme</td>
</tr>
<tr>
<td>20 government officials</td>
<td>Fish Stock Assessment</td>
<td></td>
</tr>
<tr>
<td>27 Members</td>
<td>Report Writing Skills</td>
<td></td>
</tr>
<tr>
<td>145 Members</td>
<td>Forest Fire Management</td>
<td></td>
</tr>
<tr>
<td>109 Members</td>
<td>Introduction to Wetlands Management</td>
<td></td>
</tr>
</tbody>
</table>

160 Members Integrated Wetlands and Natural Resource Management
16 Members Emergency First Aid with CPR
50 Members Integrated Wetlands & Natural Resource Management
Partners Training

Participants

- CNRP Staff, ICMCID, Gilgit-Baltistan Wildlife Department
- Provincial Wildlife Departments, IUCN, GCIC

Save the Children
- Training on Geographic Information System and ArcGIS
- Advocacy for Community Based Natural Resources Management
- Master Trainers Training in Environmental Education
- Environmental Impact Assessment
- Environment Indicators
- Field-Based Teachers Training in Environmental Education
- One day training workshop on wildlife management for the Honorary District Game Warden of Sindh
- Fish Stock Assessment
- Report Writing Skills
- Forest Fire Management
- Introduction to Wetlands Management

Country/City/Project

- CNRP Land-cover mapping project Islamabad
- Pakistan Wetlands Programme
- IFCs For All Programme
- Pakistan Wetlands Programme

165 Members Integrated Wetlands and Natural Resource Management
16 Members Emergency First Aid with CPR
50 Members Integrated Wetlands & Natural Resource Management
Governance and Management

The WFF - Pakistan Board of Governors provides a stewardship role to ensure that the organisation remains true to its mission of promoting harmony between humans and nature.

Mr. Mohammad Hasaan Irfan Khan, a leading lawyer, joined the Board in 2006 and Mr. Khalid Mahmood was elected for a second three-year term.

Within the year, the Board met four times. Two meetings were held in Lahore, one in Peshawar, and one at the Gharısh Industries site in Hattar. During the meeting at Hattar, Board members were shown the various environmental initiatives of Gharısh Industries, including rainwater harvesting and tree plantation.

Based upon good governance guidelines provided by the global WFF network, some governance procedures of WFF - Pakistan were improved in line with these guidelines. This includes the aspect of gender, which at the moment well represents as 25% of Board members are women.

The Board reviewed the operational procedures of the WFF - Pakistan Scientific Committee, and approved new rules for it to bring it in line with good governance practices, such as having terms and rotation within the membership of the Scientific Committee.

The President of WFF - Pakistan, Mr. Iqbal Qureshi is also a member of the Board of WFF international, and was able to attend two WFF International Board meetings.

Syed Baiser Ali: is the President Emeritus WFF - Pakistan. He is also a Vice President Emeritus WFF International. He is responsible for laying the foundation of WFF - Pakistan.

Brig. (Retd.) Mukhtar Ahmed: is the Vice President Emeritus WFF - Pakistan. He has been affiliated with WFF - Pakistan since 1950.

Iqbal Ahmed Qureshi: is the President of WFF - Pakistan. He is also the Chief Executive Officer of Gharısh Industries. Private, Limited and Chairman of the Gharısh Foundation. He is associated with several social welfare initiatives.

Syed Hyder Ali: is a chemical engineer from the University of Michigan and has a Masters Degree in paper chemistry. He is currently working as Managing Director at Packages.

Lubna Farooq: is CEO of De Goudar Shatkat - a mineral water company (BMC-Private Ltd). She contributes towards women's skills development, women's entrepreneurship development and improvement.

All Hassan Habib: is the Director General (Chief Executive Officer) of WFF - Pakistan.

Dr. Fersha N. Peracha: is a clinical and Neuro-psychologist, presently working in the private sector. She is actively involved in organisations that endeavour to promote and preserve the social and natural environment of Pakistan.

Syed Mannan Ali Shah: is an advocate of the Supreme Court of Pakistan. He completed his education from Cambridge University. He has been awarded a Gold Medal in Mercantile Law by Law College, University of Peshawar. He has assisted in a number of public interest litigation initiatives.

Dr. Kausar Abdulla Malik: is a soil microbiologist with more than 30 years of post doctorate research experience. He was awarded Hume Effat, Shirin Effat, and Tepeh Effat in his discipline. After his retirement from the government, he has joined FC College, Lahore.

Dr. Muhammad Iqbal Sial: is a founder member of Pakistan Tree Farm Society and has a Ph.D. Degree in Forest and Wood Science, from Colorado State University (USA). He is a member of several environmental associations working in Pakistan.

Mr. Farooz A. Rehman: is the Chief Executive Officer (CEO) of Engro Foods Private Limited and is also the Governor of Hissar Foundation, an environmental organisation. He has spent about 34 years of his professional experience mainly in the FMCG industry with some time spent in the Healthcare industry also.

Spenta Captain Kandawala: is the Director, State Life Insurance Corporation of Pakistan, Managing Director, Kendex Sales (Pvt) Ltd. and Director, Captain FO Chemical Industries. She works as a volunteer with several organisations such as Layton Rehmatullah Benevolent Trust.

Khalid Mahmood: is the Chief Executive Officer of Getz Pharma (Pvt) Ltd. A boating enthusiast, he is committed to helping in marine conservation.

Mr. Hasan Irfan Khan: is a lawyer by profession, with focus on intellectual property rights.
Governance and Management

The WFW - Pakistan Board of Governors provides a stewardship role to ensure that the organisation remains true to its mission of promoting harmony between humans and nature.

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Within the year, the Board met four times. Two meetings were held in Lahore, one in Peshawar, and one at the Ghar Khan's residence in Hattar. During the meeting in Hattar, Board members were shown the various environmental initiatives of Ghar Khan Industries, including rainwater harvesting and tree planting.

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Syed Baha Ullah is the President Emeritus WFW - Pakistan. He is also a Vice-President Emeritus WFW International. He is responsible for laying the foundation of WFW - Pakistan.

Brig. (Rtd.) Mukhtar Ahmed is the Vice President Emeritus WFW - Pakistan. He has been affiliated with WFW - Pakistan since 1995.

Iqbal Ahmed Qasheh is the President of WFW - Pakistan. He is also the Chief Executive Officer of Ghar Khan Industries. Private, Limited and Chairman of the Ghar Khan Foundation. He is associated with several social welfare societies.

Syed Ahsan Ali is a chemical engineer from the University of Michigan and has a Masters Degree in paper chemistry. He is currently working as Managing Director at Packages.

Lubna Farooq is CEO of De Gonder Shakti - a mineral water company (BMC-Private Ltd.). She contributes towards women's skills development, women's entrepreneurship development and improvement.

Ali Hassan Habib is the Director General (Chief Executive Officer) of WFW - Pakistan.

Mr. Faraz A. Rehman is the Chief Executive Officer (CEO) of Erinco Foods Private Limited and is also the Governor of Hissar Foundation, an environmental organisation. He has spent about 24 years of his professional experience mainly in the FMCG industry with some time spent in the Healthcare industry also.

