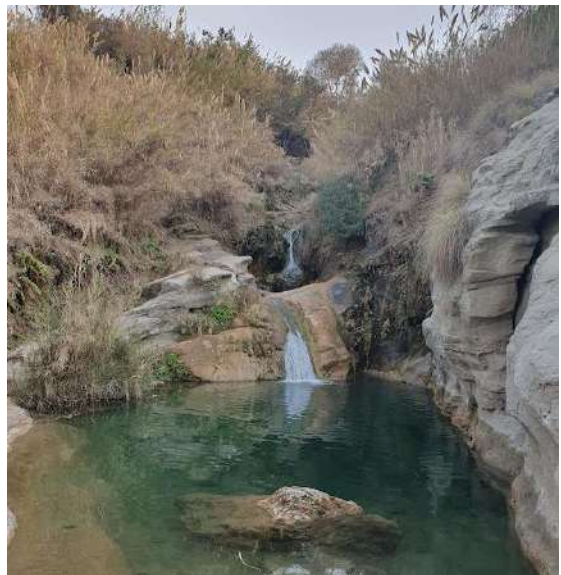


APRIL, 2022



# SARGODHA REGIONAL DEVELOPMENT PLAN

## TOURISM SECTOR PLAN



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



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## Table of Contents

Disclaimer .....	1
Technical Team .....	1
List of Figures .....	3
Abbreviations and Acronyms .....	4
SECTION I: OVERVIEW .....	5
1.1. Study Area .....	5
1.2. Objectives .....	6
SECTION II: METHODOLOGY .....	7
SECTION III: FRAMEWORK FOR DEVELOPING TOURISM IN SARGODHA DIVISION .....	10
SECTION IV: TOURISM POTENTIAL IN SARGODHA .....	12
4.1. Context - Tourism in Pakistan .....	12
4.2. Inventory of Tourist Sites in Sargodha Division .....	13
4.3. Tourism Influx in Sargodha Division .....	18
SECTION V: PROPOSED TOURISM ZONES .....	21
5.1. Bhera Heritage City and Jhelum Riverfront .....	21
5.2. Soon Valley .....	22
5.3. Mianwali Riverfront Zone .....	22
5.4. Thal Mela Zone .....	22
SECTION VI: PROPOSED SITE SPECIFIC INTERVENTIONS .....	23
6.1. Bhera Heritage City + Jhelum Riverfront: Heritage Trails .....	23
6.2. Soon Valley .....	28
6.3. Mianwali Riverfront Zone .....	32
6.4. Rehabilitation of Dikusha Bagh, Bhakkar .....	34
6.5. Conservation of Banyan Tree, Kot Momin .....	35
6.6. Thal Mela Zone .....	36
SECTION VII: IMPLEMENTATION TIMELINE .....	37



## List of Figures

Figure 1. Map of Sargodha Division .....	5
Figure 2. Methodology for Development of Sargodha Tourism Sector Plan .....	7
Figure 3. Field Visits and Stakeholder Consultations.....	9
Figure 4. Framework for Tourism Development .....	10
Figure 5. Heritage Tourist Sites in Sargodha Division .....	15
Figure 6. Religious/Spiritual Tourism Sites in Sargodha Division .....	16
Figure 7. Recreational and Cultural Sites in Sargodha Division.....	17
Figure 8. Eco-tourism Sites in Sargodha Division.....	18
Figure 9. Tourism Zones in Sargodha Division .....	21
Figure 10. Field Visit to Bhera City .....	23
Figure 11. Conservation Sites in Bhera (WLCA) .....	25
Figure 12. Bhera Heritage Trail 1 .....	26
Figure 13. Bhera Heritage Trail 2 .....	27
Figure 14. Bhera Heritage Trail 3 .....	28
Figure 15. Field Visit to Soon Valley .....	29
Figure 16. Proposed Interventions in Soon Valley .....	30
Figure 17. Site Plan of Jhallar Lake Front Development .....	31
Figure 18. Adventure Park and Parkway Proposal - Soon Valley .....	32
Figure 19. Proposed Mianwali Riverfront Circuit.....	32
Figure 20. Conceptual Design for Riverfront Park .....	33
Figure 21. Conceptual Design for Rehabilitation of Dilkusha Bagh .....	34
Figure 22. Field Visit to Banyan Tree, Kot Momin .....	35
Figure 23. Proposed Interventions for Thal Mela .....	36

## List of Tables

Table 1. Pakistan Travel & Tourism Data .....	12
Table 2. Pakistan Tourism Sector Spending Characteristics .....	13
Table 3. Categorization of Tourism Sites .....	14
Table 4. List of destinations attracting more than 0.1-0.5 million visitors annually.....	19
Table 5. List of Destinations attracting less than 0.1 million visitors annually.....	20
Table 6. Implementation Timeline for Tourism Sector Projects .....	37

## Abbreviations and Acronyms

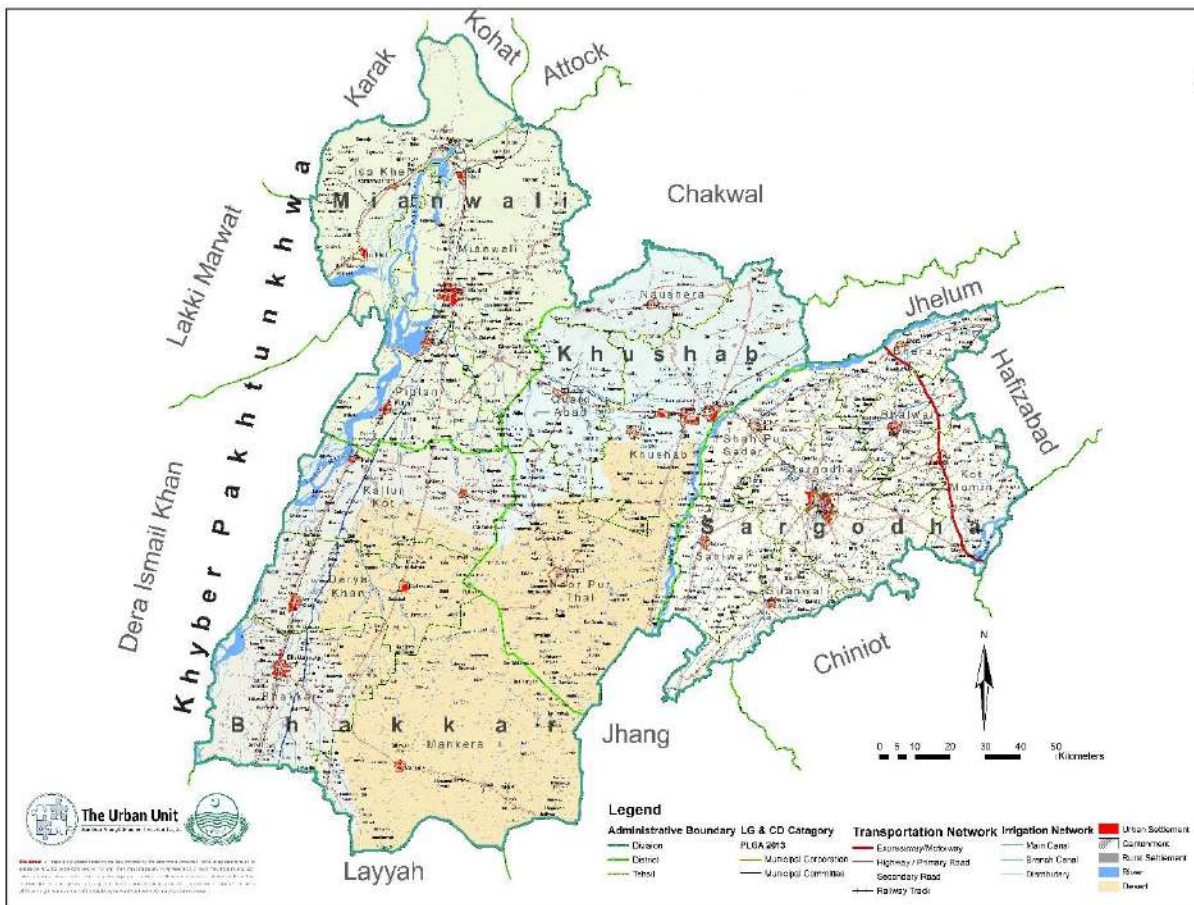
ADP	Annual Development Programme
FWF	Forests, Wildlife and Fisheries Department
LG&CD	Local Government and Community Development Department
PTDC	Pakistan Tourism Development Corporation
TDCP	Tourism Development Corporation of Punjab
WLCA	Walled City of Lahore Authority
YSAT	Youth Affairs, Sports, Archaeology and Tourism Department

## SECTION I: OVERVIEW

### 1.1. Study Area

Sargodha Division is located at the Western side of the Punjab province. Bhakkar, Khushab, Mianwali and Sargodha are the districts of Sargodha Division. This division shares a border with Khyber Pakhtunkhwa province. This location holds potential for Sargodha as a logistics hub, as Sargodha is placed as a transit point between Punjab and Khyber Pakhtunkhwa – and onwards to Afghanistan. Thus, the potential for attracting visitors for tourism is also high.

Figure 1. Map of Sargodha Division



Source: The Urban Unit

Furthermore, the district is home to a wide range of tourism sites including natural landscapes, heritage sites, spiritual sites and recreational facilities.

## 1.2. Objectives

1. To preserve and promote the local heritage and culture through tourism efforts in order to maintain the unique identity of Sargodha division
2. To enhance and conserve the ecotourism sites in order to protect natural, ecological and biodiversity areas and sites, using a sustainable tourism development approach
3. To develop a long term policy framework and vision for tourism development in the region, that focuses on evidence based interventions, capacity building of stakeholders, comprehensive marketing strategy, and investing in supporting infrastructure
4. To promote economic growth and improved livelihoods by boosting tourism growth in the region

## SECTION II: METHODOLOGY

*Figure 2. Methodology for Development of Sargodha Tourism Sector Plan*



**Source: The Urban Unit**

### 1. Inception Visit

Arranging an initial regional consultative workshop with representatives to discuss and agree on the objectives and the expected outcomes of the tourism perspective of regional development of Sargodha division.

