



# WEEKLY E-NEWSLETTER

Special Edition  
Clean & Green Sindh

Clean & Green Sindh



ISSUED BY:

MER SECTION (HEAD OFFICE)



# شجر کاری مهم



## Message of the Week

**“Don’t judge the day by the harvest you reap,  
but by the seeds that you plant”**

## **CAMPAIGN NAME: CLEAN & GREEN SINDH**

**Clean & Green Sindh Campaign** has been propelled by SRSO NRM (Natural Resource Management) Sector with the support of district management of SRSO in their operational areas. This joint venture is being carried out through members of CO/VO/LSO.

### **The theme of the Campaign**

Without trees, life and natural beauty of environment are zilch so life existence is mainly dependent on the plantation to save the future generation and environment from any big consequence. Trees are very important part of the planet to provide beauty and shade. There are various perspectives of trees in human life such as social, communal, environmental and economic. Below are relevant benefits of trees in rural areas particularly.

- Trees are known for the resting shadow in hot hours during summer season.
- Trees are a source of oxygen on the face of the earth.
- Trees are very helpful in the elimination of pollution from the surrounded environments especially carbon dioxide.
- Plantation of trees cleans the air and purifies the water reserves beneath the land.
- Trees are the major source of wood in the rural areas for various life derived purposes.
- Are creating beauty in streets, buildings & homes.
- Timber is used for preparing furniture, doors, and windows.
- The tree provides fruits, food, for human, livestock & other living organisms.
- Flowers leaves gel of trees can be used in medicines.
- Trees play a vital role in climate change these control temperature.
- The tree is a source of income generation used as fuel & fire purpose also.
- Trees grow from the top, not from the bottom as is commonly believed
- Trees receive an estimated 90% of their nutrition from the atmosphere and only 10% from the soil.
- About one-half the weight of dry wood is carbon.
- An ancient Mesopotamia, the value of wood was equal to that of precious gemstones and metals.
- Rome’s monetary system was based on silver which required huge quantities of wood to convert ore into metal.

- Dendrochronology is the science of calculating a tree's age by its rings.
- Tree rings provide precise information about environmental events, including volcanic eruptions.

### **Trees benefit health**

- The canopies of trees act as a physical filter, trapping dust and absorbing pollutants from the air - removing up to 1.7 kilos per tree annually. They also provide shade from solar radiation and reduce noise.

### **Trees benefit the environment**

- Trees absorb carbon dioxide as they grow and the carbon that they store in their wood helps slow the rate of global warming.
- They reduce wind speeds and cool the air as they lose moisture and reflect heat upwards from their leaves. It is estimated that trees can reduce the temperature in a city by up to 7°C.
- Trees also help prevent flooding and soil erosion, absorbing thousands of liters of storm water.

### **Trees boost wildlife**

- Trees host complex microenvironments. When young, they offer habitation and food to amazing communities of birds, insects, lichen and fungi. When ancient, they also provide the hollow cover needed by species such as bats, wood boring beetles, tawny owls, and woodpeckers.

### **Trees strengthen communities**

- Trees strengthen the distinctive character of a place and encourage local pride. Urban woodland can be used as an educational resource and to bring groups together for activities like walking and bird-watching.

### **Trees grow the economy**

- People are attracted to live, work and invest in green surroundings. Research shows that average house prices are between 5%-18% higher where properties are close to mature trees and companies benefit from a healthier, happier workforce if there are parks and trees nearby

### **Trees protect the Future**

- Soon, for the first time in history, the number of people with homes in cities will outstrip those living in the countryside - so parks and trees will become an even more vital component of urban life. We must respect them and protect them for the future.