Spensa Kaptain Kondawala is the Director, State Life Insurance Corporation of Pakistan, Managing Director, Kendex Sales (Pvt) Ltd. and Director, Captain M.O. Chemical Industries. She works as a volunteer with several organisations such as Lawn Rehabilitation Trust.

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WWF - Pakistan Board Members

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Scientific Committee

Small Grants Programme

The Small Grants Programme (SGP) provides opportunities to local community organisations, NGOs and researchers to carry out grassroots initiatives for addressing local and national environmental issues by providing technical and scientific assistance. The Scientific Committee (SC) is the administrative body of the WWF - Pakistan’s Small Grants Programme. SC members have diverse backgrounds, knowledge and experience in nature conservation.

During this reporting period with the help of SGP funded projects, efforts have been made by Community Based Organisations to conserve Green turtles, Aor mainchir and Mokk deer To protect forest resources, installation of five Bronx plants in Paghman Village of Murree, conservation and awareness program of Scrub species has been completed successfully. A Conservation and Information Centre has been supported in Jawai, Bahchan through SGP funding to promote ecotourism.

The Scientific Committee awarded 20 projects during this reporting period to support the mandate of WWF - Pakistan. Under the ‘Students Research Grant Programme’ of the Scientific Committee, more than ten these research projects have been facilitated.

WWF - Pakistan’s Living Planet Award

WWF - Pakistan’s Living Planet Award is presented to organisations or individuals who have made outstanding contributions to nature conservation through projects funded by the Small Grants Programme (SGP). This award has drawn its inspiration from WWF’s panda logo and epitomises its mission for a ‘living planet’. A total of five completed SGP-funded projects were selected for this award.

Location of WWF - Pakistan Small Grants Programme

Ongoing Projects, June 2009

<table>
<thead>
<tr>
<th>Project Title</th>
<th>Species</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protection and Conservation of Aor Mainchir and Musk Deer in Jawai, Jujal and Murree</td>
<td>Salakhar, Jujal and Murree</td>
<td>Nawalgarh, Gag</td>
</tr>
<tr>
<td>Strengthen Biodiversity Conservation Model in Inhoman Valley and its replication in adjacent valleys of Distict Gilgit, Northern Areas</td>
<td></td>
<td>Inhoman Valley</td>
</tr>
<tr>
<td>Study of population status and ecological requirement of the Marsh Crocodile (Crocodylus palustris) in Chitoran Reservoir, Saghar District, Sindh</td>
<td></td>
<td>Chitoran Reservoir</td>
</tr>
<tr>
<td>Human-leopard conflict mitigation in Pir Lora National Park</td>
<td></td>
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</tr>
<tr>
<td>Capacity enhancement in Nature conservation of academic institution of the Northern Areas facilitating recently funded research into snow leopard distribution in the North of Pakistan</td>
<td></td>
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</tr>
<tr>
<td>Assessment project for the Marsh Crocodile of Kaha Hill Forest</td>
<td></td>
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<tr>
<td>Gumming Khushur</td>
<td></td>
<td></td>
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<tr>
<td>Conservation of Sublime Marhoo and associated biodiversity through community participation in Sergar, District Murshidab, Balochistan</td>
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<tr>
<td>Monitoring and assessment of short catch fishing and trade along the Makran Coast</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conservation of Phenacops through community participation in Hathian Oghiara, AJK</td>
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<td></td>
</tr>
<tr>
<td>Preliminary assessment for identification of key biodiversity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Study of ecology and biology of Indian Flying Fox (Pteropus giganteus) in Lahore</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Protecting cranes in Punjab</td>
<td></td>
<td></td>
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<tr>
<td>Macrophotore (Fishing) of Ayubia National Park</td>
<td></td>
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</tr>
<tr>
<td>Conservation of Marine Turtles at Jawai Beach (Phase II)</td>
<td></td>
<td></td>
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<tr>
<td>Community-based fisheries resource management and improved livelihoods through alternative resources and capacity building</td>
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<td></td>
</tr>
</tbody>
</table>

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Scientific Committee

Small Grants Programme

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Location of WWF - Pakistan Small Grants Programme Ongoing Projects, June 2009

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<tr>
<td>Protection and Conservation of Ambient Marlin and Musk Deer in Sahiwal, Jutial and Barmus Gulha (Phase II)</td>
<td>Sahiwal, Jutial and Barmus Gulha, Gligit, Ishkoman Valley</td>
</tr>
<tr>
<td>Strengthen Biodiversity Conservation Model in Ishkoman Valley and its replication in adjacent valleys of Districts Gligit, Northern Areas</td>
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</tr>
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<td>District Kohel, AJ and K Gligit</td>
</tr>
<tr>
<td>Human-leopard conflict assessment in Pir Lasora National Park</td>
<td>Kala Hills forest, Dera Ghazi Khan</td>
</tr>
<tr>
<td>Capacity enhancement in Nature conservation of academic institute of the Northern Areas facilitating recently funded research into snow leopard distribution in the North of Pakistan</td>
<td>Khanpur Dam, NWFP</td>
</tr>
<tr>
<td>Assessment project for the Marsh Crocodile of Kala Hill Forest</td>
<td>District Musahar, Balochistan</td>
</tr>
<tr>
<td>Raising Khawar</td>
<td>Makran Coast</td>
</tr>
<tr>
<td>Conservation of Saimas Markhor and associated biodiversity through community participation in Sibi, District Makol, Balochistan</td>
<td>Dakkai Dastar, AKK</td>
</tr>
<tr>
<td>Monitoring and assessment of short catch, breeding and trade along the Makran Coast</td>
<td>Siblu Kran, Musahar, Balochistan</td>
</tr>
<tr>
<td>Conservation of Pheasants through community participation in Hotian Dargat, AJK</td>
<td>Jamshor Garden, Lahore</td>
</tr>
<tr>
<td>Predatory assessment for identification of key biodiversity</td>
<td>Punjab</td>
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<td>Ayubia, NWFP</td>
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<tr>
<td>Protecting scaves in Punj</td>
<td>Jawai Beach, Balochistan</td>
</tr>
<tr>
<td>Macronesias (Fluvial) Ayubia National Park</td>
<td>Lasbella, Balochistan</td>
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</tr>
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</table>
Forests
17 Post-earthquake Environmental Impact Assessment in Selected Sites of NWFP and AJK
18 Rehabilitation of Degraded Ecosystem through community participation (Phase I)
19 Feasibility of community-based forest conservation in Chakwal and upper Dir District. Dir Upper
20 Installation of Rogas Plants in Villages of Chakwal and Khyber
21 Ethnobotanical study of Mountain Range of Kala Chitta in Pothohar Region

Freshwater
22 Inventory of freshwater springs in pre-and post-earthquake periods in Machars National Park (AJK)

Climate Change
23 Production of algae fuel

Environmental Education
24 Training and capacity-building of post-graduate students in natural resource management
25 Strengthening research in nature conservation issues in universities of Punjab and Northern Areas
26 Strengthening research related to various nature conservation issues in universities of Balochistan
27 Preserve and promote the Natural Heritage of Tarin Kot
28 Desert Bloom - A colour guide to the wild flowers of lower Indus
29 Promotion of Ecotourism through Conservation and Information Centre (CIC), Sonimari (Phase II)

