



NEWSLETTER

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switchasia



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SPRING NEWS

WHAT'S INSIDE

SUSTAINABLE COTTON INITIATIVE Steering Group Meeting

Arif Hamid Makhdum, Director SAP was in Zeist, Netherlands to attend SCI Steering Group meeting. The objectives of the meeting were to share the updates from different organizations like WWF, BCI and IKEA. Technical and financial reports were approved and work plan and budget for 2013 of SCI projects were discussed.

In the meeting, WWF was represented by Becci May, WWF-UK, Mizuki Murai, WWF-UK, Hammad Naqi Khan, WWF International, Richard Holland, WWF NL, Murli Dhar, WWF India, Arif Hamid Makhdum, WWF Pakistan and Marcus Albers, WWF Sweden.

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Cotton Grading & Classification



Around 5,000 people became aware of their rights at work, *decent employment opportunities*, social protection and strengthening of dialogue in handling work-related issues.

WWF-Pakistan SPRING Team Conducts Seminar at Premier Academic Institutions



Attaining Sustainable development goals is only possible when we bring about fundamental changes in our production as well as consumption practices leading to conservation of resources, and reduced risks to environment. This was the key note message given in series of seminars conducted by WWF-Pakistan SPRING project team at premier academic institutions including University of Agriculture Faisalabad & National Textile University. Titled as "Sustainable Consumption and Production - Choices for a Living Planet" the seminars aimed at raising awareness among students & faculty regarding the opportunities and benefits offered by the adoption of responsible and sustainable consumption and production

patterns in our daily life. Spreading awareness of these has been one of the major strategies towards improving both acceptance and understanding of these concepts across a wide range of stakeholders.

It has been globally recognized that unsustainable consumption and production patterns are posing great threats to the planet's ability to sustain life. Speakers from WWF-P briefed the audience on the correlation between Sustainable Consumption and Production and a sustainable lifestyle that encourages use of eco-wise products, efficient use of water and energy as well as adopting ways to reduce waste. Dr. Ghulam Akbar, Senior Director Programs; Arif H. Makhdom, Director SAP; Asad Imran, Sr. Manager SAP, WWF - P and Dr. Muhammad Ashfaq, Director, Institute of Agricultural and Resource Economics were among keynote speakers.





WWF-Pakistan SPRING Team Conducts

STREET THEATRE PERFORMANCES for Promoting Decent Work

March; 2013 WWF-Pakistan SPRING team organized street theatre performances on **“Social and Environmental Issues in Cotton Production & Processing”** in Bahawalpur, Rahim Yar Khan and Kabirwala ginning factories with the collaboration of Dost Natak a renowned drama club of Pakistan. The street theatre performances aimed at raising awareness regarding better cotton picking practices at farm level as well as decent work issues at ginning level, like child labor, wages, working hours, occupational health and safety and freedom of association. Around 5,000 people including factory workers, gin owners, officials of government departments, representatives of allied industries and general public watched these performances. WWF-Pakistan SWITCH Asia SPRING team is devoted to advancing opportunities for women and men to obtain decent and productive work in conditions of freedom, equity, security and human dignity through decent work component. It’s main aims are to promote rights at work, encourage decent employment opportunities, enhance social protection and strengthen dialogue in handling work-related issues.

Around 5,000 people became aware of their rights at work, decent employment opportunities, social protection and strengthening of dialogue in handling work-related issues.





Bahawalpur Announced as EARTH HOUR DISTRICT

WWF-P and Islamia University Bahawalpur jointly observed the Earth Hour like other parts of the country and the world by turning off the lights to convey a message of energy conservation. The students lit the candles on this occasion to express their commitment to save the environment from pollution. Dr. Naeem Rauf, District Coordination Officer Bahawalpur, on the occasion appraised the efforts made by WWF-P for nature and environment conservation. He declared Bahawalpur as EARTH HOUR DISTRICT. He also announced to set up "Friends of Environment" a forum comprising of academia, civil society and NGOs coordinated by WWF-Pakistan to support the district administration in dealing with diverse environmental issues through awareness campaigns for different segments of society. The speakers on the occasion underlined the need to promote cooperation in this regard at all levels to save environment from pollution for better and healthy conditions and efforts should be made to reduce pollution at every cost to achieve the goal. Professor Dr. Muhammad Mukhtar, Vice Chancellor of The Islamia University of Bahawalpur, DCO, Bahawalpur, Dr. Naeem Rauf, Prof. Dr. Aslam Adeeb and a number of faculty members and students enthusiastically participated in the ceremony.