## Ecological and Environmental Value

- Trees contribute to their environment by providing oxygen, improving air quality, climate amelioration, conserving water, preserving soil, and supporting wildlife. During the process of photosynthesis, trees take in carbon dioxide and produce the oxygen we breathe. According to the U.S. Department of Agriculture, "One acre of forest absorbs six tons of carbon dioxide and puts out four tons of oxygen. This is enough to meet the annual needs of 18 people." Trees, shrubs, and turf also filter the air by removing dust and absorbing other pollutants like carbon monoxide, sulfur dioxide, and nitrogen dioxide. After trees intercept unhealthy particles, rain washes them to the ground

## Community and Social Value

- Trees are an important part of every community. Our streets, parks, playgrounds and backyards are lined with trees that create a peaceful, aesthetically pleasing environment. Trees increase our quality of life by bringing natural elements and wildlife habitats into urban settings. We gather under the cool shade they provide during outdoor activities with family and friend

**Campaign Message:** Each one plant one. By means of planting a tree, we give life to everything in surroundings.

**Campaign Slogan/Tag:** lend a hand to plant a tree

**Campaign marketing:** Social Media (Facebook, WhatsApp, Twitter, Viber and etc..) and below the line activities of SRSO

**Campaign Communication Channel:** Leaflets, brochure, pamphlets, Pena flex, Awareness Sessions, Local Institutes (CO/VO/LSO) meetings

**Campaign Experiential Marketing:** Mobile Activation (decoration of Vehicles through Pena flex, stickers, Mobile videos) for tree plantation and the SMT (Social Mobilization team) and Project teams will do experiential and buzz marketing while on the job sessions in Community Institutions (CO/VO/LSO) meetings and conducting awareness sessions. Field teams, while going to field carry plants in their field vehicles and conducting a small session on the plantation and their importance in human life.

**Campaign Strategy:** Natural Resource Management sector has designed a specific (on demand) tree distribution matrix for launching this campaign. SRSO operational areas will be part of this campaign and execution of campaign will be through the local community, SRSO and District Government have started the plantation campaign with the Sindh Forest Department and SRSO district Officials have identified the draughty villages where there is severe need of plantation for survival. SRSO District Jacobabad Officials have started their joint venture with the coordination and support of Deputy Commissioner Jacobabad, PPHI, and SRSO Jacobabad; they are now planting and cleaning the Taluka hospitals, BHUs and RHCs in this Clean and Green Sindh campaign. After identification, the trees will be distributed by SRSO district Official in these areas and Community institution will be responsible for further growing and caring for these plants to grow as a tree.



**Campaign Targeted stakeholders:** Local Community and Government Institutes

**Campaign Partners:** SRSO and District Government along with concern District Government departments

**Campaign Impact sustainability:** Sustainability will be ensured by SRSO Formed local Institutes (CO/VO/LSO) representatives

### **Campaign Execution Activities' by SRSO District/NRM Management**

**Campaign Inauguration:** Chairman SRSO Mr. Shoaib Sultan Khan inaugurated the campaign by promoting greenery in the Head Office SRSO Complex by putting one plant in the parking area of SRSO Complex's building as it considers as great step taken by the officials of Sindh Rural Support Organization (SRSO) in order to bring cleanliness and greenery in the Sindh. However, Shoaib Sultan Khan, the Chairman of SRSO said in this regard that environmental pollution can be reduced easily if we want seriously as promoting of "Clean and Green Sindh Campaign" is such an appreciable step taken by the SRSO officials. Awareness among the people will be increase rapidly in this regard through district officials' promotion of the campaign in the concern districts. In this regard, BoD Member Mr.Fazalullah Qureshi and CEO-SRSO Mr. Muhammad Dittal Kalhoro planted a tree in the community for launching this Green Sindh Campaign.





Other Notables officials from SRSO and Government of Sindh (GoS) have participated in this campaign



NRM sector head Mr. Nisar Ahmed Pathan planted a tree



MPA Thull Mr. Sohrab Khan Sarki also planted a tree in community



DC Shikarpur Mr. Sikandar Ali khushk planted a plant



Mr. Mohammad Ali Azizi (RSPN) & DM Ghotki planted plant at Ghotki.



