

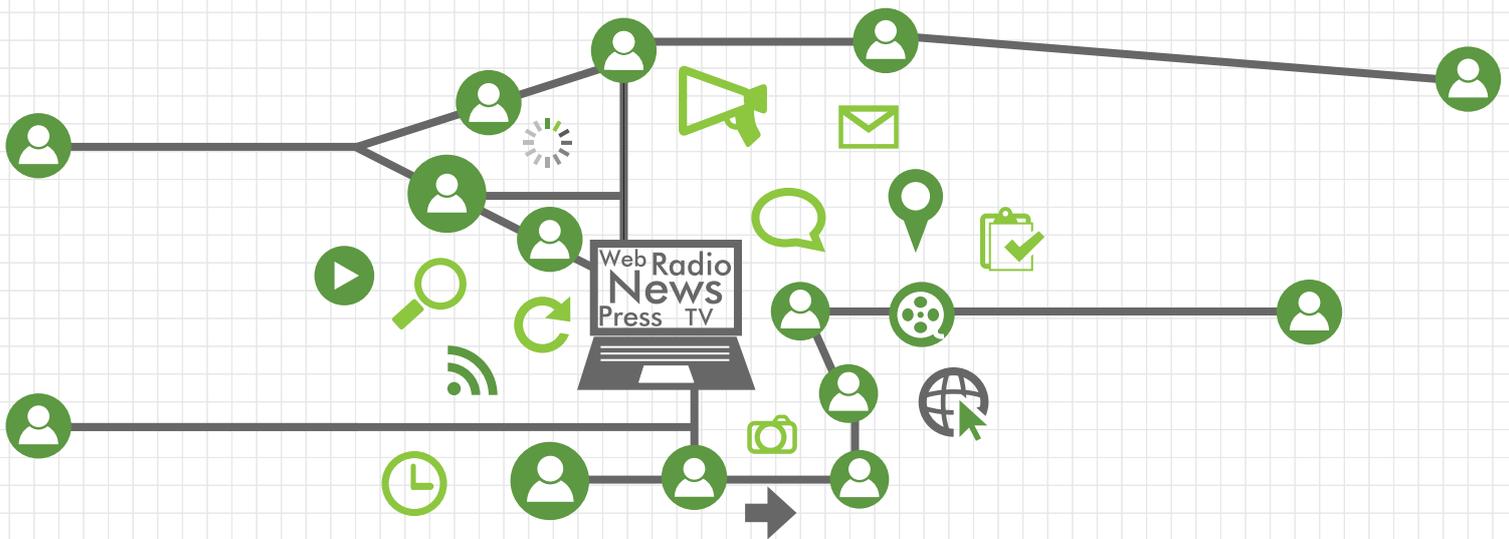


# PAKSTRAN

PAKISTAN SUSTAINABLE TRANSPORT PROJECT

Media Sensitization Seminar on  
**'Transport Sector and Related Issues in Pakistan'**  
December 23, 2013 - Karachi

## EVENT REPORT



## Background

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Urban transport activity is a key component of economic development and human welfare and is increasing around the world as economies grow. The most pressing problems associated with this increasing transport activity are traffic fatalities and injuries, congestion, air pollution and associated ecological, economic and social impacts. The transport sector plays a crucial and growing role in world energy use and emissions of greenhouse gases (GHGs), that are known for causing climate change.

In Pakistan, the transport sector contributes to the national carbon emissions, and is responsible for more than half of the oil consumed in Pakistan. As the population and economy have grown, the size and number of vehicles too have increased from 2.7 million in 1990 to 5.5 million in 2005 (an increase of over 100%), and increased to 9.8 million by 2010.

### Transport System in Pakistan

Road transport is the backbone of Pakistan's transport system. The 9,574 km long National Highway and Motorway network, which is 3.65 percent of the total road network, carries 80 percent of Pakistan's total traffic. Over the past ten years, road traffic, both passenger and freight, has grown faster than the national economy. Currently it accounts for 91 percent of the national passenger traffic and 96 percent of freight.

The absence of a public transportation system (particularly in urban centers) has led to increased transport problems. An extraordinarily expanded transport network (mainly with focus only on infrastructure development) and increasing population density is exacerbating the problem. Excessive reliance upon road transport is also causing increased congestion, degradation of air quality with dramatic increase in GHG emissions. The associated ecological, social, economic and health related impacts are also increasing significantly.