Pakistan Cotton Ginnners' Association is a representative body of over 1200 ginning factories all over Pakistan. It came into existence in 1958 and is recognized and licensed as 'A' class Association by the Federal Government of Pakistan.

PCGA, takes care of the interest of the ginnners and coordinates with the Federal and Provincial Government Agencies. The main objective of PCGA is to safeguard the interest of ginnners on all Pakistan bases and to project the problems of ginnners for consideration to the Federal and Provincial Governments, to educate and advise the cotton ginnners to adopt ways and means of improvement of cotton up to the International Standards.

The newly constructed PCGA House at Multan caters all the needs of ginning community in the form of a Cotton Testing (HVI) Laboratory established with the cooperation of Ministry of Textile.

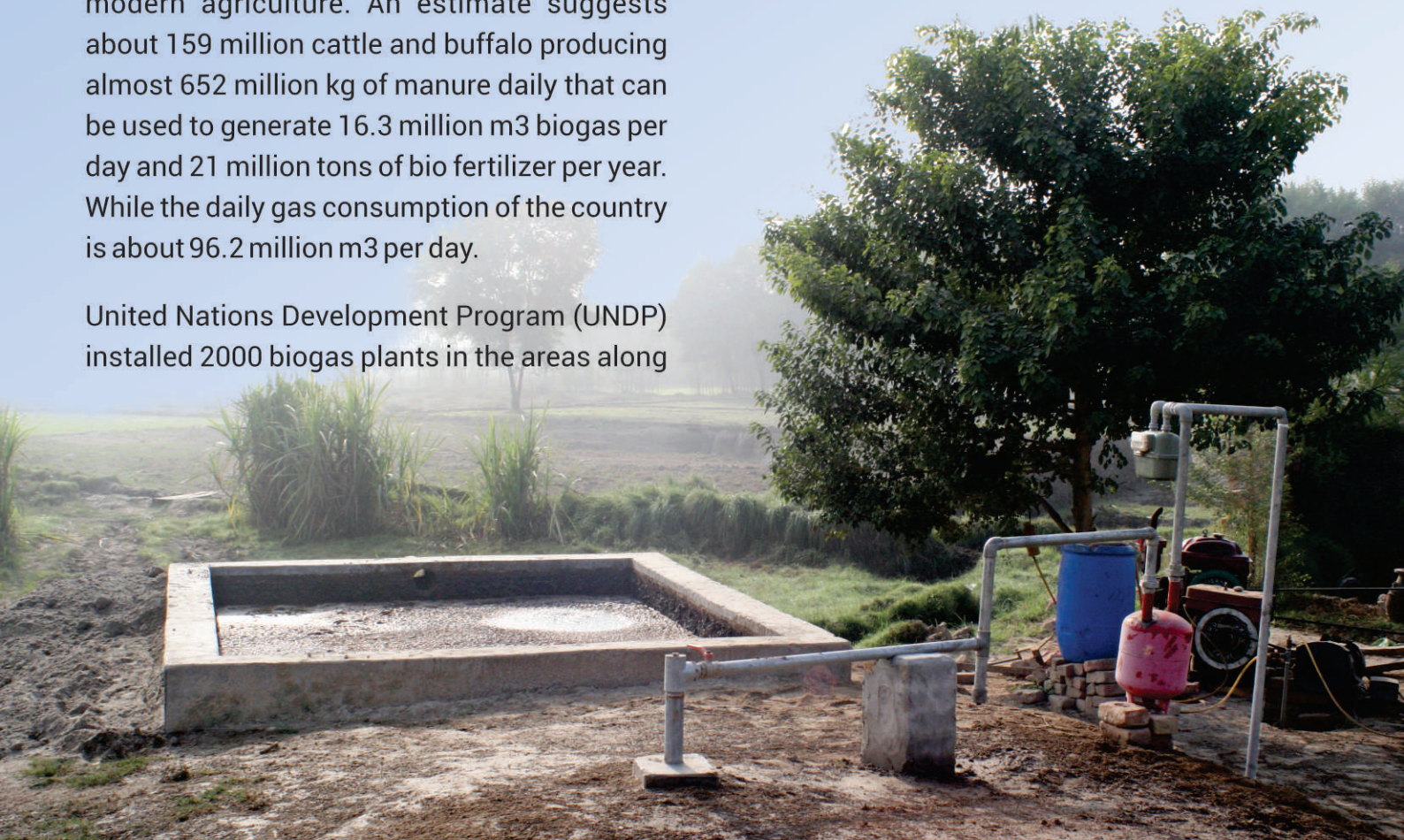
BIOGAS

a non-polluting and renewable source of energy

Biogas is the most reliable alternate energy source for Pakistan. The benefits of domestic biogas plants have widely been accepted in different parts of the world. Pakistan is an agriculture based country where livestock generally are raised for profit and raising animals (animal husbandry) is a component of modern agriculture. An estimate suggests about 159 million cattle and buffalo producing almost 652 million kg of manure daily that can be used to generate 16.3 million m³ biogas per day and 21 million tons of bio fertilizer per year. While the daily gas consumption of the country is about 96.2 million m³ per day.

United Nations Development Program (UNDP) installed 2000 biogas plants in the areas along

Indus River which were affected by heavy flood during monsoon of 2010. The average size of biogas plant was 6 cubic meter. Around 1333 household members reduced their fuel wood consumption cost by 40-60%. Whereas 205 families reduced the fuel cost to 80-100%.



Yet An Other Informative Publication In Urdu Language

The SPRING project team releases yet another informative book in Urdu for those who cannot read and understand English. Finally, there is a guide to production of standardized and contamination free cotton. This book is full of recommendations by WWF-P in accordance with the standards set by Pakistan Cotton Standards Institute. Hopefully these recommendations will result in increased production and profit to the farmers as well as an increase in demand of cotton in the international market.



Pakistan Council of Scientific & Industrial Research (PCSIR) Visits SPRING Ginning Factories

