



The Urban Unit
Planning & Development Board, Punjab



Leading



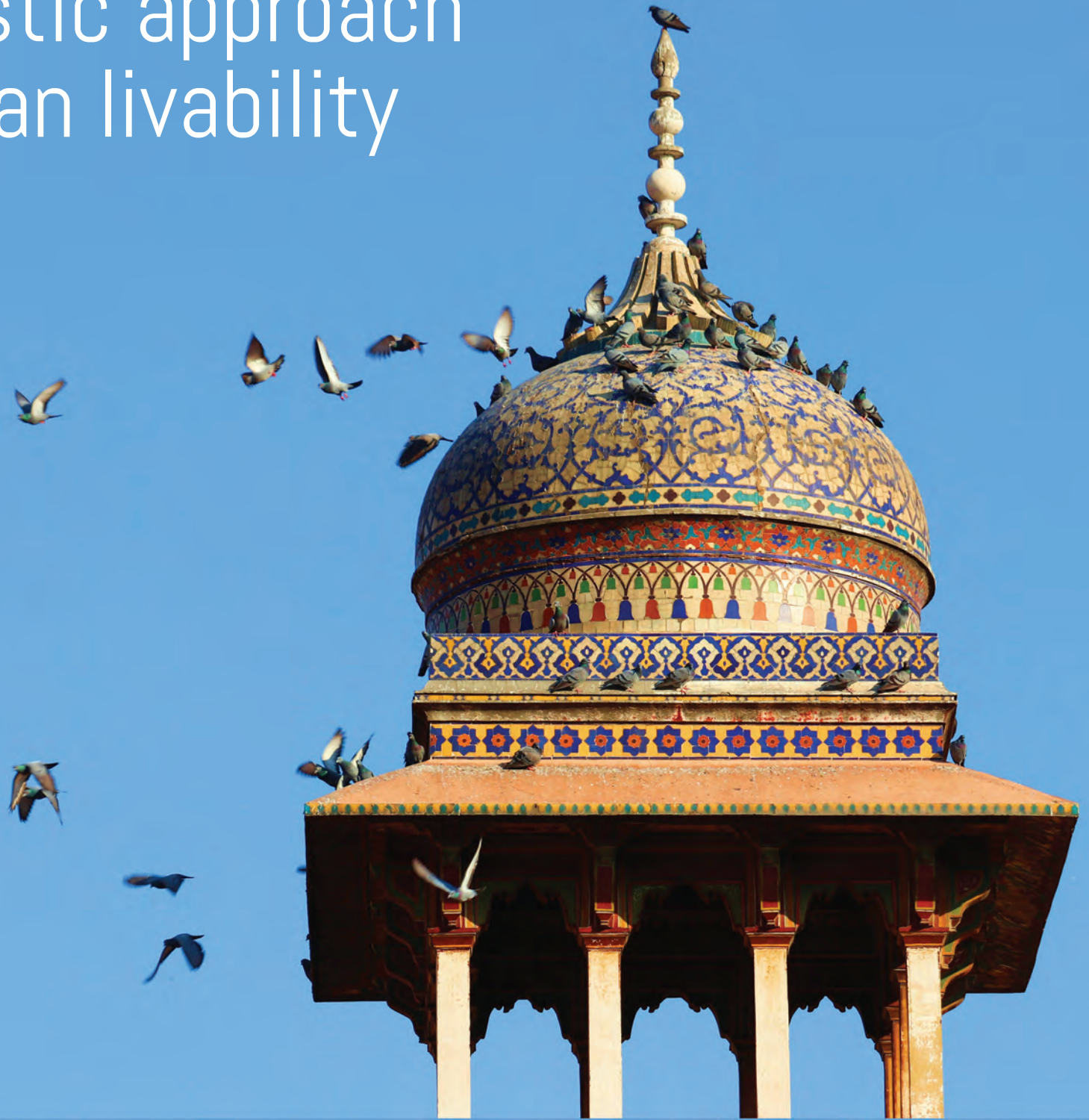
Shaping Urban Transition

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A holistic approach
to urban livability





Sohail Ahmad
Chairman



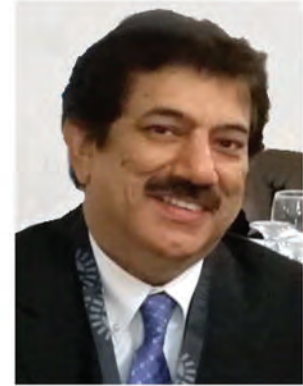
Zarine Aziz
Director



Syed Muhammad
Turab Hussain
Director



Ali Tauqeer Sheikh
Director



Ali Zafar Qazi
Director

Chief Executive Officer
The Urban Unit

Additional Secretary (A&H)
HUD&PHE Department
Government of the Punjab

Special Secretary Finance
(Expenditure)
Finance Department
Government of the Punjab

Member (LG/UD)
Planning & Development Board
Government of the Punjab

Board of Directors

Since its inception over 18 years ago, The Urban Unit has been committed to transform urban development in Pakistan. Our mission is to leverage the power of urbanization to foster economic growth, enhance living standards, and create sustainable, inclusive cities. By focusing on technology and spatial data, we develop local strategies to tackle urban challenges, design actionable policies, and oversee their implementation. We take pride in leading the charge in redefining development and making a meaningful difference across Punjab and beyond.

Muhammad Omar Masud

Chief Executive Officer (PAS)



Muhammad Omar Masud, CEO of Urban Unit since June 2020, brings 18 years of civil service experience. He holds a PhD in Urban and Regional Planning from MIT, USA, and Master's degrees from Princeton University and University of Sussex, UK.



Dr. Nasir Javed is former senior civil servant belonging to the Pakistan Administrative Services Group with extensive administrative experience. He is a Chevening scholar with graduate degrees in medical sciences and law, and a Masters degree in Administration from the University of Wales, Cardiff, UK. Dr. Nasir founded the Urban Unit at the Planning and Development Department, Government of the Punjab in 2005, and led it for nearly 13 years, implementing groundbreaking multisectoral projects across Pakistan.

Dr. Nasir Javed

Founder and Former Chief Executive Officer (PAS)

August 25, 2012 - September 17, 2018



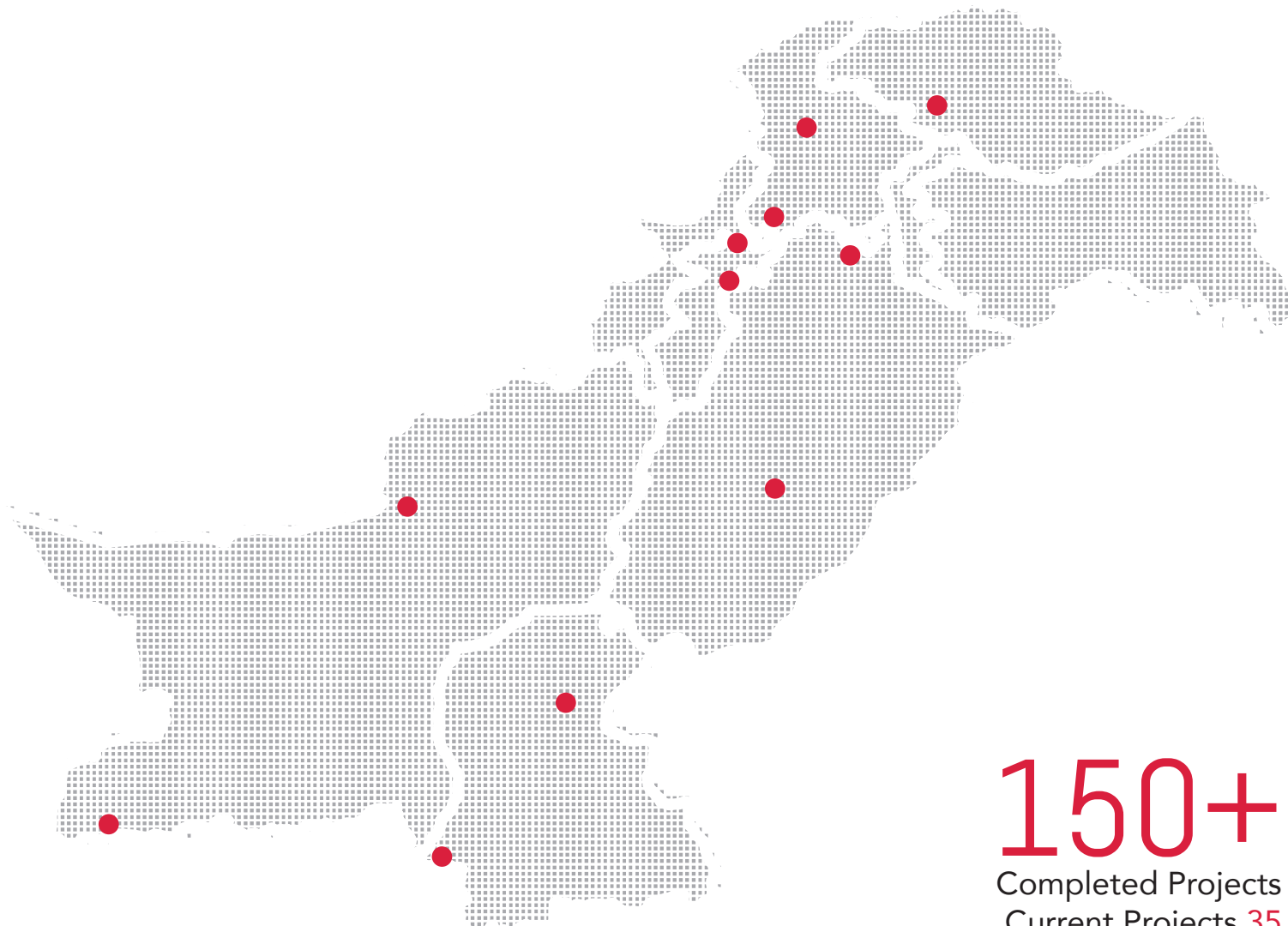
Mr. Khalid Sherdil Shaheed was the CEO of the Urban Unit and Secretary MPDD. He had served as Secretary for Industries Punjab, Labour Secretary for Balochistan, Secretary Prosecution and additional Home Secretary Punjab. Khalid Sherdil was ABD (All But Dissertation) in a Doctoral degree in Computer Science at the University of Western Ontario, Canada. Khalid was also an Electrical Engineer from Washington University, and was pursuing a Doctoral Degree in Computer and Environment Science at the Western University, Canada. He led Urban Unit's transition from data organisation to planning and analytical arm of Government.