Others
30 Mapping Social-economic and Environmental Indicators in pilot districts of Pakistan
31 Socio-economic development of poor farmer families through Better Management Practices
32 Preparation of a draft report on the Utilization of forest and protected areas land for other uses in Pakistan

The location of WWF - Pakistan Small Grants Programme Ongoing Project as of June 2009

Legend
- GEF - FP FOC Projects
- Share

Elevation (m)
- 0 - 500
- 500 - 1000
- 1000 - 1500
- 1500 - 2000
- 2000 - 2500
- 2500 - 3000
- 3000 - 3500

112.5
0
112.5
-0.5
0.5
112.5
-1.5
112.5
-2.5
112.5
-3.5
112.5
Forests

- Post-earthquake Environmental Impact Assessment in Selected Sites of NWFP and AJK
- Rehabilitation of Degraded Ecosystem through community participation (Phase I)
- Feasibility of Community-based Forest Conservation in Chakwal and upper Dir District, Dir Upper
- Installation of Regras Plant in Villages of Okha and Khwari
- Ethnobotanical study of Mountain Range of Killa Chitta in Pothohar Region

Freshwater

- Inventory of freshwater springs in pre-and-post earthquake periods in Machar National Park (AJK)

Climate Change

- Production of algal fuel

Environmental Education

- Training and capacity-building of post-graduate students in natural resource management
- Strengthening research in nature conservation issues in universities of Punjab and Northern Areas
- Strengthening research related to various nature conservation issues in universities of Balochistan
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Others

- Mapping Socio-economic and Environmental Indicators in pilot districts of Pakistan
- Socio-economic development of poor farmer families through Better Management Practices
- Preparation of a draft report on the allocation of forest and protected areas land for other uses in Pakistan

The location of WWF - Pakistan Small Grants Programme Ongoing Project as of June 2009
WWF - P’s Corporate Relations & Fundraising Division

The Corporate Relations and Fundraising Division of the World Wide Fund for Nature - Pakistan and the country’s corporate sector have embarked on a new, nation-wide campaign to close gaps that may exist in the mutual understanding of, content for, and work to, protect the environment of Pakistan while also ensuring an environment in which business can flourish.

WWF - Pakistan, through its Corporate Relations and Fundraising Division along with companies across Pakistan has, for several decades, been engaged in both dialogue and active support to help the environment.

Indeed, environmentalists throughout the country affirm that valuable ground has been gained through the conscientious efforts and sustained interest of Pakistan’s corporate sector, which has increasingly embraced the philosophy that what is good for the environment, is also good for business.

Such leaders in industry as Wapda by Unilever Pakistan Limited, Blue Band by Unilever, Pakistan, Shell Pakistan, Hang Ten Pakistan by Ian Textiles, Rose Petal, Packages Limited, NDC, Nestle Pakistan, Maggi, Engin, HSBC, Leeds, Dawood Group of Industries and ICI Pakistan are actively sponsoring nationwide events, projects of WWF Pakistan.

Corporate Engagement and Fundraising

Corporate Social Responsibility, along with Corporate Sponsorship, Partnership and Gift giving has long been an integral mainstay of WWF - Pakistan’s ability to conduct environmentally significant projects and programmes across Pakistan.

WWF - Pakistan implements donor-funded projects including the internationally acclaimed Pakistan Wetlands Programme and the critically important Indices for All Programmes and Pakistan Freshwater Programmes, which are for specific activities, WWF - P’s Corporate and Fundraising Division funds f projects that are of national importance including Scientific Committee Research Projects, the establishment of Wetland Centres across the country, Community Outreach, Conservation and Sustainable Development projects, Land Cover Mapping, Alternative Energy solutions in remote areas, Species Conservation and Better Environmental Management Practices, among other initiatives.

Corporate Engagement

WWF membership base and the robust Corporate Engagements help both in increasing brand visibility, awareness and funds for WWF - Pakistan and stimulating commercial activity of the corporate company through the mutually agreed initiatives.

Corporate Partnership

The partnership intends to establish mutually beneficial collaborations between WWF and corporate companies with the aim of enhancing public awareness on critical environment issues in Pakistan.

The Partnerships also intends to explore diverse ideas whilst canvassing opportunities, and exploring synergies for collaboration between WWF - Pakistan and various brands and business ventures to augment the individual and corporate and exclusive corporate club membership base of WWF - Pakistan.

WWF - Pakistan’s Nationwide Annual Campaigns

Traditional corporate sponsorship for WWF - Pakistan has been, and continue to be, a mainstay of the WWF - P’s Corporate Relations and Fundraising Division’s efforts to help WWF - Pakistan sustain its conservation and educational initiatives, the corporate relation and fundraising department organises special events to raise funds.

Corporate Sector participation in WWF - Pakistan’s campaigns and events, in real terms, played a vital role in ensuring the future sustainability of environmental resources of Pakistan by bringing a positive change in the attitudes of the young people of our society, thus giving way to a more nature, sensitive and environment conscious generation.

The annual Campaigns of WWF - Pakistan include:

Spellathon

Imagine your corporate logo, promotional material, and perhaps even the product itself being given to 100,000 households through their school children or more throughout the country with minimal effort or expense on your part?

During the past 15 years this has already become a reality for such leading Pakistan corporate brands as Wapda by Unilever Pakistan Limited, Blue Band by Unilever, Pakistan, Rathna by Unilever Pakistan Limited, Rose Petal, Packages Limited, NDC, Nestle Pakistan, and Maggi Noodels, along with Ringo and Rio by English Biscuits Manufacturers Private Limited, Sewone Canada by Wall Oil Mills and Dutko Elmos Limited and others.

How did these companies get such a project?

To spell out, they all take part in sponsoring the highly acclaimed, WWF - Pakistan’s Nationwide Spellathon it is a nationwide, environment-orientated spelling competition, which, for the past 15 years, has been taking place annually in schools throughout Pakistan.

It has heightened environmental awareness among schoolchildren while providing an environmental significant platform for companies to present their product and show their concern for the country’s natural resources.

A set of nine carefully crafted, innovative, colourful and child friendly booklets are annually designed and compiled to be utilised by students from Grades One to Ten. The booklets collectively contain a vast wealth of information, word games, puzzles, exercises and puzzles is consider about ecology in general and environmental conservation in particular.

Spellathon costs a wide net because not only students review the material, but directly or indirectly the material and the booklets, which carry corporate information is also shared with family and friends. Spellathon test is altered every year so that each time the student learns a new set of facts through the activity material, and each time the corporate environmentally friendly message can change, be updated or updated.
WWF - P’s Corporate Relations & Fundraising Division

The Corporate Relations and Fundraising Division of the World Wide Fund for Nature - Pakistan and the country’s corporate sector have embarked on a new, nation-wide campaign to close gaps that may exist in the mutual understanding of, costs for, and work to, protect the environment of Pakistan while also ensuring an environment in which business can flourish.

WWF - Pakistan, through its Corporate Relations and Fundraising Division along with companies across Pakistan has, for several decades, been engaged in both dialogue and active support to help the environment.

Indeed, environmentalists throughout the country affirm that valuable ground has been gained through the conscientious efforts and sustained interest of Pakistan’s corporate sector, which has increasingly embraced the philosophy that what is good for the environment, is also good for business.

