

1/30/2018



## Plantation Strategy

Gilgit Baltistan Forest Wildlife  
and Environment Department.



Spring Tree  
Plantation Campaign 2018

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## 1. Brief.

This strategy provides the roadmap for the Tree Plantation related activities in the province; the activities planned / elaborated in the strategy will be carried out separately on the pre-defined procedure for all the specific targets in the focus area in accordance to the plans developed in consultation with the stock holders and communities. In order to complement the strategies further inputs from all relevant experts will be taken and integrated into this strategy to build a comprehensive strategy which covers all the aspects of aspects of planation in Gilgit Baltistan.

This strategy is two folded, one will focus on communities and second part will focus on institutions.

Work plans specific to block tree planation and establishment of the communities and private nurseries and letter on suitability of each produce will be brainstormed, finalized and worked among the department and community and stock holder organizations/ institutions, then this work plan will be presented to the Secretary Forest to seek inputs on the activities especially involving the relevant stake holders and organizations.

A major consideration in this project Will be inclusion of new nursery growers in the current system, this will also focus on people currently involved in the nursery growing, as involving more people will create competition for batter and more locally produced plants.

- **Context.**

Gilgit Baltistan have a forest cover on 4.2 % (including Social Forestry) which is les then the national average. To increase the green cover the Gilgit Baltistan forest wildlife and environment debarment carries out annual tree plantations campaigns in spring and autumn. To make this process sustainable the department is seeking community involvement in the process to meet the set targets and ensure sustaibility of the planted stock