Khalid Sherdil Shaheed (PAS)

Former Chief Executive Officer

January 25, 2019 - May 22, 2020

Visionary Leadership



150+
Completed Projects
Current Projects 35

31
mio Turnover

19
Years of Experience

274
Employees
PhDs 09

WHO WE ARE

Leaders in providing tailored and implementable solutions to urban development issues

The Urban Unit, established in 2005, as a Project Management Unit (PMU) of the Planning and Development Department under the Government of Punjab, transformed into an independent private sector company in 2012. Registered with the Securities and Exchange Commission of Pakistan (SECP) and fully owned by the Government of Punjab, we have dedicated the past 19 years to redefining development in the country. Our focus has shifted from traditional development models to leveraging urban agglomeration by creating a 'system of cities' to drive economic growth. As leaders in capacity building, we deliver technical assistance through partnerships and provide IT-based tailored solutions designed in-house to meet the needs of our clients and partner organizations.

Our mandate includes offering policy advice and services to public and private sector organizations in areas such as Housing, Urban Planning & Architecture, Spatial Planning, Urban Transport, Solid Waste Management, Water & Sanitation, Environment, Economic Development & Municipal Finance, Institutional Development, Capacity Building, and Service Delivery Improvement while using highly reliable GIS-based analytics. We also provide consultation and support in communication, branding, marketing, and stakeholder engagement. Our commitment to sustainable solutions drives us to innovate and excel in creating vibrant and resilient urban environments.



URBAN UNIT STRUCTURE

The Unmatched HR Strength

The Urban Unit operates under the guidance of a Board of Directors, which plays a crucial role in setting strategic goals, supporting executive functions, and ensuring the Unit has sufficient and well-managed resources. The Board represents both management and stakeholder interests, comprising a mix of internal and external members.



Zarah Azeem
Chief Financial Officer



Muhammad Imran
Company Secretary



Naveed Ahsan
Chief Operating Officer (Officiating)
GM/Senior Specialist M&E



Abid Shah Hussainy
GM/Senior Specialist
Environment, Climate Change,
Biodiversity and Water



Dr. Basit Ahmed
GM/Senior Specialist
ICT



Dr. Urooj Saeed
GM/Senior Specialist
GIS



Khurram Afzal Malik
GM/Senior Specialist
Economics



Memoona Arslan Bhatti
GM/Senior Specialist
Communications



Nadia Naeem Qureshi
GM/Senior Specialist
Urban Planning, Architecture & Design

OUR SECTORS

Shaping the future of urban development
and services nationwide



Urban Planning,
Architecture and Design

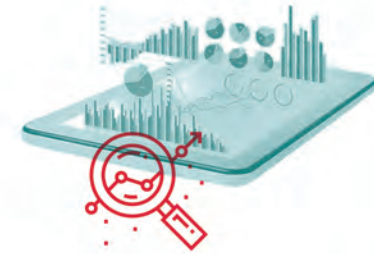
Economic
Development



Water Supply
and Sanitation



ICT and GIS
Development



Business
Development

Design and
Communication



GIS and
Remote Sensing



Solid Waste
Management



Urban
Transport and
Connectivity

Monitoring and
Evaluation



Environmental and
Social Safeguards





EXPERTS. PLANNERS. VISIONARIES.

Our strength lies in our people, a dynamic blend of technical experts, visionary planners, data scientists, and experienced professionals who bring depth and innovation to everything we do. With specialized skills across 11 key sectors, our team tackles complex urban challenges with precision and creativity. It's the synergy of talent and experience that enables us to drive impactful change, reimagine urban spaces, and shape the future of cities with strategy and purpose. Each member fuels a dynamic culture of collaboration and innovation, where data meets design, and insight ignites transformative impact.





LEARNING RESOURCE CENTER

This Learning Resource Center stands out as a beacon for researchers, planners, and policy-makers, providing holistic, multidisciplinary resources essential for evidence-based urban development in Punjab and beyond.

25,000+ Books & Research Materials on urban planning, policy, governance, and development

Access to JSTOR & 5 HEC Databases (SpringerLink, INFORMS, ASTM, Wiley, Taylor & Francis) for top-tier scholarly research

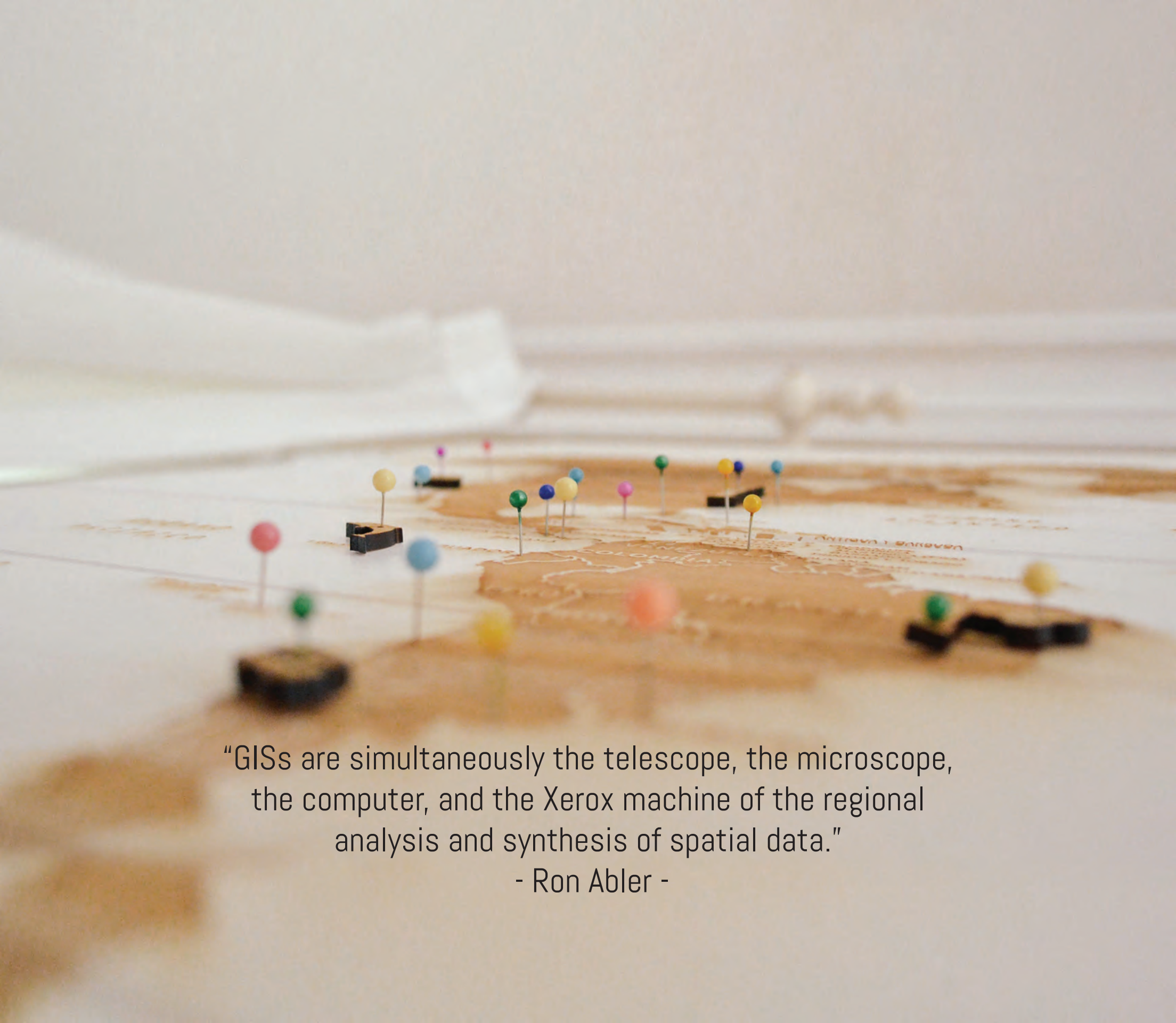
Turnitin Integration for plagiarism detection and promoting

academic integrity, including AI content checks

Rich Data Archives including Census data (1951–2023), MICS, and economic/development indicators for research-based policymaking

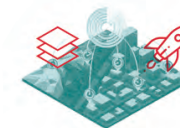
1000+ Serials including journals, newspapers, and magazines like The Economist in both English and Urdu

600+ Educational DVDs featuring documentaries on urban development and planning strategies

A close-up, slightly blurred photograph of a map of Europe. The map is spread out on a light-colored surface. Numerous colorful pushpins (red, yellow, blue, green, pink, orange) are stuck into the map, marking various locations. Several black paper clips are also placed on the map, some holding down the edges. The background is out of focus, showing more of the map and some white paper.

"GISs are simultaneously the telescope, the microscope,
the computer, and the Xerox machine of the regional
analysis and synthesis of spatial data."

- Ron Abler -



PUNJAB SOCIO-ECONOMIC REGISTRY (PSER)

The Urban Unit is implementing the Punjab Socio-Economic Registry (PSER) project to create a dynamic and comprehensive socio-economic database of all households across Punjab. Designed to improve targeting of welfare initiatives, PSER ensures reliable, verified, and locally customized data collection for evidence-based policymaking. Covering every district, tehsil, and village, it captures demographic, economic, educational, health, housing, and social protection information to support better planning and equitable resource allocation. By developing a family-based Proxy Means Test (PMT) model, the project strengthens the province's capacity to identify and support the poor and marginalized population effectively.

INDUSTRIES AND BRICK KILN DATA INVENTORY UNDER SMOG ACTION PLAN

This project, in collaboration with the Environmental Protection Agency (EPA) Punjab, focuses on mapping brick kilns across the province to address environmental and health issues caused by kiln emissions. By identifying the locations and technologies used in kilns, the project collects vital data to support better regulation and promote cleaner technologies. The goal is to reduce air pollution, improve public health, and encourage sustainable practices while ensuring the livelihoods of brick kiln workers are protected.

CADASTRAL MAPPING FOR THE LANDS OF PAKISTAN CIVIL AVIATION AUTHORITY

This flagship initiative, undertaken jointly by the Pakistan Civil Aviation Authority (CAA) and the Urban Unit, represents a significant advancement in the realm of digital land management. The project aims to establish a comprehensive cadastral mapping system for 52 strategic CAA sites across Pakistan, covering approximately 26,000 acres of vital land assets. Utilizing cutting-edge Geographic Information Systems (GIS), remote sensing, and modern surveying technologies, this initiative seeks to digitize and consolidate all existing land records into an integrated and user-friendly digital repository.

The GIS & Remote Sensing sector is essential for modern urban planning and land management, transforming spatial data into actionable insights through advanced technologies. By integrating GIS, Remote Sensing, and Survey data, it enables data-driven decision-making. Leveraging AI, ML, and cloud computing, the sector supports accurate land use classification, object detection, and predictive modeling. Tools like Convolution Neural Networks (CNNs) and generative transformers enhance analysis, while real-time visualization and scalable infrastructure empower planners to develop sustainable, efficient, and resilient urban strategies.

