



Event Report

SOLID WASTE MANAGEMENT STRATEGY

Sahiwal Division 2040



The Urban Unit
Planning & Development Board, Punjab





Solid Waste Management Strategy 2040 Launch

Sahiwal Division — Official Launch Ceremony

Organized by: The Urban Unit (Urban Sector Planning & Management Services Unit, Planning & Development Board, Government of Punjab)

In Collaboration With: Akhter Hameed Khan Foundation & Institute for Global Environment Strategies (IGES)

1. EVENT INFORMATION

Event Title	Launch Ceremony of the Solid Waste Management Strategy 2040 for Sahiwal Division
Organizer	The Urban Unit, Planning & Development Board, Government of Punjab
Collaborators	Akhter Hameed Khan Foundation Institute for Global Environment Strategies (IGES)
Total Participants	Approximately 50+ participants

2 . BACKGROUND OF THE EVENT

The primary purpose of the event was to officially unveil the Solid Waste Management (SWM) Strategy 2040 for Sahiwal Division. This comprehensive roadmap, developed by The Urban Unit, is designed to address the pressing waste management challenges exacerbated by rapid urbanization in the region.

The strategy aims to catalyze a paradigm shift from conventional linear disposal methods to a circular, low-emission, and resource-efficient system, fully aligned with provincial reforms under the Suthra Punjab Programme and national sustainable development goals.

The specific objectives were:

- To formally launch and disseminate the strategy document to key stakeholders.
- To present the technical framework and community-centric approaches of the strategy.
- To initiate partnerships and identify pathways for pilot projects and sustainable financing.

3. EVENT OVERVIEW

The ceremony began with registration and a recitation from the Holy Quran, followed by opening remarks from Commissioner Dr. Asif Tufail, who set an action-oriented tone emphasizing the critical need to translate strategic planning into tangible results.

Key activities included a series of expert presentations. Mr. Asif Iqbal detailed the strategy's robust technical framework, while Dr. Ayesha Khan highlighted inclusive models for community and informal sector integration. Mr. Iftikhar Ali provided valuable insights into the operational realities of implementation. The ceremony concluded with closing remarks from Ms. Miho Hayashi (IGES) and the Commissioner, reinforcing the spirit of regional collaboration.

Key highlights included the formal dissemination of the 76-page strategy document and a highly engaged Q&A session.

4. CHIEF GUESTS & SPEAKERS

Dr. Asif Tufail

Commissioner, Sahiwal Division • **Presiding Officer & Opening Speaker**

Mr. Asif Iqbal

General Manager, SWM | The Urban Unit • **Presenter**

Dr. Ayesha Khan

CEO | Akhter Hameed Khan Foundation • **Guest Speaker**

Mr. Iftikhar Ali

CEO | Sahiwal SWM Company • **Guest Speaker**

Ms. Miho Hayashi

Program Manager | Institute for Global Environment Strategies (IGES) • **Closing Remarks**

Ms. Anum Shahid

SWM Specialist | The Urban Unit • **Moderator**

5. PARTICIPANTS DETAILS

Total Participants: Approximately 50+

- Government Officials (Divisional and district administration, local government representatives)
- Development Sector Representatives (IGES, Akhter Hameed Khan Foundation)
- Municipal Committee Staff and Management (Sahiwal Solid Waste Management Company)
- Civil Society and Community Stakeholders
- Notable Attendees: All speakers listed in Section 4, along with key officials from the Commissioner's office.

6. KEY ACTIVITIES CONDUCTED**6.1 Key Presentations****Dr. Asif Tufail | Commissioner, Sahiwal Division**

Topic: Opening Remarks — From Policy to Action



- Inaugurated the ceremony and welcomed all participants.
- Emphasized that a strategy document is only as valuable as its implementation.
- Stressed the need for inter-departmental coordination and alignment with the Suthra Punjab Programme.
- Called upon all stakeholders to work together to make Sahiwal a model division for sustainable waste management.



Mr. Asif Iqbal | General Manager, SWM, The Urban Unit

Topic: SWM Strategy 2040 — Technical Framework

- Presented the strategy's four core pillars: governance strengthening, infrastructure development, digital monitoring, and community engagement.
- Introduced key infrastructure interventions including Material Recovery Facilities (MRFs).
- Demonstrated GIS-based monitoring systems for route optimization and accountability.