## 2. Survey of Tourist Sites

After desk review of existing tourist sites in the Sargodha division, situational assessment survey has been conducted to collect detailed information on existing situation of tourist sites, and their future potential

## 3. Data Collection and Organization

Consolidation of desk review, and primary surveys to identify emerging tourism sites, tourism potential and current gaps and challenges

## 4. Stakeholder Consultation

Consultative workshops were conducted with relevant departments with the aim of further presenting and discussing initial results, and identification of trends, challenges, and tourism potential. These consultations also give an opportunity for group discussions with local representatives, which is particularly important in the identification of priority projects.

## 5. Spatial Analysis of Tourism Activity

Geographic information system (GIS) and remote sensing techniques are used develop a detailed inventory of tourist sites in the division, as well as identify potential tourism zones that will serve as the focus for targeted interventions

## 6. Proposed Framework for Site Development

Development of long term policy framework to address current institutional and structural gaps and challenges

## 7. Proposed Interventions for Revitalization of Tourist Sites

Consolidation of data analysis, primary data from field visits, and feedback from stakeholders to develop a short, medium, and long term framework for tourism sector interventions, alongside detailed site specific action plans

*Figure 3. Field Visits and Stakeholder Consultations*



**Source: The Urban Unit**

Top Left: Conversation with resident of Bhera city  
Top Right: Conversation with caretaker of Sher Shah Suri Mosque, Bhera  
Middle Left: Stakeholder Consultation Sargodha  
Middle Right: Meeting with ADC Revenue, Mianwali  
Bottom Left: Conversation with caretaker of Temple Imambargah, Sargodha  
Bottom Left: Meeting with principal of Ambala High School (formerly a Gurdwara), Sargodha

## SECTION III: FRAMEWORK FOR DEVELOPING TOURISM IN SARGODHA DIVISION

*Figure 4. Framework for Tourism Development*



**Source: The Urban Unit**

A holistic and forward looking framework is needed to serve as a guideline for long term development and capacity building of the tourism sector in Sargodha. The components of this framework are discussed below:

### 1. Inventory and Data Collection

Currently, reliable data collection on the number of tourism sites, their situational analysis, the number of visitors, their level of satisfaction and feedback etc. is missing in the region. Reliable data collection is important to identify gaps and areas of improvement, as well as strengths and future potential of this sector. This will help formulate a long term policy vision for the tourism Sector in Sargodha.

### 2. Identify Key Tourist Zones

Identifying key areas based on several parameters – including clusters of tourist sites, and accessibility to those regions, will help in developing supporting infrastructure in those zones, in a targeted manner. Rather than acting in silos, interventions may focus on building up a tourism ecosystem in these key tourism zones.

### 3. Conservation and Environmental Management

For the long-term development of the tourism sector, ensuring the area is conserved, and an efficient environmental management system is in place to keep the site preserved and safe from harmful environmental impact. This will help in promoting sustainable tourism.

### 4. Capacity Building of the Service Provider

Capacity building helps improve the underdeveloped community's ability to participate in tourism development. Local businesses and hotels should be strengthened to ensure that quality services will be available for the tourists. This will help in building a sustainable tourism industry in the division.

### 5. Marketing and Communication Strategy

It is essential to have an efficient marketing strategy to develop tourism in the division. The purpose is to promote the region and attract tourists. A detailed marketing framework should be built to promote tourism using modern marketing platforms such as the internet and social media; conventional marketing tools will also be incorporated.

### 6. Site-Specific Action Plans

The tourist sites in the division with highest potential will be identified, and an action plan will be explicitly proposed for each site to develop the site according to the strategy and goals formulated for the Division's tourism development plan.

## SECTION IV: TOURISM POTENTIAL IN SARGODHA

### 4.1. Context - Tourism in Pakistan

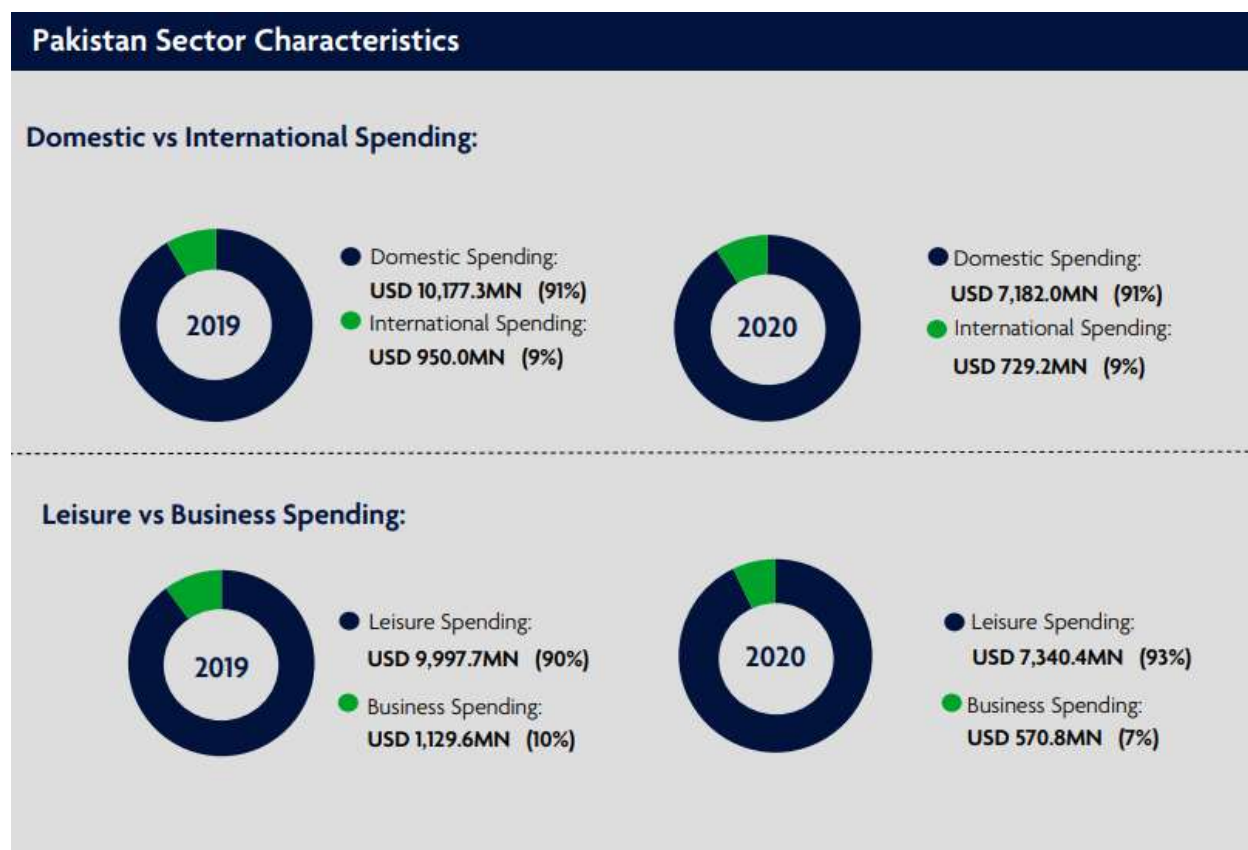
The Pakistani government has increased the emphasis on the potential of the tourism sector in recent years. Due to the pandemic in 2020, the tourism sector has been affected. The overall budget for the tourism sector was also reduced. Subsequently, the overall international spending in 2020 also decreased by 23.2%, and domestic spending fell by 29.4%. Overall, 93% of the expenditure on tourism was done for leisure purposes.

Table 1. Pakistan Travel & Tourism Data

Pakistan Key Data		2019	2020	
	<b>Total contribution of Travel &amp; Tourism to GDP:</b>	<b>5.7%</b> of Total Economy Total T&T GDP = PKR2,438.7BN (USD15,065.9MN)	<b>4.4%</b> of Total Economy Total T&T GDP = PKR1,874.4BN (USD11,579.5MN)	<b>-23.1%</b> Change in Travel & Tourism GDP vs +0.5% real economy GDP change
	<b>Total contribution of Travel &amp; Tourism to Employment:</b>	<b>3,446.4</b> Jobs (000s) (5.5 % of total employment)	<b>3,063.2</b> Jobs (000s) (4.8 % of total employment)	Change in jobs <sup>2</sup> : <b>-11.1%</b> -383.2 (000s)
	<b>Visitor Impact International:</b>	<b>PKR 153.8<sup>BN</sup></b> Visitor spend 3.6% of total exports (USD950.0MN)	<b>PKR 118.0<sup>BN</sup></b> Visitor spend 2.9% of total exports (USD729.2MN)	Change in international visitor spend: <b>-23.2%</b> -USD 220.8 MN
	<b>Domestic:</b>	<b>PKR 1,647.4<sup>BN</sup></b> Visitor spend (USD 10,177.3MN)	<b>PKR 1,162.5<sup>BN</sup></b> Visitor spend (USD 7,182.0MN)	Change in domestic visitor spend: <b>-29.4%</b> -USD 2,995.4 MN

Source: World Travel and Tourism Council, Country Economic Report, 2019 and 2020

Table 2. Pakistan Tourism Sector Spending Characteristics



**Source: World Travel and Tourism Council, Country Economic Report, 2019 and 2020**

#### 4.2. Inventory of Tourist Sites in Sargodha Division

The existing tourism sites in Sargodha Division have been identified and mapped out. The tourist sites inventory of the Sargodha Division is divided into the following sub-categories: Religious and Spiritual tourism sites, Heritage tourism sites, Eco-tourism sites, and Recreational and Cultural tourism sites.

Identifying tourism sites based on these categories is useful because it helps identify the reasons why tourists visit these sites and helps develop proposals based on the unique characteristics and potential of the tourist site.

*Table 3. Categorization of Tourism Sites*

Religious and spiritual tourism refers to travel for religious or spiritual purposes, such as undertaking a pilgrimage and visiting sacred sites



Heritage tourism refers to as traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past, and can include cultural, historic and natural resources



Ecotourism refers to responsible travel to natural areas, ecological and biodiversity sites that conserves the environment, sustains the wellbeing of local people and involves interpretation and education



Recreational and Cultural tourism refers to the participation in leisure or cultural activities, that focuses on entertainment and education about cultural assets

**Source: The Urban Unit**

Figure 5. Heritage Tourist Sites in Sargodha Division



Source: The Urban Unit

Sargodha Division has several important heritage sites – the most famous perhaps is the walled city of Bhera. The region also features several historic forts: Mankera Fort, Akrand Fort, Sirkapp Fort and Tulujha Fort. There are also several abandoned Hindu temples including Amb Sharif, Boaliwala Temple and Shiva Temple in Bhera among others. The major challenge for heritage sites in the region is the lack of information and marketing, as these sites are not known to outsiders, as well as the condition of disrepair and lack of conservation efforts which risks the loss of precious history.