Such leaders in industry as W. by Unilever Pakistan Limited, Blue Band by Unilever, Pakistan, Shell Pakistan, Hang Ten Pakistan by Irfan Textiles, Rose Petal, Packages Limited, NICIC, Nestle Pakistan, Maggi, Enges, HSBC, Levi’s, Dawood Group of Industries and ICI Pakistan are actively sponsoring nationwide events, projects of WWF Pakistan.

Corporate Engagement and Fundraising

Corporate Social Responsibility, along with Corporate Sponsorship, Partnership and Gift giving has long been an integral mainstay of WWF - Pakistan’s ability to conduct environmentally significant projects and programmes across Pakistan.

WWF - Pakistan implements donor-funded projects including the internationally acclaimed Pakistan Wetlands Programme and the seminal important Indus for All Programmes and Pakistan Freshwater Programmes, which are for specific activities, WWF - P’s Corporate and Fundraising Division funds projects that are of national importance including Scientific Committee Research Projects, the establishment of Wetland Centres across the country, Community Outreach, Conservation and Sustainable Development projects, Land Cover Mapping, Alternative Energy solutions in remote areas, Species Conservation and Better Environmental Management Practices, among other initiatives.

Corporate Engagement

WWF membership base and the robust Corporate Engagements help both in increasing brand visibility, awareness and funds for WWF - Pakistan and stimulating commercial activity of the corporate company through the mutually agreed initiatives.

Corporate Partnership

The corporate partnership intends to establish mutually beneficial collaborations between WWF and corporate companies with the aim of enhancing public awareness on critical environment issues in Pakistan.

The Partnerships also intends to explore diverse ideas whilst canvassing opportunities, and exploring synergies for collaboration between WWF - Pakistan and various brands and business ventures to augment the individual and corporate and exclusive corporate club membership base of WWF - Pakistan.

WWF - Pakistan’s Nationwide Annual Campaigns

Traditional corporate sponsorship for WWF - Pakistan has been, and continues to be, a mainstay of the WWF - P’s Corporate Relations and Fundraising Division’s efforts to help WWF - Pakistan sustain its conservation and educational initiatives, the corporate relation and fundraising department organises special events to raise funds.

Corporate Sector participation in WWF - Pakistan’s campaigns and events, in real terms, played a vital role in ensuring the future sustainability of environmental resources of Pakistan by bringing a positive change in the attitudes of the young people of our society, thus giving way to a more nature, sensible and environment conscious generation.

The annual Campaigns of WWF - Pakistan include:

Spollahon

Imagine your corporate logo, promotional material, and perhaps even the product itself being given to 100,000 households through their school children or more throughout the country with minimal effort or expense on your part!

During the past 15 years the this has already become a reality for such leading Pakistan corporate brands as Walls by Unilever, Pakistan Limited, Blue Band by Unilever, Pakistan, Rathnai by Unilever Pakistan Limited, Rose Petal, Packages Limited, NICIC, Nestle Pakistan, and Maggi Noodles, along with Rango and Rio by English Biscuits Manufacturers Private Limited, Sewon Canada by Wall Oil Mills and Dettol (Elimus) Limited and others.

How did these companies get such a projection?

To spell it out, they all took part in sponsoring the highly acclaimed, WWF - Pakistan’s Nationwide Spollahon.

It is a nationwide, environment-oriented spelling competition, which, for the past 15 years, has been taking place annually in schools throughout Pakistan.

It has heightened environmental awareness among schoolchildren while providing an environmentally significant platform for companies to present their product and show their concern for the country’s natural resources.

A set of six carefully crafted, innovative, colourful and child friendly booklets are annually designed and compiled to be utilised by students from Grades One to Ten. The booklets collectively contain a vast wealth of information, word games, puzzles, exercises and games is intended to educate children on custom and environmental conservation in particular.

Spollahon costs a wide net because not only do students review the material, but directly or indirectly the material and the booklets, which carry corporate information is also shared with family and friends. Spollahon test is altered every year so that each time the student learns a new set of facts through the activity material, and each time the corporate environmentally friendly message can change, be augmented or updated.

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Traveling Nature Carnival

The travelling Nature Carnival - P is a means of reaching to the public to raise their awareness and understanding for the need to conserve, protect and manage Pakistan’s natural resources. It also serves as a vehicle for government agencies and the private corporate sector to show their involvement and concern in promoting the environmental aspects of the country’s biodiversity.

For the past decade thousands of visitors have been attracted to this annual event which tours four of the country’s major cities, casting its net of environmental awareness, conservation and protection through diverse, creative, informational and promotional games, presentations and environmental issue-attention related activities.

It is estimated that between 5,000 to 10,000 people attend each Carnival event, with many more people aware of it, and its sponsors.

Over the years WWF-P has encouraged sponsorship and partnerships by some of the most influential and successful corporations and companies in Pakistan. Leading brands supporting the Travelling Nature Carnival have included W哲lby Unilever Pakistan Limited, Blue Band by Unilever Pakistan, Shifa Pakistan, Hang Ten Pakistan by Infini Textiles, Rose Petal, Packaged Limited, NIDO, Nestle Pakistan, Maggi, and ICI Pakistan.

Exclusive Corporate Club and Corporate Membership

For the past two decades, many firms have enthusiastically supported WWF-Pakistan through corporate donations to protect the environment of Pakistan from degradation and exploitation.

WWF-Pakistan has started an exclusive corporate membership programme with the objective to increase corporate participation, work more closely and pro-actively with companies in establishing their interest areas of environmental protection so that they can contribute and become donors in areas most important to them, and help companies devise strategies through which they can most effectively protect the environment while promoting development.

Corporate Support

WWF - Pakistan acknowledges and values partnerships and corporate support in the form of memberships for the financial year. July 06 – June 07. Our regular members contribute between Rs. 10,000 and Rs. 25,000. Those who contribute between Rs. 25,000 and Rs. 150,000 are our Premier Members.

<table>
<thead>
<tr>
<th>Premier Members</th>
<th>Regular Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Abbott Laboratories (Pakistan) Limited</td>
<td>1. ACCA</td>
</tr>
<tr>
<td>2. Adieia Automobile (Pvt) Limited</td>
<td>2. AES Lajpur (Pvt) Limited</td>
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<tr>
<td>3. A. H. P. Pakistan Exploration &amp; Production Inc.</td>
<td>3. AFAH Associates (Pvt) Limited</td>
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<tr>
<td>5. Choa Cement Company Ltd.</td>
<td>5. Azam Leasing Corporation Ltd.</td>
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<tr>
<td>7. Crescent Steel &amp; Allied Products Limited</td>
<td>7. Arif Ahmad &amp; Brothers</td>
</tr>
<tr>
<td>12. ICI Investment Bank Limited</td>
<td>12. BASP Pakistan Pvt. Ltd.</td>
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<td>15. Mitsubishi Corporation</td>
<td>15. China Pharmaceutical</td>
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<td>20. OMI Pakistan Gmbh</td>
<td>20. Shagleh Mills Limited</td>
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<td>21. Packaged Ltd.</td>
<td>21. Six - Signe Apparel</td>
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<td>22. Pakistan Petroleum Limited</td>
<td>22. Seventy Guss Industries</td>
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<td>30. The Hub Power Company Limited</td>
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<tr>
<td>23. Pakistan Power Resources</td>
<td>31. TVS Motors Ltd.</td>
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<tr>
<td>24. Sania Fabrics (Pvt) Ltd.</td>
<td>32. UBL Life Assurance Limited</td>
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<td>25. Sanoo Automobiles Pakistan Limited</td>
<td>33. United Bank Limited</td>
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<tr>
<td>26. Service Industries Limited</td>
<td>34. United Asia Bank Limited</td>
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<td>27. Shagleh Mills Limited</td>
<td>35. United Indus Insurance Company Limited</td>
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<td>45. United Bank Limited</td>
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</tbody>
</table>

Corporations and companies contributing more than Rs. 25,000 and Rs. 150,000 are our Premier Members.