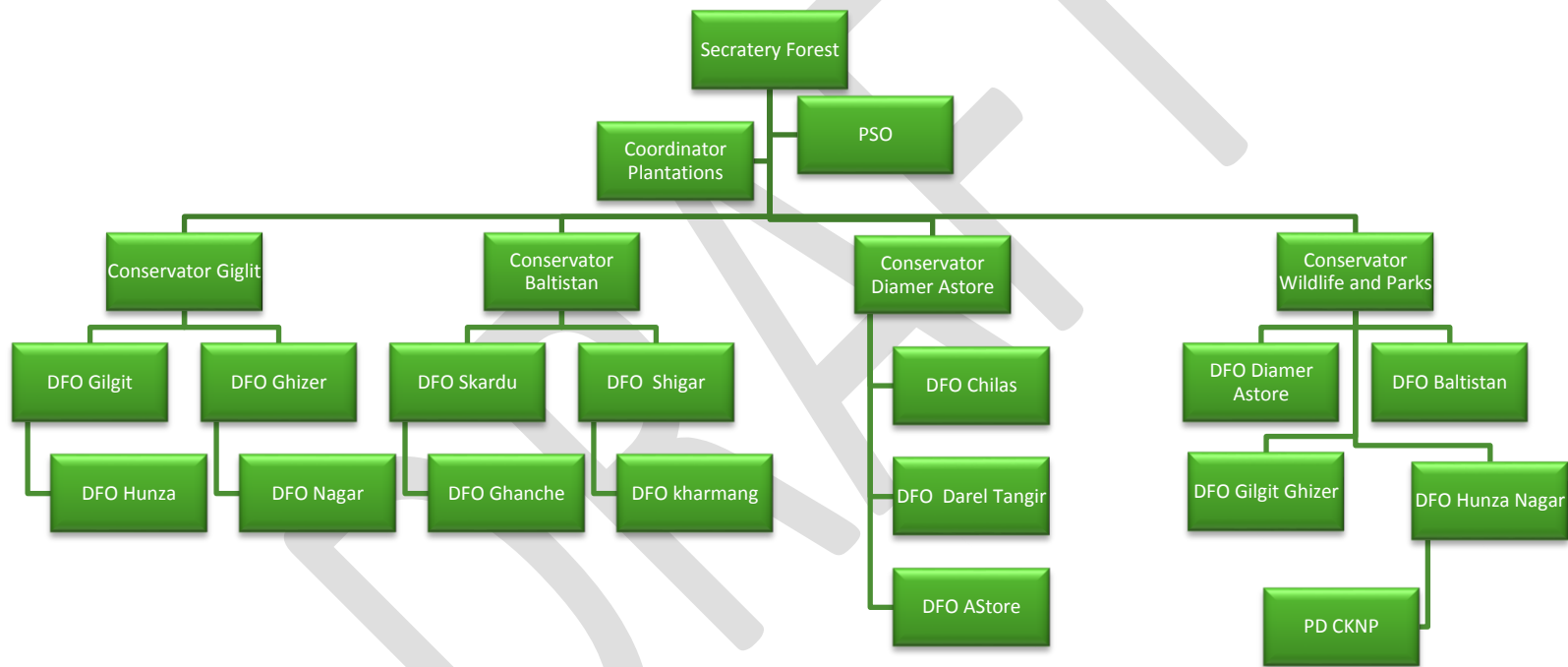
- **Vision**

To Maximize the Green cover of Gilgit Baltistan

- **Mission**

To plants 3,000,000 plants with community involvement for survival and suitability of the planted stock.

## Organizational Setup

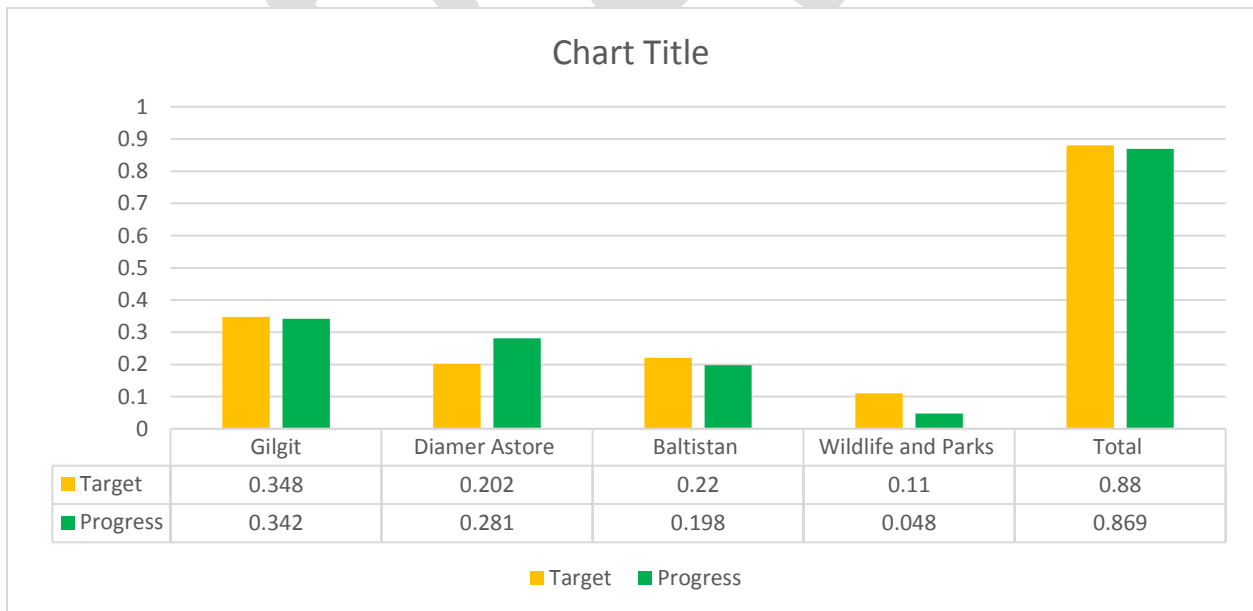


## 2. Context.

- Implement the Directives of Prime Minister of Pakistan to enhance the forest cover of the country.
- Achieve the Sustainable Development Goal 15
- Improve the environment and stabilize the lands to reduce the erosion hazards.
- Enhance fuel wood and timber resource of the area.
- Rehabilitate the denuded natural forest areas through planting and sowing.
- Reclaim community lands through afforestation/ reforestation.
- Enhance the aesthetic value of the area.
- Reduce siltation of Dams by planting trees on slopes to control soil erosion
- To meet the different international obligations.

