



engro polymer & chemicals

# Engro Polymer & Chemical Limited (EPCL) Taking a Leading Initiative to Green Pakistan

**Engro Polymer takes up 240 acers in ChangaManga for plantation**

**23<sup>rd</sup> Feb 2010:** Engro Polymers & Chemical Ltd, the only PVC integrated chemical complex in Pakistan is taking a leading initiative to Green Pakistan. The pioneering initiative targets Reserved Forest lands of Pakistan.

On 23<sup>rd</sup> Feb Engro Polymer & Chemicals will be signing MOU signing with Punjab Forest Department at ChangaManga for expanding the project area to 240 acres. This is in continuation of the MOU signed earlier in April 2009 for initiation of plantation on 120 acres of land. The idea of this Forestation project speaks about the realization of responsible corporate that cares for Environment and showing unswerving responsibility to conserve and protect the Environment.

**Mr Asif Qadir, CEO of EPCL said,**

Engro Polymer & Chemicals tends extreme importance towards the protection and conservation of Environment not only because protecting environment is our core value but also because we realize our responsibility as a corporate citizen which cares for Environment, community and society as a whole. Our company aims to contribute towards reducing its Environmental foot prints. The implementation of forestation project with government of Pakistan on such a large scale is one of the key Environmental initiatives that we have instigated from 2009 in different locations of Punjab & NWFP. Such initiatives would definitely benefit the country in combating environmental problems and to maintain ecosystem balance in the country.

The key challenges waiting ahead now are the survival and maintenance of the plantation but with key support of Punjab forest department and WWF Pakistan we are confident that will be able to contend with all the challenges coming down the line.

EPCL foresees this initiative as a "Sustainable intervention" based on the results of the current working model implemented with provincial forest department Punjab & the success rate of plantation has encouraged us to increase the plantation area upto 240 acers in ChangaManga Forest. Also our target is to plant upto 500 acers at different locations in total by the mid of this year.

Our vision is to contribute towards a greener & cleaner Pakistan not just for ourselves but for the upcoming generations, the results of this development will certainly help us in progressing this intervention further by gradually increasing the plantation in others areas of Pakistan as well.

**Mr. Babar Hassan Bharwana – Secretary Forests, Wildlife and Fisheries, Punjab**

We appreciate the concept & initiative of EPCL. He admitted that there is a dire need of forestation in the country. Lots of land is available but is not being utilized due to shortage of funds and such type of public private partnership can contribute significantly towards improving the ratio of forests in Pakistan. The success factor of this project is the persistent follow up by EPCL and liaison with Forest dept staff. He added that EPCL should go further for such projects in South, Central and Northern part of the province. It would be better to choose a chunk of land, as the roadside and canal projects are awarded in bits and pieces and may not be successful at the end of the day. Overall he was quite satisfied with project theme and wanted EPCL to keep it up!

**Mr Ali Habib, Director General of WWF Pakistan said:**

WWF - Pakistan is pleased to be part of this tripartite agreement, and feels this is a good formula for a collaborative project between the private sector, government and a non-profit organisation. It is important that the government has retained its role in implementation by increasing area under forest cover, much needed to counter the high deforestation rate in Pakistan. This is also in line with the Government of Pakistan has set a target of increasing the forest cover to 6% by 2015 in the Mid Term Development Framework. While Engro as the private sector partner will provide the resources for plantation, WWF - Pakistan will play the role of monitoring the health of the area reforested, through techniques such as satellite imagery. We hope this initiative will inspire other companies to help with reforestation efforts.

**Note: (Comments from Provincial Forest Department is still awaited and has to be placed before WWF comments)**

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