In order to evaluate the efficient and eco friendly use of cotton gin waste, WWF-Pakistan in collaboration with PCSIR under SWITCH Asia SPRING project, investigated the possible, efficient and eco friendly use of cotton gin waste. At present waste is utilized in kilns in combustion process for the production of bricks, resulting in the emission of poisonous smoke that deteriorates the environment.

Ms Razia Begum, Principal Engineer and Mr. Niaz Memon, Scientific Officer, PCSIR visited two Switch Asia SPRING project factories in Sukkur. Different ways to utilize cotton gin in energy production, composting and fill-in raw materials for furniture i.e. door shells, boards etc were also discussed

“This study will prove to be a milestone in developing practical and eco-friendly cotton gin waste management plan and will pave the way towards fruitful collaboration between WWF-P and PCSIR” Ms Razia Begum spoke in the concluding session of the meeting.



WWF-Pakistan Conducted Scoping Study to Assess the Compliance with Decent Work Standard in Ginning SMEs

To assess decent work conditions in ginning SMEs of Bahawalpur, Rahim Yar Khan and Sukkur, WWF-P under SWITCH Asia SPRING project in collaboration with Centre for Improvement in Working Conditions and Environment (CIWCE), conducted an assessment study to analyze the extent to which the guidelines of Decent Work have been followed in ginning factories. Decent work standards combine access to full and productive employment with rights at work, social protection and the promotion of social dialogue.

Team from CIWCE visited the selected ginning factories and conducted interviews focused group discussion with ginning staff. The acquired findings of the study will be used to prepare guidelines to make this sector better social compliant, worker friendly and promote decent working conditions.



WWF-Pakistan Organizes Training on COTTON GRADING & CLASSIFICATION

WWF - Pakistan organized training on cotton grading and classification in collaboration with Pakistan Cotton Standard Institute (PCSI) for ginning field staff. The objective of the training was to create awareness about the composition of grades, preparation of seed cotton before ginning and the lint grades. The Participants visited PCSI lab, where Mr. Haroon Rasheed - Lab Incharge, briefed them about different tests of lint cotton. During his presentation, he stressed upon the fact that different grades of cotton should be handled separately depending on its fiber characteristics for quality assurance. At the end Mr. Muhammad Abdullah, Project Officer, WWF-P thanked the participants of the workshop for showing keen interest in the training.