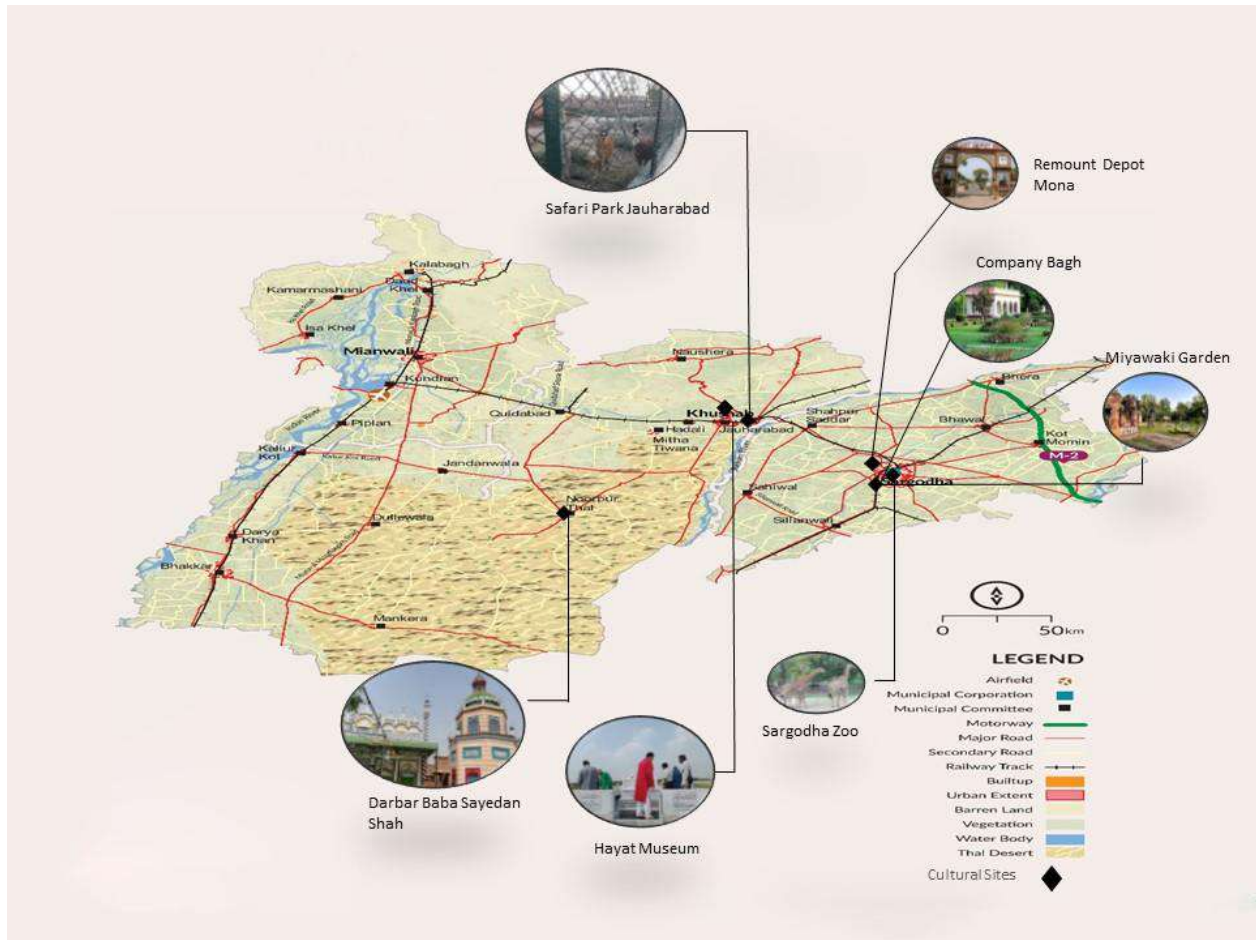
Figure 6. Religious/Spiritual Tourism Sites in Sargodha Division



Source: The Urban Unit

Sargodha Division is also rich in terms of spiritual tourism – the most important perhaps is the Darbar of Baba Sayedan Shah, where the Urs of the Saint is held every year and is an important local attraction. Indeed, the region also features several shrines and Masjids: Gol Masjid, Sial Sharif, Sher Shah Suri Mosque, and Shekhani Mosque. There are also several abandoned Hindu temples and religious sites including Amb Sharif, Boaliwala Temple and Shiva Temple in Bhera, Ramkund, Ruins at Mari among others. The major challenge for religious sites in the region is the lack of information and marketing, as these sites are not known to outsiders. Furthermore, Hindu, and Sikh religious sites are in disrepair as their local community is no longer present to preserve those sites.

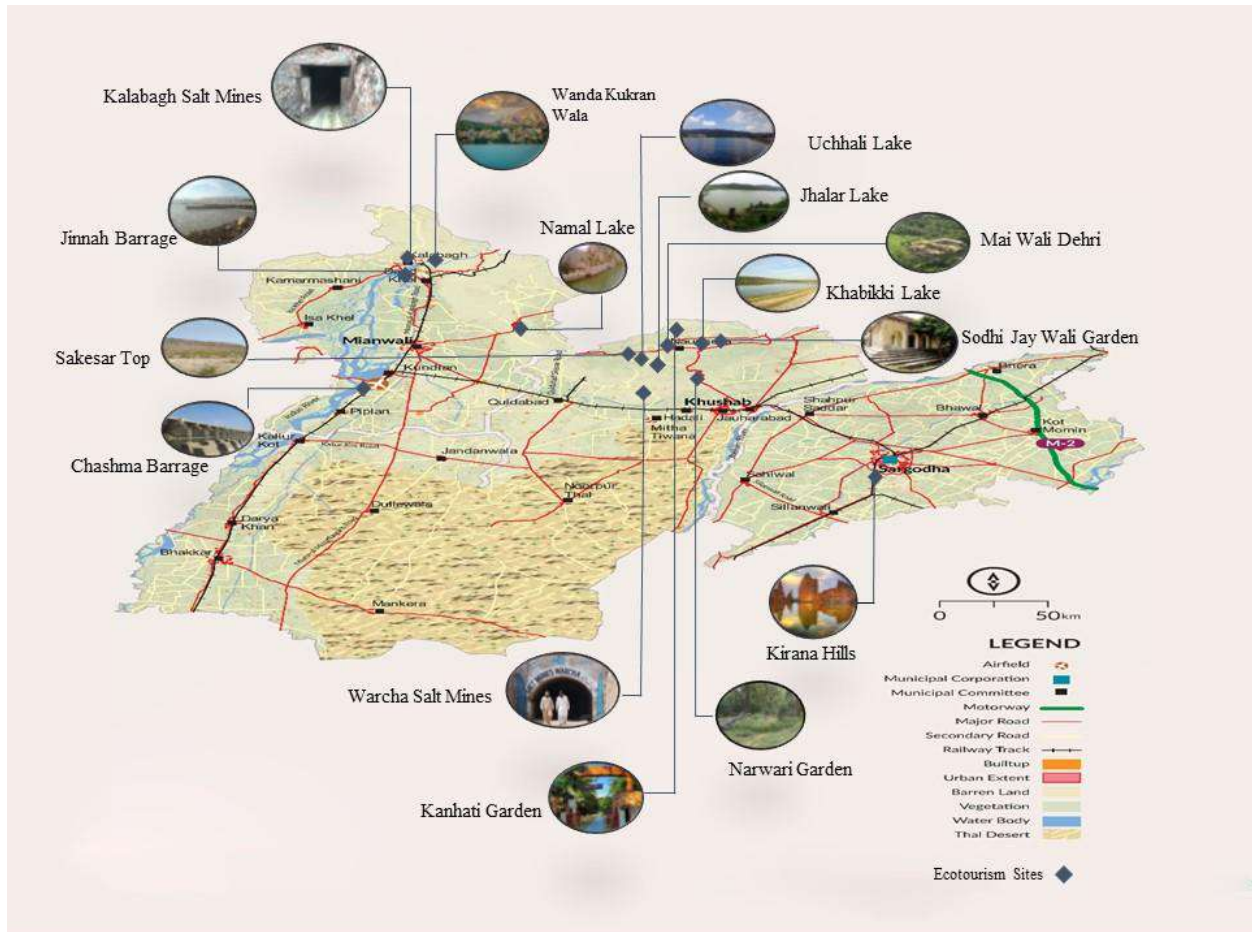
Figure 7. Recreational and Cultural Tourism Sites in Sargodha Division



Source: The Urban Unit

Recreational and cultural sites, such as zoos and museums, have developed mostly in urban cities as these locations would be able to attract a larger number of the local population in order to justify such investment. Sites include Safari Park and Hayat Museum in Jauharabad, and Company Bagh, Remount Depot, Zoo and Miyawaki Forest in Sargodha. Overall, such recreational spaces are lacking though there is potential to develop museums, libraries, and exhibition spaces as the region has a rich history that can be explored and exhibited.

Figure 8. Eco-tourism Sites in Sargodha Division



Source: The Urban Unit

Sargodha Division is also rich in ecotourism potential and natural landscapes. The prime example is of Soon Valley which holds many attractions, yet there are several other sites around the Indus River as well including Namal Lake, Jinnah Barrage, Chashma Barrage, and Kalabagh Salt Mines. The division also includes the Thal desert landscape which may have potential for development of Jeep Safari tours, and cultural festivals.

#### 4.3. Tourism Influx in Sargodha Division

Overall, there are very few sites in the Sargodha Division that attract more than a lac tourist annually; the majority of sites have an visitor influx of less than one lac annual tourists. The following data has been obtained from Punjab Tourism for Economic Growth

Final Report, Consortium for Development Policy Research, 2018<sup>1</sup>; hence, the data presents a one-time picture of selected sites. Since consolidated data collection is missing, the district administrations should initiate collection of data annually and maintenance of visitor logbooks and feedback forms, to help make informed policy decisions.