### Need for Sustainable Urban Transport (SUT)

Based upon the above analysis and the significance of GHG emissions from the urban transport sector combined with its expected growth, it is imperative that such interventions are designed that offer an opportunity to promote sustainable modes of transport. Besides mitigating climate change, the role of Sustainable Urban Transport (SUT) is vital for improved living conditions, particularly for urban dwellers in Pakistan.

It is estimated that Pakistan has potential of saving at least 20 percent of the energy used in transport sector. Also, increased usage of public transport has been identified as a policy option for Pakistan to reduce GHG emission from this sector by orienting towards public transport. Promotion of sustainable means of transport is considered extremely important for future sustainable development in the country and which carries other considerable benefits such as: reduced congestion, pollution, consumption of fossil fuels and health problems, besides mitigation climate change.

## About PAKSTRAN

To address the transport and related problems in the country, the Pakistan Sustainable Transport Project (PAKSTRAN) is being implemented by Government of Pakistan.

### Objective

The objective of the Project is *'to reduce the growth of energy consumption and related greenhouse gas emissions from Pakistan's transport sector, while simultaneously improving urban environmental conditions and improving Pakistan's competitiveness'*.

## Expected Outcomes/Outputs

The expected outcomes of PAKSTRAN are:

Outcome 1: Operational urban transport system in Punjab province

Outcome 2: Operational urban transport system in Sindh province

Outcome 3: Improved energy efficiency in truck freight transport

Outcome 4: Increased public awareness and institutional capacity on sustainable transport concepts.

The output of PAKSTRAN is *'Environment mainstreamed across the development sector plans and programmes'*.

PAKSTRAN will guide this through:

- Demonstrating international best practices planning and implementation of integrated urban transport systems,
- Strengthening the institutional and policy framework for urban transportation,
- Demonstrating international best practices for modernizing the trucking fleet; creating an investment environment with widespread stakeholder acceptance,
- Raising public awareness and knowledge of issues in sustainable urban transport and fuel-efficient transport in Pakistan.

## Introduction

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As part of Outcome 4 i.e. 'Increased public awareness and institutional capacity on sustainable transport concepts' it was important to engage with both electronic and print media personnel so that they may have a better understanding of what PAKSTRAN entails and to raise any queries and concerns with Project staff.

A sensitization seminar for media on transport sector and related issues in Pakistan was organized under the Pakistan Sustainable Transport (PAKSTRAN) Project in Karachi (Agenda attached as Annex I). The event aimed at effectively engaging media to report on the social, economic/developmental and environmental issues related to transport sector in Pakistan. It was attended by prominent representatives of print and electronic media in Pakistan and key project stakeholders (List of participants attached as Annex II).

The event was widely covered in the print media (Press release and online links to media coverage as Annex III).

## Proceedings

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### Presentations

#### **Introduction to PAKSTRAN and awareness raising priorities - Syed Kamran Haider Naqvi**

The event included presentations that begun with an introduction to the PAKSTRAN Project by Syed Kamran Haider Naqvi, Urban Specialist, IUCN Pakistan. He gave a brief overview of the current state of the transport sector in Pakistan and the need for sustainable transport in the country.

Mr. Naqvi went on to describe the Project's activities under the approved work plan for 2013 and explained what awareness raising and capacity building activities were being planned under Outcome 4 i.e. 'Increased public awareness and institutional capacity on sustainable transport concepts'.

#### **Transport sector and related social, and economic issues in Pakistan - Mr. Muhammad Aqib Uddin**

Mr. Muhammad Aqib Uddin, Transport & Environment Specialist in his presentation gave a global perspective on the Economic and Social dynamics of the Transport Sector. He stressed on how road networks lay the foundations for how human settlements function and how it facilitates commerce between markets. Road transport is intricately linked to the health, economic performance, and social fabric of contemporary cities.

Mr. Aqib Uddin described that all human activities that involve the use of natural resources, like fossil fuel in case of transport sector, cannot go for ever and that a sustainable system was critically needed in the near future. He went on to define that a 'Good City' is classified as a city that shows profound respect for human dignity. A city where people want to be outdoors. A city that is good for children, women, elderly people, the handicapped and the poor, is good for everybody else. A city that is safe and friendly to pedestrians and bicycles almost certainly is a good city. Cars parked on sidewalks, or parking bays where there should be sidewalk, are symbols of inequality and lack of democracy.

#### **Transport sector and its impacts of environment in Pakistan - Dr. Raza Mehdi**

Speaking on Transport sector and its impacts of environment in Pakistan, Dr. Raza Mehdi from NED University of Engineering & Technology in his presentation described how the environmental impact of transport is because it is a major user of energy and burns most of the world's petroleum. He relayed how this movement creates air pollution, including nitrous oxides and particulates and contributes to global warming through emission of carbon dioxide.