<table>
<thead>
<tr>
<th>Corporations and Companies</th>
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<tr>
<td>Coca Cola Beverages Pakistan Ltd.</td>
<td>Rs. 25,000</td>
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<tr>
<td>Dadoh Electronics Ltd.</td>
<td>Rs. 150,000</td>
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<td>DIC Pakistan Ltd.</td>
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<td>EBL Life Assurance Ltd.</td>
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<td>English Biscuit Manufacturers (Pvt.) Ltd.</td>
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<td>Fawazco (Pvt) Ltd.</td>
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<td>Golden Harvest</td>
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<td>Hosiery Hub Corporation (Pvt.) Ltd.</td>
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<td>Hoki Canada Limited (Pvt) Ltd.</td>
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<tr>
<td>J &amp; P Coats Pakistan Pvt. Ltd.</td>
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<td>J &amp; D Ltd. Sugar Mills</td>
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<td>25. Sanro-Jawdat Pakistan Limited</td>
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<td>4. AIP (Pvt.) Ltd.</td>
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<td>26. Services Industries Limited</td>
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<td>5. Al-Zaon Leasing Corporation Ltd.</td>
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<td>27. Shaharyar Mills Limited</td>
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<td>6. Anmol Steels (Private) Ltd.</td>
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<td>28. Six Sigma Apparel</td>
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<td>7. Anis Ahmad and Brothers</td>
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<td>29. Tasty Glass Industries</td>
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<td>8. AIA Group</td>
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<td>30. The Hub Power Company Limited</td>
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<td>9. Automotive Spares &amp; Accessories (Pvt.) Ltd.</td>
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<td>10. Avail Laboratories</td>
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<td>13. BSN Medical (Pvt.) Ltd.</td>
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<td>14. Chitral Pharmaceutical</td>
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<td>17. DCC Pakistan Ltd.</td>
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<td>29. Homespun Hospitals &amp; Hospital</td>
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<td>30. HSB Bank Middle East Limited</td>
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<td>31. IC Pakistan Limited-Points Business</td>
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Individual Membership Programme

We are all aware of the challenges being faced and efforts being made by WEF to protect our environment. Since the time WEF - Pakistan was established, its main goal has been to conserve nature.

Although WEF - Pakistan is making a great effort to assure the protection and conservation of the environment through different projects and awareness-raising programmes, to sustain momentum we need the support and sensitivity of the general public. Achievements in this field require a blend of passion, endurance and perseverance and we need to start from the grass roots level to change attitude in our society.

WEF International has, over the past several decades, established individual membership programmes throughout the world. Currently the number of members worldwide is more than 4 million. The active participation of public is essential to Pakistan is becoming an environmentally friendly nation.

WEF - Pakistan re-launched its individual membership programme in May, 2009 with new strategies to involve the general public to become members and support the cause. So far the number of members is rapidly increasing. To engage and involve members, they are being contacted on a weekly basis by sending environmental news, Pendant Post, Nature and birthday and Eid greetings.

WEF - Pakistan is proud to announce the successful completion of the first phase of DSS (Beaconhouse School System) & WEF Internship Programme. It was a nationwide programme intended to provide an opportunity for the students to intern with WEF - Pakistan in order to understand the importance to protect the depletion of natural resources of our country. Recognizing the need for awareness and conservation in today’s world, both institutions had launched this programme in an attempt to create awareness and sensitize the upcoming generation regarding nature conservation and their responsibilities towards a cleaner and greener Pakistan.

During the course of this internship programme, the students have been involved in various environmental activities that stimulate their curiosity to learn more about environmental issues prevailing in Pakistan.
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WWF - Pakistan On-going Conservation Projects – June, 2009

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<tr>
<td>1</td>
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<tr>
<td>2</td>
<td>Improving sub-watershed management and environmental awareness in Ayubia National Park (O2O0-Western Himalayas) and Lake cleaning</td>
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<tr>
<td>3</td>
<td>Boundary Demarcation and Renotification of Protected Areas</td>
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<tr>
<td>4</td>
<td>Joint Implementation of the Kamikarun Trust Project Activities in Central Kamikarun National Park</td>
</tr>
<tr>
<td>5</td>
<td>Land Cover Mapping of Central Kamikarun National Park</td>
</tr>
<tr>
<td>6</td>
<td>Development of Methodology for Valuation of Forest Products and Services</td>
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<td>Carbon Offsetting Through Afforestation and Reforestation</td>
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**Freshwater**

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<tbody>
<tr>
<td>10</td>
<td>Conservation of High-Altitude Wetlands in Northern Pakistan</td>
</tr>
<tr>
<td>11</td>
<td>Pakistan Sustainable Cotton Initiative</td>
</tr>
<tr>
<td>12</td>
<td>Protection and Management of Korean Wetlands Programme</td>
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<tr>
<td>13</td>
<td>Better Management Practices (BMP) for Water Thiery Crops ensuring Sustainable sources of Freshwater to support the Livelihood of Poor Communities in Pakistan</td>
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<td>14</td>
<td>Indus for All Programme</td>
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<td>15</td>
<td>Assessment of Environmental and Social Impacts of Cotton BMPS in Pakistan</td>
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<tr>
<td>16</td>
<td>Conservation of Indus River Dolphin by improving Agricultural Resource Use in the Lower Indus Basin in Pakistan</td>
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<tr>
<td>17</td>
<td>Indus River Water Security</td>
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<td>18</td>
<td>Indus River Water Management</td>
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**Species**

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<tbody>
<tr>
<td>19</td>
<td>Pakistan Gypsy Vulture Restoration Project</td>
</tr>
<tr>
<td>20</td>
<td>Snow Leopard Conservation in Pakistan</td>
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## WWF - Pakistan On-going Conservation Projects – June, 2009

