



THE URBAN UNIT

DATA

POLICY &
STRATEGY



The Urban Unit
Urban Sector Planning & Management Services (PMS) Ltd.



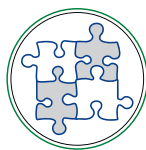


Our Story

Established in 2006 as a Project Management Unit (PMU) of the Planning and Development Department under the Government of Punjab, The Urban Unit (TUU) was transformed into independent private sector company in 2012. It is registered with Securities and Exchange Commission of Pakistan (SECP), and is fully owned by Government of the Punjab.

The Urban Unit is a knowledge-based organization, striving to inculcate the sense of proportions among key stakeholders to manage rapid urbanization and improve the living standards of the people of Pakistan.

It has been able to change and redefine the narrative of development in the country; from dogmatic adherence of rural development models towards harnessing the benefits of agglomeration, industrialization and creation of 'system of cities' for accelerated economic growth. Its highly qualified and professional team is working towards realizing the gains of urbanization in Punjab as well as Pakistan; developing and implementing the products, models and solutions, for sustainable, inclusive and prosperous cities.



Vision, Mission Core Values & Forte

- To become a gold source of Data for Pakistan – assisting in policy formulation and strategy execution
- Data to Policy & Strategy
- Data to Knowledge & Innovation



The Urban Unit is synonymous with:-

- Creativity & Innovation
- Motivation & Inspiration
- Improvement & Growth
- Effective and 2-way Communication
- Excellence in Service Delivery
- Integrity & Accountability
- Team Work

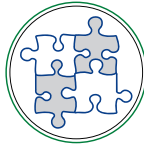
The Urban Unit is working to facilitate the government in formulating policies and execute strategies using evidence-based data-driven Decision Support Systems – assisting them in achieving their development/service delivery targets by adapting a proactive approach through Big Data analytics, Information Visualization, Predictive Modeling and Artificial Intelligence techniques. It is using the confluence of Big Data, Connectivity and Artificial Intelligence to support government departments in adopting latest paradigms such as Industry 4.0, Integrated Smart Agriculture revolution, and digitized knowledge-oriented service economy.

Expertise

The mandate of The Urban Unit is to give policy advice and services to public and private sector organization in the areas that include inter alia Housing & Urban Planning, Urban Transport, Solid Waste Management, Water & Sanitation, Urban Economics & Municipal Finance, Institutional Development, Capacity Building, and Services Delivery Improvement.

Our Forte

The Urban Unit leads in developing capacity building methods as a cornerstone of technical assistance through close interaction with partners. It provides expertise not only in technical areas of Spatial Planning, Governance, GIS based Planning, Economic Development, Information Technology, Water & Sanitation, Solid Waste Management, Land Management and Municipal Finance, but also in the delicate skills of Communication, Branding, Marketing and facilitation and stakeholder engagement. It also offers IT based tailored solutions developed in-house considering the requirements of its clients.



Structure & Strength

Believing truly in core meaning of the word TEAM 'Together Everyone Achieves More' we can boast off highly qualified and experienced professionals who strive to attain the best possible outcomes in their areas of expertise. The 463 professionals with diversified experience and qualifications are led by 19 senior team members and headed by the Chief Executive Officer, Mr. Khalid Sherdil.

The Urban Unit takes its strength from a competent and diverse BoDs who are a unique blend of competence, experience, knowledge, skill sets, attitudes, values and beliefs.

Board & Management

BoD Chairpersons



Mr. Nayyar Ali Dada

JUN 25, 2012 - OCT 3, 2014



Dr. Ali Cheema

OCT 3, 2014 - SEP 13, 2018

CEOs



Dr. Nasir Javed

JUN 25, 2012 - SEP 17, 2018



Khalid Sherdil

JAN 25, 2019 - Todate



Our Work in Numbers

Learning Resource Centre

15,000 Books
14,500 Research Material
1300 Journals
600 CDs/DVDs
20,000 Digital Content

Human Resource

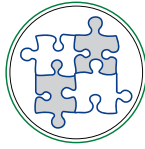
200 Team Members
263 Project Team Members
19 Senior Specialists
29 Foreign Qualified
7 Phds

Information Technology Solutions

29 Production Servers
05 Database Servers
11 Development Servers
15 Enterprise Storage
04 Network Security Appliances
12 GIS Servers
80 Android Phones

Database/ Software

Oracle | Oracle Spatial Postgres,
Post GIS | mySQL | Microsoft Access
MS SQL Server | Arc GIS | HEC- NDL
Turtin



Key Sectors

The Urban Unit is committed to serve as the benchmark of excellence in the development sector. We provide policy management services using in-depth analyses of spatial and non-spatial datasets – employing state-of-art ICT tools for fostering socially cohesive, economically sustainable and vibrant communities.