## 3. Progress 2017

Implement the Directives of Prime Minister of Pakistan to enhance the forest

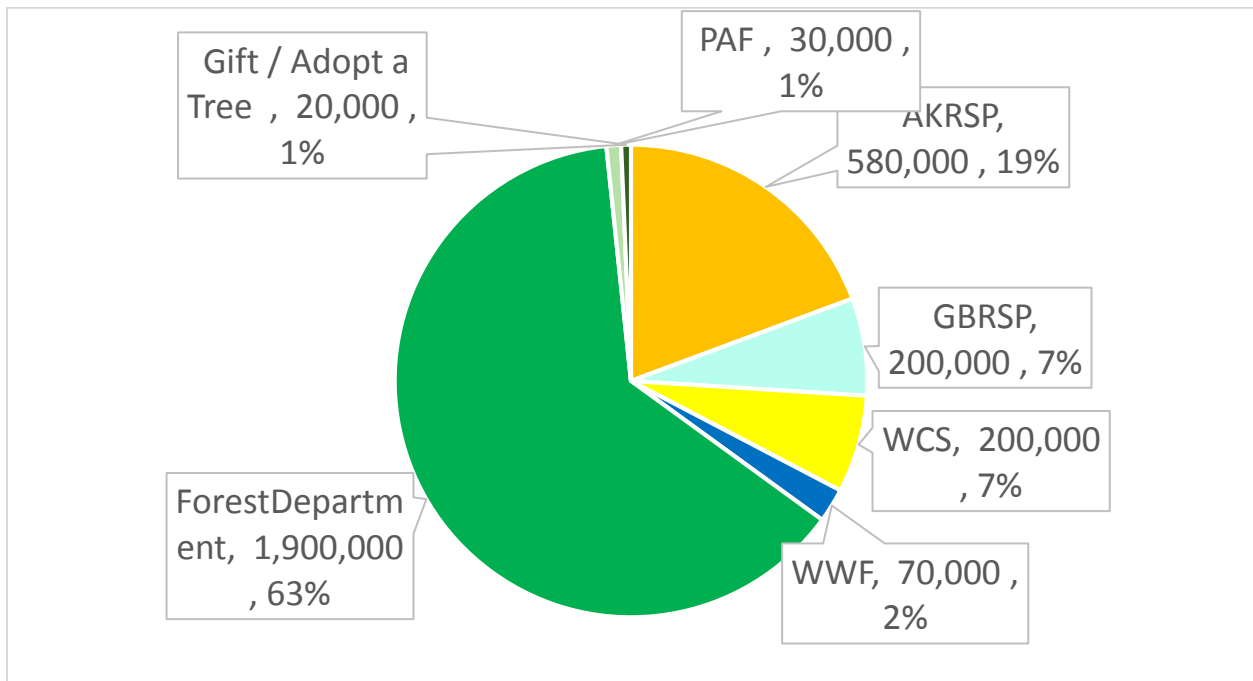


## 4. Targets 2018

Implement the Directives of Prime Minister of Pakistan to enhance the forest

- Planting of 3.00 million saplings
- Engagement of Community as active partner
- Local purchase of plants
- Establishment of Public / Private / community Nurseries
- Increase in vegetation cover





## 5. Strategy for achievement of the Targets

- Involvement of Line departments / Forces
- Partnership with NGOs and community organizations
- Development of Private / Community Nurseries
- Provision of free of cost plants
- Establishment of Block/ Compact Plantations
- Survival based incentives to individuals / communities
- Adopt a tree.
- Gift a plant.
- Promotion of Indigenous species
- 3rd party validation
- Public awareness campaigns
- Forest Conservation Committee's



## 6. New interventions

- ▶ Adopt a tree
- ▶ Gift a Plant
- ▶ Involvement of religious scholars in plantation campaign
- ▶ Ambassador for tree plantation (Samina Baig, Ahmed Ali, Hassan Hasrat, Inayat ullah Shimali, jamsheed Dukhi)
- ▶ Social Media
- ▶ Media
- ▶ GIS Based data and monitoring (Coordinates/ Realtime Imaging)
- ▶ Third party Evaluation
- ▶ Plantation Message on Electricity Bills
- ▶ Ownership/ Sensitization by other government departments
- ▶ Involvement Poets to make a song on tree plantation
- ▶ Drip Irrigation

## 7. Timeline

- ▶ Starts 14<sup>th</sup> Feb 2018 ends May
- ▶ Broad leaved / Bare Rooted Plants / Cuttings time Bound
- ▶ Tube plants can have planted in whole year

Months	CLS	D/T	GLT	AST	GZR	NGR	HNZ	SKD	GHE	SGR	KMG	P/WI
Feburary												
Week 2												
week 3												
Week 4												
March												
Week 2												
week 3												
Week 4												
April												
Week 2												
week 3												
Week 4												
May												
Week 2												
week 3												
Week 4												
June												
Week 2												
week 3												
Week 4												