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<td>Coca-Cola Foundation</td>
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<td>3. Boundary Demarcation and Renotification of Protected Areas</td>
<td>Government of Northern Areas, Evac22, NNR, Committee of Italy</td>
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<td>4. Joint Implementation of the Karakoram Trust Project Activities in Central Karakoram National Park</td>
<td>International Centre for Integrated Mountain Development (ICIMOD)</td>
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<td>5. Land Cover Mapping of Central Karakoram National Park</td>
<td>Ministry of Environment, Food and Agriculture Organization (FAO)</td>
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<td>6. Development of Methodology for Valuation of Forest Products and Services</td>
<td>Engro Polymer and Chemicals Ltd.</td>
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<td>7. Carbon Offsetting Through Afforestation and Reforestation</td>
<td>BRITISH_India International Department for International Development (DFID)</td>
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<td>8. Deconcentration of Power to the Local Level in Pakistan</td>
<td>Government of Gilgit-Baltistan</td>
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<td>9. Implementation of Management Plan of Khunjerab National Park</td>
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### Freshwater

| 10. Conservation of High-Altitude Wetlands in Northern Pakistan | WWF International |
| 11. Pakistan Sustainable Cotton Initiative | INSA, Chenab Ltd |
| 12. Protection and Management of Pakistan Wetlands Programme | Global Environment Facility (GEF), United Nations Development Programme (UNDP), Royal Netherlands Embassy (RNE), WWF Network, Pakistan Poverty Alleviation Fund, WWF - Netherlands |
| 13. Better Management Practices (BMP) for Water Thirsty Crops ensuring Sustainable sources of Freshwater to support the Livelihood of Poor Communities in Pakistan | European Union (EU), WWF UK |
| 14. Indus for All Programme | Embassy of the Kingdom of the Netherlands |
| 15. Assessment of Environmental and Social Impacts of Cotton BMPs in Pakistan | WWF - Switzerland |
| 16. Conservation of Indus River Dolphin by Improving Agricultural Resource Use in the Lower Indus Basin in Pakistan | WWF - Switzerland |
| 17. Indus Basin Water Security | WWF - UK |
| 18. Indus River Water Management | Swedish International Development Cooperation Agency (SIDA), WWF International |

### Species

| 19. Pakistan Gypsy Vulture Restoration Project | Environment Agency Abu Dhabi (EAD), Forest, Wildlife and Fisheries Department, Government of Punjab, Hawk Conservancy |
| 20. Snow Leopard Conservation in Pakistan | Snow Leopard Conservation Grant Programme |
Conservation of Indus River Dolphin by enhancing rescues from the irrigation canals and raising awareness.

Turtle Beach Cleaning Project.

Conservation of Leopards in Pakistan.

Darwin Initiative Project on Conservation of Pakistan’s Marine Coastal Biodiversity and Pristine Environment.

Egreso Foods Limited

Darwood Corporation

Species Survival Commission

Small Grants Programme, International Union for Conservation of Nature (IUCN)

Darwin Initiative, University of London

Environmental Monitoring and Evaluation of PPAF II Project

Indus for All Partnership Fund

HIBC-WWF Bilgaz Plants Project Pakistan

Contract for Transferring the Green Office Concept with the WWF Network

Pakistan Environmental Reporting Awards

The Formulation and Implementation of the Community Livelihood Rehabilitation Plans

Valuing Recreational Use of Pakistan’s Wetlands

Mother Child Health Care Centre, Kokkapur

Alternative Energy and Constructed Wetlands Project for Chottani Reservoir, Sanghar District.

Pakistan Poverty Alleviation Fund

Embassy of the Kingdom of The Netherland

HIBC Bank Middle East, Ltd.

WWF – Finland

ACDA Pakistan

District Reconstruction Unit, Kirthar

South Asian Network for Development and Environmental Economics (SANDOE)

HIBC Bank Middle East Ltd.

Planning and Development Department, Government Of Sindh
# Project Evaluation

<table>
<thead>
<tr>
<th>Project Title</th>
<th>Type of Evaluation</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better Management Practices for Water Thirsty Crops Ensuring Sustainable Sources of Freshwater to Support the Livelihood of Poor Communities in Pakistan</td>
<td>Mid-term External Evaluation</td>
<td>July 2008</td>
</tr>
<tr>
<td></td>
<td>Result Oriented Monitoring</td>
<td>October 2009</td>
</tr>
<tr>
<td>Pakistan Sustainable Cotton Initiative (PSCI)</td>
<td>External Evaluation of PSCI 1</td>
<td>April 2008</td>
</tr>
<tr>
<td>Pakistan Wetlands Programme</td>
<td>Mid-term External Evaluation</td>
<td>October/November 2008</td>
</tr>
<tr>
<td></td>
<td>Mid-term External Evaluation</td>
<td>December 2008/January 2009</td>
</tr>
<tr>
<td></td>
<td>Internal Mid-term Evaluation</td>
<td>September/October 2009</td>
</tr>
<tr>
<td>Indus for All Programme</td>
<td>External Evaluation</td>
<td>March 2009</td>
</tr>
<tr>
<td>Deconcentration of Power to Local Level in Pakistan</td>
<td>Final Project Evaluation</td>
<td>April to June 2009</td>
</tr>
</tbody>
</table>

# WWF Green Office Initiative

WWF’s Green Office (GO) Initiative is a simple environmental management system devised for offices. The programme aims to mitigate climate change, promote sustainable practices, and increase awareness of environmental issues among its members. Since its inception, over 135 organizations have become part of GO global network. These organizations have been able to reduce their carbon emissions by a total of 2,740 tonnes during the year 2008, which corresponds to the emissions that would have been generated by approximately 365 round-the-world car trips. The total GO network’s savings of electricity in 2008 amounted to 1,020,000 kWh, which is comparable to the carbon emissions generated by burning 150,000 litres of fossil fuel.

WWF - Pakistan has introduced the concept of GO to various organizations in Pakistan so they can be part of this global network and contribute towards the global fight against climate change by reducing their carbon footprint. Three leading companies, Packages (Pvt) Limited, Telenor Pakistan and HTM Conformi have already signed the contracts and are part of this network, whereas, many other organizations showed their commitments in implementing GO in their respective offices.
## Project Evaluation

<table>
<thead>
<tr>
<th>Project Title</th>
<th>Type of Evaluation</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better Management Practices for Water Thirsty Crops Ensuring Sustainable Sources of Freshwater to Support the Livelihood of Poor Communities in Pakistan</td>
<td>Mid-term External Evaluation Result Oriented Monitoring</td>
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</tr>
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<td>Deconcentration of Power to Local Level in Pakistan</td>
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## WWF Green Office Initiative

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## Balance Sheet

<table>
<thead>
<tr>
<th>FUNDs</th>
<th>2019 (Rs)</th>
<th>2018 (Rs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government Bond</td>
<td>41,078,266</td>
<td>51,008,773</td>
</tr>
<tr>
<td>1911 The Nature Fund</td>
<td>15,014,000</td>
<td>13,503,990</td>
</tr>
<tr>
<td>Scientific Committee Funds</td>
<td>4,004,330</td>
<td>2,404,221</td>
</tr>
<tr>
<td>Industrial Fund</td>
<td>11,640,453</td>
<td>14,366,176</td>
</tr>
<tr>
<td>Total</td>
<td>72,777,143</td>
<td>114,912,738</td>
</tr>
</tbody>
</table>

**Represented By:**

- **Fixed Assets (Rs)**
  - Plant & Machinery: 41,000,404
  - Vehicles: 4,905,321