SDM Lakhi planted a plant at Chak Shikarpur



## Tree Plantation by honorable distinguished guests



Tree Plantation by EU Ambassador  
H.E. Jean François Cautain



Tree Plantation by Secretary Social Department Dr.  
Sheeren Mustafa Narejo



Tree Plantation by Mrs. Sonia Cautain



Tree Plantation by EU Ambassador  
H.E. Jean François Cautain

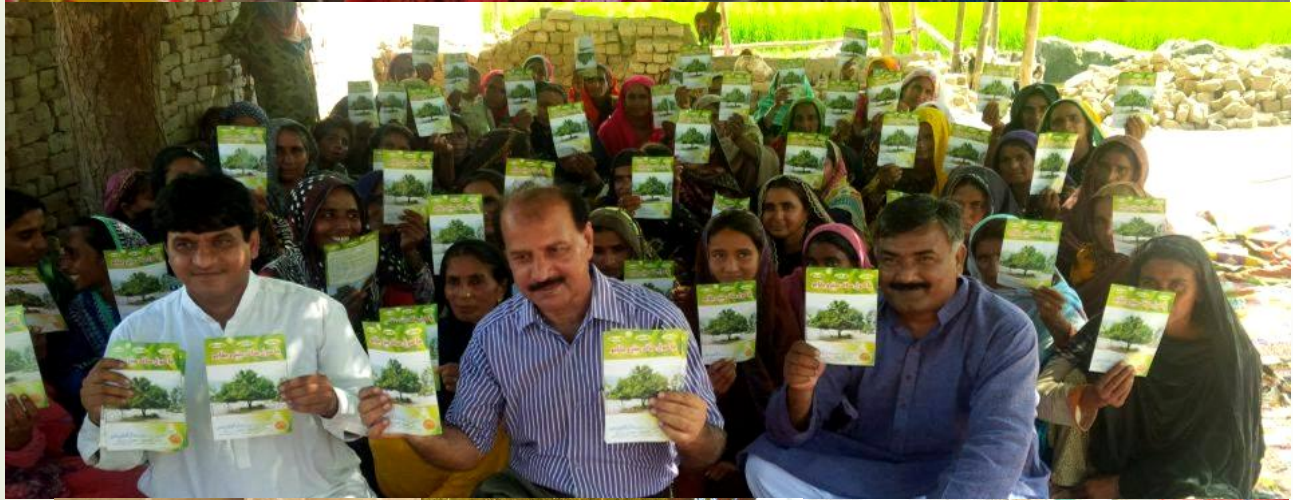


**Mobile Activation Gallery:** A Vehicle Caravan of Clean & Green Sindh Campaign at Jacobabad District





## Awareness Sessions about Plantation





## Plantation at Hospitals at BHU/RHU and Government Hospitals at District Jacobabad





## Plantation at Government Schools at District Jacobabad





## Plantation at Community Level through SRSO Staff and CO/VO/LSO Representatives

SRSO managed community and Local Institutes (LSO) have started plantation campaign to avoid from environment pollution and diseases to community.





## Cleanliness Campaign by SRSO Jacobabad Team

This Initiative of Green along with Clean Villages/Homes/Streets has been initiated by SRSO District Office Jacobabad Officials





## PLANTATION PROGRESS AS ON 31st January 2017

DISTRICT	Phase-wise Plantation			TOTAL
	PHASE 1	PHASE 2	PHASE 3	
LARKANA	50,200		12,500	62,700
SHIKARPUR	76,500	72,000	25,100	173,600
K.KOT KASHMORE	12,500	16,000		28,500
JACCOBABAD	12,900	40,500	37,000	90,400
SUKKUR	1,300	41,800	29,500	72,600
KHAIRPUR	54,000	12,500	12,700	79,200
N.SHERO FEROZ			12,500	12,500
QAMBAR			16,000	21,000
GHOTKI			12,200	12,200
<b>Sub-Total</b>	<b>207,400</b>	<b>182,800</b>	<b>157,500</b>	<b>552,700</b>
<b>Plantation under Projects &amp; Core program</b>	<b>HelpAge Intl.</b>	<b>Landless Haries Program</b>	<b>Fruit Plants</b>	
<b>Lemon</b>			<b>1,000</b>	1,000
<b>No. of Plants</b>	<b>50,000</b>	<b>5,000</b>	<b>15,000</b>	<b>70,000</b>
<b>Grand Total</b>				<b>643,700</b>