Urban Planning, Architecture & Design

- Punjab Spatial Strategy 2047
- Faisalabad Peri Urban Structure Plan
- Eco Tourism Master Plan Soon Valley
- Comprehensive City Boundaries for Faisalabad, Gujranwala, Lahore, Multan & Rawalpindi
- Punjab Land Use Rules 2009
- Integrated City Development Strategy of Sahiwal and Sialkot
- Conservation and Restoration of Government House, Murree



Institutional Development

- Capacity Development of Waste Management Sector
- Energy & Audit Training under PCGIP
- Selection & Training of WASAs
- TNA of EPA officials, Reconstructing and Capacity Building of EPA
- Training of BODs of WMC



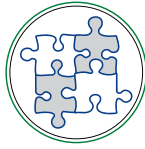
Urban Economics & Municipal Finance

- Enhancement of Own Source Revenue for Water and Sanitation Services Peshawar through Consumer Survey
- Economic and Industrial Analysis of Punjab under "Punjab Spatial Strategy" Program
- ISPA Core Diagnostic Instruments (CODI)



Monitoring & Evaluation

- Urban Immovable Property Tax Project, Sukkur
- Census of Manufacturing Industries in Punjab
- Punjab Brick Kilns Census
- TPV of MEAs data for Health Facilities in Punjab
- Asset Management of Pakistan Railways land with GIS
- Urban Immovable Property Taxation System, Punjab



Water & Sanitation

- Establishment of Punjab Water & Sanitation Academy Lahore
- Changa Paani Programme for Union Council Number 60 Lahore
- Capacity Building of WASAs Punjab – Al-Jazari Academy Lahore
- Enabling Environment Assessment for Scaling up Rural Sanitation World Bank Group project
- IDAMP for five WASAs



Urban Transport & Connectivity

- Intelligent Transportation System for Lahore Metro Bus Project
- Technical Assistance to JICA for Lahore Urban Transport Master Plan
- Design of Pedestrian Precincts; Parking Plaza, Peshawar
- Digitalization of Roads Directory in the Country
- Parking Management; Surveillance Plan of Mayo Hospital
- Road Sector Policy of Punjab for Communication and Works Department
- Soon Valley and Murree Traffic Management Plan and Signage Design



Environmental & Social Safeguards

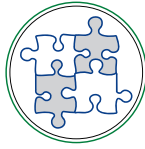
- Environmental Impact Assessments (EIA) & Initial Environmental Examinations (IEE)
- Environmental & Social Management Framework (ESMF) for World Bank Group funded Punjab Cities Governance Improvement Program (PCGIP)
- Environmental Compliance & Monitoring of Sewerage Treatment Plant at Gilgit City
- Restructuring and Capacity Building of EPA
- Environmental Baseline Profiling and Spatial Portray of Punjab Province under Punjab Spatial Strategy
- Supporting Karachi City in Mitigation of Extreme Heat Impacts
- Punjab Urban and Peri-Urban Forest Policy



Marketing & Communications

- Knowledge Products
- Weekly City Dialogue
- Information & Outreach Project, Ministry of Information Punjab Government
- Formulation of Communication Strategies & Plans for various Projects and Organization
- Publications & Digital Content Production
- Event Management
- Official Social Media Handling





GIS & Remote Sensing



- Land Record Management Information System, Punjab
- Asset Management of Pakistan Railways Land with GIS
- Spatial Portrait of Punjab comprising more than 60 datasets i.e. Connectivity, Settlements, Land use, Land cover etc.
- Automation of Wheat Procurement System for Dunyapur Tehsil, District Lodhran
- Mapping of Administrative Local Government Boundaries at micro level
- TPV for floods compensation
- Surveys of Census
 - i. Health Census
 - ii. Industrial Census
 - iii. Brick Kilns



Data & Data Analytics

- Iris data and tools
- Khadim-e-Punjab Saaf Dehat Program
- Local Government Development Program
- Gender Management Information System
- Decision support system for industrial suitability analysis
- Pension Management System Faisalabad
- Knowledge Management Via Learnig Resource Center



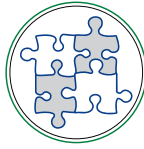
Solid Waste Management

- Outsourcing of Services in WMCs
- Punjab Saaf Dehat Program
- Lakhoder Waste Disposal Site's Efficient Use Consultancy
- Gujrat Waste Management Outsourcing Project
- Punjab Regional Landfill Project
- Waste Management in Mountaneous Regions of India, Nepal and Pakistan
- Site Suitability Study for Landfills in Lahore
- Integrated SWM Master Plan for Gujranwala City
- Sahiwal Waste Treatment Disposal Plant Project
- Geo-technical Investigation, Topographic Survey and Environmental Impact Assessment of Gujranwala Landfill Site
- Role of Waste Pickers in SWM and Strategy to integrate them into the existing system of LWMC