*Table 4. List of destinations attracting more than 0.1-0.5 million visitors annually*

District	Tehsil	Tourism Site	Tourism Category
<b>Sargodha</b>	Kot Momin	Takht Hazara	Historical Tourism
	Kot Momin	Largest Banyan Tree	Historical Tourism
	Bhalwal	Sher Shah Suri Mosque	Religious Tourism
<b>Khushab</b>	Khushab	Darbar Badshahan Khushab	Religious Tourism
	Noorpur Thal	Syedani Shah Bukhari Shrine	Religious Tourism
<b>Mianwali</b>	Mianwali	Sultan Muhammad Zakriya Shrine	Religious Tourism
	Piplan	Chashma Barrage	Historical Tourism, Recreational Tourism

**Source: Consortium for Development Policy Research, 2018**

Based on these tables, religious tourism is a major pull factor, followed by historical and recreational tourism. This may also reflect the lack of marketing of other ecotourism and recreational sites, such as Soon Valley (although in 2018 much of the development work around Soon Valley was not yet completed).

<sup>1</sup> World Travel and Tourism Council, 2019 & 2020 Country Economic Impact can be accessed at <https://wtcc.org/Research/Economic-Impact>

*Table 5. List of Destinations attracting less than 0.1 million visitors annually*

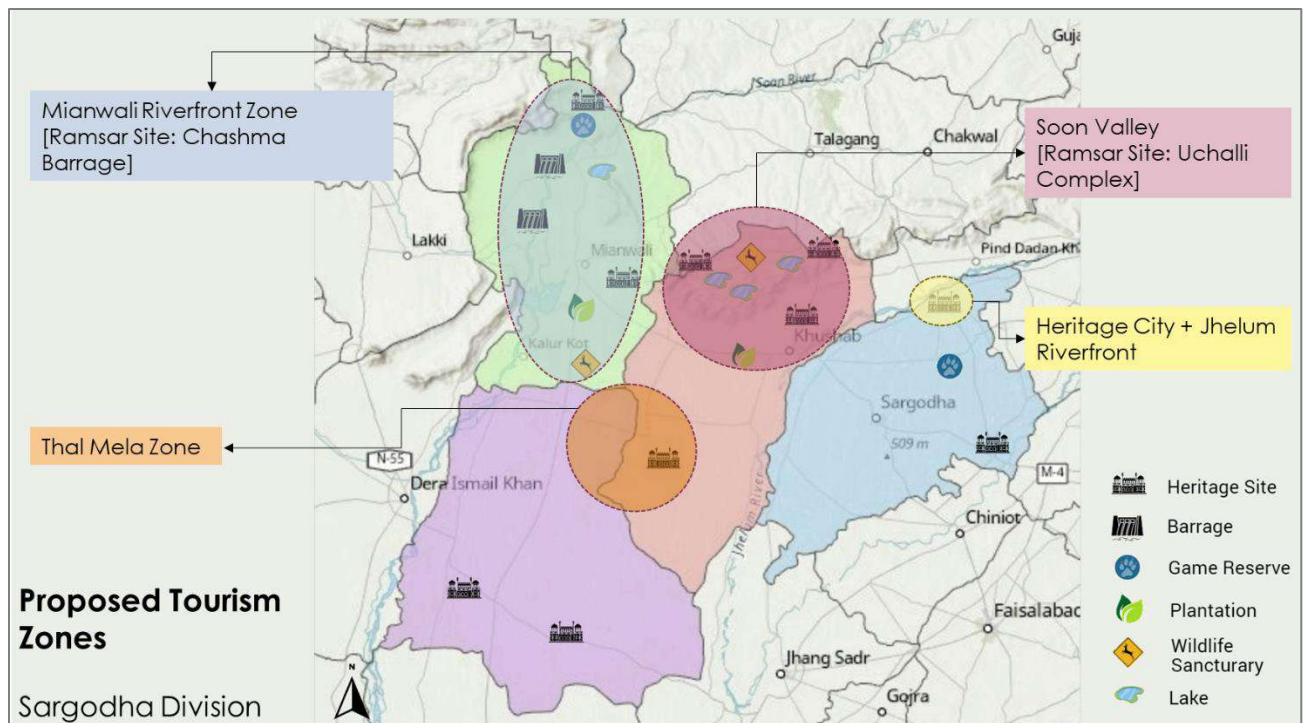
District	Tehsil	Tourism Site	Tourism Category
<b>Bhakkar</b>	Mankera	Mankera Fort	Historical Tourism
	Mankera	Shri Maha Veer Ji Temple	Historical, Religious Tourism
	Mankera	Maqbara Nawab Sarbuland	Religious Tourism
<b>Khushab</b>	Quaidabad	Amb Sharif Temples	Historical Tourism
	Khushab	Dada Golra Shrine	Religious Tourism
	Khushab	Sakhi Sayed Al Maroof Shrine	Religious Tourism
	Khushab	Sodhi Garden and Rest House	Historical, Recreational Tourism
	Khushab	Graveyard of Sahaba	Historical, Religious Tourism
<b>Sargodha</b>	Sahiwal	Historical Gates of Sahiwal	Historical Tourism
	Sargodha	Kirana Hills	Historical, Recreational Tourism
	Sahiwal	Mandir / Temple in Sahiwal	Religious Tourism
	Bhalwal	Arya Samaj Mandir	Historical Tourism, Religious Tourism

**Source: Consortium for Development Policy Research, 2018**

## SECTION V: PROPOSED TOURISM ZONES

The below figure identifies proposed tourism zones. The areas are selected because they include clusters of tourist sites at close proximity to each other, are relatively well known in the region, and have the potential to be marketed along a specific theme (for example, ecotourism – a natural summer getaway; or heritage – rediscover history)

*Figure 9. Tourism Zones in Sargodha Division*



**Source: The Urban Unit**

### 5.1. Bhera Heritage City and Jhelum Riverfront

This zone includes the historic walled city of Bhera, with several notable heritage sites including the old Railway Station, Sher Shah Suri Mosque, the gates of the walled city and several temples / mandirs including Boaliwala Temple, and Shiva Temple among the most notable ones. Furthermore, the walled city is within walking distance from the Jhelum riverfront and the area also holds potential to be developed as a riverfront attraction.

## 5.2. Soon Valley

This zone includes the well-known Soon Valley, which is home to a Ramsar site – the Uchali Complex which includes three lakes: Uchali, Khabeki and Jhalar Lake. The Soon Valley also has several other natural attractions including Water Spring and Botanical Garden at Kanhatti, Sakeser Top, Mai Wali Dehri waterfall, Narwari Gardens and more. This area also includes several heritage sites including the Tulajha fort, Ambh Sharif, Akhrand fort, Tulhaat Fort, Nursingh Phowar, Ruins of Rat Rirri, Anga, and Sodhi Rest House. While considerable work has been done in developing Uchali Lake and Khabeki Lake, the tourism potential of the rest of Soon Valley remains untapped.

## 5.3. Mianwali Riverfront Zone

Mianwali Riverfront Zone also includes a Ramsar site – the Chashma Barrage. This zone is organized around the Indus River and holds potential to be developed as an Ecotourism zone. The sites in this area include Chasma Barrage, Jinnah Barrage, Namal Lake, and Kalabagh Salt Mines. Heritage sites include the Samadhi of Bhaghat Basti Ram, Hindu Ruins at Mari, Ramkund, and Sirkapp Fort

## 5.4. Thal Mela Zone

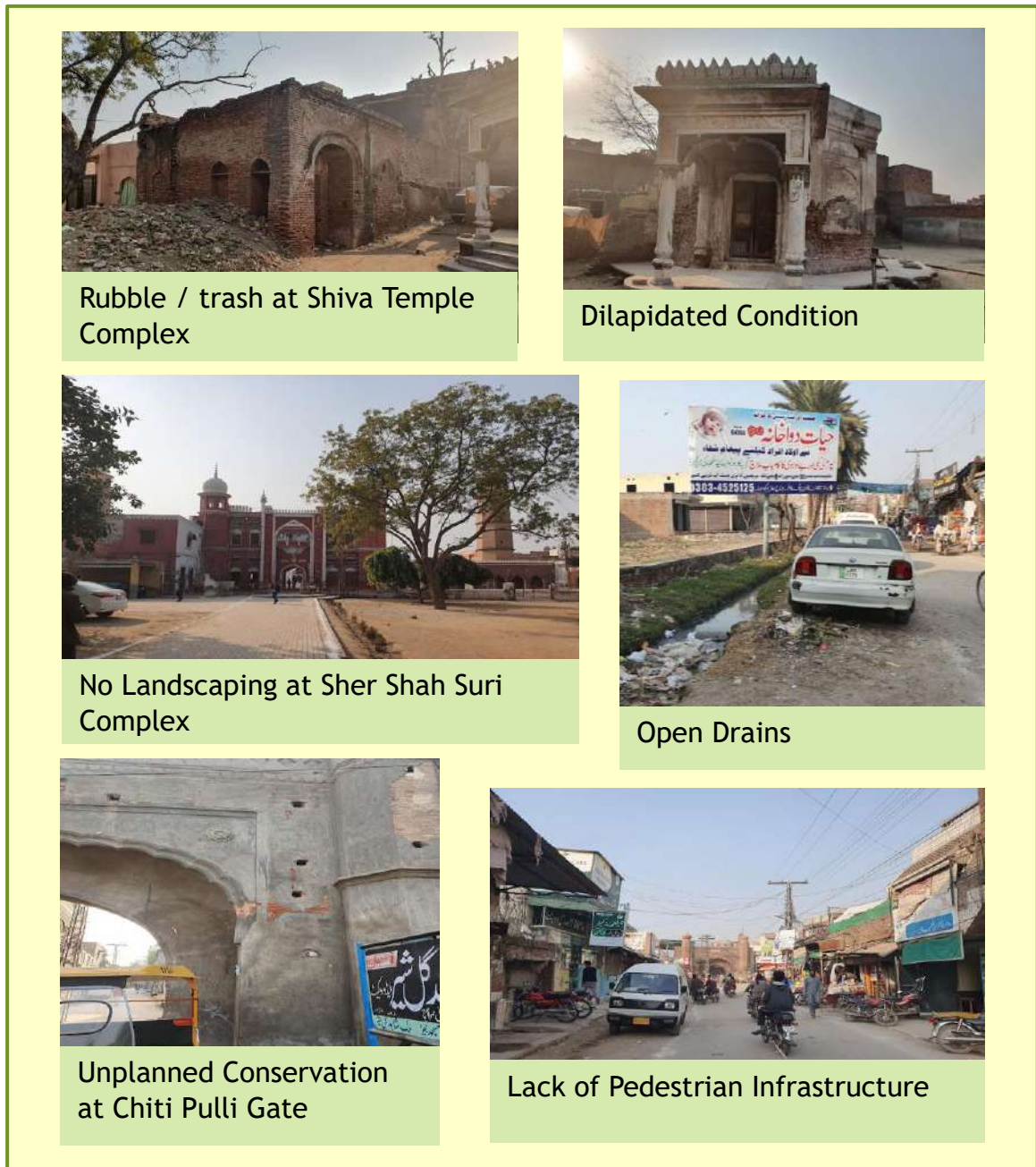
This site is centered around the annual Thal Mela that takes place to celebrate the Urs of Baba Saidan Shah Bukhari at the Darbar of Baba Saidan Shah Bukhari. This event is already a major local attraction but is not known of outside the area. Thus, the Thal Mela Zone can be developed further and marketed to increase number of visitors and generate further economic activity. Since the area is located in the Thal desert, it can be developed as a desert safari experience, alongside cultural events to promote the local heritage.