DIGITAL MAPPING OF TOURISM SITES IN PUNJAB

This project leverages Geographic Information Systems (GIS) to enhance tourism planning and development in Punjab, integrating geo-referenced data into dynamic digital maps. By compiling a spatial database of 100 archaeological and heritage sites, the initiative aims to classify and analyze these locations based on accessibility and historical significance. Detailed site plans for 20 selected destinations will provide a comprehensive view of transportation, accommodation, and recreational options available to travelers. The project will culminate in an Atlas of Sites, featuring rich visualizations and essential information to support a modern, accessible tourism experience in Punjab.



DEVELOPMENT OF GIS-BASED INTEGRATED COMPUTERIZATION OF IMMOVABLE PROPERTIES OF PCBL SITUATED ACROSS PUNJAB

In partnership with the Punjab Cooperative Board for Liquidation (PCBL), this project aims to digitize land management through digital mapping and open-source satellite data processing across Punjab. By compiling, geo-referencing, digitizing Mauza maps and Mussavies, and linking revenue records to precise land parcels, this initiative will create a consolidated, interactive database of PCBL's assets. Enhanced with geo-tagged features and accessible through a user-friendly dashboard, this system empowers PCBL with efficient decision-making tools, comprehensive land insights, and essential training for sustainable database management.



PUNJAB AFFORDABLE HOUSING PROGRAM

The Urban Unit, as the Program Management Implementation Unit (PMIU) for the World Bank-funded Punjab Affordable Housing Program (PAHP), is driving affordable and sustainable housing development across Punjab. Its responsibilities include program management, development of a Housing Management Information System (HMIS), GIS-based spatial analysis, drone mapping, mauza-level land assessments, and provision of baseline spatial datasets. By integrating advanced digital tools and geospatial technologies, the Urban Unit ensures transparent, efficient, and evidence-based implementation of PAHP, making housing solutions more accessible and impactful for the people of Punjab.

IDENTIFICATION OF SETTLEMENTS/ENCROACHMENTS WITHIN THE FLOOD PLAINS OF PUNJAB

The project aims to identify and map settlements and encroachments within flood-prone areas across Punjab using advanced geospatial technologies. By leveraging GIS tools, high-resolution satellite imagery, and field surveys, the initiative focuses on mapping the geospatial extent of floodplains along the five major rivers: Indus, Jhelum, Chenab, Ravi, and Sutlej as well as key drains and nullahs, including Nala Aik, Nala Degh, Nala Basanter, and Nala Palkhu. In addition, frequent hill torrent flood zones in DG Khan, Rajanpur, Mianwali, and Khushab are surveyed to assess vulnerability and enhance flood risk management strategies.

The project involves comprehensive data collection and verification through a customized mobile application and field-based ground truthing to ensure accuracy. Collected data is visualized through an interactive monitoring dashboard, enabling real-time analysis and informed decision-making. The outputs include detailed flood risk maps, thematic and interactive web maps, and built-up hotspot visuals, which serve as essential tools for disaster risk reduction, urban planning, and sustainable development.



MAPPING AND INFORMATION GATHERING ON POLLUTANT INDUSTRIES AND BRICK KILNS IN LAHORE DIVISION

The Urban Unit, in partnership with the Environment Protection Authority (EPA), is surveying industries across Lahore Division to assess air and water pollution levels. Using CMI 2015–16 data and EPA's SMART Rules 2000, the project monitors industrial emissions and wastewater quality to support effective environmental regulation and sustainable industrial development.

DIGITIZATION OF APPROVED PRIVATE HOUSING SCHEMES FOR LAHORE DEVELOPMENT AUTHORITY (LDA)

The Urban Unit, in collaboration with the Lahore Development Authority (LDA), is digitizing approved private housing schemes to enhance urban management and monitoring. The project involves geo-referencing layout plans using high-accuracy satellite imagery, parcel-level mapping with key attributes such as plot number, area, land use, mortgage status, and identifying major violations through recent imagery. A comprehensive web-based dashboard is being developed to display all housing scheme data with interactive tools for editing, plot and address finding, and real-time updates enabling transparent, efficient, and data-driven decision-making for urban planning and regulation.

SWEEP SURVEY/MAPPING OF ECONOMIC ESTABLISHMENTS IN LAHORE DISTRICT FOR PESSI

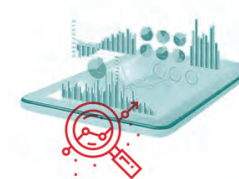
The Urban Unit, in cooperation with the Punjab Employees Social Security Institution (PESSI), is conducting a comprehensive survey and mapping of economic establishments across Lahore District. The project involves collating existing regional data, identifying active enterprises across key sectors, and verifying business information through structured field surveys. The initiative aims to create an updated, categorized database of economic entities to support PESSI in effective planning, policy formulation, and social security coverage expansion.



"The vision is to turn data into information,
and information into insight."

- Carly Fiorina -

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CM PUNJAB LIVESTOCK CARD

The CM Punjab Livestock Card project provides interest-free loans to farmers in Punjab involved in calf-rearing and fattening. These loans are for purchasing feed supplements like Vanda, Silage, and Mineral Mixture, without requiring collateral. The project also connects farmers to markets and exporters via a digital framework, aiming to reduce financial burdens, boost domestic beef production, and enhance export opportunities. ICT/GIS Development Sector of Urban Unit is responsible for verifying beneficiaries through on-ground checks in all districts of Punjab, ensuring compliance with the scheme's criteria. This includes 100% physical verification, geo-tagging of livestock premises, and two monitoring visits per beneficiary during the project. Eligible applicants will receive Livestock Cards from the Bank of Punjab after verification.

LIVESTOCK ASSET TRANSFER TO RURAL WOMEN IN SOUTH PUNJAB

The Urban Unit is supporting Government of the Punjab in its women empowerment initiative by verifying beneficiaries for a program that provides free heifers to poor rural women. The eligibility criteria includes divorced or widowed women under 55 years of age, residing in rural areas, and capable of rearing livestock. The Urban Unit is responsible for verifying rural status, assessing livestock care capacity, and compiling district-wise data of eligible applicants before balloting.

To ensure transparency and impact, the Urban Unit conducts physical verifications in three phases after distribution: within 1-3 months, 3-6 months, and 6-12 months. These checks confirm the continued presence and proper care of the animals for up to one year, supporting sustainable rural livelihoods.

PRICE CONTROL AND MARKET ANALYSIS SYSTEM, PUNJAB

It is a data-driven initiative that monitors and visualizes commodity price trends across all districts through daily field data collection and specialized surveys on agriculture, transport, and macroeconomic factors. Developed by The Urban Unit's Analytics Department, the system features interactive dashboards and a robust data bank offering district-to-provincial insights on prices, hotspots, and supply chains. By integrating agricultural inputs, transport costs, wholesale-retail flows, and stock management, it provides automated, evidence-based intelligence to support informed policymaking, stronger governance, and economic stability in Punjab.

Data Analytics forms one of the core strengths of the Urban Unit. This sector comprises of a host of computer-based and technology driven information systems. We promote use of ICT to provide integrated and real time solutions in a wide range of urban sectors including Urban Development and Planning, Community Development, Poverty Alleviation, Water and Sanitation, Solid Waste Management, Health, Basic Education, Transport and Emergency Response. The sector is rigorously involved in assisting the relevant departments in monitoring physical and financial progress, data collection from field and ensuring automation of systems with the help of big data repository as well as professional expertise.

INDUSTRIES PLANNING AND ANALYSIS CELL (IPAC)

The Urban Unit is supporting the Government of Punjab in establishing the Industries Planning and Analysis Cell (IPAC) under the ICI&SD Department to promote data-driven industrial development. IPAC is designed to streamline economic planning, policy formulation, and project design for accelerated industrial growth across Punjab. The Cell will also assist the government in monitoring and controlling the prices of essential commodities by ensuring evidence-based decision-making and strategic insights.

The Urban Unit's ICT/GIS Development sector plays a central role in price monitoring across all districts by recruiting field monitoring officers, collecting real-time market data, and developing mobile applications and dashboards for reporting and visualization. The Unit also conducts specialized surveys such as Ramadan Bazaar, shop, and *roti* price surveys. By maintaining close coordination with IPAC, ensuring accurate data reporting, and supporting strategic analysis, the Urban Unit enhances transparency, supports market stability, and enables responsive governance.



SERVICE LEVEL AGREEMENT FOR SUPPORT OF SOFTWARE & RELATED MOBILE APPLICATIONS FOR C&W DEPARTMENT

The Urban Unit, through its ICT/GIS Development sector, provides end-to-end technical, administrative, and human resource support to the Communication and Works Department under a formal Service Level Agreement (SLA). This support encompasses development, enhancement, and maintenance of software and mobile applications for road and building progress monitoring, including critical components such as the Bridge Management System (BMS) and Pavement Management System (PMS) within the Road Asset Management System (RAMS).

In addition to software services, Urban Unit ensures reliable infrastructure support covering server management, internet connectivity, and data center operations for seamless deployment and hosting. Skilled technical and field teams are deployed to manage operations and address any system-related issues promptly, ensuring continuous performance, efficiency, and user satisfaction throughout the SLA period.





"We are using resources as if we had two planets, not one.
There can be no 'plan B' because there is no 'planet B.'"

- Ban Ki-Moon -



LAHORE CLIMATE ACTION PLAN (L-CAP)

The L-CAP is strategically aligned with the Climate Resilient Punjab Vision and Action Plan 2024, which sets an ambitious target of 2027 to develop comprehensive climate action plans for Punjab's major cities. Spearheaded under the Planning and Development Board, Climate Resilient Punjab Vision emphasizes the importance of detailed GHG inventories, pathway projections, risk assessments, and tailored action plans for large cities including Lahore. By aligning with this vision, the LCAP will serve as a foundational model to guide other cities across Punjab in tackling their specific climate vulnerabilities. Monitoring & Evaluation and Governance & Capacity Assessment plans were made to identify and address institutional gaps for better implementation of the L-CAP.

CHIEF MINISTER'S PUNJAB FREE SOLAR PANEL SCHEME

The Urban Unit is managing CM Punjab's Free Solar Panel Scheme project as Project Management Consultant executed by Energy Department, Govt. of the Punjab. This project aims to address the rising cost of electricity for low-income households in Punjab, targeting those with monthly electricity consumption of up to 200 units. This initiative, with a budget of approximately PKR 9.5 billion, seeks to provide 100,000 households with standalone solar systems, offering an alternative energy source that is both sustainable and cost-effective.

Project Objectives

Energy Access: Enable reliable electricity access to low-income families, particularly beneficial during power shortages

Poverty Alleviation: Reduce household energy costs, allowing funds to be reallocated to essentials like food, health, and education

Environmental Sustainability: Contribute to reduced greenhouse gas emissions and promote clean energy

Social Equity: Bridge the energy access gap and provide equal development opportunities for marginalized groups

Environment sector is committed to fostering environmentally sustainable and climate-resilient development through its expert consulting services and strategic interventions. Serving both public and private sector clients, the organization offers research-driven insights, professional guidance, and technical support tailored to the distinct challenges of urban and ecological environments. With an expanding footprint, Urban Unit delivers customized solutions that address the diverse needs of cities and stakeholders across various sectors.