Dr. Mehdi shared with the participants various surveys and statistics on the diseases that are highly associated with air pollution that cause disorders to the respiratory system. He explained that the respondents of survey were largely suffering from headaches, hypertension, eye ailments, chronic influenza, stress and tonsillitis. While nausea, chronic cough, hearing loss, learning loss and palpitations were prevalent disorders to a lesser extent found in the respondents.

#### **Sustainability concepts in transport sector/options and benefits - Prof. Dr. Shabbar Ali**

Prof. Dr. Shabbar Ali, Chairman at NED University of Engineering & Technology, spoke on sustainability concepts in transport sector/options and benefits. His presentation covered the understanding of sustainable transport, analysis of urban travel in Karachi, public transport options and his recommendations on sustainable transport systems.

Dr. Shabbar Ali also presented his in-depth research on transport systems in Pakistan, specifically Karachi. He revealed stats and graphs, showing travel times taken from specific areas of Karachi. City corridor plans were also presented in his data findings that showed road sections with more than 100,000 vehicles per day. His presentation concluded with the description of various modes of transport that could be applied to Pakistan.

### Discussions

Moderated discussions were carried out after each presentation, where the participants were given the opportunity to make observations and ask questions from each presenter. A fruitful and vigorous dialogue was engaged where media and print representatives shared their concerns and appreciated the efforts of IUCN in organizing an informative event.

## Annex I

### Agenda

Time	Activity	Remarks
1030 - 1100	Session tea	
1100	Recitation & introduction of participants	
1100 - 1110	Welcome remarks	Mr. Mahmood Akhtar Cheema, Country Representative, IUCN Pakistan
1110 - 1120	Opening remarks	Dr. Saleem Janjua National Project Manager, PAKSTRAN Ministry of Water and Power Government of Pakistan
1120 - 1130	Introduction to PAKSTRAN and awareness raising priorities	Syed Kamran Haider Naqvi Urban Specialist, IUCN Pakistan
1130 - 1200	Moderated discussions	
1200 - 1230	Transport sector and related social, and economic issues in Pakistan	Mr. Muhammad Aqib Uddin Transport & Environment Specialist
1230 - 1300	Moderated discussions	
1300 - 1400	Lunch and Prayer	
1400 - 1430	Transport sector and its impacts of environment in Pakistan	Dr. Raza Mehdi NED University of Engineering & Technology
1430 - 1500	Moderated discussions	
1500 - 1530	Sustainability concepts in transport sector/options and benefits	Prof. Dr. Shabbar Ali Chairman NED University of Engineering & Technology
1530 - 1600	Moderated discussions	
1610	Vote of thanks	Mr. Danish Rashdi Manager Education, Communications and Outreach IUCN Pakistan