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## 8. ADMINISTRATION

- Each office of administration of the area must be made bound to offer full support during the tree plantation campaign. This can be done with an administrative order.
- A central management committee is formed to supervise the campaign in which all representatives of different communities will be made members.
- A task force have been established to run the tree plantation campaign under the directives of central management committee. In this task force those people Will be involved who can work on ground to make this campaign successful.
- Subsidiary committees Will also be set up to mobilize the local communities to participate in the campaign
- Quantified target of the campaign are set and publicized at a wider scale on commercial basis or with the help of tips given below to let people know how many saplings are to be planted minimum under this campaign.

## 9. GOVERNMENT

### A. FOREST DEPARTMENT

- Government forest department will carry out research to point out plants most-fit for the area
- Government forestry experts will guide the communities how to plant a tree
- Provision of free of cost plants  
The department will provide free of cost plants to communities and organizations as incentive to increase the green cover of the area.

### B. GOVERNMENT line Departments

- The Chief Secretary have agreed to issue an order to all subordinate offices to plant trees in the premises of their buildings like schools.
- Meeting was held with top Authorities of the government to motivate people around them to plant trees and save their environment
- Government have pledged to allocate more and more funds to plant trees and help others plant trees in community areas from regular ADP.
- Every government officer will be requested to plant at least one tree in his house, in community area or at the office
- Government officers will be trained on importance of tree plantation and how to plant trees and enjoy their benefits
- In every new construction at a government office, its contractor will be made bound legally to plant maximum trees inside and around the new construction
- No approval of new construction will be granted unless the applicant government department gives undertaking in writing to plant more and more trees in it, this

can be assured by issuance of mandatory NOC from Forest Department for new construction

- The 2 % cost of the project already allocated for environmental impact minimization will be spent well in time and in consultation of the department

#### C. Plantation Message on Electricity Bills

- The Chief secretary Gilgit Baltistan have agreed to the idea shared by forest department of printing a message regarding tree planation on electricity bills, tis will create mass awareness

## 10. Partners

- **Mapping**

Potential partner governmental, non-governmental and community organizations have been contacted to maximize the coverage of the campaign.

- **Sensitization**

Detailed orientation/ meeting was held with the partners about the objectives specifically spring tree planation

- **Planning**

With inputs from the partner organizations Detailed plan with species, locations and timing have been developed for planation

- **Government organizations**

The department is working on development of the partnership and common interventions with other government departments and armed forces of Pakistan for planation and protection, survival of the plants. This will enhance the scope of planation campaign and reduce the burden on department

With inputs from the partner organizations Detailed plan with species, locations and timing will be developed for planation

- **Establishment of Block/ Compact Plantations**

The department with help of district administration to identify lands for development of block / compact plantations in cities and towns of Gilgit Baltistan like Jutial plantation.

- **NGOs**

The NGOs working in the area have been engaged for the activities

- Territorial forest staff will pick the best NGOs of each area to participate in tree plantation campaign.
- NGOs of each area will be called fully participate in the drive
- Each NGO have been assigned the task to plant trees in a specified area under the guidance of Task Force
- NGOs will to go to the communities at the grassroots level to motivate people plant more and more trees
- NGOs will be trained to convince people to plant trees on self-help basis without expecting any help from anywhere. This will promote the sense of ownership in them and they will look after each sapling till it becomes a tree

## 11. Forest Conservation Committees

The department will work with communities and development partners for revitalization, strengthening and development of forest conservation committees in all parts of Gilgit Baltistan

## 12. Adopt a Tree

The department is working on establishment of partnership with educational institutions to engage students in tree planation

- **Theme**

The idea is that every student which enrolls into an educational institution will be given a tree on his / her name he / she will be responsible for caring for that tree till completion of studies in the institutions.