## SECTION VI: PROPOSED SITE SPECIFIC INTERVENTIONS

### 6.1. Bhera Heritage City + Jhelum Riverfront: Heritage Trails

#### Existing Situational Analysis

*Figure 10. Field Visit to Bhera City*



**Source: The Urban Unit**

There are several challenges that need to be addressed to further develop Bhera as a heritage city. Firstly, most heritage sites are in dilapidated conditions and require expert conservation efforts that preserve the original elements of the structures and their designs. Further, many heritage sites have been encroached upon over time, in particular, the historic gates of Bhera city, as three of them no longer remain standing, and others have been encroached by vendors, and defiled by advertisements and graffiti. When conservation efforts have taken place, they were not clearly thought out – for instance, one year after restoration of the roof of the interior of Sher Shah Suri Mosque, the roof collapsed again and requires further restoration. Often the original motifs and designs are not preserved either and replaced with modern designs, which goes against the spirit of conservation.

The surrounding infrastructure and facilities in the area are also lacking. There is a lack of restaurants and hotel facilities to accommodate visitors. There are also no clear directions and signage to guide visitors to tourist sites, and the area is congested, and not designed to ease pedestrian movement. Open drains are also visible within the walled city, as the area lacks proper sanitation infrastructure.

However, the site also has several advantages. The proximity to M2 motorway, and Bhera Interchange at less than 30 minutes' drive time, makes Bhera very accessible. Furthermore, heritage sites within Bhera are all within walking distance of each other and this gives room to develop walking tours of the walled city and surrounding area. The proximity to Jhelum riverfront also provides a natural relaxation spot where facilities such as restaurants and parks may be developed.

#### Proposed Intervention: Walled City of Lahore Authority (Inception Phase)

Currently WLCA is in the inception phase of developing a conservation project for Bhera walled city. The scope of the activities includes conservation and preservation of selected heritage sites, developing a Tourist Information Center, developing signage and seating spaces for visitors, and developing a riverfront route to Jhelum riverfront via Boaliwala Mandir.

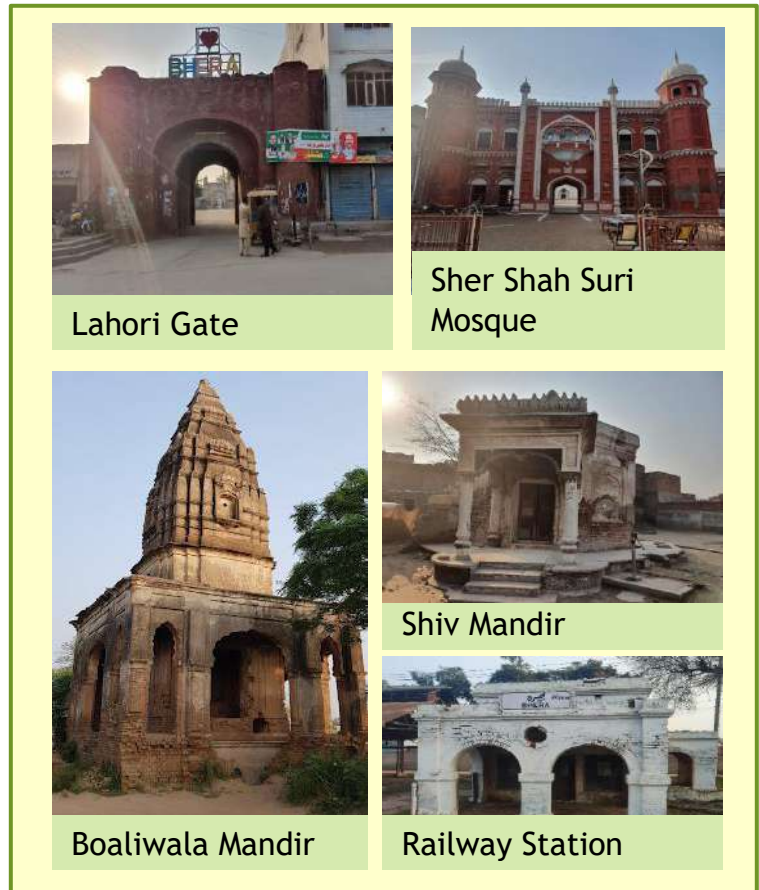
The sites in the project include

- Sher Shah Suri Mosque
- Bhera Railway Station
- Boaliwala Mandir
- Shiv Mandir
- Historic Gates

Additional Interventions

This tourism sector plan has identified several further interventions that may be carried out in Bhera for value addition based on the assessment from the field visit to Bhera

Figure 11. Conservation Sites in Bhera (WLCA)



Source: WLCA

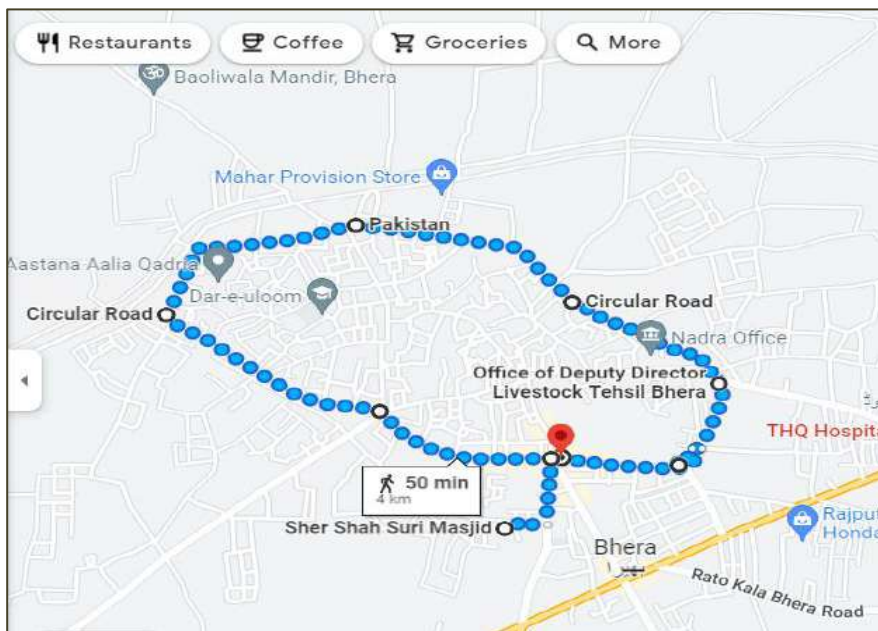
- Development of walking **Heritage Trails** – include signage and maps with directions
- Designate and rehabilitate pedestrian routes within Walled City and direct motorcycle / qinchi traffic through alternative routes
- Pedestrian infrastructure (footpaths, and landscaping) on Circular Road and Boaliwala Mandir Road
- Refurbish parking space and grounds of Sher Shah Suri Mosque
- Sanitation and drainage infrastructure upliftment
- Public Restrooms

Heritage Trails

Walking trails in the proposed heritage city are proposed to facilitate the tourists coming to visit the landmarks in the area. Along the proposed routes, tourist facilitation in the form of sign boards, benches, sidewalks are required to attract more visitors in the area and develop a walking friendly experience.

1. Urban Heritage Trail 1: Bhera City Walk

*Figure 12. Bhera Heritage Trail 1*



**Route: Sher Shah Suri Mosque to Historical Gates (via Circular Road)**

**Length: 4km**

**Walked Time: 50 Min**

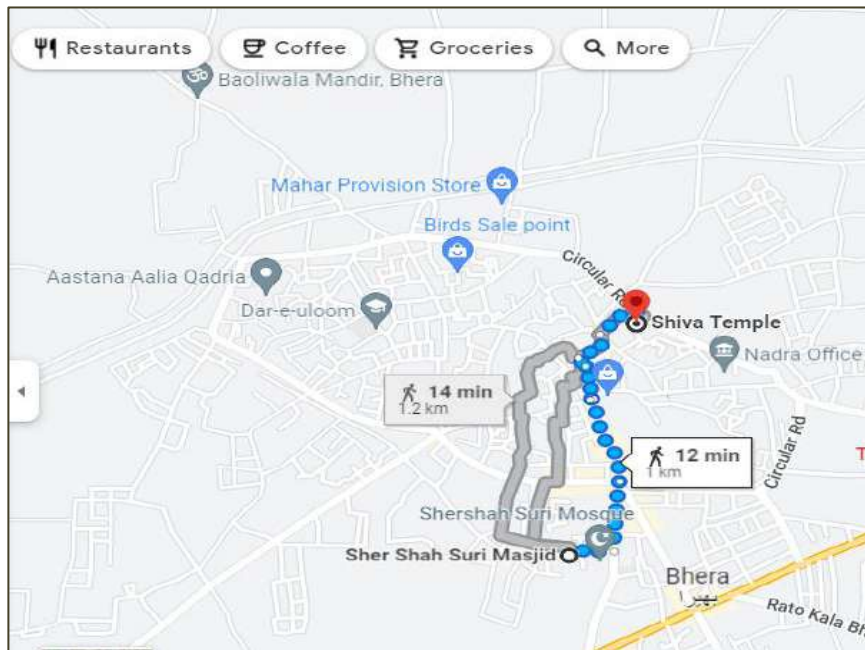
**Source: The Urban Unit**

This trail is designed to cover the exterior ring of the Walled City and would include all the historic gates of the city. The trail would start from the Sher Shah Suri Mosque, and lead up to the entrance of the walled city

## 2. Urban Heritage Trail 2: Walled City Walk

This trail is designed to cover the interior of the walled city so that visitors can explore the heritage sites within. The trail would start from the Sher Shah Suri Mosque and lead up to the entrance of the walled city, and then onwards to the Mian Bazaar within the walled city and culminates at Shiva Temple on the northern entrance of the walled city.