**Investment (Rs)**

<table>
<thead>
<tr>
<th>Fund</th>
<th>2019 (Rs)</th>
<th>2018 (Rs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Fund</td>
<td>33,946,847</td>
<td>17,020,166</td>
</tr>
<tr>
<td>1911 The Nature Fund</td>
<td>15,014,000</td>
<td>13,503,990</td>
</tr>
<tr>
<td>Industrial Fund</td>
<td>1,799,961</td>
<td>1,914,808</td>
</tr>
</tbody>
</table>

**Current Assets (Rs)**

<table>
<thead>
<tr>
<th>Fund</th>
<th>2019 (Rs)</th>
<th>2018 (Rs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unsecured Working Assets</td>
<td>3,998,772</td>
<td>3,491,406</td>
</tr>
<tr>
<td>Other Current Assets</td>
<td>409,789</td>
<td>260,873</td>
</tr>
<tr>
<td>Total</td>
<td>4,408,561</td>
<td>3,752,279</td>
</tr>
</tbody>
</table>

## Income and Expenditure

### Operating Income

2019 | 2018
-----|-----
Project report from various agencies | 427,090,797 | 297,404,371 |
Grafting (10%) | 12,917,230 | 12,917,230 |
Profit | 440,008,027 | 310,321,601 |
Return on Investment | 4,100,186 | 2,451,193 |

**Total** | 440,008,027 | 310,321,601 |

### Expenditure

- **Information, Education and Public Policy (Rs)**: 1,222,739
- **Communication (Rs)**: 380,050,420
- **Farming (Rs)**: 12,106,523
- **Industries (Rs)**: 10,459,323
- **Transportation (Rs)**: 9,038,229
- **Depreciation**: 1,698,655
- **Subsidies**: 2,462,508

**Total** | 469,833,437 | 326,877,278 |

**Profit** | 11,184,584 | 5,436,323 |

Based on accounts audited by A. Ferguson & Co., Chartered Accountants.

1. Project report from various agencies includes funds received from various government and non-governmental agencies during the financial year.
2. Information, Education and Public Policy includes funds received from various government and non-governmental agencies.
3. Communication includes funds received from various government and non-governmental agencies.
4. Transportation includes funds received from various government and non-governmental agencies.
5. Depreciation represents depreciation charged on various assets and is calculated using the straight-line method.
6. Profit is after deduction of all expenses, interest, and taxation.
## Balance Sheet

<table>
<thead>
<tr>
<th>FUND</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Fund</td>
<td>41,073,005</td>
<td>51,008,785</td>
</tr>
<tr>
<td>1957 The Painters Fund</td>
<td>12,033,560</td>
<td>12,033,560</td>
</tr>
<tr>
<td>Scientific Committee Funds</td>
<td>4,904,320</td>
<td>2,454,221</td>
</tr>
<tr>
<td>Nash-Fuller Fund</td>
<td>13,654,642</td>
<td>13,923,917</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>116,777,608</strong></td>
<td><strong>114,812,700</strong></td>
</tr>
</tbody>
</table>

**Represented by:**

- 41,050,404
- 4,904,320
- 13,654,642

**Subtotal 1** | 54,872,739

**Investments:**

- General Fund | 31,875,547            | 24,798,076 |
- 1957 The Painters Fund | 15,502,603                    | 15,502,603 |
- Nash-Fuller Art Fund | 1,100,681                    | 1,100,681 |

**Subtotal 2** | 58,478,831

**Current Assets:**

- Bank Accounts | 11,113,840            |
- 3,491,806

**Subtotal 3** | 20,215,029

- Unrestricted Marketable Assets Subject to Qualified Limitation | 5,461,405 |
- Deferred Liability | 26,000 |

**Total** | 114,812,700

Based on accounts audited by A.F. Ferguson & Co. Chartered Accountants.

---

## Income and Expenditure

### Operating Income

- **2019** | **2020** |
- Project report from various agencies (1) | 427,026,797 | 207,450,356 |
- Building maintenance (2) | 19,448,285 | 23,665,726 |
- Return of investments | 4,450,694 | 4,209,139 |

**Total** | 471,924,385 | 339,950,217

### Expenditure

- Information, Education and Public Policy (2) | 1,222,399 | 2,175,979 |
- Administration (3) | 80,008,045 | 78,720,299 |
- Programming (3) | 13,160,531 | 13,029,284 |
- Marketing (3) | 10,450,336 | 10,152,838 |
- Administration (3) | 19,054,618 | 24,092,206 |

**Total** | 145,303,417 | 326,679,570

**For future** | 61,904,811 | 9,136,736

Based on accounts audited by A.F. Ferguson & Co. Chartered Accountants.

1. Project support from various agencies includes: funds allocated from various government and non-governmental organizations (NGOs) during the financial year.
2. National funding includes the donations generated as a result of fundraising through various campaigns such as Spirituals, National Ceramics, Creating Arts and Corporate Membership.
3. Other Operating income includes management fees and miscellaneous donations.
4. Administration includes General Administration, Public Relations, and Administration, which is a fund-raising activity that is not directly associated with other activities.
5. Capital improvements are raised through capital improvements and depreciation charge in the historical cost or at any time the estimated net value.
6. Investments: The money set aside and remain undistributed, invested in financial institutions as short-term and long-term investments. Investments are stated at cost. Income from investments is recognized when the right to income is realized, before distributing to tax levies.
July 2008 to June 2009

Income
For Financial Year 2008 - 2009

- National Fundraising 4%
- Project support from various agencies 91%
- Return on Investments 1%
- Others 4%

Expenditure
For Financial Year 2008 - 2009

- Conservation 85%
- Administration and others 9%
- Fundraising 3%
- Information Education and Public Policy 2%

Expenses: The Past 5 Years
(Pak Rupees in 000's)

<table>
<thead>
<tr>
<th></th>
<th>FY06</th>
<th>FY07</th>
<th>FY08</th>
<th>FY09</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservation</td>
<td>30,179</td>
<td>125,443</td>
<td>222,386</td>
<td>279,753</td>
</tr>
<tr>
<td>Information, Education &amp; Public Policy</td>
<td>22,958</td>
<td>30,549</td>
<td>2,284</td>
<td>2,725</td>
</tr>
<tr>
<td>Admin. &amp; Others</td>
<td>14,919</td>
<td>18,085</td>
<td>20,527</td>
<td>38,376</td>
</tr>
<tr>
<td>Fundraising</td>
<td>8,662</td>
<td>9,493</td>
<td>13,719</td>
<td>13,136</td>
</tr>
<tr>
<td>Total</td>
<td>163,445</td>
<td>191,771</td>
<td>240,455</td>
<td>334,834</td>
</tr>
</tbody>
</table>

Expenses for the Last 5 Years
(PKR in 000's)

- Conservation
- Information, Education & Public Policy
- Admin. & Others
- Fundraising
July 2008 to June 2009

Income
For Financial Year 2008 - 2009

- National Fundraising 4%
- Others 4%
- Return on Investments 1%
- Project support from various agencies 91%

Expenditure
For Financial Year 2008 - 2009

- Conservation 85%
- Administration and others 9%
- Fundraising 3%
- Information Education and Public Policy 2%

Expenses: The Past 5 Years
(Pak Rupees in 000’s)