- **Reward.**

Every student will be given some marks on basis of survival of his tree at end of semester / educational year

- **SCHOOLS**

- Students will be made the main force of this campaign
- They will be asked to fill undertaking to at least plant one tree once in their life
- They will be convinced to give saplings as gift to each other
- They will be motivated to plant trees at their homes, schools and places where they sit together
- Each student will buy a coupon to bear the cost of one tree and host of the campaign will plant that tree on behalf of that student

- Five extra marks may be given if a student plant a sapling and grow it as tree in one year
- Stickers on tree plantation will be distributed among students to motive them
- **COLLEGES**
  - In colleges, students will be made caretaker of saplings to take care till they become trees
  - Tee Shirts on tree plantation will be sold in colleges and their profit will be spent to plant more and more trees
  - A tree plantation festival will be arranged in a cluster of colleges
  - In girl's colleges corner meetings will be held to convince girls plant trees at their homes
- **UNIVERSITIES**
  - Universities have more free space so especial efforts Will be made to plant more and more trees there
  - A separate project of tree plantation will be introduced in various social sciences and natural sciences departments as part of their examination
  - The culture of sitting under trees will be promoted to make people habitual of them
  - Instead of covered canteen open canteen under the shadow of trees will be promoted more

### 13. Gift a Plant

The department is have developed of partnership with other government department s, Religious leaders, Political figures and community activist for boosting up the planation activities in tree planation

- **Theme**

In this campaign a gift pack consisting of 1 to 5 trees and will be presented to the dignitary along with a letter requesting them to plant and protect the tree. The dignitaries /Leaders / officer will be provided with some additional gifts for their followers /subordinate offices with the same massage, they will distribute them with help of the territorial forest staff with guidance to spread the massage of tree planation in their followings and subordinate offices

- **Administration.**

The chief minister Gilgit Baltistan will gift trees to Ministers and Members of Gilgit Baltistan council

The chief secretary will present the Gift to Governor Gilgit Baltistan ,Chief Minister, commander FCNA , Chief Judge Supreme Apelet Court

The minister Forest will present gifts to advisors and members of the provincial assembly and other known political leaders.

The secretary Forrest will present the gift to Chief Secretary Gilgit Baltistan and Secretaries of the provincial departments minister forest and Gilgit press club.

The conservator of forest /Wildlife will present the gifts to divisional departmental heads and heads of the NGOs working in the area.

The Divisional forest officers will present these gifts to district level heads of the departments NGOs and representatives of media

Territorial staff will provide technical backstopping

## 14. Communities

- **Mapping**

Potential plantations communities having sufficient land and water resources will be identified with the help of the sister organizations working in the area like AKRSP, DPAP CMCs and WCS.

- **Awareness**

Detailed orientation about the plantation objectives specifically sustainability and survival of the planted stock. Integration of both ideas and roles of the community members will be shared with community

- **Identification of Plantation sites / communities**

By evaluating the potential, the communities / partners will come with a proposal for developing a community managed plantation sites with recommendation from territorial forest department.

- **Provision of saplings**

The Department will provide saplings for the selected area. Or department can agree with communities for planation of cuttings from their own resource and agree on the compensation.

enterprises will replicate the process and look for more opportunities in the area.

- **Evaluation**

Every plantation will be continuously monitored by the territorial forest department with help of the sister organizations plantations will be evaluated at the end of the season and new

strategies will be developed to further develop the plantation and strengthen the linkages of department

- **Replication.**

The model plantations will work like an institution providing feedback to department regarding development of new ideas and techniques in the area other people can replicate that as well successes can be published.

- **Engagement of Communities**

- Local political leaders of all political organizations will be taken into confidence to make this campaign successful at grassroots level
- All religious leaders of the area will also be involved in this campaign
- All religious forums including, Mosque Imam Bargahs and jamat khanas will also be contacted and their management Will be convinced to plant trees around their place of worship
- All types of spiritual leaders and spiritual healers will also be asked to cooperate in effective launch of this campaign.
- All charities Will also be appealed to plant trees within their buildings and also around them if possible and also dole out a sapling with charity to deserving people.
- Culture of tree plantation will be promoted in different cultures living in the city
- Giving the gift of sapling on birthdays Will be promoted at the grassroots level with the help of opinion leaders

## 15. Nurseries

- **Identification**

Potential partners individuals and communities will be identified through consultation with partner organizations and community's consultation.