WWF-Pakistan SPRING Team Participated in Annual Spring Festival staged by University of Agriculture Faisalabad. (March 26-31)

WWF-Pakistan Spring team showed up in the Spring Festival which was meant to provide a platform for the common and farming community to interact with social as well as agricultural experts. As part of its Global Conservation Program ,WWF aims to help make agriculture commodities like cotton and sugarcane cultivation part of sustainable industry so as to make its production environment friendly and to reduce its footprint on priority eco-system. The stall set up by the team was a source of attraction for the agricultural enthusiasts who came to observe the latest trends in agriculture technology and research. The team also bring into picture that the Sustainable Agriculture Program (SAP) aims at empowerment and capacity building of the marginalized poor farmers' communities through innovation and dissemination of economically efficient, ecological farming solutions and technologies linkage development for agri commodities, supply chain improvement ensuring food security and promotion of decent work for all. The stall of WWF-Pakistan and efforts of Spring Team was much appreciated by the common people, academia and farming community.



Sohail Mahmood Harrel (Cotton-Ginner)

Awami Cotton Factory is one successful example of how SWITCH Asia is touching & improving lives across Pakistan in the cotton ginning sector.



"I gained production efficiencies after SWITCH Asia Spring team conducted an experimental modification at my cotton ginning factory." - Sohail Mahmood Harrel

Sohail Mahmood Harrel, like any other cotton ginner, believed that better cotton was confined to the farmer only. SWITCH Asia contacted Sohail Mahmood Harrel and communicated better ginning practices covering three core areas:

- Better Cotton
- Ginning Efficiency
- Decent Work

"When I started learning the basic rules of better ginning, I came to know that our management in daily operations was quite poor. For example, we were not properly using energy and we had no satisfactory systems to expose our waste." - Sohail Mahmood Harrel.

"I was not aware of decent work strategy before and none of my workers had ever asked for it. Now I find myself ethically bound to provide them with safety masks and ear plugs. I am trying my best to minimize their life risks.



Recently I got fire hydrants installed in my factory as suggested by SWITCH Asia team. The team also motivated and encouraged me for the installation of shower system outside the dust rooms for dust control, which I did for the well being of my workers. I have recently placed not only fire extinguishers in my factory but also electric panels, designed with safety of workers in mind. I have come to know that sound health of my workers will pave the way to overall productivity and efficiency." – Sohail Mahmood Harrel



EDITORIAL BOARD

Director Arif H. Makhdom
Manager Asad Imran
Editor Arshia Khurshed
Copy Editor Safeena Arif H. Makhdom (VOL)
Graphic Artist Jahangir Abdul Razzaq
Photo Credits SAP-WWF

For Feedback & Suggestions **SAP MANAGEMENT OFFICE**
WWF-Pakistan
4-A, Sawar Muhammad Hussain Shaheed
Road, Model Town A, Bahawalpur.

T 062 2888314, 2883909, 2882119
E spring@wwf.org.pk

UPCOMING EVENTS

- WWF and BCI are organizing a seminar about BCI for retailers and brands in London on 26th April. Mr. Asad Imran Senior Manager SAP will attend the seminar.
- Decent work training for Ginners.
- Publication of occupational health and safety.
- Ginning Equipment manufacturer survey.

SWITCH ASIA PROJECT OFFICE

WWF-Pakistan

House # 120-B Street # 4 Friends
Housing Society, Akhowat Nagar,
Airport Road, Sukkur

T 071 5633236

E spring@wwf.org.pk

SWITCH ASIA PROJECT OFFICE

WWF-Pakistan

House # 64-A Usman Block,
Abbasia Town,
Rahim Yar Khan

T 068 5875314

E spring@wwf.org.pk

HEAD OFFICE

WWF-Pakistan

Ferozepur Road
P. O. Box 5180, Lahore.

T 042 358 62 359 - 60
F 042 358 62 358

E spring@wwf.org.pk



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