## Annex II

### List of participants

Sr#	Name	Designation	Organization	City	Phone
<b>PMU PAKSTRAN</b>					
1	Dr. Muhammad Saleem Janjua	National Project Manager	PMU- ENERCON	Islamabad	0300-5507545
2	Mr. Muhammad Tajwar Khan	M & E Officer	PMU- ENERCON	Islamabad	0333-9723288
<b>CIU-Punjab</b>					
3	Ms. Hina Ibrar	GIS Specialist	The Urban Unit	Lahore	0331-4841247
4	Ms. Madiha Qamar	Communication Officer	The Urban Unit	Lahore	0333-4063526
<b>CIU-Sindh</b>					
5	Mr. Yar Muhammad	Component Manager	CIU-Sindh	Karachi	0333-2595110
<b>Media Representatives</b>					
6	Mr. Faiz Paracha	Reporter	Saama TV	Islamabad	0300-5555735
7	Ms. Naila Anwar	Journalist/Columnist	The DAWN	Islamabad	0307-5550562
8	Mr. Sohail Khan	Senior Staff Reporter	Daily Dunia News	Islamabad	0300-5129165
9	Mr. Raja Javed Ali Bhatti	Incharge Jang Forum	Daily Jang	Islamabad	0333-5175980
10	Mr. Hasan Hayat Khan	Producer Documentaries	PTV, Home	Islamabad	0332-5100203
11	Mr. Imdad Hussain	Presentation Officer	PTV News	Islamabad	0333-5402829
12	Mr. Hafeezulah	Reporter	DAWN News TV	Quetta	0313-8385858
13	Mr. Noor Ul Arifeen	Reporter	SAMAA TV	Quetta	0333-7809200
14	Mr. Mohammad Khalid	Reporter / Photographer	Daily Mushriq News Paper	Quetta	0300-3842981
15	Mr. Daniyal Butt	Reporter	News Network International	Quetta	0300-9380656
16	Mr. Nadeem Iftikhar	Chief Executive	The Lahore Times	Lahore	0302-9163609
17	Ms. Kinz ul Eman	Manager, MRMCC	Pak Lions Youth Council	Multan	0334-3252525
20	Mr. Muhammad Aqib Uddin	Consultant		Karachi	0300-2108109
21	Mr. Mehmood Alam Khalid	Editor	Farozaan	Karachi	0331-4841247
22	Mr. Ghulam Kibria	Correspondent	Energy-Monthly	Karachi	0312-344388
23	Mr. Nazir Siyal	Senior Correspondent	Frontier Post/Lahore Times	Karachi	0333-7554016
24	Mr. Shabina Faraz	Independent Journalist	Jareeda	Karachi	0300-2493903
25	Mr. Sohail Rafiq	Editor	Jang	Karachi	0333-2194101
26	Dr. M.Zakaria	Founder	World Youth Center	Karachi	0302-2029208
27	Ms. Faiza Ilyas	Reporter	DAWN	Karachi	0333-3647441
28	Mr. S.A Saeed	Producer	CA	Karachi	0345-3020390
29	Mr. Ghulam Abbas	Engineer	TVE	Karachi	0306-2026900
30	Mr. Waqas Ahmed	Engineer	A.E	Karachi	0300-2199488
31	Dr. Mir Shabbar Ali	Professor	NED UET University	Karachi	0333-3272128
32	Malik Bakhtiar Aziz	Reporter M/S.	MBA International	Karachi	0345-2860423
33	Mr. Sameer	Reporter	Express Tribune	Karachi	0300-5240873
34	Mr. Qaseem Saeed	News Reporter	Aaj News	Karachi	0300-8946600
35	Mr. Mehtab	Marketing	P.IDEAS	Karachi	0345-2104633
36	Mr. Amar Gurio	President	National Council of Environmental Journalist	Karachi	0333-2068048
37	Mr. M. Naeem Qureshi	President & Editor	NFEH, Energy Update	Karachi	0300-2068048
38	Dr. Mehdi Raza	Professor	NED UET University	Karachi	0333-2283154
39	Ms. Nighat Aziz	Anchor	Media	Karachi	0308-2296040
40	Mr. Ihsan	Programme Coordinator	NRDP	Karachi	0300-8315726
41	Mr. Aslam	Prog Assistant	CA	Karachi	0300-2491719
42	Mr. M. Faziz		Daily Dunya	Karachi	0322-224928
43	Mr. Rana Jawed	Reporter	Dunya News Paper	Karachi	0321-8992381
<b>IUCN Pakistan</b>					
45	Mr. Mahmood Akhtar Cheema	Country Representative	IUCN	Karachi	0300-8217457
46	Mr. Saadullah Ayaz	Component Manager	IUCN	Islamabad	0307-7773811
47	Mr. Hasan Zaman	Communications Officer	IUCN	Islamabad	0307-7773802
48	Ms. Mussrat Khan	Programme Assistant	IUCN	Islamabad	0307-8883170
49	Mr. George Sadiq	Programme Officer	IUCN	Karachi	0303-3332127
50	Mr. Danish Rashdi	Manager, ECO	IUCN	Karachi	0303-3335769
51	Mr. Kamran Naqvi	Urban Specialist	IUCN	Karachi	0303-3335767

## Annex III

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### Press Release

## **JOURNALISTS TO BE TAKEN ON BOARD TO PROMOTE SUSTAINABLE TRANSPORT CONCEPTS IN PAKISTAN**

Karachi, December 23, 2013

A sensitization seminar for media on transport sector and related issues in Pakistan was organized under the Pakistan Sustainable Transport (PAKSTRAN) Project here in Karachi today. The event aimed at effectively engaging media to report on the social, economic/developmental and environmental issues related to transport sector in Pakistan. It was attended by select representative of print and electronic media in Pakistan.

Speaking on the occasion, Mr. Mahmood Akhtar Cheema, Country Representative, IUCN Pakistan mentioned that IUCN as a partner in the PAKSTRAN project has initiated several activities to raise awareness about the issues related to transport sector in Pakistan, through adopting a strategic approach. He said the role the media is playing for raising awareness is considered crucial to educating people about the concept of sustainable transportation. Mr. Cheema added that the enhanced awareness about sustainable transport is expected to eventually pave the way for planning and development decisions that are to be taken in Pakistan regarding sustainable urban transport concepts, thus influencing the achievement of PAKSTRAN's objective.