BIODIVERSITY PLANS FOR KEY CITIES

In Punjab's major cities such as Lahore, Gujranwala, Faisalabad, Sialkot, Multan, and Bahawalpur, rapid urbanization and unchecked development are placing immense pressure on natural ecosystems. The conversion of green spaces into built-up residential, commercial, and industrial areas is leading to habitat degradation, species decline, and a loss of critical ecosystem services. This urban biodiversity loss not only threatens ecological stability but also affects public health, recreational spaces, and the long-term resilience of urban environments.

To combat these challenges, the Government of Punjab is implementing integrated biodiversity conservation strategies as part of broader climate-resilient urban planning. Initiatives include establishing biodiversity baselines, developing city-specific Biodiversity Action Plans, and using tools like the City Biodiversity Index to track and monitor conservation efforts. These actions are embedded in the "R&D and Action Plans for Climate-Resilient Cities" and aim to align scientific research with policy, ensuring sustainable urban development while preserving ecological integrity.



R&D ACTION PLAN FOR CLIMATE RESILIENT CITIES IN PUNJAB

Climatology and air quality data begin to play a role in identifying the root cause of the deterioration of the environment in Pakistan. Under Planning & Development Board, this project aims to prepare action plans for selected cities that will be scientific, evidence-based, to be developed through robust baseline related to analysis of air quality, climatology, and smog in 06 urban areas/cities and industrial zones, in order to assess the existing record of air pollutant concentration and to develop a reliable air quality monitoring system.

Project Objectives

Establishing a baseline of key environment and climate parameters of cities using ground based and satellite monitoring to develop city profiles and action plans

Developing pollution inventory of major cities of Punjab (Bahawalpur, Faisalabad, Multan, Gujranwala and Sialkot)

Monitoring of heatwave in 06 major cities (Gujranwala, Faisalabad, Multan, Sialkot and Bahawalpur) and developing management plans for effective adaptation and mitigation of these exacerbating issues

Climate Change Modelling of Major Cities

Development of Air Quality Action Plans of cities (Lahore, Gujranwala, Faisalabad, Multan and Bahawalpur)

Development of City specific Biodiversity Plan for Major Cities (Lahore, Gujranwala, Faisalabad, Multan, Bahawalpur)

To develop pathway to deliver an emissions neutral city by 2050 at the latest and set an ambitious interim target and/or carbon budget



CLIMATE ACTION PLAN FOR KARACHI CITY

The Climate Action Plan of Karachi City (K-CAP) is a strategic document developed under a UNDP project that outlines how a city will deliver on its commitment to address climate change, considering wider social, environmental, and economic benefits associated with climate action in line with the Sustainable Development Goals and C40 Framework. Monitoring & Evaluation, Governance and Capacity Assessment Plan were made to identify and address institutional gaps for better implementation of the K-CAP.

Hunza Valley, Gilgit-Baltistan

"Water is the driving force of all nature."
- Leonardo da Vinci -



DIGITIZATION AND MAPPING OF WATSAN INFRASTRUCTURE IN 200 CITIES OF PUNJAB

This project, commissioned by the Local Government & Community Development Department (LG&CDD), Punjab, aims to enhance water supply and sanitation (WSS) infrastructure in 200 small and medium-sized cities across the province. The initiative addresses critical lack of asset data, which has led to inefficient maintenance and premature deterioration of WSS systems.

The project will involve tagging, digitizing, and assessing the condition of WSS infrastructure, allied assets, and facilities. A Management Information System (MIS)-based dashboard will be developed to enable data-driven decision-making, investment planning, and capacity building for local government officials. The objective is to establish a comprehensive digital asset database, evaluate infrastructure conditions, and identify immediate investment and rehabilitation needs.

DIGITISATION OF GUJRANWALA CITY

Support will be provided for key aspects of water and environment for Digital Transformation and Digitization of WASA & Gujranwala city. The said grant will be provided to the French Company Bluespark France for supporting the initiative, integrated with climate change and related intervention along with a local partner that is Urban Unit for Gujranwala WASA, Solid Waste, Green Spaces and the Local City Government.

The Urban Unit has provided support in developing Gujranwala Regional Plan and Water & Sanitation Plan for WASAs, Air Quality Action Plan, Capacity Building of WASA and mapping of city's assets on GIS and MIS. Under this initiative we will be able to demonstrate an innovative digitization for city's water, sanitation and the environment sectors for replication in Punjab as well as Pakistan.

The Water Supply & Sanitation Sector at the Urban Unit is committed to delivering technical and professional support and consultancy services to provincial and local government entities, as well as the private sector in Pakistan and abroad, with the goal of achieving sustainable development in line with water supply and sanitation Millennium Development Goals. WSS sector focuses on establishing efficient legal, regulatory, and institutional frameworks to ensure self-sustaining water supply, sanitation, and wastewater treatment services.



MURREE RAINWATER HARVESTING PROJECT

The Murree Rainwater Harvesting Project, initiated by the Local Government & Community Development Department (LG&CDD) Punjab, aims to promote sustainable water management through the installation of Rooftop Rainwater Harvesting Systems in 1,100 households within the Municipal Committee (MC) Murree jurisdiction. In addition to infrastructure installation, the project encompasses comprehensive water quality assessments, community mobilization, and WASH (Water, Sanitation, and Hygiene) education to build awareness and ensure long-term impact. A dedicated monitoring and control center has been established to oversee implementation and sustainability of the systems.

The project has been carefully aligned with Pakistan's Nationally Determined Contributions (NDCs), the Sustainable Development Goals (SDGs), the Punjab Growth Strategy 2023, and the Punjab Spatial Strategy 2047. This alignment ensures the initiative not only addresses Murree's immediate water challenges but also contributes to broader climate and development objectives. In recognition of its success and impact, the Chief Minister of Punjab has announced the launch of the project's second phase, further reinforcing the government's commitment to sustainable urban development and climate resilience.



CM DISTRICT SUSTAINABLE DEVELOPMENT GOALS PROGRAM

The project commissioned by the Planning & Development (P&D) Department Punjab is designed to advance sustainable development across the province in alignment with the Sustainable Development Goals (SDGs) framework. Covering approximately 3,212 distinct schemes across various sectors (excluding Lahore), the initiative provides critical monitoring and validation services to ensure transparency, accountability, and quality assurance for large-scale infrastructure and community development projects.

Each scheme under this program has a minimum cost threshold of PKR 05 million and spans sectors including roads, drainage, water supply, WATSAN (Water, Sanitation, and Hygiene), recreation facilities, street lighting, graveyard improvements, and education infrastructure. The project emphasizes both digital and physical monitoring, supported by a third-party validation system to maintain high standards of execution and compliance with established guidelines.



"Cleanliness is half of faith."
- Sahih Muslim#534 -





WASTE SEGREGATION, TREATMENT AND DISPOSAL (STD) FACILITY, SAHIWAL

Segregation and Treatment of Waste (STD) Facility, operationalized by the Urban Unit in July 2023, in Sahiwal, represents a forward-looking initiative aimed at enhancing sustainable urban waste management. This facility, established under the broader vision of the “Saaf Suthra Punjab Project,” serves to divert recyclable materials from the municipal solid waste (MSW) stream, thereby extending landfill lifespan, generating economic value, and contributing to public and environmental health. Operating currently in a single 8-hour shift with a capacity to process 40 tons per day out of its 200-ton design capacity, the facility recovers over 65% of incoming waste as valuable outputs such as recyclable materials and organic compost.

The STD facility is currently managed on a pilot basis by the Urban Unit and is being handed over to Municipal Committee (MC) Sahiwal. Waste collection is conducted through six compactors, with all waste now being diverted to the treatment facility instead of traditional disposal sites. On average, the waste comprises 52% organic matter, 13% recyclables (with polythene bags, textiles, and PET as primary constituents), and 35% inert waste. Organic compost produced at the facility has been deemed agriculturally fit by the Agriculture Department of Punjab, after trial conducted by Ayub Agricultural Research Institute Faisalabad on maize crop in Kamalia, Gojra and Sahiwal. This model not only contributes to improved urban sanitation but also aligns with Pakistan’s climate action commitments under the Nationally Determined Contributions (NDCs) by reducing greenhouse gas (GHG) emissions.

It involves a multidisciplinary approach combining technical, administrative, legal, and planning efforts to address complex waste challenges. At the Urban Unit, our expert team trained at leading global institutions focuses on sustainable, efficient, and smart-city-driven SWM solutions. We prioritize environmental conservation, economic viability, and community well-being, aiming to meet Sustainable Development Goals (SDGs) through innovative, cost-effective practices that also reduce greenhouse gas emissions.

DEVELOPMENT OF INTEGRATED SOLID WASTE MANAGEMENT PLAN ISLAMABAD CAPITAL CITY

The Urban Unit has been engaged by the Capital Development Authority (CDA), Directorate of Sanitation, to develop an Integrated Solid Waste Management Plan (ISWMP) for Islamabad Capital Territory (ICT). The CDA currently manages the collection and disposal of approximately 1,000–1,100 tons of municipal solid waste (MSW) per day, including 600–800 tons of general waste transported to the Losar Disposal Site and 300–350 tons of bulk/garden waste disposed of at F-9 Park. The project aims to design a comprehensive and sustainable solid waste management model covering all stages from waste generation, sweeping, and source segregation to collection, intermediate storage, transportation, treatment (including composting and material recovery), and final disposal. Key components include a detailed waste generation study across ICT, infrastructure and machinery recommendations, institutional review, human resource planning, and behavior change strategies. The project also includes a preliminary site assessment for a new landfill and an Environmental Impact Assessment (EIA) for the establishment of a Solid Waste Management Facility at Losar, District Rawalpindi. This integrated approach is expected to significantly improve waste management services and environmental sustainability in the capital city.

The SWM sector also supported CDA in drafting ICT, Solid Waste Management Regulation 2023 enacted by CDA.



MUNICIPAL SOLID WASTE (MSW) CHARACTERIZATION AND EMISSIONS INVENTORY OF PUNJAB

The SWM sector has developed the first-ever Waste Characterization and Emissions Inventory by following the “UN-Habitat Waste Wise Cities Tool (WaCT)” and the “American Standard Test Method”. This milestone will enable policy-makers to attract climate finance funding to design waste-to-energy and waste segregation/management projects based on the physical and chemical results highlighted in this report across 41 districts of Punjab.

It also highlights the need for source segregation and the establishment of decentralized waste processing units to reduce burden on landfill sites and improve resource recovery. For the quantification of emissions from the waste sector, we have used the Emission Quantification Tool (EQT) version III, provided by the Institute of Global Environment Strategies (IGES) Japan, updated in 2025, for the rapid assessment of greenhouse gases (GHGs) and short-lived climate pollutants (SLCPs)/black carbon.