Dr. Ayesha Khan | CEO, Akhter Hameed Khan Foundation

Topic: Community-Centric Enterprise Approach — Pilot Project Findings



- Shared findings from IGES-funded pilot project in Bhutto Nagar (February–November 2025).
- Presented baseline data collected from 450 households on waste practices and awareness levels.
- Revealed mapping of over 200 informal workers across multiple categories.
- Announced establishment of three Waste Business Associations (WBAs) in Al Makkah Colony, Bhutto Nagar, and Kachi Abadi.

Mr. Iftikhar Ali | CEO, Sahiwal Solid Waste Management Company

Topic: Implementation of Strategy — Operational Readiness and Challenges



- Outlined the Sahiwal SWM Company's operational readiness to implement the strategy's key pillars.
- Discussed ground-level challenges, including fleet management, workforce capacity, and financial sustainability.
- Expressed commitment to integrating the newly formed Waste Business Associations into the formal collection system.

Ms. Miho Hayashi | Program Manager, IGES

Topic: Closing Remarks — Regional Collaboration and Way Forward



- Commended the integration of pilot project findings into the formal strategy as evidence-based policymaking.
- Reaffirmed IGES's commitment to technical assistance, knowledge exchange, and climate finance exploration.
- Emphasized that the launch marks the beginning of the implementation phase.
- Called for sustained collaboration among all stakeholders to achieve tangible results.

6.2 Plenary Discussion & Interactive Q&A Session

Moderated by Ms. Anum Shahid, this session allowed participants to delve into critical topics such as funding gaps, enforcement mechanisms, and potential public-private partnerships.

Q: *You have worked with lower-income communities for waste segregation, but these communities already practice segregation informally to earn extra income. What new value does your intervention add? — Mr. Rashid Zahore, General Manager, Lahore Waste Management Company*

A: Yes, these communities do practice segregation, but it is often at an individual level, unorganized, and without recognition or protection. The pilot's focus is on formalization rather than individual segregation—bringing workers together into collective enterprises, providing them with identity, safety equipment, training, and access to institutional contracts. This transforms informal survival strategies into dignified livelihoods with stable incomes and social protection. — *Dr. Ayesha Khan*

7. MEDIA & PUBLICITY COVERAGE

The launch ceremony was covered by local print and electronic media. Journalists from regional outlets were in attendance, and the event was featured in the following print publications:

Print Media	Electronic Media
<ul style="list-style-type: none"> ▪ Gohrab Sahiwal ▪ Shajar e Qasoor ▪ Front Line ▪ Daily Muashrat Sahiwal ▪ Roznama Masawat ▪ Roznama Qaum 	<ul style="list-style-type: none"> ▪ Xpress Media ▪ Gohrab News ▪ Star Asia ▪ 7 News

The Urban Unit also disseminated real-time updates and post-event content via its official social media platforms (Facebook, Instagram, X, and LinkedIn), extending the initiative's visibility to a wider online audience.



Group Photograph — Launch Ceremony, Sahiwal Division

ANNEXURES

Annex A: Event Agenda



LAUNCH CEREMONY

Solid Waste Management Strategy
for Sahiwal Division 2040

Thursday 12th February, 2026

Commissioner Office, Sahiwal

TIMINGS	ACTIVITY
10:30AM - 11:00AM	Registration of Participants
11:00AM - 11:05AM	Recitation of the Holy Quran
11:05AM - 11:15AM	Opening Remarks Dr. Asif Tufail, Commissioner - Sahiwal Representative UNEP-IETC
11:15AM - 11:30AM	Launching of SWM Strategy Mr. Amir Suhail Kafi Additional Secretary - Local Government and Community Development Department
11:30AM - 11:50AM	Group Picture & Tea Break
11:50AM - 12:30AM	Presentation: Solid Waste Management Strategy for Sahiwal Division Mr. Asif Iqbal GM Solid Waste Management - The Urban Unit
12:30AM - 01:00PM	Presentation: Community-Centric and Inclusive Waste Management Approaches Dr. Ayesha Khan Chief Executive Officer - Akhter Hameed Khan Foundation
01:00PM - 01:15PM	Remarks: Implementation of Strategy Mr. Iftikhar Ali Chief Executive Officer - Sahiwal Solid Waste Management Company
01:15PM - 01:45PM	Plenary Discussion & Q/A Session Moderators Mr. Asif Iqbal & Ms. Anum Shahid - The Urban Unit
01:45PM - 02:00PM	Closing Remarks Ms. Miho Hayashi, Program Manager - IGES Commissioner Sahiwal (TBC) - LG Representative (TBC)