<table>
<thead>
<tr>
<th>Year</th>
<th>FY06</th>
<th>FY06</th>
<th>FY07</th>
<th>FY08</th>
<th>FY09</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservaton</td>
<td>95,279</td>
<td>125,643</td>
<td>293,346</td>
<td>278,735</td>
<td>359,835</td>
</tr>
<tr>
<td>Information, Education &amp; Public Policy</td>
<td>22,958</td>
<td>30,643</td>
<td>2,284</td>
<td>2,725</td>
<td>7,222</td>
</tr>
<tr>
<td>Admin. &amp; Others</td>
<td>18,918</td>
<td>16,085</td>
<td>20,027</td>
<td>38,375</td>
<td>38,419</td>
</tr>
<tr>
<td>Fundraising</td>
<td>8,652</td>
<td>9,483</td>
<td>52,199</td>
<td>13,838</td>
<td>11,136</td>
</tr>
<tr>
<td>Total</td>
<td>163,841</td>
<td>191,711</td>
<td>340,155</td>
<td>336,814</td>
<td>406,383</td>
</tr>
</tbody>
</table>

Expenses for the Last 5 Years
(PKR in 000’s)

- Conservation
- Information, Education & Public Policy
- Admin. & Others
- Fundraising
Our Mission

WWF aims to stop the degradation of the planet’s natural environment and to build a future in which humans live in harmony with nature, by:
- conserving the world’s biological diversity
- ensuring that the use of renewable natural resources is sustainable
- promoting the reduction of pollution and wasteful consumption

WWF Offices in Pakistan

Head Office
WWF-Pakistan
P.O. Box 5180
Ferozepur Road, Lahore.
UAN: 042 111 903 723
Tel: 042 3586 2350-60
Fax: 042 3586 2358
E-mail: info@wwf.org.pk

Regional Offices

Karachi Office (Conservation)
6th Floor, Block E
PECHS, Shahrah-e-Faisal Karachi.
Tel: 021 3545 6718-19 or 3555 1534-7
Fax: 021 3545 4790
E-mail: karachi@wwf.org.pk

Karachi Office (Marketing)
WWF - Pakistan
Clg. Crescent Group of Industries
12th Floor, SICCO Avenue Centre
Tel: 021 3586 3475 or 3567 3481-5
Tel cum Fax: 021 3586 9604
E-mail: karachi@wwf.org.pk

Islamabad Office
WWF - Pakistan
House 64, Sector E, Islamabad.
Tel: 051 246 2431-3
Fax: 051 246 2439
E-mail: islamabad@wwf.org.pk

Peshawar Office
WWF - Pakistan
House # 2-A, University Town, Peshawar.
Tel: 091 5381 999 & 5852 2845-6
Fax: 091 534 1584
E-mail: peshawar@wwf.org.pk

Quetta Office
WWF - Pakistan
Killa Ghikori, Sabzal Road
Quetta.
Tel: 081 243 2200
Fax: 081 243 2200
E-mail: quetta@wwf.org.pk

Muzaffarabad Office
WWF - Pakistan
Opposite Jamia Masjid, Old Chungi Chowk
Near Kashmir Polytechnical Education
Calorimeter, Muzaffarabad, AJK.
Tel/Fax: 0593 445 786
E-mail: muzaffarabad@wwf.org.pk

Gilgit Office
WWF - Pakistan
NLI Colony, Near Imamia Eid Gah
Shahrae Quaid-e-Azam
Gilgit.
Tel: 0581 455 658 or 455 725
Fax: 0581 455 688
E-mail: gilgit@comsats.net.pk

Project Offices

Chitral Office
WWF - Pakistan
STL/WWF, Governor Cottage Road
Guldaad, Chitral.
Tel: 0643 47 2396
Fax: 0643 47 3000

Nathia Gali Office
Mochi Dhera, Nathia Gali
Abbottabad.
Tel cum Fax: 0992 35 5210
E-mail: nathia_gali@wwf.org.pk

Nowshera Office
C/o. Sainival Valley Development Project
Mardawal Chowk, Nowshera
Khushab.

Jiwani Office
Project Office Jiwani
Tehsil Jiwani
District Gwadar.
Tel: 086 4004982

Sandsip Office
Wetland Centre
Opposite Halt No. 132, Hawksbay
Sandsip, Near Kakapir Village, Karachi.
Tel: 021 235 37412-3

Skardu Office
Hussain Nagar, Alamdar Chowk
Skardu.
Tel: 05815 45 2003 or 45 2705

Zhob Office
WWF - Pakistan
D.I. Khan Road, Near Wadi Shehkan Pump
Zhob.
Tel: 0522 41 3376

Gyapa Vulture Restoration Project Office
Block # 4, Changa Manga Forest
Chinia.
Tel: 0343 401 001 or 566 306 8264

Freshwater & Toxic Programme Site Offices
Sukkur Office
House # 30-B
Professor Housing Society
Shikarpur Road
Sukkur.
Tel: 071 533 3238

Bahawalpur Office
22/C-2, Shabbir Shaheed Road
Model Town-A
Bahawalpur.
Tel: 062 283 8314
E-mail: bahawalpur@wwf.org.pk

Jhang Office
53 Lalazar Colony, Phase I
Near Government College of Commerce
Jhang.
Tel: 0477 650 725
E-mail: jhang@wwf.org.pk

Toba Tek Singh Office
Opp. Sports Stadium
Mahmoodabad
Toba Tek Singh.
Tel cum Fax: 046 251 0133

PSCL Lodhran Office
Azz Town, Jallipur More
Bahawalpur-Multan Road
Lodhran.
Tel: 0808 386414

PSCL Yazen Office
Ahmad Sweet, Bunglow Road
Near Hajma Haqia Masjid
Yazen.
Tel: 0822 702914

Indus For All Programme Site Offices
Keti Bandar Office
Ahsan House, Ram Mori Stop
P.O. Keti Bandar via P.O. Mirpur Sakro
Thatta.
Tel: 0288 61 997 or 62 046

Kinjar Lake Office
House # B/112, Harisabad Society
Malik District
Thatta.
Tel: 0288 77 2310

PAI Forest Office
Bunglow A-3, Mehran University College
Engineering Technology Employees
Co-Operative Housing Society
Benazirabad.
Tel: 0244 36 0384 or 56 1697

Chot@yahoo Office
House # 12/2, Municipal Ward 15
Housing Society
Near Govt. Boys High School
Banadir Road, Sanghar.
Tel: 0235 54 2347 or 54 2791

Pakistan Wetlands Programme Site Offices

Programme Management Unit
House # 9, Sector # 4
Islamabad.
Tel: 051 240 993-4
Fax: 051 240 995

Salt Range Wetlands Complex
Mohallah Vetikharhad
Village Dhak, Nowshera
Khushab.
Tel: 0545 61 0117

Central Indus Wetlands Complex
House # 84, B-2
Umer Block, Abbassia Town
Rahmynar Khan.
Tel: 050 300 2586
Fax: 050 300 2471

Makran Coastal Wetlands Complex
Bunglow # 74, Phase 1
New Town Housing Scheme
Gawadar.
Tel: 0864 21 1506

North Alpine Wetlands Complex
House # 787, Street # 5
Iqbal Road Supply
Abbottabad.
Tel: 0992 51 4410