## Plantation by Community Women in different districts



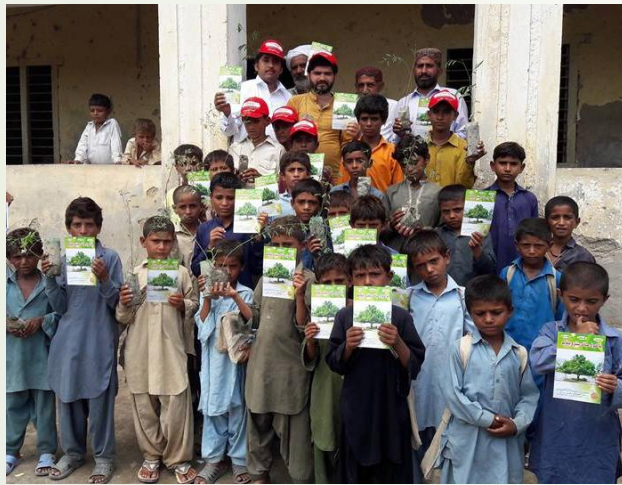


## Plantation by older People (Senior Citizens)





## Plantation by Children





## Plantation by Families



## Plantation by SRSO District Officials











سر سبز جيڪب آباد... صاف سٿرو جيڪب آباد  
سر سٿرو وڻڪاري مهم



SRSO Team During Tree Plantation in Field

Sindh Rural Support Organization District Jacobabad



اڇوسپڻي ڪيون گڏ جي شهر جيڪب ۾ وڻڪاري.  
ڪيو سڀ ڳوٺڙا اجرا ڪئي سر سٿرو مهم جاري.  
سمورا ٻار پوڙها، عورتون پوڪن لکين ٻوٽا.  
ڪئي ڪوشش سمورن جي، ٿيندي هي سوچ سوچاري

Sindh Rural Support Organization-SRSO Jacobabad



سر سبز جيڪب آباد... صاف سٿرو جيڪب آباد  
سر سٿرو وڻڪاري مهم



Children, Older People & Youth are supporting  
SRSO Tree Plantation Campaign



Sindh Rural Support Organization District Jacobabad



اڇوتو وڻ پوکي جيڪب آباد کي سر سبز بڻايون ۽  
آلودگي کان بچايون

#GREENJACOBABADTREPLANTSCAMPAIGNSRSO

Sindh Rural Support Organization District Jacobabad



**Green Sindh-Print and Electronic Media Coverage by Different Districts:**

Daily Explorer gave news regarding plantation campaign in the paper.





## New Tradition of Plant Distribution-Trend Setters

عوامي حقن جي ترجمان - ڏسڻو ٿو ته ٻيهرين مضمون اخبار  
 ڪراچي، حيدرآباد ۽ سکر مان هڪ ئي وقت شايع ٿيندڙ  
 CERTIFIED  
 Daily AWAMI AWAZ  
 روزاني  
**عوامي آواز**  
 13 AM 29 آگسٽ 2016 ع 25 اولاد 1437 هـ | 12 جولاءِ - 15 آگسٽ  
 6 صيفتا طور ڪريشن جو اڻڪشاف ٿيو آهي، تي ئي او / 3 سو صفحو 2 شمار 6



لعليٰ ائڪٽ: سماجي اڳواڻ ارباب بڙدي پٽ جي شهرير پٽ ڪرڻ بدران پوٽا ورهائي رهيو آهي  
**لعليٰ ائڪٽ ۾ تبديلي، شهرن جي تقريب ۾ طعام بدران پوٽا ورهائڻ ويا**  
 سماجي اڳواڻ پارياب بڙدي ٽن جي شهرن تي هڪ هزار پوٽا ورهائي هڪ نئين روايت کي هٿي ڏني  
 اعوان سواتن تي ڪاڇ ۽ ڦٽنگ ڪرڻ سبب محفلن سڃاڻڻ ٻارن رسون مقرر ٿيڻ گهرجن: ارباب بڙدي  
 لعليٰ ائڪٽ (ن ع ا) لعليٰ ائڪٽ جي هڪ سماجي اڳواڻ ارباب علي بلندي پنهنجي ٻن پٽن جي  
 13 AM 29 آگسٽ 2016 ع 25 اولاد 1437 هـ | 12 جولاءِ - 15 آگسٽ 3



ملڪ سرسبز بڻايو

ناٿو ڪمايو

وڻ ڀايو

# ماحول صاف سٿرو بڻايو

ڏهه لک وڻ لڳايو - سرسو جو هٿ وٺايو وطن سرسبز بڻايو



سنڌ رورل سپورٽ آرگنائيزيشن

سرسو - ڪامپليڪس، شڪارپور روڊ سکر

فون نمبر: 071-56271820 فيڪس: 071-5627182-111