503 - Shaheen Complex, Egerton Road, Lahore - Pakistan

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Annex B: Attendance Sheet

LAUNCH CEREMONY
Solid Waste Management Strategy for Sahiwal Division 2040

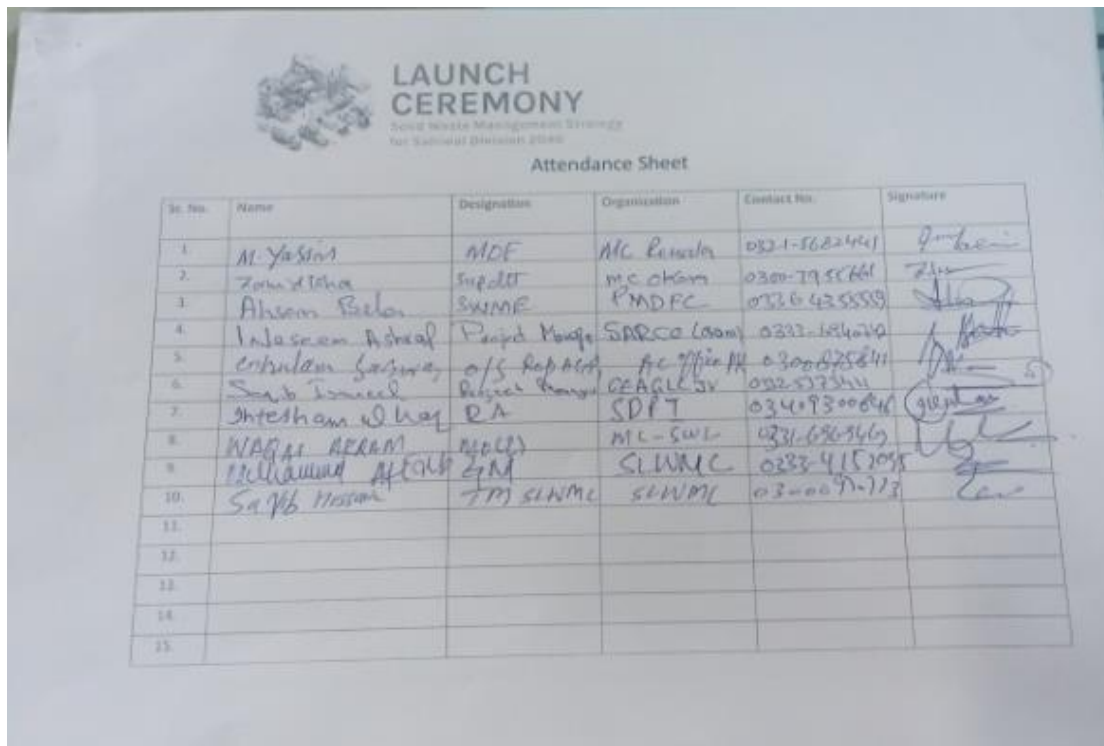
Attendance Sheet

Sr. No.	Name	Designation	Organization	Contact No.	Signature
1.	Ashraf Nadeem	Accountant	LG&CD SWM	0301-737794	[Signature]
2.	M. Imran Siddiqi	Technical Manager	DDMS L&KP	030-670912	[Signature]
3.	Ushio Hayashi	Program Manager	LGES	080-3755-5797	[Signature]
4.	Asif Iqbal	Sr. Spc.	W&I Unit	26046112356	[Signature]
5.	Imran Anwar	PO	AMKF	0301-737380	[Signature]
6.	Dr. Aysha Khan	CEO	AMKF		[Signature]
7.	Iskander Ali	CEO	SL&WMC	03346212116	[Signature]
8.	M. Anwar	CEO	SIALink	03003202590	[Signature]
9.	N. S. A. R.	Contractor	AMKF	0301-388855	[Signature]
10.	M. Minhal	PA - SWM	The Green Park	0317-2093358	[Signature]
11.	Rai M. Alam Khan	Project Manager	Yahin Brothers	0316-6004149	[Signature]
12.	Hameed Anwar	AC Reader	Reverna	0302-9772716	[Signature]
13.	Qasim Nadeem	Project Coordinator	AMKF	0307-2895380	[Signature]
14.	M. Saad	Advisor	AMKF	0341-4608166	[Signature]
15.	Amir SHAHID	Specialist SWM	The University	0322-4606771	[Signature]