- **Hand Holding**

Department will provide technical assistance free of cost saplings and purchase guarantee to the nurseries establish under this initiative

- **Purchase of stock**

The department will give preference to locally developed nurseries in the process of procurement of plants



## 16. Awareness Campaign

### MEDIA

- Efforts will be made to link tree plantation with brands of media to involve them in this campaign
  - A few leading media houses will be made partner in this campaign to motivate others to join this noble cause
  - Media houses will be requested to put tree plantation message in maximum number in their different types of programs
  - Directors, producers and anchors will be fully briefed on the campaign with the request to them for publicity in their programs
  - Meetings will be made with newspaper editors, owners and administrators to join this campaign by planting trees within their organizations and also promote it
  - Massive coverage of the campaign will also be made in all media including newspapers, magazines, TV news bulletin
  - Radio especially FM channels will be requested to on-air message on tree plantation for the public awareness of their listeners
  - In quiz shows a gift of sapling will also be tagged with regular prize to promote the habit of planting trees
- **Radio.**

Radio Pakistan and FM stations will be contacted for relaying the programmed-on tree plantation

- **Television**

Local cable networks will be requested to relay programs on importance on plantation

- **News Papers.**

Messages will be developed and published in local news papers

### 1. ENVIRONMENTAL JOURNALISTS

- They must be made main leaders of the campaign
- The data base of their emails Will be developed as top priority to involve them in the drive
- They will be updated on campaign regularly preferably daily at a specified time

- They will also be informed through phone of each component of the activity daily
- An SMS will also be sent to them hour before each program

## 2. INTELLECTUALS

- Columnist will be requested to refer the campaign in their columns
- Writers will also be appealed to speak in favor of campaign
- Poets will be requested to write a few verses on benefits of trees for their publication in print media
- Painters will make a painting to promote the campaign and display at community centers

- **Social Media.**

A detailed website and social media campaign will be launched for the activity to engage maximum number of youth in the activity

- A Facebook page has been created exclusively for the campaign and all FB users of the area are invited to join it
- Regular updates of the campaign will be uploaded at the Facebook page
- Several quotes highlighting the importance of trees will also be uploaded on regular basis
- A Campaign Board will also be created at Pinterest and same activities will be done on it
- A Twitter Account will also be opened and regular updates of campaign and quotes on trees will be shared on it
- The same activity will also be done at Google+ where a large number of people regularly visit
- A free blog at Tumblr will be created and regular update of the campaign will be published on it
- More and more photos of the campaign will be snapped to share them at social media
- Comments on other blogs of tree plantation, go green and environment will be dropped to inform their readers about the campaign
- In online social forums the introduction and regular updates of the campaign will also be published on regular basis
- Details of the campaign will be published at all the websites that publish them for free
- A free blog at Blogger will also be created to promote the campaign and motivate others to join it

- A documentary on importance of tree plantation will also be published at online video channels like YouTube, Daily Motion, and Vimeo etc.

- **Engagement of Ambassadors for tree planation**

- A renowned personality will be engaged as ambassador for This activity, like samina baig etc.
- A letter to each showbiz and sports celebrity of the area will be written to promote the campaign
- They will be invited in grassroots-level activities of the campaign
- Their messages will also be recorded to release through electronic and net media
- Their message will be printed on public transport for the motivation of people
- Poets will be requested to make a song on tree plantation

- **Events / Launching**

Events to be held in different places swill be developed in consultation with communities for launch of tree planation campaign involving community elders, social activists, political figures and high government officials

- 1. Grand opening in Gilgit**

14<sup>th</sup> February 2018 grand opening will be held in Gilgit, Ghizer , Nagar , Chilas and Darel Tangir Simultaneously

- 2. District opening in remaining districts**

All the DFOs will arrange a district level opening and intimate the office of the secretary forest for the opening

- 3. Special planation in a specific area**

Parks wildlife, and EPA will arrange special planation campaign in parks , other Areas where this type of interventions are needed like Babusar under intimation to the office of the secretary forest

**Minimize effects of floods in future, special focus will be given to watershed and vulnerable areas.**

**Contribution to socio economic wellbeing**

**Reduce Carbon Emission/sequestration / enhancement of carbon pools**

**Reduce Global Warming impact**

**Control soil erosion**

- **Protection of natural regeneration**
- **Long-term planned and consistent afforestation / reforestation**
- **Allocation of funds under regular head for plantation as regular feature.**
- **Allocation of funds under regular head for Nurseries.**
- **Celebration of Plantation week by all departments of Government of Gilgit Baltistan**

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