In his remarks Dr. Saleem Janjua, National Project Manager, PAKSTRAN, Ministry of Water and Power, Government of Pakistan said that the objective of PAKSTRAN project is to reduce the growth of energy consumption and reduce emission and add toward the global efforts in mitigating the emission and improve the urban development. While talking about the event, Dr. Janjua said that the tool of awareness raising has been made integral part of PAKSTRAN and it is expected that effective involvement of media would help in promoting understanding about the sustainability concepts related to urban transport sector, which can influence a wider cross section of the society. Dr. Saleem further mentioned that the focus of all awareness raising activities under the project should be towards a gradual behaviour change in order to cause a shift to sustainable mode of transportation.

While speaking at the event, Mr. Muhammad Aqib Uddin, an eminent specialist in the subject stressed on the need of having an integrated transport system for cities like Karachi and Lahore as to catalyse and harness economic growth and deflating social pressures arising as a result of crippling and unsustainable transport system. He said that a development model for transport sector that aims only at infrastructure development would not be sustainable in longer term.

While making a presentation on the impact of transport sector on environment in Pakistan, Dr. Raza Mehdi mentioned that the road transport is the largest source of air pollution in Pakistan. Prof. Dr. Shabbar Ali, Chairman, NED University of Engineering and Technology made a presentation on sustainable transport system and said that there is need to adopt the technology which serves our needs. He stressed on integrated mass transit system as a main solution and the way forward.

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## Press Coverage in Electronic media

### **The News - Role of media crucial to create awareness, moot told**

Karachi: Speakers at a seminar said on Monday the role the media in Pakistan was playing for raising awareness was considered crucial to educating the people about the concept of sustainable transportation. <http://www.thenews.com.pk/Todays-News-4-222080-Role-of-media-crucial-to-create-awareness-moot-told>

### **Dawn - Karachi needs integrated mass transit system: experts**

KARACHI: The answer to road transport issues is not just the Karachi circular railway project but rather an integrated mass transit system that combines different modes of transports, said speakers at a seminar held on Monday at a local hotel. <http://www.dawn.com/news/1075932/karachi-needs-integrated-mass-transit-system-experts>

### **The Pioneer - Journalists key players to promote sustainable transport concepts in Pakistan**

KARACHI: A sensitization seminar for media on transport sector and related issues in Pakistan was organized under the Pakistan Sustainable Transport(PAKSTRAN) Project here in Karachi today. The event aimed at effectively engaging media to report on the social, economic/developmental and environmental issues related to transport sector in Pakistan. It was attended by select representative of print and electronic media in Pakistan. <http://thepioneer.com.pk/2013/12/24/journalists-to-be-takenonboard-to-promote-sustainbale-transport-concepts-in-pakistan-11240/>

### **Express Tribune – ‘Multi-model transport system for mobility, safer environment’**

KARACHI: A multi-model and integrated transport system is needed in big cities like Karachi as relying on a single mode of transport is not feasible, stressed experts on Monday. <http://tribune.com.pk/story/649677/multi-model-transport-system-for-mobility-safer-environment/>

### **Daily Times - ‘Sustainable mass transit way forward’**

KARACHI: A sensitisation seminar for media on transport sector and related issues was organised under Pakistan Sustainable Transport (PAKSTRAN) Project on Monday. The event aimed at engaging media to report on social, economic, developmental and environmental issues related to transport sector. <http://www.dailytimes.com.pk/sindh/24-Dec-2013/sustainable-mass-transit-way-forward>

### **Karachi Informer - Moot on sustainable urban transport concepts**

Karachi, A sensitization seminar for media on transport sector and related issues in Pakistan was organized under the Pakistan Sustainable Transport (PAKSTRAN) Project here Monday. The event aimed at effectively engaging media to report on the social, economic, developmental and environmental issues related to transport sector in Pakistan. It was attended by select representative <http://karachiinformer.com/31849/moot-on-sustainable-urban-transport-concepts/>

### **Pakistan Times - ‘Multi-model transport system for mobility, safer environment’**

KARACHI: A multi-model and integrated transport system is needed in big cities like Karachi as relying on a single mode of transport is not feasible, stressed experts on Monday. A sensitisation seminar on the transport sector and its environmental impacts was organised under the Pakistan Sustainable Transport Project (PAKSTRAN) at the Pearl Continental hotel. <http://pktimes.4com.co/tag/multimodel>

## Annex IV

### Photographs from the event







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