*Figure 13. Bhera Heritage Trail 2*



**Route: Sher Shah Suri Mosque to Shiva Temple via Main Bazar**

**Length: 1km**

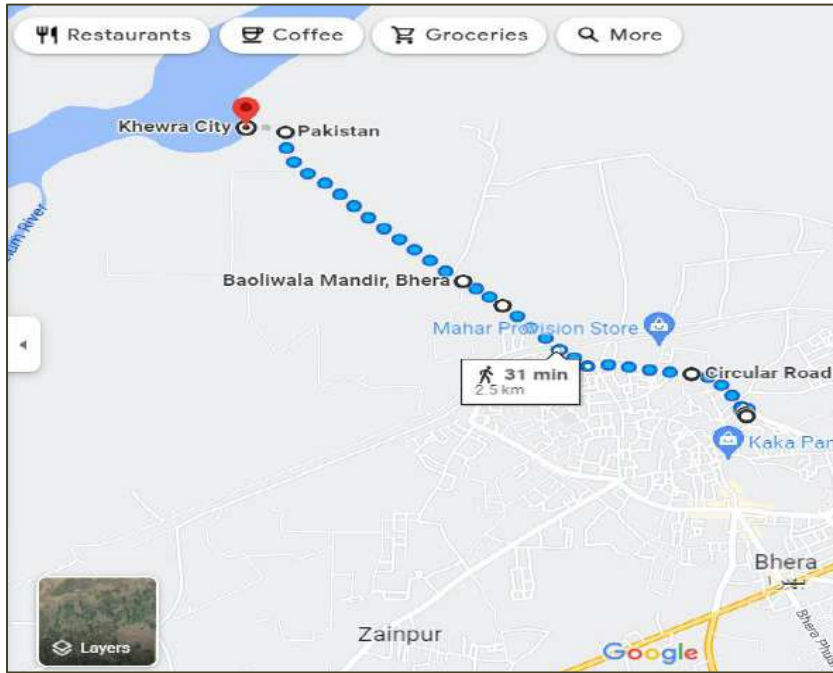
**Walked Time: 12Min**

**Source: The Urban Unit**

## 3. Urban Heritage Trail 3: Jhelum Walk

This trail is designed to guide visitors to Jhelum riverfront, as a relaxation spot. The trail would start from the Shiva Temple on the northern entrance of the walled city and reach the riverfront area via the Boaliwala Mandir route.

Figure 14. Bhera Heritage Trail 3



**Route: Sher Shah Suri Mosque to Shiva Temple via Main Bazar**

**Length: 1km**

**Walked Time: 12Min**

**Source: The Urban Unit**

## 6.2. Soon Valley

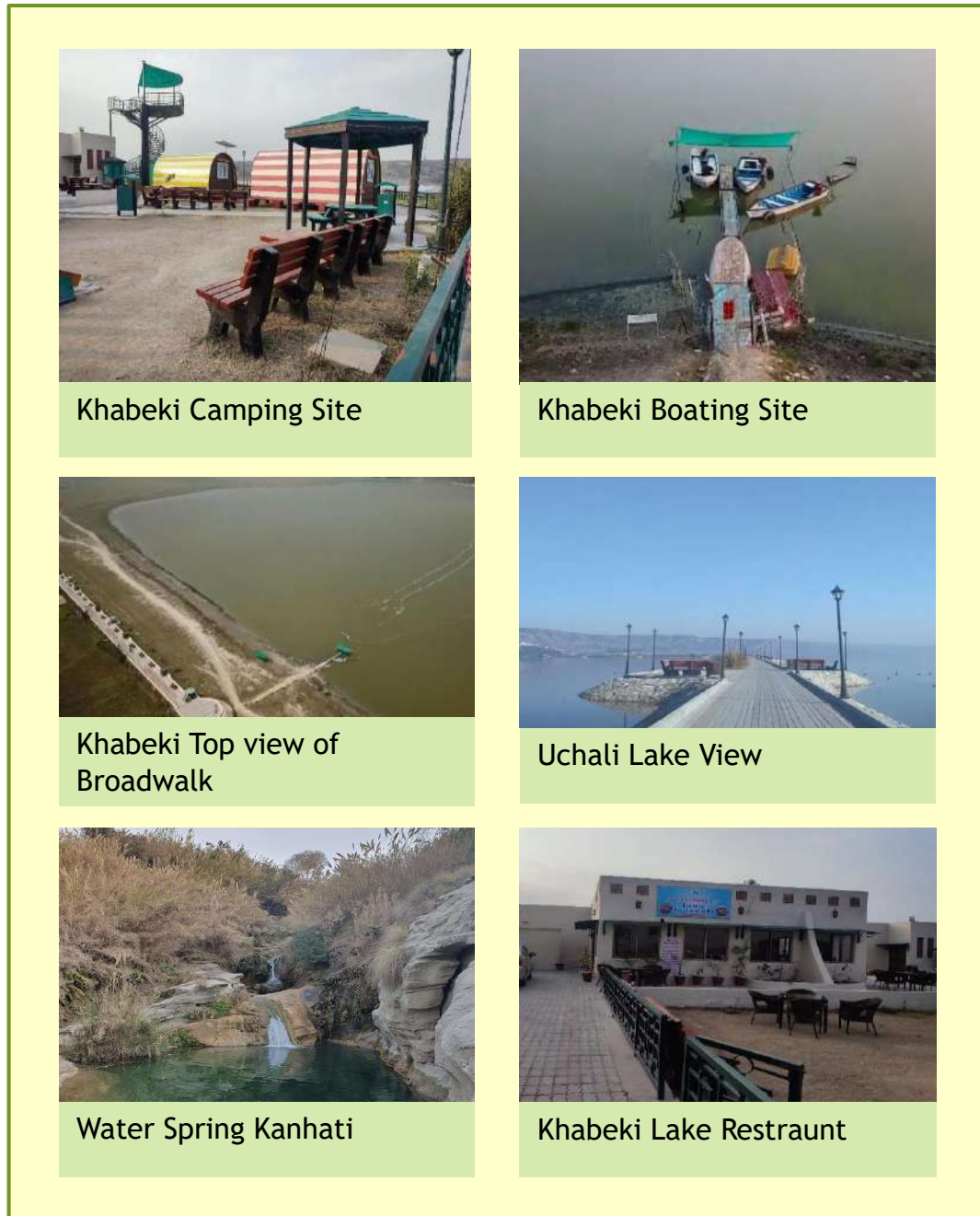
Considerable work has already been done in developing the Uchali and Khabeki Lakes, as well as Kanhatti Gardens based on the Soon Valley Master plan developed by the Urban Unit. However, other sites remain neglected.

### Existing Interventions

1. **Khabeki Lake:** Board Walk + Cycling Track; TDCP Restaurant; Motor and Pedal boats; Rest House; Glamping pods
2. **Uchali Lake:** Tourist Resort; Entertainment Park; Motor and Pedal boats

3. **Kanhatti Garden:** Botanical Garden; Kanhatti Rest House, Play Area, and Mosque; Waterfront tuck shop and sitting space

*Figure 15. Field Visit to Soon Valley*

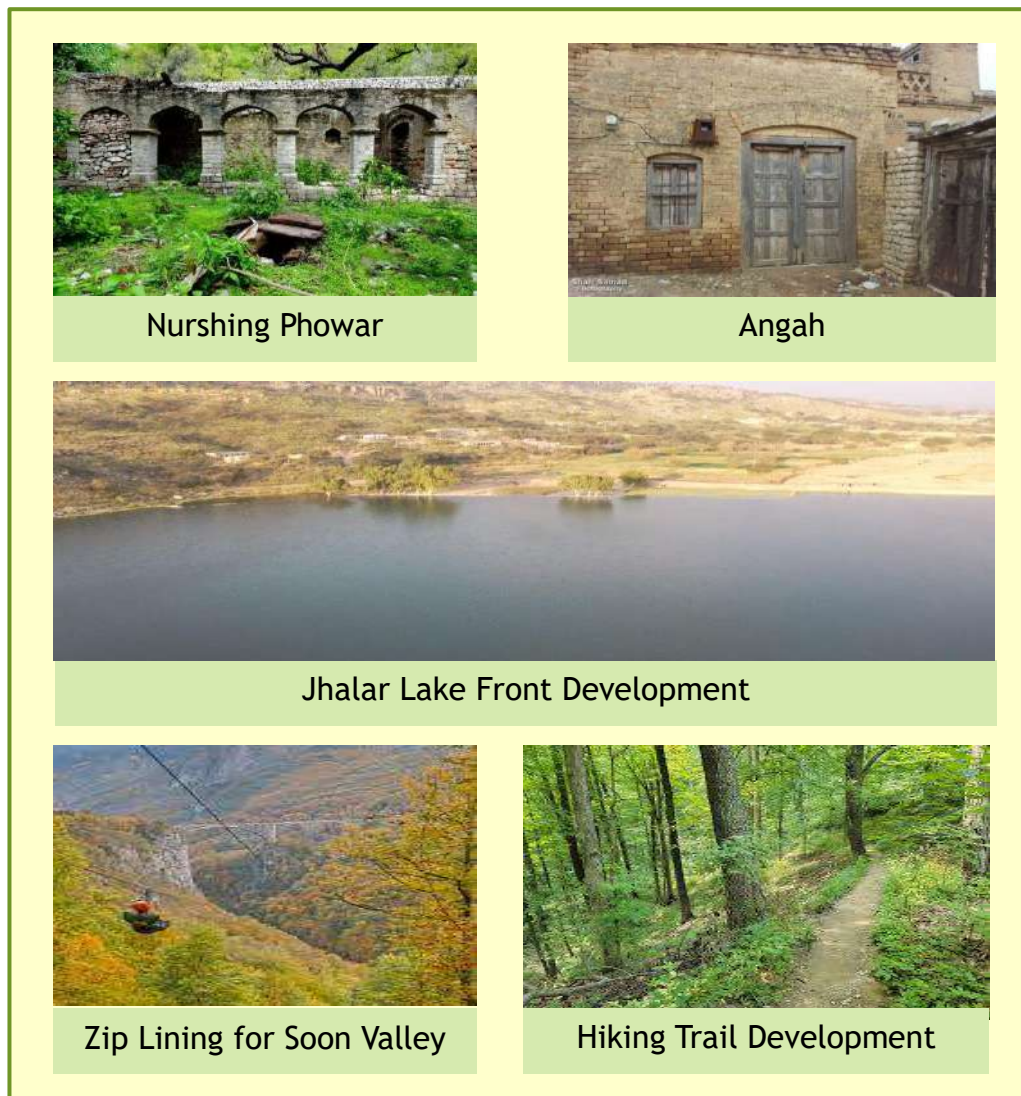


**Source: The Urban Unit**

Proposed Interventions

1. Jhalar Lake Front Development
2. Restoration and conservation of heritage sites: Tulajha fort, Akhrand fort, Tulhaat Fort, Nursingh Phowar, Ruins of Rat Rirri, Anga, Sodhi Rest House
3. Establishment of Adventure Park and Parkway Project at Soon Valley
4. Establishment of an Emergency Response Unit or Rescue 1122