FORMULATION OF SOLID WASTE MANAGEMENT STRATEGY 2040 FOR SAHIWAL DIVISION

Formulation of a Municipal Solid Waste (MSW) management strategy for Sahiwal Division is the first step towards the sustainability of the waste sector in Pakistan. This waste strategy is formulated by the Urban Unit with the technical support of the Institute for Global Environmental Strategy (IGES), Japan and UNEP. Based on the current SWM system analysis, strategic interventions are proposed with strategy implementation targets and timelines based on short, medium, and long terms, over the implementation period of 15 years (2026 – 2040). This waste strategy document has the potential to support the LG&CD Department towards integration of the sector with principles of circular economy at province level. This document is also aligned with the mandate of Federal MoCC&EC, that will support in achieving the targets of SDGs and NDCs of Pakistan in-compliance with United Nations commitments.



"Safer cities generally mean stronger
urban economies."

- Roger Altman -





VERIFICATION SURVEYS FOR PUNJAB SOCIO-ECONOMIC REGISTRY

Poverty in Punjab remains a multifaceted challenge, requiring coordinated efforts in reducing income disparities, improving access to education and healthcare, and strengthening social protection systems. To support these goals, the Government of Punjab is developing the Punjab Socio-Economic Registry (PSER) a comprehensive database designed to collect and manage detailed information on individuals and households. PSER will serve as a foundational tool for effectively targeting social programs, guiding poverty alleviation efforts, and enabling data-driven policy planning for inclusive and equitable development.

The scope of the Field Verification Survey by Urban Unit under PSER includes:

Data Verification: Conducting field visits to validate socio-economic information such as household income, assets, and demographics

Eligibility Assessment: Confirming household eligibility for social protection programs based on verified data

Data Correction: Identifying and updating inaccurate or outdated information (e.g., family size, employment status)

Reporting: Documenting discrepancies and corrective actions for updating the central PSER database

Stakeholder Coordination: Collaborating with local officials and community leaders for smooth survey execution

Quality Control: Ensuring data integrity through team training and standard verification protocols

Community Engagement: Raising awareness about the survey's purpose and its benefits to the public

The sector works towards making regions, areas, and cities competitive and thriving with economic activity while providing for improved quality of life through healthcare and education.

The team focuses on the impacts of spatial agglomeration, manifesting local competitive advantages and defining future opportunities for local economic development based on local endowments. We also provide urban economic analysis, economic modelling, demographic analysis, strategic planning, cost-benefit analysis, economic impact analysis, cluster analysis, and strategic land use planning.

CLIMATE SMART AGRICULTURE PLANNING FOR CROPS IN PUNJAB

This project, commissioned by the P&D Board, focuses on Climate Smart Agriculture (CSA) planning to address the increasing challenges posed by climate change in Punjab's agricultural sector. With rising temperatures, unpredictable rainfall, and frequent extreme weather events threatening food security and farm livelihoods, CSA offers a strategic framework to boost productivity, enhance resilience, and lower greenhouse gas emissions. The project aligns with global CSA goals by promoting sustainable, adaptive practices that support both environmental and economic outcomes.

The initiative involves a comprehensive assessment of climate threats, their impacts on crop productivity, and the current level of CSA awareness and adoption among farmers. Key areas of analysis include agricultural vulnerability mapping, the effects of practices such as crop residue burning and fertilizer use, and the economic implications of climate risks. Based on these insights, the project will develop a data-driven Climate Smart Agriculture Action Plan tailored to Punjab's specific needs. The plan will propose practical interventions, especially for smallholder farmers, to overcome adoption barriers and enhance the spread of CSA technologies ultimately contributing to resilient, sustainable agricultural growth in the region.

ASSESSING THE IMPACT OF ROADS ON DEVELOPMENT OF PUNJAB THROUGH SATELLITE BASED DATA

This project aims to assess the developmental impact of road infrastructure in Punjab through the use of high-resolution satellite imagery and integrated socioeconomic data. By analyzing optical and night light satellite imagery alongside official statistics on employment, poverty, and population, the study will identify patterns of urbanization, trade growth, and improved access to services driven by road development. Techniques such as change detection, machine learning classification, and spatial analysis will be used to monitor infrastructure expansion and its correlation with key developmental indicators.

Road network data from government sources will be combined with satellite insights to perform detailed spatial and statistical analyses, including buffer and overlay techniques and regression models. Findings will be validated with ground-truth data to ensure accuracy. The final output will include a comprehensive report featuring visualizations such as maps, graphs, and summary charts to support informed planning, investment decisions, and policy formulation related to road infrastructure in Punjab.



DEVELOPING MATERIAL TESTING LABORATORY FOR SURGICAL AND FANS INDUSTRIES IN PUNJAB

This project is designed to establish state-of-the-art material testing laboratories to support Punjab's key export sectors, particularly surgical instruments and electric fans. Aligned with the Punjab Growth Strategy, the initiative focuses on improving product certification, ensuring compliance with international standards, and enhancing global market access for local manufacturers especially small and medium enterprises (SMEs). By addressing critical gaps in testing infrastructure, the project seeks to accelerate time-to-market, reduce reliance on costly foreign testing, and improve global competitiveness through accessible and affordable local certification services.

Two specialized laboratories will be developed under this initiative: one in Sambrial, Sialkot for the surgical instruments industry, and another at UET Kala Shah Kaku for electric home appliances. These labs will serve as key enablers of quality assurance and export readiness within the Gujranwala and Sialkot industrial clusters. Led by the Urban Unit, this strategic investment strengthens Punjab's industrial infrastructure and supports export-led economic growth, reinforcing the province's role as a vital contributor to Pakistan's international trade.

DATA COLLECTION, ANALYSIS AND DASHBOARD DEVELOPMENT FOR SMES

This project involves a comprehensive survey of economic establishments across Punjab, aimed at creating a centralized data repository for SMEDA to support data-driven policy and decision-making. Covering sectors such as manufacturing, services, IT, wholesale, and trade, the survey utilized satellite imagery to identify built-up areas and design precise enumerator boundaries, ensuring systematic geographic coverage. A mobile-based application enabled real-time data collection and synchronization with a central database, while a web-based dashboard provided live monitoring of field activities. The collected data undergoes rigorous validation and quality control before integration, resulting in a reliable and actionable dataset that will serve as a vital tool for SMEDA and other stakeholders in driving targeted economic development initiatives.



PUNJAB SPATIAL STRATEGY (PSS)

Government of the Punjab developed the Punjab Jobs & Competitiveness Program for Results (J&C Program) with the assistance of World Bank to support industrial and spatial development in Punjab. Punjab Spatial Strategy Project (PSS) is one of the key components of the J&C Program. Planning and Development Board, Government of the Punjab, (P&D Board) was the Sponsoring Agency and Urban Unit was the Executing Agency for the PSS Project.

The Strategy developed under the PSS Project is manifestation of the overall spatial vision, policies and future spatial development objectives for Punjab. The Punjab Spatial Strategy assesses the potential of Punjab's growth corridors and growth nodes and prioritizes and coordinates investments in the province. This strategy will guide in particular public investments related to connectivity, infrastructure, urbanization and development of industrial zones, which will be reflected in the MDTF (Medium-Term Development Framework – a multi-year indicative budget) before approval through the ADP (Annual Development Plan – the annual budget) process.



SUSTAINABLE URBAN MANAGEMENT AND ENVIRONMENTAL RESILIENCE PROJECT

The SUMER Project under ODP 2025–26 is a transformative initiative of the Government of Punjab to respond to the growing pressures of urbanization, climate change, and environmental degradation. SUMER adopts an integrated framework of policy reforms, infrastructure development, technology, and community participation to promote resilient urban growth. Key interventions include industrial solid waste management, urban regeneration, and sustainable drainage systems to mitigate flooding and recharge groundwater. The project further advances environmental monitoring through GIS-based water quality platforms, expanded air quality surveillance, and real-time digital dashboards. In mobility, smart paratransit services and upgraded bus terminals are being introduced to improve urban transport. It also leverages satellite imagery and machine learning for dynamic poverty mapping. Collectively, these initiatives are paving the way for greener, smarter, and healthier cities across Punjab.

DATA, ANALYSIS, RESEARCH AND PLANNING SUPPORT PROJECT

The Planning & Development (P&D) Board, with technical support from The Urban Unit, has launched the project “Data, Analysis, Research and Planning Support” to strengthen evidence-based governance in Punjab. The initiative was designed to modernize planning systems, enhance the use of spatial data, and build departmental capacities for policy formulation and development planning. By leveraging The Urban Unit’s extensive repository of GIS layers, socio-economic datasets, and field assessments, the project provided government departments with the analytical tools and systems needed to make informed, data-driven decisions.

PUNJAB PLANNING & POLICY SUPPORT PROGRAM

The Punjab Planning & Policy Support Program, implemented by The Urban Unit in collaboration with the P&D Board, was launched to modernize Punjab’s development planning by replacing outdated, fragmented practices with evidence-based and spatially informed approaches. Aligned with the Punjab Growth Strategy 2023 and Punjab Spatial Strategy 2047, the program provided updated geo-spatial data, digitized socio-economic datasets, and advanced analytical tools to guide policy, regional development, and resource allocation. Key achievements include regional development plans for Gujranwala, Bahawalpur, and Sargodha divisions, crop zoning and value chain analysis to boost agro-industrial growth, and the establishment of a Spatial Decision Support System with a centralized dashboard. The program also supported site selection, infrastructure planning, and extensive capacity building of government departments. Together, these interventions have enabled smarter, more inclusive, and sustainable planning practices that improve service delivery, strengthen economic competitiveness, and address critical challenges such as rapid population growth, housing shortages, and environmental decline across Punjab.

“Not everything that can be counted counts,
and not everything that counts can be counted”
- Albert Einstein -

URBAN IMMOVABLE PROPERTY TAX
Record and Verification System

HOME PROPERTIES Newly Added Properties Judiciary Properties Special Exemption Properties

APPEAL MANAGEMENT UNDER SECTION 9 History ISSUED PTS RECEIPTS ARREARS

USER MANAGEMENT Activity Log Complaints Audit Issue NOC Search Summary Report

Appeal Impact Report Query Builder Notice Board DC Value

PROPERTIES Help Change Password Logout

Search Property

District PIN

Tehsil Old Reference No.

Rating Area

Circle Existing Serial Number

Locality Property Unit Number / Street Address

Locality Code Owner Name

Ward Owner CNIC

Block Building Type

Property Type Owner Type

Self Assessed Newly Added

Years ☐ 2025-2026 ☐ 2024-2025 ☐ 2023-2024 ☐ 2022-2023 ☐ 2021-2022 ☐ 2020-2021 ☐ 2019-2020 ☐ 2018-2019 ☐ 2017-2018 ☐ 2016-2017 ☐ 2015-2016 ☐ 2014-2015

Advanced Filters

Combined Challan Status DC Value



URBAN IMMOVABLE PROPERTY TAX (UIPT) IN PUNJAB

The Urban Immovable Property Tax (UIPT) system in Punjab has evolved into a modern, GIS-enabled regime aimed at sustainable metropolitan governance. Implemented by the Excise, Taxation & Narcotics Control Department with the Urban Unit, the project digitized manual records and introduced a robust MIS with GIS-based monitoring across all districts.