Information & Communication Technology

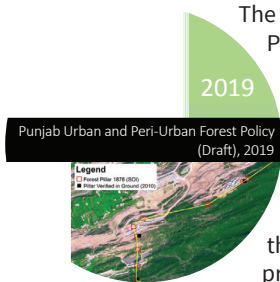
- Automation of Estate Wing and Document Archiving System for Fedral Government Employees Housing Foundation (FGEHF)
- Iris Punjab
- Environment Protection Department (EPD) Automation System
- E - Procurement System



Data 2 Policy & Strategy

The Urban Unit focuses on supporting decision-makers, researchers, partner organizations and practitioners with access to more reliable, timely, and usable data. It has a successful track record of creating data management systems that intuitively aggregate data and make information accessible and transparent, enabling cooperation and knowledge sharing in support of the SDGs.

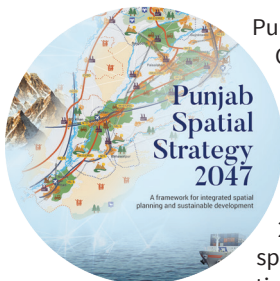
Punjab Urban & Peri-Urban Forest Policy



The Urban Unit has prepared Punjab Urban & Peri-Urban Forest Policy upon advice of Forest, Wildlife & Fisheries Department. The interventions proposed in Punjab Urban & Peri-Urban Forest Policy are directly aligned with Government's vision of Clean and Green Pakistan in achieving the target of "Ten Billion Tree Tsunami Programme". The Policy focuses on increasing the quantity and quality of forests, integrating and improving the planning processes underlying these interventions and promoting education and research among its stakeholders while taking community onboard.

Punjab Spatial Strategy 2047

The Business Plan for Punjab



Punjab Spatial Strategy (PSS) - developed as part of Jobs and Competitiveness (J&C) Programme of Planning & Development Board and the World Bank Group, is a key strategic initiative of the Punjab Government. This strategy has been prepared with an elaborate effort on part of Urban Unit, that has carefully crafted the contours for development in the province going forward till the year 2047. Utilizing a team of highly qualified subject matter specialists, the baseline data underwent numerous spatio-economic analyses to reflect in the (07) Strategic Objectives (SO) and the 25 Policy Statements of PSS.

Already approved by the Punjab Cabinet, PSS is all set to define the tone for future infrastructure development in Punjab, and will act as guiding document for all major public sector infrastructure investments. t



Partners & Collaborations

International



World Bank Group



Asian Development Bank



Research Institute for
Water and Waste Management
(RWTH) Aachen (FIW), Germany



Japan International
Cooperation Agency



China Academy of
Urban Planning and Design

ortana

Ortana Elektronik
Yazılım Taah. San. Tic.A.Ş.
Turkey

DFID

Department for International
Development (DFID)

National



Local Government and
City Community Development



Gilgit Development
Authority



Government of Sindh



Government of
Khyber Pakhtunkhwa



Government of
Balochistan



Punjab Economic Research
Institute



Punjab Board of
Investment & Trade



School Education
Department



Labour and Human
Resource Department



Punjab Commission on
the Status of Women



Punjab Economic Research
Institute



Environmental
Protection Department



Climate and Development
Knowledge Network



Leads Pakistan



Pakistan Railways



Excise and Taxation
Department



Planning and
Development Board



Lahore Waste Management
Company



Burki Institute of
Public Policy



Punjab Disaster
Management Authority



Tourism Development
Corporation of Punjab



Water and Sanitation
Agencies



Youth Revolution Clan



University of
Engineering and
Technology, Peshawar



University of Engineering
and Technology

Academia



Lahore University of
Management Sciences



Forman Christian
College



Government College
University



Institute of Geography, Urban and
Regional Planning, University of Peshawar



Projects in Numbers

Punjab Spatial Strategy 2047

196 M USD

Urban Immovable Property Tax

10.80 M USD

Punjab Cities Governance Improvement Project

150 M USD

Murree General Post Office Restoration Project

Census of Manufacturing Industries

Restructuring & capacity Building of Environment
Protection Department

200 M USD

Acknowledgements

The Urban Unit would like to express its deepest appreciation for the World Bank Group for provision of expertise and technical support in carrying out work on major projects like Punjab Spatial Strategy 2047. Their superior knowledge, experience and technical assistance on each step has been instrumental in formulating the Punjab Spatial Strategy. Nevertheless, the Urban Unit expresses gratitude towards all partner organizations, relevant departments and other stakeholders for their kind co-operation and encouragement which helped it in becoming one of the top urban development organizations in the country.

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