*Figure 16. Proposed Interventions in Soon Valley*



**Source: The Urban Unit**

## Jhallar Lake Front Development

The proposed site plan and infrastructure development needed is presented below:

*Figure 17. Site Plan of Jhallar Lake Front Development*



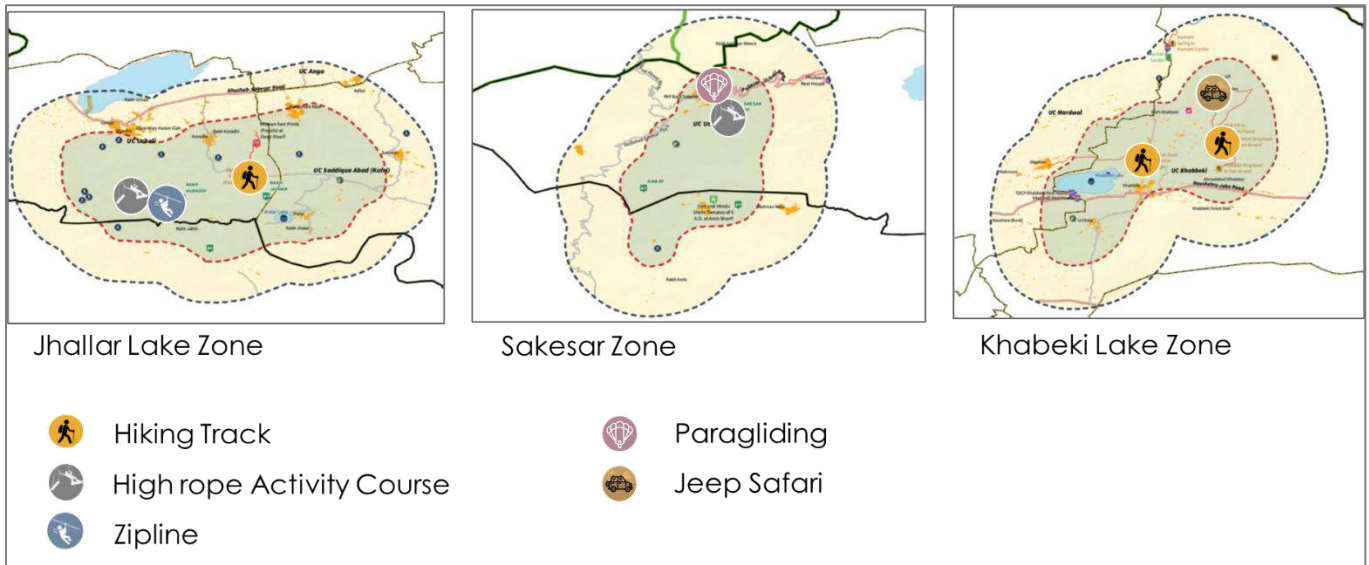
**Source: The Urban Unit**

Through the development of infrastructure and facilities such as canteen and food spots, parks, jogging track, fountains, bonfire pits etc., Jhallar Lake has the potential to become a major tourist attraction.

## Adventure Park and Parkway Project

This proposal focuses on the development of adventure sports facilities that would take advantage of the natural landscapes in Soon Valley. Potential activities include paragliding, ziplining, hiking, high rope activity course, and jeep safari. Suitable sites for each activity have been identified below

Figure 18. Adventure Park and Parkway Proposal - Soon Valley

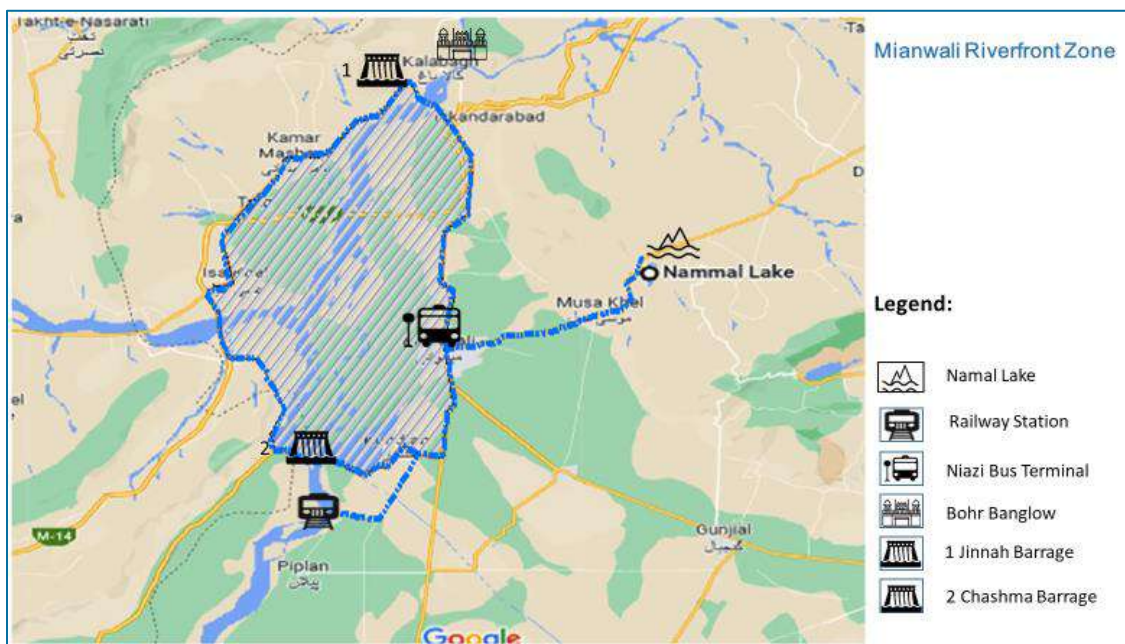


Source: The Urban Unit

### 6.3. Mianwali Riverfront Zone

This area holds potential for development of ecotourism activities. A proposed circuit has been identified based on the existing road network, and proximity of various sites in this area.

Figure 19. Proposed Mianwali Riverfront Circuit



Source: The Urban Unit

The estimated travel time on this circuit is around 6 to 7 hours by car, and thus, this route can be developed for organizing guided tours and day trips, both by private tour operators, and by PTDC, and TDCP. The route is also accessible by bus and train.

The Circuit includes the following sites: Jinnah Barrage, Chasma Barrage, Bohr Bangalow, Namal Lake, and Kalabagh.

### Proposed Activities

- Development of an Ecotourism Masterplan – based on conservation, and relevant land use in specific sites
- Restoration of Old Circuit House, Namal Lake (WLCA)
- Establishment of Wildlife Museum, Namal Lake
- Restoration / Conservation of heritage sites: Samadhi of Bhaghat Basti Ram, Hindu Ruins at Mari, Ramkund, Sirkapp Fort
- Fishing – permits based on conservation plan
- Boating and Adventure sports including jet skiing
- Riverfront Park, piers and boardwalk

*Figure 20. Conceptual Design for Riverfront Park*



**Source: The Urban Unit**

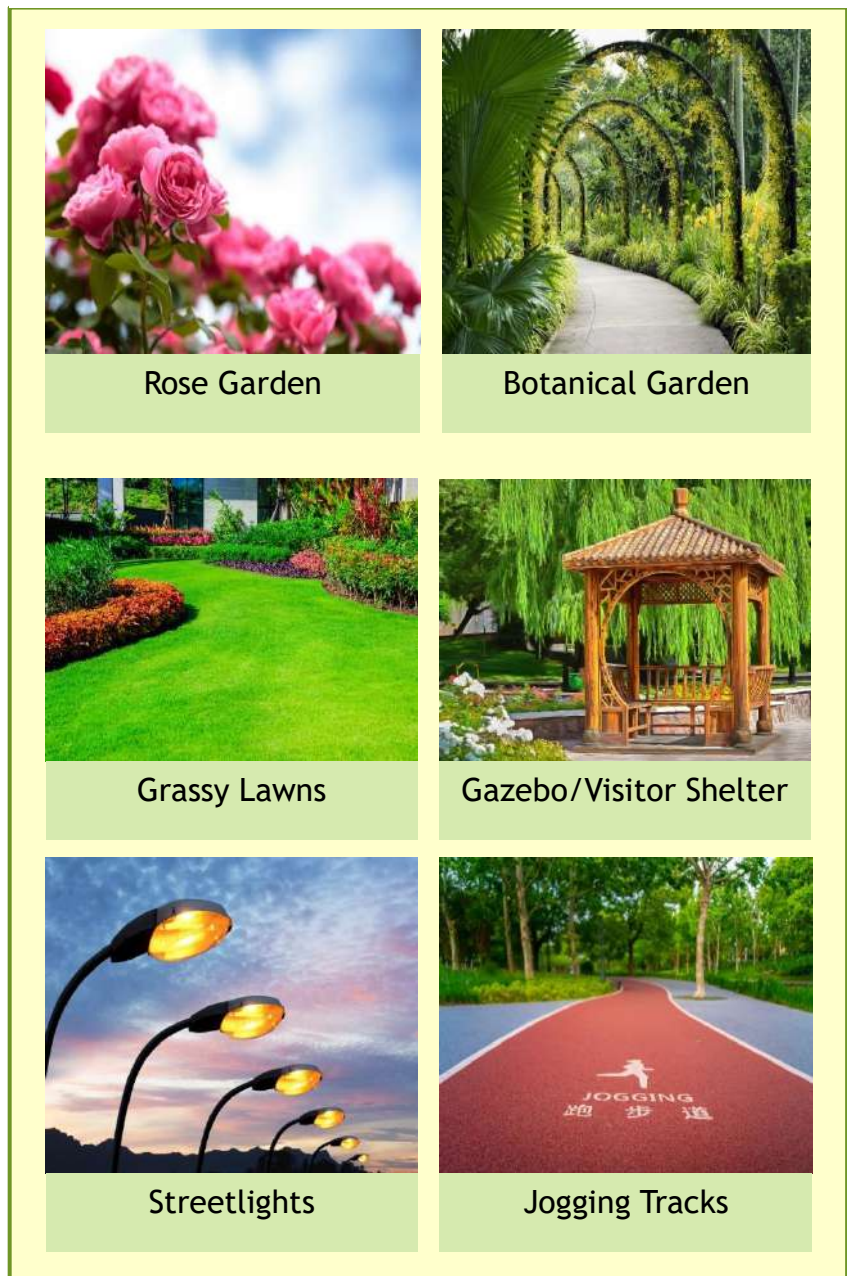
#### 6.4. Rehabilitation of Dilkusha Bagh, Bhakkar

This site is a date orchard that is believed have been established by Mughal emperor Akbar or Humayun. Other sources credit Princess Mehrunisa, the daughter of Shah Jahan. Basra dates are grown here, which is a famous product of Bhakkar. However, currently the garden is in disrepair, and facilities such as walking tracks and playground have deteriorated.