The 2014 GIS survey, standardized assessments, and revised valuation tables expanded the tax base and increased revenue, leading to an ongoing SLA under which the Urban Unit provides technical support. Key benefits include:

- 24/7 system availability
- Strong monitoring and evaluation
- Improved efficiency and transparency
- Reduced public trust deficit
- Centralized, streamlined operations
- Integration with e-payment systems
- Public facilitation services via the department's website

Monitoring and Evaluation (M&E) is an integral component of every project and program designed by the Urban Unit. It serves not only to meet international reporting standards but also to foster learning for adaptation, identify the most effective policy and program interventions. The sector strengthens accountability among stakeholders, decision-makers, and donors.

CLICK - DOOR-TO-DOOR KARACHI PROPERTY SURVEY

The Urban Unit, in partnership with the Local Government Department, Sindh, is conducting a door-to-door Urban Immovable Property Tax (UIPT) survey across Karachi under the World Bank-funded CLICK project. Covering all 25 Town Municipal Corporations (TMCs), the initiative is digitizing residential, commercial, industrial, and mixed-use properties using advanced GIS and MIS tools. A focused GIS-based survey in South, Korangi, and Keamari districts involves geo-tagging and digital documentation through standardized forms to build a comprehensive property database. This database will strengthen urban planning, improve service delivery, identify underserved areas for targeted development, and enhance property tax collection to support sustainable municipal revenue.

URBAN IMMOVABLE PROPERTY TAX (UIPT) IN SUKKUR, SINDH

The Economic Reform Unit, Finance Department under Tax reform component of World Bank loan, also hired the services of Urban Unit as consulting firm in Pakistan to support the Government of Sindh Tax Reform Plan. For this purpose, Sindh Public Sector Management Reform Project (SPSMRP) was rolled out with the aim and objectives to strengthen Public Sector Performance through improved revenue generation and expenditure management of Urban Immovable Properties inter alia.

The project entails Android based GIS integrated survey of Property Tax and Professional Tax in Sukkur district, Sindh, for eventual scale up to the entire province.



URBAN IMMOVABLE PROPERTY TAX (UIPT) IN ABBOTABAD, NOWSHERA AND MARDAN, KHYBER PAKHTUNKHWA - KPK

In order to improve the revenue enhancement of UIPT, an initiative was taken by ET&NCD, Government of KPK in upgrading its UIPT system through digitization and computerization of the existing system and integrating GIS based MIS monitoring dashboard for the total property units Abbottabad, Nowshera and Mardan. The same model will be scaled-up in the whole of KPK. The lessons learnt from UIPT Punjab and Sukkur are applied to improve the overall methodology.

Some efforts to improve UIPT in KPK were made in the past by different vendors, but unfortunately, those could not bear desired results due to incomplete requirement specifications, poor system designing and weak coordination between the persons having domain knowledge and system developers.

In order to improve the current UIPT system in KPK, it was necessary to focus initially on the administrative side to bring awareness on all issues in UIPT and design a modern well-administered tax system to incorporate all the previous gaps. For this purpose, a GIS based physical survey was required that will update the current records and provide MIS based business solution to the Department with their work methodology to bring credibility and reliability of the system which will further be upscaled to the whole of KPK.

URBAN IMMOVABLE PROPERTY TAX (UIPT) IN QUETTA - BALOCHISTAN

Balochistan is the largest province in Pakistan in terms of area, covering 347,190 km² with mostly barren land. However, it is the smallest in population with majority residing as scattered settlements and few in major cities namely Quetta, Sibbi, Gawader, Khuzdar and Turbat. Keeping in view this scenario of urbanization, it has huge potential as well as an urgent need for maintenance and updating of its Urban Immovable Property Tax (UIPT) system.

The Urban Unit has ample knowledge and expertise in UIPT computerization and digitization of the property tax regime. This is helping ET&NCD, Government of Balochistan in updating its manual UIPT records through GIS integrated MIS providing one link of all the urban properties.

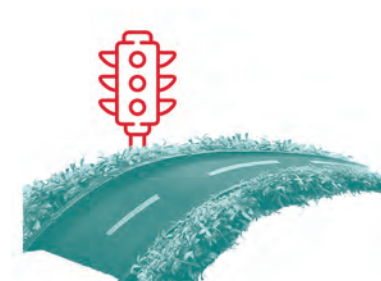
Initially, a pilot project in Quetta will help set a model for the rest of Balochistan.



An aerial, long-exposure photograph of a complex highway interchange at night. The image shows multiple levels of elevated roads and ramps, with light trails from cars creating a dynamic pattern of white and yellow lines against the dark background. The perspective is from a high angle, looking down on the intricate network of roads.

"A developed country is not a place where the poor have cars. It's where the rich use the public transport."

- Gustavo Petro -



CONSULTANCY STUDIES FOR INDUCTION OF ECO-FRIENDLY BUSES IN SIX (06) CITIES OF PUNJAB

The Urban Unit, in collaboration with M/s Exponent Engineer (Pvt) Ltd., has signed a contract agreement with Punjab Transport Company (PTC) to transform urban mobility in six key cities of Punjab: Sheikhupura, Gujranwala, Sialkot, Sargodha, Gujrat, and Rahim Yar Khan. These cities face significant challenges such as traffic congestion, rising pollution from vehicle emissions, and a lack of efficient public transportation systems. This ambitious project aims to evaluate the existing transportation landscape, analyze passenger demand, and identify feasible urban and suburban routes for eco-friendly bus operations. It will also outline operational strategies and infrastructure requirements while incorporating modern systems like automated fare collection and passenger information systems to ensure sustainable and efficient urban transit solutions.

The Urban Unit and M/s Exponent Engineer will design financial models and propose business frameworks customized to local needs, emphasizing public-private partnerships and self-sustaining revenue opportunities. The project will also assess the feasibility of eco-friendly bus options, including electric vehicles, and the necessary supporting infrastructure such as depots and charging facilities. By advancing cleaner and more efficient transportation alternatives, this initiative seeks to reduce the environmental impact of urban mobility, improve commuter accessibility, and foster economic development of Punjab's growing cities. It marks a critical step towards building greener, smarter, and more interconnected urban environments.

DIGITALIZATION OF ROADS DIRECTORY

The National Transport Research Centre (NTRC) initiated the "Digitalization of Roads Directory in the Country" to build a digital database of Pakistan's road network for planning and asset management. The project covered national, provincial, district, and municipal roads, documenting alignment, length, and width. With Urban Unit's support, Android-based surveys, a web portal/dashboard, and staff training were added. Work was carried out in seven phases, from road classification and digitization to verification and district-wise records. The project strengthened NTRC's capacity in data collection, management, and analysis.

Efficient and sustainable transportation is essential for building livable, inclusive, and economically vibrant cities. At the Urban Unit, the Urban Transport and Connectivity team is at the forefront of transforming mobility in Punjab by aligning transport planning with broader urban development and land-use strategies. Our goal is to create integrated systems that not only move people efficiently but also support long-term urban growth and sustainability. Our approach combines data-driven analysis, strategic reforms, and active stakeholder engagement to shape transport policies that improve quality of life, reduce environmental impact, and promote economic development.

SURVEY, DIGITIZATION, AND POTENTIAL OPTIONS OF DEVELOPMENT FOR RAIL SECTIONS OF PAKISTAN RAILWAYS

This project was focused on surveying and assessing closed railway sections of Pakistan Railways to optimize land use and development potential. It involved detailed mapping, encroachment identification, and transport and economic viability analyses across seven railway corridors, totaling over 900 kilometers. Using satellite imagery and mobile application surveys, the team captured land use data and identified encroachments, creating a baseline for evaluating railway properties. Comprehensive stakeholder consultations, along with connectivity and economic analyses, indicated limited demand for traditional operations. However, transport and economic assessments using the 3V framework highlighted opportunities for alternative development, including commercial and mixed-use zones tailored to regional needs.

Key recommendations included establishing vibrant commercial hubs and mixed-use developments to stimulate industrial growth and address housing needs. Financial modeling evaluated capital costs, payback periods, and internal rates of return (IRR) for proposed alternatives, emphasizing sustainable growth. Additionally, a legal and regulatory framework was proposed to regularize or reclaim encroached land, ensuring the effective utilization of railway assets. By integrating innovative land use strategies and targeted development plans, the study provides a roadmap for transforming dormant railway corridors into economically and socially beneficial assets.



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ROAD SAFETY & CONGESTION MITIGATION IN INTERMEDIATE CITIES OF PUNJAB

Rapid urbanization of Punjab's intermediate cities, including Sargodha, Sheikhupura, Bahawalpur, and Rahim Yar Khan, has exacerbated traffic congestion and road safety challenges. Limited public transport options have led to overreliance on private vehicles, increasing traffic accidents, commute times, and environmental degradation due to elevated emissions. Illegal transport modes like motorcycle rickshaws have further stressed urban infrastructure. To address these challenges, this project aims to enhance road safety and mitigate congestion through black spot analysis, optimized intersection designs, and pedestrian-friendly infrastructure. The initiative will introduce improved traffic signage, pavement markings, and safety measures to create safer, more efficient transportation systems while reducing emissions and fostering sustainable mobility.

Key objectives include mapping accident-prone areas, redesigning intersections for better traffic flow, creating pedestrian precincts, and implementing comprehensive signage and policy guidelines. By improving road safety and accessibility, the project seeks to reduce casualties, promote green mobility, and improve the quality of life in these rapidly growing cities.

DESIGN OF PEDESTRIAN PRECINCTS & PARKING PLAZA, PESHAWAR

The Government of Khyber Pakhtunkhwa, through its Urban Policy Unit with USAID support, initiated a study on pedestrian precincts and parking plazas in Peshawar to promote a sustainable and accessible city. The study focused on improving mobility through safe walkways, reducing congestion with integrated parking, and identifying hazardous locations and hotspots needing urgent pedestrian infrastructure. Using a mix of field visits, consultations, literature reviews, and quantitative and qualitative analysis, the study assessed existing conditions and proposed efficient pedestrian and parking solutions to enhance urban life.