LAUNCH CEREMONY
Solid Waste Management Strategy for Sahiwal Division 2040

Attendance Sheet

Sr. No.	Name	Designation	Organization	Contact No.	Signature
16.	Amir	MOR	MC Haveli	0303-7133865	[Signature]
17.	Amir M. Anwar	MOR	MC Haveli	0307-5751377	[Signature]
18.	M. Adnan Farooq	MO(F)	MC Mandi	0313-6417771	[Signature]
19.	SHAHBAZ BHATTI	Supervisor	Service Me. SWM	0300-6757771	[Signature]
20.	Khuda Daud Farooq	C.O	MC Kamra	0300-500285	[Signature]
21.	ASHFAQ AHMAD	C.O	MC Sahiwal	0321-4445367	[Signature]
22.	Engr M. Jahanzeb	AD	Environment	0301-737380	[Signature]
23.	Dr. Anwar Hassan	AD	Environment	0300-7124618	[Signature]
24.	Satish Kumar	IC Advisor	PITB	0321-692625	[Signature]
25.	Tarig Saad	DO (L&I)	Dust Control Act	0300-869717	[Signature]
26.	Abbas Raza	Pro (Contract)	SLWMC	03490419799	[Signature]
27.	Farooq Chaudhry	IC	LG&CD Program	0301-2222113	[Signature]
28.	Muhammad Usman	Director H&C	Sahil Property	0321-6700407	[Signature]
29.	Ab Hameed Latif	Subordinate	SW M (U)	0309-780873	[Signature]
30.					



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Attendance Sheet

Sr. No.	Name	Designation	Organization	Contact No.	Signature
1.	M. Yasir	MCE	MC Rawat	0321-5682461	[Signature]
2.	Zaman Khan	Supdt	M.C Okara	0300-795666	[Signature]
3.	Ahwan Baloch	SWMF	PMDFC	0336-4355589	[Signature]
4.	Inasam Ashraf	Project Manager	SARCO (Loom)	0322-694040	[Signature]
5.	Ensham Aslam	o/s Repairs	Ac Office	0300-875841	[Signature]
6.	Saib Iqbal	Project Manager	GEAGLE JV	032-573111	[Signature]
7.	Intesham W. Kay	RA	SDPT	03409300646	[Signature]
8.	NAGAI AKRAM	MCE	ML-SWL	0321-6963463	[Signature]
9.	Muhammad Aftab	GM	SLWMC	0323-4152095	[Signature]
10.	Saib Hassan	TM SLWMC	SLWMC	0300-71-713	[Signature]
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Attendance Sheet

Sr. No.	Name	Designation	Organization	Contact No.	Signature
16.	M. Rashid Zahoor	GM	LWMC	0321-4229621	[Signature]
17.	Hafiz Zubair Shuja	AM Procurement	The Urban Unit	0322-2764885	[Signature]
18.	Abdul Wahab Khaliq	Medical Officer	SLWMC	0300-5926882	[Signature]
19.	M. Saeed	Comptroller	Department	0345876464	[Signature]
20.	NASEEM AKSAR	Mo Finance	ML Dera Gokul	0322-696210	[Signature]
21.	"	"	MC Rawat	" "	[Signature]
22.	Mohsin Ali	WBN	OKARA	0300-4052586	[Signature]
23.	Neham Rana	Project Officer	SDPT	0323-5883050	[Signature]
24.	Javed Iqbal	Comptroller	SLWMC	0300-4825609	[Signature]
25.	Munazza Anwar	GM Comms	Urban Unit	0300-9408524	[Signature]
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Egerton Road, Lahore, Pakistan

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The Urban Unit
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