*Figure 21. Conceptual Design for Rehabilitation of Dilkusha Bagh*

##### Proposed Interventions

- Construction / Rehabilitation of play land, waterfalls, cafeteria, jogging track
- Construction of Main Gate and Boundary Wall
- Construction of Lake
- Paved walking paths and visitor shelter
- Streetlights
- Development of Grassy Lawns
- Development of Rose Garden
- Development of Cricket Ground
- Development of Botanical Garden



Source: The Urban Unit

Dilkusha Bagh is an important heritage site and an asset for the community – thus, the proposal is to develop it into a multipurpose attraction that can serve multiple needs - including sports and fitness, recreation, nature, and history education.

### 6.5. Conservation of Banyan Tree, Kot Momin

This Banyan tree is believed to be the oldest and largest Banyan tree in Pakistan, with over one thousand roots, spread across three acres. The tree is thought to be between 400 to 600 years old and is home to many species of birds. Yet, though the tree itself is majestic, there is no infrastructure around the site to facilitate visitors.

#### Proposed Interventions

- Designate as protected antiquity
- Boundary wall
- Master plan of site up to 150-250 meter surrounding the tree
- Public awareness through efficient signage on motorway
- Developing an access or approach road to the site
- Public Toilets
- Tuck shop, restaurant, and seating area
- Information plaques on history; fauna

*Figure 22. Field Visit to Banyan Tree, Kot Momin*



**Source: The Urban Unit**

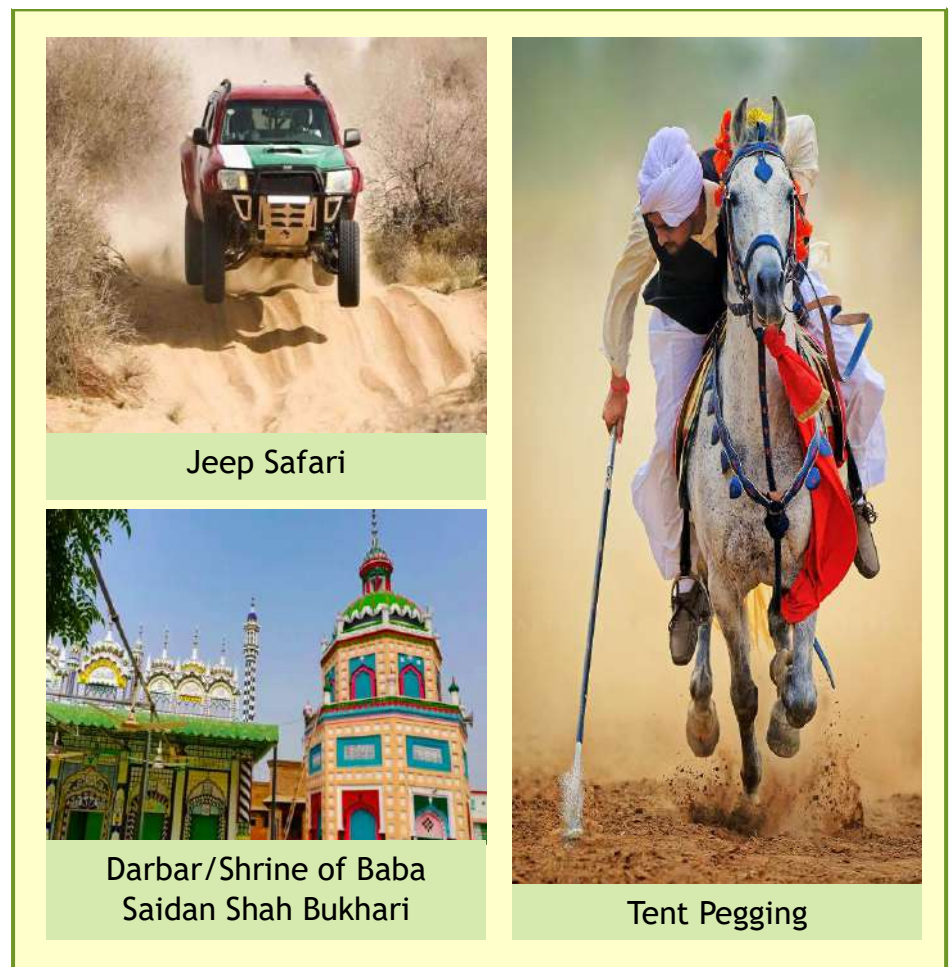
### 6.6. Thal Mela Zone

The Thal Mela takes place annually in July to celebrate the Urs of Baba Saidan Shah Bukhari at the Darbar of Baba Saidan Shah Bukhari. This event is already a major local attraction but is not known of outside the area. Thus, the Thal Mela Zone can be developed further and marketed to increase number of visitors and generate further economic activity. Since the area is located in the Thal desert, it can be developed as a desert safari experience, alongside cultural events to promote the local heritage.

#### Proposed Interventions

- Jeep Safari
- Tent Pegging
- Cattle Show
- Upgradation of Mela Ground
- Cultural Exhibition Centre with local handicrafts and local performances
- Rest area for the pilgrims attending Urs of Baba Saidan Shah Bukhari

*Figure 23. Proposed Interventions for Thal Mela*



**Source: The Urban Unit**

## SECTION VII: IMPLEMENTATION TIMELINE

A short, medium, and long term implementation timeline of proposed projects has been provided below, based on recommendations of the Urban Unit team, as well as recommendations from the district administration. Cost estimates of the projects are also included:

*Table 6. Implementation Timeline for Tourism Sector Projects*

Department	Timeframe	Description	Cost (PKR Million)
Sargodha District			
Tourism / FWF	Short Term	Conservation of Banyan Tree, Kot Momin	55
Tourism	Medium Term	Online Tourist visitor data and management system; onsite visitor logbooks and feedback	10
Tourism [WLCA]	Medium Term	Conservation of Heritage Sites in Bhera: Sher Shah Suri Mosque, Railway Station, Boaliwala Temple, Shiv Temple, Historic Gates of Bhera [WLCA]	150
Tourism / LG&CD	Medium Term	Heritage City: Development of Heritage Trails and Supporting Infrastructure	100
Khushab District			
Tourism - YASAT	Medium Term	Restoration/Improvement of Kanhatti Garden and Khabeki and Jhallar lakes/Park Tehsil Naushehra	TBD
Tourism	Medium Term	Establishment of Adventure Park and Parkway Project at Soon Valley / [already in 21-22 ADP but Un-Approved /01312100180]	100
Tourism	Medium Term	Online Tourist visitor data and management system; onsite visitor logbooks and feedback	10

Archaeology	Medium Term	Conservation of heritage Sites in Soon Valley: Tulajha Fort, Akhrand Fort, Tulhaat Fort, Nursingh Phowar, Ruins of Rat Rirri, Anga, Sodhi Rest House	130
Archaeology	Medium Term	Conservation/restoration of Amb Sharif Buddhist Monastery, Tehsil Quaidabad.	80
Archaeology	Medium Term	House of Ahmed Nadeem Qasmi, Anga. (Proposed for Public Library)	10
Archaeology	Medium Term	House of Wasif Ali Wasif, City Khushab.(Proposed for Public Library)	10
Archaeology	Medium Term	Conservation/restoration of Sher Shah Suri Fort, Pakka Kot, Katha Misral.	8
Archaeology	Medium Term	Conservation/restoration of Janjkhana Khushab City.	TBD
Archaeology	Medium Term	Gulistan-e-Babri Khushb City. (Proposed for ladies park)	TBD
Archaeology	Medium Term	Conservation/Rehabilitation and Renaming of Govt. Boys High School Hadali, as Govt. Khushwant Singh Boys High School Hadali.	23
Archaeology	Medium Term	Conservation and Restoration of Historical Gates in Khushab City	9
Archaeology	Medium Term	Conservation/restoration of Sikh Gurdwara main Bazar Khushab.	TBD
Archaeology	Medium Term	Conservation/restoration of Darbar Baba Sultan Jamali.	25
Archaeology	Medium Term	Conservation/restoration of Badshahi Mosque Girote.	25
Archaeology	Medium Term	Hayat Museum, Jauharabad.	27
Mianwali District			
Board of Revenue	Short Term	Establishment of Lake View Rest House at Chashma	TBD
Tourism	Short Term	Development of Ecotourism Masterplan for Mianwali Riverfront Zone	25
Archaeology	Medium Term	Conservation of heritage sites in Mianwali: Samadhi of Bhaghat Basti Ram, Hindu Ruins at Mari, Ramkund, Sirkapp Fort	100

SARGODHA REGIONAL DEVELOPMENT PLAN - TOURISM SECTOR PLAN

Tourism	Medium Term	Online Tourist visitor data and management system; onsite visitor logbooks and feedback	10
Tourism	Long Term	Riverfront Park and pier development in Mianwali Riverfront Zone (can be planned out via Ecotourism Masterplan)	200
Bhakkar District			
Tourism	Short Term	Development of rest area for pilgrims attending Urs of Baba Saidan Shah Bukhari	25
Tourism / FWF	Short Term	Rehabilitation, Beautification, and Improvement including Botanical Garden of Dilkusha Bagh Bhakkar	200
Tourism	Medium Term	Upgradation of Thal Mela Ground and Development of Community Expo Center	120
Tourism	Medium Term	Online Tourist visitor data and management system; onsite visitor logbooks and feedback	10
<b>TOTAL COST</b>			1462
<b>TOTAL COST</b>			1.46 Billion