"Architecture is really about well-being. I think
that people want to feel good in a space."
- Zaha Hadid -



Khabikki Lake, Soon Sakaser Valley



MASTER PLANS OF URBAN CENTERS, HEADQUARTERS, CENTERS OF MERGED DISTRICTS

Package - 02 Kalaya District Orakzai, Parachinar District Kurram **Package - 04 Jamrud and Landikotal**

As part of continued engagement in strategic urban development, Urban Unit is undertaking the preparation of Master Plans for the urban centers serving as Agency Headquarters in the Merged Districts of Khyber Pakhtunkhwa. This includes Kalaya (District Orakzai), Parachinar (District Kurram), Jamrud, and Landikotal under Packages 02 and 04. Commissioned by the Urban Policy and Planning Unit, P&D Department, KP Government, the project aims to establish a comprehensive 20-year strategic framework to guide the spatial and infrastructural growth of these urban centers. The objective is to ensure sustainable urban development, optimize land use, and enhance service delivery across these rapidly evolving regions.

The scope includes defining administrative boundaries, conducting field surveys, analyzing urban structures, and guiding rural development and emerging corridors. The Urban Unit team has successfully completed the Inception Reports and Situational Analyses for all Package 2 locations, providing a strong analytical foundation for the master planning process.

INTEGRATED MASTER PLAN, CHOLISTAN

It is a long-term strategic initiative commissioned by the Cholistan Development Authority, aimed at fostering inclusive and sustainable development across the region. The plan focuses on improving access to quality education, enhancing tourism potential, and upgrading essential water and sanitation services through need-based, data-driven planning.

The Master Plan is designed with a 50-year outlook, structured around three implementation phases: Short Term (2025), Medium Term (2035), and Long Term (2050). It encompasses key development sectors including Water, Education, Health, Tourism, Archaeology & Heritage, Livestock and Agriculture, Land Use and Housing, Transportation & Roads, Environment, Institutional Restructuring, and Capacity Building. The deliverables will include comprehensive mapping, infrastructure assessments, governance analysis, and forward-looking recommendations to guide sustainable transformation of the region.

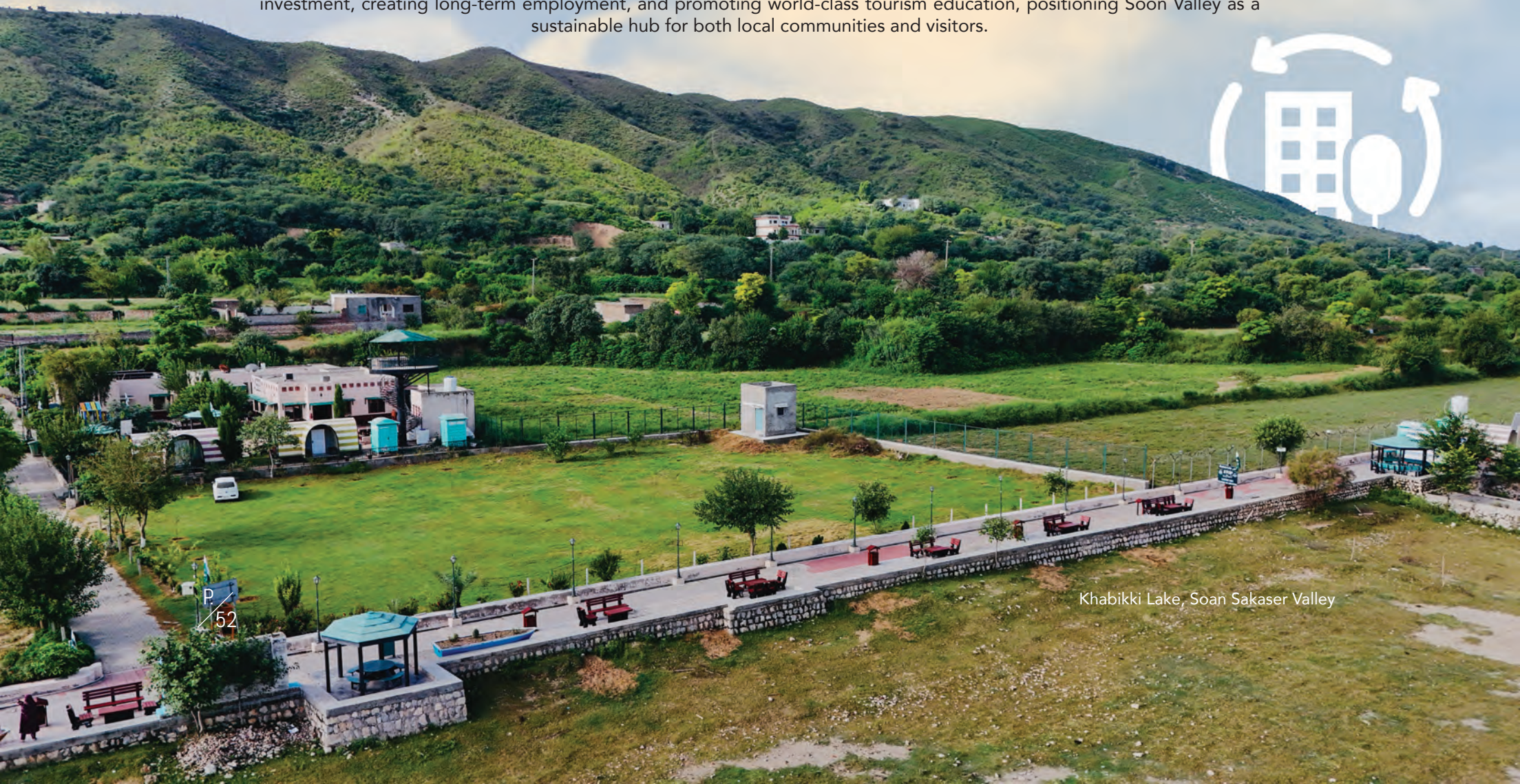
The Urban Unit, staffed with a multi-disciplinary team, plays a crucial role in Pakistan's urban development and management, focusing on legal, regulatory, and institutional reforms. It has developed expertise in comprehensive master planning, urban design, façade restoration, tourism planning, and housing sector regulations. The Unit also emphasizes capacity building by providing training at institutions like the Civil Services Academy and CIMLA. Through its efforts, it has helped governments create more functional, attractive, and sustainable urban areas. The Urban Unit's approach is rooted in thorough analysis and a deep understanding of each city's unique characteristics. Its work continues to shape and improve urban culture across the country.

CONSERVATION & RESTORATION OF GPO BUILDING MURREE

Murree's historic General Post Office (GPO), built by the British in 1867 and a landmark on the famous Mall Road for over 150 years, has been revitalized under The Urban Unit's restoration initiative. Once altered by modern interventions that compromised its original charm, the building has been carefully restored to preserve its heritage significance while adapting it for modern use. Key features of the project included the reconstruction of its colonial character, conversion of interior spaces into public areas, and the addition of a premium café with authentic colonial-style furnishings, ensuring that this iconic site continues to serve as a vibrant cultural and social hub for one of Pakistan's most visited destinations.

SUSTAINABLE ECO-TOURISM PROGRAM FOR SOON VALLEY

The Sustainable Eco-Tourism Program for Soon Valley, commissioned by the Tourism Development Corporation of Punjab, aims to transform the valley into a model eco-tourism destination by conserving biodiversity, preserving cultural heritage, and enhancing socio-economic growth. The initiative focused on upgrading infrastructure, attracting private sector investment, creating long-term employment, and promoting world-class tourism education, positioning Soon Valley as a sustainable hub for both local communities and visitors.



Khabikki Lake, Soan Sakaser Valley

URBAN DEVELOPMENT PLAN MUNICIPAL COMMITTEE GUJRAT

This project aims to guide future growth of the Municipal Committee Gujrat through a comprehensive and modern Urban Development Plan. Commissioned by Pak Arab Oil Refinery (PARCO), this initiative emphasizes the integration of urban and industrial planning with national standards for safety, security, and sustainability. The plan is intended to regulate unplanned expansion by enforcing zoning regulations and building byelaws, while promoting organized development across residential, commercial, and industrial sectors.

The scope of work involves a detailed and integrated assessment of the urban fabric of Gujrat, culminating in the formulation of a strategic development plan. Key focus areas include Urban and Town Planning, Land Use Planning and Zoning, Economic Development, Solid and Industrial Waste Management, Public Space Management, Transportation and Traffic Connectivity, Water Supply, Sewerage and Drainage Systems, and Environmental Management. The objective is to meet the needs of present population while ensuring resource sustainability, public safety, and long-term urban resilience.





"Building capacity dissolves differences.
It irons out inequalities"
- Abdul Kalam -



IMPROVING THE CAPACITY OF WASAS THROUGH TRAINING BY AL-JAZARI ACADEMY

Established by the Urban Unit under Government of the Punjab in 2014, the Al-Jazari Water & Sanitation Academy (AJWA) is a leading institution dedicated to build capacity of Pakistan's water and sanitation sector. Over a decade of collaborations, AJWA has transformed water sector through innovative, results-oriented training programs designed to equip professionals with the skills and knowledge essential for sustainable service delivery.

With support through two comprehensive project phases (2014–2024), AJWA has enhanced the capabilities of Water and Sanitation Agencies (WASAs) and water operators across the country. The academy also partners with Agence Française de Développement (AFD) to provide specialized e-learning courses, making training accessible to water sector professionals nationwide.

DEVELOPMENT OF E-LEARNING FOR CAPACITY BUILDING

Over the years, Urban Unit has been adding value by supporting the government departments through capacity building, information sharing, and trainings. The said project aimed to further strengthen the capacity of various government departments to conduct practical trainings to WASAs and other public sector water entities for strengthening the sector and its management in face to face and e-learning mode.

LONG TERM LOW EMISSION DEVELOPMENT STRATEGY

To assess capacities, the Urban Unit Planning & Development Board, Government of the Punjab is engaged by the United Nations Development Program (UNDP) Pakistan, under the Climate Promise II Project to carry out the assignment titled “Institutional Capacity Assessment for various groups including government, youth, women, private sector and other stakeholders on Long Term Low Emission Development Strategy (LT-LEDS)” in Punjab, KP, Sindh, Balochistan, Gilgit Baltistan and Islamabad. The project is primarily focusing on Agriculture, Energy, Forestry, Land Use, Transport, and Environment & Climate Change sectors.

The Urban Unit is a pioneering organization dedicated to enhancing technical and professional capacities across key urban sectors. It plays a critical role in supporting government bodies, public and private institutions, and officials by offering expertise in Urban Planning, Urban Transport, Solid Waste Management, Urban Water and Sanitation, GIS & Spatial Planning, Marketing & Communication, and Municipal Finance.

Backed by state-of-the-art infrastructure including modern offices, mobile and indoor GIS labs, IT labs, and specialized research and survey units, the Urban Unit is equipped to deliver high-quality, data-driven solutions. Its strength lies in a highly qualified and multidisciplinary team of professionals who bring in-depth knowledge and innovation to the table.



"The art of communication is the language of leadership."
- James Humes -



REPORTS

Urban Atlas of the Punjab
Lahore Climate Action Plan (L-CAP)
Karachi Climate Action Plan (K-CAP)
Quetta Master Plan
Handbook of Cholistan
Wheat Crop Grwon Area Mapping and
Estimation in the Punjab
Mauza Dashboard Boundaries
Punjab Road Policy
Identification of Floral Biodiversity Conservation
Areas in Salt Range
Map Book of the Punjab
Cities Growth Atlas

COMMUNICATION STRATEGIES

BCC Strategy for Jamrud and Kalaya
Communication Strategy for SDGs Dashboard
Monitoring Program
Communication Strategy for CDA Islamabad
Communication Strategy for WSSP
Communication Strategy for LWMC

IEC MATERIAL FOR STAKEHOLDERS

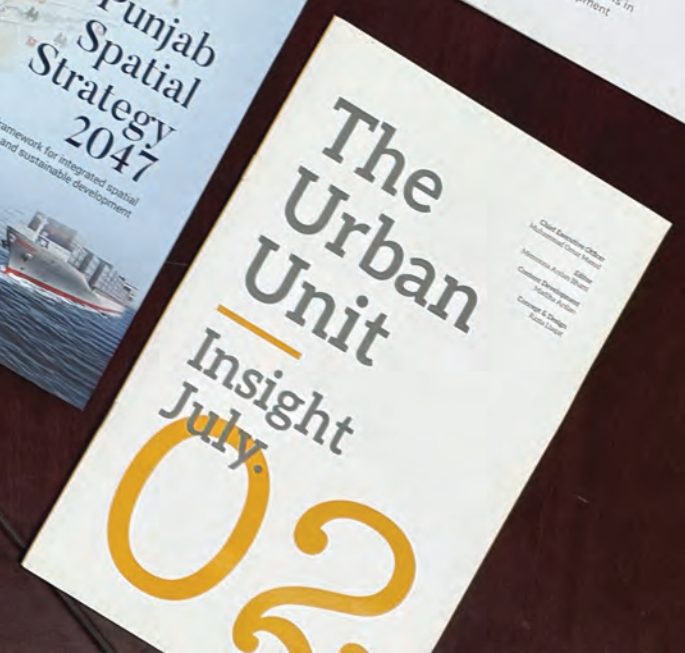
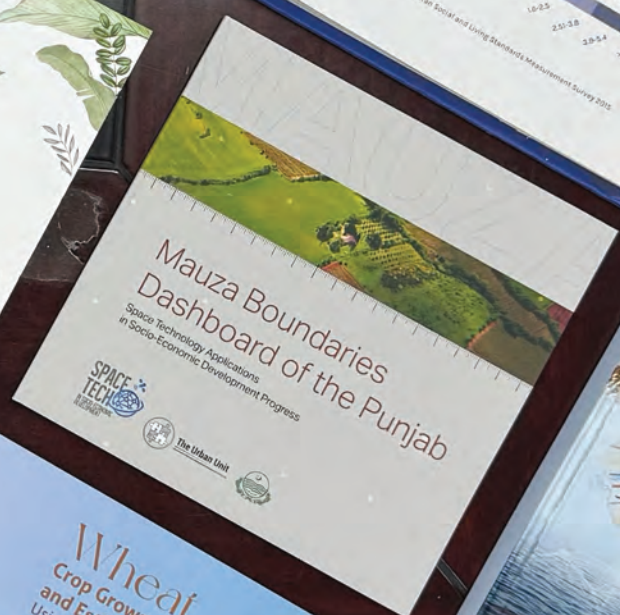
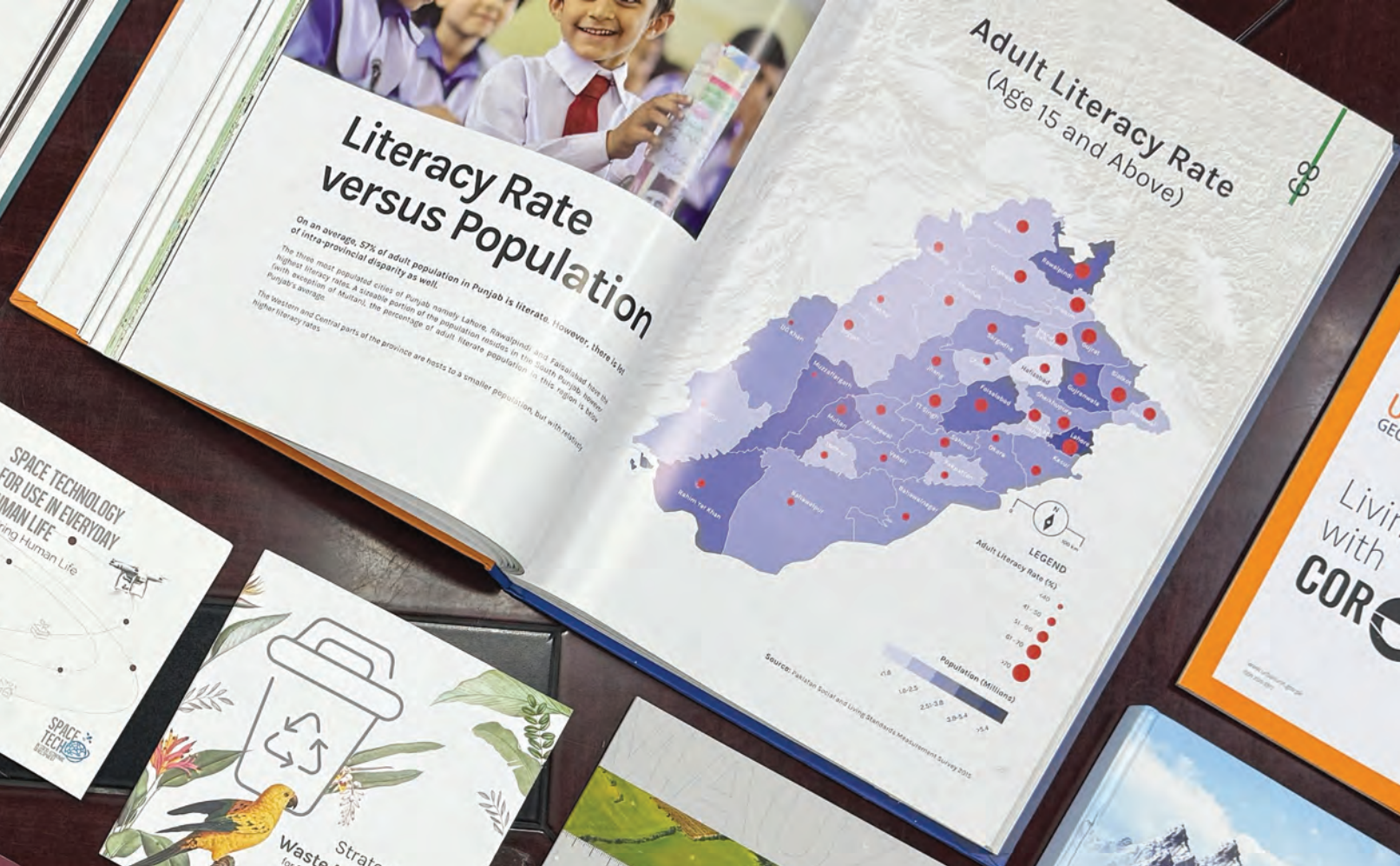
Annual Development Program Booklet 2024-25
CM Progress Report 2024-2025

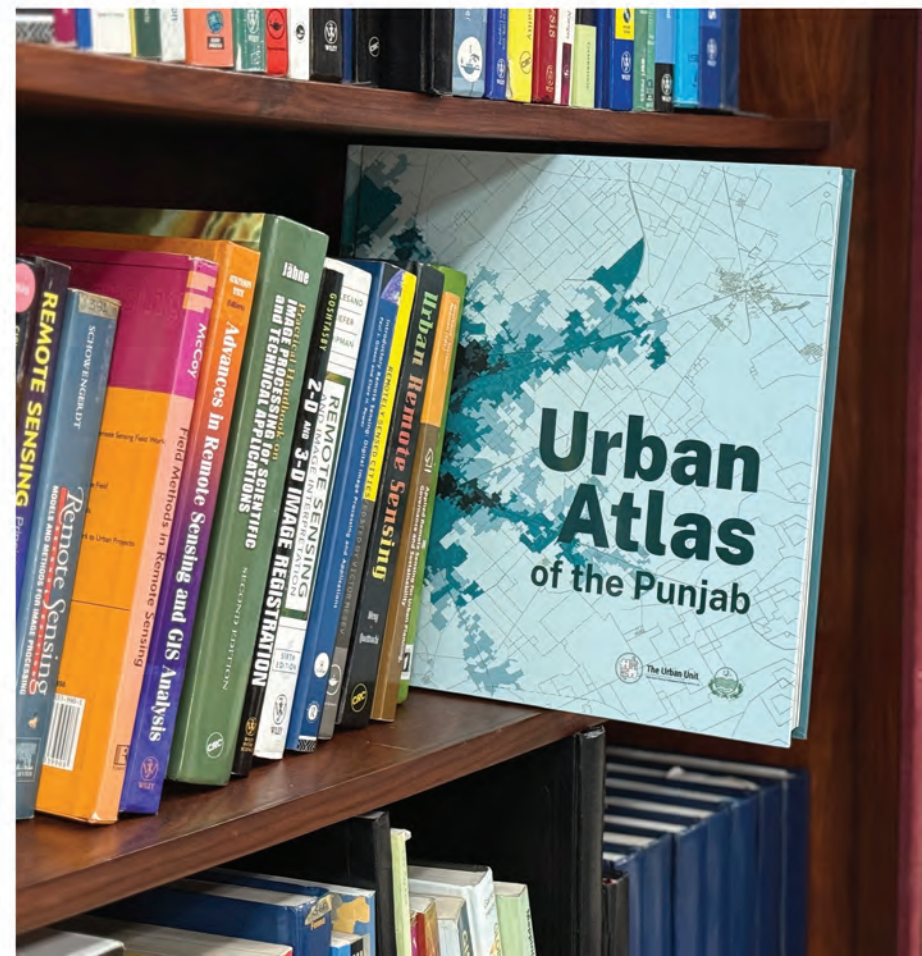
DOCUMENTARIES

Murree Rainwater Harvesting Project- Phase 1 & 2
Waste Segregation, Treatment and Disposal Plant
for Sahiwal
Wazir Khan Mosque
Hadiara Drain Documentary
Mauza Dashboard
COP-28 Dubai
Punjab Spatial Strategy
Gender Management Information System

The Communication Department plays a vital role in shaping the organization's public image and strategic outreach. It leads corporate branding, media relations, public engagement, and communication strategy development. The team excels in creating digital content, managing social media platforms, producing signature publications, and overseeing graphic design, website, and app development to ensure impactful messaging. Beyond internal communications, the department extends its expertise to a wide range of external clients by offering consultation in event management, documentary production, content development & design work.

...which
...from the North
...the South
...Pakistan's 12th
...Capital of
...It has a
...are facilities







7300 DAYS
OF DEDICATION AND COMMITMENT



Engage with Urban Innovation

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